

DER SPIEGEL

Nr. 29 / 11.7.2020
Deutschland € 5,50



Belgien € 6,60 - Finnland € 6,50 - Griechenland € 7,50 - Norwegen NOK 89,- - Polen ISSN 1151-7462 ZL 34,- - Schweiz sfr 6,10 - Slowakei € 7,- - Tschechien Kč 20,-
Dänemark Dkr 59,95 - Frankreich € 7,- - Italien € 7,50 - Österreich € 6,50 - Portugal (cont) € 6,30 - Schweden € 6,70 - Spanien/Kanaren € 7,20 - Ungarn Ft 2750,-
Printed in Germany

INTELLIGENZ
Schuf eine kleine
Mutation den Menschen?

AMAZON
Aufstand gegen
den Giganten

KINDER
Wenn Corona
das Herz angreift



Der Erbschleicher

Warum **MARKUS SÖDER** plötzlich
beste Chancen auf die Merkel-Nachfolge hat

Rate Card No. 76 (valid from 01.01.2021)

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 280	82,700
1/1	normal	1st left-hand ad page following Open.Spread	212 x 280	93,500
1/1	normal	1st right-hand 1/1 page	212 x 280	93,500
1/1	normal	inside front cover	212 x 280	97,600
1/1	normal	outside back cover	212 x 280	101,700
2/3	vertical	inner	136 x 280	61,700
1/2	horizontal	inner	212 x 137	52,900
1/3	corner	inner	136 x 137	37,200
1/3	vertical	inner	72 x 280	37,200
1/3	horizontal	inner	212 x 93	37,200
1/4	horizontal	inner	212 x 71	31,000

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 280	165,400
2/1	normal	1st double page in issue	424 x 280	181,900
2/1	normal	inside front cover + page 3	424 x 280	238,000

1/3 page (vertical) next to company announcement - with a 72 x 280 mm bleed - costs 43,500 euros.

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.

LOOSE INSERTS

OVERSIZE-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.

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.

Rates per 1,000

Weights up to	Total	Subs	Partial circ. ex. Subs
20 g	116	172	126
30 g	128	190	138
40 g	140	208	150
50 g	152	226	162
60 g	164	244	174
every addl. 10 g	+12	+18	+12

Loose inserts with tip-on elements on request.

Weights up to	Subs
20 g	212
30 g	230
40 g	248
50 g	266
60 g	284
every addl. 10 g	+18

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 60,000 copies (regional split-runs excluded)
Partial areas can only be booked completely.

Minimum circulation: 60,000 copies (regional split-runs excluded)
Partial areas can only be booked completely.

GLUED INSERTS

BOUND 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.

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.

Rates per 1,000

Special ad format	Weights up to	Total	Subs	Partial circ. ex. Subs
Booklet	10 g	81	121	91
Booklet	20 g	91	139	101
every addl. 10 g		+10	+18	+10
Product sample	10 g	101	157	111
Product sample	20 g	116	175	126
every addl. 10 g		+15	+18	+15
Flat spray / Teabags*		116	175	126

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

Pages	Total	Subs	Partial circ. ex. Subs
4	131	187	141
8	149	212	159
12	167	237	177
16	185	262	195
every addl. 4 pages	+18	+25	+18

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 250,000 copies (regional split-runs excluded)
Partial areas can only be booked completely.
Carrier ad: full page; smaller formats following prior agreement. Rates according to rate card.

Minimum circulation: 250,000 copies (regional split-runs excluded)
Partial areas can only be booked completely.

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.

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/21	02/01/2021	53	11/12/2020	20/11/2020	21/12/2020
2/21	09/01/2021	01	18/12/2020	27/11/2020	30/12/2020
3/21	16/01/2021	02	22/12/2020	04/12/2020	05/01/2021
4/21	23/01/2021	03	29/12/2020	11/12/2020	13/01/2021
5/21	30/01/2021	04	08/01/2021	18/12/2020	20/01/2021
6/21	06/02/2021	05	15/01/2021	23/12/2020	27/01/2021
7/21	13/02/2021	06	22/01/2021	30/12/2020	03/02/2021
8/21	20/02/2021	07	29/01/2021	08/01/2021	10/02/2021
9/21	27/02/2021	08	05/02/2021	15/01/2021	17/02/2021
10/21	06/03/2021	09	12/02/2021	22/01/2021	24/02/2021
11/21	13/03/2021	10	20/02/2021	29/01/2021	03/03/2021
12/21	20/03/2021	11	26/02/2021	05/02/2021	10/03/2021
13/21	27/03/2021	12	05/03/2021	12/02/2021	17/03/2021
14/21	03/04/2021	13	12/03/2021	19/02/2021	24/03/2021
15/21	10/04/2021	14	19/03/2021	26/02/2021	31/03/2021
16/21	17/04/2021	15	26/03/2021	05/03/2021	07/04/2021
17/21	24/04/2021	16	02/04/2021	12/03/2021	14/04/2021
18/21	30/04/2021	17	09/04/2021	18/03/2021	20/04/2021
19/21	08/05/2021	18	16/04/2021	26/03/2021	28/04/2021
20/21	15/05/2021	19	23/04/2021	02/04/2021	05/05/2021
21/21	22/05/2021	20	30/04/2021	09/04/2021	12/05/2021
22/21	29/05/2021	21	07/05/2021	16/04/2021	19/05/2021
23/21	05/06/2021	22	14/05/2021	23/04/2021	26/05/2021
24/21	12/06/2021	23	21/05/2021	30/04/2021	02/06/2021
25/21	19/06/2021	24	28/05/2021	07/05/2021	09/06/2021
26/21	26/06/2021	25	04/06/2021	14/05/2021	16/06/2021
27/21	03/07/2021	26	11/06/2021	21/05/2021	23/06/2021
28/21	10/07/2021	27	18/06/2021	28/05/2021	30/06/2021
29/21	17/07/2021	28	25/06/2021	04/06/2021	07/07/2021
30/21	24/07/2021	29	02/07/2021	11/06/2021	14/07/2021
31/21	31/07/2021	30	09/07/2021	18/06/2021	21/07/2021
32/21	07/08/2021	31	16/07/2021	25/06/2021	28/07/2021
33/21	14/08/2021	32	23/07/2021	02/07/2021	04/08/2021
34/21	21/08/2021	33	30/07/2021	09/07/2021	11/08/2021
35/21	28/08/2021	34	06/08/2021	16/07/2021	18/08/2021
36/21	04/09/2021	35	13/08/2021	23/07/2021	25/08/2021
37/21	11/09/2021	36	20/08/2021	30/07/2021	01/09/2021
38/21	18/09/2021	37	27/08/2021	06/08/2021	08/09/2021
39/21	25/09/2021	38	03/09/2021	13/08/2021	15/09/2021
40/21	02/10/2021	39	10/09/2021	20/08/2021	22/09/2021
41/21	09/10/2021	40	17/09/2021	27/08/2021	29/09/2021
42/21	16/10/2021	41	24/09/2021	03/09/2021	06/10/2021
43/21	23/10/2021	42	01/10/2021	10/09/2021	13/10/2021
44/21	30/10/2021	43	08/10/2021	17/09/2021	20/10/2021
45/21	06/11/2021	44	15/10/2021	24/09/2021	27/10/2021
46/21	13/11/2021	45	22/10/2021	01/10/2021	03/11/2021
47/21	20/11/2021	46	29/10/2021	08/10/2021	10/11/2021
48/21	27/11/2021	47	05/11/2021	15/10/2021	16/11/2021
49/21	04/12/2021	48	12/11/2021	22/10/2021	24/11/2021
50/21	11/12/2021	49	19/11/2021	29/10/2021	01/12/2021
51/21	18/12/2021	50	26/11/2021	05/11/2021	08/12/2021
52/21	24/12/2021	51	03/12/2021	12/11/2021	15/12/2021
1/22	31/12/2021	52	09/12/2021	18/11/2021	21/12/2021

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S-Magazin (SUPPLEMENT)

The SPIEGEL style supplement offers high-quality journalism and photography on the topics of fashion, beauty, design, food and drink and interiors, allowing readers to immerse themselves in the world of fine things.

Each issue focuses on a socially relevant topic, which is translated into different lifestyle worlds with features and photo shoots. Possible topics: Gender, sustainability, hygge, digital living.

The supplement is rounded off with regular sections and columns on a diverse range of style questions.

S-Magazin captivates with a style that combines a contemporary and minimalist presentation with lavish elegance.

The content of S-MAGAZIN also appears at SPIEGEL.de.

Frequency: 4 issues a year

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Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	260 x 380	54,300
1/2	horizontal	inner	260 x 190	34,800
1/3	vertical	inner	83 x 380	24,400
1/3	horizontal	inner	260 x 131	24,400

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	520 x 380	108,600
2/1	normal	inside front cover + page 3	520 x 380	119,500

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. Rates for special ad formats on request.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
1/21	27/03/2021	12	26/02/2021
2/21	15/05/2021	19	16/04/2021
3/21	25/09/2021	38	27/08/2021
4/21	13/11/2021	45	15/10/2021

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. It 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.

Frequency: 4 issues a year

CIRCULATION 570,000 print run (publishers figure)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	190 x 260	36,300
1/1	normal	inside front cover	190 x 260	42,800
1/1	normal	outside back cover	190 x 260	44,600
1/1	normal	1st right-hand full page	190 x 260	41,000
1/2	horizontal	inner	190 x 130	23,200
1/3	vertical	inner	63 x 260	16,300
1/3	horizontal	inner	190 x 87	16,300

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	380 x 260	72,600

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.
Rates for special ad formats on request.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
1/21	06/03/2021	09	05/02/2021
2/21	08/05/2021	18	09/04/2021
3/21	18/09/2021	37	20/08/2021
4/21	06/11/2021	44	08/10/2021

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SPIEGEL Spezial BUNDESTAGSWAHL

SPIEGEL Spezial takes an in-depth look at a socially relevant topic, with articles, stories and interviews. In previous years, these topics have included "30 years since the fall of the Berlin Wall" (2019) and "Climate change and sustainability" (2020). The 2021 edition will look at the year's most important political event, the German federal election. Released a week after the election, it will offer analysis, context and predictions for the future.

DER SPIEGEL



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 280	56,400
1/1	normal	1st right-hand page	212 x 280	63,700
1/1	normal	inside front cover	212 x 280	66,600
1/1	normal	outside front cover	212 x 280	69,400
1/2	horizontal	inner	212 x 137	32,400
1/3	vertical	inner	72 x 280	22,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 280	112,800
2/1	normal	inner	424 x 280	128,500

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. Rates for special ad formats on request.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
1/21	28/09/2021	39	06/09/2021

The SPIEGEL Spezial CHRONIK appears once a year at the end of the year. In this issue, all the important events of the year are again listed and discussed. Readers take the time to recall them. They pick up the magazine again and again – especially in the pre-Christmas period.

The magazine is sent to subscribers and is sold commercially. It is displayed for four to six weeks.

COVER PRICE 6.50

CIRCULATION 420,000 print run (publishers figure)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 280	56,400
1/1	normal	1st right-hand 1/1 page	212 x 280	63,700
1/1	normal	inside front cover	212 x 280	66,600
1/1	normal	outside back cover	212 x 280	69,400
1/2 q AS	horizontal	inner	212 x 137	32,400
1/3 h AS	vertical	inner	72 x 280	22,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 280	112,800
2/1	normal	inside front cover + page 3	424 x 280	128,500

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. Rates for special ad formats on request.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/21	01/12/2021	48	09/11/2021	19/10/2021	21/11/2021

PUBLISHER

SPIEGEL-Verlag Rudolf Augstein GmbH & Co KG, Ericusspitze 1, 20457 Hamburg

MARKETERSSPIEGEL Media, Ericusspitze 1, 20457 Hamburg, <https://spiegel.media/english-site>**ORDER PROCESSING**Email: print-order@ad-alliance.de**OBS:** Ads can also be 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**

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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 50Binding technical specifications for special ad formats are available online at www.adspecial-portal.de**INTERNET**spiegel.media/english-site**FREQUENCY**

weekly

ON SALE DATE

Saturday

COVER PRICE

5.50 EUR

PZN

DER SPIEGEL 528956

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)

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