



Frankfurter Allgemeine

ZEITUNG FÜR DEUTSCHLAND

German's Quality Daily Newspaper
Cover Price: Mon-Fri € 2.90, Sat € 3.10



MARKET POSITION

Frankfurter Allgemeine Zeitung is the most reputable national German newspaper.

With more journalists than any other national newspaper worldwide, the editorial staff of **FAZ** has won more than 900 journalistic awards. **FAZ** is a vital source of information for 1.17 million readers in 50 countries around the world. A large proportion of **FAZ**'s readers are senior figures in politics and business who are key influencers of public opinion across Germany.

	FAZ	SZ	Handelsblatt	Die Welt
Effective Circulation (IVW Q2-2018)	250,858 (Mon-Sat)	353,752 (Mon-Sat)	130,687 (Mon-Fri)	165,619 (Mon-Fri)
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

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

FAZ is a compelling mix of engaging and stimulating articles. It covers the big issues of the day, national and international, from politics to finance, culture to sport.

ADVERTISING RATES 2019

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