

## SZ Familie – Editorial concept

The first magazine that pairs high-quality journalism for parents with a creative, lovingly crafted children's magazine. It is presented in a way that says, "Reading is about sharing".

Süddeutsche Zeitung Familie is aimed at modern mothers and fathers who have children between the ages of four and eleven. The parents who read this publication are well educated, well-situated financially, have successful careers and enjoy both their families and their work. They often tend to be opinion shapers. For these parents, family life and free time are very important.

Süddeutsche Zeitung Familie is designed specifically for young families. Every issue consists of two separate magazines: one for parents and one for children. This design allows parents to relax and read while their children enjoy a magazine of their own.



One issue. Two magazines. **Two target audiences.**

## Parents' magazine

## Children's magazine (for children ages four and up)



Print run:  
about 100,000 editions on average

Retail price:  
7,90 €

Publication frequency:  
six issues a year

### What the parents' magazine has to offer:

This magazine is characterized by content that is relevant to its readers' lives and upholds the winning editorial standards of the Süddeutsche Zeitung. Created for parents by parents, this heartfelt, sophisticated and aesthetically pleasing publication addresses the diverse questions surrounding parenthood.

### What's inside the children's magazine.

This is a magazine both parents and children will be excited about. Quality journalism for children meets playful, creative and interactive ideas. Visually appealing, informative, fun – and free of advertisements!

## Advertising rates 2018 partens' magazine

1/1 page inside pages [inner section]	€ 14,000	1/2 page vertical or horizontal	€ 8,200
1st right hand page after TOC	€ 16,100	1/3 page vertical or horizontal	€ 5,800
2nd cover	€ 16,800	1/4 page horizontal or corner	€ 4,500
3rd cover	€ 15,400		
4th cover [outside back cover]**	€ 15,400		
2/1 inside pages	€ 28,000		
1st spread before TOC [opening spread]	€ 33,600		
2nd spread before TOC	€ 33,200		

\*\*As parents' and the children's magazines are sold as a single unit, the 4th cover ad is only visible after separation.

## Schedule 2018/2019

Issue	D.P.	Cover story*	S.D.	C.D.
6/2018	18.12.2018	family & career in balance	31.10.2018	12.11.2018
1/2019	19.02.2019	education & psychology	19.12.2018	14.01.2019
2/2019	16.04.2019	love & relationship	26.02.2019	11.03.2019
3/2019	18.06.2019	health	30.04.2019	09.05.2019
4/2019	27.08.2019	school	05.07.2019	19.07.2019
5/2019	15.10.2019	family life	30.08.2019	06.09.2019
6/2019	17.12.2019	work-life-balance	30.10.2019	11.11.2019

\*May be subject to change at any time.

basis: SZ rate card no. 80a, effective 1st October 2017. Rates for 2019 are subject to change at any time. For terms and conditions go to [www.sz-media.de/AGB](http://www.sz-media.de/AGB).

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