

Print: Magazine

HIMBEER magazine in Berlin

Format	Direct price	Agency price
ANZEIGEN		
U4	2,599	3,058
U2, U3	2,486	2,925
1/1	2,260	2,659
1/2, vertical or horizontal	1,290	1,518
1/3 quer	880	1,035
1/4 rectangle, vertical or horizontal	670	788
1/8, vertical or horizontal	390	459
1/16	198	233

ADVERTORIALS

1/1	2,712	3,191
1/2, vertical or horizontal	1,548	1,821
1/3, horizontal	1,056	1,242
1/4, rectangle	804	946

PRODUCTS

Package S (1 field)	210	247
Package M (2 fields)	380	447
Package L (3 fields)	540	635

SUPPLEMENTS

Full (20,000), < 20 g	1,640	1,929
Full (20,000), > 20 g	1,880	2,212
Partial (10,000), < 20 g	820	965
Partial (10,000), > 20 g	940	1,106

Print: Family leisure guides

BERLIN MIT KIND/MÜNCHEN MIT KIND
(Berlin with Kids/Munich with Kids)

Format	Direct price	Agency price
ANZEIGEN		
U2, U4	3,981	4,684
U3	3,808	4,480
1/1	3,462	4,073
1/2, vertical or horizontal	1,820	2,141
1/3, horizontal	1,455	1,712
1/4, horizontal	1,240	1,459
1/4, rectangle	973	1,145
1/8, vertical or horizontal	541	636
1/16	304	358

PRODUCTS

Package S (1 field)	335	394
Package M (2 fields)	630	741
Package L (3 fields)	940	1,106

ADVERTORIAL

1/1	4,154	4,887
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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
agb.himbeer-verlag.com

Online:

berlinmitkind.de/muenchenmitkind.de

Format	Berlin		Munich	
	Direct price	Agency price	Direct price	Agency price
ADVERTISE IN NEWSLETTER				
Weekend tips (weekly)	320	376	300	353
Mini tips (monthly)	250	294	230	271
RAFFLES				
Raffles (up to 4 weeks)	490	576	410	482
Raffle specials (1 day)				
Easter	410	482	340	400
Summer	410	482	340	400
Advent calendar	410	482	340	400
ADVERTORIALS				
up to 4 weeks	540	635	450	529
up to 12 months	850	1,000	720	847
unlimited	1,800	2,118	1,500	1,765
ADVERTISE IN ARTICLES				
(up to 4 weeks)	320	376	270	318
(up to 12 months)	660	776	550	647
TOP FORMATS				
Top date (up to 4 weeks)	170	200	145	171
Top course (up to 4 weeks)	170	200	145	171
Top address (up to 12 months)	360	424	300	353
Top holiday destination (up to 12 months)	360	424	300	353
BANNER (up to 4 weeks)	810	953		800

SOCIAL MEDIA

on request