

## Print: Magazine

HIMBEER magazine in Berlin

Format	Direct price	Agency price
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### ADVERTISEMENTS

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

### ADVERTORIALS

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

### PRODUCTS

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

### SUPPLEMENTS

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
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### ADVERTISEMENTS

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

### PRODUCTS

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

### ADVERTORIAL

1/1	<b>4,154</b>	4,887
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All prices are net 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 2021/01/01-2021/12/31.

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

## Online:

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

Format	Berlin		Munich	
	Direct price	Agency price	Direct price	Agency price

### ADVERTISE IN NEWSLETTER

Weekend tips (weekly)	<b>320</b>	376	<b>300</b>	353
Mini tips (monthly)	<b>250</b>	294	<b>230</b>	271

### RAFFLES

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

### ADVERTORIALS

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

### ADVERTISE IN ARTICLES

up to 4 weeks	<b>320</b>	376	<b>270</b>	318
up to 12 months	<b>660</b>	776	<b>550</b>	647

### TOP FORMATS

Top event, 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 location, up to 12 months	<b>360</b>	424	<b>300</b>	353
Top travel destination, up to 12 months	<b>360</b>	424	<b>300</b>	353

<b>BANNER</b> up to 4 weeks	<b>810</b>	953	<b>680</b>	800
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### SOCIAL MEDIA

on request