

Frankfurt, 17 February 2021

GÖRG advises F.A.Z. on foundation of advertising marketing company REPUBLIC with SZ

Frankfurter Allgemeine Zeitung GmbH (F.A.Z.) and Süddeutsche Zeitung GmbH (SZ) have jointly founded the advertising marketing company Republic Marketing & Media Solutions GmbH (REPUBLIC). The joint venture of the two publishers will market the nationwide advertising inventory of F.A.Z. and SZ and offer effective communication solutions for upscale target groups from a single source. Unaffected by this is the marketing of the regional and local print and digital inventory. These will remain with F.A.Z. and RheinMainMedia GmbH and SZ respectively. The role of iq digital in digital marketing is also not affected by the merger. REPUBLIC provides advertisers with cross-media access to 29.95 million readers per month.

The joint venture, in which F.A.Z. and SZ each hold 50 per cent, is scheduled to start operations on 1 April 2021. The company is headquartered in Berlin, with additional locations in Frankfurt, Munich, Düsseldorf and Hamburg as well as a network of international marketing partners. REPUBLIC will start with about 80 employees, most of whom will be recruited from the previous marketing units of the shareholders.

With the foundation of REPUBLIC, F.A.Z. and SZ are reacting to the changing advertising market, which is increasingly characterised by mergers, intensified marketing cooperations and the demand of customers for comprehensive communication solutions. In 2020, the Federal Cartel Office had already given the green light for the joint venture and joint advertising marketing – with an eye on the advantages for customers.

GÖRG Partnerschaft von Rechtsanwälten mbB advised F.A.Z. on the establishment of the joint venture under the lead management of Frankfurt partner Dr. Matthias Menke. GÖRG has been advising the F.A.Z. media group for many years in various fields of law.

Project Management F.A.Z.

Lenard Bielmeier, Head of Investment Management and M&A

Advisors F.A.Z.

GÖRG Partnerschaft von Rechtsanwälten mbB

Dr. Matthias Menke, Partner (lead management), Corporate, Frankfurt a.M.

Dr. Lars Weber, Partner, Corporate/M&A, Frankfurt a.M.

Dr. Adalbert Rödding, Partner, Tax, Cologne

Dr. Florian Schmitz, Partner, IT, Frankfurt a.M.

Dr. Lars Nevian, Partner, Labour and Employment, Frankfurt a.M.

Taro W. Stenger, Associate, Corporate/M&A, Frankfurt a.M.

Antitrust (for F.A.Z. and SZ)

OPPENLÄNDER Rechtsanwälte

Dr. Donata Beck, Stuttgart

Dr. Ulrich Klumpp, Stuttgart

Notarisation

Notary Dr. Annegret Bürkle, Schiedermaier Rechtsanwälte, Frankfurt a.M.

About F.A.Z.

The Frankfurter Allgemeine Zeitung is one of the most important national daily and business newspapers in Germany. It stands for freedom and independence, thoroughly researched facts, precise analyses and smart commentaries. In addition to the Frankfurter Allgemeine Zeitung, the publishing house also publishes the Frankfurter Allgemeine Sonntagszeitung, the premium magazine Frankfurter Allgemeine Quarterly and the Frankfurter Allgemeine Magazin. With its publications, F.A.Z. offers a unique advertising environment that reaches decision-makers in business, politics and administration. F.A.Z. also sets standards digitally: On FAZ.NET, in numerous apps and podcasts, Frankfurter Allgemeine makes its content available digitally anytime and anywhere. More at www.faz.net.

Your contact at GÖRG

Dr. Matthias Menke
Phone +49 69 170000-135, E-Mail: mmenke@goerg.de

Communications & Marketing

Benjamin Kuthning
Phone +49 221 33660-161, E-Mail: bkuthning@goerg.de

About GÖRG

GÖRG is one of Germany's leading and independent business law firms.

With more than 300 lawyers and tax advisors in Berlin, Cologne, Frankfurt am Main, Hamburg and Munich, we advise well-known domestic and foreign businesses from all areas of industry, banking, real estate, trade, media and services on all core areas of business law.

Our Offices

GÖRG Partnerschaft von Rechtsanwälten mbB

BERLIN

Kantstraße 164, 10623 Berlin
Phone +49 30 884503-0, Fax +49 30 882715-0

COLOGNE

Kennedyplatz 2, 50679 Cologne
Phone +49 221 33660-0, Fax +49 221 33660-80

FRANKFURT AM MAIN

Ulmenstraße 30, 60325 Frankfurt am Main
Phone +49 69 170000-17, Fax +49 69 170000-27

HAMBURG

Alter Wall 20 – 22, 20457 Hamburg
Phone +49 40 500360-0, Fax +49 40 500360-99

MUNICH

Prinzregentenstraße 22, 80538 Munich
Phone +49 89 3090667-0, Fax +49 89 3090667-90