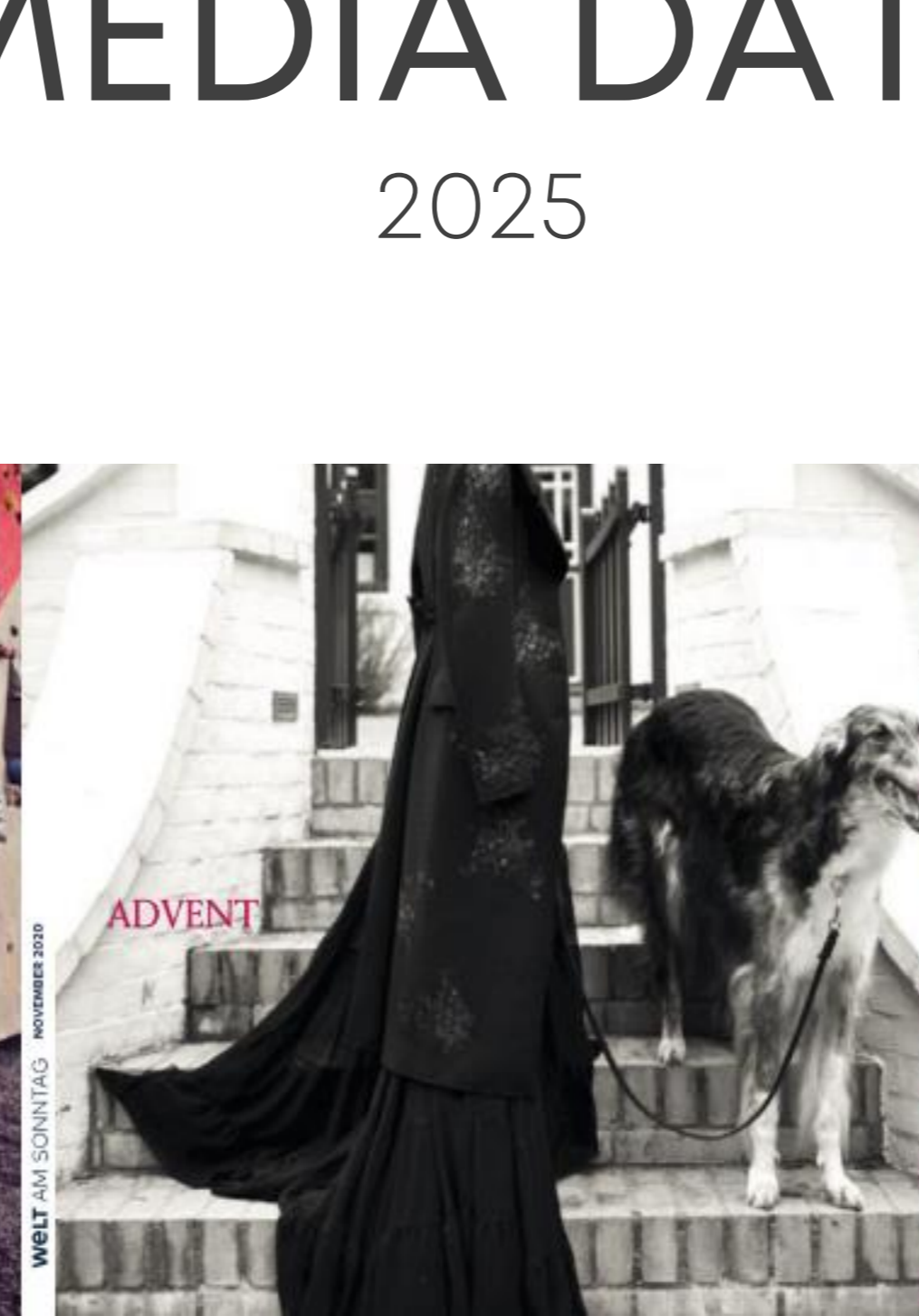
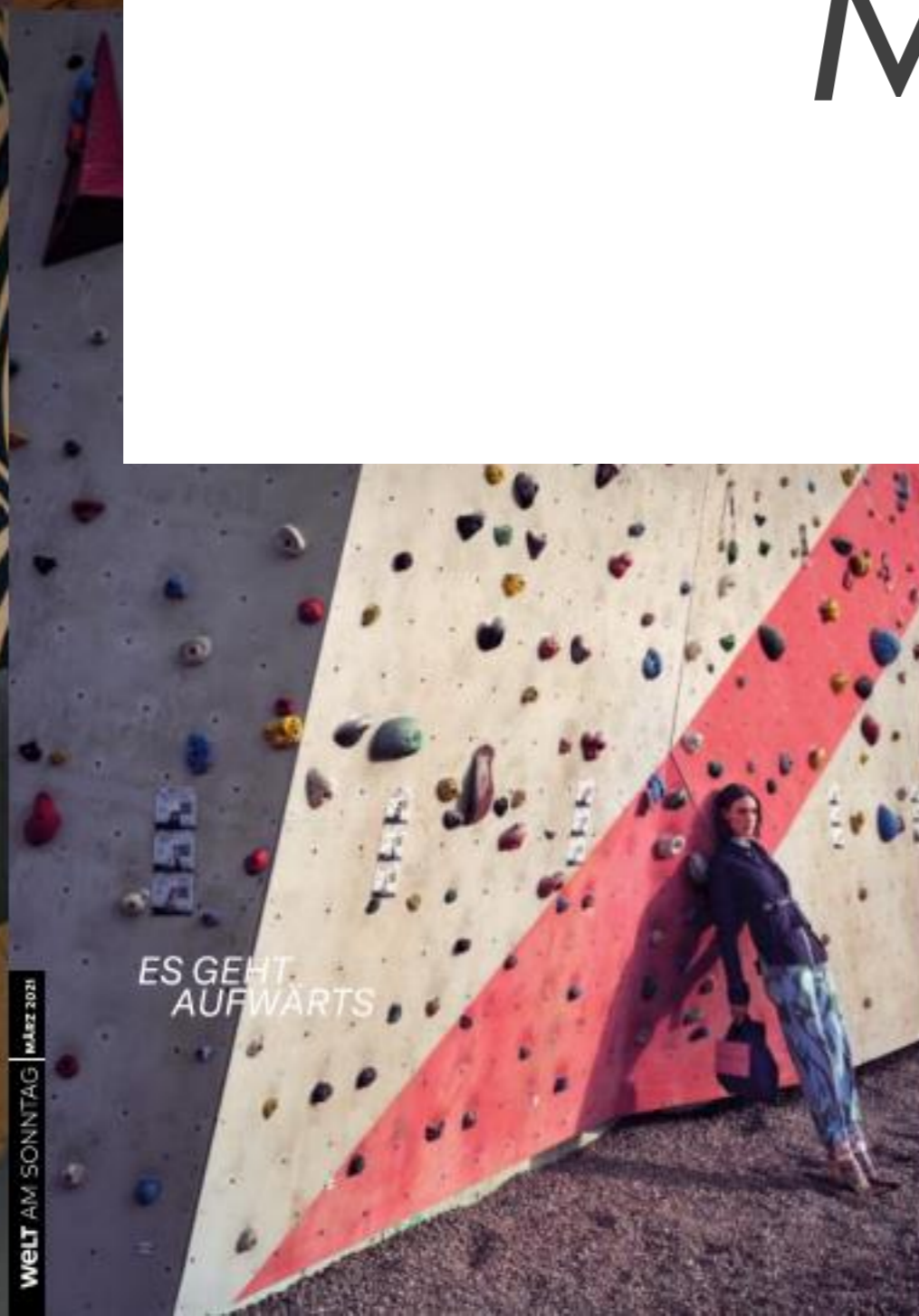




MEDIA DATA

2025



USP

Internationally recognised style expertise from editor Inga Griesse

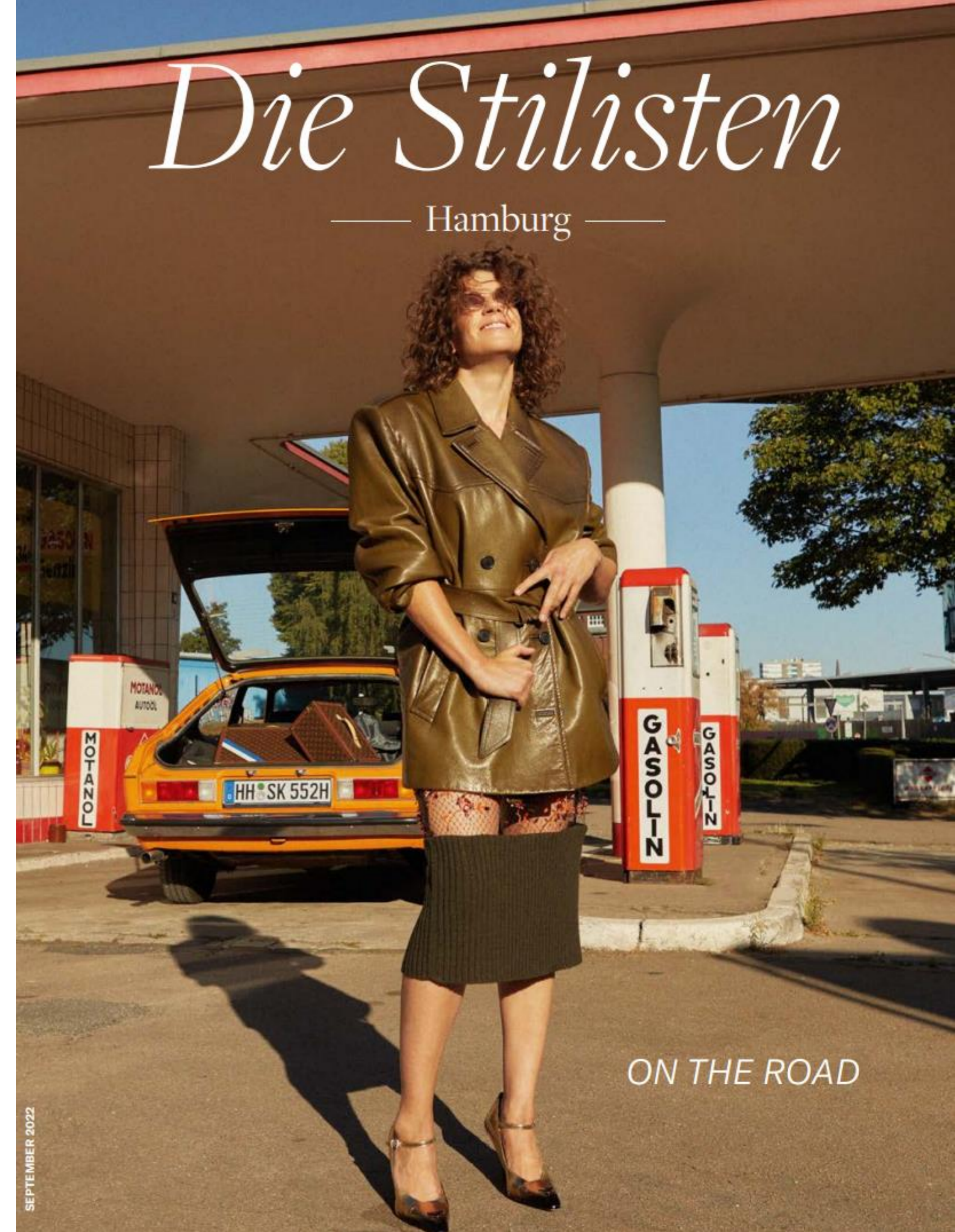
A source of inspiration for our consumer and brand-conscious readers who are interested in topics such as fashion and jewellery, indulgence, design and travel

Credible journalism with a clear attitude meets opulent, innovative aesthetics

Unique, elaborate photo productions

Written with a North German heart and a creative look at the special features of the North

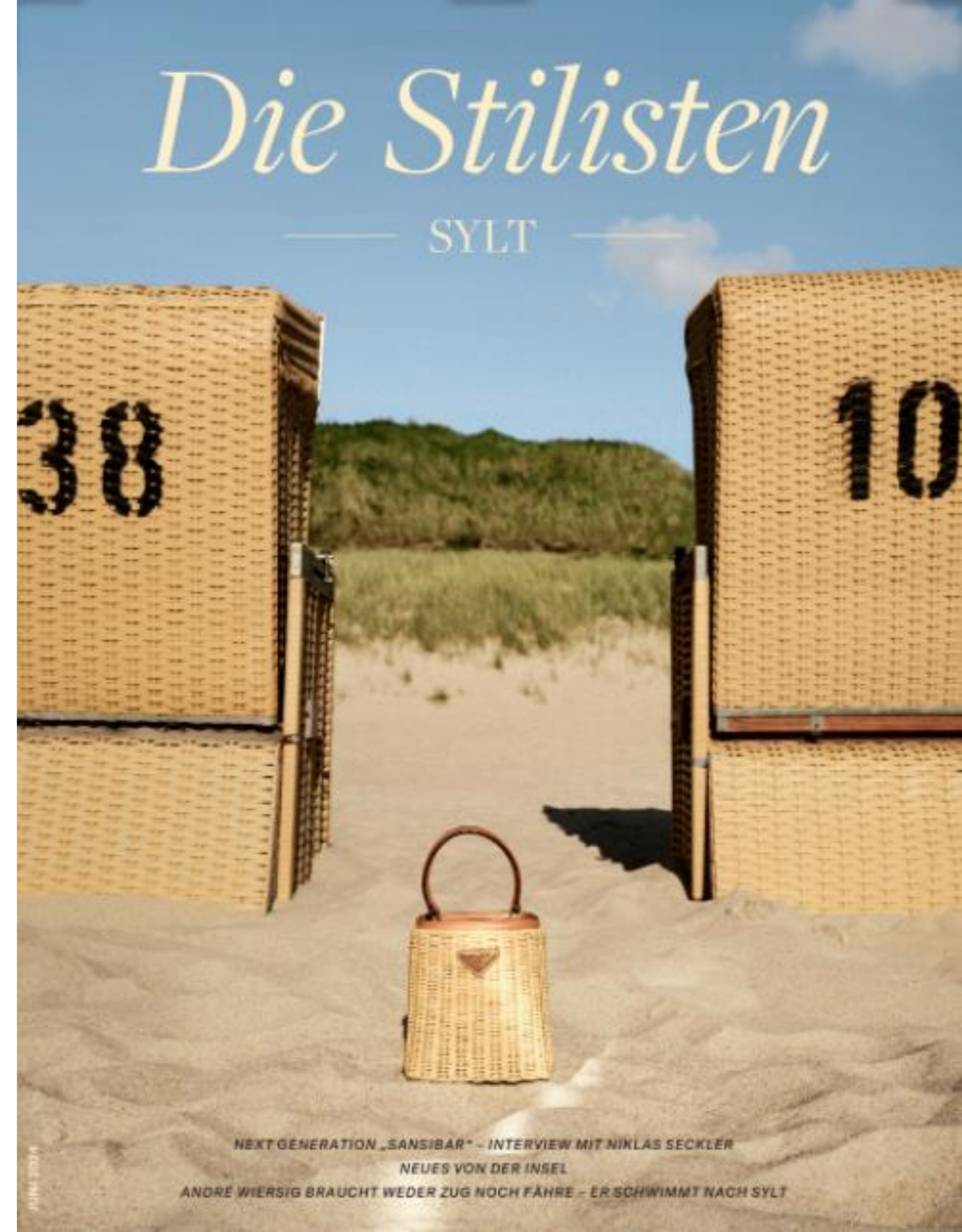
Unique in northern Germany



DATES 2025

Issue	ET	Advance AS*	AS	DU
Die Stilisten I Sylt	28.06. / 29.06.2025	28.04.2025	12.05.2025	02.06.2025
Die Stilisten II	27.09. / 28.09.2025	28.07.2025	11.08.2025	01.09.2025
Die Stilisten III	22.11. / 23.11.2025	22.09.2025	06.10.2025	27.10.2025

* For premium placements and ad specials



FORMATS AND PRICES

Adverts	Format	Advertising rates
1/1 Page	255 mm x 335 mm	11.630,00 €
1/2 Page up	123 mm x 335 mm	7.400,00 €
1/3 Page up	94 mm x 335 mm	4.550,00 €
Preferential placements		
Opening Spread	2. cover pages + Page 3	27.500,00 €
Against Editorial	Left page next to editorial	12.700,00 €
Facing Table of Content (FTC)	Left page next to content	12.700,00 €
Cover pages	3. cover pages (IBC)	12.700,00 €
Cover pages	4. cover pages (OBC)	15.350,00 €
Premium double pages	1. double pages	26.450,00 €
	1. right page	13.225,00 €
	2. right page	12.700,00 €

Please send orders to hello.icon@axelspringer.com

STILISTEN prices apply as a supplement to price list no. 103 DIE WELT/WELT AM SONNTAG All prices less discount, less 15% agency fee for bookings via an agency recognised by us, plus VAT. Discounts are granted exclusively for advertisements in DIE STILISTEN according to the actual purchase volume. For WELT AM SONNTAG, these adverts are neither final nor discount-forming.



TECHNICAL DATA

Format: W 255 mm x H 335 mm

Printing method cover: sheet-fed offset; content: gravure printing

Paper cover: 150g/m² | content: 65g/m² Cable Terrapress G

resolution 300 dpi

Bleed 5 mm all round

Processing trimmed on 3 sides, saddle stitching

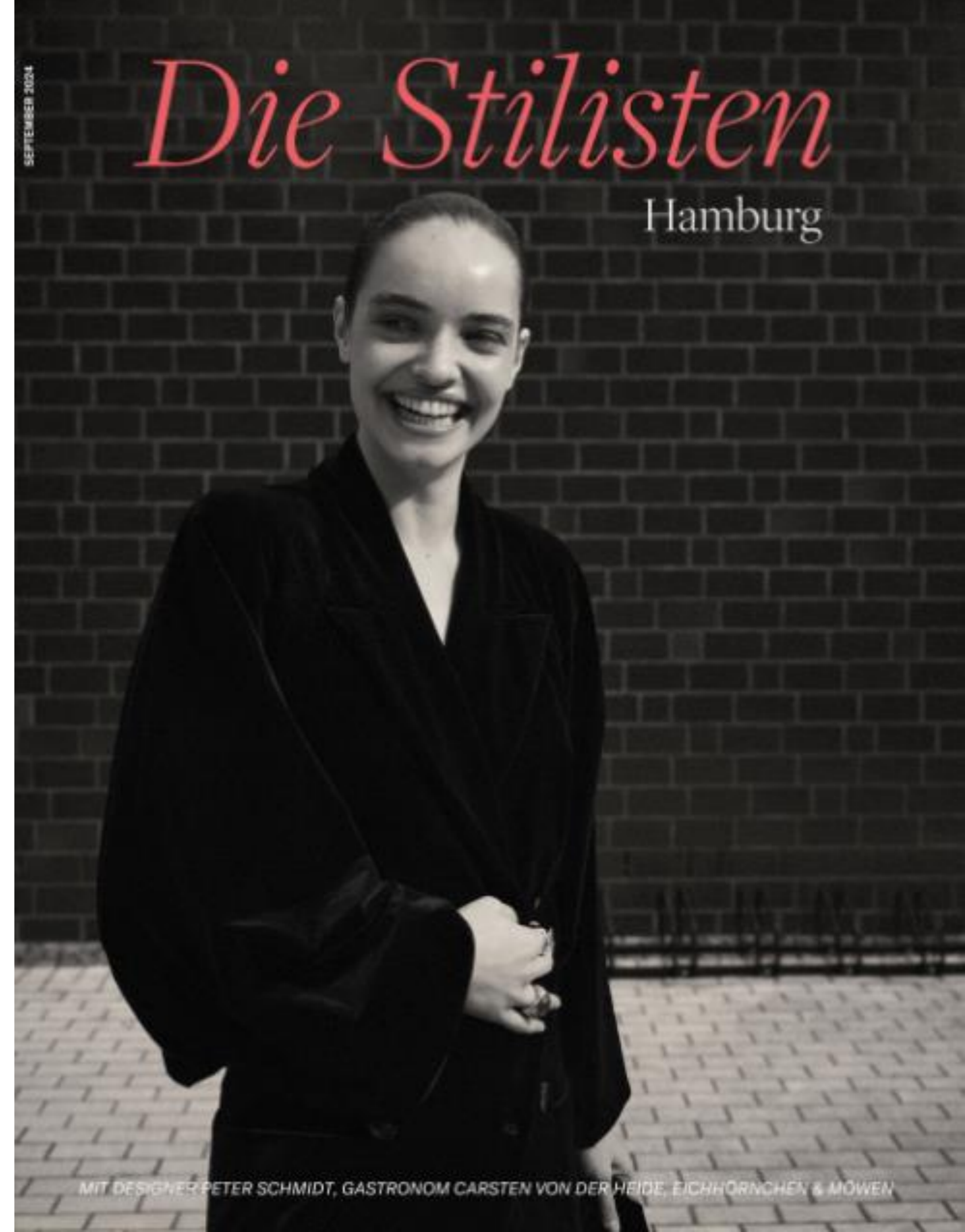
ICC profile cover: ISO coated V2 | content: PSR_LWC_PLUS_V2_M1

Colours Eurocolours 4/4

Data delivery PDF/X-1a, PDF/X-3 or PDF/X-4

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