

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)

#Don'tBeABot

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