manager magazin



RATE CARD 2027

Correct as of Oct. 20, 2026

IQ media

SPIEGEL Media

2027

RATE CARD

manager magazin

Brief portrait

manager magazin is the monthly business magazine with the clear aim of being the leading medium and source of inspiration for decision-makers and managers.

Since 1971, manager magazin has been characterised by independent information and orientation on key economic topics. Based on entrepreneurial success stories and outstanding corporate achievements, investigative research and the clarification of mismanagement in corporate headquarters, the readership gains intimate insights into the German economy.

The manager magazin editorial team draws on networks, some of which have grown over decades, for its research and is therefore well informed and able to report first-hand on the lives of top managers - from personnel management to management and strategy issues.

The language in the magazine always remains lively and clear, because business is told and not disguised in series of figures. This makes **manager magazin** one of the most quoted business magazines in Germany.

Key figures

Frequency of publication	monthly
Paid circulation (IVW II 2026)	86,042 copies
Copy price	12.00 €

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]	400 x 264	125,500
2/1 pages	Inside, double page before content	400 x 264	99,500
2/1 pages	Inside section, double page before names + news	400 x 264	94,400
2/1 pages	Inside, double page	400 x 264	85,800
1/1 page	4th cover page	200 x 264	53,500
1/1 page	2nd cover page	200 x 264	52,200
1/1 page	Inner part, 1st left page after opening spread	200 x 264	49,800
1/1 page	Inside, left page next to contents	200 x 264	49,800
1/1 page	Inside, right page next to contents	200 x 264	49,800
1/1 page	Inside, 1st right-hand page for names + news	200 x 264	49,800
1/1 page	**Inner part**	**200 x 264**	**42,900**
2/3 page, high	Inner part	124 x 264	31,200
1/2 page, landscape[3]	Inner part	200 x 132	24,700
1/3 page, high	Inside, next to editorial	67 x 264	21,500
1/3 page, high	Inner part	67 x 264	18,200
1/3 page, landscape	Inner part	200 x 88	18,200
1/4 page, landscape	Inner part	200 x 72	15,600

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 any other type of cover page. achieve larger title production. Cover pages are tied to booking volumes 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 discount and AE.

Advertorials are labelled with the word *"ANZEIGE"*. We require booking, briefing, image and text material by 20 working days at the latest. days before the print deadline (see also under "Deadlines", p. 3). Timing for photo production, concept development, routes, etc.: on request.

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

2027 SCHEDULE

manager magazin

Dates

Issue	Date of publication	Calendar week	Topic	Advertising and printing deadline/ cancellation date[1)]	AdSpecials Booking deadline and cancellation date Bound inserts/adhesive inserts/inserts	AdSpecials Delivery of bound inserts/glued inserts/ inserts
02/2027	22.01.2027	3	Finance	18.12.2026	11.12.2026	11.01.2027
03/2027	19.02.2027	7	SME: New Energies	21.01.2027	14.01.2027	08.02.2027
04/2027	19.03.2027	11	SME: Globalization	18.02.2027	11.02.2027	08.03.2027
05/2027	16.04.2027	15	SME: Innovation	16.03.2027	09.03.2027	05.04.2027
06/2027	14.05.2027	19	SME: Digitalization	14.04.2027	07.04.2027	30.04.2027
07/2027	18.06.2027	24	Watches	20.05.2027	12.05.2027	07.06.2027
08/2027	16.07.2027	28	Art Index	17.06.2027	10.06.2027	05.07.2027
09/2027	20.08.2027	33	Finance	22.07.2027	15.07.2027	09.08.2027
10/2027	17.09.2027	37	SME: Sustainability	19.08.2027	12.08.2027	06.09.2027
Special Issue 01/2027	01.10.2027	39	The 500 richest Germans	02.09.2027	26.08.2027	20.09.2027
11/2027	22.10.2027	42	SME: Transformation	23.09.2027	16.09.2027	11.10.2027
12/2027	19.11.2027	46	Luxury & Lifestyle	21.10.2027	14.10.2027	08.11.2027
01/2028	17.12.2027	50	Top 100 women	18.11.2027	11.11.2027	06.12.2027

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.

SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG I Headquarters: Hamburg
Hamburg Local Court HRA 61755 Managing
Directors: Thomas Hass, Stefan Ottlitz

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		192	296	221	385
30 g		213	326	244	423
40 g		234	356	267	461
50 g		255	386	290	499
60 g		276	416	313	537
each	+ 10 g	+ 21	+ 30	+ 23	+ 38

[1] **Oversize inserts:** These have a part (header) that protrudes from the top. They are enclosed with the magazine loose and with the closed side facing the collar. The maximum weight must be agreed.
Oversize inserts are only possible in the subscription edition.

Inserts with glued-on elements: on request

Minimum circulation: 30,000 copies. Rate per 1,000 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	113	180	136
Booklet	20 g	126	200	151
Product sample	20 g	151	225	176

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

Minimum circulation: 50,000 copies.
Nielsen and subscription 30 % surcharge for binding placement as first insert.
Partial runs can be provided with sliding rights subject to 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	Partial edition excl. subscription in €
2		201	303	242
4		206	311	248
8		242	364	291
12		278	417	334
16		314	470	377
each	+4	+36	+53	+43

Bound inserts with glued-on elements: On request
30 % surcharge for binding placement as first insert.

Minimum booking: 50,000 copies or domestic subscription.
Nielsen and Subscription partial print runs can be provided with sliding rights subject to compliance with the minimum booking.

Price details 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 be used as the basis for calculation. The price for the total circulation i s applied when the total or domestic circulation is used.

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

Coordination of requirements 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 130 EUR
8 pages 160 EUR
16 pages 180 EUR
32 pages 200 EUR

2027
MEDIA INFORMATION

manager magazin

Publisher's details

Publisher:	manager magazin Verlagsgesellschaft mbH
Postal address:	P.O. Box 11 10 53, 20404 Hamburg
House address:	Ericusspitze 1, 20457 Hamburg
Disposition/placement:	disposition@spiegel.de
Media documents/rates:	https://iqmedia.de/download-center
Internet:	www.iqmedia.de/portfolio/manager-magazin or www.gruppe.spiegel.de/spiegel-media/werbetraeger/mm-print
Commercial order processing	dispo.mm@iqm.de
PZN manager magazin: **PZN manager magazin special issue:**	518602 529345
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: GENODEDDXXX
Terms of payment:	Invoices for national marketing are due net within 14 days of the invoice date, less a 2% discount for advance payment or direct debit.
General Terms and Conditions:	**All advertising orders are executed exclusively in accordance with the General Terms and Conditions o f iq media. These can be found on the Internet at:** www.iqmedia.de/portfolio/manager-magazin

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 +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 b e updated during the year; the latest binding version of this price list can be found at	www.iqmedia.de/portfolio/manager-magazin or www.gruppe.spiegel.de/spiegel-media/werbetraeger/mm-print

International contact

Please contact

Sales International

Darwin Santo
Director New Business International

+49 211 887 2371
darwin.santo@iqm.de

Bettina Goedert
Senior Sales Manager International &
Lead of International Marketing & Transformation

+49 211 887 1336
bettina.goedert@iqm.de

Hanna Underberg
Sales Manager International

Telefon +49 160 9770 8048
hanna.underberg@iqm.de

Or our
Worldwide network of international representatives

refer to:
https://iqmedia.de/contact