



Rate card 2024

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 2023)	63,162 copies
Copy price	6.50 €

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
267/2024	23.01.24	04	20.12.2023	12.12.2023	08.01.2024
268/2024	20.02.24	08	22.01.2024	09.01.2024	05.02.2024
269/2024	19.03.24	12	19.02.2024	06.02.2024	04.03.2024
270/2024	23.04.24	17	21.03.2024	12.03.2024	08.04.2024
271/2024	21.05.24	21	17.04.2024	09.04.2024	02.05.2024
272/2024	18.06.24	25	17.05.2024	07.05.2024	03.06.2024
273/2024	23.07.24	30	24.06.2024	11.06.2024	08.07.2024
274/2024	20.08.24	34	22.07.2024	09.07.2024	02.08.2024
275/2024	24.09.24	39	26.08.2024	13.08.2024	09.09.2024
276/2024	22.10.24	43	20.09.2024	10.09.2024	07.10.2024
277/2024	19.11.24	47	18.10.2024	08.10.2024	04.11.2024
278/2024	17.12.24	51	18.11.2024	05.11.2024	02.12.2024

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	53,700
2/1 page	1st DPS	420 x 280	46,900
1/1 page	ROS	420 x 280	44,200
1/1 page	OBC	210 x 280	28,100
1/1 page	IFC	210 x 280	27,600
1/1 page	1st LHP after OPS	210 x 280	24,800
1/1 page	1st RHP	210 x 280	24,800
1/1 page	ROS	210 x 280	22,100
1/2 page vert.	ROS	105 x 280	12,800
1/2 page hor. ³⁾	ROS	210 x 140	12,800
1/3 page vert.	ROS	70 x 280	9,400
1/3 page hor.	ROS	210 x 90	9,400
1/4 page corner	ROS	105 x 140	8,100
1/4 page vert.	ROS	50 x 280	8,100
1/4 page hor.	ROS	210 x 70	8,100

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	11 FREUNDE Verlag GmbH & Co. KG
Address	Gubener Str. 47, 10243 Berlin
Contact	disposition@spiegel.de
Media information	https://iqmedia.de/download-center
Webpage	https://iqmedia.de/portfolio/11freunde/ resp. https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/11freunde/
Order processing	dispo.11freunde@iqm.de
PZB 11Freunde	548177
VAT No.	DE118922410
Banking details	DZ Bank AG Düsseldorf Account holder: iq media marketing gmbh IBAN: DE82 3006 0010 1025 1204 40 Swift Code: GENODEDXXX
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 Conditionsof 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/kontakt . 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
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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 1/2023

Data

Frequency	2 x per year
Paid circulation (IVW II 2023)	63,162 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
1/2024	05.03.24	10	05.02.2024	23.01.2024	19.02.2024
2/2024	03.09.24	36	05.08.2024	23.07.2024	19.08.2024

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	31,400
2/1 page	1st DPS	420 x 280	29,700
1/1 page	ROS	420 x 280	27,800
1/1 page	OBC	210 x 280	15,300
1/1 page	IFC	210 x 280	15,300
1/1 page	1st LHP following the OPS	210 x 280	14,500
1/1 page	1st RHP	210 x 280	14,500
1/1 page	ROS	210 x 280	13,900
1/2 page vert.	ROS	105 x 280	7,400
1/2 page hor. ³⁾	ROS	210 x 140	7,400
1/3 page vert.	ROS	70 x 280	5,300
1/3 page hor.	ROS	210 x 90	5,300

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.

Technical Basic Information

Technical details	www.duon-portal.de
Webpage	https://iqmedia.de/portfolio/11freunde-spezial
Order processing	dispo.11freunde@iqm.de
PZN	573459

Advertising Sales

Contact	Please ask for your individual cost proposal.
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Short Profile

11FREUNDE LEGENDS

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

The special editions have been published since 2019.

11FREUNDE LEGENDEN – a special issue dedicated to respective clubs, full of portraits, interviews and anecdotes.



Cover: 11FREUNDE LEGENDEN 1/2023

Data

Frequency	Yearly
Paid circulation (IVW II 2023)	63,162 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
1/2024	08.10.2024	41	06.09.2024	27.08.2024	20.09.2024

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	31,400
2/1 page	1st DPS	420 x 280	29,700
1/1 page	ROS	420 x 280	27,800
1/1 page	OBC (C4)	210 x 280	15,300
1/1 page	IFC (C2)	210 x 280	15,300
1/1 page	1st LHP following the OPS	210 x 280	14,500
1/1 page	1st RHP	210 x 280	14,500
1/1 page	ROS	210 x 280	13,900
1/2 page vert.	ROS	105 x 280	7,400
1/2 page hor. ³⁾	ROS	210 x 140	7,400
1/3 page vert.	ROS	70 x 280	5,300
1/3 page hor.	ROS	210 x 90	5,300

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	https://iqmedia.de/portfolio/11freunde-legenden
Order processing	dispo.11freunde@iqm.de
PZN	511581

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 2022

Data

Frequency	Yearly
Paid circulation (IVW II 2023)	63,162 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
01/2024	03.12.2024	49	23.10.2024	16.10.2024	11.11.2024

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	31,400
2/1 page	1st DPS	466 x 300	29,700
1/1 page	ROS	466 x 300	27,800
1/1 page	OBC (C4)	233 x 300	15,300
1/1 page	IFC (C2)	233 x 300	15,300
1/1 page	1st LHP following the OPS	233 x 300	14,500
1/1 page	1st RHP	233 x 300	14,500
1/1 page	ROS	233 x 300	13,900

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.

Technical Basic Information

Technical details	www.duon-portal.de
Webpage	https://iqmedia.de/portfolio/11freunde-chronik
Order processing	dispo.11freunde@iqm.de
PZN	505285

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	130	208	157	211	336	251
	30 g	140	223	167	229	354	269
	40 g	150	238	177	247	372	287
	50 g	160	253	187	265	390	305
	60 g	170	268	197	283	408	323
each	+ 10 g	10	15	10	13	18	14
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	134	216	176
Booklet	20 g	136	219	178
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 thou. copies)	Subscription in €	Partial circ. excl. Sub. in €
4	146	231	189
8	165	262	213
12	184	293	237
16	203	324	261
each	+ 4	19	24
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 3 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

iq media marketing gmbh

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