

Frankfurter Allgemeine
SONNTAGSZEITUNG

Frankfurter Allgemeine Sonntagszeitung

An independent Sunday Paper published by
Frankfurter Allgemeine Zeitung

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Contents

Frankfurter Allgemeine Sonntagszeitung (F.A.S.) contains the following sections on:

- Politics
- Sports
- The Arts
- Business
- Money and More
- Society
- Science
- Travel
- Property
- Regional Sections for Berlin, Frankfurt, Munich

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Editorial

F.A.S. will has one of the largest editorial offices of all German Sunday papers reporting on:

- **Politics**
What keeps the world ticking, what keeps countries together and what apart, and much more will be found in the first section of F.A.S.
- **Sports**
Background analyses, commentaries, reports, portraits. The whole spectrum of sports from A to Z.
- **The Arts**
Covering not only the classic aspects of fine art but also modern styles with interviews, portraits, essays and columns. And last but not least a comic.
- **Business**
All about the world's markets. Reports from our foreign correspondents. A comprehensive company portrait. And also serious and entertaining information about everyday life.
- **Money and More**
Nothing is more exciting than the world of the stock exchange. The financial section provides tips regarding investments, shares, personal pension schemes and much more.

- **Society**
Stories and portraits of VIPs in a style that is characterised by journalistic inquisitiveness and not sensationalism.
- **Science**
Knowledge is power – distinguished F.A.Z. authors explain the findings and targets of experts as well as their interests behind them.
Plus subjects that concern everyone: health, wellness, computer, life style.
- **Travel**
The Germans are often referred to as the travelling champions. The travel section of F.A.S. meets their expectations with reports on countries, cities and villages, mountains and beaches as well as tips for weekend trips or the next summer holiday, and much more.
- **Property**
Property is one of the best investments there is. The property section of F.A.S. informs about worthwhile investments, the various market situations and what should be considered when buying property. In addition it contains reports on architecture, innovative living, holiday homes and other related subjects.

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Distribution

- Net sales of 247,835 copies (4th quarter 2001).
- News stand sales nationally throughout Germany.
- News stand sales also in Austria, Switzerland, the Benelux countries, Northern Italy, Majorca and other European holiday destinations.
- Delivery to subscribers in medium-sized and large cities in Germany.

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Target group

- High standard of education
- Wide range of interests and activities
- High socio-economic status
- High household income
- Large disposable income
- Readers who go for the things they want

Target group data (according to AWA 2001)

- Socio-economic status: level 1 – most affluent and highest educated group: 6.5 million
- Net monthly household income DM8,000 and over: 4.4 million
- Disposable income per month DM2,000 and over: 4.1 million
- Opinion leaders (strength of personality – scale 1): 7.7 million
- ULTRA CONSUMERS (intensive, spontaneous consumers): 6.2 million
- ULTRA CONSUMERS liking to buy exclusive things: 2.4 million
- Brand awareness for exclusive products: 5.3 million
- Trend setters (people with a feel for the new): 8.0 million

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Market

- 80 per cent of subscribers to daily newspapers do not receive a Sunday edition (Source: ZMG, Activities and use of the media on Sundays)
- Half of them would welcome a Sunday paper (Source: ZMG, Activities and use of the media on Sundays)
- Welt am Sonntag and Bild am Sonntag together reach approx. 25 per cent of the total German population of 14 years and over (Source: AWA 2001)
- Over 50 per cent of the German population are not offered the right reading matter by the Sunday print media on sale (Source: Spiegel Sunday Analysis)

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Why you should advertise in F.A.S.

- Best editorial coverage of all subjects that are of particular interest on Sundays
- Excellent environment for your advertising to get noticed
- Additional attractive positioning such as corner tabs on the front pages

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Perfect advertising impact

- World-class journalism
- Excellent reputation even before the first publication date
- Top target groups from politics, business, administration, science, culture, sports and the media are anticipated to be reached
- Relaxed reading on Sundays
- On Sundays readers decide what to buy
- Advertising for the launch of F.A.S. will draw special attention to the paper
- Co-readers that could not be reached before

For a perfect Sunday
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