

Die Stilisten

—Hamburg—

MEDIA DATA 2026

Status: 10/25 valid from January 1, 2026

PORTRAIT

DIE STILISTEN is the magazine that tells the story of the north with style, attitude, and ease. Between the coastal air and big-city flair, a world is created for people who not only want to see beauty, but also experience it—in fashion, design, enjoyment, and lifestyle.

With northern German serenity, a keen sense of quality, and a modern view of aesthetics, we devote ourselves to everything that inspires: special personalities, extraordinary places, and ideas that shape the spirit of the times.

Our editorial team combines journalistic depth with clear, contemporary language and imagery that combines emotion and elegance.

The result is a magazine that is both accessible and sophisticated – authentic, fresh, and unmistakably nordic.



PETER KLIEMS ABSCHIED
VOM CLUB „ROTES KLIFF“

FERRARIS PRÄSENTATION
IM „GOGÄRTCHEN“

ROBERT EBERHARDTS
NEUERÖFFNUNG VON „FELIX JUD“

JUN 2025

DATES 2026

Issue	ET	Advance AS*	AS	DU
Die Stilisten I Sylt	27.06. / 28.06.2026	27.04.2026	11.05.2026	01.06.2026
Die Stilisten II	26.09. / 27.09.2026	27.07.2026	10.08.2026	31.08.2026
Die Stilisten III	21.11. / 22.11.2026	21.09.2026	05.10.2026	26.10.2026

* For premium placements and ad specials

Print run 2026: 50.000 copies



FORMATES AND PRICES

Ad	Format	Gross rates
2/1 page	510 mm x 335 mm	21,564.00 €
1/1 page	255 mm x 335 mm	11,980.00 €
1/2 page high	123 mm x 335 mm	7,622.00 €
1/3 page high	94 mm x 335 mm	4,685.00 €
Premium placements		
Opening Spread	2nd cover page + page 3	28,325.00 €
Against Editorial	Left hand side against editorial	13,080.00 €
Facing Table of Content (FTC)	Left hand side against Table of Content	13,080.00 €
Cover pages	3rd cover page (IBC)	13,080.00 €
	4th cover page (OBC)	15,810.00 €
Premium double pages	1st double page	27,245.00 €
Premium single page	1st right hand page	13,622.00 €

STILISTEN - Prices are in addition to price list No. 104 DIE WELT/WELT AM SONNTAG. All prices are subject to discount, minus 15% agency commission for bookings made through an agency recognized by us, plus VAT. Discounts are granted exclusively for advertisements in DIE STILISTEN in accordance with the actual purchase volume. These advertisements are neither contract-fulfilling nor discount-generating for WELT AM SONNTAG.

Please send orders to hello.icon@axelspringer.comTranslated



TECHNICAL DATA

Format: 1/1 page W x H 255 mm x 335 mm
2/1 page W x H 510 mm x 335 mm

Image resolution: 300 dpi

Bleed allowance: 5 mm on all sides

Bleed safety: 8 mm to booklet format

Processing: Saddle stitching

Color preparation: Cover: ISOcoated v2 300%

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

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