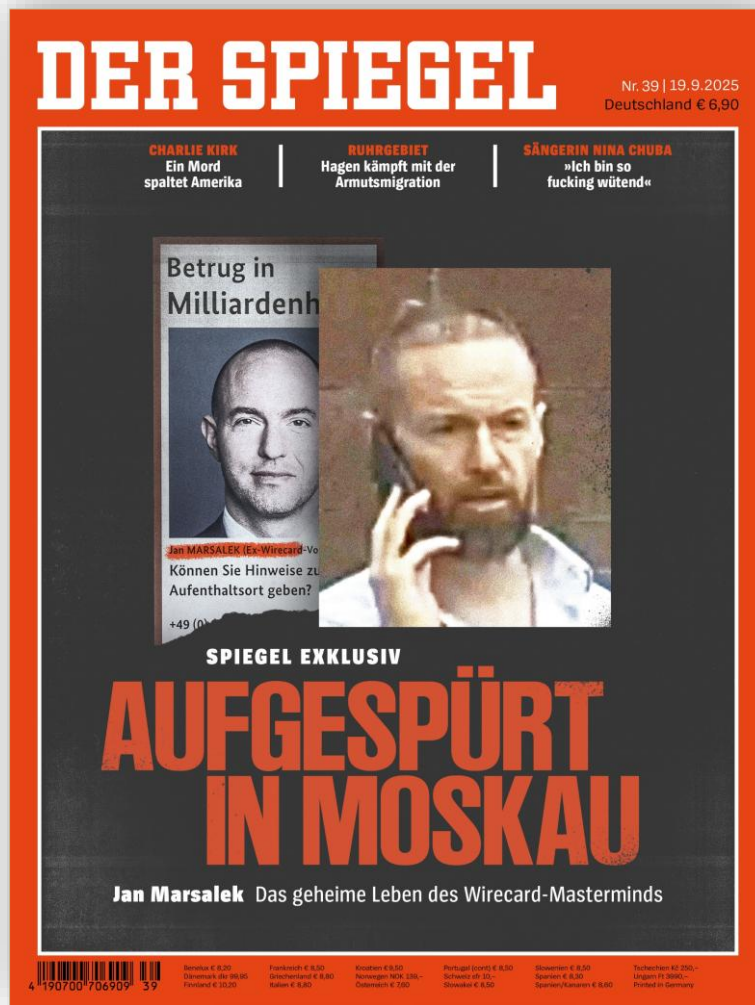


DER SPIEGEL



RATE CARD 2026

Correct as of Oct. 14, 2025

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.

Data

Frequency of publication	weekly
Net paid circulation (IVW II 2025)	654,531 copies
Copy price	6.90 €

Advertising Rates & Formats

Format	Placement	Bleed (w x h in mm)	Price ¹⁾ in € (plus VAT)
2/1 pages	2nd cover page + inside section, page ³²⁾	420 x 280	311,400
2/1 pages	Inside, 1st double page in the magazine	420 x 280	238,000
2/1 pages	Inner part	420 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	133 x 280	80,800
1/2 page landscape ³⁾	Inner part	212 x 135	69,200
1/3 page high	Inner part	69 x 280	49,100
1/3 page, landscape	Inner part	212 x 91	49,100
1/4 page, landscape	Inner part	212 x 70	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 1/2 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.

Dates

Issue no.	Publication date	Calendar week	Advertising/ printing material deadline; cancellation deadline ¹⁾	SPIEGEL Extra	AdSpecials Booking deadline and cancellation date Bound inserts/adhesive inserts/inserts	AdSpecials Delivery bound inserts/ glued inserts/inserts
02/2026	02.01.2026	01	05.12.2025	Loveletter	05.12.2025	16.12.2025
03/2026	09.01.2026	02	12.12.2025	Work	12.12.2025	22.12.2025
04/2026	16.01.2026	03	19.12.2025	Fitness	19.12.2025	05.01.2026
05/2026	23.01.2026	04	02.01.2026	Money	02.01.2026	13.01.2026
06/2026	30.01.2026	05	09.01.2026	Health	09.01.2026	20.01.2026
07/2026	06.02.2026	06	16.01.2026	Loveletter	16.01.2026	27.01.2026
08/2026	13.02.2026	07	23.01.2026	Work	23.01.2026	03.02.2026
09/2026	20.02.2026	08	30.01.2026	Fitness	30.01.2026	10.02.2026
10/2026	27.02.2026	09	06.02.2026	Money	06.02.2026	17.02.2026
11/2026	06.03.2026	10	13.02.2026	Health	13.02.2026	24.02.2026
12/2026	13.03.2026	11	20.02.2026	Loveletter	20.02.2026	03.03.2026
13/2026	20.03.2026	12	27.02.2026	Work	27.02.2026	10.03.2026
14/2026	27.03.2026	13	06.03.2026	Fitness	06.03.2026	17.03.2026
15/2026	02.04.2026	14	12.03.2026	Money	12.03.2026	23.03.2026
16/2026	10.04.2026	15	18.03.2026	Health	18.03.2026	27.03.2026
17/2026	17.04.2026	16	25.03.2026	Loveletter	25.03.2026	07.04.2026
18/2026	24.04.2026	17	01.04.2026	Work	01.04.2026	14.04.2026
19/2026	30.04.2026	18	09.04.2026	Fitness	09.04.2026	20.04.2026
20/2026	08.05.2026	19	16.04.2026	Money	16.04.2026	27.04.2026
21/2026	15.05.2026	20	22.04.2026	Health	22.04.2026	04.05.2026
22/2026	22.05.2026	21	29.04.2026	Loveletter	29.04.2026	11.05.2026
23/2026	29.05.2026	22	06.05.2026	Work	06.05.2026	18.05.2026
24/2026	05.06.2026	23	13.05.2026	Fitness	13.05.2026	22.05.2026
25/2026	12.06.2026	24	21.05.2026	Money	21.05.2026	01.06.2026
26/2026	19.06.2026	25	29.05.2026	Health	29.05.2026	09.06.2026
27/2026	26.06.2026	26	05.06.2026	Loveletter	05.06.2026	16.06.2026
28/2026	03.07.2026	27	12.06.2026	Work	12.06.2026	23.06.2026
29/2026	10.07.2026	28	19.06.2026	Fitness	19.06.2026	30.06.2026
30/2026	17.07.2026	29	26.06.2026	Money	26.06.2026	07.07.2026
31/2026	24.07.2026	30	03.07.2026	Health	03.07.2026	14.07.2026
32/2026	31.07.2026	31	10.07.2026	Loveletter	10.07.2026	21.07.2026
33/2026	07.08.2026	32	17.07.2026	Work	17.07.2026	28.07.2026
34/2026	14.08.2026	33	24.07.2026	Fitness	24.07.2026	04.08.2026
35/2026	21.08.2026	34	31.07.2026	Money	31.07.2026	11.08.2026
36/2026	28.08.2026	35	07.08.2026	Health	07.08.2026	18.08.2026
37/2026	04.09.2026	36	14.08.2026	Loveletter	14.08.2026	25.08.2026
38/2026	11.09.2026	37	21.08.2026	Work	21.08.2026	01.09.2026
39/2026	18.09.2026	38	28.08.2026	Fitness	28.08.2026	08.09.2026
40/2026	25.09.2026	39	04.09.2026	Money	04.09.2026	15.09.2026
41/2026	02.10.2026	40	11.09.2026	Health	11.09.2026	22.09.2026
42/2026	09.10.2026	41	18.09.2026	Loveletter	18.09.2026	29.09.2026
43/2026	16.10.2026	42	25.09.2026	Work	25.09.2026	06.10.2026
44/2026	23.10.2026	43	02.10.2026	Fitness	02.10.2026	13.10.2026
45/2026	30.10.2026	44	09.10.2026	Money	09.10.2026	20.10.2026
46/2026	06.11.2026	45	16.10.2026	Health	16.10.2026	27.10.2026
47/2026	13.11.2026	46	23.10.2026	Loveletter	23.10.2026	03.11.2026
48/2026	20.11.2026	47	30.10.2026	Work	30.10.2026	10.11.2026
49/2026	27.11.2026	48	06.11.2026	Fitness	06.11.2026	17.11.2026
50/2026	04.12.2026	49	13.11.2026	Money	13.11.2026	24.11.2026
51/2026	11.12.2026	50	20.11.2026	Health	20.11.2026	01.12.2026
52/2026	18.12.2026	51	27.11.2026	Loveletter	27.11.2026	08.12.2026
53/2026	24.12.2026	52	03.12.2026	Work	03.12.2026	14.12.2026
01/2027	31.12.2026	53	08.12.2026	Fitness	08.12.2026	17.12.2026

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.

Editions + rates

Distribution area ¹⁾	Print run ²⁾	Price ³⁾ in € (plus VAT) 1/1 page, inside section
Nielsen 1	89,000	27,200
Nielsen 2	80,300	24,500
Nielsen 3a	58,000	16,700
Nielsen 3b	55,500	18,100
Nielsen 4	63,600	20,900
Nielsen 5	25,500	9,800
Nielsen 5/6/7	59,600	17,600
Nielsen 6/7	34,100	9,500
Domestic subscribers (women's edition)	52,800	26,800

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

²⁾ Publisher's reference Q2/2025. For the current edition, please contact dispo.spiegel@iqm.de.

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

Dates

Issue no.	Publication date	Calendar week	Advertising deadline and cancellation date ¹⁾	Print material deadline
02/2026	02.01.2026	01	21.11.2025	28.11.2025
04/2026	16.01.2026	03	05.12.2025	12.12.2025
06/2026	30.01.2026	05	19.12.2025	02.01.2026
08/2026	13.02.2026	07	09.01.2026	16.01.2026
10/2026	27.02.2026	09	23.01.2026	30.01.2026
12/2026	13.03.2026	11	06.02.2026	13.02.2026
14/2026	27.03.2026	13	20.02.2026	27.02.2026
16/2026	10.04.2026	15	04.03.2026	11.03.2026
18/2026	24.04.2026	17	18.03.2026	25.03.2026
20/2026	08.05.2026	19	31.03.2026	09.04.2026
22/2026	22.05.2026	21	15.04.2026	22.04.2026
24/2026	05.06.2026	23	28.04.2026	06.05.2026
26/2026	19.06.2026	25	13.05.2026	21.05.2026
28/2026	03.07.2026	27	29.05.2026	05.06.2026
30/2026	17.07.2026	29	12.06.2026	19.06.2026
32/2026	31.07.2026	31	26.06.2026	03.07.2026
34/2026	14.08.2026	33	10.07.2026	17.07.2026
36/2026	28.08.2026	35	24.07.2026	31.07.2026
38/2026	11.09.2026	37	07.08.2026	14.08.2026
40/2026	25.09.2026	39	21.08.2026	28.08.2026
42/2026	09.10.2026	41	04.09.2026	11.09.2026
44/2026	23.10.2026	43	18.09.2026	25.09.2026
46/2026	06.11.2026	45	02.10.2026	09.10.2026
48/2026	20.11.2026	47	16.10.2026	23.10.2026
50/2026	04.12.2026	49	30.10.2026	06.11.2026
52/2026	18.12.2026	51	13.11.2026	20.11.2026

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

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 €	Oversizeinserts in € (plus VAT)
	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	10g	99	156	117
Booklet	20g	110	176	132
Product Sample	20g	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.

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
+4	+23	+32	+24

Bound inserts with glued-on elements: On request

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): <table border="0" style="margin-left: 200px;"> <tr> <td>4 pages each</td> <td>80 EUR</td> </tr> <tr> <td>8 pages</td> <td>90 EUR</td> </tr> <tr> <td>16 pages</td> <td>110 EUR</td> </tr> <tr> <td>32 pages</td> <td>130 EUR</td> </tr> </table>	4 pages each	80 EUR	8 pages	90 EUR	16 pages	110 EUR	32 pages	130 EUR
4 pages each	80 EUR								
8 pages	90 EUR								
16 pages	110 EUR								
32 pages	130 EUR								

Publisher Details

Publisher	Spiegel-Verlag, Rudolf Augstein GmbH & Co. KG
Address	PO. Box 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/der-spiegel www.gruppe.spiegel.de/spiegel-media/werbetraeger/der-spiegel-print
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

Technical Basic Information

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 +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 marketing

Contact	international@iqm.de . We will be happy to provide you with a customised offer!
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/werbetraeger/der-spiegel-print

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 SPEZIAL 2/2025

Key figures

Frequency of publication	2 x per year
Print run, SPIEGEL SPEZIAL 1/2024 (publisher's information)	289,132 copies
Copy price	7.90 €

Dates

Issue no.	Release day on sale	Calendar week	Advertising/printing deadline and cancellation date ¹⁾	AdSpecials booking deadline and cancellation date Bound inserts/adhesive inserts/inserts	Ad Special Delivery of Bound inserts/glued inserts inserts
01/2026	25.04.2026	17	24.03.2026	17.03.2026	09.04.2026
02/2026	26.09.2026	39	27.08.2026	20.08.2026	10.09.2026

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 in € ¹⁾ (plus VAT)
2/1 page	2nd cover page + inside section, page 3 ²⁾	424 x 280	168,300
2/1 page	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
1/2 page high	Inner part	133 x 280	54,600
1/3 page landscape ³⁾	Inner part	212 x 135	42,400
1/3 page high	Inner part	69 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 1/2 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. 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-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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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 2024**

Key figures

Frequency of publication	1 x per year
Print run, SPIEGEL CHRONIK 1/2024 (publisher's information)	311,879 copies
Copy price	7.90 €

Dates

Issue no.	Release day on sale	Calendar week	Advertising/printing deadline and cancellation date ¹⁾	AdSpecials booking deadline and cancellation date Bound inserts/adhesive inserts/inserts	Ad Special Delivery of Bound inserts/glued inserts inserts
01/2026	05.12.2026	49	05.11.2026	29.10.2026	19.11.2026

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 in € ¹⁾ (plus VAT)
2/1 page	2nd cover page + inside section, page 3 ²⁾	424 x 280	168,300
2/1 page	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
1/2 page high	Inner part	133 x 280	54,600
1/3 page landscape ³⁾	Inner part	212 x 135	42,400
1/3 page high	Inner part	69 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 1/2 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. 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-spezial
Commercial order processing	dispo.spiegel-mag@iqm.de

Advertising marketing

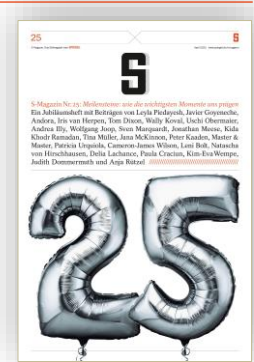
Contact	international@iqm.de . We will be happy to provide you with a customised offer!
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Brief portrait

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 1/2025

Key figures

Frequency of publication	2 x per year
Net paid circulation (IVW II 2025 DER SPIEGEL)	654,531 copies
Copy price	Supplement in DER SPIEGEL

Dates

Issue no.	Date of publication	Calendar week	Advertising/printing deadline and cancellation date ¹⁾	Supplement in DER SPIEGEL no.
1/2026	20.03.2026	12	19.02.2026	13
2/2026	02.10.2026	40	03.09.2026	41

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 in € ¹⁾ (plus VAT)
2/1 page Opening Spread	2nd cover page + inside section, page 3	520 x 380	156,400
2/1 page	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 1/2 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. 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-spezial
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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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 2/2025

Key figures

Frequency of publication	4 x per year
Net paid circulation (IVW II 2025 DER SPIEGEL)	654,531 copies
Copy price	Supplement in DER SPIEGEL

Dates

Issue no.	Date of publication	Calendar week	Advertising/printing deadline and cancellation date ¹⁾	Supplement in DER SPIEGEL no.
1/2026	02.04.2026	14	04.03.2026	15
2/2026	12.06.2026	24	12.05.2026	25
3/2026	09.10.2026	41	10.09.2026	42
4/2026	27.11.2026	48	29.10.2026	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 in € ¹⁾ (plus VAT)
2/1 page	Inside, double page	380 x 260	38,200
1/1 page	4th cover page	190 x 260	19,100
1/1 page	2nd cover page	190 x 260	19,100
1/1 page	Inner part	190 x 260	19,100
1/2 page high	Inner part	93 x 260	11,300
1/2 page across ²⁾	Inner part	190 x 130	11,300
1/3 page high	Inner part	63 x 260	7,500
1/3 page transverse	Inner part	190 x 87	7,500

¹⁾ The prices quoted are subject to 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 1/2 page, landscape (no other advertisement of the same format opposite).

General + technical information

Technical specifications	www.duon-portal.de
Internet	www.iqmedia.de/portfolio/spiegel-spezial
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	international@iqm.de . We will be happy to provide you with a customised offer!
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