11FREUNDE



RATE CARD 2027

Correct as of Oct. 21, 2026

iq media

SPIEGEL Media

2027
Media Profile

11FREUNDE

Short Profile

11FREUNDE presents a different kind of football journalism, moving away from mere match reports and tables towards reports and exclusive background reports with great added value. Whether you are a supporter of Arminia Bielefeld, Fortuna Düsseldorf or Bayern Munich, the club is not the deciding factor, it's the passion that counts.

11FREUNDE looks at the pitch from the curve and takes a stand for the fans and for the game. The magazine for football culture always offers an unusual presentation of topics, an unconventional and innovative writing style, new topics from the recognised best football writers paired with high-quality - that's what makes 11FREUNDE unique.

Data

Frequency	monthly
Paid circulation (IVW II 2026)	87,775 copies
Copy price	8.00 €

Dates

Issue no.	Publication date	Calendar week	Booking/Copy/ Cancellation Deadline [1]	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
303/2027	26.01.2027	04	22.12.2026	15.12.2026	11.01.2027
304/2027	23.02.2027	08	25.01.2027	18.01.2027	08.02.2027
305/2027	23.03.2027	12	22.02.2027	15.02.2027	08.03.2027
306/2027	20.04.2027	16	18.03.2027	11.03.2027	05.04.2027
307/2027	25.05.2027	21	22.04.2027	15.04.2027	07.05.2027
308/2027	22.06.2027	25	24.05.2027	14.05.2027	07.06.2027
309/2027	27.07.2027	30	28.06.2027	21.06.2027	12.07.2027
310/2027	24.08.2027	34	26.07.2027	19.07.2027	09.08.2027
311/2027	21.09.2027	38	23.08.2027	16.08.2027	06.09.2027
312/2027	19.10.2027	42	20.09.2027	13.09.2027	04.10.2027
313/2027	16.11.2027	46	18.10.2027	11.10.2027	29.10.2027
314/2027	14.12.2027	50	15.11.2027	08.11.2027	29.11.2027

Reservations for premium placements must be firmly booked within a period specified in writing. If the booking is not placed acc. to this requirement, we reserve the right to cancel the reservation. Furthermore, in the event of an order being placed by another customer for an already reserved preferred seat, 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 premium placements, booking and cancellation deadlines are one week prior to the regular deadlines.

Advertising Rates & Formats

Format	Position	Bleed (w x h in mm)	Rate in € [1] (plus VAT if applicable)
2/1 page	IFC + page 3 [2]	420 x 280	60,600
2/1 page	ROS	420 x 280	49,700
1/1 page	OBC	210 x 280	31,800
1/1 page	IFC	210 x 280	31,300
1/1 page	1st LHP after OPS	210 x 280	28,100
1/1 page	1st RHP	210 x 280	**28,100**
1/1 page	**ROS**	**210 x 280**	24,850
1/2 page hor.[3]	ROS	210 x 140	14,400
1/3 page vert.	ROS	70 x 280	10,600
1/3 page hor.	ROS	210 x 90	10,600
1/4 page hor.	ROS	210 x 70	9,100

[1] Eligible for discount and agency commission. A surcharge is added to the basic price for advertising of several brands in one advertisement.
[2] Please note that colour and register differences may occur due to the different paper quality and sheet pitch not justifying any complaints.
[3] A surcharge of 10 % will be invoiced 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 another opulent format.
Cover pages are bound to a booking volume of at least two advertising pages.

Publisher Details

Publisher	Spiegel-Verlag, Rudolf Augstein GmbH & Co. KG
Address	Postfach 11 04 13, 20404 Hamburg, Germany
Residential address	Ericusspitze 1, 20257 Hamburg, Germany
Contact	disposition@spiegel.de
Media information	www.iqmedia.de/download-center
Webpage	www.iqmedia.de/portfolio/11freunde resp. www.gruppe.spiegel.de/spiegel-media/werbetraeger/11freunde
Order processing	dispo.11freunde@iqm.de
PZB PZN 11FREUNDE Monatsausgabe: **PZB 11FREUNDE SPEZIAL:** **PZB 11FREUNDE CHRONIK:**	548177 573459 505285
VAT No.	DE118922410
Banking details	DZ Bank AG Düsseldorf Kontoinhaber: iq media marketing gmbh IBAN: DE82 3006 0010 1025 1204 40 Swift Code: GENODEDDXXX
Payment terms	Invoices are payable net within 14 days of the invoice date, in the case of advance payment or bank debit within this period with a 2 % discount.
General T & C	All advertising orders shall be executed exclusively in accordance with the General Terms and Conditionsof iq media. These can be found on the Internet at https://iqmedia.de/agb

Technical Basic Information

Technical details	www.duon-portal.de
Printing material	Centralised digital acceptance takes place via the DUON portal of the VDZ publishers: 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 Sales

Contact	https://iqmedia.de/contact . Please ask for your indiviual cost proposal.
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:	https://iqmedia.de/portfolio/11freunde/ or https://gruppe.spiegel.de/spiegel media/portfolio national international/11freunde

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Media Information

11FREUNDESPEZIAL



Short Profile

11FREUNDE SPECIAL

The **11FREUNDE** special editions complement the regular issues and offer plenty of and even more concentrated football knowledge for all fans.

The **11FREUNDE** SPECIAL is published twice a year and always deals with a different topic from the world of football. For example, the different football decades, the history of the fans or England, the motherland of football.

Data

Frequency	2 x per year
Print run (Publisher's Statement)	23,500 copies
Copy price	8.50 €

Dates

Issue no.	Publication date	Calendar week	Booking/Copy/ Cancellation Deadline[1)]	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
1/2027	09.03.2027	10	08.02.2027	01.02.2027	22.02.2027
2/2027	07.09.2027	36	09.08.2027	02.08.2027	23.08.2027

Reservations for premium placements must be firmly booked within a period specified in writing. If the booking is not placed acc. to this requirement, we reserve the right to cancel the reservation. Furthermore, in the event of an order being placed by another customer for an already reserved preferred seat, 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 premium placements, booking and cancellation deadlines are one week prior to the regular deadlines.

Advertising Rates & Formats

Format	Position	Bleed (w x h in mm)	Rate in €[1)] (plus VAT if applicable)
2/1 page	FC + page 3[2)]	420 x 280	35,400
2/1 page	ROS	420 x 280	31,200
1/1 page	OBC	210 x 280	17,300
1/1 page	IFC	210 x 280	17,300
1/1 page	1st LHP following the OPS	210 x 280	16,300
1/1 page	1st RHP	210 x 280	16,300
1/1 page	**ROS**	**210 x 280**	**15,600**
1/2 page hor.[3)]	ROS	210 x 140	8,300
1/3 page vert.	ROS	70 x 280	6,000
1/3 page hor.	ROS	210 x 90	6,000

[1)] Eligible for discount and agency commission. A surcharge is added to the basic price for advertising of several brands in one advertisement.
[2)] Please note that colour and register differences may occur due to the different paper quality and sheet pitch not justifying any complaints.
[3)] A surcharge of 10 % will be invoiced 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 another opulent format.
Cover pages are bound to a booking volume of at least two advertising pages.

Technical Basic Information

Technical details	**www.duon-portal.de**
Webpage	**www.iqmedia.de/portfolio/11freunde-spezial**
Order processing	**dispo.11freunde@iqm.de**

Advertising Sales

Contact	Please ask for your indiviual cost proposal.

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Media Information

11FREUNDECHRONIK

Short Profile



11FREUNDE TIMELINE

The large-format special issue „**11FREUNDE** CHRONIK The football year in pictures“ is published in a high-quality magazine layout as a flipped edition with a glossy look.

The **11FREUNDE CHRONIK** brings to life the most beautiful and memorable moments of the past football year in opulent pictures. A real eye-catcher on the pre-Christmas coffee table!

Data

Frequency	Yearly
Printed Circulation	17,144 copies
Copy price	9.80 €

Dates

Issue no.	Publication date	Calendar week	Booking/Copy/ Cancellation Deadline[1)]	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
1/2027	30.11.2027	48	21.10.2027	14.10.2027	08.11.2027

Reservations for premium placements must be firmly booked within a period specified in writing. If the booking is not placed acc. to this requirement, we reserve the right to cancel the reservation. Furthermore, in the event of an order being placed by another customer for an already reserved preferred seat, 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 premium placements, booking and cancellation deadlines are one week prior to the regular deadlines.

Advertising Rates & Formats

Format	Position	Bleed (w x h in mm)	Rate in €[1)] (plus VAT if applicable)
2/1 page	FC + page 3[2]	466 x 300	35,300
2/1 page	ROS	466 x 300	31,200
1/1 page	OBC (C4)	233 x 300	17,200
1/1 page	IFC (C2)	233 x 300	17,200
1/1 page	1st LHP following the OPS	233 x 300	16,300
1/1 page	1st RHP	233 x 300	16,300
1/1 page	**ROS**	**233 x 300**	**15,600**

[1)] Eligible for discount and agency commission. A surcharge is added to the basic price for advertising of several brands in one advertisement.
[2)] Please note that colour and register differences may occur due to the different paper quality and sheet pitch not justifying any complaints.
[3)] A surcharge of 10 % will be invoiced 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 another opulent format.
Cover pages are bound to a booking volume of at least two advertising pages.

Technical Basic Information

Technical details	**www.duon-portal.de**
Webpage	**www.iqmedia.de/portfolio/11freunde-chronik**
Order processing	**dispo.11freunde@iqm.de**

Advertising Sales

Contact	Please ask for your indiviual cost proposal.

2027
MEDIA INFORMATION

11FREUNDELEGENDEN

Short Profile



11FREUNDE LEGENDEN

The annual special edition 11FREUNDE LEGENDEN is dedicated in each issue to one of Germany's great football clubs. The magazine not only celebrates memorable victories, but also tells the other stories behind the club: the dramas, the background stories, and the unforgettable moments that have shaped its identity. Featuring striking photography, exclusive interviews, and in-depth insights into the soul of the club portrayed, 11FREUNDE LEGENDEN is the perfect magazine for fans, enthusiasts, and collectors alike.

Data

Frequency	2 x per year
Print run (Publisher's Statement)	21,382 copies
Copy price	9.80 €

Dates

Issue no.	Publication date	Calendar week	Booking/Copy/ Cancellation Deadline[1)]	Ad Specials Booking Deadline (Bound-in/Loose/Glued inserts)	Ad Special Delivery Deadline
1/2027	04.05.2027	18	05.04.2027	25.03.2027	19.04.2027
2/2027	05.10.2027	40	06.09.2027	30.08.2027	20.09.2027

Reservations for premium placements must be firmly booked within a period specified in writing. If the booking is not placed acc. to this requirement, we reserve the right to cancel the reservation. Furthermore, in the event of an order being placed by another customer for an already reserved preferred seat, 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 premium placements, booking and cancellation deadlines are one week prior to the regular deadlines.

Advertising Rates & Formats

Format	Position	Bleed (w x h in mm)	Rate in €[1)] (plus VAT if applicable)
2/1 page	FC + page 3[2]	420 x 280	35,400
2/1 page	ROS	420 x 280	31,200
1/1 page	OBC	210 x 280	17,300
1/1 page	IFC	210 x 280	17,300
1/1 page	1st LHP following the OPS	210 x 280	16,300
1/1 page	1st RHP	210 x 280	16,300
1/1 page	**ROS**	**210 x 280**	**15,600**
1/2 page hor.[3]	ROS	210 x 140	8,300
1/3 page vert.	ROS	70 x 280	6,000
1/3 page hor.	ROS	210 x 90	6,000

[1)] Eligible for discount and agency commission. A surcharge is added to the basic price for advertising of several brands in one advertisement.
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[3)] A surcharge of 10 % will be invoiced 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 another opulent format.
Cover pages are bound to a booking volume of at least two advertising pages.

Technical Basic Information

Technical details	**www.duon-portal.de**
Webpage	**www.iqmedia.de/portfolio/11freunde-legenden**
Order processing	**dispo.11freunde@iqm.de**

Advertising Sales

Contact	Please ask for your indiviual cost proposal.

Loose Inserts

Products delivered ready for processing – the products are enclosed with the magazine with the closed side facing the gutter/binding.
Maximum weight subject to agreement. Product samples and CDs on request.

Weight up to	Total in € (All rates per thou. copies)	Subscription (Sub.) in €	Partial circ. excl. Sub. in €	Oversize Total in €	Oversize Sub. in €	Oversize Partial circ. excl. Sub. in €
20 g	134	214	161	224	355	259
30 g	146	233	173	241	378	276
40 g	158	252	185	258	401	293
50 g	170	271	197	275	424	310
60 g	182	290	209	292	447	327
+ 10 g	+ 12	+ 19	+ 12	+ 17	+ 23	+ 17

Oversize Loose inserts: These have a part that protrudes from the top (header). They are enclosed with the magazine with the closed side facing the gutter/binding. The maximum weight is subject to agreement.
Minimum circulation: 40,000 copies or total subscription circulation.

Loose inserts with glued elements: on request

Minimum circulation: 40,000 copies or national subscription circulation total

Glued Inserts

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

Format	Weight up to	Total in € (All rates per thou. copies)	Sub. in €	Partial circ. excl. Sub. in €
Postcard	10 g	138	228	181
Booklet	20 g	142	234	186
Sachet	20 g	167	259	211

Carrier ad: 1/1 page (rate per rate card)

Minimum circulation: 40,000 copies or national subscription circulation total

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.

Pages	Total in € (All rates per	Subscription in €	Partial circ. excl. Sub. in €
2	146	231	189
4	152	246	196
8	173	281	222
12	194	316	248
16	215	351	274
+4	+21	+35	+26

Bound-in inserts with glued elements: on request

Minimum circulation: 40,000 copies or national subscription circulation total

Price quotation	Prices are per thousand copies started. The prices for AdSpecials may increase if, for example, they make processing more difficult. AdSpecials ((used by several brands at the same time) are possible by special arrangement. Weight-dependent postal charges incurred for the subscription circulation are included in the rates. If the minimum circulation is not reached, it will be used as the basis for calculation. The price for the total circulation applies when booking the total or domestic circulation as a whole. The statutory value-added tax will be added to the net invoice amount.
Dates	AdSpecials booking deadline and delivery dates as per page 2 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.
Printing service:	Production of ad specials via the publisher possible on request. Rates on request.

11FREUNDE

Advertising Sales

Please contact

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