

brandeins

Rate Card 2027

brand eins

Adverts

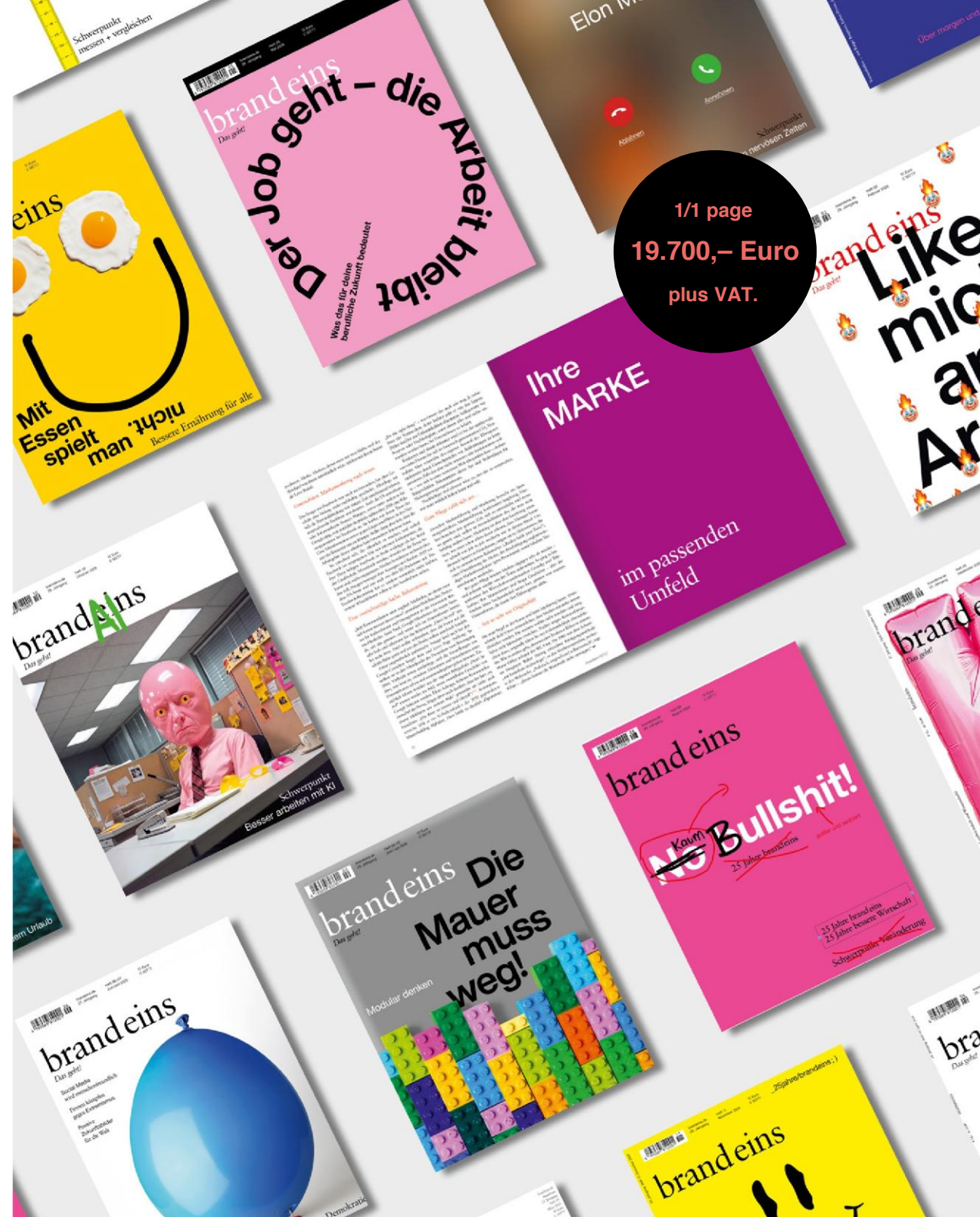
Publication frequency	10 issues per year
Copy price	12,- Euro
Number of copies sold	49,866 copies *
Range	0.34 million readers **
Format	198 x 262 mm

The business magazine aims to inspire people to make their own decisions. The thematic focus bundles, sorts and facilitates access. Journalistic quality, surprising stories and a constant stream of new formats make it a pleasure to read!

Not everyone reads brand eins. And those who read brand eins don't read everything. The overlap between the readership of brand eins and classic business magazines does not exceed 7 per cent **. This means that if you want to reach modern decision-makers, you can't avoid brand eins.

*IVW II/2026 / **AWA 2026

All prices are subject to discount and agency commission, plus VAT.



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Advertising formats and prices

Magazine format: 198 mm wide, 262 mm high		Bleed format in mm (w x h)	Type area in mm (w x h)	Prices in Euro sw oder 4c
1/1 page		198 x 262	170 x 230	19.700,-
2/3 page	high	121 x 262	113 x 230	14.000,-
1/2 page	high	91,5 x 262	83,5 x 230	10.800,-
1/2 page	wide	198 x 129	172 x 113	10.800,-
1/3 page	high	62,5 x 262	54,3 x 230	7.600,-
1/3 page	wide	198 x 94	172 x 78	7.600,-
2/1 page	In spread	396 x 262	380 x 230	39.200,-
2 x 1/2 page	In spread	396 x 129	380 x 113	21.600,-
2 x 1/3 page	In spread	396 x 94	380 x 78	15.200,-

5 mm trim for all cut sides. 5 mm minimum distance to trimmed edge for important text and picture elements in danger of being cropped.

If, for double-page motifs, texts or important picture elements run through the binding, the picture data must show a duplication of 3 mm per page (5 mm for Opening Spread). In principle please attach all double pages as single page PDFs (= 2 files). The relevant binding allowance must be included in the final format of the double page.

Discounts (when advertisements are placed within 12 months) – NOTICE: the previous year's volume forms the starting discount for the following year. Your loyalty is rewarded.

Frequency discount

from 2 insertions	10%
from 4 insertions	12%
from 6 insertions	14%
from 8 insertions	16%
from 10 insertions	18%
from 12 insertions	20%

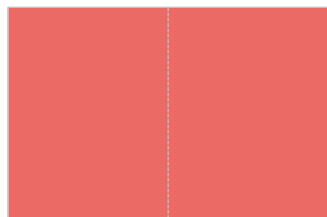
Volume discount

from 2 pages	10%
from 4 pages	12%
from 6 pages	14%
from 8 pages	16%
from 10 pages	18%
from 12 pages	20%

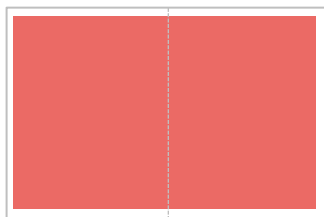
The painting and quantity scales apply across the board to all brand eins Medien AG products. Classified ads, WasWannWo ads, and newsletter banners are eligible for discount in combination, but are not discount-forming. All prices are indicated exclusive of VAT. Agency commission: 15%, culture discount and job adverts on request.

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Advertising formats



2/1 page
bleed in spread
396 x 262 mm



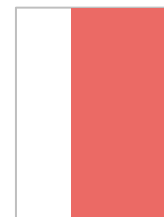
2/1 page
type area in spread
380 x 230 mm



1/1 page
bleed
198 x 262 mm



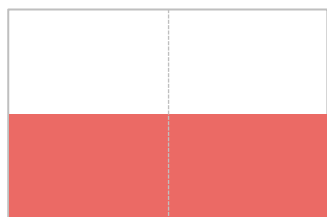
1/1 page
type area
172 x 230 mm



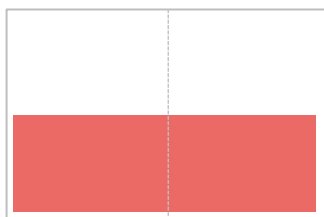
2/3 page high
bleed
121 x 262 mm



2/3 page high
type area
113 x 230 mm



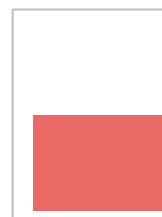
2 x 1/2 page
bleed in spread
396 x 129 mm



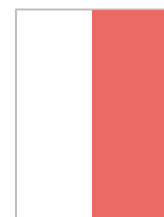
2 x 1/2 page
type area in spread
380 x 113 mm



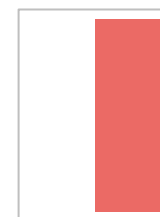
1/2 page wide
bleed
198 x 129 mm



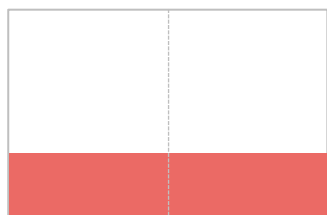
1/2 page wide
type area
172 x 113 mm



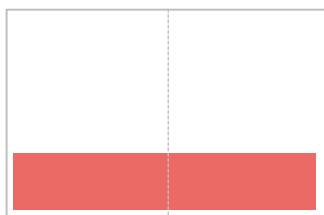
1/2 page high
bleed
91,5 x 262 mm



1/2 page high
type area
83,5 x 230 mm



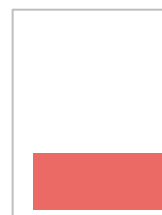
2 x 1/3 page
bleed in spread
396 x 94 mm



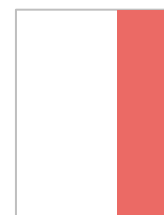
2 x 1/3 page
type area in spread
380 x 78 mm



1/3 page wide
bleed
198 x 94 mm



1/3 page wide
type area
172 x 78 mm



1/3 page high
bleed
62,5 x 262 mm



1/3 page high
type area
54,3 x 230 mm

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Loose inserts, bound inserts, tip-ons

Miscellaneous: Before an order can be definitely confirmed specimen copies of the loose inserts, bound inserts or tip-ons must be checked by the publisher. Please send us at least 5 specimen copies 4 weeks before the ad closing date. You will be given the delivery print run and delivery address with the order confirmation. Supplement for processing: 2% of the number of copies filled. All prices are indicated exclusive of VAT. Agency commission: 15%. The frequency discount applies.

Loose inserts

Price per 1,000 Copies	Weight up to	Total	Split runs (e.g. subscription circulation)
	20 g	160,-	220,-
	30 g	175,-	235,-
	40 g	190,-	250,-
	50 g	205,-	265,-
	Each additional 10 g	+15,-	+15,-
Maximum size:	180 x 240 mm		
Minimum size:	120 x 140 mm		

Loose inserts are sheets, cards or brochures inserted loosely into the magazine. They have to be closed toward the binding in order to be processed. The circulation is 20,000 copies at a minimum. Prices for loose inserts with more than 50g per item on request.

Bound inserts

Price per 1,000 Copies	Scope	Total	Split runs (e.g. subscription circulation)
	2 Seiten	170,-	265,-
	4 Seiten	180,-	280,-
	8 Seiten	200,-	310,-
	12 Seiten	220,-	340,-
	Each additional 4 pages	+20,-	+30,-
Maximum/minimum grammage:	2-page maximum 200g/m ² , 2-page at least 150g/m ² , others on request		
Maximum size:	198 x 262 mm (insert size w x h) plus following trim:		
	Top 3 mm / Bottom 3 mm / Outside edge 3 mm / Routing edge 3 mm		

Bound inserts are printed materials bound into the magazine. They must be provided by the customer ready for processing.

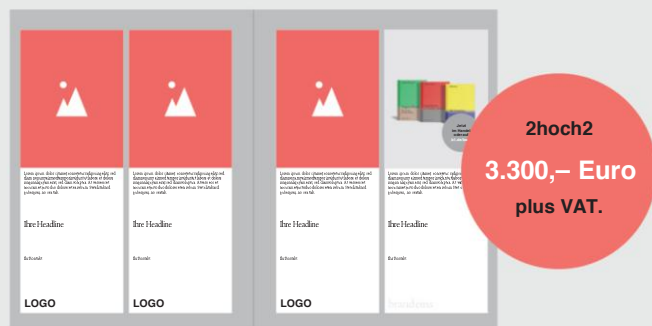
Tip-ons

Price per 1,000 Copies	Total	Split runs (e.g. subscription circulation)
	100,-	140,-
		<i>plus higher postal charges from 3mm depth</i>
Maximum size:	148 x 210 mm	
Minimum size:	60 x 75 mm	

Tip-ons – postcards, catalogues, free samples etc. – are glued on carrier adverts (at least 1/1 page) in such a way that they can be easily removed. They have to be closed toward the binding in order to be processed. Tip-ons are only possible at the start or end of the sheet; placement on the carrier page up to 60 mm from the binding.

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2hoch2 advertisements

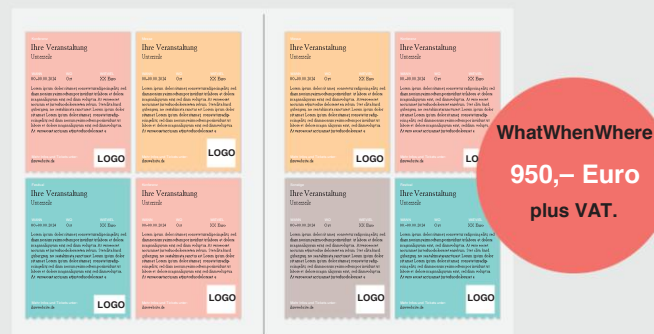


A special format. And particular possibilities: Do you want to present your product or range to the brand eins readers – but have no advertising campaign? No problem. Format „2hoch2“ puts together what you already have to hand: a photo, a short product description, a headline and your address. We will design a half-page advertisement (see illustration) that will appear together with other presentations on a single or double page. Here's exactly what we need for that:

Element:	Specifications:
A foto/picture element	83,75 x 112 mm TIFF file, 300dpi
Product text/picture caption	maximum 250 characters including spaces
Headline	maximum 28 characters including spaces
Contact address	optional
Logo	TIFF file, 300dpi or EPS/PDF converted to outlines
Price	€ 3.300,- plus VAT. The discount given applies.

Please send these modules by the printing deadline for the desired brand eins issue by e-mail to anzeigen@brandeins.de. You will then receive the finished advert as a PDF for approval. And your brand is already in brandeins.

What? When? Where?



Our new format for your event. You are planning an event or have a special occasion to which you would like to invite brand eins readers? But you have no advertising budget? No problem. The format „What? When? Where?“ pools the most important information and visualizes it with style and in color and presents it in predefined categories. We design a quarter page advertisement in a cluster format that will be published with maximally seven further presentations covering a double page. A calendar of events at a glance.

Element:	Specifications:
Event	Name of event with subtitle
Facts	When? Where? What are the costs?
Invitation text	maximal 500 characters including blanks
a Logo/KeyVisual	in eps-Format
Category	Conference, Trade show, Festival, others
Contact	Your website for further information
Price	€ 950,- plus V.A.T. (discountable for agency commission)

Please send these modules by the printing deadline for the desired brand eins issue by e-mail to anzeigen@brandeins.de. You will then receive the finished advert as a PDF for approval. And your brand is already in brandeins.

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Dates 2027

Issue		Date of publication	Advert closing date, cancellation deadline* and artwork closing date
02/27	February	29.01.2027	30.12.2026
03/27	March	26.02.2027	26.01.2027
04/27	April	25.03.2027	23.02.2027
05/27	May	30.04.2027	30.03.2027
06 – 07/27	June/July	28.05.2027	26.04.2027
08/27	August	30.07.2027	29.06.2027
09/27	September	27.08.2027	27.07.2027
10/27	October	24.09.2027	24.08.2027
11/27	November	29.10.2027	28.09.2027
12 – 01/27/28	December/January	26.11.2027	26.10.2027

* Close of advertising and cancellation deadline for cover pages + editorials 14 days earlier.

2026



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Technical data

Formats	Magazine format: 198 mm wide x 262 mm high Type area: 172 mm wide x 230 mm high
Binding	Adhesive binding
Printing process	Content: Rotation set printing Cover: Sheet set printing <i>Low tonal value variations are due to the tolerance of the rotation set printing.</i>
Colour management	Please use an appropriate profile for cover or contents on the basis of the printing condition FOGRA 51L.
Colour profile	PSO_coated_V3 <i>The profile can be found at www.eci.org.</i>
Proof	For colour matching a position and colour-accurate proof is required containing in Fogra-Media Wedge. Without proof in accordance with ISO 12647-2 or current media-Standard print (available on www.bvdm-online.de) we give no guarantee for the colour-accurate reproduction of the advert.
Galley proofs	are not sent.
Data formats	Delivery exclusively in PDF/X-3-standard. Please attach double-page adverts as single page PDFs and observe 3 mm binding allowance (5 mm for Opening Spread) and 5 mm trim. Do not use special colours.

This data
can change change
at short notice.
Please check
regularly our
technical
information on
the Internet.



Picture data	Colour pictures – colour mode CMYK, resolution 300dpi, Scale 100% B/W-pictures – grey scale mode, resolution 300dpi, Scale 100% Line: bitmap mode, at least 1,200 dpi No picture data in DCS format may be integrated within an EPS. <i>There is no claim to a refund if defective PDF files are delivered.</i>
Artwork	including proof, produced with the data supplied, to: an: brand eins Medien AG, Helene Windolph, Shanghaiallee 9, 20457 Hamburg The artwork is transferred to the ownership of the publisher and is not returned. Any necessary changes carried out to the artwork will be invoiced separately.
For questions on artwork production	Mohn Media Mohndruck GmbH Kirsten Schreiber, kirsten.schreiber@bertelsmann.de +49 5241 80 – 42000

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We should talk.



Christina Fichtinger

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040 / 32 33 16 43
christina_fichtinger@brandeins.de



Stefanie Giese

Media consulting
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Helene Windolph

Advertising management
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brand eins

Publisher's details

Publisher's details	brand eins Medien AG Shanghaiallee 9, 20457 Hamburg, verlag@brandeins.de Telephone 040 / 32 33 16 – 70, fax 040 / 32 33 16 – 80	Internet	www.brandeins.de
Responsible for the advertisements	Jan van Münster jan_vanmuenster@brandeins.de Telephone 040 / 32 33 16 – 73	Bank account details	GLS Gemeinschaftsbank e.G., Bochum IBAN: DE04 4306 0967 2009 9845 00 BIC: GENODEM1GLS
Advertising consultants	Christina Fichtinger (<i>freelancer</i>) christina_fichtinger@brandeins.de Telephone 040 / 32 33 16 – 43 Stefanie Giese stefanie_giese@brandeins.de Telephone 040 / 32 33 16 – 83	Payment terms	8 days after receipt of invoice 2% discount or 30 days net Jurisdiction and place of performance is Hamburg, Germany.
Advertising management	Helene Windolph helene_windolph@brandeins.de Telephone 040 / 32 33 16 – 88	AGB	Our general terms and conditions can be found here .