



FAZ Magazine supplement
(15 times in 2017)



MARKET POSITION

Frankfurter Allgemeine Magazin is a monthly supplement of the newspaper and appears with the Saturday edition. Saturday is the key day for shopping and leisure activities in Germany.

	FAZ	SZ	Handelsblatt	Die Welt
Effective Circulation (IVW Q2-2018)	278,221 (Sat)	468,474 (Sat)	86,648 (Mon- Fri)	408,656 (Sun)
Readership <i>AWA (Total Readership) (source: AWA 2016)</i>	1,005,000	1,321,000	421,000	761,000
<i>LAE (Decision-Makers, Senior Ex. + High Income) (source: LAE 2016)</i>	315,000	409,000	282,000	300,000

EDITORIAL PROFILE

Frankfurter Allgemeine Magazin covers such lifestyle topics as fashion, design, travel, arts and culinary delights. It has a very high editorial quality and discusses the latest trends and fashion in the German market. It also contains interviews and photo spreads. Finally there is a style questionnaire which has a legendary place in the magazine.

ADVERTISING RATES 2019

Please contact us for details.

TECHNICAL SPECIFICATIONS:

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