



Frankfurter Allgemeine QUARTERLY



(4 times a year)

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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 – Publisher 2018	60,000
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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 2019

Rates depend on the positions and format, available on request.

TECHNICAL SPECIFICATIONS:

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