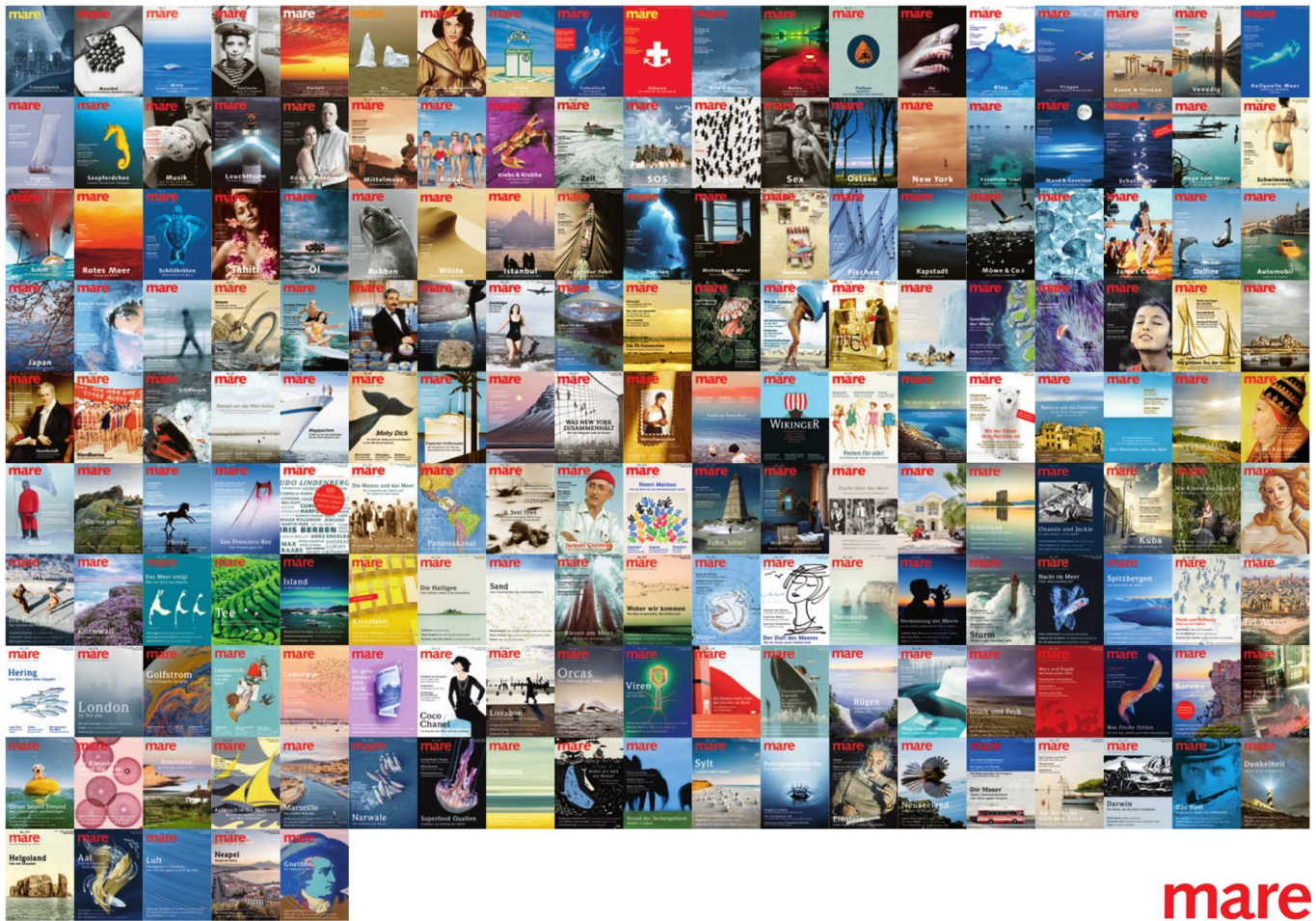




mare

Rate card no. 32 · effective January 1, 2027

Advertising rates, specifications and deadlines · Magazine of the oceans



mare



Cover photo: © Nicolò Caredda / Unsplash

mare – magazine of the oceans

mare is more than a magazine about the sea. The sea is its starting point, its connection and its distinctive view of the world. The editorial team tells outstanding stories from science, culture, politics and everyday life, always with a link to the sea. Sometimes that link takes centre stage; sometimes it sits quietly in the background. What all contributions share is independent, demanding and carefully researched journalism that informs and moves readers. Lavish photo features and a multi-award-winning layout give the stories room and create a unique reading experience.

A readership with a sense of quality

mare speaks to people who live consciously and take time for the good things in life. They are interested in culture, nature, indulgence and the big questions of our time. Many hold responsible positions and have above-average incomes. Quality matters to them, and they are willing to invest in it. The high number of subscribers and the intensive use of the magazine show how closely readers are attached to mare. Since 1997, the issues have been more than reading material; they are sought-after collectors' items.

Outstanding journalistic quality

Experts regularly recognise the quality of mare. Awards for text, photography, layout and print confirm the magazine's high standards. mare is now much more than a print magazine. The website mare.de, the TV programme mareTV, mareRadio and the book programme of mareverlag extend the journalism and make the brand tangible across channels. Together they form a high-quality brand family with strong recognition and a clear attitude: mare creates orientation, opens up perspectives and shows how much world there is in the sea.

Circulation (IVW III 2026)

Print circulation	34,663
Paid circulation	23,638
Subscription	12,362

Coverage

318,000

AWA 2026

Media information:
www.iqmedia.de/mare
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Advertising formats and rates 2027

Basic sizes

Format	Type area W	Type area H	Bleed W	Bleed H	Rates 4c
2/1 page	390	250	420	280	20.045 €
1/1 page	180	250	210	280	10.850 €
2/3 horizontal	180	150	210	185	8.180 €
1/2 vertical	80	250	95	280	6.490 €
1/2 horizontal	180	120	210	140	6.490 €
1/3 vertical	50	250	68	280	4.600 €
1/3 horizontal	180	70	210	93	4.600 €
1/4 page	87.5	121.5	—	—	4.025 €
60 x 90 mm	—	—	—	—	2.130 €

All sizes in mm (width x height). Format details for bleed advertisements are shown in colour in the German price list.

Discounts (within 12 months)

3 pages	4 %
6 pages	6 %

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

Printing and binding

Content: web offset
Cover: sheet offset
Binding: adhesive binding

Premium positions*

Position	Type area W	Type area H	Bleed W	Bleed H	Rates 4c
C 2 + page 3	390	250	420	280	23.730 €
1st double page	390	250	420	280	21.705 €
C 2 / C 4	180	250	210	280	12.295 €
C 3	180	250	210	280	12.295 €
1st right hand page	180	250	210	280	11.970 €
1st left hand page	180	250	210	280	11.970 €
1/2 opposite content	80	250	95	280	6.840 €
1/3 next to editorial	50	250	68	280	5.345 €

* Reservations for premium positions lapse automatically if no written insertion order is received four weeks before the booking deadline.

Booking, cancellation and copy deadlines are identical. Bleed allowance: bleed formats plus 3 mm on all sides. Other formats and individual formats on request. All prices are gross; statutory VAT is added to the net prices.

Loose inserts, bound inserts and tip-on-cards 2027

Loose inserts

Printed products loosely inserted in the magazine.
Booking: full or subscription circulation; minimum circulation: subscription.

Per 1,000 copies	Full circ.	Subscr.
up to 20 g	139 €	161 €
up to 30 g	149 €	181 €
up to 40 g	159 €	201 €
each further 10 g	10 €	20 €

Plus postal charges.

Size (mm): min. 105 x 148 · max. 190 x 250

Paper weight: max. 115 g/m² · min. 70 g/m²

Bound inserts

Printed products bound into the magazine. Booking: full circulation.

Per 1,000 copies	Full circ.
2 pages	133 €
4 pages	155 €
each further 2 pages	26 €

Size (mm): min. 210 x 105 · max. 210 x 208

Paper weight: 2 pages min. 100 g/m² · 4 pages min. 80 g/m²

Trim: top 15 mm, bottom 5 mm, outside 3 mm, gutter 3 mm. Multi-page bound inserts require a 5 mm image overlap per side at the gutter.

Tip-on-cards

Postcards, envelopes or other rectangular, unfolded printed products glued onto a host ad. Booking: full circulation; host ad at least 1/1 page.

Per 1,000 copies	Full circ.
Tip-on-card	64 €

Size (mm): min. 105 x 148 · max. 150 x 220

Paper weight: max. 220 g/m² · min. 150 g/m²

Placement: at least 30 mm from top and bottom edge; 30 to 60 mm from the spine. Adhesion tolerances: horizontal 2 mm, vertical 3 mm.

Special inserts and advertising data

Special inserts

- **Delivery volume:** Circulation fluctuates, so please confirm the actual required quantity of loose, glued or bound inserts with the advertising department before production.
- **Closing dates:** Order and cancellation deadlines are identical with the ad closing date.
- **Delivery reference:** mare No. xx
- **Samples:** Five valid samples must accompany the order. For tip-on-cards, the sample must show the final ad layout. The order becomes binding for the publisher only after the sample is approved. Product samples must follow the guidelines of the German Printing Federation (BVDm); request them from the publisher.
- **Basis for price calculation:** Print circulation in line with the most recent IVW quarterly figure at the time of billing. Prices may increase if the nature of the product makes processing more difficult.
- **Partner advertising:** Inserts shared by several advertisers can be booked by special arrangement.
- **Disposal costs:** If inserts must be disposed of from returned copies, the customer bears the additional costs, calculated case by case.
- **Rates:** Not discountable; plus statutory VAT where applicable.
- **Print profile:** PSO_Coated_300_NPscreen_ISO12647_eci.icc mare

Advertising data

Frequency: bi-monthly

Copy price: 13.50 €

Distribution area: Germany, Switzerland, Austria

Distribution channels: newsagents, bookshops and subscription

Rate quotation: All rates are in euros, exclusive of statutory VAT.

Payment terms: Invoices are payable in full on receipt. 2 % cash discount if payment reaches our account before the publication date and all earlier invoices are settled.

Terms and conditions: www.iqmedia.de/portfolio/mare

Publisher: mareverlag eG, Pickhuben 2, 20457 Hamburg

Advertising: iq media marketing gmbh, Toulouser Allee 27, 40211 Düsseldorf

Advertising planning: iq media marketing gmbh, Telefon +49 211 887-2661, dispo.mare@iqm.de

Printing material: Accepted centrally via Andrea Best, best@mare.de, Telefon +49 30 617 027-35.

Delivery address: Druckhaus Kaufmann, attn. Nicole Pottiez, Raiffeisenstraße 29, 77933 Lahr, Telefon +49 7821 945-116, pottiez@druckhaus-kaufmann.de

Bank details: HypoVereinsbank, IBAN DE20 2003 0000 0001 0041 00, SWIFT/BIC HYVEDEMM300

Publishing and closing dates 2027

Issue	Publication date	Booking deadline	Copy deadline	Insert delivery
No. 180	05 Feb 2027	05 Jan 2027	13 Jan 2027	18 Jan 2027
No. 181	02 Apr 2027	03 Mar 2027	10 Mar 2027	15 Mar 2027
No. 182	04 Jun 2027	05 May 2027	12 May 2027	14 May 2027
No. 183	06 Aug 2027	07 Jul 2027	14 Jul 2027	19 Jul 2027
No. 184	01 Oct 2027	01 Sep 2027	08 Sep 2027	13 Sep 2027
No. 185	03 Dec 2027	03 Nov 2027	10 Nov 2027	15 Nov 2027
No. 186	04 Feb 2028	05 Jan 2028	12 Jan 2028	17 Jan 2028

Subject to change. Cancellation deadlines are identical with the booking deadlines.

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For our worldwide network of international representatives, please visit <https://iqmedia.de/contact>

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