



**Quality information since 2011**

**WEBSITE  
BANNER**

**MBA INTERN  
NEWSLETTER  
ADVERTISING**

## Angebot Website Banner

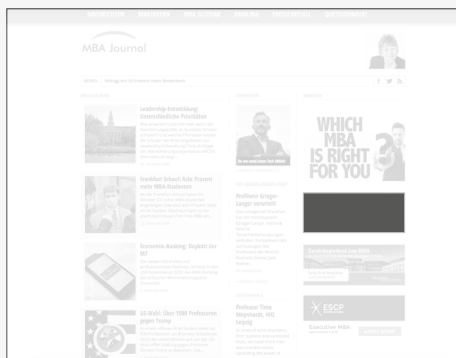
### Website banner at [www.mba-journal.de](http://www.mba-journal.de)

**Publisher:** Bärbel Schwertfeger  
**Advertisements:** Michael Wieland  
**Phone:** +49 (0) 171 303 1193  
**Email:** [anzeigen@mba-journal.de](mailto:anzeigen@mba-journal.de)  
**Internet:** [www.mba-journal.de](http://www.mba-journal.de)

#### About MBA Journal

MBA Journal is the leading independent online magazine about the MBA market in Germany. It is written by Bärbel Schwertfeger, an expert about the MBA for than 25 years. It gives prospective students, business schools and companies an overview about the international and German MBA and Executive Education market. MBA Journal also features trend reports, writes about new programs, rankings and accreditations. Furthermore, it provides readers with a critical view on the MBA and management education landscape.

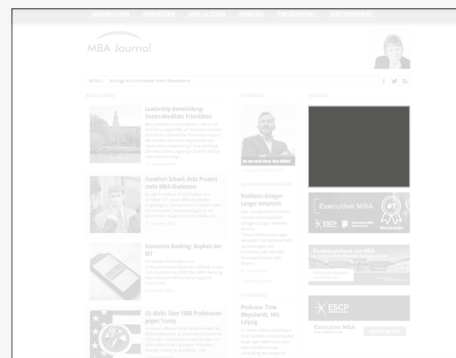
### Offers



#### Small Banner

300 x 120 px

EUR 220 €  
per month



#### Tall Banner

300 x 240 px

EUR 330 €  
per month

## MBAintern Newsletter Promotion

<b>Frequency of publication:</b>	Monthly (10 issues per year)
<b>Payment terms:</b>	Invoices are due upon receipt and payable within 10 days after the date of the invoice, without deductions.
<b>Format:</b>	DIN A4 (210 mm width x 297 mm height)
<b>Type area:</b>	180 mm width x 275 mm height
<b>Number of columns:</b>	3 / 54.5 mm 1 column = 54.5 mm 2 columns = 117.5 mm 3 columns = 180 mm
<b>Distribution:</b>	More than 700 high quality addresses, based on double opt-in
<b>Delivery:</b>	By email
<b>Publication dates:</b>	See Publication Schedule
<b>Copy date:</b>	See Publication Schedule
<b>Cancellation possible until:</b>	Three working days prior to publication

### Description of the publication:

The MBAintern newsletter once a month concisely combines up-to-date information on all aspects of advanced management training. In addition to news from the international MBA market and the field of Executive Education, the MBAintern newsletter provides background reports on developments at international business schools. The editor-in-chief is Bärbel Schwertfeger, one of the leading experts in the fields of MBA and management development and owner of the platform [www.mba-journal.de](http://www.mba-journal.de). MBAintern advertisements can be combined with banners at the MBA Journal website (cf. below).

### Data Delivery:

Digital printing materials in the form of high-definition (printer-optimised) PDF files (composite) – pdf Version 1.3; Resolution 250-300 dpi.

### Linking:

Ads are displayed with one link. Each additional link costs 50 euros. Please notify if you wish book additional links.

### Colour:

4c-standard colours (Euro scale)

### Discounts/

### Frequency discount:

For advertising space purchases within one financial year / bulk discount (calendar year = financial year) 3 = 3%, 5 = 5%, 10 = 10%

## PUBLICATION SCHEDULE 2024

	Publication Date	Deadlines for advertising copy and printing materials
February	06 February 2024	20 January 2024
March	05 March 2024	27 February 2024
April	02 April 2024	26 March 2024
May	07 May 2024	30 April 2024
June	04 June 2024	28 May 2024
July	02 July 2024	25 June 2024
September	03 September 2024	27 August 2024
October	01 October 2024	24 September 2024
November	05 November 2024	29 October 2024
December	03 December 2024	26 November 2024

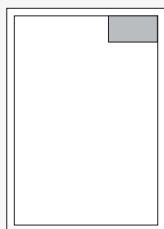
### Book through:

**Michael Wieland**

[anzeigen@mba-journal.de](mailto:anzeigen@mba-journal.de)

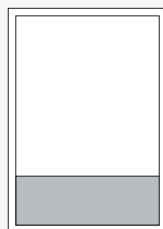
## Image Ads

### Cover Page



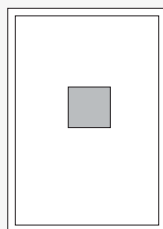
**Format:** Masthead ads  
54.5 x 31 mm

**Price:** EUR 550,-  
Price per  
single placement



**Format:** Strip ad  
180 x 65 mm

**Price:** EUR 825,-  
Price per  
single placement



**Format:** 1/16 page  
54.5 x 54 mm

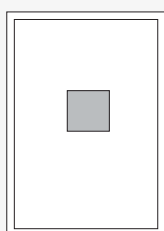
**Price:** EUR 280,-  
Price per  
single placement

**Book through:**

**Michael Wieland**

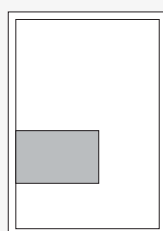
[anzeigen@mba-journal.de](mailto:anzeigen@mba-journal.de)

### Other formats



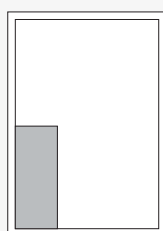
**Format:** 1/16 page  
54.5 x 54 mm

**Price:** EUR 150,-  
Price per  
single placement



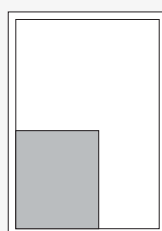
**Format:** approx. 1/8 page  
117.5 x 66 mm

**Price:** EUR 180,-  
Price per  
single placement



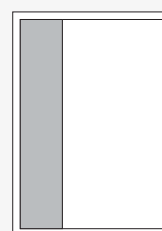
**Format:** 1/6 page  
54.5 x 136 mm

**Price:** EUR 230,-  
Price per  
single placement



**Format:** approx. 1/4 page  
117.5 x 136 mm

**Price:** EUR 350,-  
Price per  
single placement



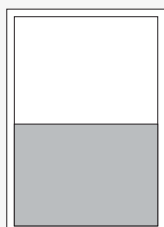
**Format:** 1/3 page (portrait format)  
54.5 x 275 mm

**Price:** EUR 440,-  
Price per  
single placement



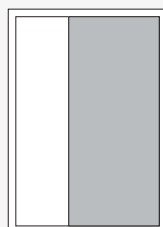
**Format:** 1/3 page (landscape format)  
180 x 90 mm

**Price:** EUR 440,-  
Price per  
single placement



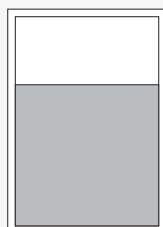
**Format:** 1/2 page  
180 x 136 mm

**Price:** EUR 660,-  
Price per  
single placement



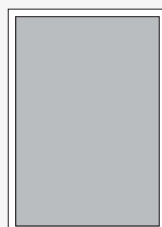
**Format:** 2/3 page (portrait format)  
117.5 x 275 mm

**Price:** EUR 880,-  
Price per  
single placement



**Format:** 2/3 page (landscape format)  
180 x 183 mm

**Price:** EUR 880,-  
Price per  
single placement



**Format:** 1/1 page  
180 x 275 mm

**Price:** EUR 1.300,-  
Price per  
single placement

### Job advertisements

1/2 page: 180 x 136 mm

EUR 300,-  
Price per single placement

### School Profile\*

1/2 page: 180 x 136 mm

EUR 650,-  
Price per single placement

\* One school profile per issue. Alternate date after consultation. For more details see separate price list.

## Flexible package options (MBAintern Newsletter and MBA Journal Website)

### Flexi-Small-Package A

Fixed price: EUR 1.500,-

3 x MBAintern Newsletter, 1/4 page and  
3 x MBA Journal Website,  
Small-Banner (300 x 120 pixels)

### Package A

Fixed price: EUR 3.200,-

7 x MBAintern Newsletter, 1/4 page and  
7 x MBA Journal Website,  
Small-Banner (300 x 120 pixels)

### Flexi-Small-Package B

Fixed price: EUR 1.750,-

3 x MBAintern Newsletter, 1/3 page and  
3 x MBA Journal Website,  
Small-Banner (300 x 120 pixels)

### Package B

Fixed price: EUR 4.000,-

7 x MBAintern Newsletter, 1/3 page and  
7 x MBA Journal Website,  
Small-Banner (300 x 120 pixels)

### Flexi-Small-Package C

Fixed price: EUR 2.400,-

3 x MBAintern Newsletter, 1/2 page and  
3 x MBA Journal Website,  
Small-Banner (300 x 120 pixels)

### Package C

Fixed price: EUR 5.500,-

7 x MBAintern Newsletter, 1/2 page and  
7 x MBA Journal Website,  
Small-Banner (300 x 120 pixels)

Payment for the fixed price is due in one sum following publication of the first ad.  
Ad placement is flexible within a calendar year through the booked combination package.

All prices plus VAT at the respective legal rate