

F.A.Z. fact sheet

More information on:
faz.net/mediaportal



Quality. Credibility. Reputation.

The Frankfurter Allgemeine Zeitung and its importance as a brand – for brands.

Quality.
Die F.A.Z. stands for intelligent, in-depth analysis and stimulating articles. Brands not only benefit from the excellent reach among decision makers and influential high-income target groups. They also benefit from a high intensity of reading and a large proportion of subscribers.

Credibility.
Relevance, exactness and independence - these are the central principles of the F.A.Z. editorial. Without exception, only experts take care of their area of editorial responsibility. Result: 71% of the Germans place their trust in the F.A.Z. – more than in any other national media brand.

Reputation.
The F.A.Z. is one of the most renowned brands in the world. With good reason: Since its foundation, the newspaper, its journalists and the publishing house have won more than 900 awards and prizes. Top brands appreciate the excellent reputation of the newspaper and benefit from being close to the F.A.Z. brand.

Basic information

Publication: Mon-Sat
Copy price: Mon-Fri 2.50 €, Sat 2.70 €
Circulation (net sales): 277,314 copies (IVW I/2015)
Reach: 1,111.000 readers (AWA 2014)
Advertising rate 1/4 page corner ad: 25,130 €

Readership data

Gender

Male 63%
Female 37%

Age (Ø 47,0 years)

14 - 29 years 18%
30 - 39 years 16%
40 - 49 years 22%
50 - 59 years 20%
60 - 69 years 13%
70 years+ 11%

Education

Primary school/9th grade 10%
Secondary school without A-level 15%
A-level/college/university 75%

Occupation

Self-employed/professionals 22%
Executives/upper civil servants 23%
Other employees/civil servants 39%
Skilled workers/workers 4%

Household net income (Ø 3.501 Euro)

Up to under 2.000 Euro 21%
2.000 - under 3.000 Euro 19%
3.000 - under 4.000 Euro 22%
4.000 - under 5.000 Euro 19%
5.000+ Euro 19%

Share % Index

