

Advertisement Rate Card

No. 69 effective January 1, 2009



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Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

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International Advertisement Department:

telephone: +49/69/75 91-12 98 and 75 91-13 34

e-mail: anzeigen.ausland@faz.de



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print

834,000 readers every day [AWA 2008]

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: Tobias Trevisan (int.), as of 1.1.2009 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

Every morning, except Sundays and Holidays

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

Frankfurter Allgemeine Sonntagszeitung [F.A.S.]

F.A.S. appears every Sunday with national distribution and net sales of 336,513 copies (IWV audited, 3rd quarter 2008). For further details please see page 4 and F.A.S. rate card no. 9 effective January 1, 2009.

circulation breakdown [IWV-audited circulation figures]

Circulation [3 rd quarter 2008]	total circulation	Monday to Friday	Saturday
print order	475,117	464,881	527,249
subscriptions	232,033	231,446	235,002
+ trade sales	147,709	136,439	205,046
+ other sales	24,921	25,057	24,243
+ airplane sales	49,858	51,338	42,397
- returns	87,677	81,884	117,092
net sales	366,844	362,396	389,596
complimentary copies	20,220	20,240	20,111
effective circulation	387,064	382,636	409,707

discounts

series for several insertions		volume for minimum total space	
12 insertions	10%	3,000 mm	3%
24 insertions	15%	5,000 mm	5%
36 insertions	18%	10,000 mm	10%
48 insertions	20%	15,000 mm	15%
60 insertions	22%	20,000 mm	20%
72 insertions	23%	30,000 mm	21%
84 insertions	24%	40,000 mm	22%
96 insertions	25%	60,000 mm	23%
108 insertions	26%	80,000 mm	24%
		100,000 mm	25%
		130,000 mm	26%
		180,000 mm	26.5%
		240,000 mm	27%
		300,000 mm	28%



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print

Corporate advertising

The format applicable for the combi F.A.Z. and F.A.S. 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 · 6 text columns [column width = 58 mm] = 8 advertising columns [column width = 45 mm] · **conversion factor text to advertising columns: 1.3333** · **closing date***: previous day at 10 a.m. **For island ads and spreads we need two artworks.**

F.A.Z. [single]

mon - fr sat

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

mon - fr + sun sat + sun

1/1 page

41,400.00	44,350.00	b/w	73,080.00	76,030.00
57,020.00	59,140.00	colour	100,530.00	102,640.00
F.A.Z. ▶ 371 mm [w] x 528 mm [d] = 4,224 mm [total]		size	F.A.S. ▶ 371 mm [w] x 528 mm [d] = 4,224 mm [total]	

1/1 page
fireplace/
spread

F.A.Z. [single]

mon - fr sat

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

mon - fr + sun sat + sun

62,940.00	65,890.00	b/w	105,180.00	108,130.00
86,170.00	91,660.00	colour	138,550.00	143,620.00
F.A.Z. ▶ 516 mm [w] x 396 mm [d] = 4,224 mm [total]		size	F.A.S. ▶ 547 mm [w] x 370 mm [d] = 4,224 mm [total]	

1/2 page

junior page

26,820.00	28,510.00	b/w	45,410.00	46,890.00
36,960.00	39,070.00	colour	59,980.00	62,090.00
F.A.Z. ▶ 245 mm [w] x 396 mm [d] = 2,112 mm [total]		size	F.A.S. ▶ 261 mm [w] x 370 mm [d] = 2,112 mm [total]	

1/1
vertical
strip
spread/
upright

62,940.00	65,890.00	b/w	105,180.00	108,130.00
86,170.00	91,660.00	colour	138,550.00	143,620.00
F.A.Z. ▶ 391 mm [w] x 528 mm [d] = 4,224 mm [total]		size	F.A.S. ▶ 439 mm [w] x 528 mm [d] = 4,224 mm [total]	

1/2 page

across

26,820.00	28,510.00	b/w	45,410.00	46,890.00
36,960.00	39,070.00	colour	59,980.00	62,090.00
F.A.Z. ▶ 371 mm [w] x 264 mm [d] = 2,112 mm [total]		size	F.A.S. ▶ 371 mm [w] x 264 mm [d] = 2,112 mm [total]	

1/2 page
fireplace/
spread
[size 1]

32,950.00	35,270.00	b/w	54,070.00	56,180.00
47,520.00	50,480.00	colour	73,500.00	76,240.00
F.A.Z. ▶ 516 mm [w] x 198 mm [d] = 2,112 mm [total]		size	F.A.S. ▶ 439 mm [w] x 231 mm [d] = 2,112 mm [total]	

1/2 page

upright

26,820.00	28,510.00	b/w	45,410.00	46,890.00
36,960.00	39,070.00	colour	59,980.00	62,090.00
F.A.Z. ▶ 183 mm [w] x 528 mm [d] = 2,112 mm [total]		size	F.A.S. ▶ 207 mm [w] x 528 mm [d] = 2,112 mm [total]	

1/2 page
fireplace/
spread
[size 2]

32,950.00	35,270.00	b/w	54,070.00	56,180.00
47,520.00	50,480.00	colour	73,500.00	76,240.00
F.A.Z. ▶ 391 mm [w] x 264 mm [d] = 2,112 mm [total]		size	F.A.S. ▶ 332 mm [w] x 308 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.

All rates in Euro [€] exclusive of value-added tax.



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print

Corporate advertising

For island ads and spreads we need two artworks.

F.A.Z. [single]

mon - fr sat

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

mon - fr + sun sat + sun

1/3 page
corner

19,990.00 21,260.00

28,720.00 30,550.00

F.A.Z. ► 183 mm [w] x 352 mm [d]
- 1,408 mm [total]

b/w

colour

size

32,240.00 33,510.00

43,930.00 45,620.00

F.A.S. ► 207 mm [w] x 308 mm [d]
- 1,408 mm [total]

1/3 page
across

19,990.00 21,260.00

28,720.00 30,550.00

F.A.Z. ► 371 mm [w] x 176 mm [d]
- 1,408 mm [total]

b/w

colour

size

32,240.00 33,510.00

43,930.00 45,620.00

F.A.S. ► 371 mm [w] x 176 mm [d]
- 1,408 mm [total]

1/3 page
across / p. 3

20,980.00 22,250.00

31,540.00 33,790.00

F.A.Z. ► 371 mm [w] x 176 mm [d]
- 1,408 mm [total]

b/w

colour

size

33,650.00 34,920.00

48,290.00 50,410.00

F.A.S. ► 371 mm [w] x 176 mm [d]
- 1,408 mm [total]

1/3 page
upright

19,990.00 21,260.00

28,720.00 30,550.00

F.A.Z. ► 120 mm [w] x 528 mm [d]
- 1,408 mm [total]

b/w

colour

size

32,240.00 33,510.00

43,930.00 45,620.00

F.A.S. ► 153 mm [w] x 528 mm [d]
- 1,408 mm [total]

1/1 page

spread/
across

62,940.00 65,890.00

86,170.00 91,660.00

F.A.Z. ► 766 mm [w] x 264 mm [d]
- 4,224 mm [total]

b/w

colour

size

105,180.00 108,130.00

138,550.00 143,620.00

F.A.S. ► 761 mm [w] x 264 mm [d]
- 4,224 mm [total]

2/3 page

spread/
across

43,930.00 47,030.00

63,360.00 67,300.00

F.A.Z. ► 766 mm [w] x 176 mm [d]
- 2,816 mm [total]

b/w

colour

size

72,090.00 74,910.00

98,000.00 101,660.00

F.A.S. ► 761 mm [w] x 176 mm [d]
- 2,816 mm [total]

2/3 page

fireplace/
spread
[size 1]

43,930.00 47,030.00

63,360.00 67,300.00

F.A.Z. ► 516 mm [w] x 264 mm [d]
- 2,816 mm [total]

b/w

colour

size

72,090.00 74,910.00

98,000.00 101,660.00

F.A.S. ► 547 mm [w] x 247 mm [d]
- 2,816 mm [total]

2/3 page

fireplace/
spread
[size 2]

43,930.00 47,030.00

63,360.00 67,300.00

F.A.Z. ► 391 mm [w] x 352 mm [d]
- 2,816 mm [total]

b/w

colour

size

72,090.00 74,910.00

98,000.00 101,660.00

F.A.S. ► 439 mm [w] x 308 mm [d]
- 2,816 mm [total]



start



contents



next



back



print

Corporate advertising

For island ads and spreads we need two artworks.

F.A.Z. [single]

mon - fr sat

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

mon - fr + sun sat + sun

2/3 page across	35,760.00	38,020.00	b/w	60,540.00	62,520.00
	49,280.00	52,100.00	colour	79,970.00	82,790.00
	F.A.Z. ▶ 371 mm [w] x 352 mm [d] = 2,816 mm [total]		size	F.A.S. ▶ 371 mm [w] x 352 mm [d] = 2,816 mm [total]	

1/4 page corner	15,000.00	15,950.00	b/w	24,180.00	25,130.00
	21,540.00	22,920.00	colour	32,950.00	34,210.00
	F.A.Z. ▶ 183 mm [w] x 264 mm [d] = 1,056 mm [total]		size	F.A.S. ▶ 207 mm [w] x 231 mm [d] = 1,056 mm [total]	

1/4 page across	15,000.00	15,950.00	b/w	24,180.00	25,130.00
	21,540.00	22,920.00	colour	32,950.00	34,210.00
	F.A.Z. ▶ 371 mm [w] x 132 mm [d] = 1,056 mm [total]		size	F.A.S. ▶ 371 mm [w] x 132 mm [d] = 1,056 mm [total]	

1/4 page across / p. 3	15,730.00	16,680.00	b/w	25,240.00	26,190.00
	23,650.00	25,340.00	colour	36,220.00	37,800.00
	F.A.Z. ▶ 371 mm [w] x 132 mm [d] = 1,056 mm [total]		size	F.A.S. ▶ 371 mm [w] x 132 mm [d] = 1,056 mm [total]	

2/3 page spread / upright	43,930.00	47,030.00	b/w	72,090.00	74,910.00
	63,360.00	67,300.00	colour	98,000.00	101,660.00
	F.A.Z. ▶ 266 mm [w] x 528 mm [d] = 2,816 mm [total]		size	F.A.S. ▶ 332 mm [w] x 528 mm [d] = 2,816 mm [total]	

4/3 page spread / across	83,920.00	87,860.00	b/w	140,240.00	144,180.00
	114,890.00	122,210.00	colour	184,730.00	191,490.00
	F.A.Z. ▶ 766 mm [w] x 352 mm [d] = 5,632 mm [total]		size	F.A.S. ▶ 761 mm [w] x 352 mm [d] = 5,632 mm [total]	

3/4 page fireplace / spread [size 1]	47,200.00	49,420.00	b/w	78,880.00	81,100.00
	64,630.00	68,750.00	colour	103,910.00	107,710.00
	F.A.Z. ▶ 516 mm [w] x 297 mm [d] = 3,168 mm [total]		size	F.A.S. ▶ 547 mm [w] x 278 mm [d] = 3,168 mm [total]	

3/4 page fireplace / spread [size 2]	47,200.00	49,420.00	b/w	78,880.00	81,100.00
	64,630.00	68,750.00	colour	103,910.00	107,710.00
	F.A.Z. ▶ 391 mm [w] x 396 mm [d] = 3,168 mm [total]		size	F.A.S. ▶ 439 mm [w] x 347 mm [d] = 3,168 mm [total]	

All rates in Euro [€] exclusive of value-added tax.



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contents



next



back



print

Corporate advertising

For island ads and spreads we need two artworks.

F.A.Z. [single]

mon - fr sat

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

mon - fr + sun sat + sun

1/6 page
upright or across

10,000.00	10,630.00	b/w	16,120.00	16,760.00
14,360.00	15,280.00	colour	21,960.00	22,810.00
F.A.Z. ▶ 371 mm [w] x 88 mm [d] or 57 mm [w] x 528 mm [d] = 704 mm [total]		size	F.A.S. ▶ 371 mm [w] x 88 mm [d] or 100 mm [w] x 528 mm [d] = 704 mm [total]	

2/1 page
spread

F.A.Z. [single]

mon - fr sat

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

mon - fr + sun sat + sun

87,010.00	93,770.00	b/w	159,670.00	166,430.00
120,810.00	127,560.00	colour	220,490.00	227,250.00
F.A.Z. ▶ 766 mm [w] x 528 mm [d] = 8,448 mm [total]		size	F.A.S. ▶ 761 mm [w] x 528 mm [d] = 8,448 mm [total]	

Other sizes and island ads

basic rate	10.30	11.10	b/w	17.80	18.50
	14.30	15.10	colour	24.60	25.40
horizontal strips	15.70	16.80	b/w	25.70	26.80
	22.60	24.10	colour	35.00	36.40

island ads	43.90	47.00	b/w	75.10	78.10
	71.90	75.90	colour	123.40	127.20
F.A.Z. ▶ 1 col 57 mm [w] x 30-100 mm [d]		size	F.A.S. ▶ 1 col 49 mm [w] x 30-100 mm [d]		
island ads financial market - p. 1	46.40	49.60	b/w	---	---
	75.80	80.00	colour	---	---
F.A.Z. ▶ 1 col 57 or 2 col 120 mm [w] x 30-120 mm [d]		size			



start



contents



next



back



print

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 on Sunday

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	---	---
3.30	---	---
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



start



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back



print

Premium positions in »Beruf und Chance«

[Careers 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/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]

1/1 page

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]

1/4 page
corner

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]

corner
tabs

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

sat + sun

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]

horizontal
strips
large

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]

horizontal
strips
small

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/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]

leader-
board
print-online-
combi*

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]

island
ads*

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



start



contents



next



back



print

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

Financial advertisements

financial ads - basic rate

[i.e. financial announcements, not corporate advertising]

tombstones and M & A advertisements

investor relations advertisements

Rates for other types of financial announcements: details on request

For specific positions rates as per page 4 apply

b/w		colour	
mon - fr	sat	mon - fr	sat
mm-rates in €			
9.80	10.50	13.50	14.00



start



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print

Publication of investment funds prices

Closing date for the F.A.Z. funds table: previous day at 4 p.m. for submission of prices and data, 2 days before publication for the inclusion of new funds.

A summary of our cross-media offers

Offer	Print range			Online range (subject to adjustments)				
	Publication in the F.A.Z. funds table*	Logo investment company	Number of info lines included	Publications on fazfinance.net	Listing upgrade**	Listing in advertiser's corporate design incl. wallpaper	Company specific micro site	Additional funds/investment company information
F.A.Z. Funds online	---	---	---	x	optional	---	---	Master data, funds management, obligatory publications (e.g. sales project, semi-annual report, statement of accounts), performance data, structural data and as far as listing upgrades are concerned in addition product presentations, awards and rating reports
F.A.Z. Funds cross-media	x	optional	0***	x	optional	---	---	See F.A.Z. Funds online
F.A.Z. Funds Gold	x	inclusive	1***	x	optional	---	---	See F.A.Z. Funds cross-media and additionally company logo, contact information, bodies, funds range
F.A.Z. Funds Premium	x	inclusive	2***	x	optional	x	x	Description of the contents of F.A.Z. Funds Gold and additionally company news and research, product recommendations, new issues – all together on the company specific micro site
F.A.Z. Funds Partner (Number limited)	x	inclusive	5	x	inclusive	x	x	See F.A.Z. Funds Premium and additionally investment company logo in partner status on the funds page, downloads for company presentations, videos

* Issue and repurchasing prices ** Additionally product presentations, awards and rating reports *** Additional info lines at surcharge, up to a total of 5 possible

On receipt of your order, the publication costs will be charged in advance for the current calendar year. The **duration is 12 months**, for the first year the calendar year applies. The duration is renewed automatically by one year, unless the funds prices publication is terminated three months before the end of the calendar year.

Offer	Basic costs per month	plus rate per line per month according to number of funds listed					plus, if applicable, surcharge per line per months		
		1 - 10 Funds	11 - 20 Funds	21 - 50 Funds	51 - 100 Funds	101 Funds or more	Listing upgrade	per additional info line	Investment company logo in F.A.Z. Funds table
F.A.Z. Funds online	0.00	75.00	72.00	70.00	65.00	60.00	10.00	---	---
F.A.Z. Funds cross-media	0.00	120.00	116.00	110.00	100.00	90.00	10.00	120.00	250.00
F.A.Z. Funds Gold	on request	120.00	116.00	110.00	100.00	90.00	10.00	120.00	inclusive
F.A.Z. Funds Premium	on request	120.00	116.00	110.00	100.00	90.00	10.00	120.00	inclusive
F.A.Z. Funds Partner	on request	120.00	116.00	110.00	100.00	90.00	inclusive	inclusive	inclusive

The general terms of F.A.Z. (see page 3 of F.A.Z. rate card no. 69) and of fazfinance.net apply. For details please see <http://www.faz.net/agb>.



start



contents



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back



print

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

Classified ads in the property market

Module ads (not subject to discount)	Size	Fixed price in €, all colours
Size 1	45 mm (w) x 50 mm (d) or 91 mm (w) x 25 mm (d)	400.00
Size 2	45 mm (w) x 100 mm (d) or 91 mm (w) x 50 mm (d)	800.00
Size 3	91 mm (w) x 100 mm (d)	1,600.00
Size 4	91 mm (w) x 150 mm (d)	2,400.00
Size 5	138 mm (w) x 150 mm (d)	3,600.00
Size 6	138 mm (w) x 200 mm (d)	4,800.00
Immobilien-Ausstellung (property exhibition) , 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.	
Small corner , page 1 (800 total mm)	183 mm (w) x 200 mm (d)	207 mm (w) x 175 mm (d)	18,100.00
Island , page 1 (100 total mm)	57 mm (w) x 100 mm (d)	49 mm (w) x 100 mm (d)	8,100.00
Corner , page 3 (1,056 total mm)	183 mm (w) x 264 mm (d)	207 mm (w) x 231 mm (d)	19,500.00
Strip , page 3 (1,056 total mm)	371 mm (w) x 132 mm (d)	371 mm (w) x 132 mm (d)	19,500.00
Corner , 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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Travel advertising

publication dates: Thursday and Sunday

closing date: Tuesday, 9 a.m.

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

mm-rates in €

	b/w	Euro scale 2c	Euro scale 3c/4c
	combi [thu + sun]	combi [thu + sun]	combi [thu + sun]
basic rates			
commercial	8.90	11.50	11.50
holiday homes to be let by private individuals	7.10	---	---
corner ads			
	13.70	17.00	18.80
strips			
	13.70	17.00	18.80
island ads			
	42.30	66.60	74.00
railways and airlines [touristic offers only/Basic rate]			
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
fine arts-museums closing date: Thursday, 10 a.m.	sat + sun	sat + sun	sat + sun
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	---	---

Classified ads, single insertion

	b/w		Euro Scale 2c		Euro Scale 3c/4c	
	mo-fr	sat	mo-fr	sat	mo-fr	sat
Tender notices closing date: previous day, 10 a.m.	9.80	10.50	13.50	14.00	13.50	14.00

Classified ads in combination

	mm-rates in €		
	b/w	Euro Scale 2c	Euro Scale 3c/4c
matrimonial/partnership closing date: Thursday, 10 a.m.	sat + sun	sat + sun	sat + sun
private [not subject to discount]	6.00	---	---
commercial	11.10	14.70	15.30
portfolio investment money market closing date: Thursday, 8 a.m.	fr + sun	fr + sun	fr + sun
	11.00	20.70	22.10
business opportunities - agents closing date: Thursday, 10 a.m.	fr + sun	fr + sun	fr + sun
	11.00	20.70	22.10



Cross-media communication concepts

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

Offer	Dialogue package ^{1.)}	Special sales package ^{2.)}	Image package ^{3.)}	Market launch package ^{4.)}
Print: F.A.Z./F.A.S./Supplements/PIAZZA				
Classical ad formats	x	x	x	x
Supplements, advertorials		x	x	x
Online: FAZ.NET (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
Package rate: Print/Online (depending on range actually booked) from	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.

Events organised by the F.A.Z.-Institut (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.Z.		F.A.Z. + F.A.S. combi		affinity index
	coverage '000	profile %	coverage '000	profile %	coverage '000	profile %	
area: Germany	64,880	100.0	834	100.0	1,626	100.0	100
sex							
men	31,469	48.5	510	61.1	995	61.2	126
women	33,411	51.5	324	38.9	631	38.8	75
age							
14-29 years	13,614	21.0	130	15.6	255	15.7	75
30-39 years	9,660	14.9	124	14.8	244	15.0	101
40-49 years	12,334	19.0	155	18.6	310	19.1	100
50-59 years	9,853	15.2	142	17.0	282	17.4	114
60-69 years	9,448	14.6	160	19.1	304	18.7	128
70 years and older	9,971	15.4	124	14.9	231	14.2	92
position of respondent							
managing directors, self-employed business persons	1,953	3.0	40	4.8	70	4.3	143
professionals	1,464	2.3	49	5.8	100	6.2	273
executives	2,893	4.5	92	11.0	190	11.7	262
senior civil servants	1,242	1.9	37	4.5	68	4.2	219
other employees or civil servants	16,367	25.2	195	23.4	384	23.6	94
net monthly household income							
less than € 3,000	46,913	72.3	445	53.4	882	54.2	75
€ 3,000 to under € 5,000	14,565	22.4	272	32.6	527	32.4	144
€ 5,000 and over	3,402	5.2	117	14.0	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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print

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]

spreads [across gutter]:

6 editorial cols. = 391 mm
8 editorial cols. = 516 mm
12 editorial cols. = 766 mm [full width]

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	

special column width for recruitment ads

column width	Adverts	Editorial
3 columns	122 mm	
5 columns	247 mm	



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Our international representatives

Australia	Austria	Belgium and Luxembourg	Canada	France	Great Britain and Ireland
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