Profile 2020
Süddeutsche Zeitung

Daily Newspaper (Monday to Friday)

Süddeutsche Zeitung is the leading newspaper in reach and by paid circulation among the national quality dailies in Germany.

Süddeutsche Zeitung is opinion leading and stands for investigative in-depth quality journalism.

No matter if for the latest news, for background reports or for expert analysis, SZ provides the readers with reliable, based on fact information from politics, business, culture, sports and science.

Audience

- 20-49 yrs old: 53%
  Total population: 44%

- Higher education: 70%
  Total population: 30%

- Higher income: 64%
  3,000 EUR+ ; total population: 40%

Reach

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Reach (2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Süddeutsche Zeitung</td>
<td>1,280,000</td>
</tr>
<tr>
<td>Frankfurter Allgemeine</td>
<td>830,000</td>
</tr>
<tr>
<td>WELT PRINT Werktag</td>
<td>700,000</td>
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<tr>
<td>Handelsblatt</td>
<td>450,000</td>
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</tbody>
</table>

Rates 2020

- 1/1 page: 87,900 EUR
- 1/2 page: 56,700 EUR
- 1/4 page: 33,000 EUR