

**HIMBEER**



# **HIMBEER** magazine

Media kit 2021 – Berlin



# Content

HIMBEER Verlag .....	3
HIMBEER target group .....	4
Advertisements: prices, formats, deadlines .....	5
Advertorials, supplements .....	6
Advertise in editorial specials .....	7
Product specials .....	8
Pricelist .....	9

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



#### HIMBEER magazine

##### Family city magazine Berlin

Frequency of publication:

every two months

Circulation: 20.000

Reach audience: 50.000

Number of pages: at least 52

# 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

#### HIMBEER Magazine

The HIMBEER magazine is the city magazine for families in Berlin. Published every two months, it is free of charge for the readers and offers them the most extensive calendar of events in the city. It also contains a wide variety of information and articles for families. The magazine has a very high readership and is often read by many members of the family – young and old – to find out what is happening in the city.



#### Online family guides

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

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

Media kits in German and English:  
[mediadaten.himbeer-verlag.com](http://mediadaten.himbeer-verlag.com)



#### Berlin with kids

Munich with kids

#### Printed family city guides

Media kits in German and English:  
[mediadaten.himbeer-verlag.com](http://mediadaten.himbeer-verlag.com)

#### Contact

##### HIMBEER Verlag

Käthe-Niederkirchner-Str. 7, 10407 Berlin

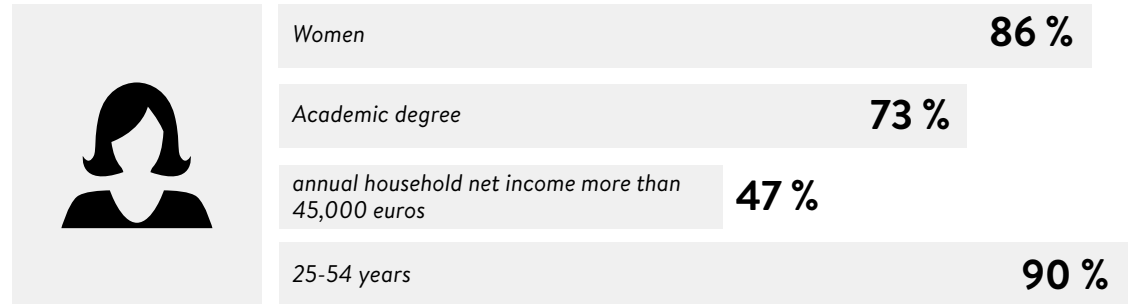
Dorothea Boettcher, Jenny Garcia, Nina Scheele

[sales@himbeer-verlag.com](mailto:sales@himbeer-verlag.com)

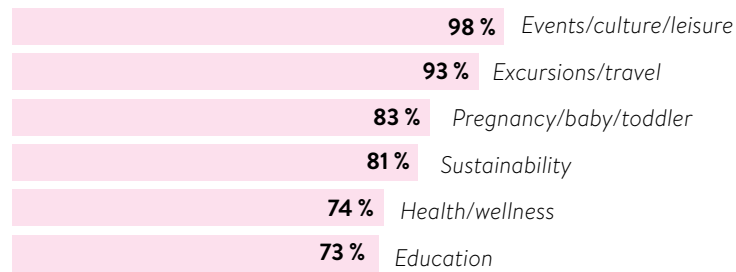
+4930-66307360



## HIMBEER target group



### Topics of interest



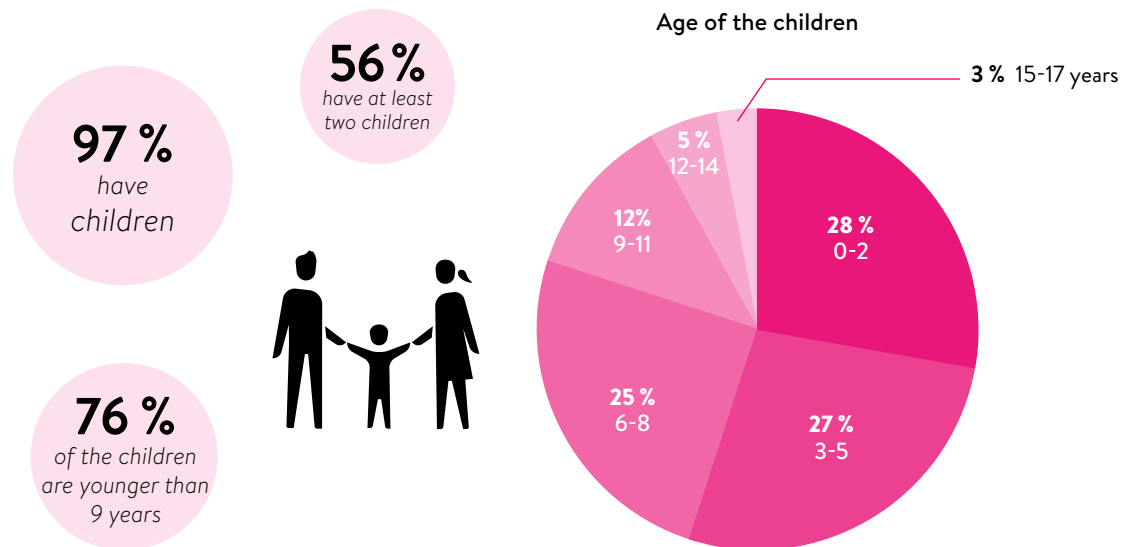
### Advertising as an incentive to buy

73%

of the readers have bought products or attended events due to an advertising

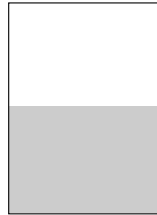
85%

of the readers perceive the advertising as appropriate and informative

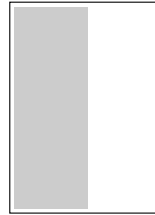




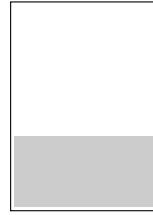
**1/1**  
210 x 297 mm  
(+ 3 mm trim  
without crop marks)  
Direct price: **2,260**  
Agency price: **2,659**



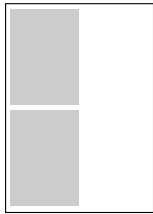
**1/2, horizontal**  
210 x 147 mm  
(+ 3 mm trim  
without crop marks)  
Direct price: **1,290**  
Agency price: **1,518**



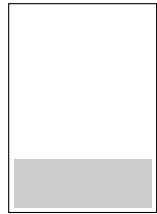
**1/2, vertical**  
100 x 287 mm  
Direct price: **1,290**  
Agency price: **1,518**



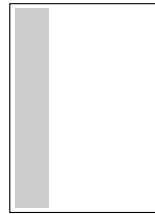
**1/3, horizontal**  
200 x 95 mm  
Direct price: **880**  
Agency price: **1,035**



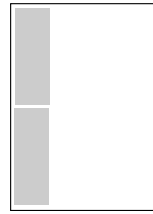
**1/4, rectangle**  
100 x 142 mm  
Direct price: **670**  
Agency price: **788**



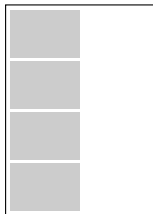
**1/4, horizontal**  
200 x 70 mm  
Direct price: **670**  
Agency price: **788**



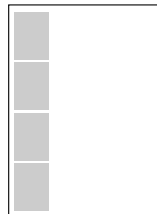
**1/4, vertical\***  
53 x 287 mm  
Direct price: **670**  
Agency price: **788**



**1/8, vertical\***  
53 x 142 mm  
Direct price: **390**  
Agency price: **459**



**1/8, horizontal\***  
100 x 70 mm  
Direct price: **390**  
Agency price: **459**



**1/16\***  
53 x 70 mm  
Direct price: **198**  
Agency price: **233**

\* Placement is only possible in the event calendar

# Advertisements

HIMBEER readers use the advertising in the magazine to find out about offers for families – from full-page advertising space on the cover pages to small ads in the event calendar, we offer various advertising formats.

## Placement

U2 and U3: + 10 %  
U4: + 15 %

## Technical requirements

**Format:** 210 x 297 mm, **Printing data:** only PDF (optimized for printing), TIFF, EPS or JPG, CMYK mode, **Resolution:** 300 dpi. For formats 1/1 and 1/2 horizontal, please note a safety margin of 5 mm from the edge of the page to the text content + 3 mm necessary space for cuts.

For post-processing, we charge from 80 euros.

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

Issues	Release dates	Advertisement deadlines	Delivery dates for printing data
FEB-MAR 2021	02/01/2021	01/07/2021	01/13/2021
APR-MAY 2021	04/01/2021	03/05/2021	03/12/2021
JUN-JUL 2021	06/01/2021	05/05/2021	05/12./2021
AUG-SEP 2021	08/01/2021	07/02/2021	07/09/2021
OCT-NOV 2021	10/01/2021	09/03/2021	09/10/2021
DEC-JAN 2021/2022	12/01/2021	11/05/2021	11/12/2021

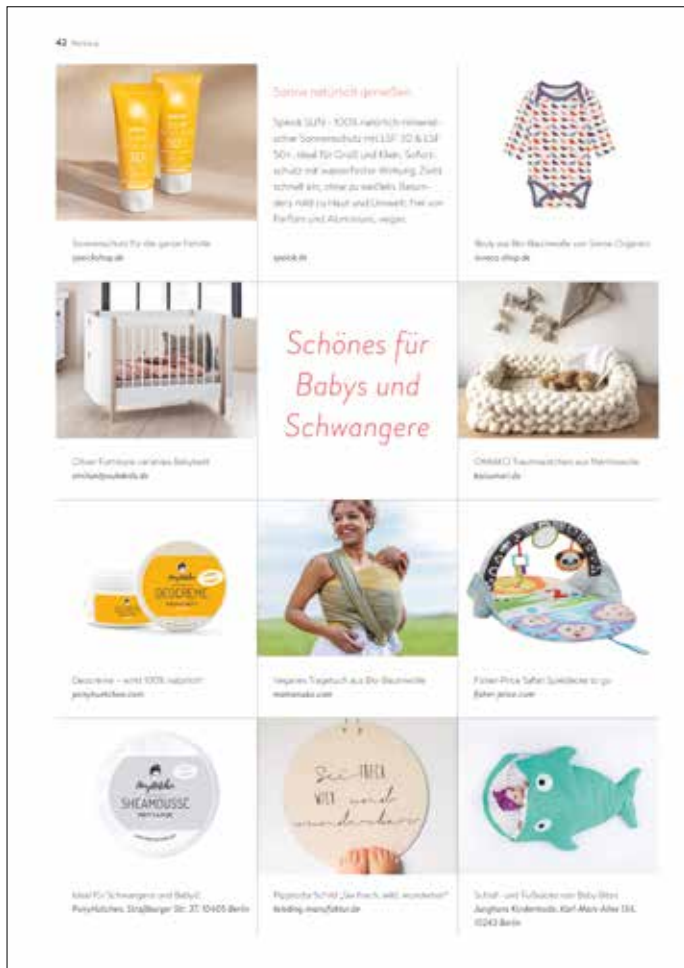
## Discounts

**Multiple bookings:** 5 % – 3 Ads, 10 % – 6 Ads, 15 % – 10 Ads









Example: Product special baby and pregnancy

# Product specials

In all editorial specials, we exclusively offer the opportunity to present your favourite products on a single or double page. Our readers consciously use these recommendations as a source of inspiration and purchase recommendations.

February-March	<b>Living/furnish</b>
April-May	<b>Sustainability/travel</b>
June-July	<b>Baby/pregnancy</b>
August-September	<b>Sustainability</b>
October-November	<b>Baby/pregnancy</b>
December-January	<b>Gift tips for Christmas</b>
	Subject to change

## Prices

Package <b>S</b> (one field)	Direct price: <b>210</b>	Agency price: <b>247</b>
Package <b>M</b> (two fields)	Direct price: <b>380</b>	Agency price: <b>447</b>
Package <b>L</b> (three fields)	Direct price: <b>540</b>	Agency price: <b>635</b>

## Material requirements

- IMAGE: Product image (300 dpi, 62 mm wide, 48 mm high), copyrights
- TEXT: Product name, max. 35 characters including spaces
- your address or website

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. 250 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</b> (up to 4 weeks)	<b>810</b>	953		800

**SOCIAL MEDIA** on request