

# mare

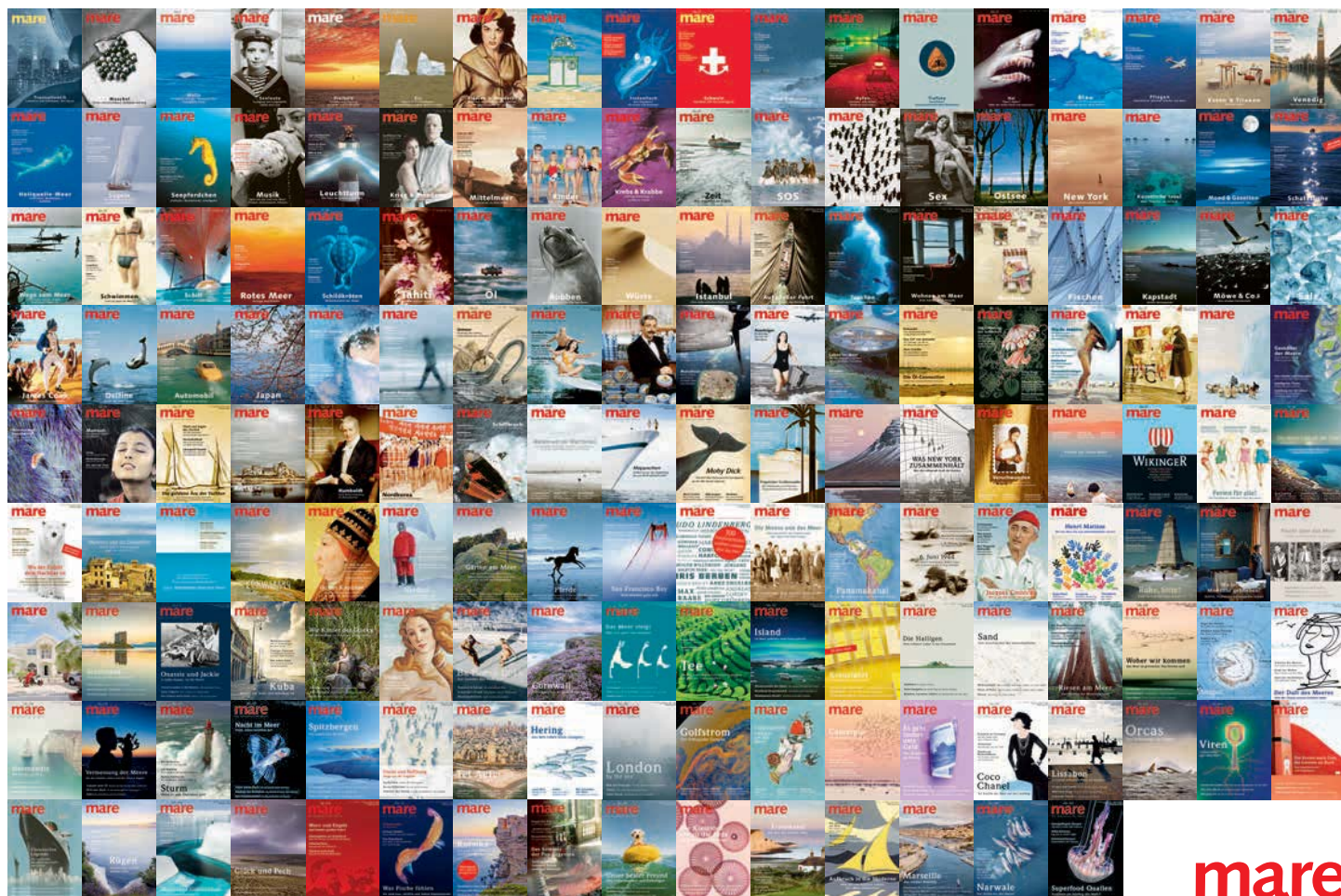
*Die Zeitschrift der Meere*



Rate card no 29 effective January 1, 2024

[www.iqm.de/mare](http://www.iqm.de/mare)





## mare – magazine of the oceans

mare is committed to create sophisticated, independent, high-quality journalism, while establishing in the public's consciousness an awareness of the oceans' importance for mankind's living, economic and cultural environments. Every 2 months mare provides new food for thought on economic, political, cultural, ecological and scientific subjects in connection with and from the point of view of the oceans. Unusual photography and a multi prize-winning layout set the scene for the content.

mare readers are sensual "bon vivants" through and through. They are personalities with experience of life,

who consciously take time for the finer things of life. In their professional life they are in decision-maker positions and have an above-average income at their disposal. They attach particular importance to high quality and are prepared to invest more to obtain it.

The high share of subscribers and the intensive use of the magazine reflect the high degree of reader loyalty. Back copies of the magazine which has been published since 1997, have become collectors' items.

The quality of mare is also celebrated by the publishing industry which regularly bestows awards on the magazine of the oceans for text, pictures, layout and print.

The website mare.de, the broadcasts of mareTV and mareradio, as well as the book programme round off the high-quality brand family and assure a high level of brand awareness.

### Circulation (IVW III/2023):







Print circulation	36,150
Paid circulation	23,362
Subscription	12,878

### Coverage

AWA 2023	327,000
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## mare

### Basic sizes

		Type area		Bleed		Rates 4c
		Width	Height	Width	Height	
	2/1 page	390	250	420	280	17,900 €
	1/1 page	180	250	210	280	9,700 €
	2/3 horizontal	180	150	210	185	7,300 €
	1/2 vertical	80	250	95	280	5,800 €
	1/2 horizontal	180	120	210	140	5,800 €
	1/3 vertical	50	250	68	280	4,100 €
	1/3 horizontal	180	70	210	93	4,100 €
	1/4 page	87.5	121.5	—	—	3,600 €
	60 x 90 mm	—	—	—	—	1,900 €

### Discounts:

3 pages	4 %
6 pages	6 %

### Special discount:

20 % for cultural events and book publishers. Not eligible to special ad sizes and loose inserts

### Printing process:









Content: web offset  
Cover: sheet offset

### Binding:

adhesive binding.

### Premium positions\*:

#### Basic sizes

		Type area		Bleed*		Rates 4c
		Width	Height	Width	Height	
	C 2 + page 3	390	250	420	280	21,200 €
	1st double page	390	250	420	280	19,400 €
	C 2 / C 4	180	250	210	280	11,000 €
	C 3	180	250	210	280	11,000 €
	1st right hand page	180	250	210	280	10,700 €
	1st left hand page	180	250	210	280	10,700 €
	1/2 opposite content	80	250	95	280	6,100 €
	1/3 next to editorial	50	250	68	280	4,800 €

### Booking / cancellation and copy deadline:

Cancellation and booking deadlines are identical

### Bleed allowance:

Bleed formats plus 3 mm bleed on all sides.

### Format specification:

Sizes listed in mm (width x height)  
Format details for bleed advertisements marked in colour. Other formats, special formats and individual format requests by clients possible.

The rates are exclusive VAT, which may apply

\* Reservation for premium positions will be released automatically  
4 weeks prior to the booking deadline if there is no insertion order available.

## mare

### Loose inserts

**Inserts** are loose printed products inside the magazine.

**Insertion possibilities:** full or subscription circulation

**Minimum circulation:** subscription circulation

### Bound inserts

**Bound inserts** are printed products bound into the magazine

**Insertion possibilities:** full circulation

Trim at top 15 mm, at bottom 5 mm, outside 3mm, gutter 3 mm.

Due to adhesive binding approx 5 mm at the gutter will be covered.  
Print via gutter therefore requires 5 mm allowance on each side.

### Tip-On-Cards

Tip-On-Cards are post cards, empty envelopes or other rectangular, unfolded printed products.

**Insertion possibilities:** full circulation

**Ad booking:** basic ad at least 1 full page (acc. to rate card)

The tip-on-card on the ad distance from top and bottom margin at least 30 mm distance from centre at least 30 mm and maximum 60 mm adhesion tolerances horizontal 2 mm, vertical 3 mm.

Other stipulations are only possible after previous agreement / sampling.

Tip-On-Cards are glued onto an ad (minimum format 1/1 page)

**Rates:** per 1,000 copies

	Full circulation	Subscription
up to 20 g	125 €	145 €
per further 5 g	5 €	10 €

Plus postal cost.

<b>Size:</b>	Width	Height
Minimum	105	148
Maximum	190	250

Sizes listed in mm.

<b>Paperweight:</b>	Maximum	115 g/m <sup>2</sup>
	Minimum	70 g/m <sup>2</sup>

**Rates:** per 1,000 copies

	Full circulation
2 pages	120 €
4 pages	140 €
per 2 further pages	25 €

<b>Size:</b>	Width	Height
Minimum	210	105
Maximum	210	208

Sizes listed in mm.

<b>Paperweight:</b>	2 pages	min.	100 g/m <sup>2</sup>
	4 pages	min.	80 g/m <sup>2</sup>

**Rates:**

	Full circulation
per 1,000 copies	58 €

<b>Size:</b>	Width	Height
Minimum	105	148
Maximum	150	220

Sizes listed in mm.

**Paperweight:**

Minimum	150 g/m <sup>2</sup>
Maximum	220 g/m <sup>2</sup>

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## Special inserts

**Delivery volume:** To allow for circulation fluctuations, the must consult the advertising dept. once again prior to production to ascertain the actual required volume of loose inserts / glued inserts / bound inserts.

**Closing dates:** order date and cancellation dates are identical with the ad closing date.

**Delivery reference:** mare No. xx

**Samples:** Along with the order we need 5 valid samples, tip-on-cards should have a final layout of the advertisement. The order becomes binding for the publisher after approval of the sample.

**Product samples** are to be delivered in compliance with the guidelines of the German Printing Federation (BVDM) (please request from the publisher).

**Basis for price calculation:** The basis for calculation is the print circulation in line with the most recent IVW quarterly figures at the time of billing. Rates may be higher if the nature of the products complicates processing.

**Partner advertising:** Loose inserts / glued inserts / bound inserts used jointly by more than one advertiser may be booked by special arrangement.

**Disposal costs:** If glued inserts / loose inserts in returned copies have to be disposed of, the customer bears the additional costs of disposal on a case to case basis.

**Rates:** not discountable, plus the valid rate of VAT, where applicable.

**Print profile:** PSO\_Coated\_300\_NPscreen\_ISO12647\_eci.icc

### Delivery address:

Druckhaus Kaufmann  
z.Hd. Nicole Pottiez  
Raiffeisenstraße 29  
77933 Lahr  
Phone (+49)7821 945-116  
Fax (+49)7821 945-168  
E-mail pottiez@Druckhaus-Kaufmann.de

### Advertising planning:

Rudigier Consulting  
Steinbacherstraße 8  
81675 München  
Phone. (+49) 89 3742 6655  
Mobile (+49) 160 9094 9098  
E-mail patricia@rudigier-consulting.com

## Advertising data

### Terms and Conditions:

Our general terms and conditions can be found on our website:  
[www.iqm.de/mare](http://www.iqm.de/mare)

### Bank details:

HypoVereinsbank, IBAN DE 20 2003 0000 0001 0041 00,  
SWIFT/BIC HYVEDEMM300

### Rate quotation:

All rates are in Euro exclusive of VAT which may apply.

### Payment terms:

Invoices are payable in full upon receipt. 2 % cash discount can be deducted if the payment is credited to our account before the publication date, cash discount will only be accepted if all previous invoices are settled.

**Frequency:** bi monthly

**Copy price:** 13.50 €.

### Distribution area:

Germany, Switzerland, Austria

### Distribution channels:

Newsagents, book stores and subscription

### Delivery of printing material:

Printing material is accepted centrally via the Duon-Portal of the VDZ publishers:  
[www.duon-portal.de](http://www.duon-portal.de).

### Publisher:

mareverlag GmbH & Co. oHG  
Pickhuben 2  
20457 Hamburg

### Advertising:

iq media marketing gmbh  
Toulouser Allee 27  
40211 Düsseldorf

### Media information

[www.iqm.de/mare](http://www.iqm.de/mare)

### Technical data:

[www.duon-portal.de](http://www.duon-portal.de)

### Support:

support@duon-portal.de  
or by phone: (+49) 40 374117 - 50



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## Publishing and closing deadlines

Issue	Publication date	Booking deadline	Copy deadline	Delivery deadline for inserts
No. 162	February 2, 2024	January 4, 2024	January 11, 2024	January 16, 2024
No. 163	April 5, 2024	March 5, 2024	March 12, 2024	March 15, 2024
No. 164	June 7, 2024	May 2, 2024	May 5, 2024	May 17, 2024
No. 165	August 2, 2024	July 4, 2024	July 7, 2024	July 16, 2024
No. 166	October 4, 2024	September 5, 2024	September 12, 2024	September 17, 2024
No. 167	December 6, 2024	November 7, 2024	November 14, 2024	November 19, 2024
No. 168	February 7, 2025	January 9, 2025	January 16, 2025	January 21, 2025

Subject to alterations.

## International Representatives

### Australia

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8587

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### Middle East

Integrated Advertising services, IAS Media  
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### North America

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E-mail [pandrade@ilimitadapub.com](mailto:pandrade@ilimitadapub.com)

## International Representatives

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