

Süddeutsche Zeitung Magazin

BEST-OF 2018

For the second time the SZ-Magazin will be available as a standalone magazine.

On 6th November this special SZ-Magazin featuring the best stories of 2018 will be available through key retailers and newsagents.

The magazine will appear in an elaborate format (200 mm x 280 mm).

Next to award-winning reports, interviews, fashion editorials and essays, the editors also collected the most-clicked columns from SZ-Magazin.de.

In this special we will also highlight the most popular series of the regular SZ-Magazin columns such as „Sagen Sie jetzt nichts“, „Das Beste aus aller Welt“ by Axel Hacke, the most discussed moral questions to Rainer Erlinger as well as the most beautiful products of the year presented in „Kosmos“.

For the SZ-Magazin fans this special edition is an essential collector's item.

For those who are not yet a fan this special is a perfect introduction to SZ-Magazin.

Date of publication:

06 November 2018

Closing deadline:

08 October 2018

Material deadline:

15 October 2018



Print run 75,000 copies

Copy price 8,50 €

Volume approx 176 pages, soft cover binding

Colour profiles Cover: ISO Coated_V2
Inner pages: PSO_LWC_Standard 46L

Advertising formats and rates

2/1 page	bleed format: 400 x 280mm + 3mm bleed margin 24,000 EUR (inside pages) 28,800 EUR (1st spread before TOC / opening spread) 27,600 EUR (2nd spread before TOC) 26,400 EUR (3rd spread before TOC)
Full (1/1) page	bleed format: 200 x 280mm + 3mm bleed margin 12,000 EUR (inside pages) 13,800 EUR (1st right-hand page) 14,400 EUR (2nd cover) 13,200 EUR (3rd cover) 15,000 EUR (4th cover)
1/2 page vertical	bleed format: 96,8 x 280mm + 3mm bleed margin
1/2 page horizontal	bleed format: 200 x 139,6mm + 3mm bleed margin 7,100 EUR
1/3 page vertical	bleed format: 66,3 x 280mm + 3mm bleed margin
1/3 page horizontal	bleed format: 200 x 92,2mm + 3mm bleed margin 5,000 EUR
1/4 page vertical	bleed format: 51,1 x 280mm + 3mm bleed margin
1/4 page horizontal	bleed format: 200 x 69,5mm + 3mm bleed margin 3,900 EUR

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