



Diplomatisches Magazin

est. 1959

MEDIA DATA 2024

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WE ARE DIPLOMATIC

The DIPLOMATISCHES MAGAZIN has been accompanying the diplomatic community in Germany for over 60 years. From the Waterkant to the edge of the Alps, we are the leading and only premium magazine for diplomacy, international relations, science, business & lifestyle, published bimonthly in German and English. Current information and selected articles can be found online.

More than 160 diplomatic missions are among our readers, who report regularly to their home countries. For this purpose, in each issue we highlight a current topic and conduct interviews with representatives of international organizations, with decision-makers in the EU and also with federal ministries. First-class articles by renowned authors illuminate the topic from different, even controversial perspectives. In this way, we make a significant contribution to bringing Germany as a host country closer to foreign diplomats in all its facets. In addition, we offer our international readers a high level of added value with regularly published specials, including country portraits, trade show highlights, educational supplements, etc. Honorary consulates and consulates general also have a significant influence on our reporting, and we are very happy to offer them a platform for their presentation.

WE ARE IN THE MIDDLE OF IT

We look behind the closed doors of diplomacy exclusively for you, meet top international decision-makers from politics, culture, business and science on a regular basis and dance in the middle of the diplomatic scene in Berlin. The whole world is at home in the pulsating capital: 160 embassies from abroad are based here. Hundreds of international organisations, leading companies and cultural institutions invigorate the political heart of Germany. Nationwide, more than 600 consulates general and honorary represent the interests of the citizens of the respective host country. And we are right in the middle of it, eyes, ears and voice of the global players – since 1959!



WE ARE TWIPLOMATIC

We know our readers well and that they want our exclusive and readable information and news, not only on a monthly basis, but also regularly online. Therefore – whether at the desktop on a computer or on the screen of a mobile device: Diplomatisches Magazin is available at any time, also on the web on our website, as well as, on Facebook and Twitter.

LET'S BE PARTNERS

We see ourselves as multilateralists. We maintain direct contact with embassy employees, globally active business representatives and members of the Bundestag, as well as, employees from ministries and state governments at self-organised events and at events, such as, diplomatic receptions throughout Germany. We listen, we ask – because they are also our readers, they create new trends and make important decisions with far-reaching consequences.

OUR ATTRACTIVE READERSHIP

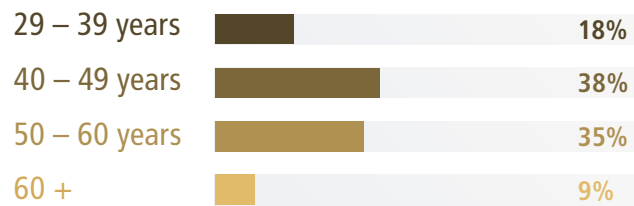
Our readers travel the world, are busy, on the move a lot, mostly polyglot, politically interested and well informed. They have an unprecedented network of contacts, an above-average level of education and a correspondingly high household income. Due to their busy everyday work, our readers often seek moments of relaxation and exquisite enjoyment. In addition to ambassadors at home and abroad and their entourages (e.g. business and trade attachés), our readership includes members of the Bundestag, federal and state ministers, general and honorary consuls, managing directors, board members, directors of global & diplomatic affairs, senior advisors, lobbyists, as well as, leading figures from science and culture.

With Diplomatisches Magazin you can reach them all!

DATA OF REGULAR READERS

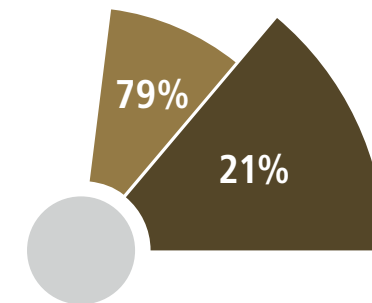
86% of the readers of the DM have a higher educational level
76% of readers of the DM have a university degree

Age distribution



Median household income

- Between 3.500 and 5.000€
- Over 5.000€



INTERESTS OF REGULAR READERS

The readers of the DM are more educated than the national average. Accordingly, they have a high affinity to the following topics:

News from the diplomatic community	85 %
International Relations	82 %
Politics	78 %
Country Specials and extensive reports	77 %
Economy and Trade	77 %

Service

Catering, sights and Recommendations, shopping tips / hotel industry	77 %
Education and training	61 %
Health and wellness topics	74 %
Service, consulting and contacts	71 %
Business networking	81 %
Lifestyle and fashion	56 %

The industries and interests most frequently mentioned

- International Relations
- Energy
- Environmental Technology
- Climate Change
- Sustainability
- Security Issues
- Medical Technology
- Automobile Industry
- Education
- specialized Plant Engineering
- Chemical and Pharmaceutical Industry
- Nanotechnology
- Water Management
- Art, Culture and Science

ADVERTISEMENT PRICES

PAGE FORMAT:

200 x 285 mm (+ 3 mm bleed on all sides)

COLOUR PROCESS:

CMYK (four colour – 4C)

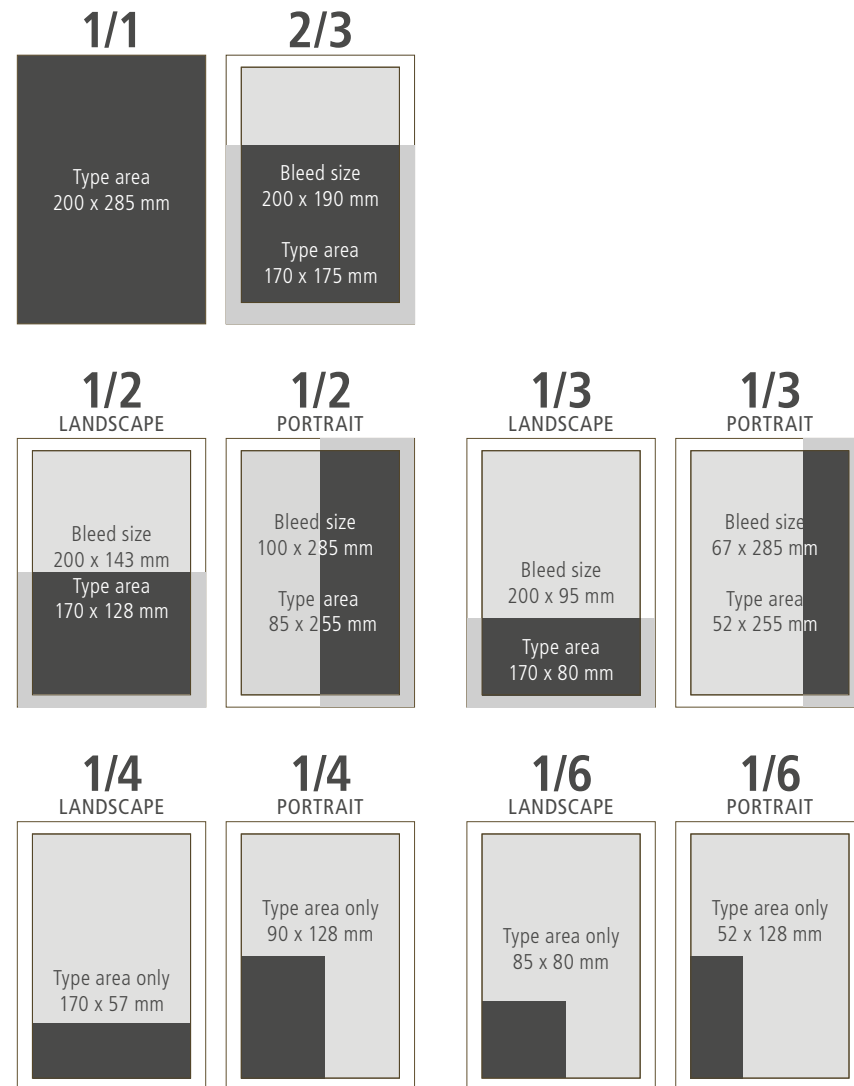
1/1 page	3.950,- €
2/3 page	2.975,- €
1/2 page	2.475,- €
1/3 page	1.850,- €
1/4 page	1.500,- €
1/6 page	1.290,- €

PRICE FOR COVER AND SPECIAL PAGES:

CMYK (four colour – 4C)

U4 (outside back cover):	4.700,- €
U2 (inside front cover):	4.500,- €
U3 (inside back cover):	4.200,- €
S5 (next to table of contents):	4.200,- €

(All prices plus VAT)



ONLINE ADVERTISEMENT: BANNER FORMAT

We have standard banner formats as well as responsive banners in use. These banners are optimally displayed on all devices, desktop, tablet and smartphones.

For this we need the delivery of dynamic scaling HTML5 banners. The responsive banners can vary in width.

Each banner needs a fixed height per display area:

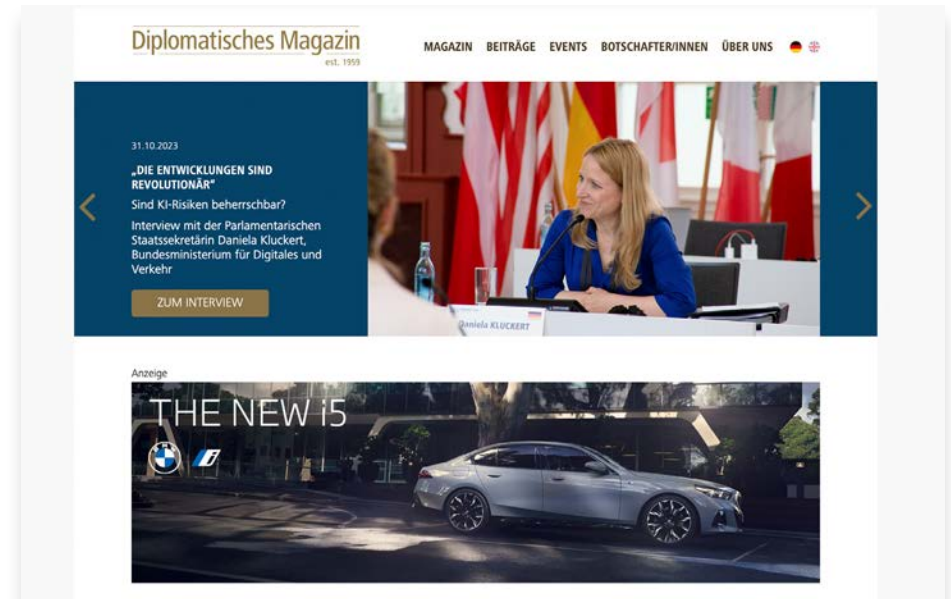
DESKTOP: Width 1200px to 800px + height 250px to 350px

TABLETT: Width 450px to 750px + height 250px to 350px

MOBILE: Width 300px to 420px + height 50px to 250px

PRICES: 5,450 euros for a banner on the landing page.
Discounts are possible and depend on the time period

TRACKING CODE: is possible, but should be included.
An animated HTML banner is possible if the appropriate assets are available.



ADVERTORIALS

Advertorials and publishing supplements enable you to present your content in the look & feel of Diplomatisches Magazin. This way, you can also explain more extensive product information to the readers of Diplomatisches Magazin. This increases the credibility of the information.

Through the integration into the editorial content of Diplomatisches Magazin, you will engage the readers' attention. For advertorials and supplements, as well as other forms of communication, you will receive an individual offer tailored to your needs.

AGENCY FEE

If orders for advertising are placed by agencies or advertising intermediaries, they will receive an agency fee of max. 15 %, provided they can advise their clients on advertising and provide evidence of corresponding services. Further claims (e.g. quantity discounts) are excluded. If quantity discounts are granted to advertisers, the agency commission refers to the discounted gross switching price before VAT.

CONTRACT DISCOUNTS

Quantity scale for 2 insertions 2.5 %,
for 4 insertions 5%, or 6 insertions 1 %,
for 10 insertions 15 %
Discounts in the form of website advertising
are also possible.

SPECIAL PUBLICATIONS

For advertorials, specials and supplements, as well as, other forms of communication, we will provide you with an individual offer tailored to your needs.

Country Special

In 8 to 24-page country specials we compile in close consultation with you, monolingual or bilingual editorial articles and interviews about the economy, culture, tourism and important projects from your country. The special can be integrated up to 10 pages directly into an edition of Diplomatisches Magazin, over 10 pages a removable supplement is attached to the individual copies.

Consul Special

In addition to ambassadors, we also offer general and honorary consuls in Germany a platform for building networks. In editorially designed interviews and portraits, we present the areas of activity and activities of individual consuls. The special is integrated in the magazine.

Education Special

For many years, the education supplement of Diplomatisches Magazin has offered an exclusive overview of educational institutions with high-quality educational offers. In the education special, appearing in March and June schools, boarding schools and universities from Germany present themselves, their exciting projects, teaching forms and courses of studies in advertisements and advertorials. The institutions are listed with a brief profile in a general overview.

Interested embassies, ministries, companies and agencies from the areas of trade, insurance, automobiles, banks & logistics and health & wellness are also welcome to book special publications.

Publishing Deadlines 2024

Edition	Advertising Deadline	Print Deadline	Publication Date
January / February	30.11.2023	10.12.2023	08.01.2023
March / April	31.01.2024	14.02.2024	11.03.2024
May / June	02.04.2024	17.04.2024	10.05.2024
July / August	03.06.2024	19.06.2024	12.07.2024
September / October	02.08.2024	19.08.2024	06.09.2024
November / December	01.10.2024	16.10.2024	08.11.2024

Publishing Deadlines 2025

Edition	Advertising Deadline	Print Deadline	Publication Date
January / February	02.12.2024	16.12.2024	10.01.2025

DELIVERY OF DATA / TECHNICAL DATA

FILE FORMATS: PDF, JPG, TIFF, EPS

COLOUR MODE: CMYK, ISO Coated

EPS Files: Fonts included, supplied or converted into paths/outline

TIFF & JPG Dateien: at least 300 dpi resolution

IMAGES: Jpg, Tiff, Eps in CMYK

The Diplomatisches Magazin reserves the right to change advertisements which do not correspond to the indicated format in the price list, to the correct dimensions.

Bleed margin:

3mm bleed margin must be added to the advertisement format.
Please place all printer marks outside the bleed margin.

Print/Motif:

Please send us with each file, a corresponding printout for coloured advertisements with a colour binding proof.





ADVERTISEMENT AND MARKETING

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