

Make:

RATECARD 2026



SHORT PROFILE

Develop, build, inspire, learn:

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

The magazine **Make:** builds, rebuilds and publishes project instructions in the magazine and on YouTube that both beginners can follow and advanced users can be inspired by. The aim of **Make:** is not only to provide readers and viewers with instructions, but also to explain the technology and function of the projects with additional information, to enable them to get involved themselves, to re-purpose existing objects and to give free rein to their own technical ideas.

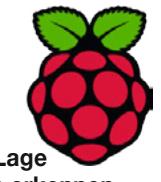
However, the articles and videos are not just about electronics and computers; projects with 3D printers, laser cutters and milling machines are also regularly featured. There are also portraits of maker luminaries and other interesting personalities as well as FabLabs. Tests provide information on which new accessories are suitable for makers and overviews of product groups such as microcontrollers and accessories provide advice on making the right choice.

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

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

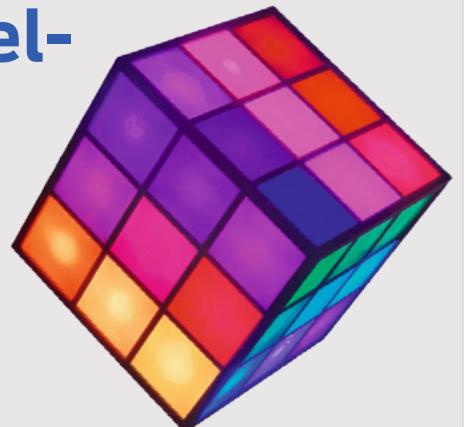
DEUTSCHLANDS GEFÄHRLICHSTES DIY-MAGAZIN

ct Make: Mit KI Objekte und ihre Lage in Szenen erkennen



Zauberwürfel-Trainer

- Zeigt Lösungsschritte an
- Mit WS2812 und ESP32
- Kompatibel zu Bluetooth-Cubes
- Stabil & dekorativ
- Riesig: 55 cm Kantenlänge



Projekte

- Atari-Emulator
- FET-Tastkopf
- LED-Wasserwaage

Know-how

- Wärmepumpe installieren
- Klebstoffe richtig wählen
- Alternativen zu GitHub

Lasersteuerung

- Zeigt auf Objekte in der Werkstatt
- Teilesuche per Smartphone
- 3D-gedruckte Mechanik



Spotify

- Mit ESP und Mikro
- Lärmanalyse per FFT
- Pausiert Spotify



4/25

25.7.2025
CH CHF 15.00
AT 15.99
Benelux 17.10
€ 14,50

www.make-magazin.de

KEY TOPICS

Rapid prototyping

DIY

3D printer

CAD

Accessories

Additive manufacturing

Invent

Programming

Materials

Soldering iron & Co.

Construct

Smart Home

Biohacking

Microcontroller

Electronics

Milling

Basic knowledge

Maker scene



SCHEDULE

Issue	Publication date	Advertising deadline	Print documents	Notes
01/26	06.02.2026	13.01.2026	16.01.2026	Maker Faire Ruhr , 14.-15.03.2026, Dortmund
02/26	02.04.2026	10.03.2026	13.03.2026	
03/26	29.05.2026	04.05.2026	08.05.2026	
04/26	24.07.2026	30.06.2026	03.07.2026	Maker Faire Hannover , 15.-16.08.2026, Hannover
05/26	18.09.2026	25.08.2026	28.08.2026	
06/26 - Special issue	23.10.2026	29.09.2026	02.10.2026	
07/26	04.12.2026	10.11.2026	13.11.2026	

Delivery date for inserts: 3 working days after the DU deadline

RATES AND SIZES

1/1 page



- a) 185 × 260
b) 210 × 297*

b/w + 4c: 3,200 €

1/2 page



- a) 185 × 128
b) 210 × 152*

b/w + 4c: 1,800 €

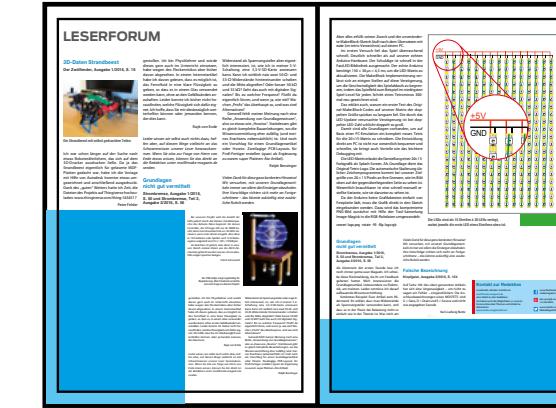
1/3 page



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

b/w + 4c: 1,250 €

1/4 page



- a) 90 × 128
b) 103 × 152*

- 185 × 62
210 × 80*

b/w + 4c: 996 €

Booklet size: 210 mm × 297 mm

Type area: 185 mm × 260 mm

All dimensions: Width × height in mm

* Create bleed formats plus 3 mm bleed all round. For adverts with gutter printing, the stapling effect of the adhesive binding must also be taken into account.

Cover page subject to availability plus € 300.

Other formats and special advertising formats such as inserts on request.

All prices plus VAT.

PUBLISHER'S CONDITIONS

Publisher: Christian Heise, Ansgar Heise

Managing Director: 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: 12th year of publication 2026

Rate card: No. 12, valid from 01 Jan, 2026

Publication: 7x per year

Place of Publication: Hanover, Germany

Advertising Director: Daniel Rohlffing
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.

Printing Process: Insides: Web Offset (CMYK)

Cover: Sheetfed Offset (CMYK)

Perfect

Binding: Dierichs Druck + Media GmbH & Co. KG

Printer / Shipping Address: 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:

Sales: 23,714 copies

EV circulation: 5,679 copies

Subscription: 18,035 copies

(Source: publisher's data; Q III 2025)

Traffic / Coverage: 771,774 page impressions

(Source: publisher's details; Oct. 2025)

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. Schüßler / Mr. Schlewitz
Frankfurter Str. 168
34121 Kassel, Germany

DATA TRANSFER VIA FTP:

Log into our FTP server:

Hostname: [ftp.ddm.de](ftp://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 products, do not hesitate to call

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

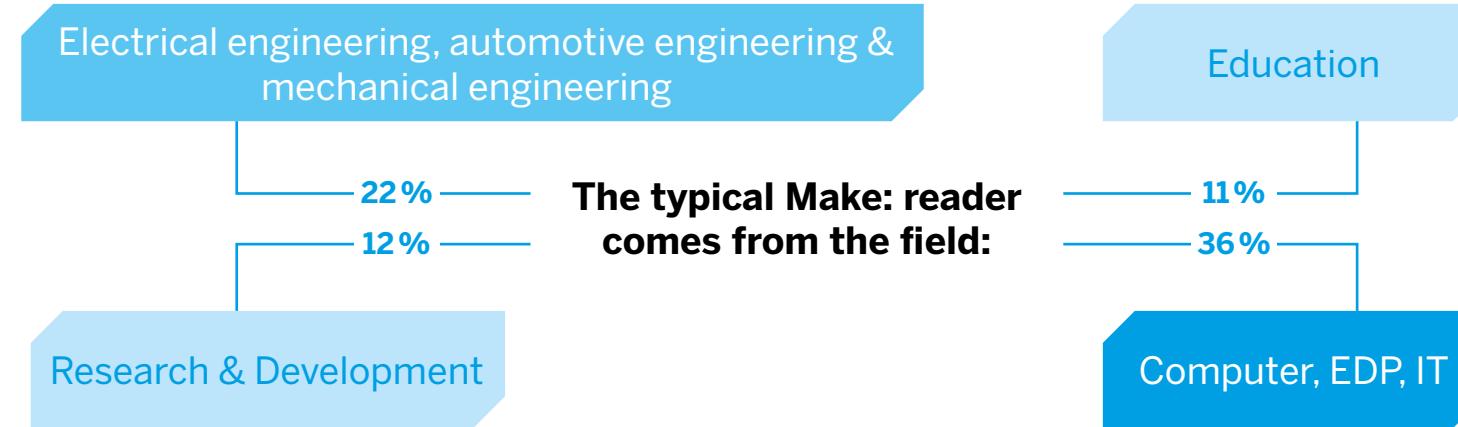
For further information visit us on the

Internet: 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.



Maker with Passion

82% are advisors & multipliers

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

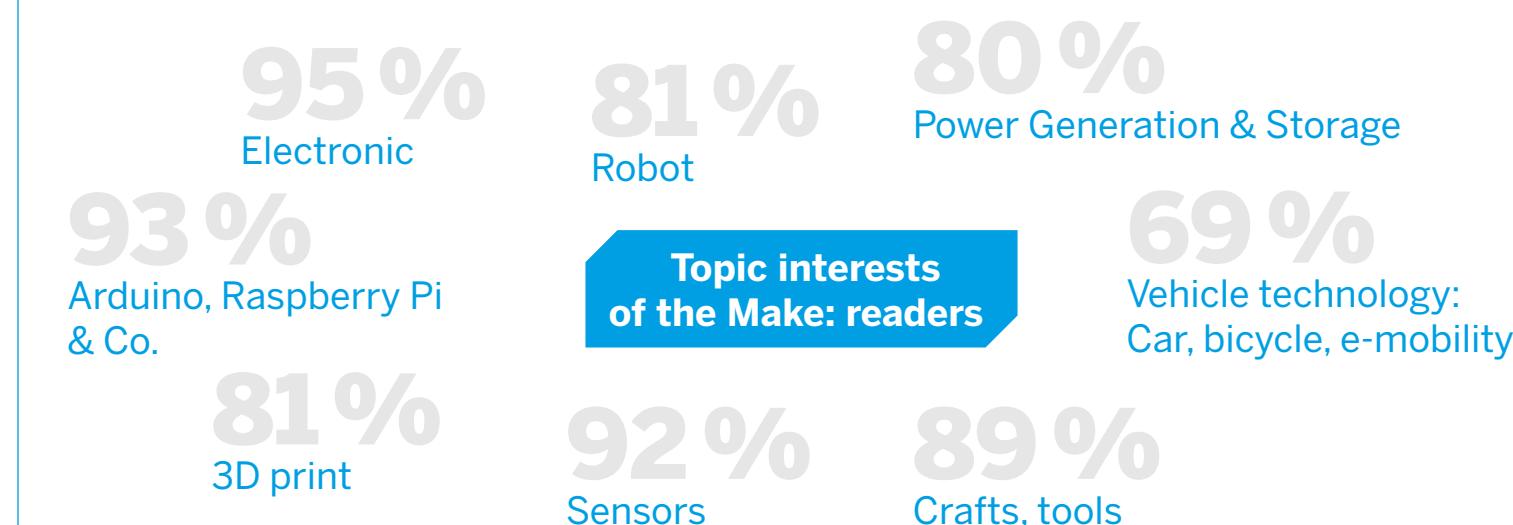
90% get inspired for their own projects

62% are opinion leaders in the field of IT

27% use the articles for teaching with pupils/students

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.

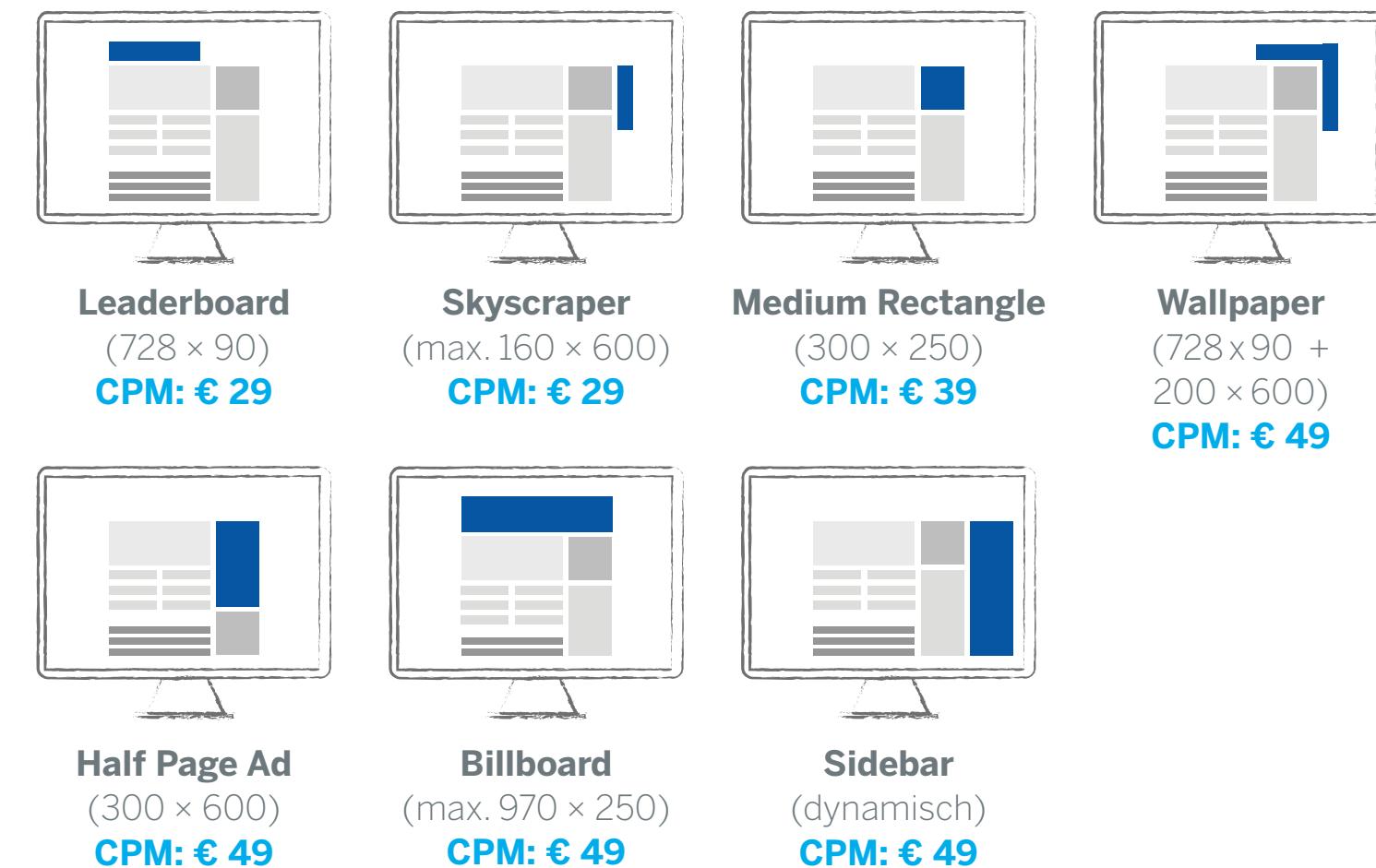


Make: ONLINE

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.

The screenshot shows the Make: website interface. At the top, there is a navigation bar with links for 'Heft', 'Mitmachen', 'Foren', 'Über uns', and a 'Maker Faire' button. Below the navigation, there are several article cards. One card for 'ELEKTRO-WERKSTATT IM KOFFER' features an image of a suitcase containing electronic components. Another card for 'Toaster-Tuning' shows a toaster and some bread. A third card for 'WAGO-Zubehör' shows a collection of WAGO components. The bottom of the screenshot shows a 'Smart Home' section with a card for 'Home Assistant: OS-Version 11 ist da'.

RATES



www.make-magazin.de

Access figures

October 2025: 771,774 Page Impressions

(source: publisher's information; 2025)

YOUTUBE CHANNEL

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

Johannes is an editor and a maker himself. Every week, he posts a video from the maker cosmos on YouTube. From self-welded balcony power station holders to wood and electronics projects to screen printing and self-made stickers - all areas of making are featured. Filming takes place in the Make video workshop. 60.000 subscribers follow the channel (as of October 2025), and the access figures are sometimes above average with up to 375,000 views per video. The average reach per 28 days is around 200,000 views. The playback time is 15,000 hours/28 days.



 **YouTube @MakeMagazineDE**

Video Title	View Count
Wie man klebrige Kunststoffteile reinigt	375.620 Aufrufe
Einfach 'ne andere CPU in die IKEA-Leuchte einbauen	248.101 Aufrufe
Super einfach DIY-Aufkleber SELBER machen (Guerrilla-Methode)	204.247 Aufrufe
DIY-LED-Controller für 5€ (WLED-Tutorial)	173.407 Aufrufe
7x SCHNELL 3D-GEDRUCKT!	165.045 Aufrufe
PREISSTURZ BEIM RASPI 4	136.210 Aufrufe
EURE TIPPS VS. KLEBRIG	90.902 Aufrufe
NUR 3€ PRO SHIRT!	88.128 Aufrufe
GEMISCHTE GEFÜHLE UND VIEL WOLL	83.234 Aufrufe
DER Make: TAUPUNKTLÜFTER!	81.675 Aufrufe
DRUCKZEIT HALBIERT!	70.510 Aufrufe
EASY! EINFACHSTE Einstieg in Mikrocontroller-Projekte!	66.391 Aufrufe

YOUTUBE CHANNEL

Advertising options

SPONSORING of a video on the YouTube channel @MakeMagazinDE	PRODUCT TEST published on the YouTube channel @MakeMagazinDE in combination with a 1/1 print advert in the magazine
<ul style="list-style-type: none"> - Integration 60 sec. Native advertising after the intro - Sponsor reference in the video description with link - Labelling of the video with advertising - Lead time until publication: 2-4 weeks - The video remains permanently on the channel 	<ul style="list-style-type: none"> The product is tested and honestly evaluated in the video -Placement of a note in the video description that the device was made available to us for the test -Lead time until publication: 6-8 weeks -The video remains permanently on the channel -1/1 advert in an upcoming issue of Make
2,100,- EUR net	3,900,- EUR net

Products must be delivered and collected free of charge for Make.

GREATEST Show & TELL ON Earth



COMMUNITY. TECHNOLOGY. CREATIVITY.
INSPIRATION. INNOVATION.

The Maker Faire has its origins in the USA. The Americans call it "The Greatest Show (& Tell) on Earth", meaning that a Maker Faire is a science fair on the one hand, a kind of funfair on the other and something completely new at the same time. It is a festival for inspiration, creativity and innovation that inspires across all generations. There are currently around 150 events in 40 countries around the world.

The largest Maker Faire in the German-speaking world and one of the most important worldwide takes place in Hanover with 230 stands and nearly 20,000 visitors. Over 1,000 makers come together here every year to present their projects, visionary ideas and latest products to the general public, and it is a place for personal networking and knowledge sharing. Many families visit the event to be inspired. Children and schoolchildren are inspired in a creative and playful way for STEM subjects and the curious handling of materials and tools. A fascinating supporting programme rounds off the Maker Faire and makes the event one of the "must-see events" in Hanover. Exhibitors and visitors alike travel from all over Germany and internationally to attend.

Make: organizes the Maker Faire Hannover. The 12th Maker Faire will take place on August 15 and 16, 2026 at the Hannover Congress Centrum. Participation for companies starts at 280,- EUR/m².

Further information can be found in the separate price list.

Registration is via <https://maker-faire.de/anmeldung>, where you will find the price list and the general terms and conditions.



CONTACT

Consulting & Sales

Maker Media GmbH**Daniel Rohlffing**

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