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# Renowned for editorial excellence

Time and again Frankfurter Allgemeine Zeitung finds itself on shortlists of the world's best newspapers, thanks to exhaustive and exclusive in-depth reporting backed up by clear-headed analysis. A sharp distinction between news reporting and commentary is one of the paper's fundamental journalistic principles. Result: an air of competence and credibility that cannot help but reflect on your ad.

## **First-hand reporting from around the world**

With one of the largest editorial staff of any of today's print media – 400 staffers augmented by a further 450 freelance contributors – F.A.Z. has at its disposal an incomparable pool of journalistic talent. Well-known writers and authors make regular appearances, too.

F.A.Z. maintains one of the world's biggest global networks of correspondents – larger than either the London Times or the New York Times.

## **Award-winning journalism**

Hardly any other German medium can boast as many prestigious awards. In almost every field – politics, business, sport, culture, technology, travel or the humanities – its coverage is considered leading and authoritative.

In the year 2001 alone 28 F.A.Z. journalists received awards in various fields, e.g. for the quality of their reporting, outstanding illustration, creative neologism and much more.

The Sports Section's outstanding journalism won it the "Sports Coverage of the Year" Prize nine times during the last ten years.

## **Compulsory reading in all senses of the word**

Among newspapers that are journals of record for all German stock exchanges, F.A.Z. has the highest circulation. To many members of the financial community it is compulsory reading. Due to the range of topics covered, they often read no other national newspaper apart from F.A.Z.

# Best image among print media

Ranking print media		
Rank	Company	Reputation
1	F.A.Z.-Group	764
2	Bertelsmann	737
3	Gruner + Jahr	716
4	Süddeutscher Verlag	682
5	Axel Springer	675
6	Hubert Burda Medien	654
7	Verlagsgruppe G. v. Holtzbrinck	630
	Verlagsgruppe WAZ	630
9	Heinrich Bauer Verlag	613
10	Kirch Group	547

In the survey „Imageprofile 2002“ the F.A.Z. Group scored 764 out of a possible 1000 points. This is the best assessment among the print media and ranks 10 overall.

The survey was carried out by the Emnid Institute in Bielefeld and BIK Umfrageforschung in Hamburg which on behalf of Manager Magazin asked 2503 chief executives their opinion on the reputation of the largest German companies.

# Your ads work harder in F.A.Z.

Effective advertising needs a medium that reaches the right target audience and puts the ad in a sympathetic context. A medium that gives you the best possible chance of achieving your communication goals. A medium, in short, like Frankfurter Allgemeine Zeitung.

## A carrier of proven power

How do you measure effectiveness in advertising? There are coverage of certain target groups, OTS, affinity and cost per thousand. Or the various qualitative factors: image, for example, or the medium's quality, significance and credibility.

## F.A.Z. is irreplaceable for many target groups

From both a quantitative and a qualitative viewpoint, F.A.Z. has

### F.A.Z. in brief

- ▶ Founded on November 1, 1949
- ▶ Five editors-in chief working together on a cooperative basis. Guarantee of independence and political impartiality.
- ▶ Read in 148 countries.
- ▶ 1.24 million readers (AWA 2002)
- ▶ Net sales of 400,219 (IVW III/2002 Mon.-Sat.)

proved itself an outstanding and frequently indispensable medium, especially for reaching the upper target groups. We would be happy to advise you with regard to more specialised target groups, and to back up our claims with research.

## Our image will help sell your product

F.A.Z.'s strong image and credibility strengthen any advertising message. Our journalistic excellence is widely-recognised and attracts an exceptional and discerning readership. The same values are attributed to the ads: in short, the image rubs off.

## Top quality – independently confirmed

Frankfurter Allgemeine Zeitung regularly participates in widely-recognised independent media studies, and its efficacy is rigorously checked by scientific studies such as the AWA (Allensbacher Advertising Medium Survey), the LAE (Readership Analysis of Decision-Makers in Business and Administration) and the MA (Media Analysis). Our circulation is monitored and published by the IVW (German advertising's leading monitor of sales and distribution figures).

## To every ad the right context

F.A.Z.'s *Political Section* is one of Germany's most distinctive voices: widely discussed both at home and abroad on account of its keen insights into political developments.

The *Business Section* is held in the highest regard. It is divided into two parts: The first section „Business“ contains economic policy and general business news as well as company reports. The second section „Financial Markets“ offers an extensive overview of market data, interest rates and share prices. In addition it contains comprehensive reports and information on financial markets, investments and the F.A.Z. indices.

The „Financial Markets“ section is followed by F.A.Z.'s much-lauded *Sports Section*. Sports fans relish the sharp reporting of this section.

The *F.A.Z. Culture Section* ranks among the best in Europe: an internationally-regarded forum for cultural and political debate, enriched by contributions from well-known, influential commentators.

Further supplements, such as the *Literature* or *Music and Audio* sections, appear several times a year, plus one-off supplements on special themes.

We would be happy to supply you with further information on upcoming special features.

### Contexts made to measure: weekly supplements and advertising sections

In Tuesday's *Technology and Automotive* section we report on the latest innovations in consumer technology, addressing both the technical expert and the informed layman.

In Wednesday's *Science and Nature* section, the latest cutting-edge research and scientific developments are presented in language that is clear and readily comprehensible. The *Humanities* section is unique in Germany: a platform for academic discourse on all current trends of thought.

The *Travel* supplement on Thursday covers the globe and is dedicated to uncovering new, stimulating destinations and itineraries. The advertising section offers travel-hungry readers opportunities ranging from educational journeys to romantic summer-houses in Provence.

On Fridays the *Property* section, featuring comprehensive coverage of the property market, plus an advertising section offering a wide range of properties at home and abroad.

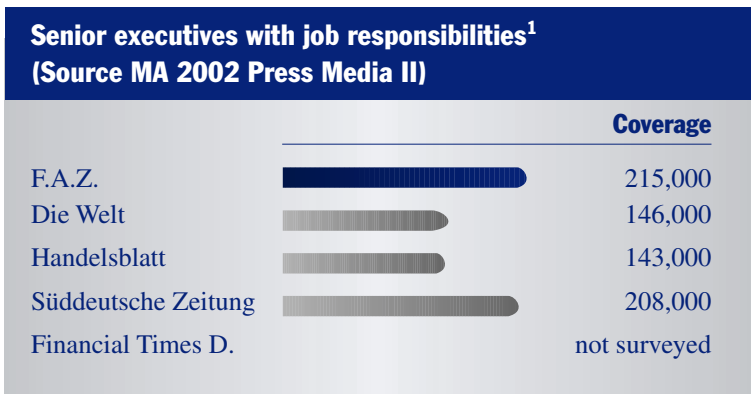
On Saturdays, the *Professions and Prospects* section and the *F.A.Z. Job Market*: Europe's largest collection of recruitment ads for professionals, specialists and executives, exclusive to F.A.Z.

The paper's *Arts Market* section covers new developments in the visual arts and is an ideal place for collectors, dealers and gallery owners to advertise.

Since September 30, 2001 *“Frankfurter Allgemeine Sonntagszeitung”* is appearing nationally throughout Germany.

# The leading paper among executives

Frankfurter Allgemeine Zeitung is the most widely-read daily business newspaper among senior executives. It has an excellent coverage of top managers in Germany as proven by many readership surveys.



<sup>1</sup>) Senior employees, senior civil servants, self-employed: small or medium sized company

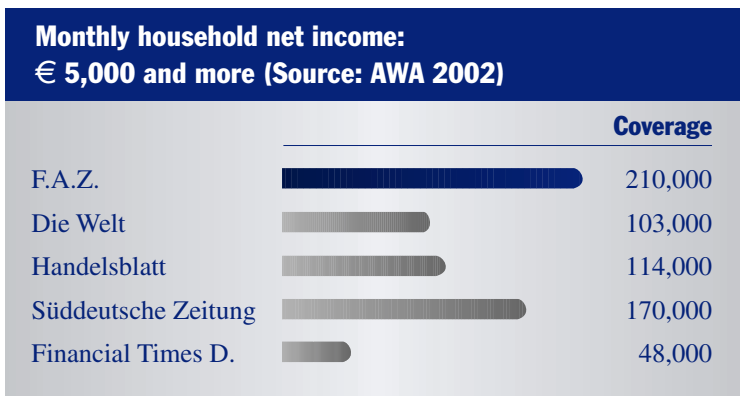
LAE 2001: Sample 10,004 = Universe 2.15 million

AWA 2002: Sample 21,513 = Universe 64.43 million

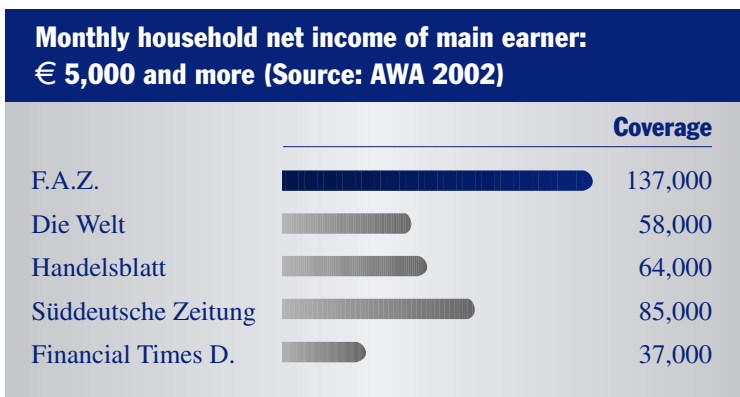
MA 2002 Press Media II: Sample 26,096 = Universe 64.25 million

# Readers with real spending power

Frankfurter Allgemeine Zeitung is read by people who go for the things they want. Which is of course the best possible guarantee that your ad will lead to increased sales.



*Whether it is the household net income ...*



*... the net income of the main earner ...*



*... or the personal annual gross income of top managers: All surveys confirm that F.A.Z. readers enjoy much financial independence.*

AWA 2002: Sample 21,513 = Universe 64.43 million

LAE 2001: Sample 3,027 = Universe 649,000

# F.A.Z. readers: leading the way

Readers of Frankfurter Allgemeine Zeitung are a cut above the average. They are not only successful in their job and financially independent but very much open-minded towards innovations. In addition their friends and acquaintances consider them to be opinion leaders. In other words, your advertisement in F.A.Z. will meet with consumption-oriented and opinion leading readers.

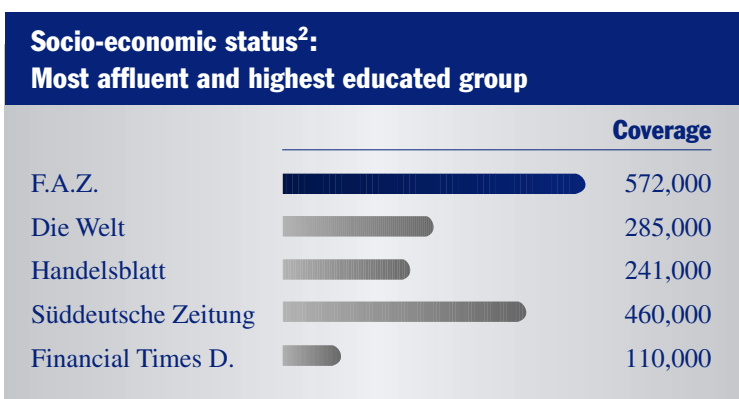
*F.A.Z. readers are innovative and keen to try new things ...*



*... they pass their expert knowledge on to friends and acquaintances ...*



*... and enjoy excellent standing. As far as distinguished target groups are concerned, F.A.Z. offers excellent coverage.*



1) Agree to at least 8 of 15 statements resp. opinions or criteria which indicate that they are innovation oriented.

2) Most affluent and highest educated group: Socio-economic level 1 (out of 7).  
Level is compiled of education, occupation, income and social strata.

# The gold standard in finance

F.A.Z.'s Financial Markets Section is a must for anyone concerned with financial affairs. It can put you in touch not only with the majority of Germany's private shareholders, but also with financial decision-makers in large institutions. An appearance in F.A.Z. guarantees you the attention of the most important players in the world of finance.

## Private pension schemes, financial security for the future: "Of exceptional interest to me."

	Coverage
F.A.Z.	450,000
Die Welt	300,000
Handelsblatt	310,000
Süddeutsche Zeitung	441,000
Financial Times D.	100,000

36.3 per cent of F.A.Z. readers are exceptionally interested in private pension schemes ...

## Shares, investment funds: "Of exceptional interest to me."

	Coverage
F.A.Z.	392,000
Die Welt	228,000
Handelsblatt	315,000
Süddeutsche Zeitung	370,000
Financial Times D.	109,000

... almost every third F.A.Z. reader is interested in shares and investment funds ...

## Investors prepared to take risks <sup>1</sup>

	Coverage
F.A.Z.	190,000
Die Welt	108,000
Handelsblatt	176,000
Süddeutsche Zeitung	179,000
Financial Times D.	64,000

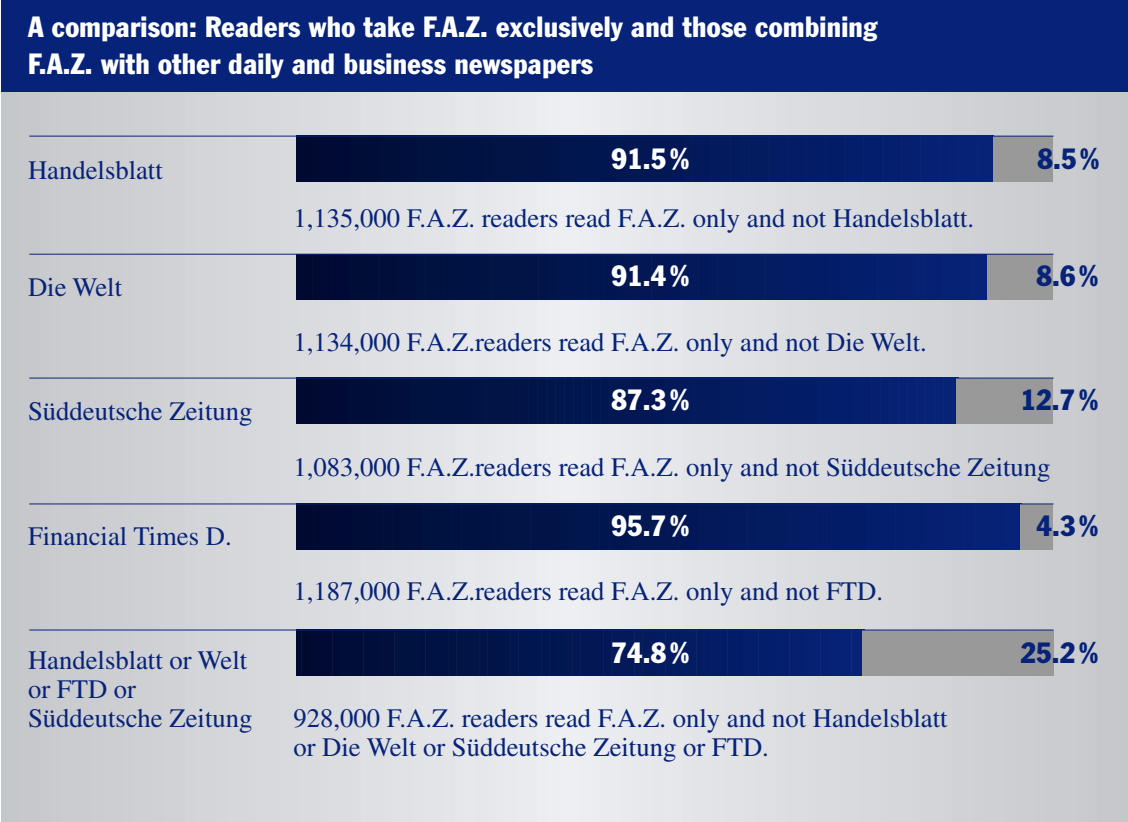
... and about 15 per cent are not averse to risky investments. F.A.Z. has excellent coverage of all target groups.

1) Attitude towards investments: "As far as investments are concerned I am occasionally looking for high returns even if it involves considerable risks."

Source: AWA 2002, Sample 21,513 = Universe 64.43 million

# F.A.Z. readers are (almost) exclusively to be found in F.A.Z.

The exclusive F.A.Z. readership has only a limited amount of time to read newspapers. Therefore the better part of the F.A.Z. readers can only be reached by F.A.Z. and not other media.



Sample: 91,5% F.A.Z. readers take F.A.Z. exclusively and not Handelsblatt.

Source: AWA 2002, Sample 21,513 = Universe 64.43 million

**Readers who take F.A.Z. exclusively**

**Readers combining F.A.Z. with other daily and business newspapers**

## Proper nationwide distribution

Strong, even distribution: a crucial yardstick for any advertising medium. Most of F.A.Z.'s circulation is sold outside the Hesse region in which it originates.

### Distribution of net sales according to Nielsen areas and Federal States

Nielsen areas Federal States	F.A.Z. (Mon. – Sat.)	Handelsblatt (Mon. – Fri.)	SZ (Mon. – Sat.)	Die Welt (Mon. – Sat.)
<b>Nielsen I</b>	<b>43,561</b>	<b>20,920</b>	<b>24,045</b>	<b>74,291</b>
Schleswig-Holstein	6,639	3,497	3,634	16,805
Hamburg	11,811	5,549	9,241	30,059
Lower Saxony	22,486	10,448	9,764	24,064
Bremen	2,624	1,426	1,405	3,363
<b>Nielsen II (N. Rhine-Westph.)</b>	<b>81,531</b>	<b>38,466</b>	<b>32,688</b>	<b>49,607</b>
<b>Nielsen IIIa</b>	<b>127,780</b>	<b>24,995</b>	<b>22,713</b>	<b>29,031</b>
Hessen	104,026	18,132	15,891	18,812
Rhineland Palatinate	19,779	5,523	5,319	8,322
Saarland	3,975	1,340	1,503	1,897
<b>Nielsen IIIb (Baden-Württ.)</b>	<b>43,053</b>	<b>17,246</b>	<b>25,867</b>	<b>20,708</b>
<b>Nielsen IV (Bavaria)</b>	<b>36,421</b>	<b>19,686</b>	<b>296,288</b>	<b>24,172</b>
<b>Nielsen V (Berlin)</b>	<b>17,788</b>	<b>6,588</b>	<b>14,303</b>	<b>15,497</b>
<b>Nielsen VI</b>	<b>6,102</b>	<b>3,357</b>	<b>3,346</b>	<b>7,889</b>
Brandenburg	1,974	1,326	1,310	2,236
Mecklenburg-W. Pomerania	1,509	779	958	3,215
Saxony-Anhalt	2,619	1,252	1,078	2,438
<b>Nielsen VII</b>	<b>12,958</b>	<b>4,129</b>	<b>5,581</b>	<b>7,884</b>
Saxony	7,599	2,846	3,959	5,251
Thuringia	5,359	1,283	1,622	2,633
<b>Remaining circulation</b>	<b>30</b>	<b>17</b>	<b>0</b>	<b>0</b>
<b>Abroad</b>	<b>21,504</b>	<b>5,899</b>	<b>9,836</b>	<b>4,150</b>
<b>Total</b>	<b>390,726</b>	<b>141,303</b>	<b>434,666</b>	<b>233,679</b>

Source: IVW Distribution Analysis 2002

# A profile of F.A.Z. readers

	<b>Frankfurter Allgemeine Zeitung</b>		
	<b>Profile in %</b>	<b>Coverage in %</b>	<b>Coverage in '000</b>
<b>Socio-demographic data</b>			
Total	100.0	1.9	1,241
<b>Sex</b>			
Men	66.9	2.7	830
Women	33.1	1.2	410
<b>Age</b>			
14 - 29 years	14.2	1.4	176
30 - 39 years	14.6	1.5	181
40 - 49 years	18.7	2.1	232
50 - 59 years	19.3	2.5	240
60 years and over	33.2	2.1	411
<b>Education</b>			
Secondary education			
with/without vocational training	15.9	0.6	198
High school without graduation	24.9	1.5	309
High school with graduation/university	59.2	5.7	734
<b>Occupation of respondent</b>			
Company owners, managing directors, self-employed businesspersons and professionals			
	8.1	7.7	100
Senior employees or senior civil servants			
	18.4	5.7	228
Other employees or civil servants			
	18.6	1.6	231
Skilled workers, workers			
	5.0	0.6	62

## Sample

1. 59.2 % of F.A.Z. readers have high school/university education.
2. 5.7 % (= 734,000) of all persons with high school/university education read F.A.Z.

Source: AWA 2002, Sample 21,513 = Universe 64.43 million

	<b>Frankfurter Allgemeine Zeitung</b>		
	<b>Profile in %</b>	<b>Coverage in %</b>	<b>Coverage in '000</b>
<b>Socio-demographic data</b>			
Total	100.0	1.9	1,241
<b>Net monthly household income</b>			
Under € 1,250	7.7	0.8	96
€ 1,250 – 1,999	16.4	1.0	204
€ 2,000 – 2,749	12.0	1.5	148
€ 2,750 – 3,499	24.4	2.2	303
€ 3,500 – 4,249	12.0	4.4	148
€ 4,250 – 4,999	10.6	4.9	131
€ 5,000 and over	16.9	8.8	210
<b>Net monthly income of main earner</b>			
Under € 1,250	14.2	0.8	177
€ 1,250 – 1,199	27.9	1.4	346
€ 2,000 – 2,749	12.9	2.3	160
€ 2,750 – 3,499	23.2	5.0	288
€ 3,500 – 4,249	6.7	6.9	83
€ 4,250 – 4,999	4.0	5.9	50
€ 5,000 and over	11.0	15.1	137
<b>Disposable income per month</b>			
Under € 250	36.1	1.2	447
€ 250 – 499	21.4	1.9	265
€ 500 – 749	18.6	3.0	231
€ 750 and over	23.9	4.3	297

**Sample**

1. 23.9 % of F.A.Z. readers have a disposable income per month of € 750 and over.
2. 4.3 % (= 297,000) of all persons with a disposable income per month of € 750 and over read F.A.Z.

Source: AWA 2002, Sample 21,513 = Universe 64.43 million

	<b>Frankfurter Allgemeine Zeitung</b>		
	<b>Profile in %</b>	<b>Coverage in %</b>	<b>Coverage in '000</b>
<b>Socio-demographic data</b>			
Total	100.0	1.9	1,241
<b>Social Class (interviewer's impression)</b>			
Top social class	16.8	12.6	208
Upper middle class	41.6	3.1	515
Middle class	39.2	1.2	486
Working class	2.5	0.5	31
<b>Socio-economic status*</b>			
Level 1 – high	46.1	9.0	572
Level 2	18.1	2.7	224
Level 3	14.0	1.7	173
Level 4	14.1	1.1	174
Level 5	4.9	0.6	60
Level 6	2.1	0.3	26
Level 7 – low	0.8	0.2	10
<b>Nielsen areas</b>			
Nielsen 1 (North)	12.4	1.5	154
Nielsen 2 (North Rhine-Westphalia)	19.0	1.7	236
Nielsen 3a (Central/South West)	31.3	4.5	388
Nielsen 3b (Baden-Württemberg)	14.2	2.3	176
Nielsen 4 (Bavaria)	12.5	1.7	155
Nielsen 5 (Berlin)	4.9	2.3	61
Nielsen 6 (North East)	2.9	0.6	36
Nielsen 7 (Saxony/Thuringia)	2.9	0.6	35

\*Based on the total German population (14 years and over) and derived from the criteria education, occupational status, net monthly income of main earner, social class according to interviewer's impression. Level 1 = most affluent and highest educated class; Level 7 = persons with the most basic standard of living.

#### Sample

1. 16.8 % of F.A.Z. readers belong to the top social class.
2. F.A.Z. reaches 12.6 % (= 208,000) of all persons belonging to the top social class.

Source: AWA 2002, Sample 21,513 = Universe 64.43 million

## Imprint

7th edition 2002

Sources: AWA 2002, LAE 2001, MA 2002 Press Media II

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