



# 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> |
|--------------------------------|---------------|

## 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 2018

| 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<br>Portrait: 105mm x 285mm |
| ⅓ page   | 8,500*   | Landscape: 210mm x 95mm<br>Portrait: 70mm x 285mm   |

\*Rates depend on the positions

## TECHNICAL SPECIFICATIONS:

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