

Exberliner | Print

GERMANY'S LARGEST ENGLISH-LANGUAGE PUBLICATION

MEDIA KIT NO. 54 | VALID FROM 01.01.2023



**NOW NEW
PUBLISHED BIMONTHLY!
6 × PER YEAR**

Publication dates:

(6 issues/year)

Heft 222 (Feb./March)	26.01.22
Heft 223 (April/May)	30.03.23
Heft 224 (June/July/Aug.)	25.05.23
Heft 225 (Sept./Oct.)	31.08.23
Heft 226 (Nov./Dec.)	26.10.23
Heft 227 (Jan./Febr.)	02.01.24

Contract deadline:

8 working days before
publication date

Ad deadline:

6 working days before
publication date

Culture, Reportage and Politics in Berlin and Brandenburg

Exberliner is Germany's largest English-language publication. The magazine targets expats who live and work in Berlin in particular, but visitors and tourists will also find relevant information, insider tips and background information about life in Berlin.

The magazine is published every two months with in-depth reporting, editorial articles, culture highlights, columns about politics and queer life in Berlin, food reviews, and more.

Frequency: bimonthly

Print run: 15,000 copies

Length: 100 pages

Copy price: €7,50

Subscribers: 2,500 (incl. e-paper)

Format: 230 × 303 mm

Distribution: Sold at 600 locations throughout the city, mainly in areas of tourist interest – at all major transit kiosks, transport hubs and airports, and in bookstores, cinemas, cafés, language schools and museums.

Available as a digital e-magazine via e-kiosks such as Yumpu, Readly and Big Cartel.

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FORMATS AND PRICES

Cover pages

Format (width × height in mm)		Bleed (+ 5 mm)	Print area	Price
1/1	Inside Cover front (U2)	230 × 303		2.540 €
1/1	Inside Cover back (U3)	230 × 303		2.540 €
1/1	Back Cover (U4)	230 × 303		2.730 €

Editorial section

1/1		230 × 303		2.270 €
1/2	vertical	115 × 303		1.200 €
1/2	horizontal	230 × 151,5		1.200 €
1/3	vertical	76 × 303		880 €
1/3	horizontal	230 × 100		880 €
1/4	vertical	57,5 × 303		685 €
1/4	horizontal	230 × 76		685 €
1/4	page box	115 × 151,5		655 €
1/8	vertical	57,5 × 151,5		350 €
1/8	horizontal	115 × 75,5		350 €
1/16	vertical	57,5 × 75,5		190 €

Section „The Berlin Guide“

Format	Content	Price
Advertorial small	text*: 350 characters / image: 46.25 × 25 mm	170 €
Advertorial medium	text*: 450 characters / Image: 46.25 × 54 mm	220 €
Advertorial large	text*: 650 characters / image: 97.5 × 55.5 mm	360 €

* Character count applies to: Headline, text and address incl. spaces

Advertorials

With our broad selection of advertorials and advertorial formats created exclusively for you, we enable your enterprise to present your content via all Exberliner channels in impeccable English in a high-quality and credible manner.

For advertorials and other forms of integrated communication developed by our editorial team, we will provide you with an individual offer tailored to your needs.

Format	Content	Prices
1/1 page Premium	Concept and content are developed together with the EXB team. One correction loop (excl. professional shootings and illustrations).	3.000 €
1/1 page	Content and up to three graphic elements provided by the client, edited and designed by the EXB team. One correction loop.	2.250 €
1/2 page	Content and design provided by the client (one graphic included). One correction loop.	1.250 €

Insert distribution

You can also distribute your own advertising material to our readers. Your pre-printed inserts can be enclosed with our print magazine. Whether as an insert, booklet, tip-on or supplement - we will be happy to advise you! Minimum circulation: 10,000 copies.

Inserts

Format		Weight	Price per 1000 copies
Minimum format:	95 × 148 mm	max. 50 g (higher weight possible upon agreement)	71 €
Max. format:	220 × 295 mm		

Possible fold types: cross fold, wrap fold or center fold / only tabbed: window fold or zigzag fold (Leporello).

PRODUCTION OF INSERTS, BOOKLETS, ADVERTORIALS, BOOKS, ETC.

Production includes editorial support and implementation (repro, layout, printing) as well as insertion (e.g. booklets) and delivery. Advertorials are charged at the current advertising rates plus production costs (concept, layout, editing). Reach out to us, we will be happy to advise you: anzeigen@tip-berlin.de.

Data transfer

via Dropbox, WeTransfer or
Email: anzeigen@tip-berlin.de

Accepted file formats

PDF PDF/X-1a, fonts included
EPS fonts included, or converted to paths
TIFF resolution min. 300 dpi

Colour mode

Colours must be converted to CMYK mode. Minor deviations in tone value and print registration are due to the printing process and do not entitle a client to claims.

Color profiles

Cover pages: ISO Coated v2
Inside section: PSO LWC Standard

Data naming

In order to be able to guarantee a better allocation, we ask for the name of the booked publication, issue no., your name and the format of the delivered advertisement: `Publication_issueNr_client_name_format`
e.g.: `EXB_223_Max_Mustermann_115x303.pdf`

Submission of data

Each data submission must provide a filled order sheet. When submitting your data, please let us know if you are doing it via Dropbox, WeTransfer or email. An info file must be submitted with the file containing your print-ready advertisement, stating: for which issue the ad is intended, customer name, file name, ad size, contact person with telephone, fax, Email and, if applicable, cell phone number, as well as ad category (if known).

Bleed ads

Required bleed: +5 mm. Due to bleed tolerance, we recommend placing relevant content (font, logo, etc.) at least 5 mm from the bleed margin. In the case of landscape format and full-page ads, we recommend placing relevant content (font, logo, etc.) with a distance of 10 mm from the inner margin.

Delivery addresses (inserts & AdSpezials)

Samples for review:

Tip Berlin Media Group GmbH
Operational Department (Dispo)
Müllerstr. 12
13353 Berlin

Released products:

Möller Pro Media GmbH
Zeppelinstr. 6
16356 Ahrensfelde

Receipt of advertising material: Mon-Fri 7 a.m. – 2 p.m.; delivery dates according to contract. Please specify the following on the delivery papers: „Issue name/issue no./advertiser name/circulation size“. Delivery notification 48 hours prior to delivery at: trittmatter@moellerpromedia.de
Fax 030 41 909 - 288

Contact

Tip Berlin Media Group GmbH

Müllerstr. 12
13353 Berlin

Media Consulting Print & Digital

Phone 030 233 269 - 600

Fax 030 233 269 - 899

Mail » anzeigen@tip-berlin.de

Media Consulting Digital

Mail » digital-ads@tip-berlin.de

Publisher information

TERMS AND CONDITIONS

To find our General Terms and Conditions of Payment and Business which define the processing of orders, please follow: www.tipberlinmediagroup.de/agb

TERMS OF PAYMENT

All prices for advertisement are in Euro excl. VAT. Payable within 10 days after receipt of invoice without deduction. We grant a 2% discount for direct debit.

BANK DETAILS

IBAN DE24 1001 0010 0572 8341 05
BIC PBNKDEFF | Postbank
Amtsgericht Charlottenburg;
HRB 150855 B;
VAT ID no.: DE290376398

Subject to change without notice. The latest binding version of this price list can be found under » www.tipberlinmediagroup.de/mediadaten