

NEUE ZÜRCHER ZEITUNG



The leading German-language premium daily newspaper and high-reach website in Switzerland

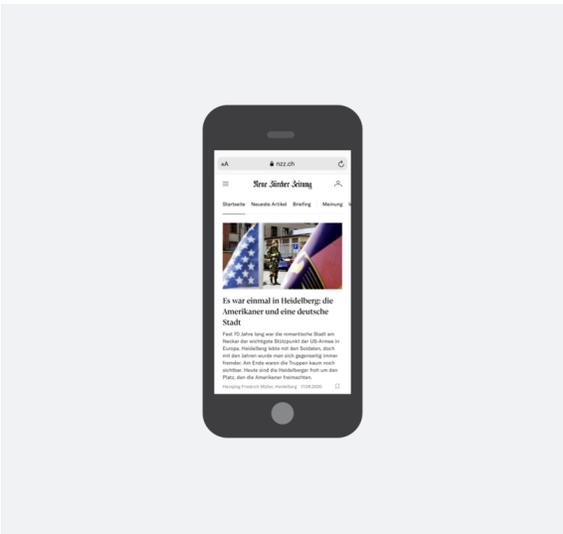
The newspaper is one of the best-respected voices of quality journalism worldwide. Since 1780, NEUE ZÜRCHER ZEITUNG has been an advocate for well-founded, precise and detailed reporting.

With its analyses, comments and reports, it is held in particularly high regard by leaders in business and society. The section "Weekend" focuses on a specific topic as well as on society, literature, art, travel, research and technology or mobility.

NZZ.ch is the leading platform for news, background and analysis in Switzerland and has the greatest affinity among the «leader» and «top leader» target groups.

Print	
Coverage ¹	234,000
Paid Circulation ²	84,334
Frequency	weekdays (Mon-Sat.)
Basic Rate 2026	CHF 19,500

Digital	
Unique User ³	8,318,926
Visits ³	19,342,706
Page Impressions ³	42,448,157



¹MACH Basic 2024 2, ²WEMF 2024, ³Net Metrix Audit. NEUE ZÜRCHER ZEITUNG is published in Switzerland.