



RATE CARD 2025

Status: 25/11/2024

Brief Portrait

DER SPIEGEL has rightly been synonymous with investigative journalism in Germany for over 75 years. The way it researches facts and informs its readers is what sets it apart from all other media in our country. **DER SPIEGEL**'s journalism is characterised by thorough research and reliable information. **SPIEGEL** editors report independently of political, economic, ideological and religious interests, equally carefully and truthfully. "Tell it like it is", Rudolf Augstein's guiding principle, is the driving force behind the **SPIEGEL editorial team**.

The **SPIEGEL editorial team** of around 500 people uncovers grievances with its reporting, sets the news, provides context in a complex world and sets the pace in the public debate. The journalistic offerings, printed or digital, reach over twelve million people every week. Its reach and journalistic standards make the **DER SPIEGEL** brand a trusted and respected authority in the German media landscape.

DER SPIEGEL not only reaches its core target groups with great accuracy, but also achieves maximum reach in many marketing-relevant target groups, including people with a high level of education, in upmarket professions and with purchasing power that enables selective consumer behaviour. **SPIEGEL readers** appreciate the unique concept, the high journalistic reputation and the unmistakable style of the **SPIEGEL editorial team**.

Key figures

Frequency of publication	weekly
Net paid circulation (IVW II 2024)	674,902 copies
Copy price	6,70 €

Advertising rates + formats

Format	Placement	Bleed width x height in mm	Price ¹⁾ in € (plus VAT)
2/1 pages	2nd cover page + inside section, page ³²⁾	424 x 280	311.400
2/1 pages	Inside, 1st double page in the magazine	424 x 280	238.000
2/1 pages	Inner part	424 x 280	216.400
1/1 page	4th cover page	212 x 280	133.800
1/1 page	2nd cover page	212 x 280	128.300
1/1 page	Inner part, left side after opening spread	212 x 280	122.200
1/1 page	Inside section, 1st right 1/1 page	212 x 280	122.200
1/1 page	Inner part	212 x 280	108.200
2/3 page, high	Inner part	136 x 280	80.800
1/2 page, landscape ³⁾	Inner part	212 x 138	69.200
1/3 page, high	Inside section, next to house message	70 x 280	57.700
1/3 page, high	Inner part	70 x 280	49.100
1/3 page, landscape	Inner part	212 x 94	49.100
1/4 page, landscape	Inner part	212 x 71	40.600

¹⁾Eligible for discount and agency commission. A surcharge is added to the basic price for group adverts.

²⁾Colour and register differences due to the different paper quality/sheet pitch do not justify complaints.

³⁾A surcharge of 10 % is levied 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 larger title production. Cover pages are bound to a booking volume of at least two advertising pages.

Advertorials

Advertorials are charged at the applicable advertising rate plus creation costs and are included in the annual financial statements.

Creation costs and other formats are available on request (incl. concept, text and layout, excl. image rights and photo productions).

We will be happy to provide you with a customised quote for photo production, concept development, routes, etc. The creation costs are not eligible for discounts and AE.

Advertorials are *labelled* with the word "ADVERTISEMENT". We require booking, briefing, image and text material no later than 20 working days before the print deadline - see also under "Deadlines" (p. 3). Timing for photo production, concept development, routes, etc.: on request.

2025 SCHEDULE

DER SPIEGEL

Dates

Issue	Date of publication	Calendar week	Advertising/printing material deadline; cancellation deadline ¹⁾	AdSpecials Booking deadline and cancellation date Bound inserts/adhesive inserts/inserts	AdSpecials Delivery of bound inserts/glued inserts/inserts
02/2025	04.01.2025	01	09.12.2024	09.12.2024	18.12.2024
03/2025	11.01.2025	02	16.12.2024	16.12.2024	27.12.2024
04/2025	18.01.2025	03	23.12.2024	23.12.2024	08.01.2025
05/2025	25.01.2025	04	06.01.2025	06.01.2025	15.01.2025
06/2025	01.02.2025	05	13.01.2025	13.01.2025	22.01.2025
07/2025	08.02.2025	06	20.01.2025	20.01.2025	29.01.2025
08/2025	15.02.2025	07	27.01.2025	27.01.2025	05.02.2025
09/2025	22.02.2025	08	03.02.2025	03.02.2025	12.02.2025
10/2025	01.03.2025	09	10.02.2025	10.02.2025	19.02.2025
11/2025	07.03.2025	10	14.02.2025	14.02.2025	25.02.2025
12/2025	15.03.2025	11	24.02.2025	24.02.2025	05.03.2025
13/2025	22.03.2025	12	03.03.2025	03.03.2025	12.03.2025
14/2025	29.03.2025	13	10.03.2025	10.03.2025	19.03.2025
15/2025	05.04.2025	14	17.03.2025	17.03.2025	26.03.2025
16/2025	12.04.2025	15	24.03.2025	24.03.2025	02.04.2025
17/2025	17.04.2025	16	27.03.2025	27.03.2025	07.04.2025
18/2025	26.04.2025	17	03.04.2025	03.04.2025	14.04.2025
19/2025	03.05.2025	18	09.04.2025	09.04.2025	22.04.2025
20/2025	10.05.2025	19	16.04.2025	16.04.2025	29.04.2025
21/2025	17.05.2025	20	25.04.2025	25.04.2025	07.05.2025
22/2025	24.05.2025	21	05.05.2025	05.05.2025	14.05.2025
23/2025	31.05.2025	22	09.05.2025	09.05.2025	20.05.2025
24/2025	07.06.2025	23	16.05.2025	16.05.2025	27.05.2025
25/2025	14.06.2025	24	22.05.2025	22.05.2025	03.06.2025
26/2025	21.06.2025	25	30.05.2025	30.05.2025	10.06.2025
27/2025	28.06.2025	26	06.06.2025	06.06.2025	17.06.2025
28/2025	04.07.2025	27	13.06.2025	13.06.2025	24.06.2025
29/2025	11.07.2025	28	20.06.2025	20.06.2025	01.07.2025
30/2025	18.07.2025	29	27.06.2025	27.06.2025	08.07.2025
31/2025	25.07.2025	30	04.07.2025	04.07.2025	15.07.2025
32/2025	01.08.2025	31	11.07.2025	11.07.2025	22.07.2025
33/2025	08.08.2025	32	18.07.2025	18.07.2025	29.07.2025
34/2025	14.08.2025	33	24.07.2025	24.07.2025	04.08.2025
35/2025	22.08.2025	34	01.08.2025	01.08.2025	11.08.2025
36/2025	29.08.2025	35	08.08.2025	08.08.2025	19.08.2025
37/2025	05.09.2025	36	15.08.2025	15.08.2025	26.08.2025
38/2025	12.09.2025	37	22.08.2025	22.08.2025	02.09.2025
39/2025	19.09.2025	38	29.08.2025	29.08.2025	09.09.2025
40/2025	26.09.2025	39	05.09.2025	05.09.2025	16.09.2025
41/2025	02.10.2025	40	11.09.2025	11.09.2025	22.09.2025
42/2025	10.10.2025	41	18.09.2025	18.09.2025	29.09.2025
43/2025	17.10.2025	42	25.09.2025	25.09.2025	07.10.2025
44/2025	24.10.2025	43	02.10.2025	02.10.2025	14.10.2025
45/2025	30.10.2025	44	09.10.2025	09.10.2025	20.10.2025
46/2025	07.11.2025	45	16.10.2025	16.10.2025	27.10.2025
47/2025	14.11.2025	46	23.10.2025	23.10.2025	04.11.2025
48/2025	21.11.2025	47	30.10.2025	30.10.2025	11.11.2025
49/2025	28.11.2025	48	07.11.2025	07.11.2025	18.11.2025
50/2025	05.12.2025	49	14.11.2025	14.11.2025	25.11.2025
51/2025	12.12.2025	50	21.11.2025	21.11.2025	02.12.2025
52/2025	19.12.2025	51	28.11.2025	28.11.2025	09.12.2025
01/2026	24.12.2025	52	03.12.2025	03.12.2025	12.12.2025

Reservations for preferential placements must be firmly booked within a period specified in writing. If this period is not adhered to, we reserve the right to cancel the reservation. Furthermore, if another customer places an order for an already reserved preferred seating, 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 placements subject to additional charges, the advertising deadline and cancellation date shall be brought forward by one week.

Supplements

Products delivered ready for processing, which are enclosed with the magazine loose and with the closed side facing the collar. The maximum weight is subject to agreement. Product samples and CDs on request.

Weight until	Total in €	Subscription in €	Partial edition excl. subscription in €	Oversize inserts ¹⁾ in €
20 g	140	223	160	312
30 g	155	246	178	344
40 g	170	269	196	376
50 g	185	292	214	408
60 g	200	315	232	440
each + 10 g	15	23	18	32

¹⁾ Oversize inserts have a part that protrudes in height (header) and are enclosed with the magazine loose and with the closed side facing the collar. The maximum weight is subject to agreement. Oversize inserts are only possible in the subscription edition.

Inserts with glued-on elements: on request

Minimum booking: 50,000 copies.

Nielsen and subscription partial editions can be assigned a sliding right subject to compliance with the minimum allocation.

Adhesive

Products delivered ready for use, which are glued to a carrier display and can be removed by the reader.

Format	Weight until	Total in €	Subscription in €	Partial edition excl. subscription in €
Postcard	10 g	99	156	117
Booklet	20 g	110	176	132
Product sample	20 g	135	201	157

Basic advert: 1/1 page (calculated according to price list)

Minimum circulation: 200,000 copies. Nielsen and subscription Partial runs can be assigned sliding rights in compliance with the minimum occupancy.

Prices: Prices per thousand copies or part thereof. The prices for AdSpecials may increase if, for example, they make processing more difficult. Composite ad specials are possible by special agreement. Weight-dependent postal charges incurred for the booking of the subscription circulation are included in these prices. If the minimum booking quantity is not reached, this shall serve as the basis for calculation. The price for the total circulation applies when booking either the total or domestic circulation.

Dates: AdSpecials booking deadline and delivery dates as per page 3 of this price list.

Circulation coordination: Minor deviations from the agreed spreading areas are possible for technical sales reasons. The print runs to be covered are subject to fluctuations, so that the quantity actually 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 at www.adspecialportal.de. In the event of any processing difficulties, the completion of the print run takes precedence over the AdSpecials.

E-Paper: For inserts and supplements, additional booking of the e-paper circulation is possible. Circulation on request. Price (per thousand copies, discountable and commissionable):

up to 4 pages each	80 EUR
8 pages	90 EUR
16 pages	110 EUR
32 pages	130 EUR

Bound-in inserts

Permanently bound printed matter/brochures that are supplied ready for processing by the client or produced by us on request.

Pages	Total in €	Subscription in €	Partial edition excl. subscription in €
4	157	237	182
8	180	269	206
12	203	301	230
16	226	333	254
each + 4	23	32	24

Bound inserts with glued-on elements: On request

Minimum booking: 200,000 copies. Nielsen and subscription partial print runs can be assigned sliding rights in compliance with the minimum booking.

2025

PARTIAL AD PLACEMENTS

DER SPIEGEL

Editions + rates

Distribution area ¹⁾	Print run ²⁾	Price ³⁾ in € 1/1 page, inside section
Nielsen 1	93.500	27.200
Nielsen 2	81.300	24.500
Nielsen 3a	58.000	16.700
Nielsen 3b	61.300	18.100
Nielsen 4	70.300	20.900
Nielsen 5	27.400	9.800
Nielsen 5/6/7	62.200	17.600
Nielsen 6/7	34.800	9.500
Domestic subscribers (women's edition)	58.600	26.800

¹⁾Minor deviations of the distribution areas from the Nielsen areas are possible.

²⁾Publisher's reference Q2/2024. For the current edition, please contact dispo.spiegel@iqm.de.

³⁾The prices quoted are eligible for discount and AE.

Partial cover issues + dates

Issue	Date of publication	Calendar week	Advertising deadline and cancellation date ¹⁾	Print material deadline
02/2025	04.01.2025	01	25.11.2024	02.12.2024
04/2025	18.01.2025	03	09.12.2024	16.12.2024
06/2025	01.02.2025	05	23.12.2024	06.01.2025
08/2025	15.02.2025	07	13.01.2025	20.01.2025
10/2025	01.03.2025	09	27.01.2025	03.02.2025
12/2025	15.03.2025	11	10.02.2025	17.02.2025
14/2025	29.03.2025	13	24.02.2025	03.03.2025
16/2025	12.04.2025	15	10.03.2025	17.03.2025
18/2025	26.04.2025	17	20.03.2025	27.03.2025
20/2025	10.05.2025	19	02.04.2025	09.04.2025
22/2025	24.05.2025	21	16.04.2025	25.04.2025
24/2025	07.06.2025	23	02.05.2025	09.05.2025
26/2025	21.06.2025	25	15.05.2025	22.05.2025
28/2025	04.07.2025	27	28.05.2025	05.06.2025
30/2025	18.07.2025	29	13.06.2025	20.06.2025
32/2025	01.08.2025	31	27.06.2025	04.07.2025
34/2025	14.08.2025	33	10.07.2025	17.07.2025
36/2025	29.08.2025	35	25.07.2025	01.08.2025
38/2025	12.09.2025	37	08.08.2025	15.08.2025
40/2025	26.09.2025	39	22.08.2025	28.08.2025
42/2025	10.10.2025	41	04.09.2025	11.09.2025
44/2025	24.10.2025	43	18.09.2025	25.09.2025
46/2025	07.11.2025	45	01.10.2025	09.10.2025
48/2025	21.11.2025	47	16.10.2025	23.10.2025
50/2025	05.12.2025	49	30.10.2025	07.11.2025
52/2025	19.12.2025	51	14.11.2025	21.11.2025

Technical specifications

Booking options:	For technical reasons, there are only four 1/1 pages available for each split edition.
Adhesive:	Partial occupancy on request: dispo.spiegel@iqm.de
Edition:	The retail and subscription circulation of the respective scattering area is documented.
Placement:	Binding placement commitments cannot be given.
Right to push:	Publication dates may be postponed in consultation with agencies and customers.
Printing process:	Offset printing

SPIEGEL Media

The current marketing portfolio can be found at www.gruppe.spiegel.de/spiegel-media
 SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG | Headquarters: Hamburg
 Hamburg Local Court HRA 61755 Managing
 Directors: Thomas Hass, Stefan Ottlitz

DER SPIEGEL - Price list 2025 - valid from 01.01.2025

Subject to change
without notice

Publisher's details

Publisher:	SPIEGEL-Verlag, Rudolf Augstein GmbH & Co. KG
Postal address:	P.O. Box 11 04 13, 20404 Hamburg
House address:	Ericusspitze 1, 20457 Hamburg
Contact - Disposition/Placement:	disposition@spiegel.de
Media documents/rates:	www.iqmedia.de/download-center
Internet:	www.iqmedia.de/portfolio/der-spiegel or www.gruppe.spiegel.de/spiegel-media/werbetraeger/der-spiegel-print
Commercial order processing:	dispo.spiegel@iqm.de
PZN DER SPIEGEL:	528956
PZN S-Magazine:	509029
PZN SPIEGEL SPEZIAL:	570012
PZN SPIEGEL CHRONIK:	583936
PZN SPIEGEL BESTSELLER:	506239
Sales tax ID number:	DE118922410
Bank details:	DZ Bank AG Düsseldorf Account holder: iq media marketing gmbh IBAN: DE82 3006 0010 1025 1204 40 Swift Code: GENODEDXXX
Terms of payment:	Invoices are due net within 14 days of the invoice date, with a 2% discount for advance payment or bank debit within this period.
General Terms and Conditions:	All advertising orders are handled exclusively in accordance with the General Terms and Conditions of iq media . You can find these on the Internet at: www.iqmedia.de/portfolio/der-spiegel

Basic technical data

Technical specifications:	The current and binding technical specifications can be found at www.duon-portal.de
Print documents	Centralised digital acceptance takes place via the VDZ publishers' DUON portal: www.duon-portal.de Support is available at support@duon-portal.de or directly on T. +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, T. +49 5241 80-89700, anzeigen@bertelsmann.de .

Advertising marketing

Contact:	international@iqm.de. We will be happy to provide you with a customised offer!
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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:	www.iqmedia.de/portfolio/der-spiegel or www.gruppe.spiegel.de/spiegel-media/werbetraeger/der-spiegel-print
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2025

RATE CARD



Brief portrait

S-Magazin: The style magazine (supplement in [DER SPIEGEL](#))

The readers of **S-Magazin** appreciate the combination of lifestyle and quality journalism. They are interested in fashion, interiors, design, travelling and indulgence. **SPIEGEL**'s style magazine is dedicated to these topics in a journalistically sophisticated and visually high-quality way, allowing readers to immerse themselves in the world of beautiful things. At the same time, the modern, minimalist and at the same time generously elegant appearance convinces them.

S Magazine readers are educated, have high incomes and are among the most important multipliers in society.



Cover: S-Magazin 2/2024

Key figures

Frequency of publication	2 x per year
Net paid circulation (IVW II 2024 DER SPIEGEL)	674,902 copies
Copy price	Supplement in DER SPIEGEL

Dates

Issue	Date of publication	Calendar week	Advertising/printing material deadline and cancellation date ¹⁾	Supplement in DER SPIEGEL no.
1/2025	05.04.2025	14	07.03.2025	15
2/2025	02.10.2025	40	03.09.2025	41

Reservations for preferential seating must be firmly booked within a period specified in writing. If this period is not adhered to, we reserve the right to cancel the reservation. Furthermore, if another customer places an order for an already reserved preferred seating, 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 placements subject to additional charges, the advertising deadline and cancellation date shall be brought forward by one week.

Advertising rates + formats

Format	Placement	Bleed width x height in mm	Price ¹⁾ in €
2/1 pages Opening Spread	2nd cover page + inside page 3	520 x 380	156.400
2/1 pages	Inner part	520 x 380	142.200
1/1 page	Inner part	260 x 380	71.100
1/2 page, landscape ²⁾	Inner part	260 x 190	45.500
1/3 page, high	Inner part	83 x 380	32.000
1/3 page, landscape	Inner part	260 x 131	32.000

¹⁾ Eligible for discount and agency commission. A surcharge is added to the basic price for group adverts.

²⁾ A surcharge of 10 % is levied 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 larger title production. Cover pages are bound to a booking volume of at least two advertising pages.

General + technical information

Technical specifications	www.duon-portal.de
Internet	www.iqmedia.de/portfolio/spiegel-s-magazin
Commercial order processing	dispo.spiegel-mag@iqm.de
AdSpecials	It is not possible to book AdSpecials in S-Magazin .

Advertising marketing

Contact:	international@iqm.de. We will be happy to provide you with a customised offer!
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SPIEGEL Media

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2025

RATE CARD

SPIEGEL Spezial

Brief portrait

SPIEGEL SPEZIAL: The special issue on the topic

In the monothematic special issues of **SPIEGEL SPEZIAL**, **SPIEGEL**

-In articles, reports and interviews, our editors intensively analyse a socially relevant topic. This may involve the result of the general election and the tasks facing the new government. Other topics that have already appeared include the tension between the generations and nutrition against the backdrop of climate change.

SPIEGEL SPEZIAL is published twice a year. The topic is determined during the first half of the year.



Cover: SPIEGEL SPECIAL 2024

Key figures

Frequency of publication	2 x per year
Print run, SPIEGEL SPEZIAL 1/2024 (publisher's information)	280,711 copies
Copy price	7,50 €

Dates

Issue	Publication date by subscription	Release day on sale	Calendar week	Advertising/printing deadline and cancellation date ¹⁾	AdSpecials Booking deadline and cancellation date Bound inserts/adhesive inserts/inserts	AdSpecials Delivery of bound inserts/glued inserts/inserts
01/2025	29.01.2025	29.01.2025	05	03.01.2025	20.12.2025	17.01.2025
02/2025	24.09.2025	27.09.2025	39	29.08.2025	22.08.2025	12.09.2025

Reservations for preferential placements must be firmly booked within a period specified in writing. If this period is not adhered to, we reserve the right to cancel the reservation. Furthermore, if another customer places an order for an already reserved preferred seating, 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 placements subject to additional charges, the advertising deadline and cancellation date shall be brought forward by one week.

Advertising rates + formats

Format	Placement	Bleed width x height in mm	Price ¹⁾ in €
2/1 pages	2nd cover page + inside section, page 3 ²⁾	424 x 280	168.300
2/1 pages	Inner part	424 x 280	147.600
1/1 page	4th cover page	212 x 280	90.800
1/1 page	2nd cover page	212 x 280	87.100
1/1 page	Inside section, 1st right 1/1 page	212 x 280	83.400
1/1 page	Inner part	212 x 280	73.800
2/3 page, high	Inner part	136 x 280	54.600
1/2 page, landscape ³⁾	Inner part	212 x 138	42.400
1/3 page, high	Inner part	70 x 280	29.500

¹⁾The prices quoted are subject to discount and agency commission. A surcharge is added to the basic price for group adverts.

²⁾Colour and register differences due to the different paper quality/sheet pitch do not justify complaints.

³⁾A surcharge of 10 % is levied 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 larger title production. Cover pages are subject to a booking volume of at least two 1/1 advert pages.

General + technical information

Technical specifications	www.duon-portal.de
Internet	www.iqmedia.de/portfolio/spiegel-spezial
Commercial order processing	dispo.spiegel-mag@iqm.de

Advertising marketing

Contact:	international@iqm.de. We will be happy to provide you with a customised offer!
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2025

RATE CARD

SPIEGEL Chronik

Brief portrait

SPIEGEL CHRONICLE: The **SPIEGEL review of the year**

Every year at the end of the year, **the SPIEGEL CHRONIK** looks back on and analyses all the important events of the year in pictures and reports.

The end of the year is a time for readers to reminisce and they pick up the **SPIEGEL CHRONICLE** again and again - especially in the run-up to Christmas.

The **SPIEGEL CHRONIK** is sent to **SPIEGEL subscribers** and also sold in shops, where it is displayed for four to six weeks.



Cover: SPIEGEL CHRONIK 2023

Key figures

Frequency of publication	1 x per year
Print run, SPIEGEL CHRONIK 1/2023 (publisher's information)	331,237 copies
Copy price	7,50 €

Dates

Issue	Publication date by subscription	Release day on sale	Calendar week	Advertising/printing deadline and cancellation date ¹⁾	AdSpecials Booking deadline and cancellation date Bound inserts/adhesive inserts/inserts	AdSpecials Delivery of bound inserts/glued inserts/inserts
01/2025	03.12.2025	06.12.2025	49	07.11.2025	30.10.2025	21.11.2025

Reservations for preferential seating must be firmly booked within a period specified in writing. If this period is not adhered to, we reserve the right to cancel the reservation. Furthermore, if another customer places an order for an already reserved preferred seating, 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 placements subject to additional charges, the advertising deadline and cancellation date shall be brought forward by one week.

Advertising rates + formats

Format	Placement	Bleed width x height in mm	Price ¹⁾ in €
2/1 pages	2nd cover page + inside section, page 3 ²⁾	424 x 280	168.300
2/1 pages	Inner part	424 x 280	147.600
1/1 page	4th cover page	212 x 280	90.800
1/1 page	2nd cover page	212 x 280	87.100
1/1 page	Inside section, 1st right 1/1 page	212 x 280	83.400
1/1 page	Inner part	212 x 280	73.800
2/3 page, high	Inner part	136 x 280	54.600
1/2 page, landscape ³⁾	Inner part	212 x 138	42.400
1/3 page, high	Inner part	70 x 280	29.500

¹⁾ Eligible for discount and agency commission. A surcharge is added to the basic price for group adverts.

²⁾ Colour and register differences due to the different paper quality/sheet pitch do not justify complaints.

³⁾ A surcharge of 10 % is levied 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 larger title production. Cover pages are bound to a booking volume of at least two advertising pages.

General + technical information

Technical specifications	www.duon-portal.de
Internet	www.iqmedia.de/portfolio/spiegel-chronik
Commercial order processing	dispo.spiegel-mag@iqm.de

Advertising marketing

Contact:	international@iqm.de. We will be happy to provide you with a customised offer!
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SPIEGEL Media

The current marketing portfolio can be found at www.gruppe.spiegel.de/spiegel-media
 SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG | Headquarters: Hamburg
 Hamburg Local Court HRA 61755 Managing
 Directors: Thomas Hass, Stefan Ottlitz

DER SPIEGEL - Price list 2025 - valid from 01.01.2025

Subject to change
without notice

2025

RATE CARD

SPIEGEL Bestseller

Brief portrait

SPIEGEL BESTSELLER: The culture magazine (supplement in **DER SPIEGEL**)

SPIEGEL BESTSELLER is aimed at **SPIEGEL readers** who are looking for inspiration and have a broad interest in cultural topics.

In the form of a varied mix of longer and shorter pieces, tips and columns, **SPIEGEL BESTSELLER** offers guidance in the selection of popular cultural highlights.

A central component of the magazine are bestseller lists from literature, film and Music - an incorruptible indicator of high audience and purchasing relevance!



Cover: SPIEGEL BESTSELLER 2/2024

Key figures

Frequency of publication	4 x per year
Net paid circulation (IVW II 2024 DER SPIEGEL)	674,902 copies
Copy price	Supplement in DER SPIEGEL

Dates

Issue	Date of publication	Calendar week	Advertising/printing material deadline and cancellation date ¹⁾	Supplement in DER SPIEGEL no.
1/2025	17.04.2025	16	19.03.2025	17
2/2025	14.06.2025	24	14.05.2025	25
3/2025	10.10.2025	41	10.09.2025	42
4/2025	28.11.2025	48	29.10.2025	49

Reservations for preferential placements must be firmly booked within a period specified in writing. If this period is not adhered to, we reserve the right to cancel the reservation. Furthermore, if another customer places an order for an already reserved preferred seating, 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 placements subject to additional charges, the advertising deadline and cancellation date shall be brought forward by one week.

Advertising rates + formats

Format	Placement	Bleed width x height in mm	Price ¹⁾ in €
2/1 pages	Inside, double page	380 x 260	76.200
1/1 page	4th cover page	190 x 260	45.000
1/1 page	2nd cover page	190 x 260	43.800
1/1 page	Inner part	190 x 260	38.100
1/2 high	Inner part	93 x 260	22.500
1/2 across ²⁾	Inner part	190 x 130	22.500
1/3 high	Inner part	63 x 260	15.000
1/3 transverse	Inner part	190 x 87	15.000
1/6 high ³⁾	Table of contents	120 x 66	11.700
1/6 landscape ³⁾	Table of contents	63 x 130	11.700

¹⁾Eligible for discount and agency commission. A surcharge is added to the basic price for group adverts.

²⁾A surcharge of 10 % is levied for the sole placement of the ½ page, landscape (no other advertisement of the same format opposite).

³⁾The 1/6 placement in the table of contents is only possible if all four issues 2025 are booked.

Publishers receive a 40% cultural discount on all formats (excluding special offers).

General + technical information

Technical specifications	www.duon-portal.de
Internet	www.gruppe.spiegel.de/spiegel-media/werbtraeger/der-spiegel-print/spiegel-bestseller
Commercial order processing	dispo.spiegel-mag@iqm.de
AdSpecials	It is not possible to book AdSpecials in SPIEGEL BESTSELLER.
General Terms and Conditions	All advertising orders for SPIEGEL BESTSELLER are carried out exclusively in accordance with the General Terms and Conditions of SPIEGEL Media. These can be found on the Internet at: www.gruppe.spiegel.de/spiegel-media/agb-datenschutz-gtc-privacy

Advertising marketing

Contact us	verkauf@spiegel.de . We will be happy to provide you with a customised offer!
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DER SPIEGEL - Price list 2025 - valid from 01.01.2025

2025
YOUR CONTACT

DER SPIEGEL

International contact

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Darwin Santo Director New Business International +49 211 887 23 71 darwin.santo@iqm.de	Worldwide network of international representatives https://iqmedia.de/contact

SPIEGEL Media

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