

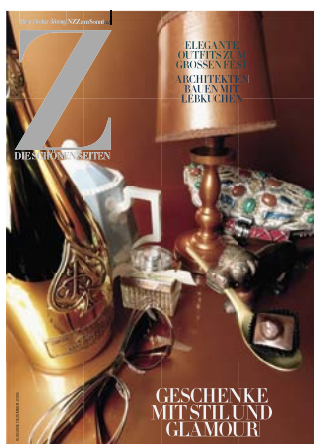


The magazine in  
 "Neue Zürcher Zeitung"  
 and in "NZZ am Sonntag"

Now appearing for the first time  
 as a joint production with "Frank-  
 furter Allgemeine Zeitung"

# Magazin «Z – Die schönen Seiten» Gifts

## Deadlines



### Publication date

**Neue Zürcher Zeitung**  
**Frankfurter Allgemeine Zeitung**  
 Saturday, 5 December 2009

### NZZ am Sonntag

Sunday, 6 December 2009

### Copy deadline

Wednesday, 11 November 2009

### Print material deadline

Wednesday, 18. November 2009

## Editorial content

For the first time, "Frankfurter Allgemeine Zeitung" and "Neue Zürcher Zeitung" are joining forces to launch a major print-run of the lifestyle supplement, "Z - Die schönen Seiten". This special "Gifts" edition of the "Z" magazine will be produced to the high editorial and publishing standards of both NZZ and FAZ. The magazine will appear shortly before Christmas as an understated, essential and contemporary guide to the festive season.

## Readership data<sup>1</sup>

	Magazine "Z" in NZZ and "NZZ am Sonntag" (Switzerland)	Magazin «Z» in "FAZ" (Germany)	Total
<b>Circulation</b>	320 000	530 000	<b>733 900</b>
<b>Readers</b>	650 000	1 035 000	<b>1 685 000</b>
<b>Gross contacts</b>	799 000	1 035 000	<b>1 834 000</b>

Alle Preise in Euro und gültig für Kunden ausserhalb der Schweiz. Im Weiteren gelten die Insertionsbestimmungen des NZZ- bzw. des «F.A.Z.»-Tarifs.

<sup>1</sup>Sources: "Neue Zürcher Zeitung" and "NZZ am Sonntag" circulation: WEMF 2009.  
 "Frankfurter Allgemeine Zeitung" circulation: IVW II/2009;  
 Readers of "Neue Zürcher Zeitung" and "NZZ am Sonntag": MA-Basic 2009-2.  
 "Frankfurter Allgemeine Zeitung" circulation: AWA 2009.



## Rates for normal bookings

<b>Booking</b>	Magazine "Z" in NZZ and "NZZ am Sonntag" (Switzerland)	€ 21 500.-
	Magazine "Z" in "FAZ" (Germany)	€ 12 500.-

## Combined rate

<b>Booking</b>	Booking for Magazine "Z" in NZZ and "NZZ am Sonntag" (Switzerland) and "FAZ" (Germany)	€ 27 200.-
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## Rates for special bookings

<b>In «Piazza»</b>	Additional booking for Magazine "Z" (Germany edition)	€ 8 750.-
	Additional booking for Magazine "Z" (Germany and Switzerland editions)	€ 27 200.-

All rates quoted are gross and include provision for agent's commission.

## Technical specifications

Go to [www.nzzwerbung.ch](http://www.nzzwerbung.ch) for all technical details.

## Contact

### Frankfurter Allgemeine Zeitung

Tina Krantz, Sales-Managerin  
Hellerhofstrasse 2-4, D-60327 Frankfurt  
Phone +49 (0)69 7591 1604, Mobile +49 174 33 47 920, Fax +49 (0)69 7591 80 1604  
[t.krantz@faz.de](mailto:t.krantz@faz.de), [www.faz.net](http://www.faz.net)

### Frankfurter Allgemeine Zeitung

Kerry O'Donoghue, International Advertising Director  
Hellerhofstrasse 2-4, D-60327 Frankfurt  
Phone +49 (0)69 7591 2589, Mobile +49 172 67 07 824, Fax +49 (0)69 7591 80 1828  
[k.odonoghue@faz.de](mailto:k.odonoghue@faz.de), [www.faz.net](http://www.faz.net)

### Publicitas AG, NZZ Media

Pascale Maurissen, Product-Managerin  
Falkenstrasse 11, CH-8021 Zurich  
Phone +41 (0)44 258 13 57, Mobile +41 (0)79 330 64 71, Fax +41 (0)44 258 23 57  
[pmaurissen@nzzmedia.ch](mailto:pmaurissen@nzzmedia.ch), [www.nzzmedia.ch](http://www.nzzmedia.ch)

### Publicitas AG, Publicitas Swiss Press

Mürtschenstrasse 39  
CH-8010 Zurich  
Phone +41 (0)44 250 37 00, Fax +41 (0)44 250 37 37  
[swisspress@publicitas.com](mailto:swisspress@publicitas.com)  
[www.publicitas.com](http://www.publicitas.com)

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ZEITUNG FÜR DEUTSCHLAND

**NZZ** **media**  
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