

# Make:

**GERMANY'S  
MOST DANGEROUS  
DIY MAGAZINE**

**RATECARD 2024**



# SHORT PROFILE

## Develop, build, inspire, learn:

For the worldwide Maker community, using soldering irons, saws and cordless screwdrivers is as natural as using 3D printers, scanners, laser cutters and programming single-board computers such as Raspberry Pi and Arduino.

**Make:** magazine builds with, rebuilds and publishes project instructions that beginners can follow as well as inspire advanced users. The aim of Make: is not only to provide the reader with instructions, but also to explain the technology and function of the projects with additional information, to enable the reader to become active himself, to modify existing things for other purposes and to give free rein to his own technical ideas.

However, the articles are not only about electronics and computers; projects with 3D printers, laser cutters and milling machines are also regularly featured. There are also portraits of hobbyist luminaries and other interesting personalities, as well as FabLabs. Tests provide information on which new accessories are well-suited for Makers, and overviews of product groups such as microcontrollers and accessories advise on selection.

The team of authors is part of the German Maker scene. Through cooperation with the US edition of **Make:**, the content is enriched with international projects. From simple quick hacks and inspiring build reports to detailed rebuild instructions for complete devices, there is something for everyone.

In addition to the magazine, **Make:** organizes the Maker Faire Hannover - an event format for innovation and maker culture, where hundreds of private makers, makerspaces, universities and companies present themselves with numerous creative projects and innovative products, exchange ideas and share their knowledge every year. Thousands of visitors are invited to join in/make things.



# KEY TOPICS

Rapid Prototyping

3D Scanner

Digital fabrication

Projects

DIY

Maker Education

Raspberry Pi

3D Printer

FabLabs

Experiments

Maker Faires

CAD

Accessories

Arduino

Materials

Additive manufacturing

Create

Solderin iron &amp; Co.

Programming

Construct

Robots

Make:Family

Smart Home

Micro controller

Biohacking

Elektronik

Milling

Basic knowledge

Maker scene



# SCHEDULE

Issue	On Sale	Space close	Material due	Maker Faires
01/24	09 Feb, 2024	11 Jan, 2024	16 Jan, 2024	Maker Faire Ruhr, 16 - 17 Mar, 2024, Dortmund
02/24	05 Apr, 2024	07 Mar, 2024	12 Mar, 2024	
03/24	31 May, 2024	02 May, 2024	07 May, 2024	
04/24	26 July, 2024	27 June, 2024	02 July, 2024	Maker Faire Hannover, 17 - 18 Aug, 2024, Hanover
05/24	20 Sept, 2024	22 Aug, 2024	27 Aug, 2024	
06/24 - special issue	18 Oct, 2024	19 Sept, 2024	24 Sept, 2024	
07/24	29 Nov, 2024	04 Nov, 2024	06 Nov, 2024	

Delivery deadline for inserts: 3 business days after material due

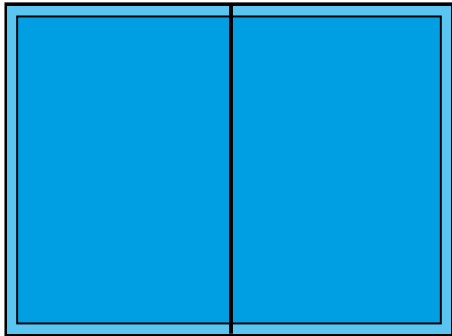
# RATES AND SIZES

! **Discounts for multiple bookings**  
and for  
■ **Maker Faire exhibitors**

We will be happy to advise you and offer you an individual package.

Get in touch!

## 2/1 page



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

**b / w + 4c: € 8,900**

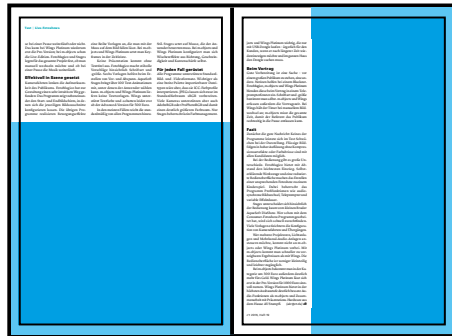
## 1/1 page



a) 185 × 260  
b) 210 × 297\*

**b / w + 4c: € 4,950**

## 2/3 page



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

**b / w + 4c: € 3,300**

## 1/2 page



a) 185 × 128  
b) 210 × 152\*

**b / w + 4c: € 2,900**

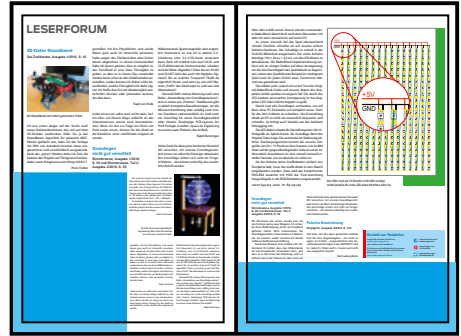
## 1/3 page



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

**b / w + 4c: € 1,750**

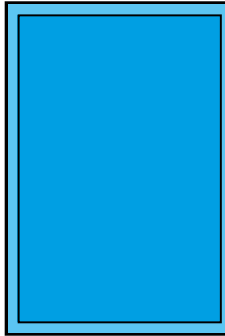
## 1/4 page



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

**b / w + 4c: € 1,500**

## Cover page



210 × 297\*

**4c: € 5,700**

**Trim size:** 210 mm × 297 mm

**Type area / live matter:** 185 mm × 260 mm

**All sizes:** width × height in mm

\* Bleed formats plus 3 mm bleed all around. In the case of advertisement with a gutter print, please note staple effect of the perfect binding.

Coherent formats with gutter print and other formats on request.

All rates plus VAT.



# AD SPECIALS

## Loose inserts



- entire circulation, subscribed circulation
- Minimum quantity: national subscription
- Maximum size: 190 mm × 277 mm (w×h)
- Minimum size: 105 mm × 148 mm (w×h) (DIN A6)

**Rates: €110 per 1,000 up to 25g**  
other weights on request

## Bind-ins



- Printed materials fixed to the magazine
- Minimum quantity: national subscription
- Maximum size: 210 mm × 297 mm (w×h)
- Minimum size: on request

**Rates: 2 pages € 6 per 1,000**  
**4 pages €100 per 1,000**

## Tip-ons



- Postcard / direct response Postcard
- Only in connection with a master advertisement covering the entire circulation, minimum size 1/1 page
- Split / partial coverage possible
- Maximum size: 190 mm × 190 mm (w×h)
- Minimum size: 70 mm × 90 mm (w×h)
- Postcard: 105 mm x148 mm (wxh)

**Rates: € 44 per 1,000**

Extra charge for split circulation / partial coverage: 10%

Loose inserts, bind-ins, 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 in advance. For items over 2.5 mm thick, the post office charges additional fees, which are passed on separately.

### Ship Ad Specials to:

Dierichs Druck + Media  
GmbH & Co. KG / Hr. Stähle  
Frankfurter Str. 168, 34121 Kassel, Germany  
Phone: +49 [0]56160280-153  
Fax: +49 [0]56160280-199

Shipping cartons for all ad specials must be labeled as following:

Magazine title / issue • Name of the advertising company • Numbers of inserts in carton / number of pallets

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

# PUBLISHER'S CONDITIONS

**Publisher:** Christian Heise, Ansgar Heise

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

**Executive Publishing Manager:** Daniel Bachfeld

**Editor's Adress:** Maker Media GmbH  
A company of the Heise Gruppe  
Karl-Wiechert-Allee 10  
30625 Hannover, Germany

**Phone:** +49(0)511 / 5352-0

**Year:** 10th year of publication 2024

**Rate card:** No. 10, valid from 01 Jan, 2024

**Publication:** 7x per year

**Place of Publication:** Hanover, Germany

**Advertising Director:** Daniel Rohlfing  
Phone: +49 [0]511 5352-844  
Fax: +49 [0]511 5352-417  
E-Mail: dnr@maker-media.de

**Bank Account:** HypoVereinsbank Hannover  
IBAN DE57 2003 0000 0622 9293 13  
BIC HYVEDEMM300

**Terms of Payment:** Invoice amount are payable either by direct debit, in advance with a 2 % discount, or within 10 days of date of invoice without any deductions.

**Painting Process:** Insides: Web Offset (CMYK)  
Cover: Sheetfed Offset (CMYK)

**Binding:** Perfect

**Printer / Shipping Address:** Dierichs Druck + Media GmbH & Co. KG  
Abteilung Druckvorstufe – Mrs. Schüßler / Mr. Schlewitz  
Frankfurter Str. 168  
34121 Kassel, Germany

**Discounts:** If ads are to be published within 12 months:

**Frequency:** 2 and more ads 10 %  
3 and more ads 15 %  
5 and more ads 30 %

**Placement:** Placement cannot be guaranteed except for cover pages.

**Agency formats:** On request only.

**Agency commission:** 15 %

**Standard terms for advertisements** Our general business terms and conditions see: <https://mediadaten.heise.de/en/home/agbs/>

**Circulation print:** Total paid circulation: 23,596 copies  
Newsstand Sales:: 4,487 copies  
Paid subscription: 19,107 copies  
(Publisher data)

**Traffic / Coverage:** 265,630 PageImpressions  
(Source: Publisher data; Sept 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 colour profiles:

Cover: ISO coated v2 300% (ECI)

Content: PSO LWC Standard 46L (ECI)

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

Send your print data up to 20 MB by e-mail to: **prepress@ddm.de**

Please state the exact designation of the desired issue in the subject line so that the data can be correctly assigned. Please send larger data via FTP. Please send colour proofs (cover ISO coated V2 39L / content: LWC improved 45L) to

Dierichs Druck + Media GmbH & Co. KG  
Abteilung Druckvorstufe – Ms. Schübler / Mr. Schlewitz  
Frankfurter Str. 168  
34121 Kassel, Germany

## DATA TRANSFER VIA FTP:

Log into our FTP server:

Hostname: <ftp.ddm.de>

User-ID: [heise](#)

Password: [anz05xz](#)

Please announce transfer via FTP 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 productions, do not hesitate to call

Mrs. Schübler or Mr. Schlewitz, Phone: +49 [0]561 60280-255 (or -256).

For further information visit us on the

Internet: **[www.ddm.de](http://www.ddm.de)**



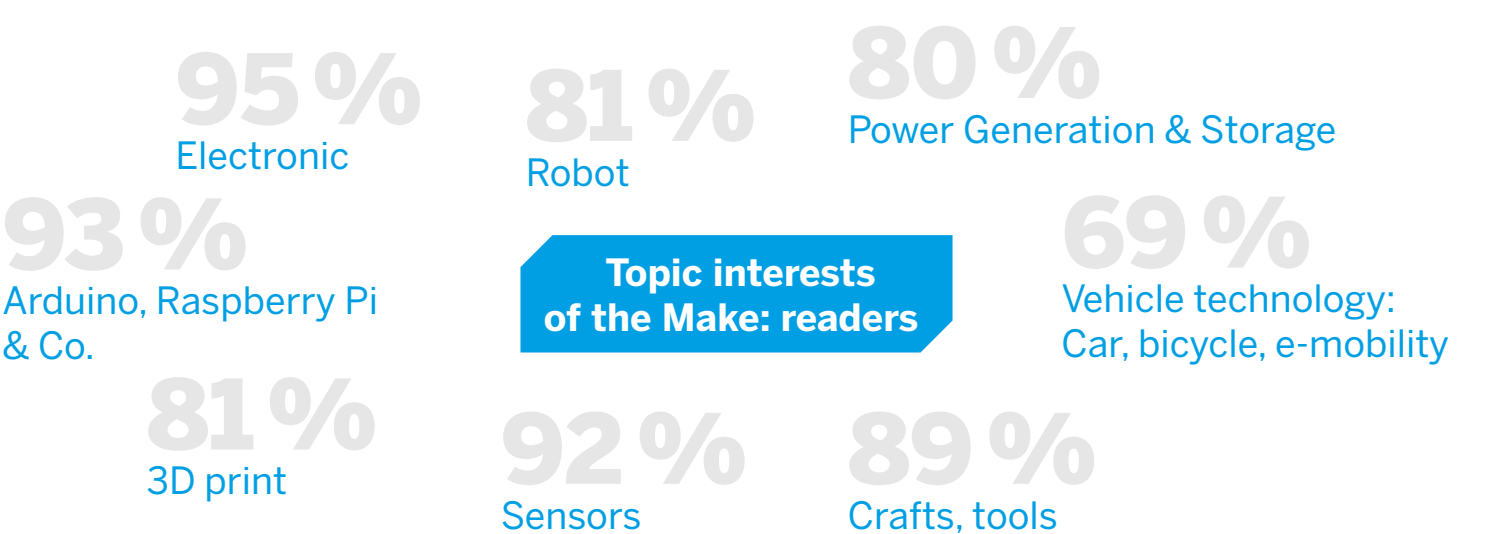
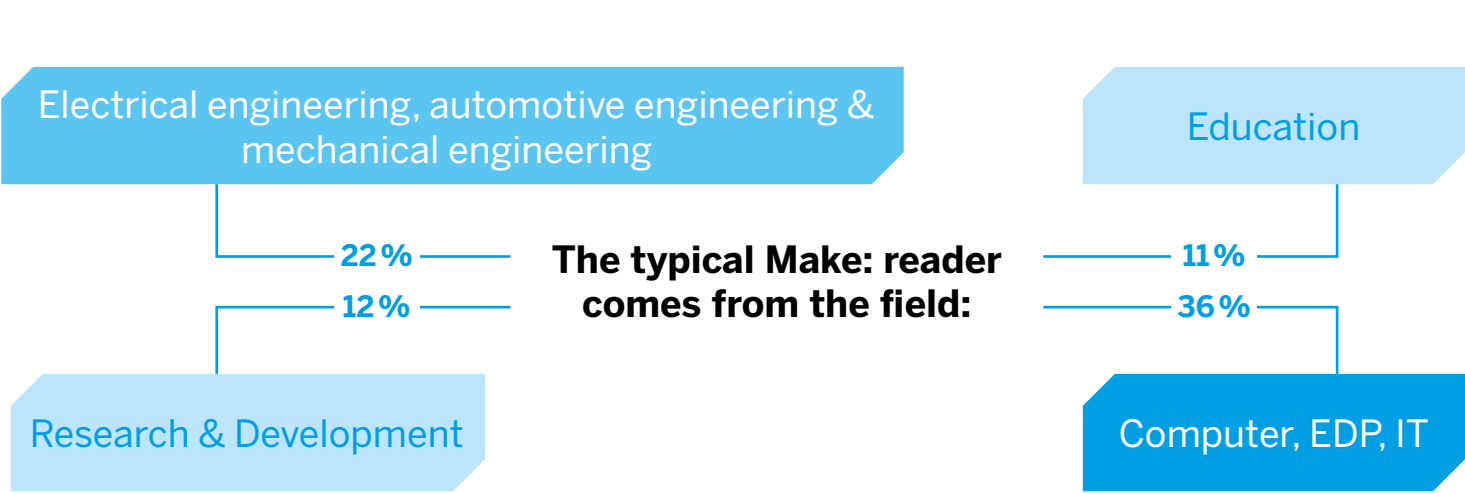
# READERSHIP

**Make:** readers want more - they are multipliers and advisors in both their private and professional lives and want to be well informed about technical developments.

Over 20,000 subscribers speak for themselves - our readers are firmly attached to the title. But they also specifically look for the latest **Make:** issue at the newsstand. 82% are print-savvy and read in printed form.

**Make:** readers are familiar with the IT environment, 66% regularly read heise online.

Their interests, which are reflected editorially, cover a wide range of topics. It ranges from electronics to technical basics, model making, projects and workshop practice to robots, Raspberry and Arduino & Co. You are constantly developing new things.



## Maker with Passion

82% are advisors & multipliers

90% get inspired for their own projects

27% use the articles for teaching with pupils/students

78% use the Make to keep up with technical developments and innovations

62% are opinion leaders in the field of IT

# Make: ONLINE

**Make:** offers the leading platforms for everyone who is enthusiastic about the creative use of technology. Digital pioneers find orientation and inspiration here and can network with like-minded people. The online presence also stands for high-quality, independent and inspiring journalism. Many of Make magazine's authors are part of the maker community themselves, which is why **Make:** enjoys a high level of credibility in the scene.

Make:


Newsletter Kontakt X f

Heft Mitmachen Foren Über uns

Maker Faire

Werkzeuge

Eine Elektro-Werkstatt im Koffer




Labornetzteil, Multimeter, Oszilloskop, Lötkolben und jede Menge Kleinkram: Dieser Koffer beinhaltet alles, was man zum Elektrobasteln braucht.

50

Exklusiv für Abonnenten

Toaster-Tuning: Wie Sie einen Toaster ihren Bedürfnissen anpassen




Das perfekt getoastete Brot – leider eher eine Ausnahme als die Regel. Um den Toaster meinen Wünschen anzupassen, landet er auf der Werkbank.

heise+ 12


> Anleitung: So kommen Make-Abonnenten hinter die Paywall heise+ – ohne Aufpreis

Smart Home

Home Assistant: OS-Version 11 ist da



Anzeige



Ideenschmiede für WAGO-Zubehör

WAGO Creators -- Deine Ideenschmiede für WAGO-Zubehör.

WAGO

Öffnen

## RATES



**Leaderboard**  
(728 × 90)  
**CPM: € 29**



**Skyscraper**  
(max. 160 × 600)  
**CPM: € 29**



**Medium Rectangle**  
(300 × 250)  
**CPM: € 39**



**Wallpaper**  
(728x90 + 200 × 600)  
**CPM: € 49**



**Half Page Ad**  
(300 × 600)  
**CPM: € 49**



**Billboard**  
(max. 970 × 250)  
**CPM: € 49**



**Sidebar**  
(dynamisch)  
**CPM: € 49**

[www.make-magazin.de](http://www.make-magazin.de)

### Access figures

September 2023: 265,630 PageImpressions  
(source: publisher's information)



# YOUTUBE CHANNEL

**Lots of creative practical value, packaged in an entertaining way:  
This characterizes the mix of make videos.**

Make Magazine reaches a young and video-savvy target group on YouTube. Here, practical and fascinating solutions for everyday technical problems are shown, software and hardware for Maker are independently tested and assembly instructions are published. Topics are: Electronics, 3D printing, workshop, DIY hacks, upcycling. The Make: communication channel parallel to the magazine and online.

Relaunch at the end of 2022 with a new moderator. Johannes (called Joey) is an editor and a maker himself. His passion is wood. He films in his workshop. A new video is released every Friday. Within a year, the number of subscribers has grown brilliantly to over 20,000 subscribers in percentage terms, and the access figures are in part above average with up to 300,000 views per video. The reach per 28 days is on average about 160,000 views. The playback time is 10,000 hours.

(All figures as of 10/2023)

## Become a sponsor of an episode now!

- Length of an episode: 5 to 20 minutes
- A new episode is released every Friday
- Viewings: at least 10,000 in the first 4 weeks (depending on the topic, more per episode are possible). Guarantee: If this number is not reached, we will include your advertising in another video free of charge.
- Native integration of your advertising, up to 30 seconds after the intro + sponsor reference in written form below the video
- Permanent placement of the advertisement, because it is permanently embedded in the video and videos are not taken offline. The advertising can neither be skipped nor blocked.
- Short-term bookable: 1 week before publication
- One-time correction loop possible before publication
- Reporting of the number of views takes place 4 weeks after broadcasting

**Current rate per episode: 2,100 EUR net** (as of 10/2023)

## YouTube @MakeMagazinDE



## We are also looking for long-term partners!

Partnership inquiries and offers from the building and technology sector for a product placement are equally welcome. We would be happy to permanently equip Joey's workshop with your high-quality (maker) equipment. On average, about 45 such videos are published each year. We are happy to offer you an annual deal. Important: Each video is about a DIY project, not about your product. If appropriate, Joey will work with the product. Otherwise, it will remain visibly placed in all workshop videos published on the channel over the course of the partnership.



# Maker Faire®

GREATEST  
*Show* ★  
& TELL  
ON  
★ *Earth*



COMMUNITY. TECHNOLOGY. CREATIVITY.  
INSPIRATION. INNOVATION.

The Maker Faire originated in the USA. The Americans speak of „The Greatest Show (& Tell) on Earth“ and mean that a Maker Faire is on the one hand a science fair, on the other hand a kind of fair and at the same time something completely new. It is a festival for inspiration, creativity and innovation, which inspires generations. There are currently around 100 events a year around the globe, and the number is growing.

The largest Maker Faire in the German-speaking world and one of the most important worldwide takes place in Hannover with around 220 booths and about 15,000 visitors. Around 1,000 private makers and companies come together here every year to present their DIY projects and latest products to a broad public. It is a place for personal networking and knowledge sharing. Many families visit the event for inspiration. Children and students get excited about STEM subjects and the curious use of materials and tools in a creative and playful way. A fascinating supporting program rounds off the Maker Faire and makes the event one of the „must-see events“ in Hannover. Exhibitors as well as visitors travel for it nationwide and internationally.

**Make:** organizes the Maker Faire Hannover, which celebrates its 10th anniversary in mid-August 2024. Attractive exhibition and sponsorship packages are offered for interested companies. The price list is available on request. An offer exclusively for the Maker Faire Hannover. Other Maker Faires in German-speaking countries are organized by license partners.

For more information on the event format for innovation and maker culture, see [maker-faire.de](https://maker-faire.de)

# CONTACTS

## Consulting & Sales

**Maker Media GmbH**

**Daniel Rohlfing**

Phone: +49 [0] 511 5352 844  
E-mail: dnr@maker-media.de

**Verlagsbüro ID GmbH & Co. KG**

**Ines Walter**

Phone: +49 [0] 511 616595 25  
E-mail: walter@verlagsbuero-id.de

## Disposition via heise medien

**Maik Fricke**

Phone: +49 [0] 511 53 52 165  
E-mail: maik.fricke@heise.de

**Astrid Meier**

Phone: +49 [0] 511 53 52 221  
E-mail: astrid.meier@heise.de

WE ARE LOOKING FORWARD TO YOUR REQUEST.