

# *Mac&i* RATE CARD 2024



## EDITORIAL PROFILE

Mac & i – the “Apple Magazine by c’t” is dedicated to all products decorated with the apple, primarily of course to the iPhone, iPad, and Mac, but to Apple TV, Apple watch, accessories, operating systems, and software a well.

Mac & i is in no way merely reporting on Apple’s world.

The editorial team keeps a critical eye on the company, points out security gaps, draws attention to abuses, finds mistakes. As experts they prefer to solve the problems themselves, in practice articles or in the „Questions and answers“ section.

The reviews, also on third party products, are appreciated by the readers for their criticism and fairness. In addition to that there are exciting interviews, lively reports, and analyses by well-known authors. The members of the editorial team have been following Apple’s destiny for decades.

The magazine is a must-read for professionals and programmers, takes up difficult and complex topics for advanced-level professionals, but never excludes beginners.

Mac & i has six issues a year. Its website, available at [www.mac-and-i.de](http://www.mac-and-i.de) informs daily about everything that is important.



## TOPICS

Trends

**Apple Music**

Workshops

**iPhone**

Optimization

**tvOS**

**Safari**

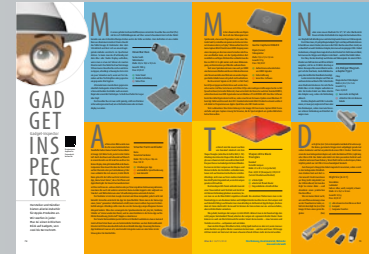
**Apple**

iOS

Software

HomeKit

**Practice tips**



iPad

**Accessories**

Games

Apple TV

macOS

Apple Watch

watchOS

**Augmented Reality**

**Cameras**

**AirPlay**

MacBook

PUBLICATION SCHEDULE 2024

Issue 01/24	Issue 02/24	Issue 03/24	Issue 04/24	Issue 05/24	Issue 07/24	Issue 06/24
On sale <b>Feb 02, 2024</b>	On sale <b>Apr 05, 2024</b>	On sale <b>May 31, 2024</b>	On sale <b>Aug 02, 2024</b> IFA Berlin Sept 06-10, 2024	On sale <b>Oct 04, 2024</b>	On sale <b>Nov 01, 2024</b>	On sale <b>Dec 06, 2024</b>
Space close <b>Jan 10, 2024</b>	Space close <b>Mar 13, 2024</b>	Space close <b>May 08, 2024</b>	Space close <b>July 10, 2024</b>	Space close <b>Sept 11, 2024</b>	Space close <b>Oct 09, 2024</b>	Space close <b>Nov 13, 2024</b>
Materials <b>Jan 15, 2024</b>	Materials <b>Mar 18, 2024</b>	Materials <b>May 13, 2024</b>	Materials <b>July 15, 2024</b>	Materials <b>Sept 16, 2024</b>	Materials <b>Oct 14, 2024</b>	Materials <b>Nov 18, 2024</b>

# PORTFOLIO



All about c't, the line extension c't Fotografie and **Mac & i** as well as the special issue see:

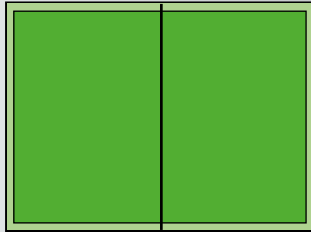


[mediadaten.heise.de/en](https://mediadaten.heise.de/en)



# RATES AND SIZES

## 2/1 Page



- a) Type area: 390 × 260  
b) Bleed: 420 × 297\*

4c: € 7,000

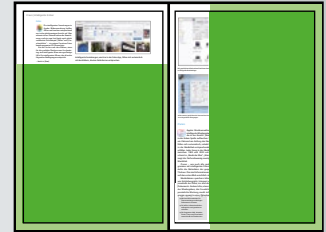
## 1/1 Page



- a) 185 × 260  
b) 210 × 297\*

4c: € 3,500

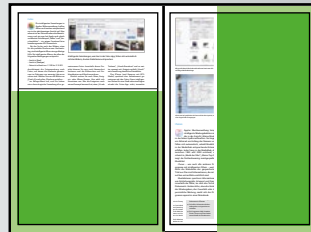
## 3/4 Page



- a) 185 × 193      137 × 260  
b) 210 × 216\*    146 × 297\*

4c: € 2,650

## 2/3 Page



- a) 185 × 171      122 × 260  
b) 210 × 195\*    130 × 297\*

4c: € 2,375

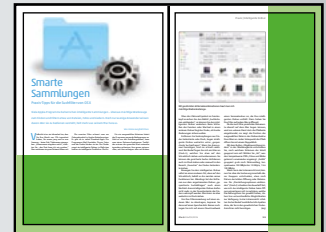
## 1/2 Page



- a) 185 × 128      90 × 260  
b) 210 × 152\*    103 × 297\*

4c: € 1,900

## 1/3 Page



- a) 185 × 84      58 × 260  
b) 210 × 107\*    71 × 297\*

4c: € 1,425

## 1/4 Page



- a) 90 × 128      185 × 62  
 b) 103 × 152\*      210 × 80\*

4c: € 1,140

## 1/4 Page



- a) 43 × 260  
 b) 53 × 297\*

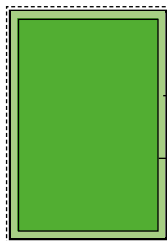
4c: € 1,140

## Cover page



210 × 297\* **4c only!**

4c: € 4,350



Trim allowance

Trim size/Bleed/  
Copy format

Type area

**Trim size:** 210 mm × 297 mm

**Type area:** 185 mm × 260 mm

**All sizes:** Width × Height in mm

\* Trim allowance:

head 4 mm, gutter 4 mm, face 3 mm, foot 3 mm  
Minimum size 1/4 page

Other sizes and special colors on request.  
All rates without VAT.

# AD SPECIALS

## Loose inserts



- added to the entire circulation, national subscription
- Min. quantity: national subscription
- Max. size 195 mm × 280 mm (w×h)
- Min. size 95 mm × 148 mm (w×h)

**Rate: € 109 per 1,000 up to 25g**  
other weights on request

## Blind-ins



- Printed materials fixed to the magazine
- Min. quantity: national subscription
- Max. size 210 mm × 297 mm (w×h)
- Min. size 140 mm × 140 mm (w×h)

**Rate: 2 pages € 79 per 1,000**  
**4 pages € 109 per 1,000**

## Tip-ons



- Postcards as example
- Only in connection with a master advertisement covering the entire circulation, minimum size 1/1 page
- Split/partial coverage possible
- Min. quantity: national subscription
- Max. size 180 mm × 250 mm (w×h)
- Min. size 60 mm × 80 mm (w×h)

**Rate: € 79 per 1,000**

Extra charge for split circulation/partial coverage: 10 %

Loose inserts, bound inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets. Please send us 5 samples before placing the order. For items with a thickness more than 2,5 mm, the post office charges additional fees, which are passed on separately.

**Ship Ad Specials to:** Dierichs Druck + Media GmbH & Co. KG • c't Mac & i • Frankfurter Str. 168 • 34121 Kassel • Germany

Shipping cartons for all ad specials must be labeled as follows: From • For c't Mac & i issue • Number of inserts in carton • Name of the advertising company

Please check with us directly further rates, technical data and current circulation figures for calculating the print run.



# CROSSMEDIA

Mac & i readers collect information via different media channels. For this reason, cross-media campaigns in this innovative and financially strong target group make an optimum impact. How about getting the readers' undivided attention and embedding your brand and your offer across two different media? Your online campaign will start on the first day of publication of Mac & i at the newsstands.

## Package S



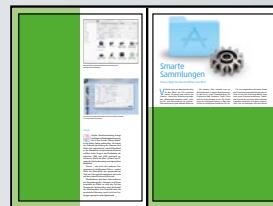
Print: 1/4 page, 4c



Web: Leaderboard,  
40,000 AdImpressions

Rate: € 1,800

## Package M



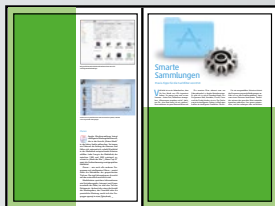
Print: 1/2 page, 4c



Web: Skyscraper,  
60,000 AdImpressions

Rate: € 2,900

## Package L



Print: 1/2 page, 4c



Web: Content Ad,  
80,000 AdImpressions

Rate: € 4,600

## Package XL



Print: 1/1 page, 4c



Web: Content Ad,  
100,000 AdImpressions

Rate: € 6,200

# PUBLISHER'S CONDITIONS

**Publisher:** Christian Heise, Ansgar Heise, Christian Persson

**Managing Director:** Ansgar Heise, Beate Gerold

**Chief Editor:** Torsten Beeck, Volker Zota

**Publishing Company & Advertising Dept.:** Heise Medien GmbH & Co. KG  
c't Mac & i  
Karl-Wiechert-Allee 10, 30625 Hannover, Germany

**Mailing Address:** Postfach 61 04 07, 30604 Hannover, Germany

**Phone:** +49 (0) 5 11/53 52-0

**Fax:** +49 (0) 5 11/53 52-200

**Year:** 14th year of publication 2024

**Rate Card:** No. 14, effective Jan 01, 2024

**Place of Publication:** Hannover

**Publication:** 7 times a year

**Advertising Director:** Michael Hanke  
+49 (0) 5 11/5352-167  
michael.hanke@heise.de

**Bank Account:** Sparkasse Hannover  
IBAN DE98 2505 0180 0000 0199 68  
BIC SPKH DE 2H

**Terms of Payment:** Invoice amount is payable either by direct debit, in advance with a 2 % discount, or within 10 days of date of invoice without any deduction. Any other payment modes require our previous written confirmation.

**Printing process:** Insides: Web Offset (CMYK)  
Cover: Sheetfed Offset (CMYK)

**Binding:** Adhesive bond

**Printer/ Shipping address:** Dierichs Druck + Media GmbH & Co. KG  
Mac & i  
Frau Schüßler/Herr Schlewitz  
Frankfurter Str. 168  
34121 Kassel, Germany

**Placements:** If ads are to be published withing 12 months.

**Frequency discount:**

2 and more ads	5 %
4 and more ads	10 %
6 and more ads	15 %

**Placements:** Placements can't be guaranteed except for cover pages.

**Special formats:** On request only.

**Agency commission:** 15 %

**Genereal business terms and conditions:** The current GTC apply, which can be found at <https://mediadaten.heise.de/en/home/gtc/>



**Circulation:** Total circulation: 320,756 copies  
Total paid circulation: 20,170 copies  
Paid subscription: 13,941 copies  
(IVW III/2023)

# TECHNICAL DETAILS

Please provide the data always as PDF files, version 1.4, in CMYK mode, non-separated, no colour profiles, plus 3 mm bleed in case of bleed formats. Create the data in the following color profiles: Cover: ISO coated v2 300% (ECI) Content: PSO LWC Improved (ECI).

**Due to not glued binding**, 5mm of the motif will **not** be visible on inside front cover page (C2), the first and last content pages and on inside back cover page (C3). On all other pages its 3 mm.

Please send your print data up to 20 MB by e-mail to: [prepress@ddm.de](mailto:prepress@ddm.de)

Please indicate an exact designation of the desired output in the subject line so that the data can be assigned correctly.

Please send larger data via FTP.

Send colour proofs (Umschlag ISO coated V2 39L / PSO LWC Standard 46L (ECI)) to:

Dierichs Druck + Media GmbH & Co. KG

Abteilung Druckvorstufe – Frau Schübler / Herrn Schlewitz

Frankfurter Str. 168

34121 Kassel, Germany

## Data transfer via FTP\*

Log into our ftp server with:

Hostname: <ftp.ddm.de>

User-ID: [heise](#)

Password: [anz05xz](#)

\* Please announce the FTP transfer by phone or e-mail.

## Special colours

Please note that offshades are possible, if a conversion from Pantone or HKS colours is required.

Special colours must not include transparencies.

### Service

In case of other file formats or problems concerning the PDF production, do not hesitate to call our service number: **+49 [0]561 60280-255 (or -256).**

For further information visit us on the Internet: **[www.ddm.de](http://www.ddm.de)**

# Mac & i APP

## Characteristics

The digital Mac & i magazine as HTML5 app for iOS and Android combines the well-known diversity and the editorial know-how of the printed issue with the innovative and interactive options of tablets.

## Target group

The Mac & i app is used up to 10,000 times per issue and thus offers a significant additional reach:

The combination of Mac & i Print + App significantly increases the contact opportunities of a cross-media campaign.



## FORMATS AND POSITIONS

### Opening Page

Prominent position directly following the cover

**Basic rate: € 2,000**

### Fullscreen

Embedded in the editorial content

Scroll-down feature for max. 3 more pages

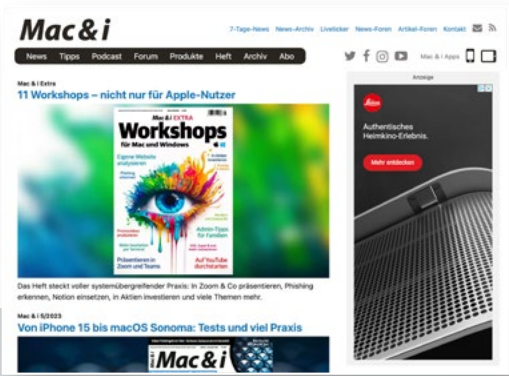
**Basic rate: € 1,500**

All rates are eligible for frequency discount and agency commission. Interactive elements and multimedia elements can be included at no extra charge according to the technical standards.



# Mac & i ONLINE

Mac & i provides daily news from the Apple word, information about new Mac models, iPhones and iPads and details about the latest apps and accessories. Our live ticker providing information about important events enjoys a high reputation. Experienced editors analyse trends by thinking outside the box. They critically compare new products and concepts to those of other manufacturers and collect all information relevant to Apple users using the available market supply.



## FACTS

### User traffic – September 2023

2,163,833 Page Impressions  
Source: Publisher's statement

### Content

- News from the Apple world
- Current product introductions
- Test reports (individual tests, comparison tests)
- Workshops on new software
- New user-to-user forum

### Target group

- Ambitious amateurs and professionals
- Tech enthusiasts

## CPM

Leaderboard (728 × 90)	Skyscraper (max. 160 × 600)	Medium Rectangle (300 × 250)	Wallpaper (728 × 90 + 160 × 600)	Half Page Ad (300 × 600)	Billboard (max. 970 × 250)	Sitebar (dynamic)
€ 29	€ 29	€ 39	€ 49	€ 49	€ 49	€ 49

# Mac & i – THE APPLE-PODCAST

Every month, Mac & i editors cover Apple products, operating systems and more, presenting test results and giving tips.

<b>Podcast format:</b>	<ul style="list-style-type: none"> <li>• Audio- and video format</li> <li>• Length of the sequence: approx. 30 minutes</li> <li>• Published: every 14 days thursdays</li> <li>• audience 52,000</li> </ul>
<b>Calls:</b>	<ul style="list-style-type: none"> <li>• 10,000 views per episode after the first 4 weeks</li> </ul>
<b>TechSpecs:</b>	<ul style="list-style-type: none"> <li>• Spot content as a continuous text for the production of the spot by a trained speaker</li> <li>• Text for sponsor notice</li> <li>• Reporting of the retrievals takes place 4 weeks after the broadcast of the episode</li> </ul>
<b>Playout channels:</b>	<ul style="list-style-type: none"> <li>• on <b>heise.de/Mac &amp; i Channel</b></li> <li>• Via RSS feed (if channel is subscribed)</li> <li>• iTunes, Spotify, YouTube, Apple Podcasts</li> </ul>
<b>Advertising opportunities:</b>	<ul style="list-style-type: none"> <li>• Integration: 2 spots, 30 seconds, included at the beginning and end of the podcast, produced by Heise with trained speaker</li> <li>• Sponsor reference in the podcast descriptions on all platforms incl. link and short company description</li> <li>• Exclusivity: sole sponsor of an episode!</li> </ul>

**IMPORTANT:** Spots can be released before integration. There is a release loop.



Integration	2 Spots
Length	approx. 30 seconds
Mention in the podcast descriptions	✓
Calls per episode	10,000
<b>Rate per episode (agency commission possible)</b>	<b>€ 2,000</b>

# READERSHIP

**314,000 readers** per issue



**The typical Mac & i reader** is **39.7 years** old on average.



**38%** are **highly educated** / have completed (technical) university studies. *(index 191).*



**The typical Mac & i reader** has an average **HH net income** of 4,481 euros.



**55%** show a **high willingness to spend** on technical devices (computer and TV).



**284,000 readers** decide on the **purchase of computers/accessories.**



**151,000 readers** are planing to buy a **smartphone.**

## STATEMENTS

**161,000 readers** give advice more often and are considered **experts.**

**148,000 readers** are **innovators/trendsetters.**

**225,000 readers** want to **stay up to date** on technical matters.

**53%** attach great importance to **being thoroughly informed** in order to understand backgrounds and contexts better.

**40%** always get **interesting suggestions and ideas** when reading magazines.

# CONTACT

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