

Ad Special OUTSIDES Frühjahr 2020



Target group: Sports enthusiasts

FACTS

- 191.283 copies (Edition Bavaria)
- 560.000 readers
- Distribution: German speaking countries
- 1x per year (May 2020)
- Active, high income, outdoor and sports enthusiasts



GOOD REASONS

- Supplement made by the publishing-house
- 1x per year
- Additional 1/4 page advertorial in the complete edition "Süddeutsche Zeitung" edition 403,322 copies (on Saturdays)

The special magazine "**Outsides**" is published in the Bavarian issue of the Sueddeutsche Zeitung. 42% of the readers in Bavaria are willing to spend more on wellness and health. The topics covered in "**Outsides**" are as diverse as the interests of their leisure-loving readership. The intelligent and humorously authored posts that readers of Sueddeutsche Zeitung appreciate so much set the mood for the upcoming summer season. This special is produced once a year and distributed with a circulation of 191,283 copies.

You book 1/2 page 4c and you get **FREE OF CHARGE ON TOP:**

- 1/2 page editorial in OUTSIDES
 - 1/4 page (180x264 mm) advertorial in the complete edition of the Sueddeutsche Zeitung (Edition 403,322, Reader: 1,25 Mio.)
- Dates: June to August
Placement: Saturdays, travel market

Availability	POWER-value	Your rate
2020 1x per year	ca. € 23.000,-	€ 6.600,-
Edition	ET	AS
2020	06.05.2020	20.03.2020

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