

manager magazin



RATE CARD 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 2023)	89,769 copies
Copy price	11.00 €

Rates + Formats

Format	Placement	Bleed Format in mm Width x Height	Rates in €
2/1 pages	inside front cover + page 3	400 x 264	119,100
2/1 pages	double page before Content	400 x 264	95,100
2/1 pages	double page before Names and News	400 x 264	90,200
2/1 pages	inner	400 x 264	82,000
1/1 page	outside back cover	200 x 264	50,400
1/1 page	inside front cover	200 x 264	49,200
1/1 page	1st left-hand page after OpenSpread	200 x 264	47,600
1/1 page	inner, left-hand page next to Content	200 x 264	47,600
1/1 page	inner, right-hand page next to Content	200 x 264	47,600
1/1 page	inner, 1st right hand page in Names and News	200 x 264	47,600
1/1 page	inner	200 x 264	41,000
2/3 page, vertical	inner	124 x 264	29,800
1/2 page, horizontal	inner	200 x 132	23,600
1/3 page, vertical	inner, next to Editorial	67 x 264	21,000
1/3 page, vertical	inner	67 x 264	17,800
1/3 page, horizontal	inner	200 x 88	17,800
1/4 page, horizontal	inner	200 x 72	14,900

Orders received from more than one advertiser are subject to a surcharge on the basic rate.

Double page (inside front cover + page 3): Please note that differing paper qualities and sheet allocation can lead to differences in tone and register which will not be recognized for complaints.

We reserve the right to cancel the reservation for a cover page if we receive a firm booking for an opening spread or another major cover production. Cover placement is dependent on a booking volume of a minimum two further ad pages.

Reservations for preferred positions must be converted into firm bookings within the predetermined period. If this is not done we reserve the right to cancel the reservation. Moreover, we reserve the right to cancel a reservation in the event we receive a booking from another client for a preferred position that was already reserved if the client holding the reservation does not submit a firm booking within three working days.

Advertorials

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

Creation costs on request

(including concept, text and layout, excl. image rights and photo production. For photo productions we will be happy to provide you with an individual offer.

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 3 weeks prior to the print deadline - see also under the item deadlines. 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
02/2024	19.01.2024	03	18.12.2023	08.12.2023	08.01.2024
03/2024	16.02.2024	07	18.01.2024	05.01.2024	05.02.2024
04/2024	22.03.2024	12	22.02.2024	09.02.2024	11.03.2024
05/2024	19.04.2024	16	19.03.2024	08.03.2024	08.04.2024
06/2024	17.05.2024	20	16.04.2024	05.04.2024	03.05.2024
07/2024	21.06.2024	25	23.05.2024	10.05.2024	10.06.2024
08/2024	19.07.2024	29	20.06.2024	07.06.2024	08.07.2024
09/2024	23.08.2024	34	25.07.2024	12.07.2024	09.08.2024
10/2024	20.09.2024	38	22.08.2024	09.08.2024	09.09.2024
mm Sonderheft 2024	04.10.2024	40	04.09.2024	23.08.2024	20.09.2024
11/2024	18.10.2024	42	18.09.2024	06.09.2024	07.10.2024
12/2024	15.11.2024	46	16.10.2024	04.10.2024	04.11.2024
01/2025	13.12.2024	50	14.11.2024	01.11.2024	02.12.2024

For cover pages and placements subject to a surcharge, the booking / cancellation and copy deadline is advanced 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	187	282	215	367
	30 g	207	310	237	403
	40 g	227	338	259	439
	50 g	247	366	281	475
	60 g	267	394	303	511
each	+ 10 g	+ 20	+ 28	+22	+36

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 circ. ex subs in €
Postcard	10 g	110	175	132
Booklet	20 g	122	195	147

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 circ. excl. subs in €
4	201	303	242
8	236	355	284
12	271	407	326
16	306	459	368
each	+ 4	+ 35	+ 42

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: GENODEDXXX
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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