

**HIMBEER**



# Family city guides

Media kit 2021 – Berlin and Munich

# Content



IN BERLIN AND MUNICH

HIMBEER Verlag .....	3
Editorial concept .....	4
Advertisements .....	5
Product specials .....	6
Pricelist .....	7

For our Terms and Conditions (in German), please go to: [agb.himbeer-verlag.com](http://agb.himbeer-verlag.com)



#### Family city guides

BERLIN MIT KIND

(Berlin with Kids)

MÜNCHEN MIT KIND

(Munich with Kids)

Frequency of publication:

annual

Circulation: 20,000 per city

Retail price: 14.95 euros



#### HIMBEER magazine

Family city magazine for Berlin

Media kits in German and English:  
mediadaten.himbeer-verlag.com



#### Online family guides

[berlinmitkind.de](http://berlinmitkind.de)

[muenchenmitkind.de](http://muenchenmitkind.de)

Media kits in German and English:  
mediadaten.himbeer-verlag.com

# HIMBEER Verlag

HIMBEER publishing company has been producing the bi-monthly HIMBEER magazine in Berlin since 2008. We also publish two family leisure guides, BERLIN MIT KIND (Berlin with Kids) and MÜNCHEN MIT KIND (Munich with Kids) once a year. In addition to our well-established printed publications, our HIMBEER portfolio includes the highly successful online family guides [berlinmitkind.de](http://berlinmitkind.de) and [muenchenmitkind.de](http://muenchenmitkind.de).

#### Our readers

- are families with children aged 0-14, grandparents and parents-to-be
- are active and cultured city dwellers, looking for a certain quality of life
- are highly educated with above-average incomes

#### The annual editions BERLIN MIT KIND (Berlin with Kids) and MÜNCHEN MIT KIND (Munich with Kids)

Our family leisure guides focus on fun, spontaneous activities for people with children in the two cities and their surrounding areas. The clear layout helps give the reader an overview of all the cultural events, fun activities and great shopping the two cities have to offer throughout the year. Beautiful photography, in-depth articles and all the latest trends and ideas invite the readers to browse read and pick up the guides up again and again.

#### Contact

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# Editorial concept

The family leisure guides for Berlin and Munich cover all stages of family life from having a baby to living with teenagers. In addition to insider knowledge and the latest discoveries from the editorial team, Berlin and Munich families contribute to the magazine with their own personal recommendations for art, fashion, sporting or culinary experiences.

Great places and ideas for children's birthdays are also featured, as well as selected family trips to the surrounding area and top 10 lists for activities with babies, children and teenagers. The publications are also perfect city guides for visitors to Berlin and Munich.

## Extensive address section

- culture, shopping and activities
- informative and clearly designed
- insider tips from the editorial team and selected experts
- detailed information on local addresses and numerous photos
- categorised by city districts

Take a look at the book and find more information:  
[berlinmitkind.de/buch](http://berlinmitkind.de/buch) or [muenchenmitkind.de/buch](http://muenchenmitkind.de/buch)

## The annual editions:

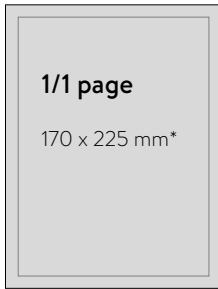
Release date: 11/12/2021

Format: 170 x 225 mm

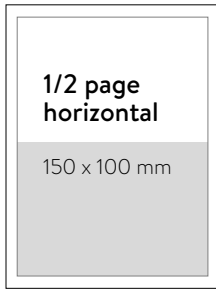
Numbers of pages: approx. 208

Circulation: 20,000 per city

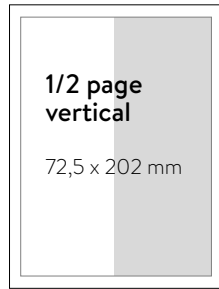
Retail price: 14.95 euros, available in bookshops and kiosks



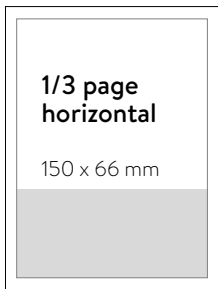
Direct price: **3,462,-**  
Agency price: **4,073,-**



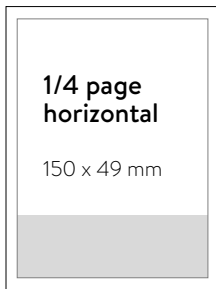
Direct price: **1,820,-**  
Agency price: **2,141,-**



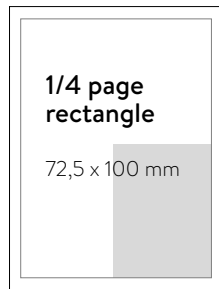
Direct price: **1,820,-**  
Agency price: **2,141,-**



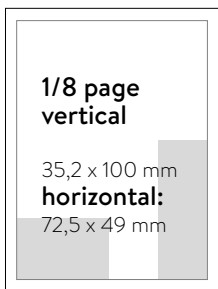
Direct price: **1,455,-**  
Agency price: **1,712,-**



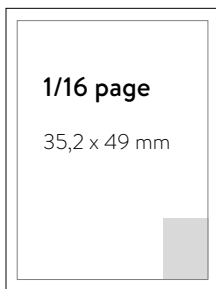
Direct price: **1,240,-**  
Agency price: **1,459,-**



Direct price: **973,-**  
Agency price: **1,145,-**



Direct price: **541,-**  
Agency price: **636,-**



Direct price: **304,-**  
Agency price: **358,-**

\* Format 1/1 =  
Bleed format plus 3 mm trim on all four sides. The text and picture elements must also be placed at the top and bottom at least 5 mm and at the sides at least 10 mm inwards.

All prices in euros plus statutory VAT.

# Advertisements

Our annual family leisure guides are well established in both cities and are packed with insider tips, fun activities and top attractions for people with kids. Making them the perfect place for your ad to be seen by readers all year round. All ads appear the editorial pages.

## Placement

U2 (160 x 225 mm\*) und U4 (170 x 225 mm\*): + 15 %  
U3 (163 x 225 mm\*): + 10 %

## Technical requirements

**Colour ads:** Please note the tone value increase of approx. 13% with 40% area coverage. The maximum total ink application is 300%. We recommend using the ISOCoated\_v2\_300\_eci.icc profile for image processing.

**Printing data:** PDF, TIFF, EPS or JPG only, CMYK mode

**Resolution:** at least 300 dpi

For post-processing, we charge from 80 euros.

If necessary, the advertisement is outlined with a thin line.

## Advertorials

We offer the opportunity to work with you to develop an **individual concept** for an advertorial. The contribution will be marked as „WERBUNG“ (advertisement). **Conditions and examples on request.**

1/1      **4,154** (Direct price)      4,887 (Agency price)









## Discounts

**5 %** early booking discount until 06/25/2021

Advertisement deadline: 09/10/2021

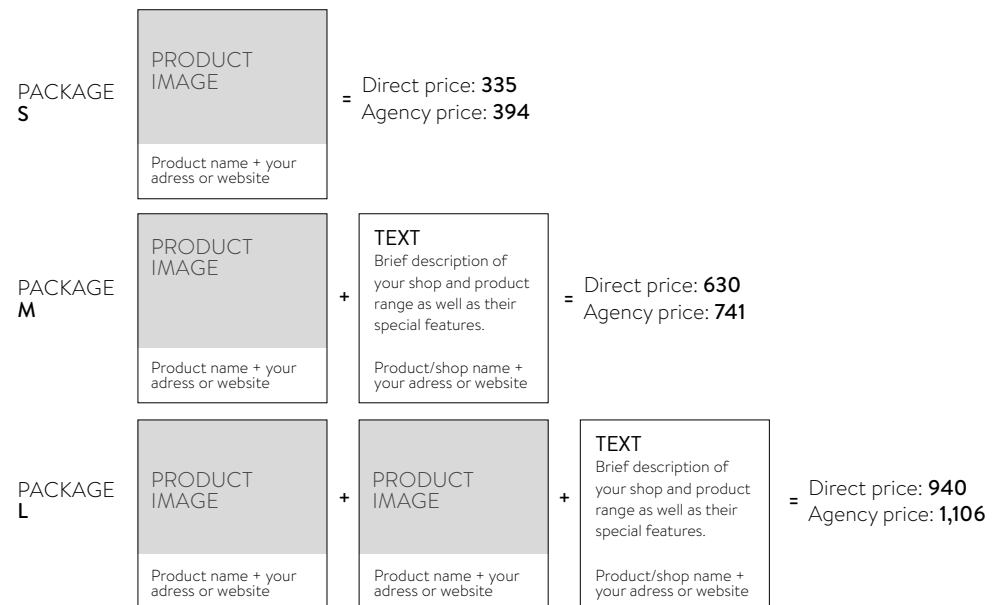
**5 %** combination discount for Berlin and Munich

Delivery date printing data: 09/24/2021

158 SCHÖNE SACHEN WERBUNG		
 <p>Kreatives Bauen – Kapla-Box mit 200 Teilen, Goldfish Kinderkaufhaus, Brunnenstr. 24, 10119 Berlin</p>	 <p>Ein witziges und zauberhaft illustriertes Vorlesebuch für die ganze Familie beltz.de</p>	 <p>„AION“ von „UUMI“ – wir lieben ökologisches, nachhaltiges Licht licht-freude.de</p>
 <p>Stofftiere von Jellycats bei Junghans Kindermode Schivelbeiner Str. 10, 10439 Berlin</p>	 <p>Ein Objekt – endlos viele Spielmöglichkeiten stapelstein.de</p>	<p><b>Stapelstein</b></p> <p>Bewegungsabenteuer ab einem Jahr. Balancieren, kreiseln, sitzen, bauen: Die bunten Stapelsteine verwandeln jeden Raum in einen Abenteuerspielplatz! Die vielseitigen Stapelsteine werden klimaneutral in Deutschland produziert.</p> <p>stapelstein.de</p>
 <p>Schöne Schuhe für Kids: nachhaltig – pflanzengegerbt – aus Portugal telyoh.eu</p>	 <p>Dein Nussbaum direkt vor den Toren Berlins – fair und bio-vegan hof-windkind.com</p>	 <p>Lerntrum „CARL“: Sicher und mitwachsend, mit Liebe und nachhaltig produziert, prinzenkinder.de</p>

# Product special

A stylish way to present your product recommendations to our readers and display the most beautiful things from your full product range. Or you can provide a brief description of what makes your shop and product special.



### Material requirements:

- IMAGE: Product picture (300 dpi, 48.4 mm wide, 46 mm high)
- TEXT: Product name and adress or website, total max. 90 characters including spaces

Text field: Instead of a photo, it is also possible to include a brief description of your shop and product range as well as their special features (max. 260 characters including spaces).

Please note that we can only show product images that do not contain any logos, discount codes or fonts.

**Print: Magazine**  
HIMBEER magazine in Berlin

Format	Direct price	Agency price
<b>ANZEIGEN</b>		
U4	<b>2,599</b>	3,058
U2, U3	<b>2,486</b>	2,925
1/1	<b>2,260</b>	2,659
1/2, vertical or horizontal	<b>1,290</b>	1,518
1/3 quer	<b>880</b>	1,035
1/4 rectangle, vertical or horizontal	<b>670</b>	788
1/8, vertical or horizontal	<b>390</b>	459
1/16	<b>198</b>	233
<b>ADVERTORIALS</b>		
1/1	<b>2,712</b>	3,191
1/2, vertical or horizontal	<b>1,548</b>	1,821
1/3, horizontal	<b>1,056</b>	1,242
1/4, rectangle	<b>804</b>	946
<b>PRODUCTS</b>		
Package S (1 field)	<b>210</b>	247
Package M (2 fields)	<b>380</b>	447
Package L (3 fields)	<b>540</b>	635
<b>SUPPLEMENTS</b>		
Full (20,000), < 20 g	<b>1,640</b>	1,929
Full (20,000), > 20 g	<b>1,880</b>	2.212
Partial (10,000), < 20 g	<b>820</b>	965
Partial (10,000), > 20 g	<b>940</b>	1,106

**Print: Family leisure guides**  
BERLIN MIT KIND/MÜNCHEN MIT KIND  
(Berlin with Kids/Munich with Kids)

Format	Direct price	Agency price
<b>ANZEIGEN</b>		
U2, U4	<b>3,981</b>	4,684
U3	<b>3,808</b>	4,480
1/1	<b>3,462</b>	4,073
1/2, vertical or horizontal	<b>1,820</b>	2,141
1/3, horizontal	<b>1,455</b>	1,712
1/4, horizontal	<b>1,240</b>	1,459
1/4, rectangle	<b>973</b>	1,145
1/8, vertical or horizontal	<b>541</b>	636
1/16	<b>304</b>	358
<b>PRODUCTS</b>		
Package S (1 field)	<b>335</b>	394
Package M (2 fields)	<b>630</b>	741
Package L (3 fields)	<b>940</b>	1,106
<b>ADVERTORIAL</b>		
1/1	<b>4,154</b>	4,887

All prices are in euros, per city and plus VAT, the agency discount is 15%. When booking a combination of both cities, we grant a discount of 5% on the respective price. Details on the individual advertising formats can be found in the respective media data.  
The prices are valid from 01/01/2021-12/31/2021

[mediadaten.himbeer-verlag.com](http://mediadaten.himbeer-verlag.com)  
[agb.himbeer-verlag.com](http://agb.himbeer-verlag.com)

**Online:**  
berlinmitkind.de/muenchenmitkind.de

Format	Berlin		Munich	
	Direct price	Agency price	Direct price	Agency price
<b>ADVERTISE IN NEWSLETTER</b>				
Weekend tips (weekly)	<b>320</b>	376	<b>300</b>	353
Mini tips (monthly)	<b>250</b>	294	<b>230</b>	271
<b>RAFFLES</b>				
Raffles (up to 4 weeks)	<b>490</b>	576	<b>410</b>	482
Raffle specials (1 day)				
Easter	<b>410</b>	482	<b>340</b>	400
Summer	<b>410</b>	482	<b>340</b>	400
Advent calendar	<b>410</b>	482	<b>340</b>	400
<b>ADVERTORIALS</b>				
up to 4 weeks	<b>540</b>	635	<b>450</b>	529
up to 12 months	<b>850</b>	1,000	<b>720</b>	847
unlimited	<b>1,800</b>	2.118	<b>1.500</b>	1,765
<b>ADVERTISE IN ARTICLES</b>				
(up to 4 weeks)	<b>320</b>	376	<b>270</b>	318
(up to 12 months)	<b>660</b>	776	<b>550</b>	647
<b>TOP FORMATS</b>				
Top date (up to 4 weeks)	<b>170</b>	200	<b>145</b>	171
Top course (up to 4 weeks)	<b>170</b>	200	<b>145</b>	171
Top address (up to 12 months)	<b>360</b>	424	<b>300</b>	353
Top holiday destination (up to 12 months)	<b>360</b>	424	<b>300</b>	353
<b>BANNER (up to 4 weeks)</b>	<b>810</b>	953		800
<b>SOCIAL MEDIA</b> on request				