



SPECIAL  
media<sup>SDL</sup>

# MEDIA KIT

## 2026

SIEGESTÄULE | L.MAG |  
KOMPASS | GAY GUIDE BERLIN |  
PLACE2BE.BERLIN

PRINT, ONLINE,  
SOCIAL MEDIA & EVENTS



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## PUBLISHER & TARGET AUDIENCE

### WHY ADVERTISE WITH SPECIAL MEDIA?

- Largest LGBTIQ\*<sup>1</sup> publisher in Europe
- 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

### 2026 WILL BE A YEAR OF CHANGE!

For over 40 years, SIEGESSÄULE has been more than just a magazine – it is a stage, a home, and an archive for queer stories and history. What began with the gay movement in West Berlin in the 1980s has developed into an independent medium for the entire LGBTIQ\* community – courageous, uncomfortable, unmistakable. This applies to all our media, both print and digital.



### Now we are taking the next step:

Our publishing house is transforming into a cooperative so that our media outlets remain politically independent and economically secure in the future, supported by those who use, read, and love them. A cooperative is a democratic form of organization that fits well with our media outlets and will make the publishing house broader and more resilient. We look forward to it!

More information about our campaign: [www.komplizin-werden.de](http://www.komplizin-werden.de)

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

## COOPERATION PARTNERS 2025 (SELECTION)

- Bar jeder Vernunft/Tipi am Kanzleramt
- Friedrichstadt-Palast
- Komische Oper
- BKA – Berliner Kabarett Anstalt
- Staatsballett Berlin
- Sophiensæle
- GAZE - Queer Photo Award
- Heroines of Sound - Music Festival
- Pop! Andy Warhol & The Velvet Underground
- Prout Performer
- Hamburg International Queer Film Festival
- Lesbisch-Schwules Stadtfest Berlin
- Tanz im August - International Festival
- Liaisons - Georg Kolbe Museum

## CLIENTS 2025 (SELECTION)



Riller & Schnauck  
SIEGESSÄULE 02/25



Boyberry  
SIEGESSÄULE 03/25



Gilead Science  
SIEGESSÄULE 04/25



Mr. Riegillio  
SIEGESSÄULE 10/25



Antidiskriminierungsstelle des Bundes  
L.MAG 01/25



Taxi Berlin  
L.MAG 04/25

## SIEGESSÄULE MAGAZINE

### 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**.

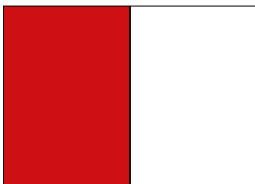
- **Circulation:** Ø 40,000
- **Number of pages:** 68 -108 pages
- **Frequency:** monthly
- **Distribution:** available for free at over 1,000 outlets in and around Berlin and Potsdam
- **Online reach:** Ø 350,000 page impressions per month
- **Social media:** Around 16,300 Facebook fans and 18,000 followers on Instagram
- **E-Paper:** 1,200 unique users per issue



## SIEGESSÄULE SPECIAL FORMATS

### COVER PLACEMENT

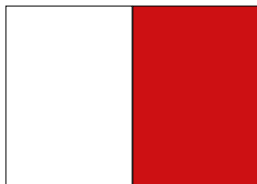
#### Cover 2



Inside front cover

**4,890 Euro**

#### Cover 3



Inside back cover

**4,890 Euro**

#### Cover 4

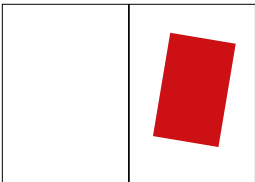


Back cover

**5,690 Euro**

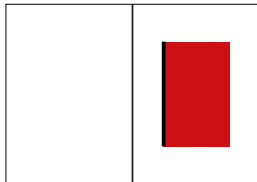
### EXTRAS

#### Inserts



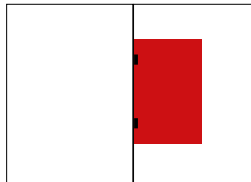
**100 Euro / 1,000 copies**

#### Supplements (glued)



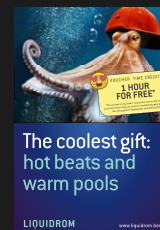
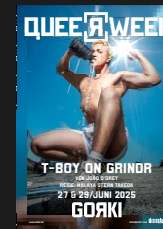
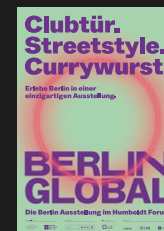
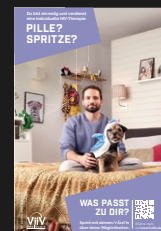
**120 Euro / 1,000 copies**

#### Supplements (not glued)



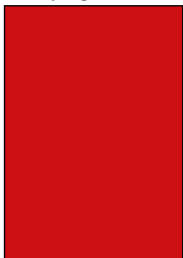
**140 Euro / 1,000 copies**

## SIEGESSÄULE COVER ADS 2025 (SELECTION)



## SIEGESSÄULE AD SIZES & RATES

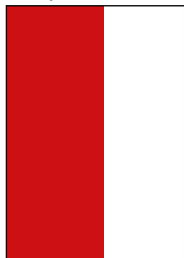
Full page



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

**4,490 Euro**

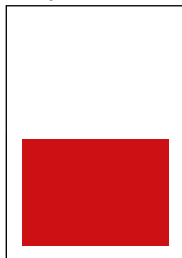
1/2 p. vertical



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

**2,245 Euro**

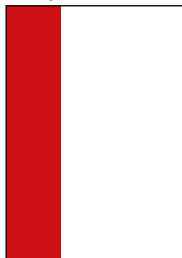
1/2 p. horizontal



Type area: 190 x 127 mm  
Bleed unavailable

**2,245 Euro**

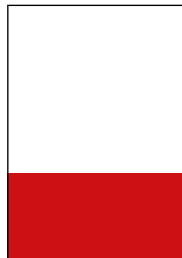
1/3 p. vertical



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

**1,490 Euro**

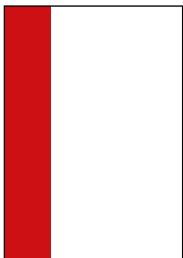
1/3 p. horizontal



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

**1,490 Euro**

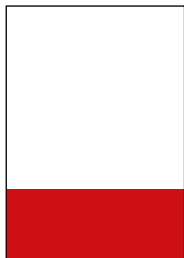
1/4 p. vertical



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

**1,100 Euro**

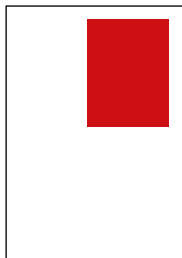
1/4 p. horizontal



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

**1,100 Euro**

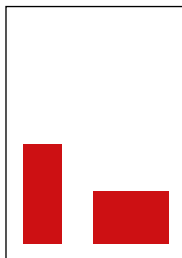
1/4 corner



Type area: 93 x 127 mm  
Bleed unavailable

**1,100 Euro**

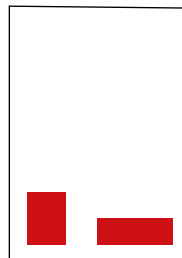
1/8 vert./horiz.



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

Link: URL to website, ticket shop, etc.

### CULTURE PACKAGE

For every stopper in the magazine (format B, C, or D) in combination with an online stopper and an Instagram story (see p. 26), you will receive a **20% discount!**

Example B + online + story C + online + story D + online + story

| Without discount | 340 Euro | 280 Euro | 385 Euro |
|------------------|----------|----------|----------|
| Discounted       | 272 Euro | 224 Euro | 308 Euro |

### QUEER CALENDAR PRINT

ONLINE

October 2025

CLUBS

DJ Graduation Party of Q&B Crew

Weeirdos

Paradise Garage

REACH ONLINE 150,000 PIS/MONTH FOR ALL DAYS OF THE CALENDAR

## SIEGESSÄULE AD-CLOSING & ON-SALE DATES 2026

| Issue        | Ad-closing | Material due | On-sale*   |
|--------------|------------|--------------|------------|
| <b>02/26</b> | 12.01.2026 | 13.01.2025   | 28.01.2025 |
| <b>03/26</b> | 06.02.2026 | 10.02.2026   | 25.02.2026 |
| <b>04/26</b> | 06.03.2026 | 10.03.2026   | 26.03.2026 |
| <b>05/26</b> | 07.04.2026 | 10.04.2026   | 28.04.2026 |
| <b>06/26</b> | 08.05.2026 | 13.05.2026   | 27.05.2026 |
| <b>07/26</b> | 10.06.2026 | 15.06.2026   | 25.06.2026 |
| <b>08/26</b> | 10.07.2026 | 14.07.2026   | 29.07.2026 |
| <b>09/26</b> | 07.08.2026 | 12.08.2026   | 26.08.2026 |
| <b>10/26</b> | 08.09.2026 | 11.09.2026   | 28.09.2026 |
| <b>11/26</b> | 09.10.2026 | 14.10.2026   | 28.10.2026 |
| <b>12/26</b> | 06.11.2026 | 11.11.2026   | 26.11.2026 |
| <b>01/27</b> | 10.12.2026 | 11.12.2026   | 29.12.2026 |

\*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

**Colour profile:** CMYK / coated (ISO Coated V2)

**Resolution:** 300 dpi

### 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:** Ø 10,000

**Price:** 5.50 Euro

**Frequency:** bi-monthly

**Distribution:**

- In selected magazine and railroad station bookstores
- By subscription

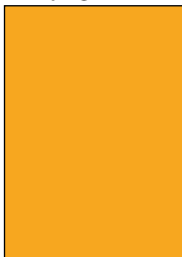
**E-Paper and Ready:** approx. 2,000 unique users per issue

**Social media:** 25,000 Facebook fans and 20,200 Instagram followers

**Online reach:** Ø 160,000 page impressions per month

## L.MAG AD SIZES & RATES

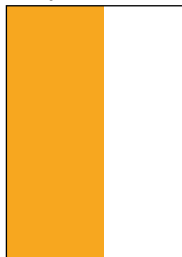
Full page



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**

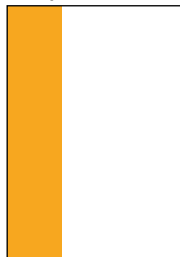
1/2 p. horizontal



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**

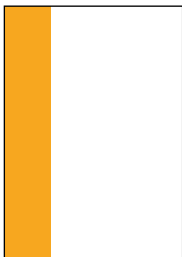
1/3 p. horizontal



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**

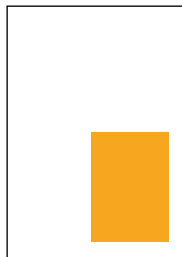
1/4 p. horizontal



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

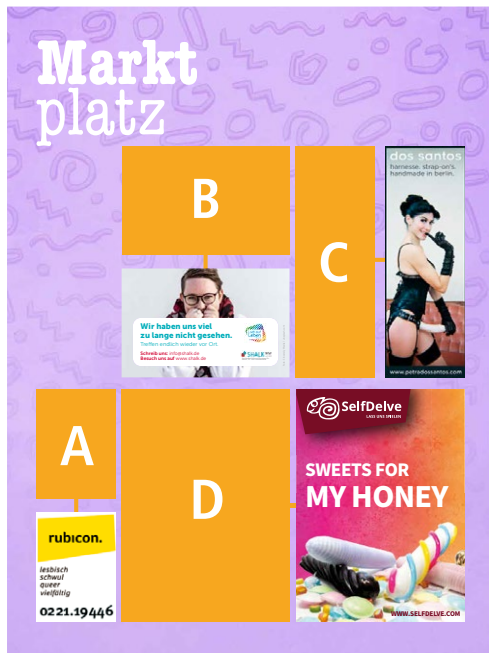
Inserts **100 Euro | 1,000 copies**

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**



## REISEMARKTFORMAT

Reisemarkt-  
format

45 x 61 mm  
**120 Euro**

Logo

Überschrift  
Text

Abspann

## WE DESIGN

### YOUR REISEMARKT MOTIF

Please provide us with the following content:

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

## L.MAG AD-CLOSING & ON-SALE DATES 2026

| Issue        | Ad-closing | Material due | On-sale*   |
|--------------|------------|--------------|------------|
| <b>02/26</b> | 06.02.2026 | 12.02.2026   | 27.02.2026 |
| <b>03/26</b> | 02.04.2026 | 08.04.2026   | 24.04.2026 |
| <b>04/26</b> | 04.06.2026 | 10.06.2026   | 26.06.2026 |
| <b>05/26</b> | 06.08.2026 | 12.08.2026   | 28.08.2026 |
| <b>06/26</b> | 08.10.2026 | 14.10.2026   | 30.10.2026 |
| <b>01/27</b> | 26.11.2026 | 02.12.2026   | 18.12.2026 |

\*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

**Colour profile:** CMYK / coated (ISO Coated V2)

**Resolution:** 300 dpi

## 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: BELADEVXXX

**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.



## 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.

### ONLINE PRESENCE [KOMPASS.LGBT](https://kompass.lgbt)

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

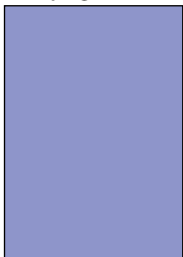
### YOUR ADVANTAGES:

- 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

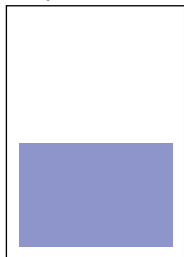
### Full page



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

**1,650 Euro**

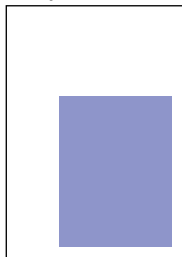
### 1/2 p. horizontal



Type area: 133 x 90 mm  
Bleed unavailable

**890 Euro**

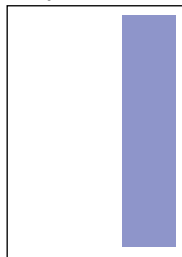
### 4/9 p. corner



Type area: 88 x 118 mm  
Bleed unavailable

**840 Euro**

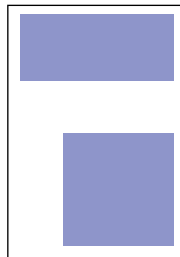
### 1/3 p. vertical



Type area: 43 x 179 mm  
Bleed unavailable

**660 Euro**

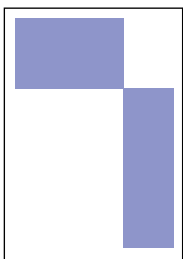
### 1/3 p. horiz./cor.



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

**660 Euro**

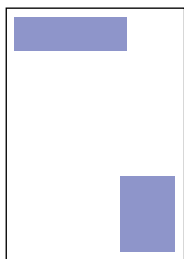
### 2/9 p. horiz./vert.



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

**460 Euro**

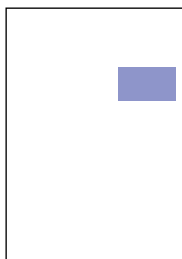
### 1/9 p. horiz./vert.



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 2026

| Issue        | Ad-closing | Material due | On-sale**  |
|--------------|------------|--------------|------------|
| <b>01/26</b> | 23/04/2026 | 30/04/2026   | 27/05/2026 |
| <b>02/26</b> | 23/10/2026 | 30 / 10/2026 | 26/11/2026 |

\*Bleed: add 3 mm trim on all sides

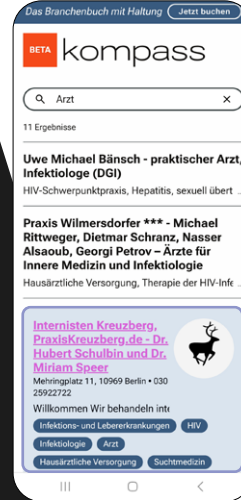
\*\*On-sale dates could be subject to change.

## KOMPASS PREMIUM LISTING

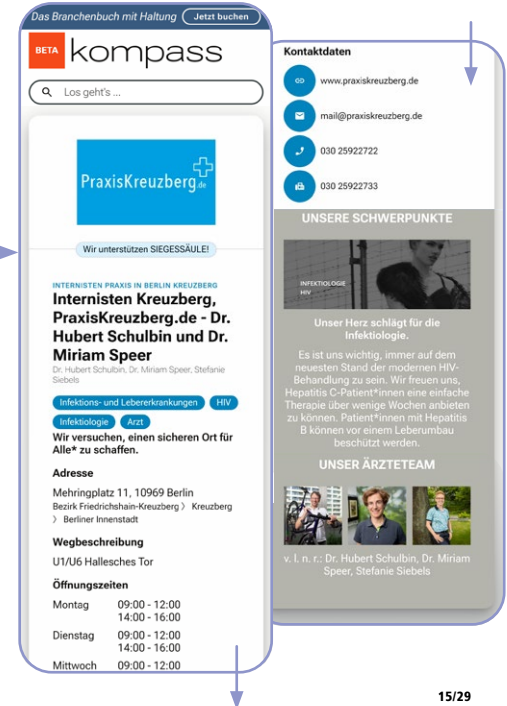
The digital compass is optimally tailored to online needs:

- **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**  
**450€**  
 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**

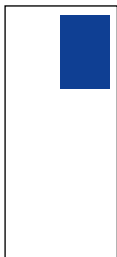
1/3 page



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 2026

| Issue               | Ad-closing | Material due | On-sale*** |
|---------------------|------------|--------------|------------|
| <b>01/26</b> Spring | 27/02/2026 | 06/03/2026   | 27/03/2026 |
| <b>02/26</b> Pride  | 28/05/2026 | 04/06/2026   | 26/06/2026 |
| <b>03/26</b> Autumn | 29/09/2026 | 06/10/2026   | 29/10/2026 |

\*\*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)

Colour profile: CMYK / coated (ISO Coated V2)

Resolution: 300 dpi

## PLACE2BE.BERLIN

### Place2be.Berlin - The unique LGBTIQ\* tourism platform and event agency

We inspire, plan events and promote Berlin as a queer travel destination. A unique project in Europe: Berlin LGBTIQ\* destination marketing by the community for the community!

Reach LGBTIQ\* tourists, one of the most sought-after and lucrative customer target groups in Europe, and stand up for acceptance and diversity at the same time.

Since 2020, Place2be.Berlin has been inviting travelers on an unforgettable trip to Europe's queerest capital. With our expertise as a queer publishing house, we provide curated tips and the right insider addresses for THE perfect queer trip to Berlin.

With videos, podcasts, specially tailored audio tours and countless articles you can authentically experience Berlin with us.

- **Channels:** website: [place2be.berlin](https://place2be.berlin) and Instagram: [place2be.berlin](https://www.instagram.com/place2be.berlin)
- **Online reach:** Ø 21,000 page impressions per month
- **Instagram:** around 12,000 followers
- **Languages:** German and English
- **Events:** Queens & Flowers, Pride in Concert, City Tours



### CUSTOMIZED EVENTS & SPONSORSHIPS

Would you like to benefit from our community know-how and are you interested in an event or sponsorship package tailored to your needs? Then please contact us directly.

Contact us directly and inquire about our separate Place2be.Berlin media kit for more information.



Queer festivals, events and meetings take place in the LGBTIQ\* capital of Europe at any season of the year. As a Berlin scene institution and thus part of the community, Special Media Verlag is a competent partner to help you find the right event in line with your brand essence and marketing strategy.

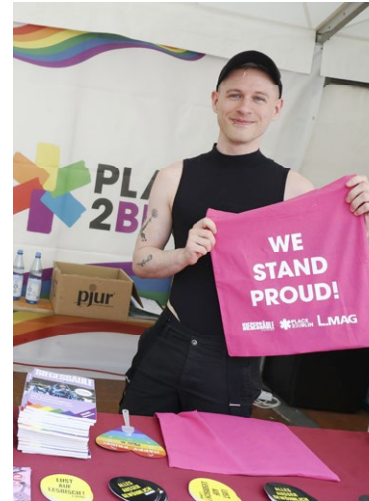
Place2be.Berlin - the queer tourism platform and event agency - can create customized offers and sponsoring packages for you as an organizer of city tours, B2B events, celebrations and the drag summer festival "Queens & Flowers" so that you can present yourself authentically to the LGBTIQ\* community.

## LESBISCH-SCHWULES-STADTFEST (LESBIAN-GAY CITY FESTIVAL)



**Target group:** LGBTIQ\* Berliners and tourists  
**Event frequency:** once a year, two days, on the 3rd July weekend  
**Visitors:** up to 400,000

The Lesbisch-Schwules-Stadtfest (Lesbian-Gay City Festival) is the world's largest LGBTIQ\* street festival and, with over 400 stands, is unique in the diversity of the represented associations, companies and visitors. Various top-class cultural performances as well as entertaining and informative political talks will delight visitors on five stages on both days of the event. Whether with your own stand, flyers, banner advertising or any other presence, we provide numerous opportunities for a successful company presentation.



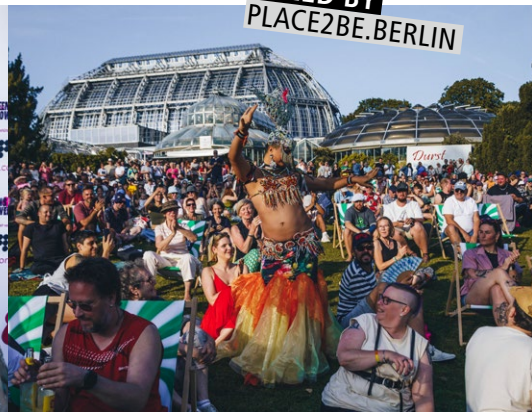
**CITY FESTIVAL BAGS**  
**950€**  
REACH THE BERLIN QUEER DISTRICT



Special Media Verlag is on site every year with its own publications and hands out SIEGESSÄULE bags to visitors directly at the city festival.

We offer selected customers the opportunity to add small gimmicks such as flyers, pens, fans or samples to our bags in order to reach the city festival audience in an uncomplicated way.

## QUEENS & FLOWERS



ORGANIZED BY  
PLACE2BE.BERLIN

**Target group:** LGBTIQ\* Berliners and tourists  
**Event frequency:** once a year  
**Visitors:** approx. 2,000

### BECOME A SPONSORING PARTNER

Please get in touch with us.  
We can send you our sponsorship packages on request or  
create individual cooperation options together with you.

### Queens & Flowers - the drag summer festival

On August 23, 2025, the unique drag summer festival "Queens & Flowers" took place for the second time at the Berlin Botanical Garden, and it was once again a resounding success!

The tickets, which sold out completely in advance, clearly reflect the interest in the event. Around 2,000 people – queer people, rainbow families, fans of the Botanical Garden, and curious onlookers – attended the event and were thrilled. That's why it's clear that this format will continue. In 2026, the outdoor event will once again focus on drag culture, which is currently popular and celebrated far beyond the boundaries of the LGBTIQ\* community. The event is aimed at both visitors to Berlin and Berliners who want to be inspired by this queer art form.

## ONLINE ADVERTISING



**SDL-Channel - the websites of Special Media SDL:**  
[siegessaule.de](http://siegessaule.de), [l-mag.de](http://l-mag.de), [compass.lgbt](http://compass.lgbt) and [place2be.berlin](http://place2be.berlin)

- Four 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 addressed 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**

**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](http://queer.de)
- GRINDR APP
- [spartacus.de](http://spartacus.de)
- [siegessaule.de](http://siegessaule.de)
- HORNET APP
- [l-mag.de](http://l-mag.de)
- [inqueery.de](http://inqueery.de)
- [slamr.de](http://slamr.de)
- [queerpride.de](http://queerpride.de)

## ONLINE BANNER FORMATS & RATES

### Leaderboard

728 x 90 px  
**15 Euro\***

### Leaderboard XXL

728 x 180 px  
**15 Euro\***

### Skyscraper

120 x 600 px  
**15 Euro\***

### Skyscraper XXL

160 x 600 px  
**15 Euro\***

### Medium Rectangle

300 x 250 px  
**15 Euro\***

### Mobile Format

320 x 50 px  
**15 Euro\***

**\*Price per 1,000 impressions (CPM)**  
on 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)

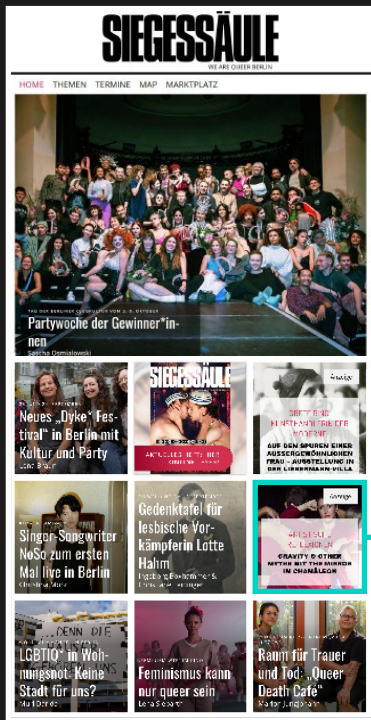
| FORMATS                                       | MOBILE | DESKTOP |
|-----------------------------------------------|--------|---------|
| <b>Ad Bundle</b> (Combination of all formats) | ✓      | ✓       |
| Leaderboard                                   | —      | ✓       |
| Skyscraper                                    | —      | ✓       |
| Medium Rectangle                              | ✓      | ✓       |
| Mobile Format                                 | ✓      | —       |

## SPECIAL FORMAT: ONLINE ADVERTORIAL

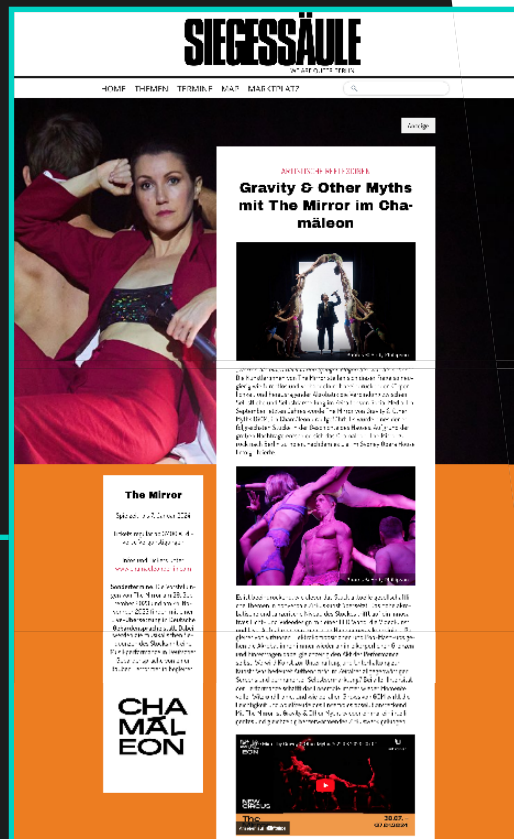
Teaser on homepage + microsite: **950 Euro for 4 weeks**

## 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 for two weeks. After that, it slides into our "topic area". During the entire runtime it will not be filtered out by ad blockers.

**Reach:** approx. 25,000 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 format: 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

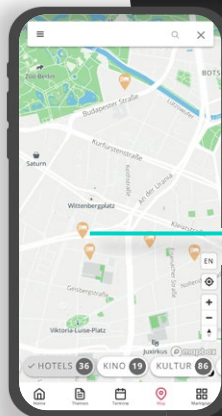
All of Berlin? Queer Berlin!

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**  
**350€**  
 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



## PREMIUM LISTING

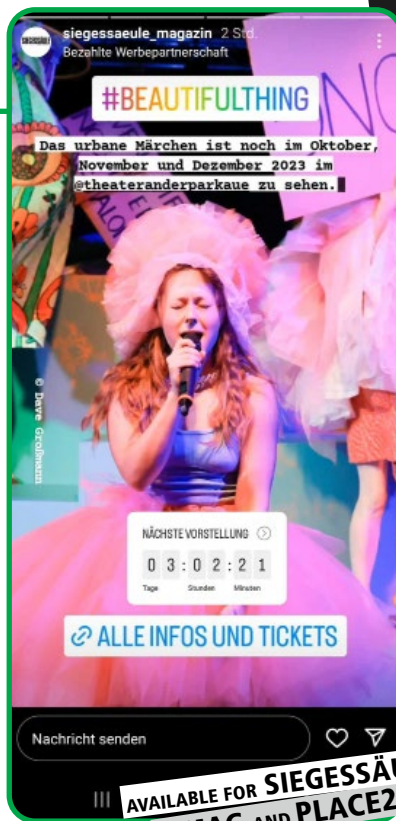


## SOCIAL MEDIA

### 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.

### How does it work?

Please provide us with the following content up to one week before the start (**bold** = mandatory):

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

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

Our Instagram profiles: [siegessaule\\_magazin](#), [l-mag](#) and [place2be.berlin](#)

AVAILABLE FOR SIEGESSÄULE,  
L-MAG AND PLACE2BE.BERLIN

## CONTACTS



**MICHAEL SCHEITLE**

030 - 23 55 39-24

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siegessaeule.de



**ISABELLE GROSS**

030 - 23 55 39-13

isabelle.gross@  
siegessaeule.de



**HOLGER MELZOW**

030 - 44 22 105

siegessaeule@  
additiv.li



**LEA NAROSKA**

030 - 23 55 39-17

lea.naroska@  
siegessaeule.de



**MATTHIAS SCHWANAU**

030 - 23 55 39-16

matthias.schwanau@  
siegessaeule.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: BELADEBEXX

**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 2026

### 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<sup>SDL</sup>

Special Media SDL GmbH  
Ritterstraße 3  
10969 Berlin