



## Z - The Luxury Lifestyle Magazine for the F.A.Z.

Publication date: 5 December 2009  
 Topics: Gifts, fashion, jewellery, beauty, fragrances

Advertising deadline: 11 November  
 Material deadline: 18 November

Paper/printing quality: high quality full colour magazine / glossy paper  
 Number of pages: c. 60  
 Circulation: inserted in FAZ in Germany and in NZZ in Switzerland  
 Magazine format: 400 mm h x 280 mm b

### Advertising rates 4c / booking opportunities:

N.b.: All package rates Germany + Switzerland already include 10% combination discount.  
 All rates are subject to commission.

#### 1/1 page

Z – German edition (inserted in FAZ):	EUR 12.500,-
Z – German + Swiss edition (inserted in FAZ and NZZ) - package rate	EUR 27.200,-
Z – German edition for clients who have already booked PIAZZA Gifts:	EUR 8.750,-
Z – German edition for clients who have already booked the Swiss Z edition:	EUR 8.750,-

#### Inside front cover

Z - German edition (inserted in FAZ):	EUR 15.000,-
Z - German + Swiss edition (inserted in FAZ and NZZ) - package rate	EUR 32.700,-
Z - German edition for clients who have already booked PIAZZA Gifts:	EUR 10.500,-
Z - German edition for clients who have already booked the Swiss Z edition:	EUR 10.500,-

### **1st left hand / 1st right hand page**

<b>Z</b> - German edition (inserted in FAZ):	EUR 13.750,-
<b>Z</b> - German + Swiss edition (inserted in FAZ and NZZ) - package rate	EUR 29.900,-
<b>Z</b> - German edition for clients who have already booked PIAZZA Gifts:	EUR 9.625,-
<b>Z</b> - German edition for clients who have already booked the Swiss Z edition:	EUR 9.625,-

### **2/1 pages**

<b>Z</b> - German edition (inserted in FAZ):	EUR 25.000,-
<b>Z</b> - German + Swiss edition (inserted in FAZ and NZZ) - package rate	EUR 54.410,-
<b>Z</b> - German edition for clients who have already booked PIAZZA Gifts:	EUR 17.500,-
<b>Z</b> - German edition for clients who have already booked the Swiss Z edition:	EUR 17.500,-

### **2/1 pages spread - front inside cover + page 3**

<b>Z</b> - German edition (inserted in FAZ):	EUR 30.000,-
<b>Z</b> - German + Swiss edition (inserted in FAZ and NZZ) - package rate	EUR 65.300,-
<b>Z</b> - German edition for clients who have already booked PIAZZA Gifts:	EUR 21.000,-
<b>Z</b> - German edition for clients who have already booked the Swiss Z edition:	EUR 21.000,-

### **2/1 pages spread 'ouverture' - (first spread after inside cover + page 3)**

<b>Z</b> - German edition (inserted in FAZ):	EUR 26.480,-
<b>Z</b> - German + Swiss edition (inserted in FAZ and NZZ) - package rate	EUR 57.800,-
<b>Z</b> - German edition for clients who have already booked PIAZZA Gifts:	EUR 18.538,14
<b>Z</b> - German edition for clients who have already booked the Swiss Z edition:	EUR 18.538,14

Smaller formats upon request.