

Brief portrait

SPIEGEL START: The Magazine for University and Work

Following the successful launch of the section on [SPIEGEL.de](https://www.spiegel.de), the first print edition of **SPIEGEL START** was published in October 2021.

SPIEGEL START is the companion for students on their way to their first job and is aimed at young people under 30 years. **SPIEGEL START** focuses on people: Topics such as partnership and family, the world of work, achieving individual goals and life dreams are at the forefront.



Cover: SPIEGEL START 2/2022

Key Facts

Publication frequency**	4x yearly
Circulation (publisher's figure)	120,000 copies

**Distribution to universities, cafeterias and canteens as well as via DER SPIEGEL student subscriptions

Dates

Issue	Publication date	Week	Advertising-, printing material and withdrawal deadline
02/2023	01.04.2023	14	27.02.2023
03/2023	10.06.2023	24	04.05.2023
04/2023	07.10.2023	41	04.09.2023
01/2024	09.12.2023	50	06.11.2023

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	57,400
2/1 pages	inner, double page	380 x 260	48,600
1/1 page	outside back cover	190 x 260	28,700
1/1 page	inside front cover	190 x 260	27,900
1/1 page	inner	190 x 260	24,300
1/2 page, vertical	inner	93 x 260	13,400
1/2 page, horizontal	inner	190 x 130	13,400
1/3 page, vertical	inner	63 x 260	8,900
1/3 page, horizontal	inner	190 x 87	8,900

Publisher's details

Publisher:	SPIEGEL-Verlag, Rudolf Augstein GmbH & Co. KG
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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

Ad marketing

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