



Rate Card No. 39 (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	11,400
1/1	normal	inside front cover	212 x 280	13,500
1/1	normal	outside back cover	212 x 280	14,000
2/3	vertical	inner	136 x 280	8,400
1/2	vertical	inner	105 x 280	5,700
1/2	horizontal	inner	212 x 138	5,700
1/3	vertical	inner	75 x 280	4,200
1/3	vertical	next to Editorial	75 x 280	4,500
1/3	horizontal	inner	212 x 97	4,200
3/6	vertical	Junior Page	136 x 179	7,400

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	22,800
2/1	normal	inside front cover + page 3	424 x 280	32,400

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	Weights up to	Total	Subs	
	20 g	162	223	20 g	162	263	
	30 g	178	245	30 g	178	285	
	40 g	194	267	40 g	194	307	
	50 g	210	289	50 g	210	329	
	60 g	226	311	60 g	226	351	
	every addl. 10 g	+16	+22	every addl. 10 g	+16	+22	
	Loose inserts with tip-on elements on request.			Loose inserts with tip-on elements on request.			
Circulation	Minimum circulation: subscription domestic circulation			Minimum circulation: subscription domestic circulation			
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	Pages	Total		
	Booklet	10 g	95	4	174		
	Booklet	20 g	105	8	204		
	every addl. 10 g		+10	12	234		
	Product sample	10 g	115	16	264		
	Product sample	20 g	130	every addl. 4 pages	+30		
	every addl. 10 g		+15				
	Flat spray / Teabags*		130				
	*Plus 37 EUR per 1,000 additional technical costs and 50 EUR per 1,000 postal fees for thicker products.			Bound inserts with tip-on elements on request.			
Circulation	Minimum circulation: total domestic circulation Carrier ad: full page; smaller formats following prior agreement. Rates according to rate card.			Minimum circulation: total domestic circulation			
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.							

CLOSING DATE 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	19/01/2021	03	11/12/2020	08/12/2020	04/01/2021
3/21	16/02/2021	07	15/01/2021	05/01/2021	01/02/2021
4/21	16/03/2021	11	12/02/2021	02/02/2021	01/03/2021
5/21	20/04/2021	16	17/03/2021	09/03/2021	05/04/2021
6/21	18/05/2021	20	15/04/2021	06/04/2021	03/05/2021
7/21	15/06/2021	24	12/05/2021	04/05/2021	31/05/2021
8/21	20/07/2021	29	18/06/2021	08/06/2021	05/07/2021
9/21	17/08/2021	33	16/07/2021	06/07/2021	02/08/2021
10/21	14/09/2021	37	13/08/2021	03/08/2021	30/08/2021
11/21	19/10/2021	42	17/09/2021	07/09/2021	04/10/2021
12/21	16/11/2021	46	15/10/2021	05/10/2021	01/11/2021
1/22	14/12/2021	50	12/11/2021	02/11/2021	29/11/2021

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

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HARVARD BUSINESS MANAGER SPECIAL ISSUE

 **Harvard Business manager**




This special single-topic issue of Harvard Business Manager comes out once a year, supplementing the monthly edition. It covers key topics such as staffing, teamwork and change management. The highlight is a large-scale survey of managers, consultants and other experts.

Advertisement formats and prices: see section 1



Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
Spezial	30/11/2021	48	29/10/2021

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 be booked via the Online Booking System (OBS). www.obs-portal.de
 <small>online booking system Zeitschriften & Zeitungen</small>	
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
	
	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
INTERNET	spiegel.media/english-site
FREQUENCY	monthly
COVER PRICE	14.50 EUR
PZN	HARVARD BUSINESS MANAGER 567364
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.

All other Regions

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