

mate.

DESIGN /// BODY /// TRAVEL

Since 2002 Mate reports on topics men want to read about and not what others think they should.

Just like our readers Mate ventures out into subjects far from the beaten path.

We tell design, fashion, body and travel stories in visually stunning features and intimate interviews.



FASHION



INTERIOR



CARS



ACCESSOIRES



TRAVEL



BEAUTY



CULTURE



HEALTH



PRINT

Size: 220 x 275 mm

Bleed: 3 mm

1/1PAGE

50.000 READERS PER ISSUE (Germany/Austria/Switzerland)

DIGITAL

150.000 PAGE VIEWS

PER ISSUE

IN 4 DIGITAL NEWSSTANDS

PACKAGE DEAL

7.500 €

ONLINE

ADVERTORIAL

ON MATE-MAGAZIN.DE

Readly

more than 4.000 magazine titles

Yumpu

more than 4 Mio. readers

pressreader

available in 60 languages

MEDIA CARRIER

partnering with over 20 airlines
incl. Lufthansa

including teaser on



Instagram and



facebook

ADDITIONAL FEATURES

■ SOCIAL MEDIA / INFLUENCER

We are teaming up with influencers to produce moving pictures to be featured on your social media and the magazine's channels. A making-of gallery of the production is released as part of the printed issue.

PRICE ON REQUEST

■ PRODUCT PLACEMENT

Your product is featured prominently in one of our fashion spreads – including a posting on our digital channels.

PRICE: 9.000€ with guaranteed cover placement
4.500€ without cover

■ SPECIAL ADVERTISING

cut-out, flocking, scented varnish and more

PRICE ON REQUEST

SPECIALS 2021

DYNAMIC (No. 63 - Spring)

MOBILITY /// BODY /// PHOTOGRAPHY

Submission: 21.3. /// Release Date: 7.4.

FUTURE (No. 64 - Summer)

VISIONS /// PEOPLE /// ECOLOGY

Submission: 20.6. /// Release Date: 7.7.

AESTHETIC (No. 65 - Autumn)

INTERIOR /// LUXURY /// GADGETS /// TRAVEL

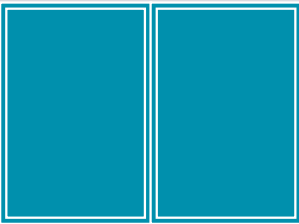
Submission: 10.10. /// Release Date: 27.10.

mate. MEDIA KIT

RATES & SIZES

[terms & conditions](#)

2/1 PAGES



440 x 275 mm
(+ 3 mm Bleed)

14.000 €

1/1 PAGE

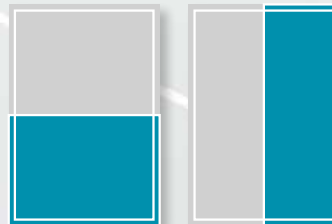


220 x 275 mm
(+ 3 mm Bleed)

Premium Position
+ 10 %

7.500 €

1/2 PAGE

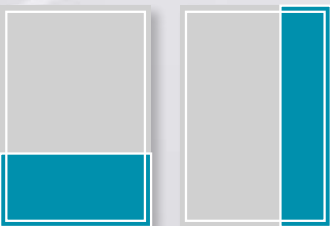


Landscape 220 x 135 mm (+ 3 mm Bleed)
Vertical 106 x 275 mm (+ 3 mm Bleed)

Type Area: **Landscape 187 x 122,5 mm**
Vertical 91,5 x 245 mm

3.500 €

1/3 PAGE



Landscape 220 x 89 mm (+ 3 mm Bleed)
Vertical 70 x 275 mm (+ 3 mm Bleed)

2.500 €

INSERTS



glued in **250 € / TKP**
loose **90 € / TKP**

Surcharge of 500 €
for 5.000 and fewer inserts

Please leave a margin
of 10 mm for all rele-
vant texts and images!