

# Exberliner | Print

Germany's largest English-language publication



From  
March 2024  
Exberliner is  
back to being  
published  
monthly.

#### Publication dates:

(10 issues/year)

Issue 228 (March)	29.02.24
Issue 229 (April)	28.03.24
Issue 230 (May)	25.04.24
Issue 231 (June)	30.05.24
Issue 232 (July/August)	27.06.24
Issue 233 (September)	29.08.24
Issue 234 (October)	26.09.24
Issue 235 (November)	31.10.24
Issue 236 (Dec./January)	28.11.24

#### Contract deadline:

Friday, 9 working days before  
publication date

#### Ad deadline:

Monday, 8 working days before  
publication date

## Berlin arts, culture, places and people

Exberliner is Germany's largest English-language publication. The magazine is aimed at both internationals living and working in Berlin and visitors to the city. Whether you are a seasoned Berliner or a fresh arrival, Exberliner is the indispensable guide to all things

Berlin – culture, people, art, music, food, history, current events, and more. Alongside print, Exberliner flexes a strong digital arm, with a high-traffic website and an exponentially growing social media following.

**Frequency:** monthly\*

**Copy price:** € 7,50

**Print run:** 15,000 copies

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

**Length:** 100 pages

**Format:** 210 × 297 mm

New  
Format!

**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.

\* 2 × double issue

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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)	210 × 297		2.540 €
1/1 Inside Cover back (U3)	210 × 297		2.540 €
1/1 Back Cover (U4)	210 × 297		2.730 €

### Editorial section

1/1		210 × 297		2.270 €
1/2	vertical	100 × 297		1.200 €
1/2	horizontal	210 × 149		1.200 €
1/3	vertical	69 × 297		880 €
1/3	horizontal	210 × 103		880 €
1/4	vertical	52 × 297		685 €
1/4	horizontal	210 × 80		685 €
1/4	page box		90 × 131	685 €
1/8	vertical		42 × 131	350 €
1/8	horizontal		90 × 63	350 €
1/16	vertical		42 × 63	185 €

### Culture Calendar

Stopper			47,5 × 52	99 €
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### Section „The Berlin Bible“

Format	Content	Price
1. Advertorial small	text*: 380 characters	170 €
2. Advertorial medium	text*: 380 characters / image: 43 × 46 mm	220 €
3. Advertorial large	text*: 720 characters / image: 90 × 48 mm	360 €

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

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## Special deals

### 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 up to 20g* (per 1000 copies)
Minimum format:	100 × 120 mm	max. 50 g	71 €
Max. format:	195 × 270 mm		

\* €2.60 surcharge per 5g of extra weight. Higher weight possible upon agreement.  
Possible fold types: cross fold, wrap fold or centre fold / only tabbed: window fold or zigzag fold (fanfold).

### 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](mailto:anzeigen@tip-berlin.de).

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## Technical information

### Data transfer

via Dropbox, WeTransfer or  
E-mail: [anzeigen@tip-berlin.de](mailto:anzeigen@tip-berlin.de)

### Accepted file formats

PDF PDF/X-4, 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\_228\_Max\_Mustermann\_90x131.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](mailto:trittmatter@moellerpromedia.de)  
Fax 030 41 909 - 288

# Exberliner | Print

## Contact & Publishing details

### Contact

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#### Tip Berlin Media Group GmbH

Müllerstr. 12  
13353 Berlin

#### Media Consulting Print & Digital

**Tel.** 030 233 269 - 600  
**Fax** 030 233 269 - 899  
**E-mail** » [anzeigen@tip-berlin.de](mailto:anzeigen@tip-berlin.de)

#### Media Consulting Digital

**E-mail** » [digital-ads@tip-berlin.de](mailto:digital-ads@tip-berlin.de)

### Publishing details

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#### Terms an conditions

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