

# FREUDE

*pura*

## NEWSPAPER MAGAZINES



## MAGAZINES IN THE SÜDDEUTSCHE ZEITUNG

| Topic                     | Publication date |
|---------------------------|------------------|
| Holiday destinations 2024 | Thu., 11.01.2024 |
| Winter vacation           | Thu., 25.01.2024 |
| Wellness & Spa            | Thu., 22.02.2024 |
| FoodJourney               | Thu., 07.03.2024 |
| South Tyrol               | Thu., 14.03.2024 |
| Bavarian Forest           | Thu., 11.04.2024 |
| Biking, Hiking & Golfing  | Thu., 02.05.2024 |
| Vacation in Carinthia     | Wed., 08.05.2024 |
| Summer vacation           | Thu., 13.06.2024 |
| Vacation in Bavaria       | Thu., 04.07.2024 |
| Relaxed hiking & golfing  | Thu., 05.09.2024 |
| Wellness & Spa            | Thu., 19.09.2024 |
| FoodJourney               | Thu., 17.10.2024 |
| Winter vacation           | Thu., 14.11.2024 |
| Vacation in Carinthia     | Thu., 21.11.2024 |
| Familotel                 | Thu., 12.12.2024 |



**Distribution area:** Bavaria

With a circulation of **172,279 copies** (Mon-Sat.), the Süddeutsche Zeitung reaches **631,000 readers** in this area.\*

**Rates:**

**1/1 page**  
**6,500 EUR**  
262x365

**1/2 page**  
**3,500 EUR**  
across: 262x181  
upright: 132x365

WxH in mm plus 5mm bleed margin

**Printing method:** Rotogravure  
**Profile:** WAN\_IFRAnewspaper26v5.icc  
**Paper cover pages:** 100g/m<sup>2</sup> (UPM Fine)  
**Paper content pages:** 52g/m<sup>2</sup> (newspaper print ISO 80)  
**Color application:** max. 220 %  
**PDF-Version:** PDF/X-4, CMYK, 300dpi

## MAGAZINES IN THE FRANKFURTER ALLGEMEINE ZEITUNG

| Topic                                     | Publication date  |
|---|-------------------|
| Bavarian Forest & Bavarian Thermal region | Thur., 11.04.2024 |
| Winter vacation                           | Thur., 14.11.2024 |

### Distribution area:

Bavaria, Baden-Württemberg, Hesse, Saxony, Thuringia and the metropolitan area Rhine-Ruhr

With a circulation of **93.840 copies** (Mon-Thu), the Frankfurter Allgemeine Zeitung reaches **466,000 readers** in this area.\*



### Rates:

**1/1 page**  
**6,500 EUR**  
262x365

**1/2 page**  
**3,500 EUR**  
across: 262x181  
upright: 132x365

WxH in mm plus 5mm bleed margin

**Printing method:** Rotogravure  
**Profile:** WAN\_IFRAnewspaper26v5.icc  
**Paper cover pages:** 100g/m<sup>2</sup> (UPM Fine)  
**Paper content pages:** 52g/m<sup>2</sup> (newspaper print ISO 80)  
**Color application:** max. 220 %  
**PDF-Version:** PDF/X-4, CMYK, 300dpi

## MAGAZINES IN STUTTGARTER ZEITUNG AND STUTTGARTER NACHRICHTEN

| Topic                   | Publication date |
|-------------------------|------------------|
| Active & Relaxed*       | Thu., 02.05.2024 |
| Active, Wellness & Spa* | Thu., 19.09.2024 |



### Rates:

**1/1 page**  
**6,500 EUR**  
228,8 x 321

**1/2 page**  
**3,500 EUR**  
across: 228,8x160

without bleed margin

**Printing method:** Rotogravure  
**Profile:** WAN\_IFRAnewspaper26v5.icc  
**Paper:** 40g/m<sup>2</sup> (newspaper print ISO 80)  
**Color application:** max. 220 %  
**PDF-Version:** PDF/X-4, CMYK, 300dpi

**Distribution area:** Baden-Württemberg

With a circulation of **162,020 copies** (Mon-Fri), the Stuttgarter Zeitung and the Stuttgarter Nachrichten reaches **442,315 readers** in this area.\*



## THEMATIC-HUB ON SZ.DE

Whether it's vacation, leisure activities, or enjoyment, „FREUDE pur“ on SZ.de is the perfect environment to introduce your tourism offer to an exclusive readership.

FREUDE pur appears as its own **thematic hub** in the **Travel section** on SZ.de. This special feature is promoted through attention-grabbing placements in the SZ newsletters, on SZ.de, and the newspaper app.

Throughout the year, a variety of interesting topics are covered.

**The FREUDE pur Hub has a total of 6,250 page views with an average dwell time of 1:38 minutes per month. (31,250 page views within the last 5 months)\***

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| Winter vacation           | Thu., 14.11.2024 |

# Advertorial

## YOUR STORY ON SZ.DE

What do people remember best? That's right – **stories!**

**If you want to....**

### **Strengthen your brand awareness**

- Have ample space to tell your story
- Use high-quality visuals and special features
- Celebrate a special event, anniversary, or product launch with our readers
- Benefit from the high SEO value of our media brand for your website

....then an advertorial is the right choice for you!



## YOUR STORY ON SZ.DE

You provide your story, visual materials, and an optional video, and we will create your own **customized advertorial**.

- **Placement** Dedicated subpage in our „FREUDE pur“ special section
- **Reach** Teaser prominently placed on the respective topic page within the „FREUDE pur“ hub and native teaser in rotation on SZ.de with regional targeting

Premium  
Advertorial  
auf Anfrage

| Package  | S                         | M                         | L                         | XL                        |
|--|---------------------------|---------------------------|---------------------------|---------------------------|
| Reach building through native teasers (minimum four weeks, can be booked upon request)*                          | 100,000<br>Ad Impressions | 200,000<br>Ad Impressions | 300,000<br>Ad Impressions | 400,000<br>Ad Impressions |
| <b>Rates**</b>   | 2,990 EUR                 | 4,990 EUR                 | 6,990 EUR                 | 8,990 EUR                 |
| <b>Optional add-on:***</b>   |                           |                           |                           |                           |
| Social media reach booster<br>Placement on Instagram and Facebook<br>Targeted regional distribution upon request | 980 EUR                   | 698 EUR                   | 698 EUR                   | 398 EUR                   |

\* CPM (Cost per Mille) native teasers in rotation on SZ.de with regional targeting: 20,00 € n/n; rates for reach building through display banners upon request.

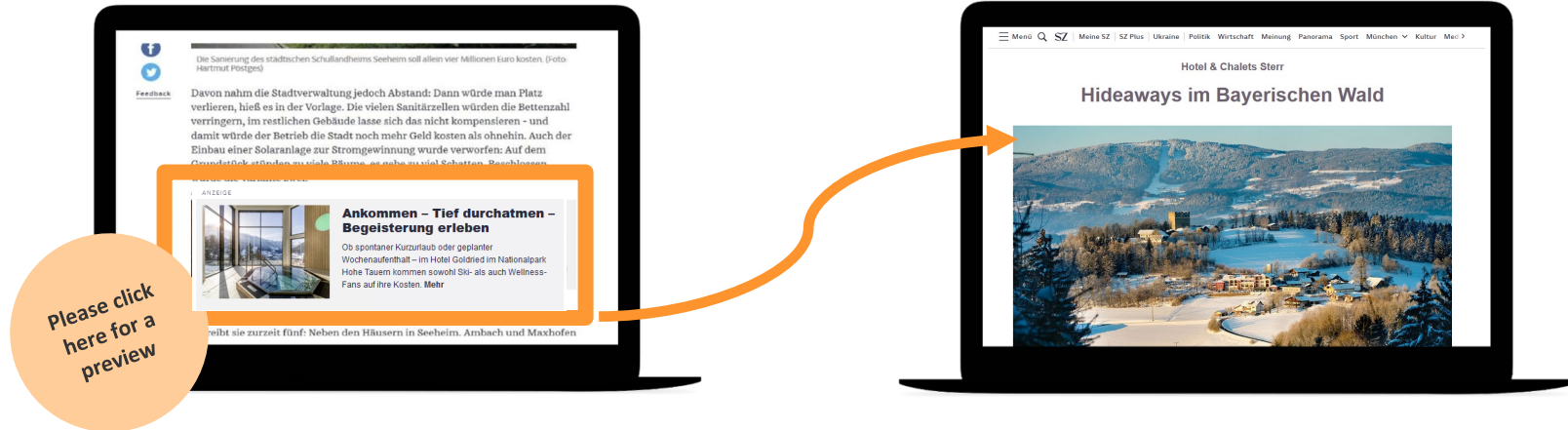
\*\* Included production costs of €990 are non-discountable, tax-deductible). Lead time of at least 10 business days.

\*\*\* Fixed price (non-discountable, tax-deductible)

The advertising terms and conditions of the portal operators apply, which can be viewed at <https://sz-media.sueddeutsche.de/home/agb.html> or at [www.iqdigital.de](http://www.iqdigital.de) for the iq digital media marketing GmbH. All dates are subject to scheduling changes due to production. SZ-Rate Card No. 86, effective January 1, 2024. All rates in Euro (€) plus applicable tax.

## WE CREATE MAXIMUM ATTENTION

- ▶ The **native teaser** is placed within the SZ.de articles and on the section homepages, directing users to the advertorial
- ▶ **Advantage:** directly in the reading flow of the users
- ▶ **Captivating design:** image, headline, and short text that piques curiosity





# Fixed Placement & Info Banner

## ON THE THEMED PAGES OF FREUDE PUR

We create your **themed page fixed placement** with a headline and a compelling short text that piques curiosity and links to your website.

| Format          | Placement      | Rate    |
|-----------------|----------------|---------|
| Fixed placement | Theme homepage | 1,290 € |

We create your info banner, **exklusively placed on the theme homepage**.

| Format      | Placement      | Rate    |
|-------------|----------------|---------|
| Info banner | Theme homepage | 2,000 € |

Lead time of at least 5 business days. Duration at least 4 weeks.  
All rates in Euro (€) plus applicable tax. SZ-Rate Card No. 86, effective January 1, 2024.

The image displays three distinct banner formats for 'Freude Pur' themed pages. The top-left banner features a woman relaxing in a bath, with the headline 'Hier gehört die Teaser-Headline rein' and placeholder text. The top-right banner shows a person's hands pouring liquid, with the headline 'Hier gehört die Teaser-Headline rein' and placeholder text. The bottom banner is a wide, horizontal image of a grand building, with the headline 'Hier kommt die Überschrift des Banners hin' and placeholder text. Each banner includes a 'Name des Unternehmens' field and a 'Verlinkung' (link) field.

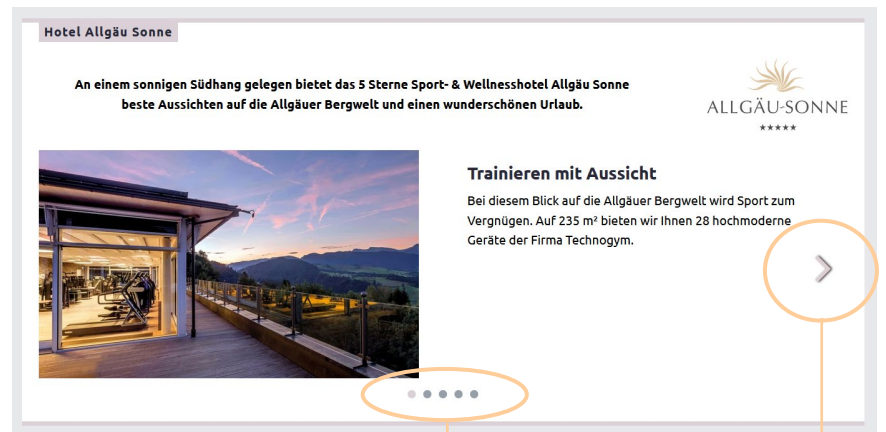
# Image gallery

## YOUR COMPANY / OFFERING IN STRIKING IMAGES

In a custom image gallery\* on the theme homepage within the FREUDE pur hubs, you can provide users with **deep insights** into your hotel, your company, or offering.

You provide us with your images along with meaningful descriptions and your logo, and we will create your own gallery.

| Format        | Placement      | Rate    |
|---------------|----------------|---------|
| Image gallery | Theme homepage | 1,600 € |



Space for up to ten pics

Easy to scroll

\* Lead time of at least 10 business days. Duration at least 4 weeks.  
All rates in Euro (€) plus applicable tax. SZ-Rate Card No. 86, effective January 1, 2024.

# We are happy to advise you

## KAUFDOWN SALES

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