

Mini,
but mighty:



taz 

11 good reasons for the taz*



* abbreviation for tageszeitung –
possibly the best loved daily
national newspaper in Germany

Independence

A luxury we can afford

„Let’s buy the taz before someone else beats us to it!”
– with this idea in 1992 the taz cooperative was born.
A major advantage of the coop was that no big company
could dictate our way of publishing.

Success proved us right: The taz is still accountable only to
its 285.000* readers and to itself (as well as to independent
and critical reporting). Almost 22.000 of our readers, friends
and co-workers support the independence of the taz
through investments and voluntary payments,
such as „taz zahl ich.”

That’s a solid investment into press diversity.
Thanks to everybody involved!

* Source: Media analysis 2021



2

Credibility

The taz is not only read

Readers of the taz build a relationship with us.
They become involved and discuss the issues.
The paper is loved – and the themes often passionately debated.

Either in print or online – the taz stands for quality journalism and commitment. That includes being equipped with the best available technology to assist in our journalistic excellence.

And we're always right in the midst of events:
31 foreign correspondents alone work for the taz
in Europe and the Middle East, in Africa and Asia.

Regardless if it's big politics or a grassroots movement –
we are there... everywhere... worldwide!



Commitment

Actions speak louder than words!

„We’re done waiting for a better newspaper, we should start our own.“

Based on this decision the taz project started in 1978, aimed at publishing independent news. Since then the taz has supported critical public views, human rights issues, social fairness and environmental themes. In addition, we encourage our readers to show solidarity.

Well done is sometimes even better than well said!

Starting in 2008, the taz Foundation annually awarded the taz Panter Prize for „everyday heroines and heros.“ We are currently developing a new concept. So stay tuned!

www.taz.de/Panter-Stiftung!/p4258/



Panter Prize winner 2011 Hadja Kitagbe Kaba with her mother

© Rolf Zöllner



4

Solidarity

You're welcome to pay a little more!

Actually, a taz subscription is 56,90 Euro per month. But sadly, not everybody can afford that much. So not everybody has to.

It's quite simple, really:

She or he who has less, pays less – and can enjoy a full taz-subscription at a reduced rate of 37,80 Euro, with no questions asked.

And those who can afford to pay a little more and help others to a great newspaper pay our „political price“ – still a bargain at 68,90 Euro.

This amazingly fair offer goes for the taz e-paper as well. Because we take care that everybody who wants to read taz is able to do so!

www.taz.de/abo

TOUCHÉ

by @TOM



5

Touché

Editors, readers, coop members –
they all want nothing but the truth.

At the taz, the truth has its own daily page DIE WAHRHEIT (the truth) –
which ranks among the best loved sections in the entire paper.

This beloved section of the taz takes a satirical look at current events.
Plus, there's TOM – one of the most popular newspaper cartoons.

Which means that our readers are not only exceptionally well educated
and better informed* – they also have a sense of humor.

www.taz.de/tom

* Source: Media analysis 2021



Visions

Limits to growth, nuclear phaseout and a sustainable future for all have been the top topics for the taz right from the beginning.

And how the world has changed.

Now sustainability has become the new cool.

Even old industries are thinking in terms of clean and green today.

Consumers crave for healthy and eco-friendly products – but only from companies that play their part in a responsible society.

That includes treating their staffs fairly, too.

Economy and environment go together. For the taz and its journalists, this has been pretty clear from the very start all those years ago.

Has society finally caught up with the taz?



7

Innovations

1978

The first taz, the pilot issue No 1 was published.

1992

The taz cooperative was founded.

1995

The taz was the first German newspaper to offer its entire editorial content on the web.

2018

The taz moved to a new home and became part of a lively arts and cultural district.

2019

40 year Anniversary of daily publishing.
Podcasts – hear the taz

2020 the new taz app gets released.

2021 The new, nationwide taz. am wochenende appears from October 9th on.

Networking

The taz is much more than just a newspaper.

The taz is an entire universe and includes not only the print editions during the week and the weekend edition, the e-paper, the magazine Futurzwei, the Le Monde diplomatique, blogs, apps, taz.de and podcasts but also the taz foundation, the cooperative as well as the taz shop and the taz cafe right in the heart of Berlin with events / taz talks.

Expand your network with the taz!

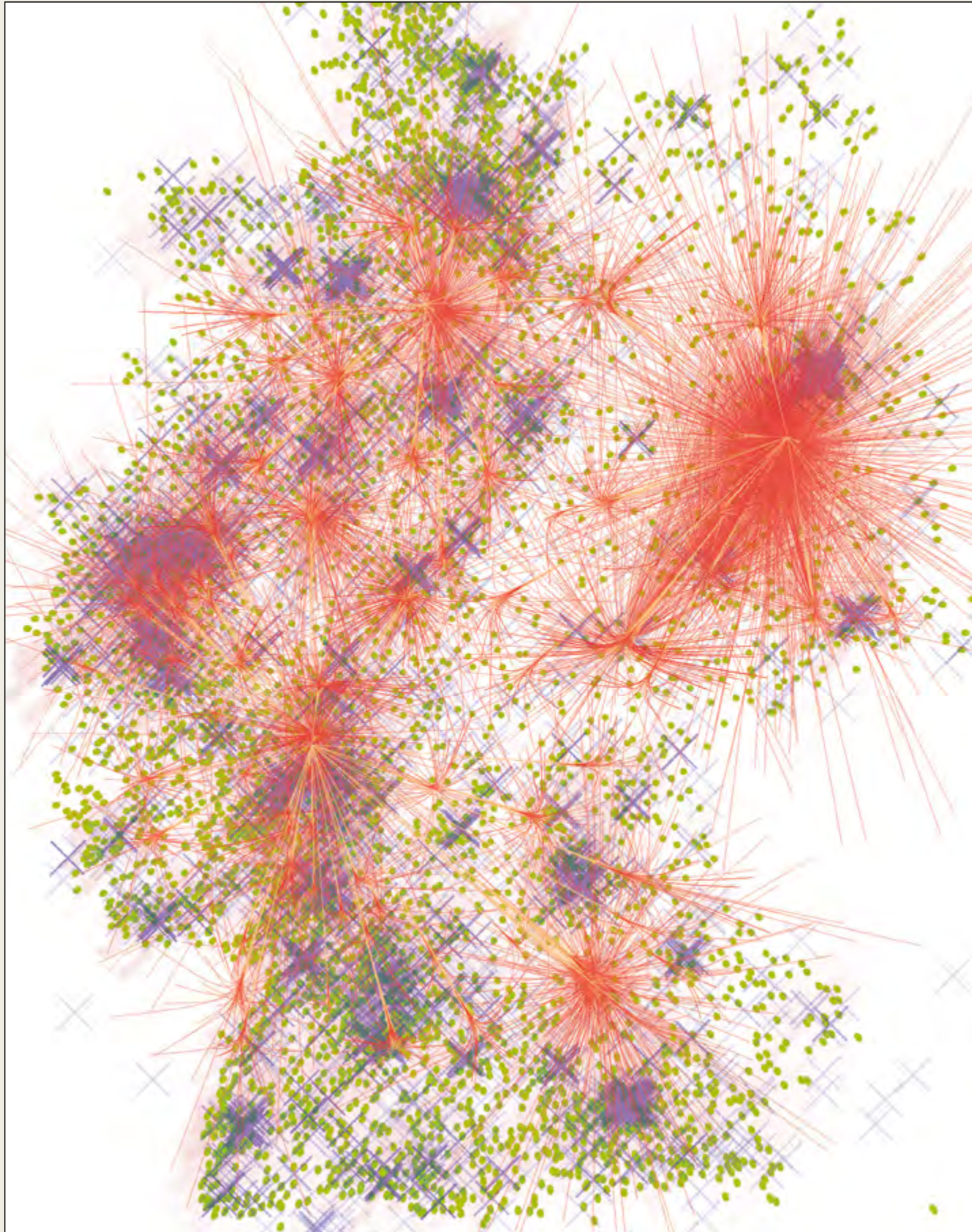
www.taz.de/abo

www.taz.de/genossenschaft

www.monde-diplomatique.de

www.taz.de/cafe

www.shop.taz.de





9

All of us ... are taz!

That includes 250 staff, nearly 12.000 members of the cooperative – and of course, our 285.000 readers.*

The taz brings together opinion leaders, decision makers, entrepreneurs – plus all those who take on responsibility and are following their dreams, visions and ideals for making the world a better place.

We are the taz community!

Are you ready to join us?

* Source: Media analysis 2021



10

Impact

Printed Ad? Banner ad? Supplement?
What would you like?

We are happy to provide a wide range of advertising opportunities to suit your communication strategy.

Either in print or online – the taz and its credibility ensures you a priceless advantage.

You will be reaching an audience of top-educated opinion leaders in the media, the business world and the public service industries. That is to say: our readers,* of which 88,4 % read the taz exclusively.

* Source: Media analysis 2021



11

And the best is:

We are versatile!

Not only as printed newspaper, e-paper or smartphone-app.
But in every shape and form that will make
a real difference to your advertising.

Please get in touch. We are happy to adv(ert)ise you!

Phone: 0049 (0)30 25902-130

E-Mail: anzeigen@taz.de

For more information on our website

www.taz.de/Anzeigen

Or do not hesitate to contact us with further inquiries.

Your taz advertising department

