



# Media-Kit 2024

## In Brief

Mineral Magazine Lapis, the monthly magazine for enthusiasts and collectors of minerals and gems. The popular sciences magazine for mineral collectors in German language, with detailed articles about mineral localities, mineral species, new finds and lots of up-to-date information.

### Publisher Address:

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### Publisher:

Tobias Weise

### Managing Editor:

Michael Huber (responsible for editorial content)  
Tobias Weise

### Advertising Sales:

Michael Huber (responsible for advertising content)  
Viola Mönius

### Publisher Schedule:

Two-Monthly  
(Jan./Feb., March/April, May/June, July/Aug., Sept./Oct., Nov./Dec.)

### Current Volumes:

49. / 2024

### Rates:

Single issue 19,- € plus shipping  
Subscription for one year 73,00 €  
plus shipping: National plus 14,- € / International plus 21,- €

### Analysis of Volume:

11 issues 1 - 12 /2023

### Total number of pages:

718 pages = 100 %

### Editorial Content:

580 pages = 80 %

### Advertisements:

138 pages = 20 % (subject related ads 100%)

### Analysis of Contents:

Editorial Content: characterization of minerals species and their localities, current news and topics, media review, news/changes around the show schedules, outstanding mineral pics.  
Advertisements

### Distribution:

43 Countries worldwide; however, mostly German speaking regions: Germany, Austria, Switzerland, Netherlands

### Special Issues\*:

January: Lapis „Börsenkalender“/Lapis Show Schedule, Original and pocket issue – June: „Lapis Börsenkalender 2. Halbjahr“/updated Lapis Show Schedule, 2nd half of the year; Special pages for the Show in Ste. Marie-aux-Mines/France – October: Munich Mineral Show special

### Audience:

Mineralogists, amateur mineralogists, Mineral collectors, Natural History Museums and collections. Scientific Institutions, Universities and Libraries, Mineral and Gemstone dealers, equipment suppliers, Geologists in the industry

### Distribution:

Retail sales to subscribers (more than 90%)  
Newagents, Mineralshops

***www.lapis.de***

Last update: February 2023