

# MARANELLO WORLD

DAS MAGAZIN FÜR FERRARISTI



**MEDIA GUIDE 2026**

[www.maranello-world.de](http://www.maranello-world.de)

„EVERYONE DREAMS OF  
DRIVING A FERRARI, IT WAS  
MY INTENT FROM THE START.“

ENZO FERRARI



# MAGAZINE OVERVIEW

<b>PUBLISHING HOUSE:</b>	HEEL Verlag GmbH Pottscheid 1 53639 Königswinter Germany Phone: +49 2223 9230-0 <a href="http://www.maranello-world.de">www.maranello-world.de</a>
<b>MANAGING DIRECTOR:</b>	Franz-Christoph Heel
<b>FREQUENCY:</b>	quarterly
<b>PRICE:</b>	EUR 9,80
<b>CIRCULATION:</b>	Print run: 17.000 copies total circulation: 14.100 copies paid circulation: 12.100 copies
<b>ADVERTISING + MARKETING MANAGER:</b>	Steffen Wagner Phone: +49 2223 9230-53 s.wagner@heel-verlag.de
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<b>PRINTING MATERIAL:</b>	Margit Grommes Phone: +49 2223 9230-55 herstellung@heel-verlag.de

Cancellation right until copy deadline, for the inside frontcover, inside back cover and back cover one week before copy deadline.

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## AD SPECIFICATIONS / DATA TRANSFER

**PRINTING PROCESS:** Offset, European offset colour scale

**PRINTING PROFILE:** Iso Coated v2 300

**BINDING:** Perfect bound (Hotmelt)

**PRINTING MATERIAL:** Preferably PDF/X1 files. Maximum area coverage 300%. Plus 3 mm bleech at each side. Vital elements should be 4 mm from bleed and 15 mm from back margin. We can't guarantee for the correct display of text elements smaller than 7 pt, and of lines thinner than 0,5 pt.

**DELIVERY OF DATA:** Via mail to [herstellung@heel-verlag.de](mailto:herstellung@heel-verlag.de).

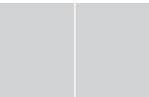








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## SCHEDULE 2026

ISSUE	PUBLICATION DATE	AD CLOSING DATE	MATERIAL DEADLINE
1-2026 (140)	19.02.2026	16.01.2026	23.01.2026
2-2026 (141)	21.05.2026	15.04.2026	22.04.2026
3-2026 (142)	20.08.2026	17.07.2026	24.07.2026
4-2026 (143)	12.11.2026	09.10.2026	16.10.2026

# ADVERTISING FORMATS AND RATES

AD FORMAT	TYPE AREA mm width x mm height	TRIM SIZE* mm width x mm height	4c Price in Euro
 2/1**	440 x 258	480 x 320	9.500,-
 1/1	185 x 258	240 x 320	4.900,-
 1/2 vert.  1/2 horiz.	89 x 258 185 x 126	117 x 320 240 x 157	2.700,-
 1/3 vert.  1/3 horiz.	57 x 258 185 x 82	76 x 320 240 x 102	1.900,-
 1/4 vert.  1/4 horiz.  1/4 corner	41 x 258 185 x 60 89 x 126	55 x 320 240 x 75	1.300,-

## SPECIAL PLACEMENTS

	in Euro
inside front cover	5.700,-
inside back cover	5.200,-
outside back cover	6.000,-
Opening Spread**	10.500,-

## ADVERTORIAL

	in Euro
1/1 page 4c	4.900,-

## DISCOUNTS

<b>Volume discount rates</b>	
2 pages	5%
4 pages	10%
8 pages	15%
<b>Frequency discount rates</b>	
from 3 ads	5%
from 7 ads	10%
from 10 ads	13%

\* Plus 3 mm bleed at each side. Vital elements should be 4 mm from bleed and 15 mm from back margin.

\*\* Plus 3 mm bleed at each side. In the middle the trim must be doubled (6 mm) for motifs that run over the inner binding edge to avoid that text or images may be cut off. Please send the file as two single pages.

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