

# Advertisement Rate Card

No. 9 effective January 1, 2009



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**International Advertisement Department:**

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e-mail: [anzeigen.ausland@faz.de](mailto:anzeigen.ausland@faz.de)



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## General terms

**publishers:** Frankfurter Allgemeine Zeitung G.m.b.H.  
**postal address:** 60267 Frankfurt am Main · Germany  
**office address:** Hellerhofstrasse 2 - 4 · 60327 Frankfurt am Main · Germany  
**telephone:** +49/69/75 91-0 · **fax:** +49/69/75 91-18 28 · **e-mail:** Anzeigen.Ausland@faz.de  
**advertisement director:** Andreas Formen  
**internet:** <http://www.faz.net/anzeigen>

### general terms [extract]

The Publishers reserve the right to accept or reject advertisements, or indeed individual insertions within a series, including those handed in at their own branch offices, placed through publisher's representatives, or accepted by other agencies. The Publishers do not accept liability for mistakes in the publication of advertising copy or changes in copy given over the telephone. Orders for advertisements and special supplements requesting publication in specific issues or positions should be submitted to the publishers early enough to enable them to inform the advertiser if, for any reason, these instructions cannot be carried out. Classified advertisements will automatically be printed in the appropriate advertising section without prior arrangement with the advertiser. The Publishers reserve the right to impose different rates for special publications. English advertising copy will be translated upon request into German free of charge. Translations are undertaken to the best of our ability, but without obligation.

### publication

Sundays

### terms

Invoices are payable on receipt, 2 % discount for payment in advance

### bank account

Commerzbank AG, Frankfurt am Main, Sort Code 500 400 00, No. 589 820 000, BIC: COBA DE FF, IBAN No. DE43 5004 0000 0589 8200 00 · **All rates/invoices are in € [Euro].**

### box number charges

**collection by advertiser:** € 2.60

**delivery inside Germany:** € 7.90 **delivery abroad:** € 13.10

**airmail delivery overseas:** € 21.00

\* Please note: Discounts apply to ads published in F.A.S. only. Discounts for ads published also in F.A.Z. or as combi in F.A.Z./F.A.S.: details on request.

## circulation breakdown [IWW-audited circulation figures]

### circulation

[3<sup>rd</sup> quarter 2008]

total circulation

<b>print order</b>	<b>465,586</b>
subscriptions	179,514
+ trade sales	182,417
+ other sales	17,662
+ airplane sales	53,231
- returns	96,311
<b>net sales</b>	<b>336,513</b>
+ complimentary copies	31,901
<b>effective circulation</b>	<b>368,414</b>

### discounts\*

series for several insertions		volume for minimum total space	
6 insertions	10 %	3,000 mm	3 %
12 insertions	15 %	5,000 mm	5 %
18 insertions	18 %	10,000 mm	10 %
24 insertions	20 %	15,000 mm	15 %
30 insertions	22 %	20,000 mm	20 %
36 insertions	23 %	30,000 mm	21 %
42 insertions	24 %	40,000 mm	22 %
48 insertions	25 %	60,000 mm	23 %
		80,000 mm	24 %
		100,000 mm	25 %
		125,000 mm	26 %
		150,000 mm	26.5 %
		175,000 mm	27 %
		200,000 mm	28 %



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## Corporate and financial advertising

The format applicable for the combi is the ad appearing in the F.A.Z. If necessary the ad appearing in the F.A.S. will be floated. · **type area:** 528 mm deep by 371 mm wide  
 1 page = 4,224 total mm · 7 text columns [column width = 58 mm] = 8 advertising columns [column width = 45 mm] · **conversion factor text to advertising columns: 1.1429**  
**For island ads and spreads we need two artworks.** · **closing date:** Thursday, 8 a.m.\*

	F.A.S. [single]		F.A.Z.+F.A.S. [combi]			F.A.S. [single]		F.A.Z.+F.A.S. [combi]	
	sun	mon - fr + sun	sat + sun	sun		mon - fr + sun	sat + sun		
1/1 page	35,480.00	b/w	73,080.00	76,030.00	1/1 page fireplace/ spread	47,730.00	b/w	105,180.00	108,130.00
	49,000.00	colour	100,530.00	102,640.00		59,560.00	colour	138,550.00	143,620.00
	F.A.S. ▶ 371 mm [w] x 528 mm [d] - 4,224 mm [total]	size	F.A.Z. ▶ 371 mm [w] x 528 mm [d] - 4,224 mm [total]			F.A.S. ▶ 547 mm [w] x 370 mm [d] - 4,224 mm [total]	size	F.A.Z. ▶ 516 mm [w] x 396 mm [d] - 4,224 mm [total]	
1/2 page junior page	20,910.00	b/w	45,410.00	46,890.00	1/1 page spread/ upright	[see page 7 + 8]	b/w	105,180.00	108,130.00
	26,190.00	colour	59,980.00	62,090.00		[see page 7 + 8]	colour	138,550.00	143,620.00
	F.A.S. ▶ 261 mm [w] x 370 mm [d] - 2,112 mm [total]	size	F.A.Z. ▶ 245 mm [w] x 396 mm [d] - 2,112 mm [total]			F.A.S. ▶ 439 mm [w] x 528 mm [d] - 4,224 mm [total]	size	F.A.Z. ▶ 391 mm [w] x 528 mm [d] - 4,224 mm [total]	
1/2 page across	20,910.00	b/w	45,410.00	46,890.00	1/2 page fireplace/ spread [size 1]	23,870.00	b/w	54,070.00	56,180.00
	26,190.00	colour	59,980.00	62,090.00		29,780.00	colour	73,500.00	76,240.00
	F.A.S. ▶ 371 mm [w] x 264 mm [d] - 2,112 mm [total]	size	F.A.Z. ▶ 371 mm [w] x 264 mm [d] - 2,112 mm [total]			F.A.S. ▶ 439 mm [w] x 231 mm [d] - 2,112 mm [total]	size	F.A.Z. ▶ 516 mm [w] x 198 mm [d] - 2,112 mm [total]	
1/2 page upright	[see page 7 + 8]	b/w	45,410.00	46,890.00	1/2 page fireplace/ spread [size 2]	23,870.00	b/w	54,070.00	56,180.00
	[see page 7 + 8]	colour	59,980.00	62,090.00		29,780.00	colour	73,500.00	76,240.00
	F.A.S. ▶ 207 mm [w] x 528 mm [d] - 2,112 mm [total]	size	F.A.Z. ▶ 183 mm [w] x 528 mm [d] - 2,112 mm [total]			F.A.S. ▶ 332 mm [w] x 308 mm [d] - 2,112 mm [total]	size	F.A.Z. ▶ 391 mm [w] x 264 mm [d] - 2,112 mm [total]	

\* For the sections »Technik und Motor« [publication day Tuesday] and »Natur und Wissenschaft« [publication day Wednesday] closing dates are Wednesday and Thursday of the previous week at 3 p.m.



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## Corporate and financial advertising

For island ads and spreads we need two artworks.

### F.A.S. [single]

### F.A.Z.+F.A.S. [combi]

sun mon - fr + sun sat + sun

1/3 page corner	13,940.00	b/w	32,240.00	33,510.00
	17,460.00	colour	43,930.00	45,620.00
	F.A.S. ► 207 mm [w] x 308 mm [d] - 1,408 mm [total]	size	F.A.Z. ► 183 mm [w] x 352 mm [d] - 1,408 mm [total]	

1/3 page across	13,940.00	b/w	32,240.00	33,510.00
	17,460.00	colour	43,930.00	45,620.00
	F.A.S. ► 371 mm [w] x 176 mm [d] - 1,408 mm [total]	size	F.A.Z. ► 371 mm [w] x 176 mm [d] - 1,408 mm [total]	

1/3 page across / page 3	14,500.00	b/w	33,650.00	34,920.00
	19,290.00	colour	48,290.00	50,410.00
	F.A.S. ► 371 mm [w] x 176 mm [d] - 1,408 mm [total]	size	F.A.Z. ► 371 mm [w] x 176 mm [d] - 1,408 mm [total]	

1/3 page upright	[see page 7 + 8]	b/w	32,240.00	33,510.00
		colour	43,930.00	45,620.00
	F.A.S. ► 153 mm [w] x 528 mm [d] - 1,408 mm [total]	size	F.A.Z. ► 120 mm [w] x 528 mm [d] - 1,408 mm [total]	

### F.A.S. [single]

### F.A.Z.+F.A.S. [combi]

sun mon - fr + sun sat + sun

1/1 page spread / across	47,730.00	b/w	105,180.00	108,130.00
	59,560.00	colour	138,550.00	143,620.00
	F.A.S. ► 761 mm [w] x 264 mm [d] - 4,224 mm [total]	size	F.A.Z. ► 766 mm [w] x 264 mm [d] - 4,224 mm [total]	

2/3 page spread / across	31,820.00	b/w	72,090.00	74,910.00
	39,710.00	colour	98,000.00	101,660.00
	F.A.S. ► 761 mm [w] x 176 mm [d] - 2,816 mm [total]	size	F.A.Z. ► 766 mm [w] x 176 mm [d] - 2,816 mm [total]	

2/3 page fireplace / spread [size 1]	31,820.00	b/w	72,090.00	74,910.00
	39,710.00	colour	98,000.00	101,660.00
	F.A.S. ► 547 mm [w] x 247 mm [d] - 2,816 mm [total]	size	F.A.Z. ► 516 mm [w] x 264 mm [d] - 2,816 mm [total]	

2/3 page fireplace / spread [size 2]	31,820.00	b/w	72,090.00	74,910.00
	39,710.00	colour	98,000.00	101,660.00
	F.A.S. ► 439 mm [w] x 308 mm [d] - 2,816 mm [total]	size	F.A.Z. ► 391 mm [w] x 352 mm [d] - 2,816 mm [total]	



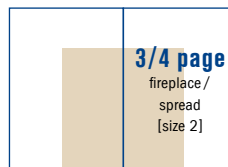
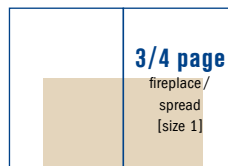
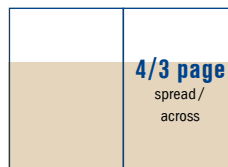
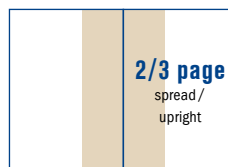
## Corporate and financial advertising

For island ads and spreads we need two artworks.

### F.A.S. [single]

### F.A.Z.+F.A.S. [combi]

	sun		mon - fr + sun	sat + sun
<b>2/3 page</b> across	27,880.00	b/w	60,540.00	62,520.00
	34,920.00	colour	79,970.00	82,790.00
	F.A.S. ▶ 371 mm [w] x 352 mm [d] = 2,816 mm [total]	size	F.A.Z. ▶ 371 mm [w] x 352 mm [d] = 2,816 mm [total]	
<b>1/4 page</b> corner	10,450.00	b/w	24,180.00	25,130.00
	13,090.00	colour	32,950.00	34,210.00
	F.A.S. ▶ 207 mm [w] x 231 mm [d] = 1,056 mm [total]	size	F.A.Z. ▶ 183 mm [w] x 264 mm [d] = 1,056 mm [total]	
<b>1/4 page</b> across	10,450.00	b/w	24,180.00	25,130.00
	13,090.00	colour	32,950.00	34,210.00
	F.A.S. ▶ 371 mm [w] x 132 mm [d] = 1,056 mm [total]	size	F.A.Z. ▶ 371 mm [w] x 132 mm [d] = 1,056 mm [total]	
<b>1/4 page</b> across / page 3	10,880.00	b/w	25,240.00	26,190.00
	14,470.00	colour	36,220.00	37,800.00
	F.A.S. ▶ 371 mm [w] x 132 mm [d] = 1,056 mm [total]	size	F.A.Z. ▶ 371 mm [w] x 132 mm [d] = 1,056 mm [total]	



### F.A.S. [single]

### F.A.Z.+F.A.S. [combi]

	sun		mon - fr + sun	sat + sun
[see page 7 + 8]		b/w	72,090.00	74,910.00
		colour	98,000.00	101,660.00
	F.A.S. ▶ 332 mm [w] x 528 mm [d] = 2,816 mm [total]	size	F.A.Z. ▶ 266 mm [w] x 528 mm [d] = 2,816 mm [total]	
63,640.00		b/w	140,240.00	144,180.00
	79,410.00	colour	184,730.00	191,490.00
	F.A.S. ▶ 761 mm [w] x 352 mm [d] = 5,632 mm [total]	size	F.A.Z. ▶ 766 mm [w] x 352 mm [d] = 5,632 mm [total]	
35,800.00		b/w	78,880.00	81,100.00
	44,670.00	colour	103,910.00	107,710.00
	F.A.S. ▶ 547 mm [w] x 278 mm [d] = 3,168 mm [total]	size	F.A.Z. ▶ 516 mm [w] x 297 mm [d] = 3,168 mm [total]	
35,800.00		b/w	78,880.00	81,100.00
	44,670.00	colour	103,910.00	107,710.00
	F.A.S. ▶ 439 mm [w] x 347 mm [d] = 3,168 mm [total]	size	F.A.Z. ▶ 391 mm [w] x 396 mm [d] = 3,168 mm [total]	



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## Corporate and financial advertising

For island ads and spreads we need two artworks.

### F.A.S. [single]

### F.A.Z.+F.A.S. [combi]

sun mon - fr + sun sat + sun

1/6 page across	6,970.00	b/w	16,120.00	16,760.00
	8,730.00	colour	21,960.00	22,810.00
	F.A.S. ▶ 371 mm [w] x 88 mm [d] - 704 mm [total]	size	F.A.Z. ▶ 371 mm [w] x 88 mm [d] - 704 mm [total]	

1/6 page upright	[Full depth ads see below]	b/w	16,120.00	16,760.00
		colour	21,960.00	22,810.00
	F.A.S. ▶ 100 mm [w] x 528 mm [d] - 704 mm [total] <i>only combi possible</i>	size	F.A.Z. ▶ 57 mm [w] x 528 mm [d] - 704 mm [total]	

1/7 page upright	5,970.00	b/w	[see page 4 - 6]	
	7,480.00	colour		
	F.A.S. ▶ 49 mm [w] x 528 mm [d] - 603 mm [total]	size		

2/7 page upright	11,950.00	b/w	[see page 4 - 6]	
	14,970.00	colour		
	F.A.S. ▶ 100 mm [w] x 528 mm [d] - 1,207 mm [total]	size		

### F.A.S. [single]

### F.A.Z.+F.A.S. [combi]

sun mon - fr + sun sat + sun

3/7 page upright	17,920.00	b/w	[see page 4 - 6]	
	22,440.00	colour		
	F.A.S. ▶ 153 mm [w] x 528 mm [d] - 1,810 mm [total]	size		

4/7 page upright	23,900.00	b/w	[see page 4 - 6]	
	29,930.00	colour		
	F.A.S. ▶ 207 mm [w] x 528 mm [d] - 2,414 mm [total]	size		

5/7 page upright	29,870.00	b/w	[see page 4 - 6]	
	37,410.00	colour		
	F.A.S. ▶ 261 mm [w] x 528 mm [d] - 3,017 mm [total]	size		

corner tab	10,160.00	b/w	---	
	11,320.00	colour	---	
	F.A.S. ▶ 100 mm [w] x 120 mm [d] - 274 mm [total]	size		



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## Corporate and financial advertising

For island ads and spreads we need two artworks.

		F.A.S. [single]		F.A.Z.+F.A.S. [combi]	
		sun		mon - fr + sun	sat + sun
6/7 page spread upright		40,920.00	b/w	[see page 4 - 6]	
		51,060.00	colour		
		F.A.S. ▶ 332 mm [w] x 528 mm [d] = 3,621 mm [total]			
8/7 page spread upright		54,560.00	b/w	[see page 4 - 6]	
		68,070.00	colour		
		F.A.S. ▶ 439 mm [w] x 528 mm [d] = 4,828 mm [total]			
2/1 page spread		81,100.00	b/w	159,670.00	166,430.00
		111,510.00	colour	220,490.00	227,250.00
		F.A.S. ▶ 761 mm [w] x 528 mm [d] = 8,448 mm [total]		F.A.Z. ▶ 766 mm [w] x 528 mm [d] = 8,448 mm [total]	

		F.A.S. [single]		F.A.Z.+F.A.S. [combi]	
		sun		mon - fr + sun	sat + sun
basic rate		8.40	b/w	17.80	18.50
		11.60	colour	24.60	25.40
horizontal strips		11.40	b/w	25.70	26.80
		14.20	colour	35.00	36.40
island ads		35.20	b/w	75.10	78.10
		58.00	colour	123.40	127.20
		F.A.S. ▶ 1col 49 mm [w] x 30-100 mm [d]		F.A.Z. ▶ 1col 57 mm [w] x 30-100 mm [d]	

### Other sizes and island ads

basic rate		8.40	b/w	17.80	18.50
		11.60	colour	24.60	25.40
horizontal strips		11.40	b/w	25.70	26.80
		14.20	colour	35.00	36.40
island ads		35.20	b/w	75.10	78.10
		58.00	colour	123.40	127.20
		F.A.S. ▶ 1col 49 mm [w] x 30-100 mm [d]		F.A.Z. ▶ 1col 57 mm [w] x 30-100 mm [d]	

**type area:** 528 mm deep x 371 mm wide · 1/1 page = 4,224 total mm with 7 editorial columns [width: 49 mm] = 8 advertising columns [width: 45 mm]  
**conversion factor text to advertising columns: 1.1429**



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## Property ads

**closing date:** Thursday, 8 a.m.

### package FA.Z. + F.A.S.

#### Classified ads in the property market

Module ads (not subject to discount)	Size	Fixed price in €, all colours
<b>Size 1</b>	45 mm (w) x 50 mm (d) or 91 mm (w) x 25 mm (d)	400.00
<b>Size 2</b>	45 mm (w) x 100 mm (d) or 91 mm (w) x 50 mm (d)	800.00
<b>Size 3</b>	91 mm (w) x 100 mm (d)	1,600.00
<b>Size 4</b>	91 mm (w) x 150 mm (d)	2,400.00
<b>Size 5</b>	138 mm (w) x 150 mm (d)	3,600.00
<b>Size 6</b>	138 mm (w) x 200 mm (d)	4,800.00
<b>Immobilien-Ausstellung (property exhibition)</b> , exclusive special publication (Subjects and dates on request), size and price per module	80 mm (w) x 100 mm (d)	1,150.00

#### Other sizes

Classified ads which sizes differ from the module ads are invoiced at mm basis.

Type area: 528 mm deep x 371 mm wide · 1/1 page = 4,224 total mm with 8 advertising columns [column width: 45 mm]

basic rate private

basic rate commercial

mm rate in €

b/w

4c

5.70

7.70

9.60

13.00

#### Advertisement facing editorial in the property section

The size applicable for the combi FA.Z. and F.A.S. is the ad appearing in the FA.Z.

If necessary, the ad in the F.A.S. will be floated.

	Size		Fixed price in €, all colours
	FA.Z.	F.A.S.	
<b>Small corner</b> , page 1 (800 total mm)	183 mm (w) x 200 mm (d)	207 mm (w) x 175 mm (d)	18,100.00
<b>Island</b> , page 1 (100 total mm)	57 mm (w) x 100 mm (d)	49 mm (w) x 100 mm (d)	8,100.00
<b>Corner</b> , page 3 (1,056 total mm)	183 mm (w) x 264 mm (d)	207 mm (w) x 231 mm (d)	19,500.00
<b>Strip</b> , page 3 (1,056 total mm)	371 mm (w) x 132 mm (d)	371 mm (w) x 132 mm (d)	19,500.00
<b>Corner</b> , page 5 (1,056 total mm)	183 mm (w) x 264 mm (d)	207 mm (w) x 231 mm (d)	17,500.00



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## Recruitment ads

**closing date and copy date:** Wednesday of the publication week, 4 p.m.

**copy date for proofs:** Tuesday of the publication week, 2 p.m.

**package F.A.Z. + F.A.S.**

mm rates in €

**type area:** 514 mm deep x 371 mm wide · 1/1 page = 4,112 total mm

**categories:** »Job Offers«, »International Job Offers«

1, 2, 4, 6, 7, 8 columns

3 columns

5 columns

**The rates quoted apply to job offers published on Saturdays in the F.A.Z., on Sundays in the F.A.S. and for 28 days on FAZjob.NET.**

**situations wanted closing date:** Wednesday, 8 a.m.

commercial

private

**personnel image ads**

recruitment section

recruitment section and in the business section

b/w

Euro scale 2c

Euro scale 3c/4c

sat + sun

sat + sun

sat + sun

14.80

18.10

20.45

14.40

17.80

20.05

14.90

18.35

20.75

3.90

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3.30

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16.70

22.50

23.70

20.60

26.20

28.90

### Column width

1 column 45 mm 2 columns 91 mm 3 columns 122 mm 4 columns 184 mm

5 columns 247 mm 6 columns 277 mm 7 columns 324 mm 8 columns 371 mm

### Positioning:

- It is not possible to grant fixed specific positionings.
- Omnibus advertisements only upon request.

### The recruitment ad with response multiplier

A package at a competitive flat rate: When you book a recruitment ad with response multiplier the identical ad will be repeated within six weeks up to two times in the F.A.Z. recruitment market. If you book the response multiplier with your first order, you pay only an extra 35 percent for the publication of the package. If you book the response multiplier after the first ad has appeared, you pay for the package 50 percent on top of the original price for the first insertion.

#### Your advantages

- ✓ For several weeks you will attract many of the best candidates
- ✓ You will have more market presence
- ✓ According to your requirements, your advertisement will appear up to three times within six weeks
- ✓ With each insertion you will be presented three times: Saturdays in the F.A.Z., Sundays in F.A.S., online on FAZjob.NET
- ✓ Altogether up to 10 weeks on FAZjob.NET

**The response multiplier – an excellent investment**  
For only 35 or 50% more up to three ads instead of one



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## Premium positions in »Beruf und Chance«

**[Occupation and Prospects]** in the editorial part of the F.A.Z. recruitment section

**closing date:** Wednesday of the previous week, 1 p.m.

**copy date:** Wednesday of the publication week, 4 p.m.

### F.A.Z.+F.A.S.

sat + sun

<b>1/1 page</b>	b/w	70,400.00
	2c	86,700.00
	3c/4c	98,400.00
	size	F.A.Z./F.A.S. ▶ 371 mm [w] x 528 mm [d] = 4,224 mm [total]

<b>1/4 page</b> corner	b/w	17,600.00
	2c	21,700.00
	3c/4c	24,600.00
	size	F.A.Z./F.A.S. ▶ 183 mm [w] x 264 mm [d] = 1,056 mm [total]

<b>corner tab</b>	b/w	7,500.00
	2c	9,300.00
	3c/4c	10,500.00
	size	F.A.Z./F.A.S. ▶ 120 mm [w] x 150 mm [d] = 400 mm [total]

### F.A.Z.+F.A.S.

sat + sun

<b>horizontal strip</b> across/large	b/w	18,500.00
	2c	22,800.00
	3c/4c	25,800.00
	size	F.A.Z./F.A.S. ▶ 371 mm [w] x 135 mm [d] = 1,080 mm [total]

<b>horizontal strip</b> across/small	b/w	11,000.00
	2c	13,500.00
	3c/4c	15,200.00
	size	F.A.Z./F.A.S. ▶ 371 mm [w] x 80 mm [d] = 640 mm [total]

#### Recruitment ads online

HTML advertisements: duration 28 days, in customised company layout or in 3 different standard layouts.

**28 days: € 985.00**

### F.A.Z.+F.A.S.

sat + sun

<b>leader-board</b> print-online-combi*	b/w	---
	2c	9,800.00
	3c/4c	10,800.00
	size	F.A.Z./F.A.S. ▶ 371 mm [w] x 50 mm [d] = 400 mm [total]

<b>island ads*</b>	b/w	5,400.00
	2c	6,700.00
	3c/4c	7,700.00
	size	F.A.Z./F.A.S. ▶ 57 mm [w] x 100 mm [d] = 100 mm [total]**

#### Advertisement creation

Converting an advertisement from print format such as PDF, DOC, EPS or formatting the advertisement in accordance with the specifications of the company website to an online-capable HTML format.

**€ 50.00**

\* details on request



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## Travel advertising

**closing date:** Tuesday, 9 a.m.

package F.A.Z. + F.A.S.	mm rates in €		
	b/w combi [thu + sun]	Euro scale 2c combi [thu + sun]	Euro scale 3c/4c combi [thu + sun]
<b>basic rates</b>			
commercial	8.90	11.50	11.50
holiday homes to be let by private individuals	7.10	---	---
<b>corner ads</b>			
	13.70	17.00	18.80
<b>strips</b>			
	13.70	17.00	18.80
<b>island ads</b>			
	42.30	66.60	74.00
<b>railways and airlines</b> [touristic offers only]			
basic rate	12.40	15.90	17.60
corner ads/strips	17.20	22.50	24.70

**conversion factor text to advertising columns: 1.3333**



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## Culture ads

### package F.A.Z. + F.A.S.

mm rates in €

	b/w	Euro Scale 2c	Euro Scale 3c/4c
	sat + sun	sat + sun	sat + sun
<b>fine arts-museums closing date:</b> Thursday, 10 a.m.			
fine arts, galleries, museums [1 week online incl.]	11.80	16.70	19.40
private [1 week online incl./not subject to discount]	6.90	---	---



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## Education

### package F.A.Z. + F.A.S.

The format applicable for the combi is the ad appearing in the F.A.Z. If necessary the ad appearing in the F.A.S. will be floated.

**type area:** 528 mm deep x 371 mm wide · 1/1 page = 4,224 total mm = 8 advertising columns [column width = 45 mm]

**education, seminars closing date:** Thursday, 8 a.m.

mm rates in €

	b/w	Euro scale 2c	Euro scale 3c/4c
	sat + sun	sat + sun	sat + sun
	8.20	10.00	12.40

## Classified ads in combination

### package F.A.Z. + F.A.S.

mm rates in €

	b/w	Euro scale 2c	Euro scale 3c/4c
<b>portfolio investment and money market closing date:</b> Thursday, 8 a.m.	fr + sun	fr + sun	fr + sun
	11.00	20.70	22.10
<b>business opportunities closing date:</b> Thursday, 8 a.m.	fr + sun	fr + sun	fr + sun
	11.00	20.70	22.10
<b>matrimonial/partnership closing date:</b> Thursday, 8 a.m.	sat + sun	sat + sun	sat + sun
private [not subject to discount]	6.00	---	---
commercial	11.10	14.70	15.30



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## Cross-media communication concepts

We offer you tailor-made solutions for your communication targets. Below is a selection of our offers.

Offer	Dialogue package <sup>1.)</sup>	Special sales package <sup>2.)</sup>	Image package <sup>3.)</sup>	Market launch package <sup>4.)</sup>
<b>Print: F.A.Z./F.A.S./Supplements/PIAZZA</b>				
Classical ad formats	x	x	x	x
Supplements, advertorials		x	x	x
<b>Online: FAZ.NET</b> (minimum duration: 4 weeks)				
Standard advertising tools (e. g. banner, microsite etc.)	x	x	x	x
Special advertising tools (e. g. video ads, wallpaper, video journalist)			x	x
Exclusive sponsoring of editorial contents, survey tool, lottery, podcast etc.				x
<b>Package rate: Print/Online</b> (depending on range actually booked) <b>from</b>	44,000.00	93,000.00	155,000.00	188,000.00
CPO/CPL (basic rate plus performance-related components)	x	x		

Together with the F.A.Z.-Institut we can support your communication targets by means of various events.

<b>Events organised by the F.A.Z.-Institut</b> (rates on request)				
Events, seminars, project events, innovation activities	x		x	x

- 1.) The dialogue package offers the opportunity to contact and to enter into a direct dialogue with the readers of the F.A.Z. and the F.A.S. as well as the users of FAZ.NET regarding a specific subject.
- 2.) The special sales package is an effective sales approach geared to leading to orders.
- 3.) With the image package you will reach our readers and users target-oriented and efficiently through a high-class media platform.
- 4.) The market launch package ensures cross-media notice with high image transfer as well as many contacts with potential clients.



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## Readership data

source: AWA 2008

sample: 20,947 · universe: 64.880 million.

	total population		F.A.S.		F.A.S. + F.A.Z. combi		
	coverage '000	profile %	coverage '000	profile %	coverage '000	profile %	affinity index
<b>area: Germany</b>	64,880	100.0	993	100.0	1,626	100.0	100
<b>sex</b>							
men	31,469	48.5	598	60.2	995	61.2	126
women	33,411	51.5	395	39.8	631	38.8	75
<b>age</b>							
14–29 years	13,614	21.0	156	15.7	255	15.7	75
30–39 years	9,660	14.9	144	14.5	244	15.0	101
40–49 years	12,334	19.0	184	18.5	310	19.1	100
50–59 years	9,853	15.2	171	17.2	282	17.4	114
60–69 years	9,448	14.6	192	19.3	304	18.7	128
70 years and older	9,971	15.4	147	14.8	231	14.2	92
<b>position of respondent</b>							
managing directors, self-employed business persons	1,953	3.0	40	4.0	70	4.3	143
professionals	1,464	2.3	64	6.4	100	6.2	273
executives	2,893	4.5	117	11.8	190	11.7	262
senior civil servants	1,242	1.9	39	3.9	68	4.2	219
other employees or civil servants	16,367	25.2	227	22.8	384	23.6	94
<b>net monthly household income</b>							
less than € 3,000	46,913	72.3	548	55.2	882	54.2	75
€ 3,000 to under € 5,000	14,565	22.4	315	31.7	527	32.4	144
€ 5,000 and over	3,402	5.2	130	13.1	217	13.4	255

► Sample: 217,000 readers of the F.A.Z./F.A.S. combi have a net monthly household income of at least € 5,000.

This target group is represented in the readership more than 2.5 times as much as in the total population [index = 255].



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## Technical Data\*

**printing process:** rotary offset  
**type area:** 528 mm deep by 371 mm wide  
**printing material:** PDF/X3 preferred, PDF or EPS files also possible  
**screen:** 120 lines/inch [48 lines/cm]

### ISDN-Transmission\* by

**Leonardo Pro** telephone: +49/69/75 91-10 27  
**Leonardo Da Windows** telephone: +49/69/75 91-10 37  
**Eurofile-Transfer** telephone: +49/69/75 91-10 45

\* [further details on request]

### Frankfurter Allgemeine Sonntagszeitung

**column width [8 advertising resp. 7 editorial text cols. per page]:**

column width	adverts	editorial
1 column	45 mm	49 mm
2 columns	91 mm	100 mm
3 columns	138 mm	153 mm
4 columns	184 mm	207 mm
5 columns	231 mm	261 mm
6 columns	277 mm	314 mm
7 columns	324 mm	371 mm
8 columns	371 mm	

column width	adverts	editorial
<b>spreads [across gutter]</b>		
6 columns		332 mm
8 columns		439 mm
10 columns		547 mm
14 columns		761 mm

### Frankfurter Allgemeine Zeitung [Package F.A.Z. + F.A.S.]

**column width [8 advertising resp. 6 editorial text cols. per page]:**

column width	adverts	editorial
1 column	45 mm	57 mm
2 columns	91 mm	120 mm
3 columns	138 mm	183 mm
4 columns	184 mm	245 mm
5 columns	231 mm	308 mm
6 columns	277 mm	371 mm
7 columns	324 mm	
8 columns	371 mm	
<b>spreads [across gutter]</b>		
4 columns		266 mm
6 columns		391 mm
8 columns		516 mm
12 columns		766 mm



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## Our international representatives

<b>Australia</b>	<b>Austria</b>	<b>Belgium and Luxembourg</b>	<b>Canada</b>	<b>France</b>	<b>Great Britain and Ireland</b>
<b>The Media Company</b> P. O. Box 1686 Neutral Bay, NSW 2089 Telephone: [02] 99 09 58 00 Telefax: [02] 99 09 58 10 e-mail: info@themediaco.com.au	<b>Publimedia</b> Nordbahnstraße 36 A-1020 Vienna Telephone: [01] 21 15 30 Telefax: [01] 212 16 00 e-mail: vienna@publicitas.com	<b>Publicitas NV</b> Airway Park D Lozenberg 23 B-1932 Zaventem Telephone: [02] 6 39 84 20 Telefax: [02] 6 39 84 30 e-mail: brussels@publicitas.com	<b>MSI Media Services International</b> 22-5160 Explorer Drive Mississauga, Ont. L4W 4T7 Telephone: 905 238 9228 Telefax: 905 238 0834 e-mail: chrisb@msimediainl.com	<b>Leadermedia GmbH</b> 125 Ave. des Champs Elysées F-75008 Paris Telephone: [01] 53 57 69 13 Telefax: [01] 53 57 69 15 e-mail: publicite@leadermedia.fr	<b>Powers International Publicitas Promotion Network</b> Gordon House, 10 Greencoat Place London, SW1P 1PH Telephone: [020] 7592 8370 Telefax: [020] 7592 8371 e-mail: london@powersinternational.co.uk
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