

Short Profile

11FREUNDE presents a different kind of football journalism, moving away from mere match reports and tables towards reports and exclusive background reports with great added value. Whether you are a supporter of Arminia Bielefeld, Fortuna Düsseldorf or Bayern Munich, the club is not the deciding factor, it's the passion that counts.

11FREUNDE looks at the pitch from the curve and takes a stand for the fans and for the game. The magazine for football culture always offers an unusual presentation of topics, an unconventional and innovative writing style, new topics from the recognised best football writers paired with high-quality - that's what makes 11FREUNDE unique.

Data

Frequency	monthly
Paid circulation (IVW II 2025)	72,891 copies
Copy price	7.50 €

Dates

Issue no.	Publication date	Calendar week	Booking/Copy/Cancellation Deadline ¹⁾	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
291/2026	27.01.2026	05	22.12.2025	15.12.2025	12.01.2026
292/2026	24.02.2026	09	26.01.2026	19.01.2026	09.02.2026
293/2026	24.03.2026	13	23.02.2026	16.02.2026	09.03.2026
294/2026	21.04.2026	17	19.03.2026	12.03.2026	02.04.2026
295/2026	26.05.2026	22	22.04.2026	15.04.2026	07.05.2026
296/2026	23.06.2026	26	22.05.2026	15.05.2026	08.06.2026
297/2026	28.07.2026	31	29.06.2026	22.06.2026	13.07.2026
298/2026	25.08.2026	35	27.07.2026	20.07.2026	10.08.2026
299/2026	22.09.2026	39	24.08.2026	17.08.2026	07.09.2026
300/2026	20.10.2026	43	21.09.2026	14.09.2026	05.10.2026
301/2026	17.11.2026	47	19.10.2026	12.10.2026	02.11.2026
302/2026	15.12.2026	51	16.11.2026	09.11.2026	30.11.2026

Reservations for premium placements must be firmly booked within a period specified in writing. If the booking is not placed acc. to this requirement, we reserve the right to cancel the reservation. Furthermore, in the event of an order being placed by another customer for an already reserved preferred seat, we reserve the right to release this reservation for booking if the order from the reserving customer is not received within three working days.

¹⁾ For cover pages and premium placements, booking and cancellation deadlines are one week prior to the regular deadlines.

Advertising Rates & Formats

Format	Position	Bleed (w x h in mm)	Rate in € ¹⁾ (plus VAT if applicable)
2/1 page	IFC + page 3 ²⁾	420 x 280	59,200
2/1 page	ROS	420 x 280	48,500
1/1 page	OBC	210 x 280	31,000
1/1 page	IFC	210 x 280	30,600
1/1 page	1st LHP after OPS	210 x 280	27,400
1/1 page	1st RHP	210 x 280	27,400
1/1 page	ROS	210 x 280	24,250
2/3 page vert.	ROS	129 x 280	17,600
1/2 page hor. ³⁾	ROS	210 x 140	14,100
1/3 page vert.	ROS	70 x 280	10,300
1/3 page hor.	ROS	210 x 90	10,300
1/4 page hor.	ROS	210 x 70	8,900

¹⁾ Eligible for discount and agency commission. A surcharge is added to the basic price for advertising of several brands in one advertisement.

²⁾ Please note that colour and register differences may occur due to the different paper quality and sheet pitch not justifying any complaints.

³⁾ A surcharge of 10 % will be invoiced for the sole placement of the ½ page, landscape (no other advertisement of the same format opposite).

We reserve the right to cancel the reservation of cover pages if we receive a booking for an opening spread or another opulent format.

Cover pages are bound to a booking volume of at least two advertising pages.

Publisher Details

Publisher	Spiegel-Verlag, Rudolf Augstein GmbH & Co. KG
Address	Postfach 11 04 13, 20404 Hamburg, Germany
Residential address	Ericusspitze 1, 20257 Hamburg, Germany
Contact	disposition@spiegel.de
Media information	www.iqmedia.de/download-center
Webpage	www.iqmedia.de/portfolio/11freunde_resp www.gruppe.spiegel.de/spiegel-media/werbetraeger/11freunde
Order processing	dispo.11freunde@iqm.de
PZN PZN 11FREUNDE Monatsausgabe: PZN 11FREUNDE SPEZIAL: PZN 11FREUNDE CHRONIK:	548177 573459 505285
VAT No.	DE118922410
Banking details	DZ Bank AG Düsseldorf Kontoinhaber: iq media marketing gmbh IBAN: DE82 3006 0010 1025 1204 40 Swift Code: GENODEDDXXX
Payment terms	Invoices are payable net within 14 days of the invoice date, in the case of advance payment or bank debit within this period with a 2 % discount.
General T & C	All advertising orders shall be executed exclusively in accordance with the General Terms and Conditions of iq media. These can be found on the Internet at https://iqmedia.de/agb

Technical Basic Information

Technical details	www.duon-portal.de
Printing material	Centralised digital acceptance takes place via the DUON portal of the VDZ publishers: www.duon.portal.de Support is available at: support@duon.portal.de or directly on +49 40 374117 50. Further detailed information is also available at www.duon.portal.de and via Mohn Media Mohndruck GmbH, Prepress MAT advertising team, Tel. +49 5241 80 89700, anzeigen@bertelsmann.de .

Advertising Sales

Contact	https://iqmedia.de/contact . Please ask for your individual cost proposal.
The information contained in this price list may be updated during the year; the latest binding version of this price list can be found at:	https://iqmedia.de/portfolio/11freunde/ or https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/11freunde

Short Profile

11FREUNDE SPECIAL

The **11FREUNDE** special editions complement the regular issues and offer plenty of and even more concentrated football knowledge for all fans.

The **11FREUNDE SPECIAL** is published twice a year and always deals with a different topic from the world of football. For example, the different football decades, the history of the fans or England, the motherland of football.



Cover: 11FREUNDESPEZIAL 2/2025

Data

Frequency	2 x per year
Print run (Publisher's Statement)	44,000 copies
Copy price	7.90 €

Dates

Issue no.	Publication date	Calendar week	Booking/Copy/Cancellation Deadline ¹⁾	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
1/2026	10.03.2026	11	09.02.2026	02.02.2026	23.02.2026
2/2026	08.09.2026	37	10.08.2026	03.08.2026	24.08.2026

Reservations for premium placements must be firmly booked within a period specified in writing. If the booking is not placed acc. to this requirement, we reserve the right to cancel the reservation. Furthermore, in the event of an order being placed by another customer for an already reserved preferred seat, we reserve the right to release this reservation for booking if the order from the reserving customer is not received within three working days.

¹⁾For cover pages and premium placements, booking and cancellation deadlines are one week prior to the regular deadlines.

Advertising Rates & Formats

Format	Position	Bleed (w x h in mm)	Rate in € ¹⁾ (plus VAT if applicable)
2/1 page	FC + page 3 ²⁾	420 x 280	34,600
2/1 page	ROS	420 x 280	30,500
1/1 page	OBC	210 x 280	16,900
1/1 page	IFC	210 x 280	16,900
1/1 page	1st LHP following the OPS	210 x 280	15,900
1/1 page	1st RHP	210 x 280	15,900
1/1 page	ROS	210 x 280	15,250
1/2 page hor. ³⁾	ROS	210 x 140	8,200
1/3 page vert.	ROS	70 x 280	5,800
1/3 page hor.	ROS	210 x 90	5,800

¹⁾ Eligible for discount and agency commission. A surcharge is added to the basic price for advertising of several brands in one advertisement.

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³⁾ A surcharge of 10 % will be invoiced for the sole placement of the ½ page, landscape (no other advertisement of the same format opposite). We reserve the right to cancel the reservation of cover pages if we receive a booking for an opening spread or another opulent format. Cover pages are bound to a booking volume of at least two advertising pages.

Technical Basic Information

Technical details	www.duon-portal.de
Webpage	www.iqmedia.de/portfolio/11freunde-spezial
Order processing	dispo.11freunde@iqm.de

Advertising Sales

Contact	Please ask for your individual cost proposal.
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Short Profile

11FREUNDE TIMELINE

The large-format special issue „11FREUNDE CHRONIK The football year in pictures“ is published in a high-quality magazine layout as a flipped edition with a glossy look.

The 11FREUNDE CHRONIK brings to life the most beautiful and memorable moments of the past football year in opulent pictures. A real eye-catcher on the pre-Christmas coffee table!



Cover: 11FREUNDECHRONIK1/2024

Data

Frequency	Yearly
Printed Circulation	41,200 copies
Copy price	9.80 €

Dates

Issue no.	Publication date	Calendar week	Booking/Copy/Cancellation Deadline ¹⁾	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
1/2026	01.12.2026	49	22.10.2026	15.10.2026	09.11.2026

Reservations for premium placements must be firmly booked within a period specified in writing. If the booking is not placed acc. to this requirement, we reserve the right to cancel the reservation. Furthermore, in the event of an order being placed by another customer for an already reserved preferred seat, we reserve the right to release this reservation for booking if the order from the reserving customer is not received within three working days.

¹⁾For cover pages and premium placements, booking and cancellation deadlines are one week prior to the regular deadlines.

Advertising Rates & Formats

Format	Position	Bleed (w x h in mm)	Rate in € ¹⁾ (plus VAT if applicable)
2/1 page	FC + page 3 ²⁾	466 x 300	34,500
2/1 page	ROS	466 x 300	30,500
1/1 page	OBC (C4)	233 x 300	16,800
1/1 page	IFC (C2)	233 x 300	16,800
1/1 page	1st LHP following the OPS	233 x 300	15,900
1/1 page	1st RHP	233 x 300	15,900
1/1 page	ROS	233 x 300	15,250

¹⁾ Eligible for discount and agency commission. A surcharge is added to the basic price for advertising of several brands in one advertisement.

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Technical Basic Information

Technical details	www.duon-portal.de
Webpage	www.iqmedia.de/portfolio/11freunde-chronik
Order processing	dispo.11freunde@iqm.de

Advertising Sales

Contact	Please ask for your individual cost proposal.
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Loose Inserts

Products delivered ready for processing – the products are enclosed with the magazine with the closed side facing the gutter/binding. Maximum weight subject to agreement. Product samples and CDs on request.

Weight up to	Total in € (All rates per thou. copies)	Subscription (Sub.) in €	Partial circ. excl. Sub. in €	Oversize Total in €	Oversize Sub. in €	Oversize Partial circ. excl. Sub. in €
20 g	134	214	161	218	346	259
30 g	146	233	173	234	368	275
40 g	158	252	185	250	390	291
50 g	170	271	197	266	412	307
60 g	182	200	209	282	434	323
+ 10 g	+ 12	+ 19	+ 12	+ 16	+ 22	+ 16
Oversize Loose inserts: These have a part that protrudes from the top (header). They are enclosed with the magazine with the closed side facing the gutter/binding. The maximum weight is subject to agreement. Minimum circulation: 40,000 copies or total subscription circulation.						
Loose inserts with glued elements: on request						
Minimum circulation: 40,000 copies or national subscription circulation total						

Glued Inserts

These are products delivered ready for processing which are glued onto a carrier ad and can be easily removed by the reader.

Format	Weight up to	Total in € (All rates per thou. copies)	Sub in €	Partial circ. excl. Sub. in €
Postcard	10 g	138	222	181
Booklet	20 g	142	228	186
Sachet	20 g	167	253	211
Carrier ad:	1/1 page (rate per rate card)			
Minimum circulation: 40,000 copies or national subscription circulation total				

Bound-in Inserts

These are printed matter/brochures of an advertiser that are firmly bound into the issue. They can be supplied ready for processing by the customer or produced by us on request.

Pages	Total in € (All rates per)	Subscription in €	Partial circ. excl. Sub. in €
2	146	231	189
4	152	240	196
8	173	274	222
12	194	308	248
16	215	342	274
+4	+21	+34	+26
Bound-in inserts with glued elements: on request			
Minimum circulation: 40,000 copies or national subscription circulation total			

Price quotation	Prices are per thousand copies started. The prices for AdSpecials may increase if, for example, they make processing more difficult. AdSpecials (used by several brands at the same time) are possible by special arrangement. Weight-dependent postal charges incurred for the subscription circulation are included in the rates. If the minimum circulation is not reached, it will be used as the basis for calculation. The price for the total circulation applies when booking the total or domestic circulation as a whole. The statutory value-added tax will be added to the net invoice amount.
Dates	AdSpecials booking deadline and delivery dates as per page 2 of the current price list.
Circulation reconciliation	Minor deviations from the agreed circulation areas are possible for technical sales reasons. The print runs to be covered are subject to fluctuations, so the actual quantity required must be agreed when the order is placed. Different versions in one edition only on request.
Technology and delivery	Binding technical specifications, information on deadlines, samples and delivery can be downloaded from www.adspecialportal.de . Print run inquiries can also be made via the portal. In the event of any processing difficulties, the completion of the print run takes priority over the ad specials.
Printing service:	Production of ad specials via the publisher possible on request. Rates on request.

Advertising Sales

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Or our

Worldwide network of international representatives
refer to: <https://iqmedia.de/contact>