human

Rethink Intelligence. Reclaim Humanity.

About

human is a leading medium for decision-makers in business, politics, society, and culture – and for anyone seeking rigorous, nuanced perspectives on the defining questions of our time. With an international outlook, we explore technology, transformation, and geopolitical change **to help shape an intelligent future in which technology serves humanity – and humaneness becomes the true measure of progress.**

Our portfolio includes our **premium biannual print magazine** *(distributed through railway station and airport bookstores, as well as via Amazon)*, **digital special editions, and exclusive live events**.

Audience & Impact

We reach strategic leaders, innovators, and changemakers across business, politics, science, and culture – people at the forefront of shaping the world ahead.

What sets us apart:

- We open new horizons and offer substantial, constructive perspectives beyond hype and trends.
- We present original ideas and amplify diverse, relevant voices.
- We bring leading international voices from business, science, politics, and society into genuine dialogue.
- We engage renowned personalities and leading experts in in-depth conversations.
- We address the themes ad issues that matter most to Germany and Europe right now.
- We combine exceptional design with premium print and tactile quality.

I. PRINT

Distribution:

- Print run: 20,000 copies
- 116 pages, includig 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

2027 Publishing Schedule:

Spring Issue 2027: Publication date May 29, 2027

Booking deadline for ads: April 21, 2027
Deadline for print-ready ad files: May 7, 2027)

Fall/ Winter Issue 2027: Publication date November 27, 2027

Booking deadline for ads: October 23, 2027
Deadline for print-ready ad files: November 13, 2027)

II. DIGITAL SPECIAL EDITIONS – The *human Forward* Series (DE/EN)

Beyond print and our **Newsletter** that reaches 3,000+ decision-makers bi-weekly, *human* expands its reach with sponsored digital editions that explore strategic topics at the intersection of AI, resilience and innovation .

Thanks to the support of our partners, we are able to make our **digital special series *human Forward*** available free of charge in both **German and English**. This series provides access to 200+ pages of cutting-edge, multidisciplinary insight that are crucial for Germany and Europe right now – curated and produced at the highest editorial level.

The series is published and shared via our website, LinkedIn, and the networks of our partners and contributors.

Reach as of November 2025: Approximately 40,000 downloads of *Smart Resilience for an Uncertain Age* (plus around 15,000 via partner networks), and – as of July 2026 – approximately 42,000 downloads of *Defending Europe* and *Intelligence* (plus around 17,000 via partner networks).

Best Cases human Forward Series:

- ***Strategy: Rethinking European (July 2026)***
- ***Intelligence: What Europe Needs to Know (March 2026)***
- ***Defending Europe (July 2025)***
- ***Smart Resilience for an Uncertain Age (September 2025)***

2027 Publishing Schedule:

- Q2 (date to follow)
- Q3/ 4 (date to follow)

III. HUMAN LIVE & EXCLUSIVE EVENTS

We work to the **highest editorial and intellectual standards** to give your brand and company the reputation and relevance that reflect your values and capacity for innovation — and to position your leadership appropriately in volatile times.

We curate and moderate both digital and in-person **high-level live events** around the issues that matter most to your business today — including **cybersecurity, strategy, intelligence, defence, and resilience**.

IV. HUMAN ONLINE EVENTS

On **3 December 2026**, together with Techcast, we will launch our first exclusive online live event. The Executive Future Simulation ***"Emergency Deutschland"*** is an interactive format featuring leading international cybersecurity experts, combining live hacking with immersive elements.

The digital event will be followed in the **first quarter of 2027** by an **exclusive high-level event** at a premium location in Munich (Schloss Nymphenburg. (dates to follow in Q1 2027)

“Emergency Deutschland” is conceived as the **pilot of a four-part series** examining Germany’s key areas of vulnerability and future readiness: **Cybersecurity & Resilience, People & Leadership, Law, and Democratic Institutions**.

EVENT PARTNER: €8,000

Brand presence and visibility during the online live event and its communication.

PREMIUM EVENT PARTNER: €15,000

Enhanced brand presence and visibility including a dedicated partner slot at the online live event.

STRATEGIC EVENT PARTNER: €25,000

Comprehensive partnership across the digital and in-person experience, including premium visibility and an active contribution to the online live event, plus partnership integration exclusive follow-up events in Munich.

V. OUR REFERENCES AND PARTNERS

Organisations and companies that have supported or partnered with us, past and present, include **CSSA e. V., Dieter Schwarz Management (IPAI), Dieter Schwarz Stiftung, Enforce Tac (Nürnberg Messe), The Estée Lauder Companies, KPMG, Microsoft, SAP, Slalom and Veeam.**

VI. PRICES

A PRINT:

- 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

B *HUMAN FORWARD* Special Digital Edition Series (DE & EN editions):

- **Partnership A: €5,000** – presence with logo, short profile, optional quote in the partner section of the digital publication
- **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 publication plus Partnership A

C Online Live Events (German with English subtitles):

EVENT PARTNER: €8,000

Brand presence and visibility during the online live event and its communication.

PREMIUM EVENT PARTNER: €15,000

Enhanced brand presence and visibility including a dedicated partner slot at the online live event.

STRATEGIC EVENT PARTNER: €25,000

Comprehensive partnership across the digital and in-person experience, including premium visibility and an active contribution to the online live event, plus partnership integration into the exclusive follow-up event in Munich.

For alternative offers and special conditions,

we are happy to discuss this with you personally and find the best way forward together.

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, Chief Corporate Strategy Officer Serviceplan Group)

"Thoughtful premium content."
(Raymond Sun, Senior Partner Herbert Smith Freehill Kramer, Sydney)

“I’m a huge fan of *human* magazine.”
(Dr. Bernhard Pflugfelder, Senior Prinicpal 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 everyohne who believes that AI should serve humans, not the other way around.“
(Dr. Fabian Stephany, Oxford Internet Institute, University of Oxford)

#Don’tBeABot

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