



# Frankfurter Allgemeine QUARTERLY



(3x in 2017)

Copy price: 12 €

## MARKET POSITION

Frankfurter Allgemeine QUARTERLY is a new quarterly news magazine mainly looking at **business, culture, fashion and technology**. FAQ is aimed at the leading creative thinkers - intelligent, open minded and forward thinking, aged between 25 and 64 years. This represents a target audience of 4.8 million in Germany (*universe: 10.8 million according to AWA 2016 Elite in Germany over 25 and top socio-economic status level 1-3 with a very broad range of interests or particularly interested in politics or economic issues*).

Printed Run – 17 November 2017	<b>75,000</b>
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## EDITORIAL PROFILE

FAQ consists of the following sections:

- 1) **Frequently Asked Questions:** *Intelligent answers to frequently asked questions about major and minor issues*
- 2) **The Topic:** *Analysis of contemporary issues*
- 3) **Materials:** *A collection of fascinating stories and high-quality visuals*
- 4) **What the future holds:** *Presenting the latest trends in design, fashion, travel and style*

Four strong sections with unique insights and outlooks, almost 200 pages.

## ADVERTISING RATES 2017

Size	4 COL €*	Trim area W x H
1/1 Page	16,900*	210mm x 285mm
DPS	33,800*	420mm x 285mm
½ page	11,000*	Landscape: 210mm x 140mm Portrait: 105mm x 285mm
⅓ page	8,500*	Landscape: 210mm x 95mm Portrait: 70mm x 285mm

\*Rates depend on the positions

## TECHNICAL SPECIFICATIONS:

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