

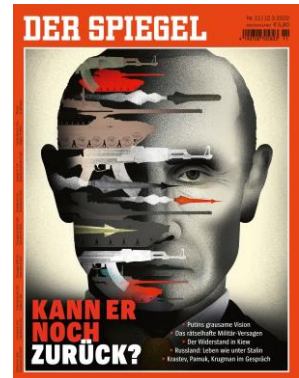
Brief Portrait

DER SPIEGEL is Germany's highest-circulation news magazine.

Its topics range from politics, business and science, medicine and technology, culture and entertainment to media, society and sports.

Beyond daily news situations, the editorial team of **DER SPIEGEL** takes a rested look at events and topics of particular relevance, thus providing new impetus for public debate every week.

The result is a paper with plenty of background, a balanced mix of short and long stories, author pieces with trenchant opinions, major reportages, conversation and discussion forums, and an intensive examination of the cover topic.



Cover: DER SPIEGEL 11/2022

Key Facts

Publication frequency	weekly
Publication Day	Saturday
Paid circulation (IVW 3/2022)	730.742 copies
Copy price	€ 6.10
Internet (DER SPIEGEL English site)	www.spiegel.de/international/

Rates + Formats

Format	Placement	Bleed Format in mm (Width x Height)	Net Price in € plus VAT
2/1 pages	inside front cover + inner page 3*	424 x 280	288,000
2/1 pages	1st double page in issue	424 x 280	220,000
2/1 pages	inner double page	424 x 280	199,000
1/1 page	outside back cover	212 x 280	123,100
1/1 page	inside front cover	212 x 280	118,100
1/1 page	1st left-hand ad page following Open.Spread	212 x 280	113,100
1/1 page	1st right-hand 1/1 page	212 x 280	113,100
1/1 page	inner	212 x 280	99,500
2/3 page, vertical	inner	136 x 280	74,700
1/2 page, horizontal	inner	212 x 138	64,100
1/3 page, corner	inner	136 x 138	45,000
1/3 page, vertical	inner	70 x 280	45,000
1/3 page, horizontal	inner	212 x 94	45,000
1/4 page, horizontal	inner	212 x 71	37,500

*Differing paper qualities and sheet allocation may lead to differences in tone and register which will not be recognized for complaints..

10% surcharge for solus positioning (no other advertisement of the same format on the opposite page).

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

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 in €

including concept, text and layout, excl. image rights and photo production

2/1 Double Page	3,500
1/1 Full page	2,900
1/2 page	2,200
1/3 page	1,900

Other formats on request. 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 individual photo production on request.)

Dates

Issue	Publication Date	Week	AdCopy Deadline Closing+Withdrawal All Printed Ads	AdSpecials Deadline Closing+Withdrawal Inserts	AdSpecials Deadline Closing+Withdrawal Bound and Glued Inserts	AdSpecials Deadline Delivery All AdSpecials
02/23	07/01/2023	02	16/12/2022	16/12/2022	25/11/2022	27/12/2022
03/23	14/01/2023	03	23/12/2022	23/12/2022	02/12/2022	03/01/2022
04/23	21/01/2023	04	30/12/2022	30/12/2022	09/12/2022	11/01/2022
05/23	28/01/2023	05	05/01/2023	05/01/2023	16/12/2022	18/01/2022
06/23	04/02/2023	06	13/01/2023	13/01/2023	23/12/2022	25/01/2022
07/23	11/02/2023	07	20/01/2023	20/01/2023	30/12/2022	01/02/2022
08/23	18/02/2023	08	27/01/2023	27/01/2023	06/01/2023	08/02/2023
09/23	25/02/2023	09	03/02/2023	03/02/2023	13/01/2023	15/02/2023
10/23	04/03/2023	10	10/02/2023	10/02/2023	20/01/2023	22/02/2023
11/23	11/03/2023	11	17/02/2023	17/02/2023	27/01/2023	01/03/2023
12/23	18/03/2023	12	24/02/2023	24/02/2023	03/02/2023	08/03/2023
13/23	25/03/2023	13	03/03/2023	03/03/2023	10/02/2023	15/03/2023
14/23	01/04/2023	14	10/03/2023	10/03/2023	17/02/2023	22/03/2023
15/23	08/04/2023	15	17/03/2023	17/03/2023	24/02/2023	28/03/2023
16/23	15/04/2023	16	24/03/2023	24/03/2023	03/03/2023	03/04/2023
17/23	22/04/2023	17	31/03/2023	31/03/2023	10/03/2023	12/04/2023
18/23	29/04/2023	18	06/04/2023	06/04/2023	17/03/2023	19/04/2023
19/23	06/05/2023	19	14/04/2023	14/04/2023	24/03/2023	26/04/2023
20/23	13/05/2023	20	21/04/2023	21/04/2023	31/03/2023	03/05/2023
21/23	20/05/2023	21	28/04/2023	28/04/2023	06/04/2023	09/05/2023
22/23	27/05/2023	22	05/05/2023	05/05/2023	14/04/2023	16/05/2023
23/23	03/06/2023	23	12/05/2023	12/05/2023	21/04/2023	23/05/2023
24/23	10/06/2023	24	17/05/2023	17/05/2023	28/04/2023	30/05/2023
25/23	17/06/2023	25	26/05/2023	26/05/2023	05/05/2023	06/06/2023
26/23	24/06/2023	26	02/06/2023	02/06/2023	12/05/2023	14/06/2023
27/23	01/07/2023	27	09/06/2023	09/06/2023	19/05/2023	21/06/2023
28/23	08/07/2023	28	16/06/2023	16/06/2023	26/05/2023	28/06/2023
29/23	15/07/2023	29	23/06/2023	23/06/2023	02/06/2023	05/07/2023
30/23	22/07/2023	30	30/06/2023	30/06/2023	09/06/2023	12/07/2023
31/23	29/07/2023	31	07/07/2023	07/07/2023	16/06/2023	19/07/2023
32/23	05/08/2023	32	14/07/2023	14/07/2023	23/06/2023	26/07/2023
33/23	12/08/2023	33	21/07/2023	21/07/2023	30/06/2023	02/08/2023
34/23	19/08/2023	34	28/07/2023	28/07/2023	07/07/2023	09/08/2023
35/23	26/08/2023	35	04/08/2023	04/08/2023	14/07/2023	16/08/2023
36/23	02/09/2023	36	11/08/2023	11/08/2023	21/07/2023	23/08/2023
37/23	09/09/2023	37	18/08/2023	18/08/2023	28/07/2023	30/08/2023
38/23	16/09/2023	38	25/08/2023	25/08/2023	04/08/2023	06/09/2023
39/23	23/09/2023	39	01/09/2023	01/09/2023	11/08/2023	13/09/2023
40/23	30/09/2023	40	08/09/2023	08/09/2023	18/08/2023	20/09/2023
41/23	07/10/2023	41	15/09/2023	15/09/2023	25/08/2023	27/09/2023
42/23	14/10/2023	42	22/09/2023	22/09/2023	01/09/2023	04/10/2023
43/23	21/10/2023	43	29/09/2023	29/09/2023	08/09/2023	11/10/2023
44/23	28/10/2023	44	06/10/2023	06/10/2023	15/09/2023	18/10/2023
45/23	04/11/2023	45	13/10/2023	13/10/2023	22/09/2023	25/10/2023
46/23	11/11/2023	46	20/10/2023	20/10/2023	29/09/2023	01/11/2023
47/23	18/11/2023	47	27/10/2023	27/10/2023	06/10/2023	08/11/2023
48/23	25/11/2023	48	03/11/2023	03/11/2023	13/10/2023	15/11/2023
49/23	02/12/2023	49	10/11/2023	10/11/2023	20/10/2023	22/11/2023
50/23	09/12/2023	50	17/11/2023	17/11/2023	27/10/2023	29/11/2023
51/23	16/12/2023	51	24/11/2023	24/11/2023	03/11/2023	06/12/2023
52/23	23/12/2023	52	01/12/2023	01/12/2023	10/11/2023	13/12/2023
01/24	30/12/2023	01	08/12/2023	08/12/2023	17/11/2023	18/12/2023

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.

Weight up to	Total in €	Subs in €	Partial circulation ex subscriptions in €	Oversize-Inserts* in subscriptions in €
20 g	132	211	152	296
30 g	146	233	168	327
40 g	159	255	183	357
50 g	173	277	199	388
60 g	186	299	215	419
each + 10 g	+ 12	+ 18	+18	+30

***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.

Inserts with glued-on elements and higher weights: on request

Minimum insertion: 60,000 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.

Ad Special Format	Weight up to	Total in €	Subs in €	Partial circ. ex Subs
Booklet	10 g	93	148	111
	20 g	104	166	124
	each + 10 g	+ 10	+ 18	+ 18
Product sample	10 g	116	185	138
	20 g	132	211	158
	each + 10 g	+ 15	+ 18	+ 18
Flat spray/ tea bags*		132	211	158

Additional Costs for thicker products, each per thousand: € 37 for technical costs and € 50 for postal fees.

Minimum circulation: 250,000 copies. Nielsen and subscription part runs can be assigned sliding rights, subject to compliance with the minimum circulation.

Carrier ad: 1/1 full page; smaller formats following prior agreement. Rates according to rate card.

Bound 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 €	Subs in €	Partial Circulation ex subs
4	149	225	172
8	170	255	195
12	191	287	219
16	210	316	242
each + 4	+ 18	+ 25	+25

Bound inserts with glued-on elements: on request

Minimum circulation: 250,000 copies. 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.

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: If desired, the publisher can also take over the production of the Ad Special. Prices on request.

Rates per thousand copies started. Value added tax will be charged on the net invoice amounts if applicable.

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:	print-order@ad-alliance.de Ads can also be booked via the Online Booking System (OBS): www.obs-portal.de
Internet:	www.gruppe.spiegel.de/spiegel-media/portfolio-national-international/portfolio-international
PZN DER SPIEGEL:	528956
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
Processing:	saddle stitching
Technical specifications:	The current and binding technical specifications can be found at www.duon-portal.de . Binding technical specifications for special ad formats are available online at www.adspecial-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, 20457 Hamburg, Germany Doris Schmidt, verkauf@spiegel.de
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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 www.gruppe.spiegel.de/spiegel-media/portfolio-national-international/portfolio-international. The English Rate Card is a translation of the currently valid German Ad Alliance Rate Card. In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sole validity.

International Sales Offices

Asia

Mezzomedia Limited
Matthew Farrar
2203, C C Wu Building
302-8 Hennessy Road
HK-Wan Chai, Hong Kong
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

Nikos Barbopoulos
Representative
11, Tzavellastr.
GR-152 31 Halandri
Phone +30 6947 916031
Email nikolaos.barbopoulos@gmail.com

Italy

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

Belgium, Netherlands, Luxembourg

IMS
Gjalt Dijkstra
Dwarslaan 51
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
Email titajans@titajans.com

United Kingdom, Ireland

MERCURY PUBLICITY
99 Gray's Inn Road
GB-WC1X 8TY London
Phone +44 (0) 20 7611 1900
Email stefanie@mercury-publicity.com

USA

World Media Inc.
81 Pondfield Rd., Suite D358
Bronxville NY 10708
Phone +1 212 24456-10
Email conoverbrown@worldmediaonline.com

All other Regions

SPIEGEL MEDIA
Ericusspitze 1
20457 Hamburg
Phone +49 40 3007-2627
Email verkauf@spiegel.de