

Brief Portrait

SPIEGEL GELD deals with a broad range of money topics, not just investments, but also property, pensions, taxes, insurance and bank services – at all times with a strong focus on usefulness for its readers.

SPIEGEL GELD presents clear options and addresses a wide range of investment questions in depth.

The target group comprises all readers who want to constructively manage their own finances and pensions.



Cover: SPIEGEL GELD 2/2022

Key Facts

Publication frequency	4x yearly
Paid circulation (IVW 3/2022)	730,742 copies
Copy price	Loose Insert

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	380 x 260	126,300
2/1 pages	inner	380 x 260	87,800
1/1 page	outside back cover	190 x 260	54,000
1/1 page	inside front cover	190 x 260	51,800
1/1 page	1st right-hand full page	190 x 260	49,600
1/1 page	inner	190 x 260	43,900
1/1 page	inside back cover	190 x 260	43,900
1/2 page, horizontal	inner	190 x 130	28.100
1/3 page, vertical	inner	63 x 260	19,800
1/3 page, horizontal	inner	190 x 87	19,800

Rates for special ad formats on request.

Dates

Issue	Publication Date	Week	Ad Closing, Copy + Withdrawal Deadline
1/2023	04.03.2023	10	03.02.2023
2/2023	06.05.2023	19	06.04.2023
3/2023	23.09.2023	39	25.08.2023
4/2023	09.12.2023	50	10.11.2023

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
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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

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