

manager magazin



Rate Card 2025

As of September 30, 2024

Brief Portrait

The "manager magazin" is a monthly business magazine with a clear mission to be the leading medium and driving force for decision-makers and executives.

Since 1971, the "manager magazin" has been characterized by independent enlightenment and guidance on core economic topics. Through stories of entrepreneurial success and outstanding corporate performances, investigative research, and exposing mismanagement in corporate headquarters, readers gain intimate insights into the German economy.

The "manager magazin" editorial team relies on networks that have grown over decades for its research and can therefore report well-informed and firsthand about the worlds in which top managers live – from personnel management to general management, to strategy questions.

The language in the magazine remains always vibrant and clear, as economics is narrated and not disguised in rows of numbers. As a result, the "manager magazin" is one of the most frequently quoted business magazines in Germany.

Key Facts

Publication Frequency	monthly
Paid circulation (IVW II 2024)	94,275 copies
Copy price	11.00 €

Rates + Formats

Format	Placement	Bleed Format in mm Width x Height	Rates ¹⁾ in €
2/1 pages	inside front cover + page 3 ²⁾	400 x 264	122,900
2/1 pages	double page before Content	400 x 264	97,400
2/1 pages	double page before Names and News	400 x 264	92,400
2/1 pages	inner	400 x 264	84,000
1/1 page	outside back cover	200 x 264	52,400
1/1 page	inside front cover	200 x 264	51,100
1/1 page	1st left-hand page after OpenSpread	200 x 264	48,700
1/1 page	inner, left-hand page next to Content	200 x 264	48,700
1/1 page	inner, right-hand page next to Content	200 x 264	48,700
1/1 page	inner, 1st right hand page in Names and News	200 x 264	48,700
1/1 page	inner	200 x 264	42,000
2/3 page, vertical	inner	124 x 264	30,500
1/2 page, horizontal ³⁾	inner	200 x 132	24,200
1/3 page, vertical	inner, next to Editorial	67 x 264	21,500
1/3 page, vertical	inner	67 x 264	18,200
1/3 page, horizontal	inner	200 x 88	18,200
1/4 page, horizontal	inner	200 x 72	15,200

¹⁾Eligible for discount and AE (agency commission). A surcharge will be applied to the base price for joint advertisements.

²⁾Color and registration discrepancies caused by variations in paper quality or sheet division do not warrant complaints.

³⁾A 10% surcharge will be applied for the exclusive placement of a ½ page horizontal ad (with no other ad of the same size opposite).

We reserve the right to withdraw the reservation of cover pages if a booking for an opening spread or other larger cover production is received. Cover pages require a booking volume of at least two advertisement pages.

Advertorials

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

Creation costs and additional formats are available upon request (including concept, text, and layout, excluding image rights and photo productions). For photo productions, concept development, campaigns, etc., we are happy to provide a tailored quote. Creation costs are not eligible for discounts or agency commission.

Advertorials are marked with the word "ANZEIGE" (= advertisement). The creation costs are not eligible for discounts or AE. We require briefing, image and text material no later than 4 weeks prior to the print deadline (see also under the item deadlines, page 3). Timing for photo production, concept development, etc. available upon request.

Dates

Issue	Publication Date	Week	Booking / Cancellation and Copy Deadline ¹⁾	AdSpecials Booking / Cancellation Deadline	AdSpecials Delivery
02/2025	24.01.2025	04	19.12.2024	12.12.2024	13.01.2025
03/2025	21.02.2025	08	23.01.2025	16.01.2025	10.02.2025
04/2025	21.03.2025	12	20.02.2025	13.02.2025	10.03.2025
05/2025	17.04.2025	16	19.03.2025	12.03.2025	04.04.2025
06/2025	23.05.2025	21	23.04.2025	14.04.2025	12.05.2025
07/2025	27.06.2025	26	27.05.2025	20.05.2025	13.06.2025
08/2025	25.07.2025	30	26.06.2025	19.06.2025	14.07.2025
09/2025	22.08.2025	34	24.07.2025	17.07.2025	08.08.2025
10/2025	19.09.2025	38	21.08.2025	14.08.2025	08.09.2025
Special Issue 1/2025	10.10.2025	41	10.09.2025	03.09.2025	26.09.2025
11/2025	24.10.2025	43	24.09.2025	17.09.2025	13.10.2025
12/2025	21.11.2025	47	22.10.2025	15.10.2025	10.11.2025
01/2026	19.12.2025	51	20.11.2025	13.11.2025	08.12.2025

Reservations for preferred placements must be firmly booked within a specified written timeframe. If this timeframe is not met, we reserve the right to cancel the reservation. Furthermore, if another client places an order for an already reserved preferred placement, we reserve the right to release the reservation for booking if the reserving client's order is not received within three business days.

¹⁾For cover pages and placements subject to a surcharge, the ad submission and cancellation deadlines are brought forward by one week.

Loose Inserts

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

Rates p. 1,000 copies	Weight up to	Total circulation in €	Subscription circulation in €	Partial circulation 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 that protrudes in height (header). They are enclosed loosely with the magazine with the closed side facing the waistband. The maximum weight requires coordination. Oversize inserts are only possible in the subscription edition.

Inserts with glued-on elements: on request

Minimum circulation: 30,000 copies .
Nielsen and subscription part runs can be assigned sliding rights, subject to compliance with the minimum circulation.

Glued inserts „Tip-Ons“

These are products delivered ready for processing which are glued onto a carrier ad and can be easily removed by the reader.

Rates p. 1,000 c. Format	Weight up to	Total in €	Subs in €	Partial circul. ex subs in €
Postcard	10 g	113	180	136
Booklet	20 g	126	200	151

Carrier ad: 1/1 page (calculation according the price list)

Minimum circulation: 50,000 copies. Nielsen and subscription part runs can be assigned sliding rights, subject to compliance with the minimum circulation.

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.

Rates p. 1,000 copies Pages	Total in €	Subs in €	Partial circul. excl. subs in €
4	206	311	248
8	242	364	291
12	278	417	334
16	314	470	377
each	+ 4	+ 36	+ 43

Bound-in inserts with glued-on-elements: on request

30% surcharge for binding placement as 1st bound insert

Minimum circulation: 50,000 copies or total domestic subscription. Nielsen and subscription part runs can be assigned sliding rights, subject to compliance with the minimum circulation.

Price quotations	Rates for AdSpecials may increase if e.g. they make processing more difficult. Composite Ad Specials are possible by special agreement. Weight-dependent postal charges incurred for subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity will be used as the basis for calculation.
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.
E-Paper	For supplements and inserts, additional placement in the ePaper edition is possible. Circulation and prices available upon request.

Publisher's details

Publisher	manager magazin Verlagsgesellschaft mbH
Postal address	Postfach 11 10 53, 20404 Hamburg
Home address	Ericusspitze 1, 20457 Hamburg
Disposition/Placement	disposition@spiegel.de
Media documents/tariffs	https://iqmedia.de/download-center
Internet	https://iqmedia.de/portfolio/manager-magazin bzw. https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/mm-print
Order processing	dispo.mm@iqm.de
PZN manager magazin	518602
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 Swift Code: GENODEDDXXX
Terms of payment	Invoices are due net within 14 days of the invoice date.
General Terms and Conditions	All advertising orders will be executed exclusively in accordance with the General Terms and Conditions of the publisher. These can be found on the Internet at: https://iqmedia.de/agb

Basic technical data

Technical specifications	The current and binding technical specifications can be found at www.duon-portal.de
Printing material	The central digital reception takes place via the DUON portal of the VDZ publishers: www.duon-portal.de Support is available at: support@duon-portal.de or directly by calling +49 40 374117-50. Further detailed information is also available at www.duon-portal.de and from Mohn Media Mohndruck GmbH, Prepress MAT - Advertising Team, Tel. +49 5241 80-89700, anzeigen@bertelsmann.de .

Ad marketing

Contact	https://iqmedia.de/kontakt . We would be happy to provide you with a personalized offer.
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The information contained in this Rate Card is subject to change during the course of the year. A Current Rate Card can be found under	https://iqmedia.de/portfolio/manager-magazin bzw. https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/mm-print
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The English Rate Card is a translation of the currently valid German rate card. In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sole validity.

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