



# Frankfurter Allgemeine

## SONNTAGSZEITUNG

German's Quality Weekly Newspaper  
Cover Price: € 4.40



### **MARKET POSITION**

**Frankfurter Allgemeine Sonntagszeitung** is the Sunday edition of FAZ, the most reputable German-speaking newspapers. The FAS offers its 1.2 million readers the perfect mixture for a comprehensive, relaxed and informative Sunday read.

	<b>FAS</b>	<b>Welt am Sonntag</b>
<b>Effective Circulation</b> (IVW Q2-2018)	<b>271,606</b>	358,418
<b>Readership</b> <u>AWA</u> (Total Readership) (source: AWA 2016)	<b>1,065,000</b>	1,481,000
<u>LAE</u> (Decision-Makers, Senior Ex. + High Income) (source: LAE 2016)	<b>190,000</b>	245,000

### **EDITORIAL PROFILE**

**FAS** is a newspaper which stands for quality, credibility and reliability.

**FAS** consist of 10 sections covering all regular topics: Politics, Business, Money & More, Recruitment and Career, Science, Sports, Culture, Lifestyle, Travel, Home & Tech.

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