



# Süddeutsche Zeitung

Daily Newspaper (Monday to Friday)

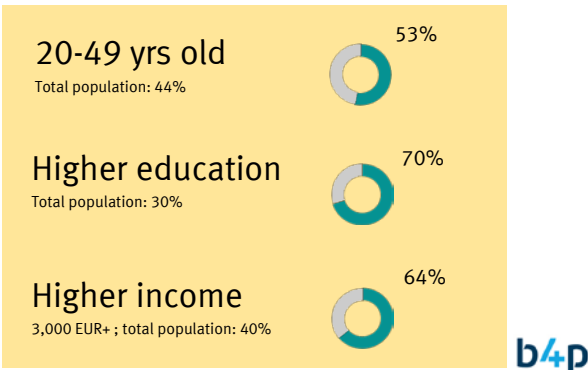
Süddeutsche Zeitung is the leading newspaper in reach and by paid circulation among the national quality dailies in Germany.

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



1.28 million readers per issue

1.11 million exclusive readers, who cannot be reached with Frankfurter Allgemeine Zeitung (FAZ), Die Welt or Handelsblatt

Ø-age: 47.4 yrs.

Ø-HH-net income: 3,955 EUR



394,000 readers per issue among decision-maker / 13,6% reach

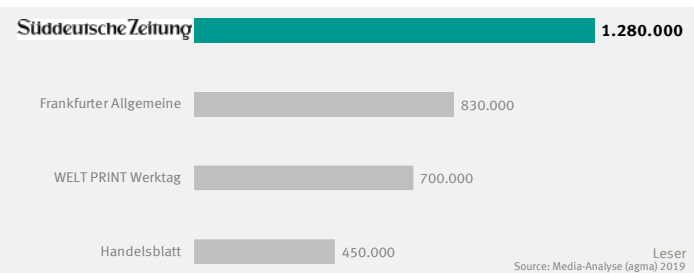


5.87 million readers / users  
Brand reach: Süddeutsche Zeitung / SZ.de / Apps



Net paid copies (3rd quarter 2019)  
312,003 Mon-Fri.  
326,611 Mon-Sat.

## Reach



Rates 2020

Right-hand page (Monday to Friday)

1/1 page 87,900 EUR

1/2 page 56,700 EUR

1/4 page 33,000 EUR