

Advertisement Rate Card

No. 71 effective January 1, 2011

The winning duo:
F.A.Z. and Sonntagszeitung
in a single rate card.



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print

publishers: Frankfurter Allgemeine Zeitung G.m.b.H. · **postal address:** 60267 Frankfurt am Main, Germany
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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

F.A.Z.: 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 352,940 copies (IVW audited, 2nd quarter 2010). For further details please see page 20.

discounts

frequency discount for multiple insertions		euro discount for turnover of more than	
quantity	discount	rate	discount
6 ads	5%	50,000.00	3%
12 ads	10%	100,000.00	5%
24 ads	15%	150,000.00	8%
36 ads	18%	250,000.00	10%
48 ads	20%	350,000.00	12%
		450,000.00	15%
		600,000.00	20%

► Only one discount may be applied



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print

Four sections and a whole lot more every day

When you pick up your copy of the Frankfurter Allgemeine Zeitung each morning, it's like picking up at least four sections in one.

Politics

Opinion at the beginning and the end of the first section is a characteristic trait of the F.A.Z. The look of our newspaper has always been shaped by the lead commentary and the lead article on the front page, and the F.A.Z. has its own opinion which is kept apart from the rest of the news. The politics section also concludes with an opinion, with the commentaries and analyses on the back page. The pages in between are full of background reports and commentary on national and international news stories.

Business

The F.A.Z. is considered to be a leading business paper in Germany. The second section in the newspaper reports on national and international economic policy, the German and global business world, and touches on all the major industries and markets. Business is an issue that concerns everyone. Without an understanding of the interrelations that govern the business world, it is very difficult to comprehend or interpret political events.

Financial markets (and sport)

The third section looks closely at the financial markets. All the essential capital markets information is expertly analysed and reviewed here. The F.A.Z. share index and the F.A.Z. economic trend indicator are valuable institutions for decision makers and readers.

One of the strengths of the sports editorial team is their ability to produce reports and commentaries on a wide variety of sports and sporting events around the world. A separate section is dedicated to sport every Monday, primarily featuring football coverage.

Cultural section (Feuilleton)

This section endeavours to adopt an artistic and intellectual stance and describe the developments in culture and the sciences. This goes above and beyond examining literature, theatre or opera. The feuilleton team see it both as their desire and their duty to involve the readers in discussions that tackle the future of our society.

Rhein-Main-Zeitung

Readers in and around Frankfurt have two papers: the national paper and the local Rhein-Main-Zeitung, and this is unusual in the world of German newspapers today. Just like the national paper, the RMZ examines politics, business, culture, science and sport – with a clear focus on the city of Frankfurt and the surrounding region.

Special pages

The paper features additional supplements and special pages on different days of the week, such as **“Technik und Motor”** every Tuesday, **“Natur und Wissenschaft”** (nature and science) and the **“Geisteswissenschaften”** every Wednesday, the **“Reiseblatt”** (travel section) on Thursdays, and the **“Immobilienmarkt”** (property section) on Fridays. The supplements on a Saturday concern the **art world** and the **recruitment section**.



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print

Enjoyment on the day of rest

The Frankfurter Allgemeine Sonntagszeitung (F.A.S.) indulges its readers on a Sunday

People like to take things at a more leisurely pace on a Sunday, be it the process of actually getting up, having breakfast or reading the paper. People also like to indulge themselves a little on Sundays, perhaps with a third cup of coffee or another croissant. So if their Sunday paper is also a little out of the ordinary, for example with an unusual front page design, a large photo or an unexpected illustration, then so much the better. People are encouraged to read on when the inside pages offer even more: background reports, bold opinions, eye-opening interviews, well-informed portraits, delicious gossip and useful tips. This neatly sums up the Frankfurter Allgemeine Sonntagszeitung (F.A.S.), which has been giving readers an informative and entertaining reading experience on the day of rest since autumn 2001. And it has been so successful that it has become an integral part of the perfect Sunday for more than a million readers.



The F.A.S. is not merely a Sunday paper, nor is it the seventh

edition of the F.A.Z. in the week. It is a weekly paper that appears on a Sunday, addressing issues of the past week and of the week to come. Its tone is light and lively. But there is nevertheless no shortage of news, including any Saturday evening events – the last pieces of news are incorporated into the F.A.S. at 10.00 p.m.

How else can the F.A.S. be distinguished from the F.A.Z.? It has a seven-column rather than a six-column layout. It also uses a different typeface, its name appears in blue, and is put together by a different team. It is a team of around 50 editors who are supported by the F.A.Z. correspondents around the world. As is the case with the F.A.Z., journalistic responsibility for the F.A.S. lies in the hands of the five editors.

As the readers of the Sunday paper are people who like to indulge themselves, the paper is full of nothing but the remarkable. The comprehensive paper features:

Politics

The stories behind the news of the day and the stories set to hit the front page further down the line.

Sport

All the latest from the world of football, tennis or Formula 1. And who is the talk of the town in the seasonal sports.

Features section

What literary figures are up to, what film-makers' dreams are made of, where musicians go wrong, and why the TV schedule is the way it is.

Business

All the big and not so big business deals, the state of pensions and healthcare contributions, and what is next in line to be reformed.

Money and more

Which way the stocks and shares are going, how best to invest your portfolio, and why avarice is not a sin.

Society

What governs our social coexistence, what top chefs and designers have up their sleeves, and what celebrities really get up to.

Science

What doctors hope to be able to achieve, what scientists believe in, and how magnificent the world is.

Additionally

Travel, technology and cars, property, careers and recruitment.



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print

			 mon-fr	 sat	 sun	mon-fr+sun	sat+sun
	1/1 page	size	371 mm (w) x 528 mm (d) = 4,224 mm (total)		371 mm (w) x 528 mm (d) = 4,224 mm (total)	371 mm (w) x 528 mm (d) = 4,224 mm (total)	
		rate	60,400.00	62,520.00	54,910.00	109,540.00	111,560.00
premium position: page 5 (first full page)			69,270.00	71,810.00	63,360.00	126,000.00	128,410.00
	1/2 page junior page	size	245 mm (w) x 396 mm (d) = 2,112 mm (total)		261 mm (w) x 370 mm (d) = 2,112 mm (total)	245 mm (w) x 396 mm (d) = 2,112 mm (total) (F.A.Z.) 261 mm (w) x 370 mm (d) = 2,112 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	39,490.00	41,820.00	30,200.00	66,210.00	68,420.00
	1/2 page across	size	371 mm (w) x 264 mm (d) = 2,112 mm (total)		371 mm (w) x 264 mm (d) = 2,112 mm (total)	371 mm (w) x 264 mm (d) = 2,112 mm (total)	
		rate	39,490.00	41,820.00	30,200.00	66,210.00	68,420.00
	1/2 page (F.A.S.: 4/7 page) upright	size	183 mm (w) x 528 mm (d) = 2,112 mm (total)		207 mm (w) x 528 mm (d) = 2,414 mm (total)	183 mm (w) x 528 mm (d) = 2,112 mm (total) (F.A.Z.) 207 mm (w) x 528 mm (d) = 2,414 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	39,490.00	41,820.00	34,520.00	70,310.00	72,520.00
	1/3 page corner	size	245 mm (w) x 264 mm (d) = 1,408 mm (total)		207 mm (w) x 308 mm (d) = 1,408 mm (total)	245 mm (w) x 264 mm (d) = 1,408 mm (total) (F.A.Z.) 207 mm (w) x 308 mm (d) = 1,408 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	30,840.00	32,950.00	20,130.00	48,420.00	50,430.00

* 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

			 mon-fr	 sat	 sun	mon-fr+sun	sat+sun
	1/3 page across	size	371 mm (w) x 176 mm (d) = 1,408 mm (total)		371 mm (w) x 176 mm (d) = 1,408 mm (total)	371 mm (w) x 176 mm (d) = 1,408 mm (total)	
		rate	30,840.00	32,950.00	20,130.00	48,420.00	50,430.00
	premium position: page 3			37,030.00	39,560.00	24,220.00	58,190.00
	1/3 page (F.A.S.: 3/7 page) upright	size	120 mm (w) x 528 mm (d) = 1,408 mm (total)		153 mm (w) x 528 mm (d) = 1,810 mm (total)	120 mm (w) x 528 mm (d) = 1,408 mm (total) (F.A.Z.) 153 mm (w) x 528 mm (d) = 1,810 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	30,840.00	32,950.00	25,880.00	53,880.00	55,890.00
	1/4 page corner	size	183 mm (w) x 264 mm (d) = 1,056 mm (total)		207 mm (w) x 231 mm (d) = 1,056 mm (total)	183 mm (w) x 264 mm (d) = 1,056 mm (total) (F.A.Z.) 207 mm (w) x 231 mm (d) = 1,056 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	23,130.00	24,710.00	15,100.00	36,320.00	37,820.00
	premium position: page 3			27,770.00	29,670.00*	18,160.00*	43,630.00
	1/4 page across	size	371 mm (w) x 132 mm (d) = 1,056 mm (total)		371 mm (w) x 132 mm (d) = 1,056 mm (total)	371 mm (w) x 132 mm (d) = 1,056 mm (total)	
		rate	23,130.00	24,710.00	15,100.00	36,320.00	37,820.00
premium position: page 3 and on odd folios			27,770.00	29,670.00	18,160.00	43,630.00	45,440.00
	corner tab	size	120 mm (w) x 120 mm (d) = 320 mm (total)		100 mm (w) x 120 mm (d) = 274 mm (total)	120 mm (w) x 120 mm (d) = 320 mm (total) (F.A.Z.) 100 mm (w) x 120 mm (d) = 274 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	18,050.00	19,100.00	13,150.00	29,640.00	30,640.00

* Limited availability.



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print



				mon-fr	sat	sun	mon-fr+sun	sat+sun
	2/1 page spread	size		766 mm (w) x 528 mm (d) = 8,448 mm (total)		761 mm (w) x 528 mm (d) = 8,448 mm (total)	766 mm (w) x 528 mm (d) = 8,448 mm (total) (F.A.Z.) 761 mm (w) x 528 mm (d) = 8,448 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate		129,250.00	136,860.00	125,030.00	241,570.00	248,800.00
	4/3 page spread/ across	size		766 mm (w) x 352 mm (d) = 5,632 mm (total)		761 mm (w) x 352 mm (d) = 5,632 mm (total)	766 mm (w) x 352 mm (d) = 5,632 mm (total) (F.A.Z.) 761 mm (w) x 352 mm (d) = 5,632 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate		122,780.00	131,230.00	97,430.00	209,200.00	217,230.00
	1/1 page fireplace/ spread	size		516 mm (w) x 396 mm (d) = 4,224 mm (total)		547 mm (w) x 370 mm (d) = 4,224 mm (total)	516 mm (w) x 396 mm (d) = 4,224 mm (total) (F.A.Z.) 547 mm (w) x 370 mm (d) = 4,224 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate		92,080.00	98,420.00	73,080.00	156,900.00	162,930.00
	1/1 page (F.A.S.: 8/7 page) vertical strip/ upright	size		391 mm (w) x 528 mm (d) = 4,224 mm (total)		439 mm (w) x 528 mm (d) = 4,828 mm (total)	391 mm (w) x 528 mm (d) = 4,224 mm (total) (F.A.Z.) 439 mm (w) x 528 mm (d) = 4,828 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate		92,080.00	98,420.00	83,520.00	166,820.00	172,840.00
	1/1 page spread/ across	size		766 mm (w) x 264 mm (d) = 4,224 mm (total)		761 mm (w) x 264 mm (d) = 4,224 mm (total)	766 mm (w) x 264 mm (d) = 4,224 mm (total) (F.A.Z.) 761 mm (w) x 264 mm (d) = 4,224 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate		92,080.00	98,420.00	73,080.00	156,900.00	162,930.00



			mon-fr	sat	sun	mon-fr+sun	sat+sun
	3/4 page fireplace/ spread	size	391 mm (w) x 396 mm (d) = 3,168 mm (total)		439 mm (w) x 347 mm (d) = 3,168 mm (total)	391 mm (w) x 396 mm (d) = 3,168 mm (total) (F.A.Z.) 439 mm (w) x 347 mm (d) = 3,168 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	69,060.00	73,810.00	54,810.00	117,680.00	122,190.00
	2/3 page fireplace/ spread	size	516 mm (w) x 264 mm (d) = 2,816 mm (total)		547 mm (w) x 247 mm (d) = 2,816 mm (total)	516 mm (w) x 264 mm (d) = 2,816 mm (total) (F.A.Z.) 547 mm (w) x 247 mm (d) = 2,816 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	67,870.00	72,090.00	48,720.00	110,760.00	114,770.00
	2/3 page (F.A.S.: 6/7 page) spread/ upright	size	266 mm (w) x 528 mm (d) = 2,816 mm (total)		332 mm (w) x 528 mm (d) = 3,621 mm (total)	266 mm (w) x 528 mm (d) = 2,816 mm (total) (F.A.Z.) 332 mm (w) x 528 mm (d) = 3,621 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	67,870.00	72,090.00	62,640.00	123,980.00	127,990.00
	1/2 page fireplace/ spread	size	391 mm (w) x 264 mm (d) = 2,112 mm (total)		332 mm (w) x 308 mm (d) = 2,112 mm (total)	391 mm (w) x 264 mm (d) = 2,112 mm (total) (F.A.Z.) 332 mm (w) x 308 mm (d) = 2,112 mm (total) (F.A.S.) <i>2 print-ready copies required</i>	
		rate	50,900.00	54,070.00	36,540.00	83,070.00	86,080.00



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print

Other sizes and island advertisements

are charged by the millimetre. Details of minimum and maximum formats available upon request



		mon-fr	sat	sun	mon-fr+sun	sat+sun
		type area: 528 mm deep x 371 mm wide F.A.Z.: Full page = 4,224 total mm with 6 text columns (column width: 57 mm) = 8 ad columns (column width: 45 mm) conversion factor for text and ad columns: 1.3333 · F.A.S.: Full page = 4,224 total mm with 7 text columns (column width: 49 mm) = 8 ad columns (column width: 45 mm) · conversion factor for text and column ads: 1.1429				
basic rate*	mm rates	15.60	16.50	13.00	27.20	28.00
ads solus on editorial page**	mm rates	24.20	25.90	17.40	39.50	41.10

* (no solus position) ** (formats other than those on pp. 6-9)

Example of calculation for solus positions (F.A.Z.):

Horizontal format: mm price x total mm (= ad height in mm x 8 ad columns)

Upright, corner and panorama format: mm price x total mm (= ad height in mm x no. of text columns x 1.3333)

		1 col 57 mm (w) x 30-100 mm (d) formats for island ads in the share prices section upon request	1 col 49 mm (w) x 30-100 mm (d)	1 col 57 mm (w) x 30-100 mm (d) (F.A.Z.) 1 col 49 mm (w) x 30-100 mm (d) (F.A.S.) 2 print-ready copies required		
island ads	mm rates	77.00	81.30	65.20	135.10	139.20
island ads, financial market - page 1	mm rates	82.70	87.40	---	---	---

Example of calculation for island ads:

mm rate x total mm (= ad depth in mm x no. of text columns)

Combination ads planned for the F.A.S. may only be placed in an equivalent format, with the same creative and in the same colours as the F.A.Z. ad and will appear on the Sunday after or preceding the F.A.Z. ad.



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print

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

mm rate in €

conversion factor text to advertising columns: 1.3333	b/w	2c-4c
	combi (thu+sun)	combi (thu+sun)
basic rates		
commercial	9.70	12.40
holiday homes to be let by private individuals	7.70	---
corner ads and strips		
	14.90	20.20
island ads		
	46.20	79.30
Samples of sizes and rates solus on editorial pages (travel section)		
Full page: 371 mm (w) x 528 mm (d)	40,972.80	52,377.60
1/2 page: 245 mm (w) x 396 mm (d) or 185 mm (w) x 528 mm (d) or 371 mm (w) x 264 mm (d)	31,468.80	42,662.40
1/3 page: 371 mm (w) x 176 mm (d)	20,979.20	28,441.60
Full width strip: 371 mm (w) x 100 mm (d)	11,920.00	16,160.00
1/4 page: 183 mm (w) x 264 mm (d) or 371 mm (w) x 132 mm (d)	15,734.40	21,331.20
Island ad: 58 mm (w) x 100 mm (d)	4,620.00	7,930.00
railways and airlines (tourist offers only/basic rate)		
basic rate	13.50	18.80
corner ads/strips	18.80	26.50



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print

Closing date: Wednesday, 4 p.m.

package F.A.Z.+F.A.S. type area: 514 mm deep x 371 mm wide · 1/1 page = 4,112 total mm	mm rate in €	
	b/w sat+sun	2c-4c sat+sun
recruitment ads calculation: mm price x total mm (= ad height in mm x no. of ad columns) <i>The rates listed include having recruitment ads published on FAZjob.NET for 30 days.</i>	15.25	21.40
international combination of FA.Z./F.A.S., Le Figaro, Daily/Sunday Telegraph (details upon request) "EuroExecutive" column (fixed rate)	15,440.00	17,940.00
NEW! Compact duo (print/online combination) ad for one position in the situations vacant section (90 mm deep x 91 mm wide) plus online ad in HTML format (duration of 30 days, individual layout)	Fixed price for all colours: 2,995.00	
situations wanted closing date: Wednesday, 8 a.m. private	4.12	---
personnel image ads (for examples of formats, see rates for corporate advertising, pp. 6-9) recruitment section	15.25	21.40
recruitment events	18.70	26.20
freelance work closing date: Wednesday, 8 a.m. no agency commission	11.50	23.10

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 9 weeks on FAZjob.NET

The response multiplier – an excellent investment
Boosts the number of applicants.
Two additional insertions with the same copy for a supplement of just 35% or 50%!



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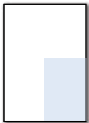

print

Premium positions "Beruf und Chance" (editorial part)

(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 previous week, 4 p.m.








		sat+sun	
		b/w	2c-4c
	1/1 page	size	371 mm (w) x 528 mm (d) = 4.224 mm (total) (F.A.Z./F.A.S.)
		rate	74,078.40 103,952.64
	1/4 page corner	size	183 mm (w) x 264 mm (d) = 1.056 mm (total) (F.A.Z./F.A.S.)
		rate	18,519.60 25,988.16
	corner tab***	size	120 mm (B) x 150 mm (H) = 400 mm (gesamt) (F.A.Z./F.A.S.)
		rate	7,015.00 9,844.00

* Details on request.

** Island ads are available in depths ranging from 30 to 100 mm. Details of prices on request.

*** Not available with specials.



		sat+sun	
		b/w	2c-4c
	horizontal strips large	size	371 mm (w) x 135 mm (d) = 1.080 mm (total) (F.A.Z./F.A.S.)
		rate	18,940.50 26,578.80
	horizontal strips small	size	371 mm (w) x 80 mm (d) = 640 mm (total) (F.A.Z./F.A.S.)
		rate	11,224.00 15,750.40
	leaderboard print-online combi*	size	371 mm (w) x 50 mm (d) = 400 mm (total) (F.A.Z./F.A.S.)
		rate	--- 11,556.00
	island ads**	size	57 mm (w) x 100 mm (d) = 100 mm (total)** (F.A.Z./F.A.S.)
		rate	6,588.00 9,245.00

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



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print

Publication dates: Friday and Sunday · closing date: Thursday, 8 a.m.

Online advertising:
Information on request

package F.A.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)	415.00
Size 2	45 mm (w) x 100 mm (d) or 91 mm (w) x 50 mm (d)	830.00
Size 3	91 mm (w) x 100 mm (d)	1,660.00
Size 4	91 mm (w) x 150 mm (d)	2,490.00
Size 5	138 mm (w) x 150 mm (d)	3,740.00
Size 6	138 mm (w) x 200 mm (d)	4,980.00
Immobilien-Ausstellung (property exhibition), exclusive special publication	80 mm (w) x 100 mm (d)	1,190.00

Other sizes

Classified ads which sizes differ from the module ads are invoiced on a 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
6.10	8.10
10.20	13.70

Advertisement facing editorial in the property section

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

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

► For island advertisements 2 print-ready copies are required. Format: 1 column, 57 mm wide (F.A.Z.)/49 mm wide (F.A.S.).

	size		Fixed price in €, all colours
	F.A.Z.	F.A.S.	
Corner, page 1 (1,056 total mm)	183 mm (w) x 264 mm (d)	207 mm (w) x 231 mm (d)	25,240.00
Island, page 1 (100 total mm)	57 mm (w) x 100 mm (d)	49 mm (w) x 100 mm (d)	8,550.00
Corner, page 2 or page 3 (1,056 total mm)	183 mm (w) x 264 mm (d)	207 mm (w) x 231 mm (d)	20,500.00



Closing date: 10 a.m. on previous day (publication dates: Monday–Friday); 8.30 a.m. on a Friday (publication date: Saturday).


type area: 528 mm deep x 371 mm wide · full-page ad = 4,224 total mm with 8 ad columns (column width: 45 mm)

	mon–fr	sat
basic rate per mm	15.60	16.50

▶ For financial ads placed below or next to editorial, see pages 6–9.

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.

Please note our attractive package solutions:
 boersenradar.t-online.de, FAZfinance.NET
 and F.A.Z. combined. For details, contact
 investmentfonds@faz.de

fund profiles	rate per ISIN per month				
	1–10 funds	11–20 funds	21–50 funds	51–100 funds	101 funds or more
online					
funds@FAZfinance	75.00	72.00	70.00	65.00	60.00
scope of services	Detailed reference data, KPIs and risk indicators, ratings/rankings, various structure data, fund manager comments and skills, detailed fiscal information, unabridged mandatory publications, highlighting in search results. All at FAZfinance.NET				

fund profiles	rate per ISIN per month					rate per month
	1–10 funds	11–20 funds	21–50 funds	51–100 funds	101 funds or more	Company logo/info line
online & print						
funds@FAZ	120.00	116.00	110.00	100.00	90.00	250.00/120.00
scope of services	Scope of service identical to that of funds@FAZfinance plus publication of information in the funds table of the print version of F.A.Z. (fund name, currency, issue price, repo rate, interim gains, share profits/real estate profits)					Publication of the logo/info line in the F.A.Z. funds table in the print version



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print

company profiles

online	rate per month	scope of services
company profile/Classic@FAZfinance	950.00	Company profile in the portal layout of FAZfinance.NET
company profile/Advanced@FAZfinance	2,200.00	Company profile on an individual microsite in the corporate design and special highlighting at FAZfinance.NET
company profile/Premium@FAZfinance	4,500.00	Company profile on an individual microsite in the corporate design and special highlighting in search results, part of the exclusive Partner Board in the funds section and various additional functions at FAZfinance.NET

package solutions All package discounts also apply to mandatory ads!

online	rate per month	equivalent to a discount on the individual price of	package services
fundpackage25@FAZfinance	1,638.00	10 %	Up to 25 funds@FAZfinance product profiles at FAZfinance.NET
fundpackage50@FAZfinance	3,842.00	15 %	Up to 50 funds@FAZfinance product profiles and a company profile/Classic@FAZfinance at FAZfinance.NET
fundpackage100@FAZfinance	6,765.00	25 %	Up to 100 funds@FAZfinance product profiles and a company profile/Advanced@FAZfinance at FAZfinance.NET
online & print	rate per month	equivalent to a discount on the individual price of	package services
fundpackage25@FAZ	2,844.00	10 %	Up to 25 funds@FAZ product profiles at FAZfinance.NET and in the F.A.Z. funds table in the print version plus a company logo in the F.A.Z. funds table in the print version
fundpackage50@FAZ	5,933.00	15 %	Up to 50 funds@FAZ product profiles at FAZfinance.NET and in the F.A.Z. funds table plus a company profile/Classic@FAZfinance at FAZfinance.NET and a company logo and info line in the F.A.Z. funds table in the print version
fundpackage100@FAZ	10,012.50	25 %	Up to 100 funds@FAZ product profiles at FAZfinance.NET and in the F.A.Z. funds table plus a company profile/Advanced@FAZfinance at FAZfinance.NET and a company logo and two info lines in the F.A.Z. funds table in the print version

The publication costs will be invoiced in advance for the current calendar year upon an order being placed. **The term of the contract is 12 months**, with the calendar year being applicable in the first year. The term of the contract is tacitly renewed for a further year if the fund price publication is not cancelled 3 months before the end of the calendar year. The general terms and conditions of F.A.Z. apply, as do the terms and conditions of FAZfinance.NET. These can be found online at <http://www.faz.net/agb>



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print

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.)	12.50	17.70	20.60
private (1 week online incl./not subject to discount)	7.40	---	---

► fine arts solus positions on text pages: details on request.

Classified ads

Single insertion F.A.Z.

mm rates in €

	b/w		Euro scale 2c		Euro scale 3c/4c	
tender notices closing date: previous day, 10 a.m.	mon-fr	sat	mon-fr	sat	mon-fr	sat
	10.80	11.60	14.80	15.50	14.80	15.50

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

mm rates in €

	b/w	Euro scale 2c	Euro scale 3c/4c
wanted and for sale closing date: Thursday, 2 p.m.	sat+sun	sat+sun	sat+sun
private (not subject to discount)	7.60	---	---
commercial	12.10	22.80	24.40
portfolio investment money market closing date: Thursday, 8 a.m.	fr+sun	fr+sun	fr+sun
	11.40	21.50	23.00
business opportunities - agents closing date: Thursday, 10 a.m.	fr+sun	fr+sun	fr+sun
	11.40	21.50	23.00



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print

Single insertion F.A.Z.

type area: 528 mm deep x 371 mm wide · full page = 4,224 total mm with 8 ad columns
(column width: 45 mm)

mm rate in €

b/w

mon-sat

Obituaries (private) and private miscellaneous ads

closing date: previous day, 10 a.m. (publication date: Mon.-Fri.); 8.30 a.m. on a Friday (publication date: Sat.)

4.30

Obituaries (commercial)

closing date: previous day, 8 a.m.

15.25

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

mm rate in €

s/w

2c

3c/4c

VITA (matrimonial/partnership)

sat+sun

sat+sun

sat+sun

closing date: Thursday, 10 a.m.
commercial

11.80

15.80

15.90

VITA fixed formats (private)

s/w

2c

Size 1 45 mm (w) x 20 mm (d)

128.00

165.00

Size 2 45 mm (w) x 30 mm (d)

192.00

247.50

Size 3 45 mm (w) x 40 mm (d)

256.00

330.00

► Other fixed formats in increments of 20 mm

Education

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

mm rate in €

The format applicable for the combi is the ad appearing in the F.A.Z.
type area: 528 mm deep x 371 mm wide · 1/1 page = 4,224 total mm = 8 advertising columns
(column width = 45 mm)

b/w

2c-4c

sat+sun

sat+sun

education, further training, seminars closing date: Thursday, 8 a.m.

8.50

12.40

NEW! Classified advertorial (1/4 page, corner ad)

Fixed price for all colours: 9,800.00

seminar calendar* closing date: 8 a.m. on the Wednesday before the weekend of publication
(publication dates: last weekend of the month); minimum format: two columns, 20 mm

3.70

* Not subject to discount.



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1st semester		2nd semester	
<p>January Working in a traditional company* Field sales* Urgent need for electrical engineers* Boarding and private schools</p> <p>February Automotive industry* „Ball des Sports“ Consulting** Founding and growing a company ICT – information and communication technologies Cruises Private banking Learning languages*** The call centre as an opportunity*</p> <p>March Investment products Vocational training after the „Abitur“*** Consulting Business travel/conferences/congresses Industrial and commercial property Careers in the healthcare and life sciences industry (to tie in with T5 recruitment fair in Stuttgart)* Literary supplement: Leipzig Outdoor Tourism (to tie in with ITB Berlin)* Well-being and wellness</p>	<p>April Bachelor and Master degrees*** Energy 1 Home and garden Engineers** Inter and intralogistics (to tie in with CeMAT)* Investment funds Law (to tie in with JURAcon)* Leasing 1 North Rhine-Westphalia* PIAZZA cuisine Summer schools***</p> <p>May Vocational training (to tie in with Einstieg Abi fair)* Education and career Opportunities in the chemicals industry* Financial controlling (to tie in with accounting and financial controlling fair)* CSR Derivatives 1 Electrical engineering Boarding schools*** Careers in the healthcare and life sciences industry (to tie in with T5 recruitment fair in Berlin)* The future of SMEs 1</p> <p>June Baden-Württemberg* A career in the solar sector (to tie in with Intersolar)*</p>	<p>July The 100 biggest companies Trainees**</p> <p>September Vocational training* Consulting Energy 2 Women and career success** Health Hidden champions* Engineers** Investment funds Literary supplement: Frankfurt PIAZZA home</p> <p>October Industrial and commercial property Careers with energy* Creative careers*** Leasing 2 Food (to tie in with Anuga)* MBA Media (to tie in with Medientage München)* M-I-N-T – Opportunities in R&D (to tie in with 13th Frankfurt recruitment fair for scientists)* Mobility* The future of SMEs 2</p>	<p>November Banks and insurance companies** Bavaria* Derivatives 2 Distance learning*** PIAZZA gifts Innovations Cruises A career in the healthcare and life sciences industry (to tie in with T5 recruitment fair in Munich)* Private pension provisions 2012 travel Well-being and wellness</p> <p>December 2012 opportunities Review of the year Career opportunities in the civil services* Literary supplement: Advent Master degrees*** Sustainability Qualification and further training</p> <p><small>* Special situations vacant publication. ** Situations vacant focus topic. *** Special publication on education, further training, seminars.</small></p> <p><small>For the exact deadlines for publication, ads and print-ready artwork, go to www.faz.net/belagen. The deadlines for the situations vacant topics and special publications can be found at www.fazjob.net/produkte or by calling us.</small></p>



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F.A.Z. and F.A.S. circulation figures at a glance, as verified by the IVW Q2 2010*	F.A.Z.			F.A.S.	F.A.Z.+F.A.S. combi		
	mon-sat	mon-fr	sat	sun	mon-sat, sun	mon-fr, sun	sat+sun
	365,939	363,348	374,286	352,940	718,879	716,288	727,226

Readership data	total population		F.A.Z.		F.A.S.		F.A.Z.+F.A.S. combi		
	coverage '000	profile %	coverage '000	profile %	coverage '000	profile %	coverage '000	profile %	affinity index basis 100
	64,820	100.0	1,072	100.0	1,111	100.0	1,898	100.0	100

area: Germany	64,820	100.0	1,072	100.0	1,111	100.0	1,898	100.0	100
sex									
men	31,506	48.6	656	61.1	736	66.2	1,193	62.9	129
women	33,314	51.4	417	38.9	376	33.8	704	37.1	72
age									
14-29 years	13,437	20.7	141	13.1	146	13.2	255	13.4	65
30-39 years	8,886	13.7	142	13.3	137	12.3	245	12.9	94
40-49 years	12,527	19.3	210	19.5	228	20.5	387	20.4	106
50-59 years	10,306	15.9	180	16.8	200	18.0	337	17.7	112
60-69 years	9,051	14.0	202	18.8	221	19.9	368	19.4	139
70 years and older	10,613	16.4	197	18.4	179	16.1	306	16.1	98
position of respondent									
managing directors, self-employed business persons	2,055	3.2	61	5.7	70	6.3	108	5.7	180
professionals	1,391	2.1	57	5.3	68	6.2	107	5.6	263
executives	3,237	5.0	111	10.4	112	10.1	198	10.4	209
senior civil servants	1,183	1.8	47	4.4	57	5.1	89	4.7	258
other employees or civil servants	17,590	27.1	266	24.8	263	23.7	475	25.0	92
net monthly household income									
less than €3,000	43,469	67.1	484	45.1	509	45.8	878	46.3	69
€3,000 to under €5,000	16,363	25.2	352	32.8	383	34.5	644	33.9	134
€5,000 and over	4,988	7.7	237	22.1	219	19.7	376	19.8	257

► Source: AWA 2010 - Basis: 21,062 cases = 64,820,000

Sample: 376,000 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 more than 2.5 times as much as in the total population (index = 257).

* Source: IVW



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Technical data on printing process

- Printing method:** Rotary offset/process-standard newspaper printing
ISO 12647-3; 2005
- Colours:** Colour standard ISO 2846-2
The spot colours are built up from the CMYK basic colours and approximate to the HKS Z standard
- Copying process:** Computer to plate
- Screen:** 48 lines/cm (120 lines/inch)
- Tonal range:** Tonal value in light approaching 5%, 90% surface cover in depth. In the medium tone region (40%) a dot gain of approx. 26% will have to be taken in account.
C=15°, K=135°, M=75°, Y=0°
- Screen angle:**
- Density values for production run:** C (cyan) = 0.90 K (black) = 1.10
M (magenta) = 0.90 Y (yellow) = 0.90

Frankfurter Allgemeine Zeitung

Type area: 528 mm deep, 371 mm wide · **No. of cols:** advertising 8, editorial 6

Column width	Advert. sect.	Edit. sect.
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	

Column width	Advert. sect.	Edit. sect.
Spreads (gutter bleed)		
4 columns		266 mm
6 columns		391 mm
8 columns		516 mm
12 columns		766 mm

Frankfurter Allgemeine Sonntagszeitung (package F.A.Z. + F.A.S.)

Type area: 528 mm deep, 371 mm wide · **No. of cols:** advertising 8, editorial 7

Column width	Advert. sect.	Edit. sect.
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	
Spreads (gutter bleed)		
6 columns		332 mm
8 columns		439 mm
10 columns		547 mm
14 columns		761 mm



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Tonal range:	Halftone value min. 3 % to max. 90 %
Dot gain:	Approx. 26 % in the medium tone range
Max. coverage:	240 %
Colour separation:	Please deliver colours not separated. Colour separation is done by the publishers closely to the HKS Z standard. Colour values are available upon request.
Resolution:	240 dpi for colour and greyscale images 1,270 dpi for line drawings

For your colour management workflow please use the "ISOnewspaper26v4.icc" output profile.

Max. font sizes:

positive	6 pt
negative	8 pt
screened	12 pt

Max. line sizes:

positive	0.5 pt
negative	1 pt

The following documents can be used:

PDF/X 1a, EPS with embedded fonts and images

Open office documents (Word, PowerPoint, etc.) can only be used as a copy for typesetting or scanning.

Requirements for electronic transmission

When sending advertisements, please include the following information in the file name (in the relevant order):

1. name of advertiser
2. keyword
3. publication date
4. colour information

for example: miller_london_31-12_4c

Please forward with the file containing the artwork an info file containing sender's address and telephone number for possible queries.

Possibilities of transmission:

ISDN transmission

Transmission using Leonardo Pro: +49 /69 /75 91 10 27

Transmission using Leonardo Da Windows and EuroFile Transfer:

+49 /69 /75 91 10 37

+49 /69 /75 91 10 45

+49 /69 /75 91 10 55

+49 /69 /75 91 10 50

Transmission using gzm-connect: gzm@+49 /69 /75 91 10 51

If your EuroFile communication programme asks for a password, enter "gast" for the user and the password.

E-Mail:

stellenangebote@faz.de (for recruitment ads only),

werbemarkt@faz.de (for all other ads)

For details on FTP access please contact +49 /69 /75 91 12 98.

For further questions please contact +49 /69 /75 91 12 98
(Mon.-Fri. 9 a.m. to 5 p.m.).



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Our international representatives

Australia	Austria	Belgium and Luxembourg	Canada	France	Great Britain and Ireland
The Media Company 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	Publicitas GmbH Nordbahnstraße 36/0.3 1020 Vienna Telephone: (01) 21 15 30 Telefax: (01) 2 12 16 00 E-mail: vienna@publicitas.com	Publicitas NV 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	C2C Media Services Intl 11-2600 Skymark Ave., Suite 104 Mississauga, Ont. L4W 5B2 Telephone: 905 238 9228 Telefax: 905 238 0834 E-mail: chrisb@c2cm medias.com	Leadermedia France 17 rue Lamennais F-75008 Paris Telephone: (01) 53 57 69-13 Telefax: (01) 53 57 69-15 E-mail: publicite@leadermedia.fr	Adnative Ltd. Publicitas Promotion Network Gordon House 10 Greencoat Place London SW1P 1PH Telephone: (020) 75 92 83-70 Telefax: (020) 75 92 83-71 E-mail: london@adnative.net
India	Italy	Japan	Netherlands	New Zealand	Poland
Mediascope Publicitas 51 Doli Chamber Arthur Bunder Rd Colaba, Mumbai 400 005 Telephone: (022) 22 04 88 90/22 82 48 42 Telefax: (022) 22 87 57 18/22 82 48 89 E-mail: srinivas.iyer@media-scope.com	Blei S. p. A. Via Cazzaniga 19 I-20123 Milan Telephone: (02) 7 22 51-1 Telefax: (02) 7 22 51-2 51 E-mail: info@bleispa.it	Mediahouse Inc. 2-3-6 Kudankita, Chiyoda-ku Tokyo 102-0073 Telephone: (03) 32 22-78 11 Telefax: (03) 32 34-11 40 E-mail: mediahouse@mediahs.com	Publicitas B.V. P. O. Box 22876 NL-1100 DJ Amsterdam Zuid-Oost Telephone: (020) 311 97 10 Telefax: (020) 363 28 23 E-mail: amsterdam@publicitas.com	McKay & Bowman Int Media Rep Ltd P. O. Box 36-490 Northcote, Auckland Telephone: (09) 4 19-05 61 Telefax: (09) 4 19-22 43 E-mail: neil@mckaybowman.co.nz	Remil ul. Posrednia 31/15 PL - 26-600 Radom Tel./Fax: (00 48 48) 331 10 14 E-mail: remil@post.pl
Scandinavia	South Africa	South East Asia/PR. China	Spain	Switzerland	Switzerland
Global Media Business Österlervägen 25 S-277 40 St. Olof Sweden Telephone: (0046 414) 2 03 20 E-mail: bradley@globalmedia.se	Margie Ogilvy Promotions C.C. P. O. Box 1008 Knysna 6570 Telephone: (044) 3 84 08 00 E-mail: ogilvy@mweb.co.za	Mezzomedia Ltd. 904, Kinwick Centre 32 Hollywood Road Central Hong Kong, China Telephone: (852) 2 58 12-9 91 Telefax: (852) 2 58 12-2 39 E-mail: mfarra@mezzogroup.com	Publicitas Internacional, S.A. C/Goya 21, 1 Dcha. E-28001 Madrid Telephone: (91) 3 23 79 11 Telefax: (91) 7 33 59 58 E-mail: madrid@publicitas.com	Leadermedia SA Rue du Simplon 38 CH-1006 Lausanne Telephone: (021) 6 01 65 30 Telefax: (021) 6 01 65 31 E-mail: yasmine.vidal@bluewin.ch	Leadermedia AG Dufourstrasse 48 CH-8024 Zurich Telephone: (044) 3 60 38-00 Telefax: (044) 3 60 38-04 E-mail: wschruber@leadermedia.net
Turkey	USA				
Tit Ajans Dis Tanitim Ltd. Sti. P. O. Box 152 TR-34330 Levent-Istanbul Telephone: (02 12) 2 57 76 66-67 Telefax: (02 12) 2 87 00 99 E-mail: titajans@titajans.com	World Media Inc. 19 West 36 Street, 7th Fl. New York, N.Y. 10018 Telephone: (001) 21 22 44-56 10 Telefax: (001) 21 22 44-53 21 E-mail: sales@worldmediaonline.com				



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The place to be.