THEMES AND PUBLICATION DATES
2020
The strength of the “Neue Zürcher Zeitung” lies in its well-founded reporting on current events. With its intelligent analysis, clear commentary and fascinating features, it is particularly valued by leaders from both business and society.

nzz.ch
nzz.ch is one of the most visited Swiss media websites. It is a leading platform in the target groups of leaders and top leaders. The main topics covered by the “Neue Zürcher Zeitung” and the “NZZ am Sonntag” are also published on nzz.ch and can be exclusively sponsored.
The premium newspaper among the Sunday newspapers

“NZZ am Sonntag” brings together the journalistic values of the NZZ and the special needs of Sunday readers. At a high level and with depth, the “NZZ am Sonntag” reports about subjects like economy, politics, sports, science, culture and society, ensuring that its readers are able to join in the discussion even more competently.

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SPECIAL SUPPLEMENTS

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<th>Publication date</th>
<th>Advertising deadline</th>
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Prices

Readers
incl. E-Paper
364 000 people
Total sold
circulation (print)
88 917 copies
E-Paper
19 652 subscribers

Subject to change
“Bücher am Sonntag” is published on the last Sunday of the month as a tabloid supplement to “NZZ am Sonntag” and provides booklovers and literature enthusiasts with an overview on important new publications in fiction and non-fiction. Each edition not only includes book reviews but also an essay, a detailed interview or a column written by a famous author.

Readers incl. E-Paper
364,000 people
Total sold circulation (print)
88,917 copies
Composition
Male 53%, Female 47%

**Publication date** | **Advertising deadline** | **Print material deadline**
--- | --- | ---
26 January 2020 | 17 January 2020 | 20 January 2020
23 February 2020 | 14 February 2020 | 17 February 2020
29 March 2020 | 20 March 2020 | 23 March 2020
26 April 2020 | 10 April 2020 | 21 April 2020
31 May 2020 | 22 May 2020 | 25 May 2020
28 June 2020 | 19 June 2020 | 22 June 2020
30 August 2020 | 21 August 2020 | 24 August 2020
27 September 2020 | 11 September 2020 | 21 September 2020
25 October 2020 | 09 October 2020 | 19 October 2020
29 November 2020 | 13 November 2020 | 23 November 2020

Subject to change

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The intelligent monthly magazine “NZZ Folio” is on its home ground with issues that are relevant and interesting for more than one day. The magazine relies on fleeting yet in-depth reflection. Its journalism is all about establishing connections, shedding light on background information, and documenting a phenomenon’s diversity. “NZZ Folio” always aims to offer not only wellfounded research, but also special, accessible and inspiring reading.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Publication date</th>
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<td>02 March 2020</td>
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<td>China and us</td>
<td>07 September 2020</td>
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<td>The good taste</td>
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**2021**

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<td>01 November 2021</td>
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www.nzzone.ch

Readers
318 000 people

Total sold circulation (print)
79 492 copies

Composition
Male 55%, Female 45%
Targeted at intelligent and high-spending readers looking for quality goods and services, “Z” enjoys a wide reach and has an eye-catching format that makes it one of a kind in Switzerland.

### Prices

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**Readers incl. E-Paper**

502 000 people

**Total sold circulation (print)**

210 000 copies

**Composition**

Male 55%, Female 45%
The new weekly magazine accompanying the “NZZ am Sonntag” offers everything you appreciate about the NZZ - but with a look which is more opulent and contents which are younger, more exciting and therefore more personal. It will replace the “Gesellschaft” tabloid and the «Stil» magazine, and provide the readership of the “NZZ am Sonntag” every week with carefully researched and well written reports, interviews, portraits, columns and photo galleries from the fields of society, lifestyle and culture.

SPECIAL EDITIONS

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**RESIDENCE**

**The magazine for home, living and real estate**

“Residence” is published in the “NZZ am Sonntag” and is the best platform for selling or renting exclusive real estate. The attractive mix of content means readers can enjoy an informative reading experience on a Sunday too.

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For property listings and gallery placements

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Commercial advertisements

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Subject to change

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NZZ GESCHICHTE

The past writes the present

“NZZ Geschichte” sheds light on a wide variety of aspects of both international and Swiss history and their effects on the modern world. It features a main topic and also deals with historical events and processes, with articles by in-house and external authors.

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<th>Topic</th>
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