

MEDIA KIT

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.

DMA - Deutsche Media
Agentur und Verlag GmbH
Degnerstr. 9b, 13053 Berlin

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WWW.MATE-MAGAZIN.DE



FASHION



INTERIOR



CARS



ACCESSOIRES



TRAVEL



BEAUTY



CULTURE



HEALTH



PRINT

Size: 220 x 275 mm

Bleed: 3 mm

1/1 PAGE

50.000 LESER (DACH)

DIGITAL

150.000 PAGE VIEWS

PER ISSUE
IN 4 DIGITAL NEWSSTANDS

more than 4.000 magazine titles



more than 4 Mio. readers



available in 60 languages

partnering with over 20 airlines
incl. Lufthansa

PACKGAE DEAL

7.500 €

ONLINE

ADVERTORIAL

ON MATE-MAGAZIN.DE

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

PREIS AUF ANFRAGE

SPECIALS 2023

■ DYNAMIC (#69 - Spring)

MOBILITY /// BODY /// PHOTOGRAPHY

Submission: 3.4. /// Release Date: 24.4.

■ FUTURE (#70 - Summer)

VISIONS /// PEOPLE /// ECOLOGY

Submission: 3.7. /// Release Date: 24.7.

■ AESTHETIC (#71 - Autumn/Winter)

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

Submission: 6.11. /// Release Date: 27.11.

RATES & SIZES

2/1 PAGES



440 x 275 mm
(+ 3 mm bleed)

14.000 €

1/1 PAGES



220 x 275 mm
(+ 3 mm bleed)
Premium Position
+10 %

7.500 €

1/2 PAGES



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

3.900 €

1/3 PAGES



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 relevant
texts and images!

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