Mac&i

RATE CARD

2026

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 informs daily about everything that is important.
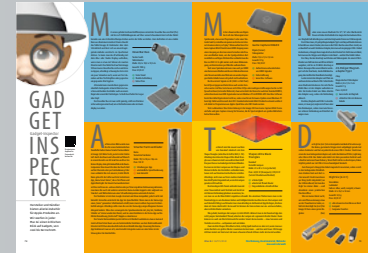
TOPICS

Trends

Workshops

Optimization

Apple Music

iPhone

tvOS

Apple

iOS

Software

Safari

HomeKit

Practice tips

iPad

Accessories

Apple TV

macOS

Apple Watch

watchOS

Games

Augmented Reality

Cameras

AirPlay

MacBook

PUBLICATION SCHEDULE 2025

Issue 01/26	Issue 02/26	Issue 03/26	Issue 04/26	Issue 07/26	Issue 05/26	Issue 06/26
On sale **Jan 30, 2026**	On sale **March 27, 2026**	On sale **May 29, 2026**	On sale **July 31, 2026** **IFA Berlin** **Sept 04 – 08, 2026**	On sale **Sept 11, 2026**	On sale **October 09, 2026**	On sale **Dec 04, 2026**
Space close **Jan 07, 2026**	Space close **March 04, 2026**	Space close **May 06, 2026**	Space close **July 08, 2026**	Space close **August 19, 2026**	Space close **Sept 16, 2026**	Space close **Nov 11, 2026**
Materials **Jan 12, 2026**	Materials **March 04, 2026**	Materials **May 06, 2026**	Materials **July 08, 2026**	Materials **August 19, 2026**	Materials **Sept 21, 2026**	Materials **Nov 16, 2026**

PORTFOLIO

All about c´t, the line extension c´t Fotografie and **Mac & i** as well as the special issue see:
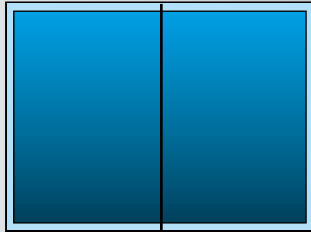

mediadaten.heise.de/en

RATES AND SIZES

2/1 Page

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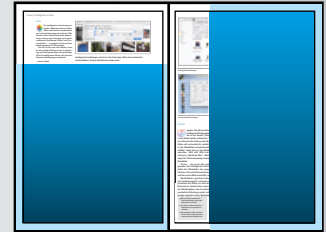b) Bleed: 420 × 297*

4c: € 7,000

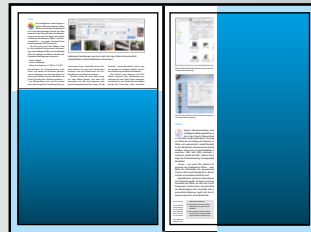## 1/1 Page

a) 185 × 260
b) 210 × 297*

4c: € 3,500

3/4 Page

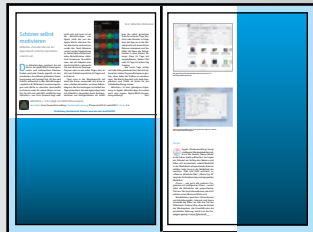a) 185 × 193 137 × 260
b) 210 × 216* 146 × 297*

4c: € 2,650

2/3 Page

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

4c: € 2,375
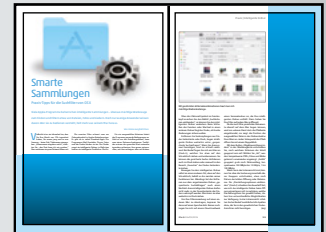
1/2 Page

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
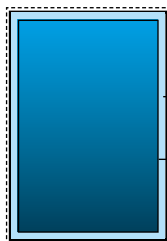b) 53 × 297*

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.

CROSS MEDIA

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

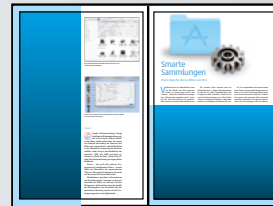

Print: 1/4 page, 4c

Web: Leaderboard, 40,000 AdImpressions
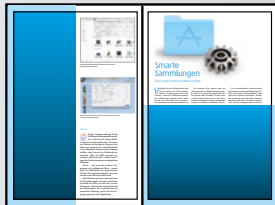
Rate: € 1,800

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:	16th year of publication 2026
Rate Card:	No. 16, effective Jan 01, 2026
Place of Publication:	Hanover
Publication:	7 times a year
Advertising Director:	Simon Tiebel +49 (0)511/5352890 simon.tiebel@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 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 condi-tons:	The current GTC apply, which can be found at https://mediadaten.heise.de/en/home/gtc/
Circulation:	Total circulation: 16,438 copies Total paid circulation: 16,118 copies Paid subscription: 12,933 copies (IVW III/2024)

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
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 Schüßler
    Frankfurter Str. 168
    34121 Kassel, Germany

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**

For further information visit us on the
Internet: **www.ddm.de**

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.

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
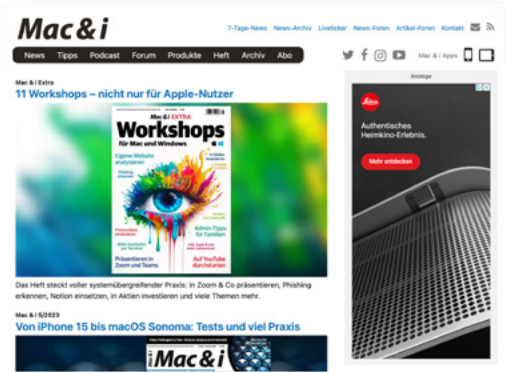Scroll-down feature for max. 3 more pages
Basic rate: € 1,500

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 2024
5,642,301 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

Zielgruppe
• 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 (dynamisch)
29 €	29 €	39 €	49 €	49 €	49 €	49 €

Mac & i – DER APPLE-PODCAST

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

Podcast format:	• Audio- and video format • Length of the sequence: approx. 30 minutes • Published: every 14 days thursdays • audience 52,000
Calls:	• 10,000 views per episode after the first 4 weeks
TechSpecs:	• Spot content as a continuous text for the production of the spot by a trained speaker • Text for sponsor notice • Reporting of the retrievals takes place 4 weeks after the broadcast of the episode
Playout channels:	• on **heise.de/Mac & i Channel** • Via RSS feed (if channel is subscribed) • YouTube, Apple Podcasts, Spotify, Deezer and wherever podcasts are available
Advertising opportunities:	• Integration: 2 spots, 30 seconds, included at the beginning and end of the podcast, produced by Heise with trained speaker • Sponsor reference in the podcast descriptions on all platforms incl. link and short company description • Exclusivity: sole sponsor of an episode!

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
CPM AdBundle	**€ 125**

READERSHIP

325,000 readers per Issue

The typical Mac & i-reader is **38 years** old on average.

39% are **highly educated** / have completed (technical) university studies. (*index 191*).

The typical Mac & i-reader has an average **HH net income** of 4,830 euros.

54% show a **high willingsness to spend** on technical devices (computer and TV).

307,000 readers decide on the **purchase of computers/accessories.**

184,000 readers are planing to buy a **smartphone.**

STATEMENTS

167,000 readers give advice more often and are considered **experts.**
95,000 readers are **innovators/trendsetters.**
229,000 readers want to **stay up to date** on technical matters.

63% attach great importance to **being thoroughly informed** in order to understand backgrounds and contexts better.
54% always get **interesting suggestions and ideas** when reading magazines.

CONTACT

Simon Tiebel
Sales Director
Phone: + 49 (0) 511 53 52 890
E-mail: simon.tiebel@heise.de