



## DISCOVERING AND UNDERSTANDING THE WORLD

Terra Mater embarks on fascinating journeys of discovery that inspire the mind and broaden the horizon. We observe the lives of wild animals in magnificent landscapes, visit exotic people and experience astonishing natural phenomena.



Brand awareness (VA 2023)

**41%**



Brand usage (VA 2023)

**12%**



Instagram Follower (January 2024)

**8.500**



Facebook Fans (January 2024)

**77.000**



Dates 2024

**02.05.24**  
**14.11.24**

Publication date  
Publication date

**Terra Mater 01/24**  
**Terra Mater 02/24**

Adcopy deadline  
Adcopy deadline

**29.03.24 (Ads) | 25.03.24 (Advertorials)**  
**11.10.24 (Ads) | 04.10.24 (Advertorials)**

	<b>Double spread</b>	460 x 300 mm <sup>1</sup>		14.500,-	
			Inside front cover + page 3	18.900,-	
			Pages 4/5	17.400,-	
			Design costs for advertorials <sup>3</sup>	1.000,- <sup>2</sup>	
			Digital extension on request		
<hr/>					
	<b>Single page</b>	230 x 300 mm <sup>1</sup>		8.500,-	
			Outside back cover	12.200,-	
			1st righthand page	9.400,-	
			2nd righthand page	8.900,-	
			Design costs for advertorials <sup>3</sup>		
			Digital extension on request		
<hr/>					
	<b>Tip</b>	1/4 page	Design costs included	3.200,-	
<hr/>					
	<b>Enclosure</b>	Minimum format	105 x 148 mm	Total edition up to 20 g	150,-
		Maximum format	220 x 290 mm	Per additional 10 g	20,-
		The larger page must be enclosed.		Design costs by Red Bull Media House according to extent of work done <sup>1</sup>	
<hr/>					
	<b>Supplement</b>	Minimum format	140 x 140 mm	Total edition up to 20 g	150,-
		Maximum format	230 x 300 mm	Per additional 10 g	20,-
		Top edge	+3 mm		
		base, side, fold	+3 mm		
		Placement	curved	Design costs by Red Bull Media House according to extent of work done <sup>1</sup>	

**Advertorials:** are charged at page price + design costs. Costs for photography are calculated according to complexity. Print material for advertorials, promotions, etc. to be delivered 3 weeks before ad copy deadline. (except for enclosures and supplements – timing as per agreement)

**Postage costs:** current postage costs apply to the subscription edition. Minimum allocation: 10.000 copies per country. Partial print run surcharge: +20 %.

**AGB:** <https://www.redbullmediahouse.com/agb-print>

**Data delivery:** <https://network.redbullmediahouse.com/d/datenanlieferung>

All prices in euros do not include statutory taxes and charges..

<sup>1</sup> Plus 3 mm bleed on all sides; motifs running over the collar: 3 mm displacement in the core, Allow 5 mm margin between U2/U3 and core. Delivery of print material 1 week before the print material deadline.

<sup>2</sup> Not eligible for discount and AE..

<sup>3</sup> One-time feedback loop included