



RATE CARD 2026

Status: 30/09/2025

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
Net paid circulation (IVW II 2024)	88,793 copies
Copy price	11,00 €

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	122.900
2/1 pages	Inside, double page before content	400 x 264	97.400
2/1 pages	Inside section, double page before names + news	400 x 264	92.400
2/1 pages	Inside, double page	400 x 264	84.000
1/1 page	4th cover page	200 x 264	52.400
1/1 page	2nd cover page	200 x 264	51.100
1/1 page	Inner part, 1st left page after opening spread	200 x 264	48.700
1/1 page	Inside, left page next to contents	200 x 264	48.700
1/1 page	Inside, right page next to contents	200 x 264	48.700
1/1 page	Inside, 1st right-hand page for names + news	200 x 264	48.700
1/1 page	Inner part	200 x 264	42.000
2/3 page, high	Inner part	124 x 264	30.500
1/2 page, landscape ³⁾	Inner part	200 x 132	24.200
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	15.200

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.

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
02/2026	23.01.2026	04	Finance	18.12.2025	11.12.2025	12.01.2026
03/2026	20.02.2026	08	SME: New Energies	22.01.2026	15.01.2026	09.02.2026
04/2026	20.03.2026	12	SME: Globalization	19.02.2026	12.02.2026	09.03.2026
05/2026	24.04.2026	17	SME: Innovation	24.03.2026	17.03.2026	13.04.2026
06/2026	22.05.2026	21	SME: Digitalization	21.04.2026	14.04.2026	08.05.2026
07/2026	19.06.2026	25	Watches	20.05.2026	12.05.2026	08.06.2026
08/2026	17.07.2026	29	Art Index	18.06.2026	11.06.2026	06.07.2026
09/2026	21.08.2026	34	Finance	23.07.2026	16.07.2026	10.08.2026
10/2026	18.09.2026	38	SME: Sustainability	20.08.2026	13.08.2026	07.09.2026
Special issue 1/2026	02.10.2026	40	The 500 richest Germans	03.09.2025	27.08.2026	21.09.2026
11/2026	23.10.2026	43	SME: Transformation	24.09.2026	17.09.2026	12.10.2026
12/2026	20.11.2026	47	-	22.10.2026	15.10.2026	09.11.2026
01/2027	18.12.2026	51	Top 100 women	19.11.2026	12.11.2026	07.12.2026

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.

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	289	221	377
30 g	213	318	244	414
40 g	234	347	267	451
50 g	255	376	290	488
60 g	276	405	313	525
each + 10 g	21	29	23	37

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. 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 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 is 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): <table border="0" style="margin-left: 20px;"> <tr> <td>up to 4 pages each</td> <td>130 EUR</td> </tr> <tr> <td>8 pages</td> <td>160 EUR</td> </tr> <tr> <td>16 pages</td> <td>180 EUR</td> </tr> <tr> <td>32 pages</td> <td>200 EUR</td> </tr> </table>	up to 4 pages each	130 EUR	8 pages	160 EUR	16 pages	180 EUR	32 pages	200 EUR
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16 pages	180 EUR								
32 pages	200 EUR								

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:	518602
PZN manager magazin special issue:	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 of 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!
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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/manager-magazin or
www.gruppe.spiegel.de/spiegel-media/werbetraeger/mm-print

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