

WIRTSCHAFT AUS ERSTER HAND 6/2020 DE 9,00 EUR

# manager magazin



**Leadership**  
Wie Manager zu echten Anführern werden

**Dr. Corona**  
Arndt Geiwitz – Notarzt der Wirtschaft

**RB Leipzig**  
Julian Nagelsmann verleiht Flügel

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**LUXUSKONZERN  
LVMH**

Inside-Report  
aus dem  
Reich des  
Überflüssigen

## 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)

**Formats on single pages**

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 264	33,500
1/1	normal	inside front cover	200 x 264	40,200
1/1	normal	outside back cover	200 x 264	41,200
1/1	normal	rechte Seite neben Inhalt	200 x 264	38,900
1/1	normal	1st left-hand ad page after OpenSpread	200 x 264	38,900
1/1	normal	1st right-hand page in Name and News	200 x 264	38,900
1/1	normal	left next to Contents	200 x 264	38,900
2/3	vertical	inner	128 x 264	24,300
1/2	horizontal	inner	200 x 130	19,300
1/3	vertical	inner	71 x 264	14,500
1/3	vertical	next to Editorial	71 x 264	17,100
1/3	horizontal	inner	200 x 86	14,500
1/4	horizontal	inner	200 x 71	12,100
3/6	vertical	Junior Page	128 x 169	24,800

**Formats on double pages**

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

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	162	223	172
30 g	178	245	188
40 g	194	267	204
50 g	210	289	220
60 g	226	311	236
every addl. 10 g	+16	+22	+16

Loose inserts with tip-on elements on request.

Weights up to	Subs
20 g	263
30 g	285
40 g	307
50 g	329
60 g	351
every addl. 10 g	+22

Loose inserts with tip-on elements on request.

## Circulation

Minimum circulation: 30,000 copies (regional split-runs excluded)  
Partial areas can only be booked completely.

Minimum circulation: 30,000 copies  
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	95	157	105
Booklet	20 g	105	175	115
every addl. 10 g		+10	+18	+10
Product sample	10 g	115	193	125
Product sample	20 g	130	211	140
every addl. 10 g		+15	+18	+15

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

Pages	Total	Subs
4	174	233
8	204	266
12	234	304
16	264	342
every addl. 4 pages	+30	+38

Bound inserts with tip-on elements on request.

## Circulation

Minimum circulation: 50,000 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: subscription 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](http://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
2/21	22/01/2021	03	18/12/2020	11/12/2020	07/01/2021
3/21	19/02/2021	07	22/01/2021	08/01/2021	04/02/2021
4/21	19/03/2021	11	19/02/2021	05/02/2021	04/03/2021
5/21	23/04/2021	16	24/03/2021	12/03/2021	08/04/2021
6/21	21/05/2021	20	22/04/2021	09/04/2021	06/05/2021
7/21	18/06/2021	24	20/05/2021	07/05/2021	03/06/2021
8/21	23/07/2021	29	25/06/2021	11/06/2021	08/07/2021
9/21	20/08/2021	33	23/07/2021	09/07/2021	05/08/2021
10/21	17/09/2021	37	20/08/2021	06/08/2021	02/09/2021
11/21	22/10/2021	42	24/09/2021	10/09/2021	07/10/2021
12/21	19/11/2021	46	22/10/2021	08/10/2021	04/11/2021
1/22	17/12/2021	50	19/11/2021	05/11/2021	02/12/2021

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 photo 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



### 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
4/21	19/03/2021	11	19/02/2021	05/02/2021	04/03/2021
10/21	17/09/2021	37	20/08/2021	06/08/2021	02/09/2021

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# DIE STARS DER DEUTSCHEN WIRTSCHAFT

## 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

# manager magazin



### Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
Sonderheft	01/10/2021	39	03/09/2021

**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](mailto:print-order@ad-alliance.de)

OBS: Ads can also be booked via the Online Booking System (OBS).

[www.obs-portal.de](http://www.obs-portal.de)**AD MANAGEMENT**Email: [print-placements@ad-alliance.de](mailto:print-placements@ad-alliance.de)**SPECIAL AD FORMATS**Email: [print-adspecials@ad-alliance.de](mailto:print-adspecials@ad-alliance.de)**COPY MATERIAL**

Mohn Media Mohndruck GmbH – Anzeigen MAT

Email: [anzeigen@bertelsmann.de](mailto:anzeigen@bertelsmann.de)

Phone: (+49-5241) 80 - 897 00

**Technical Specifications:** Current and binding English-language information is available under: [www.duon-portal.de](http://www.duon-portal.de)**Delivery of Copy Material:** The centralized delivery address for copy material is: [www.duon-portal.de](http://www.duon-portal.de)  
For support please contact: [support@duon-portal.de](mailto: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.d](http://www.adspecial-portal.d)**INTERNET**[spiegel.media/english-site](http://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](http://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](http://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)



## SALES OFFICES

# manager magazin

### All other Regions

SPIEGEL MEDIA | Ad Alliance GmbH  
Ericusspitze 1  
20457 20457 Hamburg  
Phone +49 40 3007-2627  
Email [media@spiegel.de](mailto:media@spiegel.de)

### Asia

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Phone +852 25812991  
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### Austria

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Phone +39 347 2932531  
Email [info@mediartitalia.it](mailto:info@mediartitalia.it)

### France

Gruner + Jahr International Media Sales  
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13, rue Henri Barbusse  
F-92230 Gennevilliers  
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Email [ims.france@guj.de](mailto:ims.france@guj.de)

### Greece, Cyprus

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### Switzerland (G+J office)

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### Turkey

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Nispetiye Cad. Ihsan Aksoy Sok.  
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Phone +90 212 2577666  
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### United Kingdom, Ireland

MERCURY PUBLICITY  
99 Gray's Inn Road  
GB-WC1X 8TY London  
Phone +44 (0) 20 7611 1900  
Email [stefanie@mercury-publicity.com](mailto:stefanie@mercury-publicity.com)

### USA

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19 West 36th Street  
12th Floor  
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**SPIEGEL** Media

The media portfolio of SPIEGEL Media be found under [www.spiegel.media](http://www.spiegel.media)

SPIEGEL Media GmbH | Registered Office: Hamburg, Commercial Register: District Court Hamburg HRA 61755

Executive Board: Thomas Hass, Stefan Ottlitz