



## Rate card 2025

## 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 2024)	83,491 copies
Copy price	7.50 €

## Dates

Issue no.	Publication date	Calendar week	Booking/Copy/ Cancellation Deadline <sup>1)</sup>	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
279/2025	28.01.2025	05	23.12.2024	16.12.2024	13.01.2025
280/2025	25.02.2025	09	27.01.2025	20.01.2025	10.02.2025
281/2025	25.03.2025	13	24.02.2025	17.02.2025	10.03.2025
282/2025	22.04.2025	17	20.03.2025	13.03.2025	03.04.2025
283/2025	20.05.2025	21	16.04.2025	09.04.2025	05.05.2025
284/2025	24.06.2025	26	22.05.2025	15.05.2025	05.06.2025
285/2025	29.07.2025	31	30.06.2025	23.06.2025	14.07.2025
286/2025	26.08.2025	35	28.07.2025	21.07.2025	08.08.2025
287/2025	23.09.2025	39	25.08.2025	18.08.2025	08.09.2025
288/2025	21.10.2025	43	19.09.2025	12.09.2025	06.10.2025
289/2025	18.11.2025	47	17.10.2025	10.10.2025	03.11.2025
290/2025	16.12.2025	51	17.11.2025	10.11.2025	01.12.2025

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.

<sup>1)</sup> 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 € <sup>1)</sup> (plus VAT if applicable)
2/1 page	IFC + page 3 <sup>2)</sup>	420 x 280	56,600
2/1 page	1st DPS	420 x 280	49,200
2/1 page	ROS	420 x 280	46,400
1/1 page	OBC	210 x 280	29,700
1/1 page	IFC	210 x 280	29,200
1/1 page	1st LHP after OPS	210 x 280	26,200
1/1 page	1st RHP	210 x 280	26,200
<b>1/1 page</b>	<b>ROS</b>	<b>210 x 280</b>	<b>23,200</b>
2/3 page vert.	ROS	129 x 280	16,900
1/2 page hor. <sup>3)</sup>	ROS	210 x 140	13,500
1/3 page vert.	ROS	70 x 280	9,900
1/3 page hor.	ROS	210 x 90	9,900
1/4 page hor.	ROS	210 x 70	8,500

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

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

<sup>3)</sup> 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

<b>Publisher</b>	SPIEGEL-Verlag, Rudolf Augstein GmbH & Co. KG
<b>Address</b>	Postfach 11 04 13, 20404 Hamburg
<b>Contact</b>	Ericusspitze 1, 20457 Hamburg
	<a href="mailto:disposition@spiegel.de">disposition@spiegel.de</a>
<b>Media information</b>	<a href="http://www.iqmedia.de/download-center">www.iqmedia.de/download-center</a>
<b>Webpage</b>	<a href="http://www.iqmedia.de/portfolio/11freunde">www.iqmedia.de/portfolio/11freunde</a> resp. <a href="http://www.gruppe.spiegel.de/spiegel-media/werbetraeger/11freunde">www.gruppe.spiegel.de/spiegel-media/werbetraeger/11freunde</a>
<b>Order processing</b>	<a href="mailto:dispo.11freunde@iqm.de">dispo.11freunde@iqm.de</a>
<b>PZB PZN 11FREUNDE Monatsausgabe:</b>	548177
<b>PZB 11FREUNDE SPEZIAL:</b>	573459
<b>PZB 11FREUNDE CHRONIK:</b>	505285
<b>VAT No.</b>	DE118922410
<b>Banking details</b>	DZ Bank AG Düsseldorf Kontoinhaber: iq media marketing gmbh IBAN: DE82 3006 0010 1025 1204 40 Swift Code: GENODEDDXXX
<b>Payment terms</b>	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.
<b>General T &amp; C</b>	<b>All advertising orders shall be executed exclusively in accordance with the General Terms and Condition of iq media. These can be found on the Internet at <a href="https://iqmedia.de/agb">https://iqmedia.de/agb</a></b>

## Technical Basic Information

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

## Advertising Sales

<b>Contact</b>	<a href="https://iqmedia.de/contact">https://iqmedia.de/contact</a> . Please ask for your individual cost proposal.
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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:

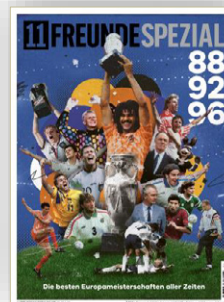
<https://iqmedia.de/portfolio/11freunde/> or  
<https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/11freunde>

## 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: 11FREUNDE SPEZIAL 1/2024

## Data

Frequency	2 x per year
Paid circulation (IVW II 2024)	44,000 copies
Copy price	7.90 €

## Dates

Issue no.	Publication date	Calendar week	Booking/Copy/Cancellation Deadline <sup>1)</sup>	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
1/2025	04.03.2025	10	03.02.2025	27.01.2025	17.02.2025
2/2025	09.09.2025	37	11.08.2025	04.08.2025	25.08.2025

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.

<sup>1)</sup>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 € <sup>1)</sup> (plus VAT if applicable)
2/1 page	FC + page 3 <sup>2)</sup>	420 x 280	33,100
2/1 page	1st DPS	420 x 280	31,200
2/1 page	ROS	420 x 280	29,200
1/1 page	OBC	210 x 280	16,200
1/1 page	IFC	210 x 280	16,200
1/1 page	1st LHP following the OPS	210 x 280	15,300
1/1 page	1st RHP	210 x 280	15,300
<b>1/1 page</b>	<b>ROS</b>	<b>210 x 280</b>	<b>14,600</b>
1/2 page hor. <sup>3)</sup>	ROS	210 x 140	7,800
1/3 page vert.	ROS	70 x 280	5,600
1/3 page hor.	ROS	210 x 90	5,600

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

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

<sup>3)</sup> 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	<a href="http://www.duon-portal.de">www.duon-portal.de</a>
Webpage	<a href="http://www.iqmedia.de/portfolio/11freunde-spezial">www.iqmedia.de/portfolio/11freunde-spezial</a>
Order processing	<a href="mailto:dispo.11freunde@iqm.de">dispo.11freunde@iqm.de</a>

## 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: 11FREUNDE CHRONIK 2023

## Data

Frequency	Yearly
Paid circulation (IVW II 2024)	33,000 copies
Copy price	9.80 €

## Dates

Issue no.	Publication date	Calendar week	Booking/Copy/Cancellation Deadline <sup>1)</sup>	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
01/2025	02.12.2025	49	22.10.2025	15.10.2025	10.11.2025

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.

<sup>1)</sup>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 € <sup>1)</sup> (plus VAT if applicable)
2/1 page	FC + page 3 <sup>2)</sup>	466 x 300	33,000
2/1 page	1st DPS	466 x 300	31,200
1/1 page	ROS	466 x 300	29,200
1/1 page	OBC (C4)	233 x 300	16,100
1/1 page	IFC (C2)	233 x 300	16,100
1/1 page	1st LHP following the OPS	233 x 300	15,300
1/1 page	1st RHP	233 x 300	15,300
<b>1/1 page</b>	<b>ROS</b>	<b>233 x 300</b>	<b>14,600</b>

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

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

<sup>3)</sup> 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	<a href="http://www.duon-portal.de">www.duon-portal.de</a>
Webpage	<a href="http://www.iqmedia.de/portfolio/11freunde-chronik">www.iqmedia.de/portfolio/11freunde-chronik</a>
Order processing	<a href="mailto:dispo.11freunde@iqm.de">dispo.11freunde@iqm.de</a>

## 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	217	345	258
30 g	145	230	172	232	364	273
40 g	156	246	183	247	383	288
50 g	167	262	194	262	402	303
60 g	178	278	205	277	421	318
+ 10 g	11	16	11	15	19	15

**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	140	225	183
Sachet	20 g	165	250	208
<b>Carrier ad:</b>	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 thou. copies)	Subscription in €	Partial circ. excl. Sub. in €
2	146	231	189
4	150	237	194
8	170	269	219
12	190	301	244
16	210	333	269
+ 4	20	32	25

**Bound-in inserts with glued elements:** on request

**Minimum circulation:** 40,000 copies or national subscription circulation total

<b>Price quotation</b>	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.
<b>Dates</b>	AdSpecials booking deadline and delivery dates as per page 2 of the current price list.
<b>Circulation reconciliation</b>	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.
<b>Technology and delivery</b>	Binding technical specifications, information on deadlines, samples and delivery can be downloaded from <a href="http://www.adspecialportal.de">www.adspecialportal.de</a> . 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.
<b>Printing service:</b>	Production of ad specials via the publisher possible on request. Rates on request.

## Advertising Sales

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Please contact

### Sales International

Gerda Gavric-Hollender  
Director Sales International Print  
+49 211 887 2343  
gerda.gavric-hollender@iqm.de

Darwin Santo  
Director New Business International  
+49 211 887 2371  
darwin.santo@iqm.de

Bettina Goedert  
Senior Sales Manager International  
+49 211 887 1336  
bettina.goedert@iqm.de

### Or our

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