SZ-MAGAZIN.DE
When appealing becomes extra-special!

- SZ-Magazin.de brings together two things that are seldom seen together: lifestyle and quality journalism.

- Something for which it regularly receives awards:
  - In 2016, SZ-Magazin won four Gold Medals at the Lead Awards and was additionally named “Lead Magazine of the Year”!
  - ADC – Art Directors Club Deutschland – awards for SZ-Magazin include Silver in der category Cover/Front Page for “Die nackte Wahrheit” (The Naked Truth) in issue no. 49/2014.
When appealing becomes extra-special!

- High-quality reports, creative photo spreads and first-rate interviews are the hallmarks of SZ-Magazin.

- The unique topic range that makes SZ-Magazin so popular with readers is also part of the online magazine, complete with the accustomed high quality of journalism.

- With new and exclusive stories every day, enhanced with multimedia content like photo spreads, videos and blog posts.

- Your brand advertising is integrated in a high-profile setting, and the elegant design of the website provides a unique showcase.
THE DIGITAL BRAND FAMILY

Online

- sz-magazin.de
- Newsletters
  - SZ-Magazin newsletter
  - “The Recipe”

0.68 million UUs

- > 505,800 (Facebook)
- > 83,900 (Twitter)
- > 421,000 (Instagram)

Mobile

- SZ Magazin app
- SZ Magazin MEW

Source: AGOF daily digital facts 2019-06, single month, total population 16+ | Facebook, Twitter, Instagram 02/04/2019
SZ-MAGAZIN.DE – TARGET GROUP
Quality journalism for decision-makers & multipliers

**Decision-makers & multipliers**
- They have an above-average educational background and hold down top jobs
- They invest their purchasing power in high-quality products
- Characterised by an above-average affinity for luxury and brands

**The young elite**
- They actively shape their own future and are between the ages of 20 and 49

**Innovators and trendsetters**
- Multi-device use is part and parcel of their everyday lives

**High net household income**
OUR DISPLAY PROPOSALS
The ideal booking option for every campaign

Newsletter

Volume packages

Contact bookings

- e.g. weekly booking with a newsletter ad
- Predefined volume package for a fixed price
e.g. 1 week in sz-magazin
- e.g. 500,000 hits run of site with targeting

You can find more information by clicking on our rate card.
OUR NEW DISPLAY FORMATS
Digitally designed with strong branding effect

You can find more formats by clicking on our showroom. More information in our technical specifications and in our rate card.
OUR CONTENT SOLUTIONS
Perfect integration to meet your requirements
OTHER OPTIONS

Simply contact us!

iq digital programmatic advertising

Your programmatic access to our inventory – with the accustomed high standard of quality and reliability for your campaign.

iq digital data targeting

Add that special something to your campaign with our targeting options. Together we create value added for your communication strategy.

SZ-Magazin “The Recipe”

Book the best recipes from SZ-Magazin and the Süddeutsche Zeitung newspaper – always with the compliments of our top chefs and cooking writers.

Quality App Package – magazine

Book the tablet magazine apps of our premium brands with just one booking.

If you are interested or have any questions, simply contact us.
DIGITAL TRANSFORMATION
User-optimised website structure boosts ad impact

- New page layout in the portfolio of iq digital
- Focus on editorial content and improved integration of advertising in the page
- Optimised usability thanks to alignment with user preferences
- Greater visibility and reliability for your advertising
- Significantly increased ad impact*

* You can find more information and background on our website.

* According to the iq digital “Online-Community” study on the digital transformation (details on our website)
YOUR MARKETER FOR LEADING MEDIA

Digital Reach 25.31 million UUs

Source: AGOF-ddf 2019-02-01, average for last 3 months, universe 16+
THE MOST IMPORTANT LINKS
Overview

Rate card
Technical specifications
Market research
Showroom ad formats
WE LOOK FORWARD TO HEARING FROM YOU

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 NIelsen 3A

 NIelsen 2

 FINANZEN

 Intern. Sales

 PHARMA