

FAZ.NET – Homepage Exclusive Booking

Homepage Exclusively*	Rate		
Duration Guaranteed volume	1 day (Mon–Thu) 1,350,000 AI/day	1 day (Fri) 1,275,000 AI/day	1 weekend 2,225,000 AI/weekend
Daily fixed placement Standard	49,000	46,244	71,312

Homepage Standalone	Rate		
Duration Guaranteed volume	1 day (Mon–Thu) 1,350,000 AI/day	1 day (Fri) 1,275,000 AI/day	1 weekend 2,225,000 AI/weekend
Daily fixed placement Premium	68,037	64,390	101,586

Categories of Advertisement Formats	
Mobile Standard	6:1 Banner, 4:1 Banner 3:1 Banner, 2:1 Banner, 1:1 Banner (Mobile High Impact Ad), Panorama Ad, Carousel Ad
Mobile Premium	Premium Rectangle (with reminder), Pushdown Video Ad, Brand Value Ad, Rollover Event
Online Standard	Wallpaper, Billboard, Sitebar, Fireplace, 4:1 Banner, 3:1 Banner
Online Premium	Pushdown Billboard, Billboard with reminder, Cinema Ad, Double Sitebar, Dynamic Fireplace, (Dynamic) Brand Value Ad, Take Over, Rollover Event

*Standalone possible with 25% surcharge
Standalone except publisher advertising
The minimum booking volume is 3,500 Euro.

FAZ.NET – CPM Booking

Section	Rate (CPM)		
	Online small inside	Online large inside	Online outside
Mobile small	45	58	61
Mobile large	58	70	73

Rotation	Rate (CPM)		
	Online small inside	Online large inside	Online outside
Mobile small	30	40	42
Mobile large	40	50	52

Categories of Advertisement Formats	
Mobile small	2:1 Banner, 3:1 Banner, 4:1 Banner, 6:1 Banner
Mobile large	1:1 Banner (Mobile High Impact Ad), Medium Rectangle, Premium Rectangle, Halfpage Ad, Rollover Ad, Carousel Ad, Panorama Ad
Online small inside	6:1 Banner, 8:1 Banner, 10:1 Banner, Medium Rectangle, Wide Rectangle, Superbanner
Online large inside	Billboard, 2:1 Banner, 3:1 Banner, 4:1 Banner, Skyscraper, Halfpage Ad, Rollover Ad
Online outside	Wallpaper, Sitebar

Targeting options	Surcharge added to CPM rate
Socio-demographic (e.g. age, status, net HHI, profession)	15 %
Decision-makers (e.g. position, industry, company size)	in rotation, the section rate has to be used

Rates for Ad Bundle, video formats and further targeting options upon request.
The minimum booking volume is 3,500 Euro.

FAZ.NET - Volume booking Sections / Selected Rotation

Politics, Business, Finance, Feuilleton, Sports, Society, Technology & Automotive, Knowledge, Rhein-Main local	Rate					
Duration Guaranteed volume	1-6 weeks 500,000 AI		1-6 weeks 1,000,000 AI		1-6 weeks 2,000,000 AI	
	Wallpaper	Billboard	Wallpaper	Billboard	Wallpaper	Billboard
Mobile High Impact Ad	21,900	21,000	36,500	35,000	58,400	56,000
Mobile 3:1 Banner	18,300	17,400	30,500	29,000	48,800	46,400

Selected Rotation: Politics, Sports, Society, Knowledge, Rhein-Main local	Rate					
Duration Guaranteed volume	1-6 weeks 500,000 AI		1-6 weeks 1,000,000 AI		1-6 weeks 2,000,000 AI	
	Wallpaper	Billboard	Wallpaper	Billboard	Wallpaper	Billboard
Mobile High Impact Ad	9,100	8,750	18,200	17,500	36,400	35,000
Mobile 3:1 Banner	7,350	7,000	14,700	14,000	29,400	28,000

Career, Travel	Rate	
Duration Beruf und Chance Duration Travel Guaranteed volume	1-6 weeks 2-6 weeks 150,000 AI	
	Wallpaper	Billboard
Mobile High Impact Ad	8,213	7,875
Mobile 3:1 Banner	6,863	6,525

*includes „Beruf und Chance“ as well as the digital job market of F.A.Z.
Exemplary range. Additional ad formats, rates and combinations upon request.
The duration can be defined between one to six weeks (and two to six weeks in Travel), the volume must be used continuously.
The minimum booking volume is 3,500 Euro.

FAZ.NET - Standalone Section Booking

Feuilleton	Rate	
Duration Guaranteed volume	1 week (Mon-Sun) 950,000 AI/week	
	Online Standard	Online Premium
Mobile Standard	46,812	52,062
Mobile Premium	49,262	54,512

Style	Rate	
Duration Guaranteed volume	1 week (Mon-Sun) 300,000 AI/week	
	Online Standard / Online Premium	
Mobile Standard / Mobile Premium	21,438	

Sports	Rate	
Duration Guaranteed volume	1 week (Mon-Sun) 900,000 AI/week	
	Online Standard	Online Premium
Mobile Standard	35,876	44,626
Mobile Premium	41,476	50,226

Technology & Automotive	Rate	
Duration Guaranteed volume	1 week (Mon-Sun) 350,000 AI/week	
	Online Standard	Online Premium
Mobile Standard	21,438	25,812
Mobile Premium	23,188	27,562

Categories of Advertisement Formats

Mobile Standard	2:1 Banner, 3:1 Banner
Mobile Premium	1:1 Banner (Mobile High Impact Ad), Premium Rectangle, Carousel Ad, Panorama Ad, Rollover Ad
Online Standard	Wallpaper, Billboard, Sitebar, 3:1 Banner, 4:1 Banner
Online Premium	Take Over

Duration is one week (Monday to Sunday).
The minimum booking volume is 3,500 Euro.

Digital papers

Full Page Ad (Portrait / landscape)	F.A.Z. + F.A.S. + F.A.Z. Edition		F.A.Z. + F.A.Z. Edition		F.A.S.		F.A.Z. Woche + F.A.Z. Woche Edition		F.A.Z. Magazin	
Placement	Issues	Rate	Issues	Rate	Issues	Rate	Issues	Rate	Issues	Rate
Premium Page 2	7	13,650	6	9,780	1	5,000	1	5,000	1	4,200
Section Standard	7	12,460	6	8,490	1	5,000	1	5,000	1	3,600
Weekly sections*	2	2,000	-	-	-	-	-	-	-	-

* „Beruf und Chance“, Technology & Automotive, Travel, Nature & Science, Properties / Housing (minimum booking duration: 4 weeks)
For Feuilleton Full Page Ads by publishers, music labels, movie distributors, museums and galleries different rates apply upon request.
The minimum booking volume is 3,500 Euro.

F.A.Z. Apps

Placement	Advertisement format	Duration	Guaranteed AI	Rate	
F.A.Z. Der Tag ¹	Entire app exclusively	Mobile PreLoading Ad and Mobile High Impact Ad	1 week	1,300,000	26,000
F.A.Z. Einspruch	Entire app exclusively	3:1 Banner and Mobile High Impact Ad	1 week	-	2,500
F.A.Z. Digitec ¹	Entire app exclusively	Mobile High Impact Ad (1:1 Banner) and Mobile 3:1 Banner	1 week	200.000	13,050 ²
	FAZ.NET business section, subsection Diginomics	3:1 Banner and Mobile 3:1 Banner			

¹The minimum booking volume is 3,500 Euro.

²Package rate

F.A.Z. Podcasts

Podcast	Downloads ¹ (per episode)	Ø length	Day of publication	Placement	Duration	Rate ²
F.A.Z. Einspruch Podcast	up to 25,000	60 minutes	Wednesday	30 seconds Audio Ad (fixed-placed PreStream)	2 episodes	13,000
F.A.Z. Digitec Podcast	up to 10,000	20 minutes	Friday		2 episodes	7,400
F.A.Z. Essay Podcast	up to 4,000	20 minutes	Monday		2 episodes	3,560
F.A.Z. Gesundheit Podcast	up to 4,000	20 minutes	Sunday (every two weeks)		2 episodes	3,560
Am Tresen	up to 2,000	60 minutes	Thursday (every two weeks)		4 episodes	3,560
Wie erklär ich's meinem Kind	up to 2,000	10 minutes	Friday		4 episodes	3,560

¹Sum of completed downloads and completed streams.

²Discountable and commissionable. Including spot creation worth 1,000 Euro. Text creation including one correction step, speaker, technical implementation and integration. Additional correction steps at a surcharge. Production costs are not discountable and commissionable.

The minimum booking volume is 3,500 Euro.

Newsletter

Newsletter	Publication date	Subscribers	Mailings per week	Minimum booking period	Rate Content Breaking Ad	Rate exclusively Content Breaking Ad, Sponsoring bar, Premium Button
F.A.Z. Der Tag Combo	Mon–Sun, 6.00 a.m. / 8.00 a.m. / 12.00 p.m. / 5.00 p.m. / 8.00 p.m.	21,300	149,100	1 week (7 days / 5 mailings a day)	7,455	-
Sprinter	Mon–Fri, 6.30 a.m.	15,500	77,500	1 week (5 days)	3,875	4,844
Topics of the day	Mon–Sun, 5.15 p.m.	6,400	44,800	2 weeks (14 days)	4,480	5,600
Business	Mon–Fri, 3.00 p.m.	7,900	39,500	2 weeks (10 days)	3,950	4,938
Politics	Mon–Fri, 9.15 a.m.	6,000	30,000	2 weeks (10 days)	3,000	3,750
Financial Analyses	Mon–Fri, 2.00 p.m.	5,200	26,000	2 weeks (10 days)	2,600	3,250
Literature	Fri, 4.50 p.m.	8,500	8,500	2 weeks (2 days)	1,700	2,125
Science	Wed, 12.00 p.m.	7,000	7,000	2 weeks (2 days)	1,400	1,750