

Ad Special OUTSIDES Winter



Target group: Winter sport enthusiasts

FACTS

- 182.193 copies (Edition Bavaria)
- 580.000 readers
- Distribution: German speaking countries
- 1 x per year
- Active, high income, outdoor and sport enthusiasts



GOOD REASONS

- Supplement made by the publishing house
- 1x per year
- Additional 1/4 page advertorial in the complete edition Sueddeutsche Zeitung edition with 391,026 copies (on Saturdays)

The special magazine "Outsides" is published in the Bavarian issue of the Sueddeutsche Zeitung. 49% of the readers in Bavaria are winter sport enthusiasts (alpine ski, snowboarding, cross-country skiing). 42% of the readers in Bavaria are willing to spend more money on wellness and health.

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

- 1/2 page editorial in OUTSIDES

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

- 1/1 page editorial in OUTSIDES
 - 1/4 page (180x264 mm) advertorial in the complete edition of the Sueddeutsche Zeitung (Edition 391,026 Reader: 1,28 Mio.)
- Dates: June to August
Placement: Saturdays, travel market

Availability	Format	POWER-value	Your Hot-Deal rate
2022 1x per year	1/2 page	ca. € 10.000,-	€ 5.000,-
2022 1x per year	1/1 page	ca. € 10.000,-	€ 5.000,-

Edition	ET	AS
2022	09.11.2022	20.09.2022

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Unser Herz schlägt für den Tourismus.