



Die Stilisten

Mediafacts

2021

Editor's Quote



Inga Griese
Editor in Chief

”

Oriented on ICON, the style magazine in WELT AM SONNTAG, “Die Stilisten“ is at the same time a consistent continuation and an innovation for Hamburg. A long way from traditional high gloss magazines, “Die Stilisten“ sees itself as a story teller in the world of styles. It presents a selection of topics from fashion, jewelry, travel and other changing areas that is confident in its taste – always with a special view on Hamburg and the northern part of Germany.

Especially unmistakable is the journalistic style always connecting elegance and humor of the text with courageous, surprising visuals.

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The magazine



Die Stilisten

are an outstanding style magazine, based in the North. The magazine is marked by the personal handwriting of Editor in Chief – Inga Griese – and by opulence in visual appearance and courageous reports.

Die Stilisten

are offering an individual special view on Hamburg and the North.

Die Stilisten

are a supplement in WELT AM SONNTAG. Therefore a readership that loves consumption and is highly educated is reached.

USPs

- A unique, high class und authentic atmosphere, that affects the brand messages shown
- Inspiration to our readers, that are aware of high-quality brands. Additionally, they are interested in fashion, jewelry, design, travel and enjoyment
- A special love for detail and to traditional handcraft
- Portraits of designers and brand stories “behind the scenes” high quality journalism meets opulent aesthetics



Brand identity

Outstanding positioning as regional high-class supplement in the North.

International reputation of Inga Griese's (Editor in Chief) style-expertise and her own nordic view on spotlights.



Established 6 years ago in Hamburg. Distribution in WELT AM SONNTAG north Germany on Saturday and Sunday.*

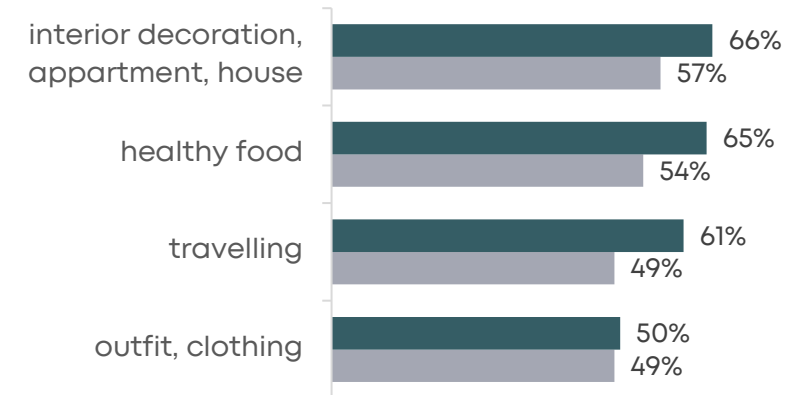
Opulence by large magazine format and classical setting "saddle stiched."

*inkl. WELT AM SONNTAG Kompakt

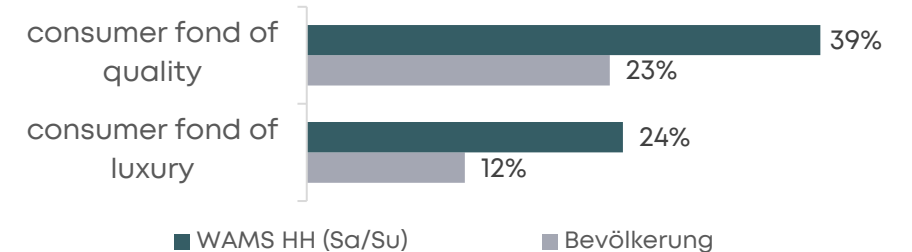
Key facts

Gender	WAMS HH (Sa/Su)	Population
Male	73%	49%
Female	27%	51%
Age spectrum		
20 – 39 years	31%	28%
40 – 59 years	36%	34%
60 years and more	25%	32%
Education and profession		
Higher education, studies	63%	34%
Employed	63%	55%
Income / earnings household		
3.000 Euro and more	58%	46%
Consum-power upper third	51%	36%

Willing to spend money for



Typologies



Quelle: Soziodemografie: ma 2020 Presse II, WELT PRINT Gesamt im Gebiet WELT PRINT Werktag Hamburg; Ausgabebereitschaft und Typologien: AWA 2020, WELT PRINT Gesamt (DIE WELT/ WELT am SONNTAG) im Gebiet Nielsen I

Dates 2021

Edition	Publication Date	Adverting Deadline	Ad-Material
Die Stilisten III	18.09.2021 / 19.09.2021	06.08.21	20.08.21
Die Stilisten IV	27.11.2021 / 28.11.2021	15.10.21	29.10.21

print run: approx. 90000 copies in WELT AM SONNTAG – north germany on Saturday and Sunday



Rates and formats 2021



STILISTEN - Preise gelten als Ergänzung zur Preisliste Nr. 99a DIE WELT/ WELT AM SONNTAG.
 Alle Preise abzgl. Rabatt, abzgl. 15% Mittelvergütung bei Buchung über eine von uns anerkannte Agentur, zzgl. MwSt. Rabatte werden entsprechend des tatsächlichen Abnahmevolumentens ausschließlich für die Anzeigen in DIE STILISTEN gewährt. Diese Anzeigen sind für WELT AM SONNTAG weder abschlussfüllend noch rabattbildend.



Axel Springer Regionalvermarktung

Rates and formats 2021

Size in page sections

2/1 page
1/1 page
½ page up
1/3 page up

Format

510 mm x 335 mm
255 mm x 335 mm
123 mm x 335 mm
94 mm x 335 mm

Rates

19.500 €
9.990 €
6.300 €
3.900 €

Special placements

Opening Spread	2nd cover page + page 3	25.100 €
Against Editorial	Left hand page opposite Editorial	9.990 €
Facing Table of Content (FTC)	Left hand page opposite content	9.990 €
Cover pages	3. Cover page (IBC)	11.000 €
	4. Cover page (OBC)	13.500 €
Inside pages	1. Double page	22.500 €

Technical details

Format	B x H : 255 mm x 335 mm
Printing method	Cover: Bogenoffset; Content: Tiefdruck
Paper	Cover: 150g/m ² ; Content: 65g/m ² UPM Ultra Matt G
Resolution	300 dpi
Cut	5 mm circumferential
Processing	3 page cut, saddle stitch
ICC-Profile	Cover: ISO coated V2; Content: PSR_LWC_PLUS_V2_M1
Colors	Eurofarben 4/4
Data Delivery	PDF/X-1a, PDF/X-3 or PDF/X-4
Adress Printing material	stilisten-anzeigen@axelspringer.de & media-hamburg@welt.de

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