

Brief portrait

»Dein SPIEGEL«: Simply know more!

Children are interested in a wide variety of topics. In »Dein SPIEGEL« they get answers to their questions about nature and technology, sports and culture, as well as politics and business, in a weighting appropriate for children.

In an entertaining and educational way, the »Dein SPIEGEL« offers news and current information from all over the world as well as exciting stories about people, Germany and other countries. In addition, there are reports and interviews with politicians, celebrities, stars from the worlds of culture, sports and music, as well as discoveries from the fields of research, the environment and technology. Comics and puzzle pages provide entertainment and relaxation.

The success of »Dein SPIEGEL« is thus preprogrammed month after month. »Dein SPIEGEL« is aimed at curious, active girls and boys aged 8 to 14 - and their parents.



Key Facts

Publication frequency	monthly
Paid circulation (IVW IV 2022)	38,544 copies
Copy price	€ 4.90

Dates

Issue	Publication date	Week	Advertising-, printing material and withdrawal deadline
02/2023	10.01.2023	03	08.12.2022
03/2023	07.02.2023	07	05.01.2023
04/2023	07.03.2023	11	02.02.2023
05/2023	04.04.2023	15	02.03.2023
06/2023	09.05.2023	20	06.04.2023
07/2023	13.06.2023	25	11.05.2023
summer issue 2023	04.07.2023	28	01.06.2023
08/2023	18.07.2023	30	15.06.2023
09/2023	05.08.2023	34	13.07.2023
10/2023	12.09.2023	38	10.08.2023
11/2023	17.10.2023	43	14.09.2023
12/2023	14.11.2023	47	12.10.2023
01/2024	12.12.2023	51	09.11.2023

*For cover pages and placements subject to surcharge, the closing and cancellation date is brought forward by one week.

Rates + formats

Format	Placement	Bleed format in mm (width x height)	Net price in € plus VAT
2/1 pages	inside front cover + inside page 3	424 x 280	34,800
2/1 pages	inside, continuous double page (panorama)	424 x 280	26,800
1/1 page	outside, 4th cover page (back)	212 x 280	16,500
1/1 page	inside, 2nd cover page	212 x 280	15,800
1/1 page	inside	212 x 280	13,400
2/3 page, vertical	inside	136 x 280	8,900
1/2 page, horizontal	inside	212 x 137	7,700
1/3 page, vertical	inside	74 x 280	4,900
1/4 page, horizontal	inside	212 x 71	3,900

We will be happy to prepare a personal offer for you! Further information on Ad Specials is also available at: www.gruppe.spiegel.de/spiegel-media.

Loose Inserts

These are printed matter loosely enclosed with the magazine.

Rates per thousand:

Weight up to	Total in €	Subs in €
20 g	126	176
30 g	143	198
40 g	159	219
50 g	176	241
60 g	193	263
each + 10 g	+ 14	+ 18

Minimum insertion: 30,000 copies

Minimum size: WxH 105 x 148 mm
Maximum size: WxH 192 x 257 mm

Oversize inserts:
 48 € surcharge per thousand (in domestic subscriptions only)

Inserts with tip-ons: Additional special technical costs apply. Surcharges:
 Paper, plastic..... 15%
 Sample of goods..... 35%

Bound Inserts

These are printed matter firmly bound into the magazine.

Bound inserts that are not recognizable as advertising must be marked with "ANZEIGE" (advertisement) in 10-point type.

Rates per thousand:

Total pages	Total in €	Subs in €
4	138	183
8	159	207
12	181	237
16	203	267
each + 4	+ 18	+ 25

Minimum circulation: domestic subscription

Magazine format/centre binding

- **untrimmed:** WxH 215/225 x 283 mm
 10 mm postfold including 3 mm head & foot trim.

- **trimmed:** WxH 212 x 277 mm

Bound inserts with tip-ons/scent strips:
 Additional technical costs apply. Surcharges:
 Scent strip.....10%
 Postcard.....15%
 Sample of goods.....35%

Tip-Ons

Glued inserts (Tip-ons) are postcards, booklets or other products that are affixed to a carrier ad and can be detached by prospective customers.

Basic ad: 1/1 page (smaller formats by arrangement, charged according to price list).

Rates per thousand:

Ad Special	Weight up to	Total in €	Subs in €
Booklet	10 g	84	132
	20 g	96	153
	+ 10 g	+ 15	+ 18
Product sample	10 g	108	175
	20 g	126	197
	+ 10 g	+ 15	+ 18
Flat spray/tea bags*	20 g	126	197

Minimum circulation: domestic subscription

Basic ad: 1/1 page, smaller formats by arrangement (calculation according to rate card)

Minimum format: WxH 60 x 80 mm

Maximum format: WxH 150 x 210 mm

Product samples from 2.3 mm thickness (e.g. flat sprays):
 Special technical costs per thousand.....37€
 Postal charges per thousand.....50€

- Price quotations:** Prices are calculated on the basis of the current print run. All prices are exclusive of value-added tax. The prices for Ad Specials may increase if, for example, 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 quantity is not reached, the minimum quantity is used as the basis for calculation. Surcharges on request. Processing surcharge: 1.5 %.
- General surcharges:** Composite advertising, surcharge: 15 % (for brokers: 30 %)
- Coordination of print runs:** Minor deviations from the agreed spread areas are possible for technical sales reasons. The print runs to be covered are subject to fluctuations, therefore the actual quantity required must be agreed when the order is placed. Different versions in one edition only on request.
- Printing service:** On request, the publisher can also take over the production of the Ad Special. Prices on request.
- Technical procedure and delivery:** All inserts, bound-in inserts, tip-ons must be properly packaged and machine-processable and delivered free of charge 11 calendar days before the publication date to Media Bind GmbH, Raudtner Straße 13, D 90475 Nürnberg. Incoming goods inspection (quality and quantity) cannot be carried out at the print shop. Further binding technical details, information on deadlines, samples and delivery can be downloaded from www.adspecialportal.de. A print run request can also be made via the portal. In case of processing difficulties, the completion of the print run has priority over the Ad Specials.
- Product samples:** The publisher requires binding samples 4 weeks prior to publication of the issue, which will be checked for processability. Content and design must be agreed with the publisher before going to press.
- Ad Specials booking deadline:** 42 days before publication for bound/glued inserts; inserts by the closing date for advertisements.
- Contact:** Ad Alliance GmbH, Nicole Bosch, T. +49 40 286 686 4348, nicole.bosch@ad-alliance.de.

Publisher's details

Publisher:	SPIEGEL-Verlag, Rudolf Augstein GmbH & Co. KG
Postal address:	Postfach 11 04 13, D-20404 Hamburg
Home address:	Ericusspitze 1, 20457 Hamburg, Germany
Disposition/Placement:	disposition@spiegel.de
Media documents/tariffs:	verkauf@spiegel.de
Order processing:	spiegel-print@ad-alliance.de
Internet:	www.gruppe.spiegel.de/spiegel-media/portfolio-national-international/portfolio-international
PZN DER SPIEGEL:	564420 (»Dein SPIEGEL«); 507792 (»Dein SPIEGEL« summer issue)
Sales tax ID number:	DE118922410
Bank details:	SPIEGEL Media, Commerzbank AG Hamburg Account holder: SPIEGEL-Verlag, Rudolf Augstein GmbH & Co. KG Account N°: 632 674 800, bank code : 200 400 00 BIC: COBADEFFXXX, IBAN code: DE49 2004 0000 0632 6748 00
Terms of payment:	Payment is due within 45 days after invoicing. A 2 % discount is granted for payments within 10 days after invoicing, provided no other amounts are outstanding. Special discounts are not eligible for a prepayment discount. An automatic bank debit transfer can be arranged. If an outstanding amount is not paid by the date of required payment, all other outstanding amounts are immediately due regardless of any payment agreements which had been previously made. Penalty interest on arrears will be charged according to Section 8 of the General Conditions of Business and based on current bank interest rates for running account credits
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://gruppe.spiegel.de/spiegel-media/agb-datenschutz-gtc-privacy

Basic technical data

Printing process:	Web Offset
Booklet size:	212 x 280 mm
Type area:	185 x 261 mm
Processing:	saddle stitching
Technical specifications:	The current and binding technical specifications can be found at www.duon-portal.de .
Printing material:	Central digital acceptance is via the DUON portal of the VDZ publishing houses 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 bookings can also be submitted via the online booking system (OBS): www.obs-portal.de

Ad marketing

Contact:	SPIEGEL MEDIA Sales Solutions, Ericusspitze 1, D-20457 Hamburg, Germany Doris Schmidt, verkauf@spiegel.de
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The information listed in this price list may be updated during the year; the latest binding version of this price list can be found at: www.gruppe.spiegel.de/spiegel-media/portfolio-national-international/dein-spiegel-print.

International Sales Offices

Asia

Mezzomedia Limited
Matthew Farrar
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302-8 Hennessy Road
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Phone: +852 25812991
Email: mfarrar@mezzogroup.com

Austria

Mediart
Anke Brockmeyer
Via Fratelli Rosselli 247/c
IT-63822 Porto San Giorgio (FM)
Phone: +39 347 2932531
Email: info@mediartitalia.it

France

Gruner + Jahr International Media Sales
c/o Prisma Média
13, rue Henri Barbusse
F-92230 Gennevilliers
Phone: +33 1 73 05 46 60
Email: ims.france@guj.de

Greece, Cyprus

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GR-152 31 Halandri
Phone: +30 6947 916031
Email: nikolaos.barbopoulos@gmail.com

Italy

Mediart
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Belgium, Netherlands, Luxembourg

IMS
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NL-1261 BB Blaricum
Phone: +31 625 00 3820
Email: info@imsales.nl

Spain, Portugal

NIMO, S.L.
Stefanie Franck
Calle Carril de los Caleros 20-2B
E-28023 Madrid
Phone: +34 91 714 47 65
Email: stefanie.franck@nimonet.com

Switzerland (G+J office)

Gruner + Jahr (Schweiz) AG
Stefanie Meierfrankenfeld
Zeltweg 15
CH-8032 Zürich
Phone: +41 (0) 44269 7072
Email: smf@guj.de

Turkey

Titajans Dis Tanitim Ltd. Sti.
Hilmi Z. Erdem
Nispetiye Cad. Ihsan Aksoy Sok.
Modern Apt. No. 2D/21
TR-34337 Etiler-Istanbul
Phone: +90 212 2577666
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United Kingdom, Ireland

MERCURY PUBLICITY
99 Gray's Inn Road
GB-WC1X 8TY London
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USA

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Bronxville NY 10708
Phone: +1 212 24456-10
Email: conoverbrown@worldmediaonline.com

All other Regions

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