

Süddeutsche Zeitung

Go with the No. 1*.



*among the national quality daily newspapers in terms of net paid circulation and reach (MA 2011, LAE 2011, IVW II/2011)

Süddeutsche Zeitung and its Brand Family



As the three-times number 1 among the national quality daily newspapers (IVW II/2011, MA 2011, LAE 2011), the Süddeutsche Zeitung has for years already been a reliable partner for the advertising industry. Attention-grabbing environments, an exceptionally high editorial quality and an extensive reach guarantee the greatest possible advertising success. Süddeutsche Zeitung is a quality promise which is honoured every day. Advertising clients and readers benefit from this equality.

The Süddeutsche Zeitung magazine surprises its readers every Friday with creative journalism of highest level, captivating them with a graphic design that is second to none. The magazine brings together two aspects which rarely come together: lifestyle and quality journalism.

Süddeutsche.de is one of the leading online newspaper platforms among the national quality daily newspapers. In addition to the Süddeutsche Zeitung, top international, national and regional themes are dealt with in a versatile and sound manner.

sz-media.de

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Süddeutsche Zeitung GmbH

Hultschiner Strasse 8

D-81677 München

Phone: +49 (89) 21 83 - 83 09

Fax: +49 (89) 21 83 - 795

E-Mail: anzeigen@sueddeutsche.de

Classified advertising sections

are published on:

Recruitment market	Saturday
Education market	Saturday
Travel market	Thursday, Saturday
Motor market	Wednesday, Saturday
Property market	Wednesday, Friday
Rented accomodation	Wednesday, Friday

Five Reasons in Favour of the Süddeutsche Zeitung

1. Our success - the Süddeutsche Zeitung is the three-times no. 1¹

No. 1



No. 1



No. 1

LAE

The Coverage

The Süddeutsche Zeitung never had more readers. 1.41 million people read the Süddeutsche Zeitung every day. It has acquired 140,000 new readers in comparison to the previous year. That is undisputedly the first place in the MA 2011.

Number of Sold Copies

With 430,513 copies (IVW II/2011, Mon.–Sat.) the Süddeutsche Zeitung is the market leader. At 86 per cent it has the highest share of paid for copies (subscription + single copy sales) of all national daily newspapers in Germany.

Top Decision-Makers Target Groups

No daily or weekly newspaper reaches more readers in the top decision-makers target groups than the Süddeutsche Zeitung: 317,000 readers represent the highest number by far. The newspaper therefore has a permanent place on Germany's executive floors.

2. Our Editorial Quality.

No national quality newspaper is quoted more than the Süddeutsche Zeitung. In the PMG Press Monitor® the Süddeutsche Zeitung is the clear number one in the segment of national quality newspapers with 441 quotations in the second quarter of 2011. Acceptance through relevance!

3. Our Quality Readers.

In line with the comparatively high level of their education and above-average professional position, readers of the Süddeutsche Zeitung earn considerably more than the average in Germany (index: 192). Almost half of the readers live in a household with a net monthly income of more than € 3,000.

4. Our Exclusivity.

Anyone who books the Süddeutsche Zeitung is addressing many target groups. There are few duplications with readers of the Süddeutsche Zeitung and the readers of other national daily newspapers. According to MA 2011 the rate is only between four and six per cent.

5. Our Cross Media Performance.

Journalism with passion across all channels! Combine the advantages of both types of media to form a cross-media combination with a wide coverage. Süddeutsche.de alone achieves 5.8 million unique users (AGOF, 04/2011). Tendency: further increasing.

¹⁾ among the national quality daily newspapers.

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Süddeutsche Zeitung Marketing Research

Phone: +49 (89) 21 83 - 82 68

Fax: +49 (89) 21 83 - 96 82 68

Mon.–Fri.	Net paid circulation	pro-portion
Subscription + Single Copy Sales	351,270	86 %
Inflight	42,230	10 %
Other sales	16,997	4 %
Total	410,497	100 %

Source: IVW II/2011, net paid circulation, own calculations

Saturday	Net paid circulation	pro-portion
Subscription + Single Copy Sales	461,642	89 %
Inflight	44,028	9 %
Other sales	15,269	3 %
Total	520,939	100 %

Source: IVW II/2011, net paid circulations, own calculations

Reach	Readers
MA 2011	1,410,100
LAE 2011	317,000

Brands and Corporate Advertising

1/1 page

Height: 528 mm, width: 371 mm, total mm: 4,224

	Mon.–Fri.	Saturday
Standard	€ 65,800	€ 75,000
Premium ¹	€ 72,400	€ 82,500

1/2 page horizontal

Height: 264 mm, width: 371 mm, total mm: 2,112

	Mon.–Fri.	Saturday
Standard	€ 41,000	€ 46,800
Premium ¹	€ 45,100	€ 51,500

1/3 page horizontal

Height: 176 mm, width: 371 mm, total mm: 1,408

	Mon.–Fri.	Saturday
Standard	€ 31,600	€ 36,000
Premium ¹	€ 34,800	€ 39,600

1/4 page horizontal

Height: 132 mm, width: 371 mm, total mm: 1,056

	Mon.–Fri.	Saturday
Standard	€ 23,900	€ 27,300
Premium ²	€ 26,300	€ 30,000

1/2 page vertical

Height: 528 mm, width: 183.5 mm, total mm: 2,112

	Mon.–Fri.	Saturday
Standard	€ 41,000	€ 46,800
Premium ¹	€ 45,100	€ 51,500

1/3 page vertical

Height: 528 mm, width: 121 mm, total mm: 1,408

	Mon.–Fri.	Saturday
Standard	€ 31,600	€ 36,000
Premium ¹	€ 34,800	€ 39,600

1/2 page corner

Height: 396 mm, width: 246 mm, total mm: 2,112

	Mon.–Fri.	Saturday
Standard	€ 41,000	€ 46,800
Premium ¹	€ 45,100	€ 51,500

1/3 page corner vertical

Height: 352 mm, width: 183.5 mm, total mm: 1,408

	Mon.–Fri.	Saturday
Standard	€ 31,600	€ 36,000
Premium ¹	€ 34,800	€ 39,600

1/3 page corner horizontal

Height: 264 mm, width: 246 mm, total mm: 1,408

	Mon.–Fri.	Saturday
Standard	€ 31,600	€ 36,000
Premium ¹	€ 34,800	€ 39,600

¹ Page 5, page 7 and page 3 Business (Wirtschaft) ² Page 5, page 7, page 3 Business (Wirtschaft) and front page of an editorial section

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

1/4 page vertical corner

Height: 264 mm, width: 183.5 mm, total mm: 1,056



	Mon.–Fri.	Saturday
Standard	€ 23,900	€ 27,300
Premium ²	€ 26,300	€ 30,000

1/4 page horizontal corner

Height: 198 mm, width: 246 mm, total mm: 1,056



	Mon.–Fri.	Saturday
Standard	€ 23,900	€ 27,300
Premium ²	€ 26,300	€ 30,000

Corner grip

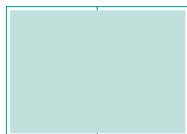
Height: 132 mm, width: 121 mm, total mm: 352



	Mon.–Fri.	Saturday
Standard	€ 14,000	€ 16,000
Position only on front pages of an editorial section		

2/1 double page spread

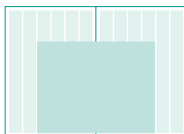
Height: 528 mm, width: 771 mm, total mm: 9,150



	Mon.–Fri.	Saturday
Standard	€ 142,800	€ 162,800
Premium ³	€ 157,100	€ 179,100

1/2 page corner vertical double page

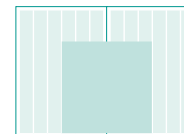
Height: 396 mm, width: 521 mm, total mm: 4,751



	Mon.–Fri.	Saturday
Standard	€ 92,000	€ 104,900
Premium ³	€ 101,200	€ 115,400

1/3 page corner vertical double page

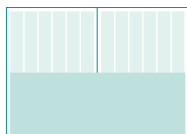
Height: 396 mm, width: 396 mm, total mm: 3,696



	Mon.–Fri.	Saturday
Standard	€ 71,700	€ 81,800
Premium ³	€ 78,900	€ 90,000

1/2 double page spread

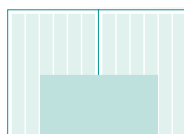
Height: 264 mm, width: 771 mm, total mm: 4,575



	Mon.–Fri.	Saturday
Standard	€ 88,300	€ 100,700
Premium ³	€ 97,100	€ 110,800

1/3 page corner horizontal double page

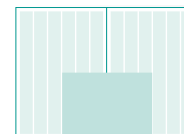
Height: 264 mm, width: 521 mm, total mm: 3,168



	Mon.–Fri.	Saturday
Standard	€ 70,700	€ 80,600
Premium ³	€ 77,800	€ 88,700

1/4 page corner horizontal double page

Height: 264 mm, width: 396 mm, total mm: 2,464



	Mon.–Fri.	Saturday
Standard	€ 55,100	€ 62,800
Premium ³	€ 60,600	€ 69,100

²⁾ Page 5, page 7, page 3 Business (Wirtschaft) and front page of an editorial section ³⁾ only Politics (Politik) and Business (Wirtschaft)

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Brands & Corporate Advertising

Solus positioned advertisements below or next to text

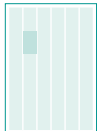
Circulation: National edition

	Publication day	Rates/mm
Corner advertisements at least 1,060 mm up to max. 4,751 mm or Part page advertisements (vertical and horizontal) at least 1,064 mm up to max. 6,100 mm Corner or part page advertisements with these formats will be solus positioned; smaller ads except corner grips or island ads will be placed together with other advertisements.	Mon.–Fri. ¹	€ 22.70
	Saturday	€ 25.90
Text (island) advertisements Minimum format: height: 25 mm, width: 58.5 mm (1 text column) Maximum format: height: 150 mm, width: 121 mm (2 text columns)	Mon.–Fri. ¹	€ 77.20
	Saturday	€ 88.00

Corner and part-page advertisements with premium placement or placement on the frontpage of an editorial section are subject to an additional charge of 10 %. The minimum volume for freely placed advertisements (with the exception of part-page advertisements) is 1,056 mm. Advertisements smaller than the current formats cannot be placed alone and are charged at the basic rate (see page 22).

Text (island) advertisements (example)

Height: 100 mm, width: 58.5 mm, total mm: 100

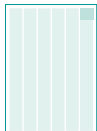


	Mon.–Fri.	Saturday
Rate	€ 7,720	€ 8,800

Further formats see rates/mm.

Head advertisement

Height: 35 mm, width: 58.5 mm, total mm: 35



	Mon.–Fri.	Saturday
Fixed Rate	€ 4,150	€ 4,700

Position: only front page
SZ Wochenende (SZ Weekend) or
special advertising pages.

¹ Advertisements in Friday editions before a public holiday are charged at the Saturday rate.

sz-media.de

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Sales support

Phone: +49 (89) 21 83 - 433

Fax: +49 (89) 21 83 - 96 87 79

E-Mail: marken-anzeigen@sueddeutsche.de

Booking

Phone: +49 (89) 21 83 - 84 84

Fax: +49 (89) 21 83 - 699

E-Mail: dispo-anzeigen@sueddeutsche.de

Advertising material: sz.de/upload

Agency commission: 15 %

Volume discount per gross expenditure:

3 % from € 50,000 12 % from € 350,000

5 % from € 100,000 15 % from € 450,000

8 % from € 150,000 20 % from € 600,000

10 % from € 250,000

Type area:

Height: 528 mm, width 371 mm, total mm: 4,224

Columns:

- Advertisements below or next to editorial text: 6 columns; width 58.5 mm
Space between columns 4 mm
- Conversion factor: 1.333 from text to advertisement columns.

Calculation of advertising millimetres:

Text columns x height in mm x conversion factor

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Financial Market

Circulation: National edition

Rates/mm	Publication day	b/w	colour
Financial corporate advertisements	see Brands & Corporate Advertising from page 4		
Financial product advertisements with specified placement	Mon.–Fri.	€ 9.70	€ 13.75
For premium placements ¹ a surcharge of 10 % is calculated.	Saturday	€ 11.05	€ 15.75

The following rates are effective for non solus position, for solus position see Brands & Corporate Advertising from page 4.

AGMs	daily	€ 6.05	€ 8.10
Obligatory advertisements (simple design), obligatory advertisements for issues (no discount), Ad-hoc announcements	daily	€ 1.95	€ 1.95
Text (island) advertisements Those advertisements will be added to existing volume contracts at the conversion factor 5.60.	Mon.–Fri.	€ 56.20	€ 77.20
	Saturday	€ 64.20	€ 88.00
Investments/financial market classified², business contacts section classified², business advertisements	Mon.–Fri.	€ 11.40	€ 16.20
	Saturday	€ 13.00	€ 18.50

Süddeutsche Zeitung belongs to the leading national dailies required at all German stock exchanges.

¹ Page 5, page 7, page 3 Business (Wirtschaft) and front page of an editorial section ² only against cash in advance

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Sales support

Phone: +49 (89) 21 83 - 433

Fax: +49 (89) 21 83 - 96 87 79

E-Mail: kapital-anzeigen@sueddeutsche.de

Booking

Phone: +49 (89) 21 83 - 84 84

Fax: +49 (89) 21 83 - 699

E-Mail: dispo-anzeigen@sueddeutsche.de

Advertising material: sz.de/upload

Deadlines

two working days prior to publication

Agency commission: 15 %

Discount	Multiple insertion discount	Volume discount
5 %		for 3,000 mm
10 %	12 advertisements	for 5,000 mm
15 %	24 advertisements	for 10,000 mm
20 %	52 advertisements	for 20,000 mm

The above mentioned discounts do not account to the discounts on page 6.

Columns

- Advertisements below or next to editorial text: 6 columns; width 58.5 mm
Space between columns 4 mm
- Conversion factor: 1.333 from text to advertisement columns.

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Special Forms of Advertising



Multisensory

You can now also look with your fingers.

Give your brand the maximum experience and feeling with an innovative multisensory advertisement.



Glossy Advertisement

Select the right varnish finish for your brand.

Give your advertisement a sheen, and turn it into a genuine eye-catcher.



Step Fold

Tell the story of your brand in steps.

Use the dramatic impact of this advertising form to deliver a strong promotional message.



Scented Advertisement

Associate your brand with a special fragrance.

Use a scent to reinforce the impression of your advertisement.



Flexible Formats

Place your brand in the right setting.

We will find the best placement even for the most extraordinary formats.



Flying page

Open a new book for your brand.

A folded single page wraps your advertising message around a newspaper section.



Perforation

Impress the customers who do not wish to separate themselves from your advertising.

We will perforate your ad, making it mobile.



Tip-on with Product Sample

Now you can maintain the image of your brand even more intensively.

We adhere a sample of your product to the front page of the Süddeutsche Zeitung.

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Sales support

Phone: +49 (89) 21 83 - 433

Fax: +49 (89) 21 83 - 96 87 79

E-Mail: marken-anzeigen@sueddeutsche.de

Digital Media

Süddeutsche.de

Online & Mobile (Mobile Browser & Apps)



Süddeutsche.de is one of the leading quality news portals in Germany.

Here you can reach opinion- and decision-makers throughout the German-speaking countries, who are interested in the latest daily news combined with competent background information. Readers value the editorial quality and the wide variety of content in all relevant categories.

Süddeutsche.de is an effective medium for your specific image and sales promotion.

Süddeutsche Zeitung Digital

The tablet of Süddeutsche Zeitung



Süddeutsche Zeitung Magazin

Online & Tablet (iPad App)



sz-media.de

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Sales support and booking

Phone: +49 (89) 21 83 - 85 57

Fax: +49 (89) 21 83 - 86 93

E-Mail: adsales@sueddeutsche.de

Latest information

For details to the following subjects and rates please visit sz-media.de:

- Target groups
- Reach
- Bookable environments
- Bookable formats
- Special events
- Special themes & microsites

Süddeutsche Zeitung Magazin



Friday Highlight

The SZ-Magazin is the award-winning weekly magazine of the Süddeutsche Zeitung enjoyed by 1.03 readers (AWA 2011) every Friday.

The SZ-Magazin combines lifestyle features and top-quality journalism, aimed at a premium target group. For details please request the SZ-Magazin rate card.

1/1 page

Type area size:
Height: 246.5 mm Width: 191 mm
Bleed format:
Height: 274 mm, Width: 215 mm



Fixed rate **€ 16,200**

3/4 page vertical

Type area size:
Height: 246.5 mm, Width: 143 mm
Bleed format:
Height: 274 mm, Width: 154 mm



Fixed rate **€ 12,300**

2/3 page vertical

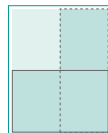
Type area size:
Height: 246.5 mm, Width: 126 mm
Bleed format:
Height: 274 mm, Width: 137 mm



Fixed rate **€ 11,000**

1/2 page vertical, horizontal

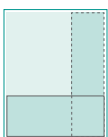
Type area sizes:
Height: 246.5/122 mm, Width: 94/191 mm
Bleed formats:
Height: 274/139.5 mm, Width: 105/215 mm



Fixed rate **€ 8,300**

1/3 page vertical, horizontal

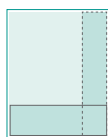
Type area sizes:
Height: 246.5/82.5 mm, Width: 61/191 mm
Bleed formats:
Height: 274/100 mm, Width: 72/215 mm



Fixed rate **€ 5,700**

1/4 page vertical, horizontal

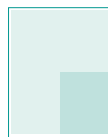
Type area sizes:
Height: 246.5/62 mm, Width: 45/191 mm
Bleed formats:
Height: 274/79.5 mm, Width: 56/215 mm



Fixed rate **€ 4,400**

1/4 page corner

Type area size:
Height: 122 mm, Width: 94 mm
Bleed format:
Height: 139.5 mm, Width: 105 mm



Fixed rate **€ 4,400**

sz-media.de

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Sales support and booking

Phone: +49 (89) 21 83 - 95 71
Fax: +49 (89) 21 83 - 93 29
E-Mail: anzeigen@sz-magazin.de

Surcharges

1st spread before TOC	+ 10 %
2nd spread before TOC	+ 5 %
4th cover	+ 15 %
2nd cover	+ 10 %
1st double page from behind	+ 10 %

Agency commission: 15 %

Discount	Multiple insertion discount	Volume discount
3 %	3 advertisements	
5 %	9 advertisements	for 3 pages
10 %	18 advertisements	for 6 pages
12 %		for 9 pages
15 %	24 advertisements	for 12 pages
20 %		for 18 pages

Combined discounts across the issues

SZ-Magazin, Wohlfühlen, golf spielen	
3 %	when booking 2 issues
5 %	when booking 3 issues

Bleed difference

+ 4 mm trim on all edges

Further fixed formats upon request.

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Wohlfühlen, golf spielen and golf spielen extra



For your well-being
 "Wohlfühlen" is the Süddeutsche Zeitung magazine devoted to wellness, fitness and health. It is published four times a year.



Playing with the crème de la crème
 golf spielen is published four times a year as a magazine in the Süddeutsche Zeitung. There is also golf spielen extra, the visually and haptically enhanced high-gloss version, which is sold in bookshops and kiosks and distributed free-of-charge to all German-speaking golf clubs.
 Additional circulation at least 60,000 copies.

1/1 page

Type area size:
 Height: 246.5 mm, Width: 191 mm
 Bleed format:
 Height: 274 mm, Width: 215 mm

	Fixed Rate
Wohlfühlen	€ 16,200
golf spielen	€ 16,200
golf spielen extra	€ 9,500

3/4 page vertical

Type area size:
 Height: 246.5 mm, Width: 143 mm
 Bleed format:
 Height: 274 mm, Width: 154 mm

	Fixed Rate
Wohlfühlen	€ 12,300
golf spielen	€ 12,300

2/3 page vertical

Type area size:
 Height: 246.5 mm, Width: 126 mm
 Bleed format:
 Height: 274 mm, Width: 137 mm

	Fixed Rate
Wohlfühlen	€ 11,000
golf spielen	€ 11,000

1/2 page vertical, horizontal

Type area sizes:
 Height: 246.5/122 mm, Width: 94/191 mm
 Bleed formats:
 Height: 274/139.5 mm, Width: 105/215 mm

	Fixed Rate
Wohlfühlen	€ 8,300
golf spielen	€ 8,300
golf spielen extra	€ 4,750

1/3 page vertical, horizontal

Type area sizes:
 Height: 246.5/82.5 mm, Width: 61/191 mm
 Bleed formats:
 Height: 274/100 mm, Width: 72/215 mm

	Fixed Rate
Wohlfühlen	€ 5,700
golf spielen	€ 5,700
golf spielen extra	€ 3,150

1/4 page vertical, horizontal

Type area sizes:
 Height: 246.5/62 mm, Width: 45/191 mm
 Bleed formats:
 Height: 274/79.5 mm, Width: 56/215 mm

	Fixed Rate
Wohlfühlen	€ 4,400
golf spielen	€ 4,400
golf spielen extra	€ 2,400

sz-media.de

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Sales support and booking

wohlfühlen
Phone: +49 (89) 21 83 - 82 20
E-Mail: wohlfuehlen@sueddeutsche.de
golf spielen
Phone: +49 (89) 21 83 - 77 90, - 283
E-Mail: golfspielen@sueddeutsche.de

Surcharges

1st spread before TOC	+ 10 %
2nd spread before TOC	+ 5 %
4th cover	+ 15 %
2nd cover	+ 10 %
1st double page from behind	+ 10 %

Agency commission: 15 %

Combined discounts across the issues

SZ-Magazin, Wohlfühlen, golf spielen
 3 % when booking 2 issues
 5 % when booking 3 issues

Bleed difference

+ 4 mm trim on all edges

Further fixed formats upon request.
 Please ask for our rate cards.

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Recruitment Market



Print

Circulation: National edition

Job & Career (Beruf & Karriere) – Rates/mm	Publication day	b/w	colour
Recruitment market (up to 8 advertisement columns)	Saturday	€ 13.90	€ 19.40
Editorial page			
Strip advertisements below text (height: 132 mm, width: 371 mm)	Saturday	€ 25.90	€ 25.90
Corner advertisements below resp. next to text (height: 264 mm, width: 183.5 mm)	Saturday	€ 25.90	€ 25.90
Text (island) advertisements (height: 25–150 mm, width: 58.5 or 121 mm)	Saturday	€ 88.00	€ 88.00

Print and Online

	Runtime online	Fixed rates
Crossmedia: at sz.de with content-ad-function		
Surcharge on print advertisement up to 399 total mm	4 weeks	€ 150
Surcharge on print advertisement as from 400 total mm	4 weeks	€ 300
Teaser-advertisements: company logo in colour, position, advertisement ID and address sz.de/stellenmarkt		
Standard: 1x in print 2 columns and 25 mm height	4 weeks	€ 1,600
Premium: 1x in print 2 columns and 50 mm height	4 weeks	€ 2,200

HR image advertising

HR image ads are an effective communication tool within the overall concept of your employer branding and related HR marketing. Highlight the image of your company and your HR activities. Present your company, its visions, objectives and corporate culture in an HR image ad.

Format: 1/4 page
height: 264 mm, width: 184.5 mm

Publication day: Saturday

Fixed rate: € 15,700

Profile ads

Highlight your corporate profile and boost the impact of your recruitment advertising with a profile ad, comprising one third editorial presentation of your company and two thirds job ads. The page must stand out as a single unit, such as by placing it within a frame or giving it a colour backing.

Format: 1/1 page
height: 528 mm, width: 371 mm

Publication day: Saturday

Fixed rate: € 55,000

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Sales support and booking

Phone: +49 (89) 21 83 - 10 30

Fax: +49 (89) 21 83 - 795

E-Mail: anzeigennahme@sueddeutsche.de

Advertising material: sz.de/upload

Deadlines

Recruitment market Thursday 11.00 a.m.
with proof Wednesday 12.00 noon
Editorial page two weeks prior to publication

Agency commission: 15 %

Volume discount

for millimetre contracts of at least

3 %	10,000 mm
5 %	20,000 mm
8 %	30,000 mm
10 %	60,000 mm
12.5 %	100,000 mm

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Recruitment Market

Online: sz.de/stellenmarkt

	Runtime	Fixed rate
Single advertisement (per vacancy advertised) with content-ad-function	4 weeks	€ 995
Extension	4 weeks	€ 470
Premium ad Present selected job advertisements (additional to an ad booking) on the first screen of the online Recruitment Market.	1 week	€ 150
Flexible ad placement You can fill your spot with new ads, change it or extend it as often as you want by booking job advertisements to run for periods of 6 or 12 months.	6 months	€ 2,950
	12 months	€ 5,250
Top Employer (Top Arbeitgeber) Profiling with company logo, link to website, link to current job offers, customisable presentation area and highlighting in hit lists	1 month	€ 895
Premium Company (Premium Unternehmen) Prominent placement on the navigation bar with company logo and direct link to the company's job ads; exclusive placement; allocated to a maximum of 10 companies.	1 week	€ 295
Ad design service Professional design, copy input and categorisation		€ 130

laufbahner.de - Welcome to the careers market of the future



Successful cooperation begins with laufbahner.de, the innovative careers service offered by Süddeutsche Zeitung. laufbahner.de is not a conventional job portal, but rather a new way of effectively matching up career goals and company needs.

At laufbahner.de jobseekers and companies can introduce themselves to one another quickly and openly, get to know one another and forge plans for the future together.

The latest products and rates can be found at laufbahner.de/preise.

sz-media.de

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Sales support and booking

Phone: +49 (89) 21 83 - 97 33

Fax: +49 (89) 21 83 - 97 19

E-Mail: stellen-online@sueddeutsche.de

Sales support and booking

Phone: +49 (89) 21 83 - 70 10

Fax: +49 (89) 21 83 - 795

E-Mail: beratung@laufbahner.de

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Recruitment Market

Special Publications



In the recruitment market of the Süddeutsche Zeitung numerous special pages and supplements are published every year which are devoted to a wide range of career environments and themes.

In editorial terms the spectrum of the themes ranges from engineering professions, through IT to medicine & pharmaceuticals. As a result both junior employees and specialists are addressed.

jetzt Magazines



The jetzt career magazines have been developed for the young target group of those entering the job market and college graduates. jetzt Schule&Job and jetzt Uni&Job are published twice a year as supplements to the Süddeutsche Zeitung. The connection with the lively community on the net at jetzt.de ensures that young readers are addressed in a credible and authentic manner.

Süddeutsche Zeitung, Augsburger Allgemeine and Donaukurier

You can increase your recruitment chances with the so-called Bayern-Stellen-Kombi (Bavaria Recruitment Combination). Your advertisement is published each Saturday in the recruitment pages of the Süddeutsche Zeitung, the Augsburger Allgemeine and the Donaukurier.

	b/w	colour
Rates/mm	€ 19.60	€ 27.70

These rates are effective 1 January 2012.

Süddeutsche Zeitung and Frankfurter Rundschau

An advertisement in both of these major newspapers, Süddeutsche Zeitung and Frankfurter Rundschau spread your search all across Germany. It offers you the best possible chance of finding the right applicant for your position.

	b/w	colour
Rates/mm	€ 16.60	€ 22.90

These rates are effective 1 January 2012.

Süddeutsche Zeitung and Produktion

Your advertisement will be published in both the Süddeutsche Zeitung and Produktion, the newspaper for German manufacturing industry, enabling you to target exactly the specialist and managerial staff you are looking for in the engineering, industrial and commercial sectors.

	s/w	colour
Rates/mm	€ 15.50	€ 21.00

sz-media.de

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Sales support and booking

Phone: +49 (89) 21 83 - 82 73

Fax: +49 (89) 21 83 - 87 19

E-Mail: stellen-anzeigen@sueddeutsche.de

Advertising material: sz.de/upload

For details of these and other offers visit sz.de/stellenmarktinfo.

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Travel Market

Circulation: National edition

Thursday: Editorial travel pages, Saturday: Travel Market "Reisemarkt" (without editorial pages)

International tourism

Rates/mm	Publication day	colour
Tour operators, foreign authorities, international hotel groups, Internet travel agencies, companies offering holiday flats	Thursday	€ 9.50
	Saturday	€ 11.10
Travel double ¹	Thur./Sat. or Sat./Thur.	€ 15.40
Corner advertisements	Thursday	€ 13.30
Text (island) advertisements	Thursday	€ 77.20

Individual tourism

Rates/mm	Publication day	b/w	colour
Health spas, tourist offices, sanatoriums and spa clinics, hotels, travel agencies, private holiday flats	Thursday	€ 6.30	€ 8.70
	Saturday	€ 7.40	€ 10.40
Travel double ¹	Thur./Sat. or Sat./Thur.	€ 10.20	€ 14.30
Corner advertisements	Thursday	€ 8.70	€ 12.20
Text (island) advertisements	Thursday	€ 77.20	€ 77.20
Classifieds up to 25 mm	Thursday or Saturday	€ 5.10	€ 5.10
Classifieds double up to 25 mm	Thur./Sat. or Sat./Thur.	€ 7.60	€ 7.60

Fixed format

Thursdays on the front page of Travel section



Head advertisement

Height 35 mm
Width 58.5 mm
Fixed rate € 1,550

SZ Specials

Holiday Brochure Service (Reisekatalog-Service)

From Munich to the World

Individual specials

Graubünden, Südtirol, Österreich, Wallis, etc.

Cruises (Kreuzfahrten)

For the latest topics and scheduling:
sz-sonderthemen.de

Special travel magazines

We offer a fully customised form of advertising with our special travel magazines.



These are high-quality publications exclusively profiling a destination, a region or an entire country. Details upon request.

sz-media.de

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Sales support

Online: sz.de/anzeigen

Phone: +49 (89) 21 83 - 386

Fax: +49 (89) 21 83 - 87 11

E-Mail: reise-anzeigen@sueddeutsche.de

Booking

Phone: +49 (89) 21 83 - 10 30

Fax: +49 (89) 21 83 - 795

E-Mail: anzeigenannahme@sueddeutsche.de

Advertising material: sz.de/upload

Deadlines

Thursday edition Tuesday 9.00 a.m.

Saturday edition Thursday 12.00 noon

Agency commission: 15 %

Discount	Multiple insertion discount	Volume discount
5 %		for 3,000 mm
10 %	12 advertisements	for 5,000 mm
15 %	24 advertisements	for 10,000 mm
20 %	52 advertisements	for 20,000 mm

All rates in Euro plus statutory sales tax (VAT) where applicable. Rates do not apply to railways and airlines. For these rates see Brands & Corporate Advertising from page 4. Effective 1 October 2011.

¹ The special double rate only applies to two advertisements published within six days. If one advertisement is cancelled, the special double rate will no longer apply.

Property Market and Rented Accommodation

Circulation: Friday National edition/Wednesday Bavaria edition

Property market

Rates/mm	Publication day	b/w	colour
Property Market	Fri. or Wed.	€ 8.15	€ 9.55
Property Market double	Fri./Wed. or Wed./Fri.	€ 10.50	€ 12.35

Your property advertisement will be published in the Süddeutsche Zeitung as well as online for ten days for only € 9.00.

Fixed Formats

Friday on the front page or 2nd editorial page of the Property section.



Head advertisement

(only front page)

Height 45 mm
Width 58.5 mm
Fixed rate **€ 2,950**

Strip advertisement

Height 132 mm
Width 371 mm

Fixed rates:

1st page: € 11.200
2nd page: € 9.900

Text (island) advertisements and other fixed formats upon request.

Photo ads – Property Market

are published once in print and online with up to 15 photos for ten days.



Example with 48 mm height:

- 1-column colour picture
- four lines of text
- two lines exposé no.

Rate: from € 320

Only bookable online: sz.de/immomarkt-buchen.

Rented accommodation

Rates/mm	Publication day	b/w	colour
Rented Accomodation	Fri. or Wed.	€ 6.85	€ 8.00
Rented Accomodation double	Fri./Wed. or Wed./Fri.	€ 8.75	€ 10.35

Your rented accommodation advertisement will be published in the Süddeutsche Zeitung as well as online for ten days for only € 6.00.

Fixed Formats

Friday on the front page of the Rented Accommodation section.



Head advertisement

Height 22 mm
Width 58.5 mm
Fixed rate **€ 1.475**

Strip advertisement

Height 150 mm
Width 371 mm
Fixed rate **€ 10.900**

Text (island) advertisements and other fixed formats upon request.

Photo ads – Rented Accommodation

are published once in print and online with up to 15 photos for ten days.



Example with 48 mm height:

- 1-column colour picture
- four lines of text
- two lines exposé no.

Rate: from € 199

Only bookable online: sz.de/immomarkt-buchen.

sz-media.de

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Sales support and booking

Online: sz.de/immomarkt-buchen
Phone: +49 (89) 21 83 - 10 10
Fax: +49 (89) 21 83 - 795
E-Mail: anzeigenannahme@sueddeutsche.de

Advertising material: sz.de/upload

Advertising Management Property Market:

Phone: +49 (89) 21 83 - 84 76
Fax: +49 (89) 21 83 - 87 87
E-Mail: immobilien-anzeigen@sueddeutsche.de

Deadlines:

Friday edition	Wednesday 3.00 p.m.
with proof	Tuesday 12.00 noon
Wednesday edition	Tuesday 9.00 a.m.
with proof	Monday 12.00 noon

Agency commission: 15 %

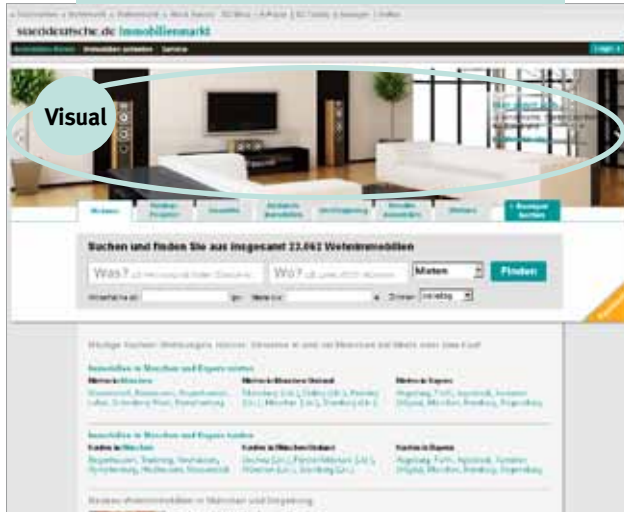
Discount	Multiple insertion discount	Volume discount
10 %	12 advertisements	for 5,000 mm
15 %	24 advertisements	for 10,000 mm
20 %	52 advertisements	for 20,000 mm

The special double rate only applies to two advertisements with the same motif published within six days. If one advertisement is cancelled, the special double rate will no longer apply.

Take advantage of the rate discount for online advertisement booking at sz.de/immomarkt-buchen.

All rates in Euro plus statutory sales tax (VAT) where applicable. Advertisements other than property for sale: only upon request and on basic rate. Effective 1 October 2011.

Superbanner



Sky-scraper

Banner products

For your professional online presentation we provide various positions. Why not take advantage of these to improve your reach?

- Visual
The landscape format is placed on the homepage.
Maximum 1030 x maximum 230 pixels
- Superbanner
Maximum 728 x maximum 90 pixels
- Skyscraper
The skyscraper is published on the homepage, while on all of the other pages we publish your advertisement in the hit list banner.
Maximum 200 x maximum 600 pixels
- Hit list banner
Placement is always after the third position in the hit list.
Maximum 600 x maximum 100 pixels

Ad spots

The online advertising contingent – Book your professional online package in line with the number of properties you are offering. From € 30 per month.

New builds

Present your properties online both directly and in detail. With texts, pictures, floor plans and a direct link to your own homepage. In this way users are provided with a comprehensive picture of what you are offering.

Single ad

Book a property advertisement with up to 15 photographs and floor plans with a detailed description of your offer.
Your advertisement is online for four weeks.
Rate: € 15.95 per placement.

Top offer

With this attention-grabbing placement of your property in the top positions of the hit list in the respective segment (buying market, rental market, commercial properties) you are guaranteed a strong advertising effect in a top-listed position.

Sales support and booking

Online: sz.de/immomarkt-buchen
Phone: +49 (89) 21 83 - 97 58
Fax: +49 (89) 21 83 - 97 19
E-Mail: premiumsupport@sueddeutsche.de

Advertising material: sz.de/upload

Advertising Management Property Market:

Phone: +49 (89) 21 83 - 84 76
Fax: +49 (89) 21 83 - 87 87
E-Mail: immobilien-anzeigen@sueddeutsche.de

For further information and rates please visit sz.de/immomarkt-buchen and upon request.



High reach and efficient

“webimmobilien“ (Web Property) displays the latest purchase and rental properties from top agents at a glance. The supplement of the Süddeutsche Zeitung is published on Saturdays with a circulation of 306,461 copies (throughout Bavaria, according to IVW VA 2010) and is also sold at more than 200 outlets in and around Munich. webimmobilien offers readers clearly arranged and reader-friendly categorisation.

Publication dates 2012

14 January 2012	14 July 2012
11 February 2012	11 August 2012
10 March 2012	15 September 2012
14 April 2012	13 October 2012
12 May 2012	10 November 2012
16 June 2012	8 December 2012

Single advertisements (print and online)

Single advertisements are published in the “webimmobilien“ property supplement and in detailed format featuring up to 15 photos, remaining online for ten days. Present your property, complete with photo and text, in a 1-column single advertisement. With a 2-columns single advertisement you can additionally include your logo and contact details in a visually appealing way.

Single advertisement

1-column	2-columns
Height: 50 mm	Height: 50 mm
Width: 45 mm	Width: 91.5 mm
Property for rent: € 55	Property for rent: € 95
Property for sale: € 65	Property for sale: € 105

Image advertisements



1/1 page
 Height 371 mm
 Width 246 mm
Property for rent € 3,700
Property for sale € 4,400



Large strip advertisement
 Height 206 mm
 Width 231 mm
Property for rent € 2,350
Property for sale € 2,800



Strip advertisement
 Height 154 mm
 Width 231 mm
Property for rent € 1,800
Property for sale € 2,150



Corner advert large
 Height 154 mm
 Width 138 mm
Property for rent € 925
Property for sale € 1,100



Corner advert medium
 Height 102 mm
 Width 138 mm
Property for rent € 595
Property for sale € 710



Corner advert small
 Height 102 mm
 Width 91.5 mm
Property for rent € 400
Property for sale € 480

Sales support

Phone: +49 (89) 2183 - 10 40

Fax: +49 (89) 2183 - 795

Booking

Single advertisements:

Online: sz.de/webimmobilien

Solus positioned advertisements:

E-Mail: anzeigenannahme@sueddeutsche.de

Advertising material: sz.de/upload

Advertising Management Property Market

Phone: +49 (89) 21 83 - 84 76

Fax: +49 (89) 21 83 - 87 87

E-Mail: immobilien-anzeigen@sueddeutsche.de

Deadlines

Tuesdays 3.00 p.m. prior to the respective publication day.

Agency commission: 15 %

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Motor Market

Circulation: Bavaria edition

Rates/mm	Publication day	b/w	colour
Motor Market	Sat. or Wed.	€ 4.55	€ 5.40
Motor Market double¹	Sat./Wed. or Wed./Sat.	€ 6.25	€ 7.45

Your Motor Market advertisement will be published in the Süddeutsche Zeitung as well as online for ten days for only € 6.00.

Advertisement categories

Motor traders, commercial motor, camping, watersports, aviation.

Identification:

To avoid confusion with private advertisements, commercial advertisements must clearly be identified with the word “Kfz-Firma” (= “motor dealer”).

Fixed formats

Saturday on the front page of the Motor Market. Other fixed formats upon request.



Head advertisement

Height 45 mm
Width 58.5 mm
Fixed rate **€ 990**

Strip advertisement

Height 105 mm
Width 371 mm
Fixed rate **€ 4,900**

Photo advertisements

Photo advertisements are published in print and online featuring up to ten photos for ten days.

Example with 38 mm height



- 1-column colour picture
- three lines of text
- two lines online ID no.

Rate: from € 69.90

Online bookable only.

Online advertising forms

Single ad

Book a motor market ad, featuring up to ten photos with a detailed description of the offer. Your advertisement will remain online for four weeks.

Rate: € 10.00 for four weeks

Ad spots

Book your professional online package to suit your portfolio size. You can fill each spot with new offers as often as you want, and manage the content yourself.

Rate: from € 17.90 a month

Top Offer

With this attention-grabbing placement of your vehicle, complete with photo, detailed description of the offer and link to your website, you will ensure maximum impact at a prominent location.

Rate: from € 39.90 a week

Banner products

For your professional online advertising you can choose from a range of formats in a variety of positions, enabling you to extend your reach.

Superbanner max. 728 x 90 pixels
Skyscraper max. 200 x 600 pixels
Wallpaper various sizes

Rates upon request.

sz-media.de

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Sales support and booking

Online: sz.de/motormarkt-buchen

Phone: +49 (89) 21 83 - 10 20

Fax: +49 (89) 21 83 - 795

E-Mail: anzeigenannahme@sueddeutsche.de

Advertising material: sz.de/upload

Advertising Management Motor Market

Phone: +49 (89) 21 83 - 84 76

Fax: +49 (89) 21 83 - 87 87

E-Mail: kfz-anzeigen@sueddeutsche.de

Deadlines

Saturday edition with proof	Thursday 4.00 p.m. Wednesday 3.00 p.m.
Wednesday edition with proof	Monday 6.00 p.m. Monday 9 a.m.

Agency commission: 15 %

Discount	Multiple insertion discount	Volume discount
10 %	12 advertisements	for 5,000 mm
15 %	24 advertisements	for 10,000 mm
20 %	52 advertisements	for 20,000 mm

Take advantage of the rate discount for online advertisement booking at sz.de/motormarkt-buchen. You will also find details about the advertising forms.

Advertisements other than motor market only upon request and on basic rate. All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Education Market

Circulation: National edition

Rates/mm	Publication day	colour
Education Market/classified (without editorial part)	Saturday	€ 8.25
LERNEN (editorial part)	Thursday	€ 7.30
Solus positioned ads out of section	Mon.–Fri.	€ 11.30
Minimum size 1/4 page (1,056 mm), with flexibility of dates	Saturday	€ 12.90

LERNEN

Pages for schools, further education and training providers

What methods and insights will be the key to success in the world of education, training and life-long learning in the future?

The ‚LERNEN‘ (Learning) special looks at how to choose the right school covering a wide range of related topics such as model educational concepts, the issues faced and the potential solutions to them, new career avenues and the latest training and study courses on offer, and the best potential courses available. It also offers useful hints and tips on all aspects of education and training.

Publication dates

2011	
Lernen X	13 October 2011
Lernen XI	10 November 2011
Lernen XII	8 December 2011
2012	
Lernen I	19 January 2012
Lernen II	16 February 2012
Lernen III	15 March 2012
Lernen IV	19 April 2012
Lernen V	16 May 2012
Lernen VI	14 June 2012
Lernen VII	5 July 2012
Lernen VIII	26 July 2012
Lernen IX	13 September 2012
Lernen X	11 October 2012
Lernen XI	8 November 2012
Lernen XII	6 December 2012

Specials in LERNEN

Schulen & Internate (Schools and Boarding Establishments)
 MBA & executive MBA
 Bachelor & Master
 Postgraduate
 Distance learning & correspondence courses

Magazine Supplements

jetzt Schule & Job und jetzt Uni & Job



For more special topics and the latest scheduled publication dates visit sz-sonderthemen.de.

sz-media.de

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Sales support and booking

Online: sz.de/anzeigen

Phone: +49 (89) 21 83 - 90 72, - 93 06

Fax: +49 (89) 21 83 - 92 45

E-Mail: bildung-anzeigen@sueddeutsche.de

Advertising material: sz.de/upload

Deadlines

Education Market

Saturday with proof Thursday 11.00 a.m.
 Tuesday 3.00 p.m.

Solus positioned ads out of section two days prior to publication day

LERNEN + Specials Tuesday of the previous week

Agency commission: 15 %

Discount	Multiple insertion discount	Volume discount
5 %		for 3,000 mm
10 %	12 advertisements	for 5,000 mm
15 %	24 advertisements	for 10,000 mm
20 %	52 advertisements	for 20,000 mm

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Publishing Houses/Sound Media

Circulation: National edition

Rates/mm (b/w or colour)	Publication day	in cultural section	outside cultural section
Position next to or below text or advertisement section	Mon.– Fri.	€ 6.80	€ 7.40
	Saturday	€ 7.40	€ 8.10
Text section	Mon.– Fri.	€ 30.40	€ 31.50
	Saturday	€ 34.70	€ 35.90

Literature supplements

With its literature supplements, the Süddeutsche Zeitung offers its readers a valuable guide to the many new releases being published. Extensive reviews provide the perfect setting for special book offers. SZ readers with an interest in literature can be specifically targeted.

Dates	Publication dates	Deadlines
Literature supplement Leipziger Buchmesse	13 March 2012	21 February 2012
Literature supplement Children's books and books for young people I	27 March 2012	13 March 2012
Literature supplement Frankfurter Buchmesse	9 October 2012	18 September 2012
Literature supplement Christmas	4 December 2012	13 November 2012
Literature supplement Children's books and books for young people II	6 December 2012	22 November 2012

	Fixed rates
1/1 page height: 528 mm, width: 371 mm	€ 28,723.20
1/2 page vertical or horizontal height: 528 mm, width: 183.5 mm or height: 264 mm, width: 371 mm	€ 14,361.60
1/3 page horizontal height: 176 mm, width: 371 mm	€ 9,574.40
1/4 page vertical or horizontal height: 264 mm, width: 183.5 mm or height: 132 mm, width: 371 mm	€ 7,180.80
1/8 page height: 132 mm, width 184.5 mm	€ 3,590.40
Head advertisement height: 35 mm, width: 58.5 mm	€ 1,470.00
Text (island) advertisement, small height: 70 mm, width: 58.5 mm	€ 2,128.00
Text (Island) advertisement, large height: 100 mm, width: 121 mm	€ 6,080.00

These fixed rates apply likewise to placements in the cultural section (Feuilleton) (Mon.– Fri.).

sz-media.de

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Sales support

Phone: +49 (89) 21 83 - 386
+49 (89) 23 83 - 74 14

Fax: +49 (89) 21 83 - 87 11

E-Mail: literatur-anzeigen@sueddeutsche.de

Booking

Phone: +49 (89) 21 83 - 84 84

Fax: +49 (89) 21 83 - 699

E-Mail: dispo-anzeigen@sueddeutsche.de

Advertising material: sz.de/upload

Agency commission: 15 %

Discount	Volume discount
5 %	for 3,000 mm
10 %	for 5,000 mm
15 %	for 10,000 mm
20 %	for 20,000 mm

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Other Advertising Markets

Circulation: National edition

All offers exclude solus position.

Rates/mm	Publication day	b/w	colour
Events, cultural notices	Mon.– Fri.	€ 6.85	€ 8.90
	Saturday	€ 8.55	€ 11.10
Antiques/Arts	Mon.– Fri.	€ 6.25	€ 8.10
	Saturday	€ 6.85	€ 8.90
Advertisements from charitable organisations Only for charitable campaigns; no discount; only in direct business	Mon.– Fri.	€ 5.70	€ 8.10
	Saturday	€ 6.50	€ 9.25
Marriage bureaus and dating agencies for institutes	Saturday	€ 10.55	€ 12.85
Look4Links Internet addresses Island advertisement (minimum size 80 mm)	Monday	€ 5.60	
	Monday	€ 7.80	€ 11.10
Obituaries (for companies/organisations)	daily	€ 9.25	€ 10.85
Public tenders, recalls, open letters, general invitations to assemblies	Mon.– Fri.	€ 11.40	€ 16.20
	Saturday	€ 13.00	€ 18.50
Basic rate/Other advertisements without assignment to classified sections	Mon.– Fri.	€ 11.40	€ 16.20
	Saturday	€ 13.00	€ 18.50

sz-media.de

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Sales support and booking:

Online: sz.de/anzeigen

Events/Antiques

Phone: +49 (89) 21 83 - 83 39

Fax: +49 (89) 21 83 - 93 90

E-Mail: veranstaltungen-anzeigen@sueddeutsche.de

Marriage/Acquaintances

Phone: +49 (89) 21 83 - 93 06, -90 72

Fax: +49 (89) 21 83 - 92 45

E-Mail: bekanntschafen-anzeigen@sueddeutsche.de

Obituaries

Phone: +49 (89) 21 83 - 93 06, - 90 72

Fax: +49 (89) 21 83 - 795

E-Mail: trauer-anzeigen@sueddeutsche.de

Look4Links

Phone: 0800 5 66 54 54

Fax: 0800 5 66 54 55

E-Mail: look4links@sueddeutsche.de

Other Advertising Markets

Phone: +49 (89) 21 83 - 10 30

Fax: +49 (89) 21 83 - 795

E-Mail: anzeigenannahme@sueddeutsche.de

Advertising material: sz.de/upload

Agency commission: 15 %

Discount	Multiple insertion discount	Volume discount
5 %		for 3,000 mm
10 %	12 advertisements	for 5,000 mm
15 %	24 advertisements	for 10,000 mm
20 %	52 advertisements	for 20,000 mm

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Specials 2012



Specials – find the latest topics and scheduled dates at sz-sonderthemen.de

Our Specials are an effective addition to Süddeutsche Zeitung's portfolio. They provide a tailored editorial setting for your advertising, enabling you to present your business or its products in an optimum manner to our readers. We offer you various advertising forms such as advertorials, magazines and special publications. Use the combination of the print specials and Sueddeutsche.de with low reader/user duplication to increase your reach and so enhance the effectiveness of your campaign based on a cross-media approach.

For a tailored quote write to us on: sonderthemen@sueddeutsche.de.

The list below sets out some of the possible topics for specials:

- Business and Finance
- Property, Building and Living
- Mobility
- Trade Fairs and Congresses
- Countries, Regions and Cities
- Sports and Lifestyle
- Technology, Environment and Energy
- Family, Health and Wellness
- Profession and Career
- Education Market
- Literature, Art and Culture
- Travel

Other topics upon request. You will find the latest topics online at sz-sonderthemen.de.

sz-media.de

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Sales support and booking

Phone: +49 (89) 21 83 - 583, - 299, - 86 19

Fax: +49 (89) 21 83 - 82 16

E-Mail: sonderthemen@sueddeutsche.de

Loose Inserts

	up to 10 g	up to 20 g	up to 30 g	up to 40 g	up to 50 g	up to 60 g	up to 70 g	from 70 g
Basic rate per 1,000 copies	€ 103.50	€ 113.00	€ 122.50	€ 132.00	€ 141.50	€ 151.00	€ 160.50	Upon request

Format

Minimum: 105 x 148 mm
(DIN A6 – postcard format)
Maximum: 260 x 360 mm

Larger formats can be processed if they are folded to the maximum format (max. 260 mm from the fold).

The loose inserts must be of the same format and cut at right angles, and must not have any crimp folds.

Weight

Depending on ease of processing, especially from 50 g upwards, upon request. Single sheets must not fall below the paper-weight of 120 g/m². Lighter loose inserts can only be processed in folded condition.

Circulation and partial bookings

You find the current circulation as well as the possible partial bookings at sz-media.de. We like to give information also by phone.

Special forms

Special forms are accepted only upon request and individual checking, and are calculated at special rates.

Third-party advertisements

Loose inserts with third-party advertisements are accepted only after individual checking. Different rates apply to these loose inserts.

Insertion

We reserve the right to issue further loose inserts in the same edition. Exclusion of competitors and placement rules for insertion of loose inserts cannot be taken into account.

The prospectuses are inserted with the maximum degree of care. Nevertheless, for technical reasons it is not possible to avoid some copies having no insert, losses of up to three percent or copies with more than one insert, as these may stick together.

Right to cancel

We point out that we retain the right to refuse insertion due to its weight, form or presentation of the loose insert or if the content is being unconscionable, especially if it infringes laws or official regulations.

Delivery of samples

The publisher requires five copies of the loose insert in its final form, weight and quality in time.

The samples have to be made available before being released for printing so that changes can be taken into account. If no samples are supplied, or the loose inserts vary from the samples, or there are legal doubts regarding their content, the publisher may refuse to make the insertion. In this case the full price is payable. If lead time is given an acceptable loose insert can still be supplied for the same edition.

Saddle Stitching/Gluing

In the case of wire saddle stitching a thickness which is appropriate for the spine of the loose insert has to be selected. Thin loose inserts should be produced with spine or fold gluing.

Restrictions

Special formats and test samples are not possible without prior technical tests on the part of the publisher. It is not possible to process any loose inserts with leporello fold (zigzag fold) or gatefold. Postcards should generally be glued into the inside of the loose insert. Postcards adhered to the outside can only be accepted with reservations.

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Sales support and booking

Phone: +49 (89) 21 83 - 77 63

Fax: +49 (89) 21 83 - 82 52

E-Mail: prospektbeilagen@sueddeutsche.de

Agency commission: 15 %

Cancellation charges

If a binding contract booking is cancelled, there will be cancellation charges, calculated on the basis of the basic insert rate for the lowest weight class:

- longer than 1 month = no cancellation charges
- 9 days to 1 month = 20 % of the insert rate for the lowest weight class
- up to 8 days = 50 % of the insert rate for the lowest weight class

Volume bonus discounts

- from 2.5 million copies – 3 %
- from 4 million copies – 5 %
- from 5.5 million copies – 7 %
- from 10 million copies – 10 %

The bonus is reimbursed at the end of each booking year.

Postal charges

For certain distribution areas additional postal charges may apply. The postal charges are only effectively calculated after distribution. Further information is available upon request.

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Card stickers – Advertise directly on the front page.



Positioning

The card stickers are placed on the front page of the newspaper. The adhesive area is between the fold and a distance of approx. 120 mm from the lower edge of the newspaper. Unless otherwise specified, the card will be glued in vertically or horizontally in the lower right hand area of the front page of the newspaper.

Formats

Minimum: 70 x 95 mm

Maximum: 105 x 148 mm (DIN A6)

	Standard	Special formats
Basic rate per 1,000 copies	€ 165.00	€ 190.00

Paper

Standard postcard: at least 250 g/m²; illustration printing paper. Alternative specifications for all special formats. Please note our specific technical specifications. Direction of paper travel: long grain.

Products

The following products are feasible:

- postcards
- various types of flyers
- hologram postcards
- scented cards or printer's varnishes
- cards with cut-outs or pop-ups
- envelopes in special formats
- 4-pagers with product sample

Special formats are all types of cards and flyers which deviate from the two-page standard postcard. Special formats can only be processed after consultation with the publisher and for an extra charge.

Product characteristics/quality

Product weight max. 10 g per card. The paper must be stiff. The maximum allowable bend in the card is 20 mm. Direction of run of paper: Narrow gauge. No reflecting cards. No perforated cards. The cards must not become blocked and must be easy to separate from one another.

The products must not stick together due to printing ink, electrostatic charge, cut-outs, perforations or adhesive edges. The products must not contain bent corners, bent edges or crimp folds. The products must be cut at right angles and with the same format. Misshapen products cannot be processed.

Right of withdrawal

In the case of deviations with respect to weight, shape, properties and make-up the publisher reserves the right to withdraw from the contract, as it also does with respect to unacceptable content, particularly if laws and official regulations are infringed.

Supply of samples

Before going to print on behalf of the customer, the publisher requires at least 5 copies whose shape, weight and properties are binding. The samples have to be made available before approval for printing so that changes can be taken into account. If no samples are supplied, the postcards deviate from the samples or there are legal reservations with respect to the content, the publisher may refuse to glue them in place. In this case the full price shall be due for payment. If time allows, an acceptable postcard may be supplied for the same edition.

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Sales support and booking

Phone: +49 (89) 21 83 - 77 63

Fax: +49 (89) 21 83 - 82 52

E-Mail: prospektbeilagen@sueddeutsche.de

Agency commission: 15 %

Cancellation

If a binding booking is cancelled, there will be cancellation charges, calculated on the basis of the basic rate for the lowest weight class:

- longer than 1 month = no cancellation charges
- 9 days to 1 month = 20 % of the basic rate for the lowest weight class
- up to 8 days = 50 % of the basic rate for the lowest weight class

Circulation

Insertion into the editions of the Süddeutsche Zeitung is carried out at the printing locations in Munich (for circulation in Bavaria, Baden-Württemberg and parts of Hesse) and Hamburg (for circulation in Hamburg, Schleswig-Holstein and Lower Saxony). Partial bookings are possible.

Informative material

Please ask for our detailed information and technical guidelines.

All rates in Euro plus statutory sales tax (VAT) where applicable. Effective 1 October 2011.

Süddeutsche Zeitung GmbH

Hultschiner Strasse 8
D-81677 Munich/Germany
Phone: +49 (89) 21 83 - 83 09
Fax: +49 (89) 21 83 - 795
Postal Address:
Süddeutsche Zeitung GmbH
D-80289 Munich

Customer Service Telephone Hotline

Property Market
Phone: +49 (89) 21 83 - 10 10
Rented Accomodation
Phone: +49 (89) 21 83 - 10 10
Motor Market
Phone: +49 (89) 21 83 - 10 20
Recruitment Market
Phone: +49 (89) 21 83 - 10 30
Other Advertising Markets
Phone: +49 (89) 21 83 - 10 30

SZ Service Center

Fürstenfelder Strasse 7
D-80331 Munich/Germany
Mon.–Thur. 9.30 a.m.–6.00 p.m.
Fri. + Sat. 9.30 a.m.–4.00 p.m.
Sunday 11.00 a.m.–2.30 p.m.
(for obituaries)
Phone: +49 (89) 21 83 - 229

Online Customer Service Center

sz.de/anzeigen

Austria
Publicitas GmbH
Nordbahnstrasse 36/0.3
A-1020 Vienna
Phone: +43 (1) 21 15 30
Fax: +43 (1) 21 21 603
E-Mail: vienna@publicitas.com

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Cesanamedia S.p.A.
Via dei Fontanili, 13
I-20141 Milan
Phone: +39 (02) 844 04 41
Fax: +39 (02) 84 81 02 87
E-Mail: info@cesanamedia.com

Russia/CIS
World Business Media
Leningradsky prospect, 80
Office 807 | korpus G
RUS - 125190 Moscow
Phone/Fax: +7 (495) 987 38 00
E-Mail: komarov@worldbusinessmedia.ru

Switzerland
Publicitas International AG
Mürtschenstrasse 39 | P.O. Box
CH-8010 Zürich
Phone: +41 (0) 44 250 31 81
Fax: +41 (0) 44 250 31 82
E-Mail: zurich-international@publicitas.com

Belgium
Publicitas NV
Airway Park D / Lozenberg 23
B-1932 Zaventem (Sint-Stevens-Woluwe)
Phone: +32 (2) 639 84 20
Fax: +32 (2) 639 84 30
E-Mail: brussels@publicitas.com

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Akasaka Kyowa Bldg. 2F
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Fax: +81 (3) 3505-5628
E-Mail: yibe@bunkoh.com

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E-28001 Madrid
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Fax: +34 (91) 733 59 58
E-Mail: madrid@publicitas.com

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Ali Sami Yen Sokak No: 2, Kat: 3
TR-34394 Gayrettepe/Istanbul
Phone: +90 (212) 2 75 - 51 52
Fax: +90 (212) 2 75 - 92 28
E-Mail: mediatld@mediatld.com.tr

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26, Avenue Victor-Hugo
F-75116 Paris
Phone: +33 (1) 45 00 66 08
Fax: +33 (1) 45 00 94 81
E-Mail: paris@publicitas.com

Middle East
Toro Communications FZ-LLC
Office 68 - Building 8
Dubai Media City | P.O. Box
502068 Dubai | United Arab Emirates
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and +44 (0) 7770 320 846
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Phone: +1 (212) 5 99 50 57
Fax: +1 (212) 5 99 82 98
E-Mail: newyork@publicitas.com

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Publicitas Ltd.
Gordon House | 10 Greencoat Place
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E-Mail: london@publicitas.com

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Mercurius Building 8th floor
Herikerbergweg 175
NL-1101 CN | Amsterdam Zuid-Oost
Phone: +31 (20) 311 9710
Fax: +31 (20) 363 2823
E-Mail: amsterdam@publicitas.com

Switzerland
Publicitas International AG
Avenue des Mousquines 4 | P.O. Box
CH-1001 Lausanne
Phone: +41 (0) 21 213 63 21
Fax: +41 (0) 21 213 63 12
E-Mail: lausanne-international@publicitas.com

Publisher's General Information

Terms and conditions

Orders will be handled in accordance with the Standard Terms and Conditions (page 30 and 31) as well as the publisher's Supplementary Terms and Conditions for digital transfer (page 29).

Bank details

Deutsche Bank Munich
Sort Code: 700 700 10
Account No.: 203 939 400
Swift (BIC): DEUT DE MM XXX
IBAN: DE54 7007 0010 0203 9394 00

Advance payment account

Hypo-Vereinsbank Munich
Sort Code: 700 202 70
Account No.: 2 701 480
Swift (BIC): HYVE DE MM XXX
IBAN: DE87 7002 0270 0002 7014 80

Box No. charges

(plus statutory sales tax (VAT) where applicable)

- Collection € 4.30
 - Sending to domestic destinations/EU countries min. € 9.90
 - Sending to other countries min. € 15.90
- Higher charges for sending are calculated at the effective rate.

Calculation formula

Number of columns x height in mm x mm rate plus statutory VAT where applicable.

How many mm are produced by the following lines of advertising?

1 line = 3 mm	2 lines = 5 mm
3 lines = 7 mm	4 lines = 9 mm
5 lines = 12 mm	6 lines = 14 mm
7 lines = 16 mm	8 lines = 18 mm
9 lines = 21 mm	10 lines = 23 mm

One line of 1 column (45 mm wide) accounts for approx. 35 characters in 6 point Digital Roman condensed light typeface.

Publication dates

On weekdays, except national public holidays and the following Bavarian state holidays:

All Saints' Day:	1 November 2011
Epiphany:	6 January 2012
Corpus Christi:	7 June 2012
Assumption Day:	15 August 2012
All Saints' Day:	1 November 2012

Conversion factor

1.333 from text to advertisement columns.

Deadlines

For advertisements, advertising material and cancellation: two working days prior to publication. For particular deadlines see the relevant section.

Page-dominant advertisements

Vertical, solus positioned advertisements are calculated at the full size of the advertising page (528 mm)

- in the Recruitment Market from 480 mm height,
- in all other markets except for the classified advertisements from 397 mm height.

Column widths:

Advertising section (8 columns)	Text section (6 columns)
1 column 45.0 mm	1 column 58.5 mm
2 columns 91.5 mm	2 columns 121.0 mm
3 columns 138.0 mm	3 columns 183.5 mm
4 columns 184.5 mm	4 columns 246.0 mm
5 columns 231.0 mm	5 columns 308.5 mm
6 columns 277.5 mm	6 columns 371.0 mm
7 columns 324.0 mm	
8 columns 371.0 mm	
Space between columns 1.5 mm	Space between columns 4.0 mm

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Süddeutsche Zeitung GmbH

Hultschiner Strasse 8
D-81677 Munich/Germany
Phone: +49 (89) 21 83 - 83 09
Fax: +49 (89) 21 83 - 795

Postal address:

Süddeutsche Zeitung GmbH
D-80289 Munich/Germany

SZ Service Centre

Fürstener Strasse 7
D-80331 Munich/Germany

Opening hours:

Mon.–Thur. 9.30 a.m.–6.00 p.m.
Fri. + Sat. 9.30 a.m.–4.00 p.m.
Sunday 11.00 a.m.–2.30 p.m.
(for obituaries)

We take part in the following analyses and cooperations:



AWA



LAE

Technical Data

Printing process: Newspaper offset
Screen definition: Agfa Sublima (60 L/cm)
Print form: CTP

Typefaces
 Advertising section: 6 point or 2.5 mm
 Text section: 8 point or 3 mm
 In the screen and in colour sets smallest typeface 4.5 mm or 12 point semi-bold.
 1 point = 0.375 mm
 Minimum typeface size:
 positive 2.5 mm (6 point)
 negative 3.0 mm (8 point)
 in-screen 4.5 mm (12 point)

Lines
 Minimum weight of the type:
 positive 0.1 mm
 negative 0.2 mm
 in-screen 0.35 mm
 Line width:
 Advertisement frame 0.35 mm
 Mourning frame 1.00 mm

Pictures
 Pictures (8-bit): 300 dpi
 Line drawings (1bit): at least 800 dpi

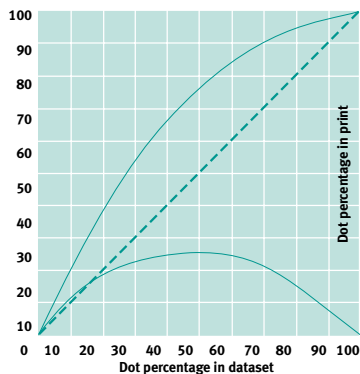
Gray component replacement (GCR)
 Total ink coverage in all four colours should not exceed 240 percent.
 Register tolerance: 0.15–0.30 mm
 Density in the proof print:
 Cyan D = 0.90 Magenta D = 0.90
 Yellow D = 0.90 Black D = 1.10

Tonal values

- Dot gain:
 We recommend the use of ICC profile „ISOnewspaper26v4.icc” with 26 per cent dot gain in the middle tone. The dot gain is the increase or enlargement of a specified screen point in plate manufacture and printing. If sufficient account has not been taken of point gain in data generation, there is a deviation from the desired tonal value in the print.
- Range of tonal values:
 3–90 per cent. Recommended min. tonal value. Tonal value in plain backgrounds ten per cent.

	10	20	30	40	50	60	70	80	90
Dot gain	11.1	19.0	24.0	26.1	26.0	23.9	19.8	14.3	7.6

Dot gain (referred to the data)



Colours and proofs
 To ensure a flawless colour reproduction of advertisements with colours in newspaper printing, we need proofs on newsprint with colours according to ISO 2846-2. The proof must be provided with a currently valid FOGRA media wedge CMYK V3.0 showing the CIE-L*a*b* values determined for newspaper printing. If there is no proof suitable for newspaper printing, we cannot consider any claims for compensation.
 If required, we will of course send you an HKS Z scale printed in ISO scale on newsprint. Spot colours will be developed from the basic colours CMYK (ISO scale). For colour data according to the HKS/Pantone scale, the requested shade cannot be guaranteed.

The target values, measuring conditions and tolerance values are in accordance with the current ISO standard 12647-3:2004. Slight colour deviations in registers and tone do not justify claims for compensation. Please note that there is a loss of quality when conventional advertising material is digitised.

Colour characteristics of Euroscale colours
 (black backing, normative)

	CIE-L*a*b*			ΔE* ab - tolerance
	L*	a*	b*	Deviation in printing
Cyan	57	-23	-27	5
Magenta	54	44	-2	5
Yellow	78	-3	58	5
Black	36	1	4	5

Technical support
Phone: +49 (89) 21 83 - 99 03

Type area nordic format
 (height x width)
 528 mm x 371 mm
 528 mm x 771 mm double page spread

Type area nordic tabloid
 (height x width)
 371 mm x 246 mm
 371 mm x 528 mm double page spread

You will find further information about advertising material on page 29.

FOGRA media wedge



Advertising Material

Data transfer and files

- The email reference line should provide indications of the customer, colours, date of publication and size of the advertisement.
- Files may be compressed with WinZip.
- PDF files: PDF/X-4 (ISO 15930-7, adapted to the newsprint with CMYK or spot colour structure). For quality reasons, please do not use the “PDF Writer”.
- Please do not use any non-device-specific image or graphic data such as RGB or LAB. Please create the images separately in accordance with the newsprint.
- If typefaces cannot be incorporated, please convert text into paths/curves.
- The page format must be larger than the advertising space booked (approx. 10 mm white space).
- Office files (e.g. Word, Excel, Power-Point) are not suitable for the printing process.
- In layout, image processing or conversion programs it must be ensured that PostScript 3 is used when exporting.

Additional terms and conditions for digital transfer

The following provisions shall further apply in cases where advertising material is transmitted digitally by paperless means to the publisher, i.e. via data carriers (e.g. CD, DVD) or via remote data transfer (e.g. FTP):

File format

Advertising material should be transmitted digitally only in the form of files that cannot be edited. The publisher accepts no liability for errors in the publication of advertisements which it receives in the form of editable files (e.g. Corel Draw, QuarkXPress, Freehand files).

QR code application

QR codes (quick-response codes) in advertisements must be in black/white.

Computer viruses

The client shall be liable for ensuring that electronic files transmitted to the publisher are not infected by computer viruses. The publisher reserves the right to delete virus-infected files without this giving rise to any claims on the part of the client. In addition, the publisher reserves the right to claim damages for any loss it suffers as a result of computer viruses transmitted to it by the client.

Data medium

Data carriers containing advertising material shall become the property of the publisher when they are sent to the publisher. They will not be returned.

Claims arising from errors in publication

If the client fails to adhere to these Standard Terms and Conditions, or fails to follow the publisher's recommendations on the preparation and transmission of digital advertising material, it shall have no claim to compensation in the event of errors in the publication of the advertisement.

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Sales support

Phone: +49 (89) 21 83 - 99 03

Data transfer

Online: sz.de/upload

E-Mail: anzeigenannahme@sueddeutsche.de

FTP

ftp.sz.de, userid: szanz, password: Adms50F

Data medium

CD, DVD, USB-Stick

Quickcut

Deadlines

The advertising material must be received by the publisher two working days prior to publication, unless specific deadlines apply to the advertising market or section concerned (refer to the corresponding notices on the relevant pages of this rate card).

Terms and Conditions

1. Advertising Order means the contract between the publisher and an advertiser or other purchaser of advertising space ("Client") concerning the publication of one or more advertisements in a print medium and/or on the Internet for the purposes of distribution. The publisher is Süddeutsche Zeitung GmbH. These and the publisher's current rate card apply at the time the contract is concluded, the provisions of which constitute an integral part of the contract, and shall apply to every advertising order and follow-up order. For the online classified advertisement markets additional terms and conditions apply, which can be downloaded from www.sz-media.de. The validity of any general terms and conditions of the Client is expressly excluded insofar as they conflict with these Terms and Conditions.
2. Loose Inserts/Classified Advertisement Markets: These Terms and Conditions shall apply mutatis mutandis to orders for loose inserts. As a matter of principle, the publisher accepts such orders only after submission of a specimen copy.
3. Contract Conclusion: Orders for advertisements can be submitted in person, by telephone, in writing, by e-mail, by fax or over the Internet. The publisher shall not be liable for errors in transmission. The contract shall come into existence only once the order has been confirmed by the publisher. Unless otherwise individually agreed between the publisher and the client, such confirmation shall be effected in writing or by e-mail. If an order is placed by telephone, confirmation of the order will be issued only upon express request.
4. Rejection of orders: The publisher is entitled to reject orders for advertisements - including individual call-offs made pursuant to a Master Contract - at its own discretion. This shall apply in particular to advertisements with content which infringes against laws or official regulations; advertisements which have been the subject of complaint by the German Advertising Board in a complaints procedure; advertisements which, by virtue of their content, origin or technical form, make it unconscionable for the publisher to publish the same; and to loose inserts which, by virtue of their format or layout, give the reader the impression that they form an integral part of the newspaper or which contain advertisements of third parties.
5. Master Contract is a contract for placing several advertisements, third-party loose inserts or other advertising media, incorporating the discounts offered by the publisher, whereby the individual advertisement order shall in each case not become legally binding until the call-off has been

- confirmed in writing or electronically. Call-off is the client's request to the publisher to publish a specific advertisement, third-party loose insert or other advertising media on the basis of a Master Contract and the delivery of the texts and proof copies required for production. If no publication date has been agreed, advertisements must be called off no later than one year following the date on which the contract was concluded. A Master Contract covering multiple advertisements must be executed in full within one year following publication of the first advertisement.
6. Advertising deadlines/Publication dates: The advertising deadlines and publication dates set out in the rate card are not binding on the publisher. The publisher shall be at liberty to alter said dates at short notice, according to the production flow.
 7. Insertion of advertisements: Advertisements shall be published in specific numbers, editions or in specific parts of the publication if so explicitly agreed in writing, including by fax or e-mail. Classified advertisements shall, as a matter of principle, be printed only under the relevant section. If no specific positioning has been agreed, the publisher may, at its own discretion, decide where to insert the advertisement. If it is not possible to publish an advertisement in the edition specified in the order, the publisher may publish said advertisement at the same rate in another edition with the same or a larger circulation area. This shall not apply to an order objectively to be published in a specific edition due to an objectively justifiable reason known to the publisher (e.g. in the case of an advertisement with an offer restricted to a certain region).
 8. Cancellation of orders: Advertising orders can be cancelled only by written notice, including by fax or e-mail. If the advertisement has already gone to print, the client must pay for the advertisement. In all other cases, the provider may demand reimbursement of the costs incurred up until the date of cancellation in accordance with the statutory provisions.
 9. Colour advertisements: The price will not be reduced if, in accordance with the order, a basic colour is not used when creating colour advertisements. When commissioning colour advertisements smaller than the minimum size for the relevant section, the price is calculated for the minimum size in question.
 10. Advertising material: The client shall be responsible for delivering advertising material error-free and on time. Where advertising material

- is clearly unsuitable or in a damaged condition, the publisher shall request replacement advertising material without delay. The publisher guarantees that the print quality will be that which is normal for the editions in which they are placed, subject to the constraints dictated by the advertising material. Advertising material will be returned to the client only if specifically requested in writing; otherwise title thereto passes to the publisher. The publisher's duty to preserve advertising material shall end six weeks following publication of the advertisement concerned.
11. Print height of advertisements: If no special sizes have been agreed or specified, the advertisement shall be printed at a height customary for the type of advertisement in question and invoiced accordingly. Should the print height of advertising material supplied ready-to-print deviate from the print height specified in the order, the measurements of the printed advertisement shall apply. Fractions of millimetres shall in such case be rounded up to full millimetres.
 12. Advertiserials/Island advertisements: The client shall agree the layout and designation of infomercials (advertorial) with the publisher in good time prior to publication. The publisher shall be entitled to label any advertisements which are not readily identifiable as such clearly with the word "Advertisement". Text (island) advertisements (advertisements adjoining editorial text on at least three sides and not adjoining any other advertisements) must be distinguishable from the editorial content at least by their body type. If their layout does not make them recognisable as advertisements, they shall be clearly marked as advertising.
 13. Liability for the content of advertisements: The client shall be responsible for the content and legality of the advertisement. The client shall indemnify the publisher against all third-party claims arising from infringement of copyright, personality, trademark or other intellectual property rights, including the reasonable costs of legal defence. The publisher is not obliged to check whether a given advertisement order infringes on the rights of third parties. Should the publisher be obliged, such as by court order, to print a rebuttal or sublicense, the client shall bear the costs in accordance with the applicable rate card for advertisements.
 14. Proof sheets are supplied only if the advertisement has a size of at least 50 copy mm and only upon express request. The publisher shall take account of corrections of which it is notified within the deadlines set by the publisher; otherwise permission to print shall be deemed to have been granted.

- The client shall bear the responsibility for the correctness of the corrected proof sheets.
15. Record of insertion: On request, the publisher shall, together with the invoice, supply a record of insertion in the form of a copy. If it is no longer possible to provide a record, the publisher shall instead provide confirmation of publication and the circulation of the advertisement. Original records shall be provided only subject to a charge. The publisher shall, upon request, supply complete specimen copies only of quarterpage advertisements or larger.
 16. Box number advertisements: Replies to box number advertisements shall be kept available for collection for four weeks after publication of the advertisement or shall be sent to the client by standard post (even if they are express or recorded delivery consignments) or, in the case of e-mails, forwarded. On expiry of this period, the replies shall be destroyed. Replies weighing more than 500 grams, or in a format larger than DIN A4, as well as consignments containing goods, books, catalogues and advertising as well as parcels and packages, shall not be forwarded, but shall merely be held for collection. The publisher reserves the right not to forward offers that are obviously commercial in nature if no express written instruction to forward them has been given by the client. The client may authorise the publisher to open replies on the client's behalf, and with the client's explicit consent.
 17. Advertisement invoices must be paid within ten days of receipt of invoice, without deductions. If payment is made immediately after receipt of invoice, the client shall be entitled to a 2 percent cash discount, provided that older invoices are not overdue. If one or more credit notes are held, cash discounts shall apply only after deduction of the credit notes. In the event of late payment, all outstanding invoices and additional charges shall become due for immediate payment. In the event of any deferral of payment or late payment, interest shall be charged in accordance with Article 288 of the German Civil Code (BGB). The client shall pay any costs of issuing payment reminders and collection fees incurred as a result of any default of payment. In the event of default of payment, the publisher may defer the further execution of a current order until payment is made, and may demand payment in advance. Where justified doubts exist concerning the client's ability to pay, the publisher shall be entitled - even during the term of a Master Contract and at variance from any originally agreed period for payment - to make the publication of further advertisements dependent upon

Terms and Conditions

advance payment of the price of the advertisement and the settlement of outstanding invoices. Where orders are accepted by telephone, orders placed by advertisement customers with no existing Master Contract shall be settled by direct bank transfer. The transfer shall be effected immediately after the date of the invoice, without deductions. Incorrect advertising invoices may be corrected within six months of the original invoice date. The client shall have a right of set-off only if the client's counterclaims have become definitive and absolute and are not disputed.

18. Advertisement orders from abroad:

In countries where the publisher has a foreign agent, billing and payment shall be effected in accordance with the agent's terms and conditions. In countries where there is no foreign agent, payment in advance is required, preferably using credit card (Eurocard/MasterCard, American Express or Visa). Foreign customers must submit their value-added tax identification number (VAT ID no.), their proof of registration as a business or their exemption from German turnover tax together with the advertising order. If the order for the advertisement is not subject to sales tax (VAT), the invoice shall be issued without charging sales tax. The publisher shall be entitled to subsequently charge the sales tax if the competent tax authorities judge that the advertisement is taxable.

19. Typesetting costs:

The client shall bear the cost of preparing any artwork, films or drawings ordered, and also the cost of any substantial amendments which it requests or causes to be made to previously agreed versions.

20. Rates for classified advertisements:

Advertisements shall be classified by the publisher according to the content and substance thereof. If the client orders the advertisement to be placed in a different section, the rate which would have applied for the correct placement shall nevertheless apply. If the rate for the different section requested by the client is higher than the rate had the advertisement been placed correctly, the higher rate shall apply.

21. Varying rates:

The publisher may set rates which vary from the rate card for advertisements placed in supplements of the publisher and in infomercials, advertorials, advertisements in special publications and collectives, as well as for advertisements sold after the closing deadline for advertisements.

22. Local rates:

The local rate shall only be allowed in respect of commercial advertisements placed directly by trade or industrial

businesses based in Bavaria, including branch establishments advertising independently. Said partial bookings in the Süddeutsche Zeitung are not possible for classified advertisements and brand advertising. Businesses not based locally may make a partial booking for local campaigns and services that are limited in time and are within the economic area of Munich/Bavaria. Advertisements not meeting the above criteria can only be booked for the full edition.

23. Rates for the weekend edition:

The Saturday rates set out in the rate card relate exclusively to the weekend edition, even if said weekend edition is published on a day other than a Saturday.

24. Group discounts:

In order for a group discount to be granted to a subsidiary, written proof is required that more than 50 percent of its equity is held by its parent company. The publisher shall grant group discounts only to private-sector businesses (therefore not to independent governmental organisations or public-sector corporations and the like).

25. Bonus discounts:

For advertisements in the Recruitment Market, personal recruitment agencies and personnel consultants shall be granted bonus discounts upon request. All bonus discounts allowed are provided by the publisher on a voluntary basis; no entitlement to them exists.

26. Warranty:

In the event of any obvious defect, claims must be asserted by the client at the latest within two weeks following receipt of the invoice. Claims relating to defects which are not obvious must be lodged by the client no later than one year following publication of the advertisement. If the publication of an advertisement is defective despite the advertising material having been supplied in good time and free from defects, and despite a prompt claim having been made, the client may demand that a replacement defect-free advertisement be printed. Claims for subsequent performance shall be excluded if this would involve excessively high costs for the publisher. If the publisher allows a reasonable deadline which has been set for it to expire, if it refuses to carry out subsequent performance, or if it is unreasonable to expect the client to accept the subsequent performance, or if the subsequent performance fails, the client shall be entitled to cancel the contract or to claim a reduction in price to the extent to which the purpose of the advertisement was impaired. Warranty claims by commercial entities shall be time-limited to 12 months following publication of the relevant advertisement.

27. Liability:

The publisher shall be liable for damage caused intentionally or by gross negligence, for damage resulting from an intentional or negligent injury to life, body or health as well as for damage due to at least a careless breach of duty, the performance of which enables the order for the advertisement to be properly executed in the first place, the breach of which jeopardises the achievement of the purpose of the contract and compliance with which the client regularly relies upon. Save for in cases of liability for intent and for an intentional or negligent injury to life, body or health, the obligation to pay compensation shall be limited to the foreseeable damage that typically occurs. In all other cases, claims for compensation against the publisher are excluded, irrespective of the legal grounds. Insofar as the liability of the publisher is excluded or limited under the above provisions, this shall also apply to the personal liability of its staff, authorised representatives and agents in performance. Liability under the German Product Liability Act (Produkthaftungsgesetz) shall remain unaffected. Save for in the case of claims arising out of tort or an intentional action, claims for damages by commercial entities against the publisher shall be time-limited to 12 months after the date when the client learned or ought to have learned of the circumstances giving rise to the claim. If the client fails to follow the publisher's recommendations on the preparation and transmission of digital copies and artwork, the client shall have no claims in the event of errors in the publication of the advertisement. This shall also apply if the client fails to comply with other provisions under these Terms and Conditions pertaining to the rate card. The customer shall be liable for ensuring that electronic files transmitted are free from viruses. The publisher may delete files infected with viruses without this giving rise to any claims on the part of the client. The publisher reserves the right to claim damages if the viruses cause any loss. In the event of force majeure and in the case of industrial disputes for which the publisher is not responsible, the publisher shall be released from its obligation to fulfil orders; there shall be no claim for damages as a result.

28. Advertising agencies are obliged to adhere to the publisher's rate card in their offers, contracts and statements of account towards the advertisers. The agency commission granted by the publisher shall be calculated on the basis of the net price payable by the advertiser, i.e. after deduction of discounts, bonus discounts and any reductions for defects. The agency commission is not granted on private rates and is accrued only when orders are arranged for third parties. It will be paid only to advertising agencies recognised by the publisher and subject to the proviso that the order is placed directly by

said advertising agency, that said agency is responsible for obtaining the completed and ready-to-print advertising material and that said agency is registered in the Trade Register as an advertising agency. The publisher is at liberty to decline orders from an advertising agency if it has doubts as to whether the agency activity is carried out professionally or it has doubts as to the advertising agency's creditworthiness. Advertising orders placed by advertising agencies are placed in their own name and for their own account. Therefore, where advertising agencies place orders, in case of any doubt the contract shall be considered as being with the advertising agency. If an advertiser becomes the client, this must be separately agreed, stating the name of the advertiser. The publisher is entitled to request proof of client status from the advertising agency.

29. Final provisions:

In the event that one or more of the provisions of the advertising contract/these Terms and Conditions should be, or become, ineffective, the validity of the other provisions shall not be affected thereby. The Terms and Conditions and/or advertising contract shall be governed by the laws of the Federal Republic of Germany; application of the United Nations Convention on Contracts for the International Sale of Goods is excluded. The place of performance shall be Munich. The place of jurisdiction for lawsuits against commercial entities, public-sector legal entities and special bodies or funds under public law shall be Munich. In case of a discrepancy between this English version and the German version of these Terms and Conditions and/or the advertising contract the German version is the authoritative one and supersedes this English version.

30. Data protection:

The publisher stores client data by means of computer systems as part of the business relationship. The voluntary details are used, together with the details required for processing the business transaction, by Süddeutsche Zeitung GmbH and the companies belonging to Süddeutscher Verlag Mediengruppe, the service publishers of Süddeutsche Zeitung GmbH and other selected companies for marketing purposes, to conduct internal market research and to inform the client about products and services that may be of interest to the client. If the client does not want this, the client may notify the publisher thereof at any time in writing: Süddeutsche Zeitung GmbH, Anzeigenservice, Hultschiner Strasse 8, 81677 Munich/Germany.

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Set your standards high.

Süddeutsche Zeitung