VERRÜCKT GEWINNT
Wie Tesla-Chef Elon Musk die Krise von Daimler, VW und BMW nutzt – und davonzieht

Rate Card No. 47 (valid from 01.01.2021)
**RATES AND FORMATS**

### Formats on single pages

<table>
<thead>
<tr>
<th>Format</th>
<th>Format additions</th>
<th>Ad placement</th>
<th>Bleed format (width x height in mm)</th>
<th>Mono/Multi colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>normal</td>
<td>inner</td>
<td>200 x 264</td>
<td>33,500</td>
</tr>
<tr>
<td>1/1</td>
<td>normal</td>
<td>inside front cover</td>
<td>200 x 264</td>
<td>40,200</td>
</tr>
<tr>
<td>1/1</td>
<td>normal</td>
<td>outside back cover</td>
<td>200 x 264</td>
<td>41,200</td>
</tr>
<tr>
<td>1/1</td>
<td>normal</td>
<td>rechte Seite neben Inhalt</td>
<td>200 x 264</td>
<td>38,900</td>
</tr>
<tr>
<td>1/1</td>
<td>normal</td>
<td>1st left-hand ad page after OpenSpread</td>
<td>200 x 264</td>
<td>38,900</td>
</tr>
<tr>
<td>1/1</td>
<td>normal</td>
<td>1st right-hand page in Name and News</td>
<td>200 x 264</td>
<td>38,900</td>
</tr>
<tr>
<td>1/1</td>
<td>normal</td>
<td>left next to Contents</td>
<td>200 x 264</td>
<td>38,900</td>
</tr>
<tr>
<td>2/3</td>
<td>vertical</td>
<td>inner</td>
<td>128 x 264</td>
<td>24,300</td>
</tr>
<tr>
<td>1/3</td>
<td>vertical</td>
<td>inner</td>
<td>71 x 264</td>
<td>14,500</td>
</tr>
<tr>
<td>1/3</td>
<td>vertical</td>
<td>next to Editorial</td>
<td>71 x 264</td>
<td>17,100</td>
</tr>
<tr>
<td>1/3</td>
<td>horizontal</td>
<td>inner</td>
<td>200 x 86</td>
<td>14,500</td>
</tr>
<tr>
<td>1/4</td>
<td>horizontal</td>
<td>inner</td>
<td>200 x 71</td>
<td>12,100</td>
</tr>
<tr>
<td>3/6</td>
<td>vertical</td>
<td>Junior Page</td>
<td>128 x 169</td>
<td>24,800</td>
</tr>
</tbody>
</table>

### Formats on double pages

<table>
<thead>
<tr>
<th>Format</th>
<th>Format additions</th>
<th>Ad placement</th>
<th>Bleed format (width x height in mm)</th>
<th>Mono/Multi colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1</td>
<td>normal</td>
<td>inner</td>
<td>400 x 264</td>
<td>67,000</td>
</tr>
<tr>
<td>2/1</td>
<td>normal</td>
<td>inside front cover + page 3</td>
<td>400 x 264</td>
<td>97,300</td>
</tr>
<tr>
<td>2/1</td>
<td>normal</td>
<td>double page before Contents</td>
<td>400 x 264</td>
<td>77,700</td>
</tr>
<tr>
<td>2/1</td>
<td>normal</td>
<td>double page before Names and News</td>
<td>400 x 264</td>
<td>73,700</td>
</tr>
</tbody>
</table>

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 according to the currently valid advertising rate plus creation costs, and are included in a contractual year for discount purposes.

**CREATION COSTS**

(incl. concept, copy and layout, not incl. photo rights and photo productions)

- Double page: 3,300
- Full page: 2,700
- 1/2 page: 2,200
- 1/3 page: 1,900

Additional formats available on request. We will be happy to prepare an individual offer for photo productions. Advertorials are marked with the word “ANZEIGE” (Advertisement). Creation costs are not eligible for agency commission or discounts.

We require briefing, image and text materials no later than three weeks prior to the deadline for copy material – see also Closing Date Schedule. Timing for individual photo productions on request.

All rates are shown in euros; the rates are in effect from 1 January 2021 for bookings with SPIEGEL Media; value added tax will be charged on the net invoice amount if applicable.
### Special Ad Formats

**Loose Inserts**

- **Definition:** Loose inserts are products which are supplied ready for loosely inserting in the magazine with the closed side to the binding edge. The maximum weight must be determined in advance. Product samples and CDs on request.

<table>
<thead>
<tr>
<th>Rates per 1,000</th>
<th>Weights up to</th>
<th>Total</th>
<th>Subs</th>
<th>Partial circ. ex. Subs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 g</td>
<td>162</td>
<td>223</td>
<td>172</td>
<td></td>
</tr>
<tr>
<td>30 g</td>
<td>178</td>
<td>245</td>
<td>188</td>
<td></td>
</tr>
<tr>
<td>40 g</td>
<td>194</td>
<td>267</td>
<td>204</td>
<td></td>
</tr>
<tr>
<td>50 g</td>
<td>210</td>
<td>289</td>
<td>220</td>
<td></td>
</tr>
<tr>
<td>60 g</td>
<td>226</td>
<td>311</td>
<td>236</td>
<td></td>
</tr>
<tr>
<td></td>
<td>+16</td>
<td>+22</td>
<td>+16</td>
<td></td>
</tr>
</tbody>
</table>

Loose inserts with tip-on elements on request.

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Minimum circulation: 30,000 copies (regional split-runs excluded)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Partial areas can only booked completely.</td>
</tr>
</tbody>
</table>

### Oversize Inserts

- **Definition:** Oversize loose inserts extend outside the head of the issue (headers). They are loosely inserted in the magazine with the closed side to the binding edge. The maximum weight is subject to agreement.

<table>
<thead>
<tr>
<th>Rates per 1,000</th>
<th>Weights up to</th>
<th>Subs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>263</td>
</tr>
<tr>
<td>20 g</td>
<td>162</td>
<td>223</td>
</tr>
<tr>
<td>30 g</td>
<td>178</td>
<td>245</td>
</tr>
<tr>
<td>40 g</td>
<td>194</td>
<td>267</td>
</tr>
<tr>
<td>50 g</td>
<td>210</td>
<td>289</td>
</tr>
<tr>
<td>60 g</td>
<td>226</td>
<td>311</td>
</tr>
<tr>
<td></td>
<td>+16</td>
<td>+22</td>
</tr>
</tbody>
</table>

### Glued Inserts

- **Definition:** Glued (tip-on) inserts are products which are supplied ready for processing and glued to a carrier ad so that they can be easily removed by the reader.

<table>
<thead>
<tr>
<th>Rates per 1,000</th>
<th>Special ad format</th>
<th>Weights up to</th>
<th>Total</th>
<th>Subs</th>
<th>Partial circ. ex. Subs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Booklet</td>
<td>10 g</td>
<td>95</td>
<td>157</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20 g</td>
<td>105</td>
<td>175</td>
<td>115</td>
</tr>
<tr>
<td></td>
<td></td>
<td>every addl. 10 g</td>
<td>+10</td>
<td>+18</td>
<td>+10</td>
</tr>
<tr>
<td></td>
<td>Product sample</td>
<td>10 g</td>
<td>115</td>
<td>193</td>
<td>125</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20 g</td>
<td>130</td>
<td>211</td>
<td>140</td>
</tr>
<tr>
<td></td>
<td></td>
<td>every addl. 10 g</td>
<td>+15</td>
<td>+18</td>
<td>+15</td>
</tr>
</tbody>
</table>

*Plus 37 EUR per 1,000 additional technical costs and 50 EUR per 1,000 postal fees for thicker products.*

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Minimum circulation: 50,000 copies (regional split-runs excluded)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Partial areas can only booked completely.</td>
</tr>
<tr>
<td></td>
<td>Carrier ad: full page; smaller formats following prior agreement. Rates according to rate card.</td>
</tr>
</tbody>
</table>

### Bound Inserts

- **Definition:** Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the issue. They can either be delivered ready for processing or produced by us on request.

<table>
<thead>
<tr>
<th>Rates per 1,000</th>
<th>Pages</th>
<th>Total</th>
<th>Subs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>174</td>
<td>233</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>204</td>
<td>266</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>234</td>
<td>304</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>264</td>
<td>342</td>
</tr>
<tr>
<td></td>
<td>every addl. 4 pages</td>
<td>+30</td>
<td>+38</td>
</tr>
</tbody>
</table>

Bound inserts with tip-on elements on request.

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Minimum circulation: subscription domestic circulation</th>
</tr>
</thead>
</table>

### Price Quotes

- **Rates per thousand copies started. Rates for special ad formats may increase if their processing causes problems. Special ad formats from more than one advertiser are possible following special agreement. Weight-related postal fees charged by the German Post for booking the subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity is used as the basis for calculating the price.**

### Circulation

- **For technical reasons the booked circulations are subject to fluctuation. For this reason the quantity of special ad formats actually required must be determined when placing the order. Different versions in the same issue are only possible on request.**

### Technical Information and Delivery

- **Binding technical information, deadlines, samples, as well as delivery can be downloaded from www.adspecial-portal.de. An inquiry regarding the circulation can also be placed through the portal. In the event of any processing difficulties, the completion of the circulation takes precedence over the special ad format.**

### Print Service

- **On request, the special ad formats can be produced by the publisher. Prices on request.**

All rates are shown in euros; the rates are in effect from 1 January 2021 for bookings with SPIEGEL Media; value added tax will be charged on the net invoice amount if applicable.

RATE CARD NO. 47. Valid from 1. January 2021
<table>
<thead>
<tr>
<th>Issue No.</th>
<th>On Sale Date</th>
<th>Calendar Week</th>
<th>Ad Closing, Copy &amp; Cancellation Date</th>
<th>Special Ad Formats Closing &amp; Cancellation Date</th>
<th>Special Ad Formats Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/21</td>
<td>22/01/2021</td>
<td>03</td>
<td>18/12/2020</td>
<td>11/12/2020</td>
<td>07/01/2021</td>
</tr>
<tr>
<td>3/21</td>
<td>19/02/2021</td>
<td>07</td>
<td>22/01/2021</td>
<td>08/01/2021</td>
<td>04/02/2021</td>
</tr>
<tr>
<td>4/21</td>
<td>19/03/2021</td>
<td>11</td>
<td>19/02/2021</td>
<td>05/02/2021</td>
<td>04/03/2021</td>
</tr>
<tr>
<td>5/21</td>
<td>23/04/2021</td>
<td>16</td>
<td>24/03/2021</td>
<td>12/03/2021</td>
<td>08/04/2021</td>
</tr>
<tr>
<td>6/21</td>
<td>21/05/2021</td>
<td>20</td>
<td>22/04/2021</td>
<td>09/04/2021</td>
<td>06/05/2021</td>
</tr>
<tr>
<td>7/21</td>
<td>18/06/2021</td>
<td>24</td>
<td>20/05/2021</td>
<td>07/05/2021</td>
<td>02/06/2021</td>
</tr>
<tr>
<td>8/21</td>
<td>23/07/2021</td>
<td>29</td>
<td>25/06/2021</td>
<td>11/06/2021</td>
<td>08/07/2021</td>
</tr>
<tr>
<td>9/21</td>
<td>20/08/2021</td>
<td>33</td>
<td>23/07/2021</td>
<td>09/07/2021</td>
<td>05/08/2021</td>
</tr>
<tr>
<td>10/21</td>
<td>17/09/2021</td>
<td>37</td>
<td>20/08/2021</td>
<td>06/08/2021</td>
<td>02/09/2021</td>
</tr>
<tr>
<td>11/21</td>
<td>22/10/2021</td>
<td>42</td>
<td>24/09/2021</td>
<td>10/09/2021</td>
<td>07/10/2021</td>
</tr>
<tr>
<td>12/21</td>
<td>19/11/2021</td>
<td>46</td>
<td>22/10/2021</td>
<td>08/10/2021</td>
<td>04/11/2021</td>
</tr>
<tr>
<td>1/22</td>
<td>17/12/2021</td>
<td>50</td>
<td>19/11/2021</td>
<td>05/11/2021</td>
<td>02/12/2021</td>
</tr>
</tbody>
</table>

Ad closing and cancellation dates are one week earlier for cover pages and advertisements subject to a surcharge.
splendid is the luxury special in manager magazin. Here, it's all about the finer things in life and their manufacturers. In addition to fashion, beauty, interior design and the latest tech gadgets, the editorial team also reports about small craft producers as well as the major luxury labels. Each edition features a premium and self-produced foto shooting of the latest men’s and ladies’ fashion. Exclusive portraits and interviews introduce renowned designers, fashion creators, architects and artists. splendid’s stories, exclusive articles and the photography of top photographers are both journalistically and visually distinguished. splendid comes out twice a year.

Frequency: two issues a year (manager magazin 4/2021 and manager magazin 10/2021)

Size: 14 pages luxury special in manager magazin

Advertisement formats and prices: see section 1

<table>
<thead>
<tr>
<th>Issue No.</th>
<th>On Sale Date</th>
<th>Calendar Week</th>
<th>Ad Closing, Copy &amp; Cancellation Date</th>
<th>Special Ad Formats Closing &amp; Cancellation Date</th>
<th>Special Ad Formats Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/21</td>
<td>19/03/2021</td>
<td>11</td>
<td>19/02/2021</td>
<td>05/02/2021</td>
<td>04/03/2021</td>
</tr>
<tr>
<td>10/21</td>
<td>17/09/2021</td>
<td>37</td>
<td>20/08/2021</td>
<td>06/08/2021</td>
<td>02/09/2021</td>
</tr>
</tbody>
</table>
manager magazin Extra Publication 2021

From the portrait of German top entrepreneurs, the latest on known economic clans and dynasties to the analysis of the success of medium-sized companies, the editorial shows an update of the stars of German economy. In the section “Life” we take a look at the life of the high society, such as derby, luxury yachts, private jets and luxury travel destinations

Advertisement formats and prices: see section 1

Closing dates schedule

<table>
<thead>
<tr>
<th>Issue No.</th>
<th>On Sale Date</th>
<th>Calendar Week</th>
<th>Ad Closing, Copy &amp; Cancellation Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sonderheft</td>
<td>01/10/2021</td>
<td>39</td>
<td>03/09/2021</td>
</tr>
</tbody>
</table>
PUBLISHER
manager magazin Verlagsgesellschaft mbH, Ericusspitze 1, 20457 Hamburg

MARKETERS
SPIEGEL Media, Ericusspitze 1, 20457 Hamburg, https://spiegel.media/english-site

ORDER PROCESSING
Email: print-order@ad-alliance.de
OBS: Ads can also booked via the Online Booking System (OBS). www.obs-portal.de

AD MANAGEMENT
Email: print-placements@ad-alliance.de

SPECIAL AD FORMATS
Email: print-adspecials@ad-alliance.de

COPY MATERIAL
Mohn Media Mohndruck GmbH – Anzeigen MAT
Email: anzeigen@bertelsmann.de
Phone: (+49-5241) 80 - 897 00

Technical Specifications: Current and binding
English-language information is available under: www.duon-portal.de

Delivery of Copy Material: The centralized delivery address for copy material is: www.duon-portal.de
For support please contact: support@duon-portal.de
Telephone hotline: (+49-40) 37 41 - 17 50

INTERNET
spiegel.media/english-site

FREQUENCY
monthly

COVER PRICE
9.00 EUR

PZN
MANAGER MAGAZIN 518602

CONDITIONS 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.

CONDITIONS OF BUSINESS
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.xxx.com. Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.

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.SPIEGEL.MEDIA. THE ENGLISH RATE CARD IS A TRANSLATION OF THE CURRENTLY VALID GERMAN RATE CARD. IN THE EVENT OF DISCREPANCIES, INACCURACIES OR OMissions IN THIS TRANSLATION, THE GERMAN ORIGINAL RETAINS SOLE VALIDITY.

Member of Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (German Audit Bureau of Circulation)
All other Regions
SPIEGEL MEDIA | Ad Alliance GmbH
Encuspitze 1
20457 Hamburg
Phone +49 40 3007-2627
Email media@spiegel.de

Austria
Mediart
Anke Brockmeyer
Via Fratelli Rosselli 247/c
IT-6382 Porto San Giorgio (FM)
Phone +39 347 2932531
Email info@mediartitalia.it

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

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Matthew Farrar
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302-8 Hennessy Road
HK-Wan Chai, Hong Kong
Phone +852 25812991
Email mfarrar@mezzogroup.com

Belgium, Luxembourg, Netherlands
IMS
Gjalt Dijkstra
Dwarslaan 51
NL-1261 BB Bilicurum
Phone +31 625 00 3820
Email info@imsales.nl

Turkey
Titajans Dis Tanitim Ltd. Sti.
Hilmi Z. Erdem
Nispetiye Cad. Ihsan Aksoy Sok.
Modern Apt. No. 2D/21
TR-34337 Etiller-Istanbul
Phone +90 212 2576666
Email titajans@titajans.com

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

United Kingdom, Ireland
MERCURY PUBLICITY
99 Gray's Inn Road
GB-WC1X BTY 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

Greece, Cyprus
Nikos Barbopoulos
Representative
11, Tzavellastr.
GR-152 31 Halandri
Phone +30 6947 916031
Email nikolas.barboboulos@gmail.com

Italy
Mediart
Anke Brockmeyer
Via Fratelli Rosselli 247/c
IT-6382 Porto San Giorgio (FM)
Phone +39 347 2932531
Email info@mediartitalia.it

Belgium, Luxembourg, Netherlands
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Gjalt Dijkstra
Dwarslaan 51
NL-1261 BB Bilicurum
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

United Kingdom, Ireland
MERCURY PUBLICITY
99 Gray's Inn Road
GB-WC1X BTY 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

Greece, Cyprus
Nikos Barbopoulos
Representative
11, Tzavellastr.
GR-152 31 Halandri
Phone +30 6947 916031
Email nikolas.barboboulos@gmail.com

Turkey
Titajans Dis Tanitim Ltd. Sti.
Hilmi Z. Erdem
Nispetiye Cad. Ihsan Aksoy Sok.
Modern Apt. No. 2D/21
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Phone +90 212 2576666
Email titajans@titajans.com

United Kingdom, Ireland
MERCURY PUBLICITY
99 Gray's Inn Road
GB-WC1X BTY 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

Greece, Cyprus
Nikos Barbopoulos
Representative
11, Tzavellastr.
GR-152 31 Halandri
Phone +30 6947 916031
Email nikolas.barboboulos@gmail.com

Turkey
Titajans Dis Tanitim Ltd. Sti.
Hilmi Z. Erdem
Nispetiye Cad. Ihsan Aksoy Sok.
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