



Media-Kit 2019

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:

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Advertising Sales:

Michael Huber (responsible for advertising content)
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Publisher Schedule:

Monthly
 (one double issue July/August)

Current Volumes:

44. / 2019

Rates:

Single copy 6,50 € plus shipping
 Subscription for one year 49,00 €
 plus shipping: National plus 14,- € / International plus 21,- €

Analysis of Volume:

11 issues 1 - 12 /2018

Total number of pages:

724 pages = 100,0 %

Editorial Content:

552 pages = 76,2 %

Advertisements:

172 pages = 23,8 % (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 – July/August: Lapis double issue with one major topic – 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

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