



SPECIAL
media^{SDL}

MEDIA KIT

2024

SIEGESTÄULE | L.MAG |
KOMPASS | GAY GUIDE BERLIN

PRINT, ONLINE,
SOCIAL MEDIA & EVENTS



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TERMS AND CONDITIONS

PUBLISHER & TARGET AUDIENCE

WHY ADVERTISE WITH SPECIAL MEDIA?

- Largest LGBTIQ*¹ publisher in Europe
- Unique media package for LGBTIQ* people in German-speaking countries
- Established print publications (since 1984)
- Advertising opportunities at LGBTIQ* events and LGBTIQ* online portals
- Strongly rooted in the LGBTIQ* community
- Affluent, educated and loyal readership
- Our employees are part of the queer community and can thus advise you competently

7.4% of people in Germany aged 14 and up
do not identify as heterosexual

According to a Europe-wide study, up to 7.4 %^{2,3} of people in Germany aged 14 and up do not identify as heterosexual. In large cities like Berlin, a much higher percentage can be assumed.

This target group is characterized by an above-average income and education, a high proportion of early adopters and DINKs⁴, and are keen to shop and travel. Since LGBTIQ* people are not found in general advertising within a heterosexual context or only feel addressed to a limited extent, it is worth addressing them with targeted, tailor-made advertising.

DINKS
AND EARLY ADOPTERS

¹ LGBTIQ*: Abbreviation for lesbian, gay, bisexual, transgender/trans*, intersex and queer

² Sources: EuroPulse study by Dalia Research Berlin in 2016

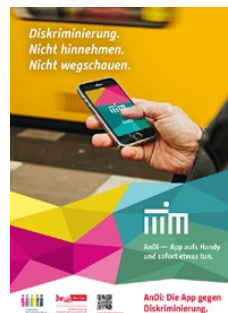
³ Statistical fluctuation range: +/-1.1 percentage points

⁴ DINK: Double Income no Kids

COOPERATION PARTNERS 2023 (SELECTION)

- Martin Wong @Kunst-Werke Berlin
- Xposed Queer Film Festival
- Glass Danse Festival
- LP (musician)
- CTM - Festival for Adventurous Music & Art
- Festival Young Euro Classic
- Tanz im August
- Internationales Frauen Film Fest Dortmund + Köln
- Berliner Ensemble
- BKA – Berliner Kabarett Anstalt
- Remake. Frauen Film Festival Frankfurt
- Komische Oper
- Lesbisch-Schwules Stadtfest Berlin
- Pop-Kultur Festival

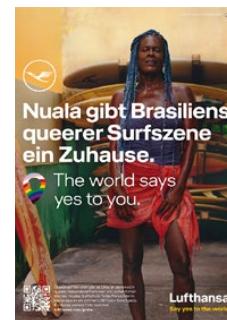
CLIENTS 2023 (SELECTION)



Landesantidiskriminierungsst.
SIEGESSÄULE 05/23



Paramount +
SIEGESSÄULE 09/23



Lufthansa
SIEGESSÄULE & L.MAG



MK&G Hamburg
L.MAG 02/23



Premier Inn
L.MAG 04/23



Viiv Healthcare
Kompass 01/23

SIEGESSÄULE MAGAZINE

**40 YEARS
OF SIEGESSÄULE**

**City magazine with the highest circulation in Berlin!
Largest LGBTIQ* city magazine in Europe!**

SIEGESSÄULE has stood for Berlin since 1984.

Close to the scene, opinion-forming and independent, SIEGESSÄULE offers journalistically researched articles and Berlin topics from politics and community as well as current cultural reporting.

Together with its comprehensive queer calendar of events, this makes SIEGESSÄULE the most widely read city magazine in Berlin.

Berlin is an international metropolis - therefore SIEGESSÄULE offers many sections in both German and English.

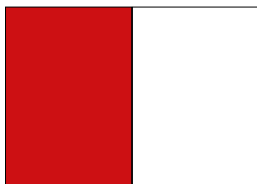
- **Circulation:** Ø 43,000
- **Number of pages:** 76 - 116 pages
- **Frequency:** monthly
- **Distribution:** available for free at over 1,000 outlets in and around Berlin and Potsdam
- **Online reach:** approx. 300,000 page impressions per month
- **Around 17,000 Facebook fans and 8,000 followers on Instagram**
- **E-Paper:** 1,200 unique users per issue



SIEGESSÄULE SPECIAL FORMATS

COVER PLACEMENT

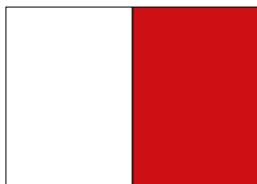
Cover 2



Inside front cover

4,890 Euro

Cover 3



Inside back cover

4,890 Euro

Cover 4

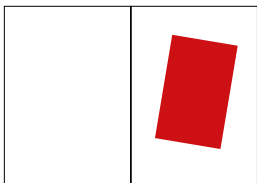


Back cover

5,690 Euro

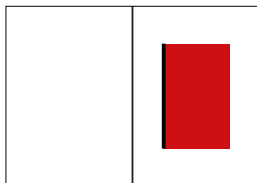
EXTRAS

Inserts



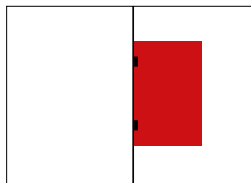
100 Euro / 1,000 copies

Supplements (glued)



120 Euro / 1,000 copies

Supplements (not glued)



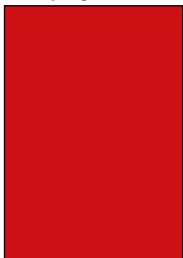
140 Euro / 1,000 copies

SIEGESSÄULE COVER ADS 2023 (SELECTION)



SIEGESSÄULE AD SIZES & RATES

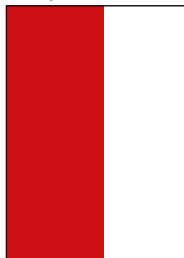
Full page



Type area: 190 x 260 mm
*Bleed: 210 x 297 mm

4,490 Euro

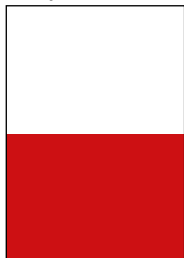
1/2 p. vertical



Type area: 93 x 260 mm
*Bleed: 102 x 297 mm

2,245 Euro

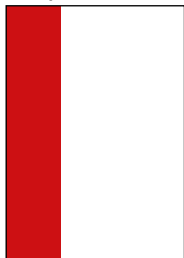
1/2 p. horizontal



Type area: 190 x 127 mm
Bleed unavailable

2,245 Euro

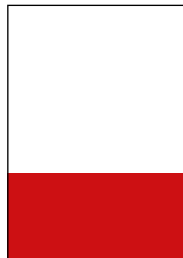
1/3 p. vertical



Type area: 60 x 260 mm
*Bleed: 70 x 297 mm

1,490 Euro

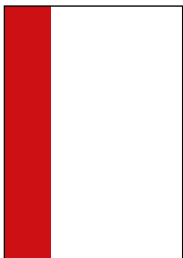
1/3 p. horizontal



Type area: 190 x 83 mm
*Bleed: 210 x 96 mm

1,490 Euro

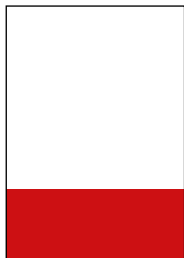
1/4 p. vertical



Type area: 45 x 260 mm
*Bleed: 55 x 297 mm

1,100 Euro

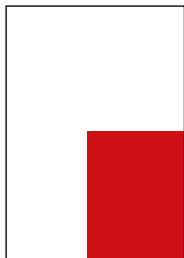
1/4 p. horizontal



Type area: 190 x 61 mm
*Bleed: 210 x 71 mm

1,100 Euro

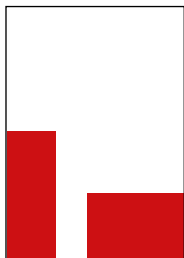
1/4 corner



Type area: 93 x 127 mm
Bleed unavailable

1,100 Euro

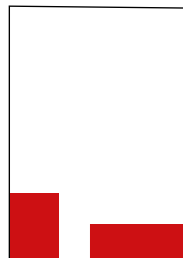
1/8 vert./horiz.



Type area: 45 x 127 mm
or: 93 x 61 mm

550 Euro

1/16 vert./horiz.



Type area: 45 x 61 mm
or: 93 x 29 mm

275 Euro

*Bleed: add 3 mm trim on all sides

DISCOUNTS

3 ads per 1 year: **10% off**

6 ads per 1 year: **15% off**

12 ads per 1 year: **20% off**

GRAPHIC SERVICE
+20%
ON THE AD PRICE

- Ad creation
- Two correction rounds included
- No sharing of open files
- Used only in Special Media
SDL GmbH media

SIEGESSÄULE STOPPER FORMATS

STOPPER FORMATS IN BERLIN QUEER CALENDAR

***All Stopper formats without trim**

Stopper B*

60 x 28 mm

150 Euro

Stopper C*

28 x 45 mm

90 Euro

Stopper D*

60 x 45 mm

195 Euro

ONLINE STOPPER ON OUR WEBSITE

Online Stopper**

748 x 90 px
90 Euro

****Formats:** GIF, JPG or PNG
Size: up to 100 KB

PRINT-ONLINE COMBINATION

For each stopper in the magazine (format B, C or D) in combination with an online stopper, there is a **20% discount on the total price!**

Example

B + online

C + online

D + online

Without discount	240 Euro	180 Euro	285 Euro
Discounted	192 Euro	144 Euro	228 Euro

QUEER CALENDAR PRINT

[illegible]

SIEGESSÄULE AD-CLOSING & ON-SALE DATES 2024

Issue	Ad-closing	Material due	On-sale*
02/24	10/01/2024	12/01/2024	29/01/2024
03/24	09/02/2024	13/02/2024	27/02/2024
04/24	06/03/2024	12/03/2024	26/03/2024
05/24	04/04/2024	10/04/2024	26/04/2024
06/24	08/05/2024	13/05/2024	29/05/2024
07/24	11/06/2024	14/06/2024	26/06/2024
08/24	10/07/2024	12/07/2024	29/07/2024
09/24	09/08/2024	13/08/2024	28/08/2024
10/24	06/09/2024	11/09/2024	26/09/2024
11/24	09/10/2024	14/10/2024	29/10/2024
12/24	08/11/2024	12/11/2024	27/11/2024
01/25	09/12/2024	11/12/2024	27/12/2024

*On-sale dates could be subject to change.

AD SPECS

Format: JPG, TIFF or PDF
(with embedded fonts and images)

Print method: web-fed offset, colors
according to Euro Scale / CMYK

Resolution: 300 dpi

Screen ruling: 175 lpi (70er screen)

TERMS OF PAYMENT

Invoicing takes place on the first day of sale. Payment for ad invoices is due immediately in its entirety.

Our banking information:

Berliner Sparkasse

IBAN: DE 22 1005 0000 0190 0947 29

BIC: BELADEBEXXX

Cancellation policy: Advertising orders can be cancelled free of charge up to 2 weeks before the advertising deadline. Thereafter, 50% of the agreed advertising price shall be due for cancellation of an ordered advertisement up to the advertising deadline. After the advertising deadline, the full advertising price is due in any case. In the event of cancellation of an advertisement, final discounts will be adjusted to the actual quantity purchased, and any outstanding payments for advertisements already published will be subsequently charged.

When booking online formats, the advertising deadline is 14 days before the start of the booking period.



L.MAG

We are LESBIAN, FEMINIST and QUEER - and we have been since 2003!

L.MAG has been advocating for lesbian visibility and feminist issues outside the mainstream for 20 years, which has allowed us to build a strong connection with our readers and the community.

We take a professional journalistic approach, yet are passionate about our cause.

In the magazine we show lesbian solidarity and report on activism all over the world. We focus on lesbian culture and history as well as current queer issues.

For many years we have had a loyal, interested and committed readership.

Show solidarity for lesbian visibility and an open democratic society!

Circulation: 12,000

Price: 4.90 Euro

Frequency: bi-monthly

Distribution:

- In selected magazine and railroad station bookstores
- By subscription

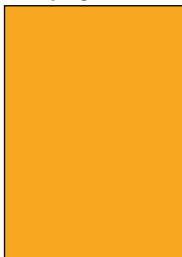
E-Paper and Ready: approx. 2,000 unique users per issue

Around 25,200 Facebook fans and 16,200 followers on Instagram

Online reach: approx. 160,000 page impressions per month

L.MAG AD SIZES & RATES

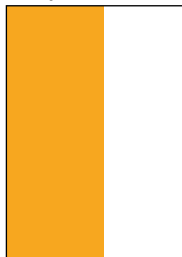
Full page



Type area: 185 x 255 mm
*Bleed: 210 x 280 mm

2,420 Euro

1/2 p. vertical



Type area: 90 x 255 mm
*Bleed: 100 x 280 mm

1,320 Euro

1/2 p. horizontal



Type area: 185 x 125 mm
*Bleed: 210 x 140 mm

1,320 Euro

1/3 p. vertical



Type area: 58 x 255 mm
*Bleed: 68,5 x 280 mm

920 Euro

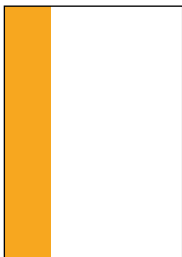
1/3 p. horizontal



Type area: 185 x 82 mm
*Bleed: 210 x 97 mm

920 Euro

1/4 p. vertical



Type area: 42,5 x 255 mm
*Bleed: 52,5 x 280 mm

690 Euro

1/4 p. horizontal



Type area: 185 x 60 mm
*Bleed: 210 x 75 mm

690 Euro

1/4 corner



Type area: 90 x 125 mm
Bleed unavailable

690 Euro

GRAPHIC SERVICE

+20%

ON THE AD PRICE

- Ad creation
- Two correction rounds included
- No sharing of open files
- Used only in Special Media SDL GmbH media

DISCOUNTS

3 ads per 1 year: **15% off**

6 ads per 1 year: **20% off**

COVER PLACEMENT

Cover 2/3 (inside front/back cover) **2,790 Euro**

Cover 4 (back cover) **3,020 Euro**

EXTRAS

Inserts **100 Euro | 1,000 copies**

Supplements (glued) **120 Euro | 1,000 copies**

Supplements (not glued) **140 Euro | 1,000 copies**

*Bleed: add 3 mm trim on all sides

L.MAG SPECIAL FORMATS MARKTPLATZ & REISEMARKT (MARKETPLACE & TRAVEL SPOTS)



FORMATS MARKTPLATZ

*All Marktplatz formats without trim

Marktplatz A*

35 x 48 mm

95 Euro

Marktplatz B*

74 x 48 mm

175 Euro

Marktplatz C*

35 x 102 mm

175 Euro

Marktplatz D*

74 x 102 mm

275 Euro

REISEMARKT

Format
Reisemarkt

45 x 61 mm

120 Euro

Logo

Headline
Text

Contact

WE DESIGN
YOUR REISEMARKT AD

- Logo (PDF, PNG, JPG)
- Headline
- Text (up to 250 characters, blank characters included)
- Contact (e-mail, website...)

L.MAG AD-CLOSING & ON-SALE DATES 2024

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03/24	02/04/2024	09/04/2024	26/04/2024
04/24	03/06/2024	11/06/2024	28/06/2024
05/24	06/08/2024	13/08/2024	30/08/2024
06/24	01/10/2024	08/10/2024	25/10/2024
01/25	25/11/2024	03/12/2024	20/12/2024

*On-sale dates could be subject to change.

AD SPECS

Format: JPG, TIFF or PDF
(with embedded fonts and images)

Print method: web-fed offset, colors
according to Euro Scale / CMYK

Resolution: 300 dpi

Screen ruling: 175 lpi (70er screen)

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When booking online formats, the advertising deadline is 14 days before the start of the booking period.



SIEGESSÄULE KOMPASS

SIEGESSÄULE Kompass - Queer. Diverse. Convincing.
The only business directory for the LGBTIQ* community!

With sections for all areas of everyday life, it is an established reference guide for the community in its search for competent service providers who explicitly position themselves as LGBTIQ*-friendly.

In addition, the business directory also offers an editorial section with articles on current trends, company presentations and tips on going out.

The attractive advertising opportunities in the SIEGESSÄULE Kompass include format ads and business listings, PR texts and online listings.

NEW **ONLINE PRESENCE**

SINCE SPRING 2023

- Integration into the SIEGESSÄULE platform
- Improved visibility and availability
- New advertising formats
- More attractive presentation of text listings

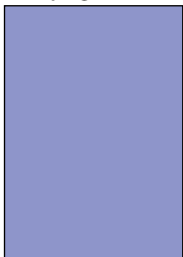
YOUR ADVANTAGES:

- The only business directory for the LGBTIQ* community in Berlin
- Long-lasting advertising medium (published semi-annually)
- High-spending and high-consumption target group
- Established for 20 years, credible and of high quality
- Attractive advertising options print and online

- **Circulation:** 30.000 per year
- **Frequency:** semi-annually
- **Distribution:** available for free at over 300 outlets in Berlin
- **Target group:** LGBTIQ* community in Berlin
- **Language:** German

SIEGESSÄULE KOMPASS AD SIZES, RATES & DATES

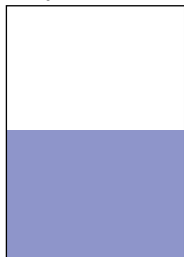
Full page



Type area: 133 x 179 mm
*Bleed: 147 x 225 mm

1,650 Euro

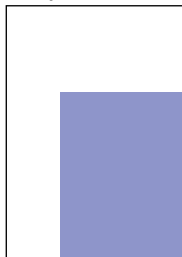
1/2 p. horizontal



Type area: 133 x 90 mm
Bleed unavailable

890 Euro

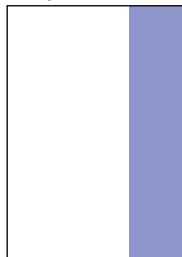
4/9 p. corner



Type area: 88 x 118 mm
Bleed unavailable

840 Euro

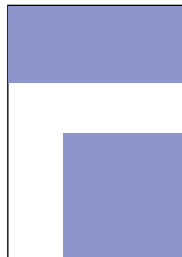
1/3 p. vertical



Type area: 43 x 179 mm
Bleed unavailable

660 Euro

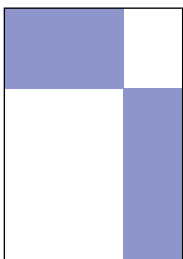
1/3 p. horiz./cor.



Horizontal: 133 x 57 mm
Corner: 88 x 89,5 mm

660 Euro

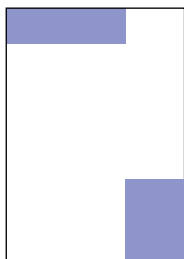
2/9 p. horiz./vert.



Horizontal: 88 x 57 mm
Vertical: 43 x 118 mm

460 Euro

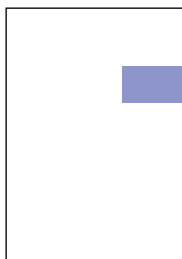
1/9 p. horiz./vert.



Horizontal: 88 x 25 mm
Vertical: 43 x 57 mm

270 Euro

1/18 p. horizontal



Type area: 43 x 25 mm
Bleed unavailable

190 Euro

GRAPHIC SERVICE

+20%
ON THE AD PRICE

- Ad creation
- Two correction rounds included
- No sharing of open files
- Used only in Special Media
SDL GmbH media

FREE COMPANY LISTING
WITH AD PLACEMENT

COVER PLACEMENT

Cover 2/3 **1,750 Euro**
Cover 4 **1,950 Euro**

LISTING

Company info. approx. 250 characters: **110 Euro**
Coloured highlighting of information: **50 Euro**

SPECIAL AD FORMAT: PR-PRESENTATION

Interview incl. a photo session: **starting at 1/2 page + 25% surcharge**

DISCOUNT

If you book both Kompass issues in one year: **10% off**

AD-CLOSING & ON-SALE DATES 2024

Issue	Ad-closing	Material due	On-sale**
01/24	25/04/2024	30/04/2024	29/05/2024
02/24	25/10/2024	01/11/2024	27/11/2024

*Bleed: add 3 mm trim on all sides

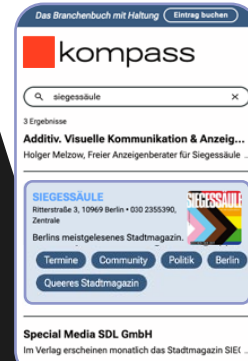
**On-sale dates could be subject to change.

KOMPASS PREMIUM LISTING

The digital compass is optimally tailored to online needs:

- **Precise and simple search function** within the yellow pages to ensure the best possible search result to ensure the best possible search results
- **Optimization of your premium entry for search engines (SEO):** This means your listing will be found with pinpoint accuracy on Google
- **Contemporary and appealing "look & feel"** with important features: logo integration, self-presentation using text, images, video, links to your social media channels, etc.
- **"Tags"** to emphasize your focal points and deliver targeted search results
- Would you like to use your **desired colors (CI)**? No problem, we offer you a customized digital presence
- Practical **additional function: "We're hiring!"** to draw attention to current vacancies
- Select the option **"We support SIEGESSÄULE"** to emphasize that a diverse world is really important to you
- Integration into the **digital universe of SIEGESSÄULE**

PREMIUM LISTING IN SEARCH RESULTS



PREMIUM LISTING OPENED



365 DAYS
750€
 WE PUT EVERYTHING ONLINE!

SIEGESSÄULE GAY GUIDE

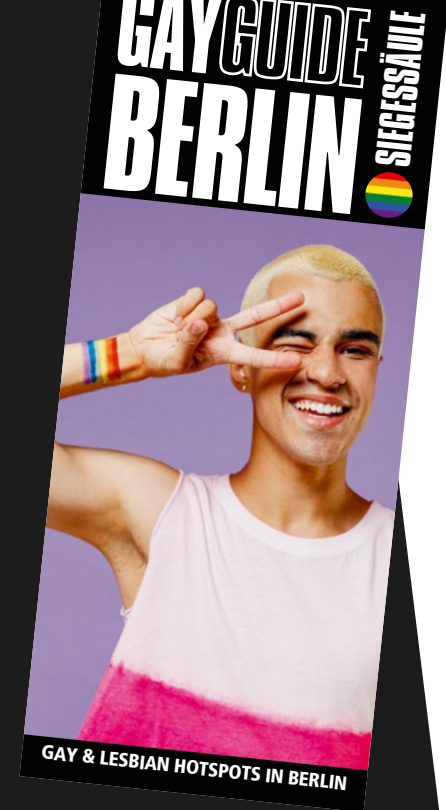
As a city guide, SIEGESSÄULE Gay Guide provides an ideal overview of queer Berlin.

In addition to a clear city map and the BVG network map, it contains information about the most important community and cultural offerings and events in the city and thus has a high utility value.

The attractive advertising options in SIEGESSÄULE Gay Guide include print ads and listings.

ADVANTAGES:

- Berlin's only LGBTIQ* tourist map
- Target group with high purchasing power
- Attractive advertising possibilities via ads and listings
- Displayed at many hotels of the pink pillow Berlin Collection, the gay friendly hotel association of Berlin



- **Circulation:** 50.000 per year
- **Frequency:** Three times a year
- **Distribution:** Freely available at over 300 tourist and queer hotspots in Berlin
- **Target group:** LGBTIQ* Berlin visitors
- **Language:** English

GAY GUIDE AD SIZES, RATES & DATES

Cover 4



**Bleed: 85 x 210 mm

2,250 Euro

Full page



Type area: 75 x 200 mm

1,900 / 1,330* Euro

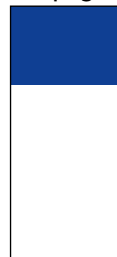
1/2 page



Type area: 75 x 98 mm

960 / 672* Euro

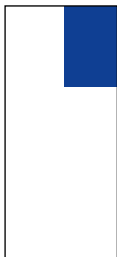
1/3 page



Type area: 75 x 65 mm

680 / 476* Euro

1/6 p. horiz.



Type area: 36 x 65 mm

390 / 273* Euro

1/6 p. vert.



Type area: 75 x 30 mm

390 / 273* Euro

GRAPHIC SERVICE

+20%

ON THE AD PRICE

- Ad creation
- Two correction rounds included
- No sharing of open files
- Used only in Special Media
SDL GmbH media

FREE LOCATION LISTING
WITH AD PLACEMENT

LISTING

Location information approx. 120 characters:

120 Euro

*DISCOUNT

If you book three Gay Guide issues in one year:

30 % off

AD-CLOSING & ON-SALE DATES 2023

Issue	Ad-closing	Material due	On-sale***
01/24 Spring	01/03/2024	06/03/2024	26/03/2024
02/24 Pride	30/05/2024	03/06/2024	26/06/2024
03/24 Autumn	27/09/2024	02/10/2024	29/10/2024

**Bleed: add 3 mm trim on all sides

***On-sale dates could be subject to change.

Format: JPG, TIFF or PDF (with embedded fonts and images)

Print method: web-fed offset, colors according to Euro Scale / CMY

Resolution: 300 dpi / screen ruling: 175 lpi (70er screen)

ONLINE ADVERTISING

SDL-Channel - the websites of Special Media SDL
Siegessaeule.de, L-Mag.de, Siegessaeule-kompass.de

- Three LGBTIQ* online platforms with a total of 500,000 impressions per month
- 150,000 visits per month
- Strong roots in the LGBTIQ* community
- Exceptionally high response and click-through rates when campaigns are address to LGBTIQ* target group
- Integrated online advertorials (not filtered out by ad blockers)
- Very affluent, educated and loyal users
- Advertising options: **Banners, advertorials and premium listings**

Since March 2020, our new platform SIEGESSAEULE.de is online!
It is a website and app in one.

In the future, **SIEGESSAEULE.de** will offer everything that the **Berlin LGBTIQ* community as well as queer Berlin tourists** need to find their way around Berlin. From the job advertisements with a diversity factor, all the important events to buying tickets for an evening at the theater.

Our website is **optimized for mobile use via smartphone!**



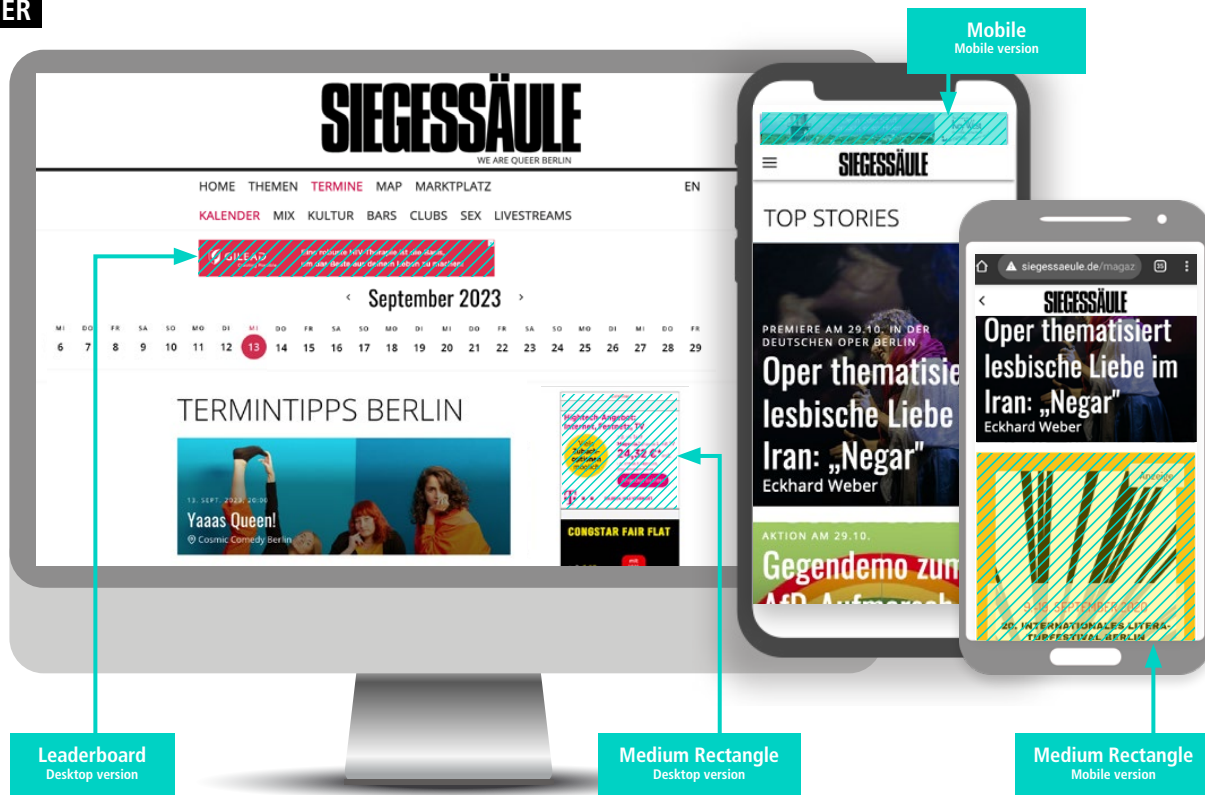
Queer-Channel - Largest German-speaking LGBTIQ* online advertising network

- 200 million impressions per month
- 3 million visits per month
- Very affluent, educated and loyal users
- Target group: LGBTIQ* people in German-speaking countries
- Advertising opportunities: Banners and advertorials on Websites and apps, ads in newsletters, social media
- In cooperation with Netzdenker

QUEER-CHANNEL
OVER 30
WEBSITES & APPS

- queer.de
- dbna.de
- GRINDR APP
- spartacus.de
- siegessaeule.de
- HORNET APP
- L-Mag.de
- inqueery.de
- slamr.de
- queerpride.de

ONLINE BANNER



Good, target group-relevant content is the best environment for **effective online advertising campaigns**. That's why our click rates are above average. Achieve the best values with your banner campaign: we automatically optimize your booked motifs via ad server with regard to the **best possible click rate**. Banner campaigns with **advertising motifs tailored to the LGBTIQ* target group** achieve particularly good results!

ONLINE BANNER FORMATS & RATES

Leaderboard

728 x 90 px
15 Euro*

Leaderboard

728 x 180 px
15 Euro*

Skyscraper

120 x 600 px
15 Euro*

Skyscraper

160 x 600 px
15 Euro*

Medium Rectangle

300 x 250 px
15 Euro*

Medium Rectangle Small

300 x 100 px
15 Euro*

Mobile Format

320 x 50 px
15 Euro*

*Price per 1,000 impressions (CPM)
on siegessaule.de,
the SDL-Channel or Queer Channel

AD SPECS

Formats: JPG, GIF or PNG

File size: up to 100 KB

Ad material must be sent by email **2 business days before start of campaign.**

CROSS MEDIA DISCOUNT

(Print + online campaign)

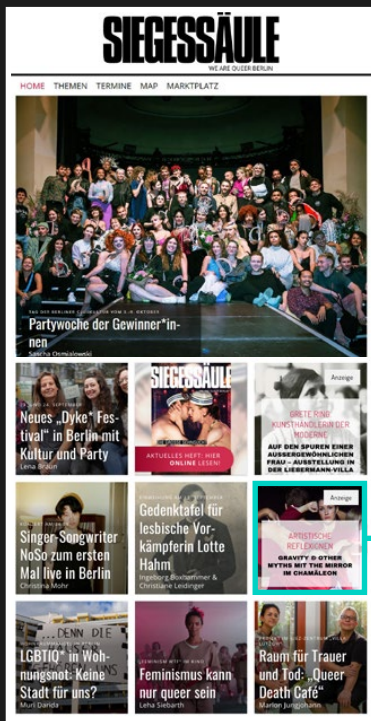
FORMATS	MOBILE	DESKTOP
Leaderboard	—	✓
Skyscraper	—	✓
Medium Rectangle	✓	✓
Medium Rectangle Small	✓	—
Mobile Format	✓	—
Ad Bundle (Combination of all formats)	✓	✓

SPECIAL FORMAT: ONLINE ADVERTORIAL

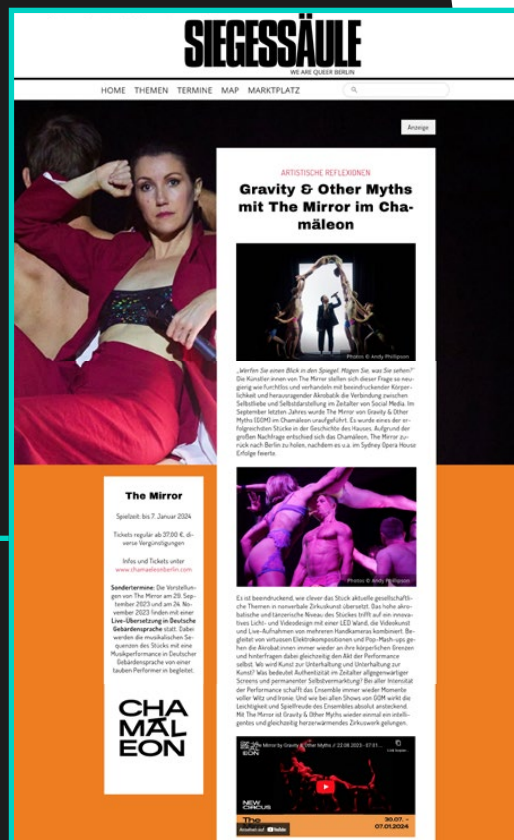
Teaser on homepage + microsite: **950 Euro for 4 weeks**

ONLINE ADVERTORIAL

START PAGE WITH TEASER



EXAMPLE ADVERTORIAL (MICROPAGE)



4 WEEKS
950€

WE PUT EVERYTHING ONLINE!

Your advertorial will be **permanently** displayed as a **teaser** on the start page of siegessaule.de. After that, it slides into our "topic area". During the entire runtime it will not be filtered out by ad blockers.

Reach: approx. 35,000 PIs per month

How does it work?

Please provide us with the following content at least one week before ad publication:

- **Headline**
- **Subheadline**
- **Teaser image** (landscape f.: 3000 x 2000 px)
- **2-3 images** (PNG or JPG in 72 dpi)
- **Text** (up to 2,500 characters incl. spaces)
- **Logo**
- **YouTube link** (trailer/teaser or similar)

AVAILABLE ON **SIEGESSAEULE.DE**,
L-MAG.DE
AND **PLACE2BE.BERLIN**

PREMIUM LISTING

All of Berlin? Queer Berlin!

As an important queer place in Berlin and/or a distribution point of the SIEGESSÄULE you will be automatically listed on our new map with a basic posting.

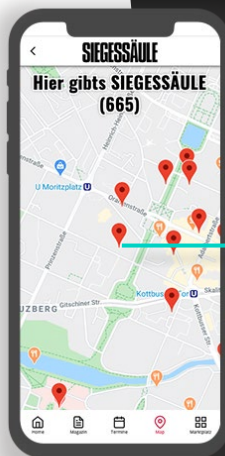
With an **upgrade to the Premium Listing**, you can integrate your own content into your location description and will be included in our SIEGESSÄULE map and the city map of the queer tourism platform Place2Be.Berlin even without being a distribution point.

PREMIUM LISTING

600€

FOR AN ENTIRE YEAR!

- Text (with information about the current events, happy hour, special offers, etc.)
- Link (to ticket purchase, info-phone, etc.)
- Video trailer
- Social media and opening hours
- More pictures (gallery)



BASIC LISTING



Hier gibts SIEGESSÄULE

SIEGESSÄULE - Special Media SDL Verlag

Sitz des Special Media SDL Verlages, in dem die SIEGESSÄULE, das Berliner Branchenbuch KOMPASS und der Gay Guide für Berlin-Besucher*innen, sowie diverse Webseiten erscheinen.

© Special Media SDL Verlag, Ritter...
 @ info@specialmedia.info
 ☎ 030 2355390

#L-MAG

#SIEGESSÄULE

#queer

#kompass

#gay guide

#LGBTI*

PREMIUM LISTING

ANZEIGE

MEHR INFO

SIEGESSÄULE ist Berlins meistgelesenes Stadtmagazin mit einer Druckauflage von über 43.000 Exemplaren jeden Monat.



SIEGESSÄULE erscheint mit kurzen Unterbrechungen seit April 1984.

Das Magazin führte anfänglich den Untertitel „Berlins Monatsblatt für Schwule“. 1996 wurde der Inhalt um lesbische Themen erweitert, seit September 2005 richtet sich die SIEGESSÄULE an eine queere Zielgruppe und ist damit das einzige Magazin dieser Größenordnung in Europa, das sich an die gesamte Bandbreite der LGBTI*-Community richtet.

Folge uns auf Twitter:
 SIEGESSÄULE bei Twitter

Print- und Online-Werbung in unseren Medien schalten:
 Mediadaten

FOLGE UNS AUF

f MagazinSIEGESSÄULE
 @ SIEGESSÄULEMagazin

WEGBESCHREIBUNG

U8 Kottbusser Tor, U1 Kottbusser Tor

ÖFFNUNGSZEITEN

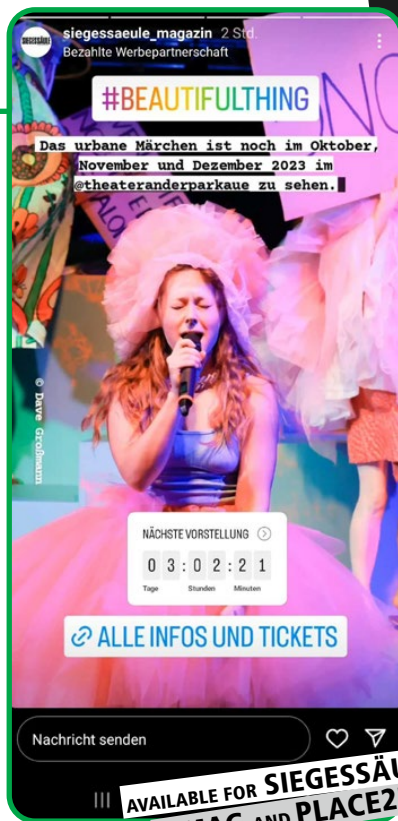
Montag	10:00 - 16:00
Dienstag	10:00 - 16:00
Mittwoch	10:00 - 17:00

SOCIAL MEDIA

SIEGESSÄULE PROFILE AND STORYLINE



EXAMPLE INSTAGRAM STORY



INSTAGRAM STORY

100€

DIRECT CONNECTION TO THE COMMUNITY

Your booked Instagram story will be posted online as an **image (JPG, PNG) or video (mp4, under 30 sec)** directly via our profile and will be visible to all followers in the storyline for 24 hours.

Queer-relevant content is mandatory for a booking.

How does it work?

Please provide us with the following content up to one week before the start:

- **Motif** (portrait format: 1080 x 1920 px)
- **Tag** (tagging of an Instagram profile)
- **Hashtag**
- **Text** (approx. 70 characters incl. spaces)
- **Link** (website, ticket store or similar)
- **Suggested date**

Let us know your preferred date for coordination with our social media department.

Our Instagram profiles: **siegessaule_magazin**, **lmag_magazin** and **place2be.berlin**

AVAILABLE FOR **SIEGESSÄULE**,
L-MAG AND **PLACE2BE.BERLIN**

EVENTS

CHRISTOPHER STREET DAY UP TO 1 MILLION VISITORS



Target group: LGBTIQ* people, tourists, Berliners

Event frequency: 1 x per year, on the 4th Saturday in July

The CSD is one of Berlin's biggest LGBTIQ* events of the year, the highlight of Pride Week and really draws a crowd! Hundreds of thousands celebrate and stand up for equal rights and an open and diverse society at the large demonstration from Kurfürstendamm through the gay and lesbian center of Berlin, Nollendorfplatz, to the Brandenburg Gate. This is the ideal environment for a company to both introduce itself to the community and present its own open and diverse corporate culture to the public.

LESBISCH-SCHWULES-STADTFEST UP TO HALF A MILLION VISITORS



Target group: LGBTIQ* people, tourists, Berliners

Event frequency: 1 x per year, 2 days, on the 3rd weekend in July

The Lesbian and Gay Festival is the largest LGBTIQ* street festival in the world and unique in the diversity of associations, companies and visitors represented. At over 400 booths, community projects and companies as well as LGBTIQ*-friendly businesses present themselves to the public. On five stages across both days, various first-class cultural performances as well as entertaining and informative-political talks will inspire visitors. Whether with your own booth, flyers, banner advertising or other presence, the festival offers numerous opportunities for a successful company presentation.

CONTACTS



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additiv.li



MATTHIAS SCHWANAU

030 - 23 55 39-16

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sieguessaeule.de

Terms of Payment

Invoicing takes place on the first day of sale.

Payment for ad invoices is due immediately in its entirety.

Our banking information:

Berliner Sparkasse

IBAN: DE 22 1005 0000 0190 0947 29

BIC: BELADEBEXXX

Cancellation policy: Advertising orders can be cancelled free of charge up to 2 weeks before the advertising deadline. Thereafter, 50% of the agreed advertising price shall be due for cancellation of an ordered advertisement up to the advertising deadline. After the advertising deadline, the full advertising price is due in any case. In the event of cancellation of an advertisement, final discounts will be adjusted to the actual quantity purchased, and any outstanding payments for advertisements already published will be subsequently charged.

When booking online formats, the advertising deadline is 14 days before the start of the booking period.

TERMS & CONDITIONS

MEDIA KIT 2024

PRINT & ONLINE

1. Materials for an advertisement must be provided no later than the deadline specified in the appropriate rate card and, for advertisements on the websites, in accordance with the website technical specification

2. SDL may, without any responsibility to the advertiser, reject, cancel or require any advertisement to be amended that it considers unsuitable or contrary to these terms and remove, not print, suspend or change the position of any such advertisement.

3. The advertiser guarantees to SDL that:

- any information supplied in connection with the advertisement is accurate, complete, true and not misleading;

- it has obtained the consent of any living person whose name or image (in whole or in part) is contained in any advertisement;

- the advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice and do not infringe the rights of any person (including any person's intellectual property rights);

- all advertisements submitted for publication online will be free of

any viruses and no advertisement will cause an adverse effect on the operation of the website(s).

4. Where the advertiser is an advertising agency or media buyer, the advertiser guarantees that it is authorized by the advertiser of a product or service to place the advertisement with SDL and the advertiser will compensate SDL for any claim made by such advertiser against SDL

Payment

5. All advertisements are accepted on the basis that they will be paid for at the applicable rates set out in the applicable rate card on the date of publication. Any changes to the rates will take effect immediately.

However, any changes to the applicable rates will not apply to any orders made prior to the date of such change. The payments will be made on the basis of our terms of payment and cancellation policy, as published in the applicable rate card.

Online advertisements

6. SDL cannot guarantee the number of impressions. In the event the number of impressions during the campaign period is less than

the impressions booked by the advertiser, SDL shall continue to serve the advertisements after the end of the campaign period until the number of booked impressions is reached.

7. In the event advertising copy is received after midday on the day before an advertisement is due to be published, the number of impressions booked will be reduced on a pro-rata basis for every 24 hours that the copy for the advertisement is supplied after this deadline. For example, if copy is provided 2 days late for a campaign that is due to serve 100,000 banners in a 10-day period, the number of impressions will be reduced by 20,000. There will be no reduction in the fee payable.

Liability

8. SDL accepts no responsibility for any interruption or delay the advertiser experiences in delivering any advertisement copy to SDL or any loss or damage to any advertisement copy or any other materials. The advertiser guarantees that it has retained sufficient quality and quantity of all materials supplied to SDL as specified in the applicable rate card.

9. If a booked advertisement is not published at all solely due to a mistake on SDL's part, SDL will try to offer an alternative publica-

tion date(s). If the alternative date(s) is not accepted, the original booking will be canceled and the advertiser shall be entitled to a full refund if the advertiser has paid in advance for the advertisement. This shall be the advertiser's sole remedy for failure to publish the advertisement.

10. If the advertisement as published by SDL contains a substantial error solely due to a mistake on SDL's part, SDL shall, on request, re-publish the advertisement at no additional cost to the advertiser. SDL shall not be responsible for repetition of errors and it is the advertiser's responsibility to inform SDL of any errors and provide any necessary assistance to SDL to prevent a repeat of the error.

Liability of the advertiser

11. The advertiser will fully reimburse SDL for all claims, losses or expenses arising as a result of any breach or failure to perform any of these terms and/or the use or publication of the advertisement by SDL in accordance with these terms.

Rights

12. SDL owns the copyright in all advertisements written or designed by it or on its behalf.

SPECIAL media^{SDL}

Special Media SDL GmbH
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10969 Berlin