MINERALICA
MAGAZINE

Advertising in Mineralica

The magazine for serious collectors.

New finds, classic localities, and the people behind them. Mineralica is published four times a year in an English and a German edition, in print and digital.



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Your logo in the magazine and on our advertising

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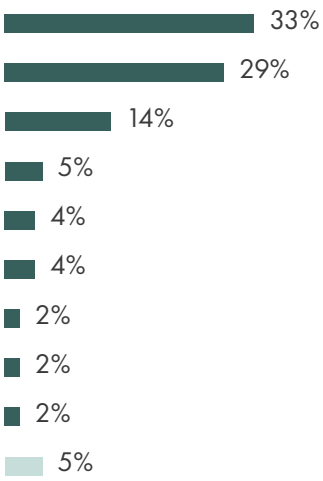
MINERALICA MAGAZINE

Facts and figures

Mineralica is edited in Munich and published four times a year, in an English and a German edition, in print and digital.

4	2	2,000	20
issues a year	editions: English and German	print run per issue	countries with subscribers
		↑ rapidly growing	

Subscribers by country



Subscriptions by country, October 2026. The 11 further countries: Australia, Czechia, Greece, Hong Kong, New Zealand, Norway, Poland, Romania, Slovenia, Spain, Sweden.

Print and digital



Print 90% Digital 10%

Every print subscription includes the digital edition.

Language editions



English 51% German 49%

Print subscriptions by edition.

EIGHT ISSUES SINCE 2024

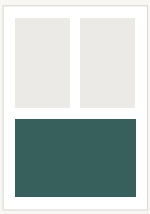


MINERALICA MAGAZINE

Formats and rates



Every ad runs in both language editions, English and German, in print and in the digital edition. The trim size is 210 × 297 mm.



Half page
175 × 113 mm



Full page
210 × 297 mm
plus 3 mm bleed



Double page
420 × 297 mm
plus 3 mm bleed



Back cover
210 × 297 mm
plus 3 mm bleed

FORMAT	SINGLE ISSUE	FULL YEAR	
Half page	€350	€1,400	
Full page	€750	€3,000	Supporter status included
Double page	€1,500	€6,000	Supporter status included
Back cover	€1,800	On request	
Cover specimen	On request		The specimen on the cover of an issue

A discount is possible when you book the full year and pay in full.

Book the full year

Supporter status included with a full page or larger.
50% off your ad in the Show Guide.

Placement

Ads are placed at the editors' discretion, unless a position is booked.

Design

No finished ad? We design it with you on request.

Artwork

PDF/X-4, CMYK, 300 dpi, PSO Coated v3. Formats with bleed: 216 × 303 mm and 426 × 303 mm. InDesign files and high-resolution JPEG or PNG files work as well.

All prices in euros. Final prices; no VAT is charged (small business, section 19 of the German VAT Act).

SUPPORTERS

Mineralica Supporter

Companies and private collectors can become Mineralica Supporters. We name our supporters with their logo in the magazine, as official supporters, and on our own advertising, at the editors' discretion.

From €3,000 per year

Supporter status is included when you book a full page or larger in every issue of a year.

In the magazine

Your logo in the magazine, named as an official supporter.

On our advertising

Your logo on Mineralica's own advertising, for example on banners at shows. Where it appears is the editors' decision.



Our banner at Mineral & Gem in Sainte-Marie-aux-Mines, June 2026, with the logos of our supporters.

SHOW GUIDE

The Mineralica Show Guide

The pocket guide to mineral, fossil, and gem shows: every show by country and date, in English and German. Pocket size A6. The Show Guide comes with the magazine.

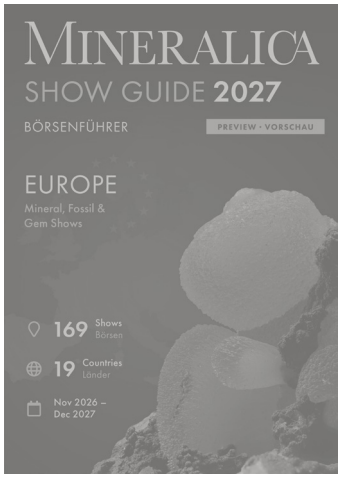


Europe 2027

20,000 copies
main edition, January 2027

3,000 copies
preview edition, October 2026

169 shows
in 19 countries, in the preview edition



America

IN PREPARATION

30,000 copies
planned print run

2027
first edition

Full page 105 × 148 mm plus 3 mm bleed	€500
Half page 93 × 66 mm	€280

50% off when combined with a full-year booking in Mineralica Magazine. Nonprofit organizations also receive a discount.

The America edition is in preparation. It will be published in 2027 with a print run of 30,000 copies.

We are happy to advise.

Maximilian Schiller
Editor and Publisher

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MINERALICA