

# human

Rethink Intelligence. Reclaim Humanity.

## Audience & Impact

We reach strategic leaders, innovators, and changemakers from business, politics, science, and culture — people shaping the future today.

### **What sets us apart:**

- We open new horizons and offer substantial, constructive visions beyond hype and trends.
- We present original ideas and amplify diverse, relevant voices.
- We bring leaders from business, science, and society into genuine dialogue.
- We feature conversations with renowned personalities with outstanding expertise from diverse fields that inspire a change of perspective.
- Our visual identity: exceptional design and premium tactile quality.

## I. PRINT

### **Distribution:**

- Print run: 20,000 copies
- 116 pages, including 14-page English supplement on European topics
- 18,000 copies in airport and railway retail (price: €14.80)
- 2,000 copies in Lufthansa First & Senator Lounges, Munich

### **2026 Publishing Schedule:**

**Spring Issue:** Publication date May 30, 2026

Booking deadline for ads: April 24, 2026

Deadline for print-ready ad files: May 6, 2026

**Fall/ Winter Issue:** Publication date November 28, 2026

Booking deadline for ads: October 23, 2026

Deadline for print-ready ad files: November 11, 2026

## II. DIGITAL WHITEPAPERS – **human Forward (DE/EN)**

Beyond print, *human* expands its reach with sponsored digital editions that explore strategic topics at the intersection of AI, democracy, and resilience.

Our **newsletter** reaches 3,000+ decision-makers bi-weekly, while our **whitepaper series** provides access to 200 pages of cutting-edge, multidisciplinary insight — for free, at the highest editorial level.

### **Best Cases Whitepaper:**

- *Smart Resilience: Defending Europe (July 2025)*
- *Smart Resilience for an Uncertain Age (September 2025)*

### **Distribution:**

- Free access in DE/EN, high national and international reach
- Shared via *human's* LinkedIn, newsletter, and website
- Extended via our partners' and contributors' networks
- Downloads: 35,000 (plus 15,000 via partner networks)

### **2026 Publishing Schedule:**

- March 15 (ad deadline March 10)
- June (date to follow)
- September (date to follow)

## **III. HUMAN CORPORATE**

We co-create custom publications — print and digital — that reflect your company's values, intelligence, and aesthetic standards.

With *human Corporate*, you gain thought leadership visibility and reputational value in a trusted, high-caliber editorial environment.

### **Best Case:**

*IPAI Impact* (print & digital / DE & EN) for the ***IPAI Global Home of Human AI*** (Dieter Schwarz Foundation).

## IV. HUMAN LIVE

We curate and moderate **high-level live events** on themes such as the future of AI, human values, leadership & transformation, and principled defense.

### Best Cases:

- Panel series at the ***Luitpold Salon, Munich***
- C-Level and public events; panels and keynotes for ***IPAI, Estée Lauder Companies, KPMG, Microsoft, SAP, Slalom*** and others

## V. PRICES

### PRINT PRICES:

- Back cover – €12,000
- 1/1 page – €8,000
- Advertorial – €8,000
- 2/1 double page – €15,000
- Special placement: Opening spread (inside cover and page 3) – €15,000

## **DIGITAL WHITEPAPER PRICES:**

- Partnership A: €5,000 – presence with logo, short profile, optional quote in the partner section of the whitepaper
- Partnership B: €8,000 – advertorial (content by agreement) plus Partnership A
- Partnership C: €15,000 – exclusive placement of an ad in the opening or closing section of the whitepaper plus Partnership A

*For alternative offers and special conditions,  
we are available for a personal conversation.*

## INTERNATIONAL VOICES ON *human*

„Kind of like Germany's new *Wired* magazine about AI and humanity.“

*(Prof. De Kai, Hong Kong University of Science and Technology & International Computer Science Institute Berkeley)*

“An inspiration for anyone who wants to deeply understand AI to shape the best possible future.”

*(Karin Maria Schertler, CHRO and Board Member Serviceplan)*

“I find the *human* magazine excellent and discovered many new and additional AI perspectives and ideas in the second issue.”

*(Stefan Pfeifer, Head of Germany, Unilever)*

“I'm a huge fan of *human* magazine.”

*(Dr. Bernhard Pflugfelder, Senior Principal Lead AI Strategy, Rohde & Schwarz)*

“Demanding, forward-looking, and in-depth quality in the context of AI and society.”

*(Juri Schnöller, political entrepreneur and campaign expert)*

“This magazine is an essential read for everyone who believes that AI should serve humans, not the other way around.”

*(Dr. Fabian Stephany, Head of the SkillScale Project at the Oxford Internet Institute, University of Oxford)*

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