

Brief Portrait

manager magazin has a clear mission: to be the leading medium for decision-makers and executives in Germany. Business at first hand is the guiding principle.

manager magazin is the monthly business magazine for occupational decision-makers and stands for independent first-class business journalism. It takes up its positions on basis of its analytical and critical corporate reporting and, thanks to its investigative approach, is among the most frequently-quoted business magazines.

manager magazin readers are part of a true elite. They are affluent and have an exclusive consumer behavior. In their professional life they decide about investments worth millions of euros and are among the decision makers who act as multipliers.



Cover: manager magazin 7/2022

Key Facts

Publication frequency	monthly
Paid circulation (IVW 1.22)	83,390 copies
Copy price	€9,90
Internet	www.manager-magazin.de

Rates + Formats

Format	Placement	Bleed Format in mm (Width x Height)	Net Price in € plus VAT
2.1 pages	inside front cover + page 3	400 x 264	117,600
2.1 pages	double page before Contents	400 x 264	94,000
2.1 pages	double page before Names and News	400 x 264	89,100
2.1 pages	inner	400 x 264	79,600
1.1 page	outside back cover	200 x 264	49,800
1.1 page	inside front cover	200 x 264	48,600
1.1 page	1st left-hand ad page after OpenSpread	200 x 264	47,000
1.1 page	1st right-hand page in Name and News	200 x 264	47,000
1.1 page	inner, left-hand, next to Contents	200 x 264	47,000
1.1 page	inner, right-hand next to Contents	200 x 264	47,000
1.1 page	inner	200 x 264	39,800
3.6 page, vertical	inner, Junior Page	124 x 168	30,000
2.3 page, vertical	inner	124 x 264	29,400
1.2 page, horizontal	inner	200 x 132	23,300
1.3 page, vertical	inner, next to Editorial	67 x 264	20,800
1.3 page, vertical	inner	67 x 264	17,600
1.3 page, horizontal	inner	200 x 88	17,600
1.4 page, horizontal	inner	200 x 72	14,700

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.

Double page (inside front cover + page 3): Please note that differing paper qualities and sheet allocation can lead to differences in tone and register which will not be recognized for complaints.

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	Ad Closing, Copy + Withdrawal Deadline	AdSpecials Formats Closing + Withdrawal Deadline	AdSpecials Formats Delivery Deadline
02/23	20.01.2023	03	21.12.2022	09.12.2022	05.01.2023
03/22	17.02.2023	07	19.01.2023	05.01.2023	02.02.2023
04/23	24.03.2023	12	23.02.2023	10.02.2023	09.03.2023
05/22	28.04.2023	17	28.03.2023	17.03.2023	13.04.2023
06/23	26.05.2023	21	25.04.2023	14.04.2023	11.05.2023
07/22	23.06.2023	25	24.05.2023	12.05.2023	07.06.2023
08/23	21.07.2023	29	22.06.2023	09.06.2023	06.07.2023
09/23	25.08.2023	34	27.07.2023	14.07.2023	10.08.2023
10/23	22.09.2023	38	24.08.2023	11.08.2023	07.09.2023
Special Edition 23	06.10.2023	40	06.09.2023	25.08.2023	21.09.2023
11/23	20.10.2023	42	20.09.2023	06.10.2023	05.10.2023
12/23	17.11.2023	46	18.10.2023	06.10.2023	02.11.2023
01/24	15.12.2023	50	16.11.2023	03.11.2023	30.11.2023

Ad closing and cancellation dates are one week earlier for cover pages and advertisements subject to a surcharge.

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	184	277	211	361
30 g	203	304	233	396
40 g	221	332	254	433
50 g	239	359	275	467
60 g	257	386	295	502
each + 10 g	+ 16	+ 22	+22	+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: 30,000 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	108	172	130
	20 g	120	192	144
each	+ 10 g	+ 10	+ 18	+ 18
Product sample	10 g	131	210	157
	20 g	148	238	178
each	+ 10 g	+ 15	+ 18	+ 18
Flat spray/ tea bags*		148	238	178

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

Other glued inserts on request.
50 % surcharge for OpeningSpread placement.
30 % surcharge for binding placement as 1st insert.

Minimum circulation: 50,000 copies or total domestic subscription. 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.

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.

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	198	298	238
8	232	349	279
12	267	401	320
16	301	451	361
each + 4	+ 30	+ 38	+ 38

Bound inserts with glued-on elements: on request

30 % surcharge for binding placement as 1st bound insert.

Minimum circulation: 50,000 copies. Nielsen and subscription part runs can be assigned sliding rights, subject to compliance with the minimum circulation.

Publisher's details

Publisher:	manager magazin Verlagsgesellschaft mbH
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 manager magazin:	518602
Sales tax ID number:	DE 811159361
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 + Conditions:	All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under www.gruppe.spiegel.de/spiegel-media/agb-datenschutz-gtc-privacy. Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.

Basic technical data

Disposition + Placement:	disposition@spiegel.de
Order processing:	print-order@ad-alliance.de Ad bookings can also be submitted via the online booking system (OBS) www.obs-portal.de .
Ad Management:	print-placements@ad-alliance.de
Special Ad Formats:	print-adspecials@ad-alliance.de Binding technical specifications for special ad formats available at www.adspecial-portal.de .
Technical specifications:	Current and binding English-language information is available under www.duon-portal.de
Printing material:	Mohn Media Mohndruck GmbH, Anzeigen MAT anzeigen@bertelsmann.de , phone +49 5241 80-897 00. Delivery: The centralized delivery address for copy material is www.duon-portal.de . For support please contact support@duon-portal.de , hotline: +49 403 741-1750

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.

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