

mate.

MATE-MAGAZIN.DE

DESIGN /// BODY /// TRAVEL ///



The typical Mate man is in his early 30s. He lives in an urban environment and often in a relationship. He spends money on luxury products, travelling and mobility. He dreams of driving a Lamborghini and rides a bike to work. He is a tech geek but is invested in protecting nature, too. He enjoys pizza just as much as organic falafel. The Mate man is part of a group of friends who do not care how much the other earns, how he lives or who he loves. He is that manager that practices his skateboard skills on weekends.

The Mate man prefers brands over no name products. Trends are important to him and he is willing to spend more money on them. He is

culturally educated and interested and rather lives in a big city than in rural areas. He has the ambition to stay fit but doesn't make his workout a religion. He travels for pleasure multiple times a year. He is interested in interior design and fashion. Generous photographic landscapes, visually ambitious travel reports from the most exclusive and remote destinations of the world, haptic highlights and interviews to inspire: Mate creates adventures on paper and curates the most exciting news of the world of architecture, travel, design, fashion and culture in ever changing formats and displays. Mate finds stories where others do not even look and always thrives to give impulses to the reader's own creativity.

Since 2002 we tell him what he wants to know and not what others think he should. We stay true to our standards and not to the standards of others. On our website mate-magazin.de we discover topics of the print magazine further and discuss more current matters. Our very own YouTube channel features shows such as the „Mate Model Talk“, our interview show „In Bed with Mate“ and backstage reports from our photo productions.

Events like the Mate Travel Award generate a reach beyond the magazine's readership and an emotional engagement with the brand.

OUR CLIENTS

Vorsicht! Aufzug!
 Transportieren Sie bitte nicht Personen
 außerhalb des Aufzugs.
 Benutzung nur in Begleitung
 des Fahrers gestattet.

<p>john varvatos ARTISAN AOUA</p>	<p>THUNDERBOLT nature & THUNDERBOLT inspiration SPORT MODUS: SIE HÖREN AUF IHR HERZ. ECO PRO MODUS: IHR HERZ HÖRT AUF SIE ZU FÜHREN. DER NEUE BMW 1er 3-TÜRER MIT FAHRERLEBENSCHALTER.</p>	<p>Die neue Dimension des Schlafens Das Auping Essential – prägnanter und nachhaltiger.</p>	<p>The new smart car. FOR loving the city.</p>	
<p>REMBRANDT BUGATTI AM NATIONALGALERIE 23.01. – 23.07.2014</p>	<p>AUF DER SUCHE NACH DEM BESONDEREN. BoConcept</p>	<p>#ImLove ESPRIT</p>	<p>Calvin Klein Underwear for men</p>	
<p>DER NEUE FORD FIESTA. 24 STUNDEN ZEIT FÜR IDEEN. DAS WAR RAFAEL ROZENDALS IDEE. AIR € 8.990.</p>	<p>Jazz oder nie: New Orleans ab € 269,99 Condor</p>	<p>LUXHAUS RÜCKZUGSORT</p>	<p>Calvin Klein</p>	<p>VERSACE pour homme DYLAN BLUE</p>
<p>#shoppingbegleiter? #it_piece? #bestbuddy? Audi Q2 #untaggebild</p>	<p>JIMMY CHOO MAN BLUE The New Fragrance</p>	<p>strellson</p>	<p>Die neue Dimension des Schlafens Das Auping Essential – prägnanter und nachhaltiger.</p>	<p>Floris van Bommel</p>
<p>CO33 SCHÖN HEIZ IDEAL Der neue GT86. Purer Fahrspaß.</p>	<p>TOYOTA COACH</p>	<p>NOMOS GLASHÜTTE neomatik</p>	<p>Mercedes-Benz</p>	

DIGITAL

„Up to 250.000 page views per issue.“



MATE IS DIGITAL!

Mate is undoubtedly the most beautiful when you can hold it in your hands. Unique selling points of our title include various paper types, continent-shaped die cuts, and individual finishes such as UV and soft-touch coatings on the covers. Naturally, tablet and smartphone readers can subscribe to a digital edition of our magazine which is now available on four different platforms.

Readly

More than 4,000 national and international titles can be found in the Readly magazine flat-rate library, including Mate and our travel magazine Spartacus Traveler. Our magazines generate an average of 150,000 and up to 250,000 page views per issue. Readly is available for both iOS and An-

droid. From time to time we also release Readly Exclusives such as our 146-page Shooting Edition with previously unpublished images of our photo productions.

Yumpu

With its 12 million readers – which include 4 million from Germany, Austria and Switzerland – yumpu ranks among the 500 most-visited websites in the German-speaking countries of Europe and among the top 3,000 websites worldwide. Readers can enjoy several thousand titles for less than 10 euros per month or subscribe to a premium account to access even more magazines.

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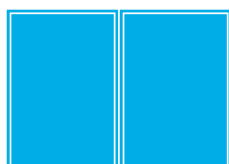
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MATE APP

Of course, Mate is also available for download through its own iTunes app. Users can purchase individual editions or buy a subscription.

RATES & SIZES



2/1
440 x 275



1/1
220 X 275



1/2
220 X 135 / type area: 187 X 122,5
106 X 275 / type area: 91,5 x 245



1/3
LANDSCAPE 220 X 89
VERTICAL 70 X 275

SIZE
in mm

ALL ADS NEED TO BE DELIVERED WITH A 3 MM BLEED

MIND THE BACK MARGIN AND LEAVE A SPACE OF 10 MM FOR ALL RELEVANT TEXTS AND IMAGES

14.000 €

7.500 €

3.500 €

2.500 €

RATE

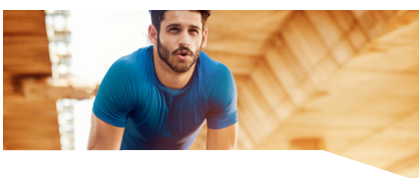


INSERTS (GLUED IN) 250 € / TKP
INSERTS (LOOSE) 90 € / TKP

SURCHARGE OF 500 € FOR 5.000 AND FEWER INSERTS

PREMIUM POSITIONS +10 %

SPECIALS - 2020



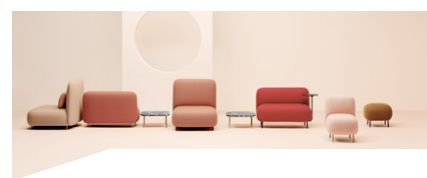
№01 DYNAMIC - SPRING
MOBILITY /// BODY /// PHOTOGRAPHY

Submission: 3/16 /// Release Date: 4/2



№02 FUTURE - SUMMER
VISIONS /// PEOPLE /// ECOLOGY

Submission: 6/22 /// Release Date: 7/9



№03 AESTHETIC - AUTUMN
INTERIOR /// LUXURY /// GADGETS /// TRAVEL

Submission: 10/5 /// Release Date 10/22

DISTRIBUTION

50.000 readers per issue
digital distribution via App, Yumpu, pressreader
& Readly: > 150.000 page views per issue
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