

**BEST** 4/24 ENTDECKEN STAUNEN WISSEN ÖSTERR. 5,10 € CH SFR 8,90 BELG. LI LUX 5,30 € ITAL. SPA 6,20 € GRIE. 6,30 € MT 6,80 € 4,50 €

**welt der wunder**

**EXTRA MEGA-POSTER: UNSERE OZEANE NEU ENTDECKT**

**DIE GROSSEN MYTHEN DER MENSCHHEIT**  
UND WIE SIE TATSÄCHLICH WAHR WURDEN

**NEUE STUDIE**  
**DAS AFTER-LIFE-EXPERIMENT**  
Was passiert wirklich, wenn wir sterben?

**WIR SIND WIEDER DA!**  
Das geheime Frühlingswissen unserer Tiere

**FAKE FOODS**  
Wie gefährlich sind GEFÄLSCHTE LEBENSMITTEL?

Prices  
2025





# Discount combinations

## BAUER MÄNNER KOMBI



### **You save 15% when you book the BAUER MÄNNER KOMBI**

The combined rate applies when advertising is placed in the three magazines in the same format. The adverts can appear in the three titles with a time delay within a month. In each case, one issue of SELBST IST DER MANN and WELT DER WUNDER must be combined with any issue of AUTO ZEITUNG in that month.

### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	210 x 280	26,570
1/1	normal	inside front cover	210 x 280	27,900
1/1	normal	outside back cover	210 x 280	29,230
1/2	vertical	inner	103 x 280	16,030
1/2	horizontal	inner	210 x 139	16,030
1/3	vertical	inner	70 x 280	11,550
1/3	horizontal	inner	210 x 94	11,550

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	420 x 280	53,140
2/1	normal	inside front cover + page 3	420 x 280	55,800
2*1/2	horizontal	inner	420 x 139	32,070

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing. Furthermore, we reserve the right to give the preferred position to another advertiser who submits a written space order if the advertiser holding a reservation does not submit a written space order within three working days.

Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge. Special formats and preferred positions on request.  
Advertising splits on request.

#### ADVERTORIALS

Advertorials are charged according to the currently valid advertising rate plus creation costs, and are included in a contractual year for discount purposes.

#### CREATION COSTS

(incl. concept, copy and layout, not incl. photo rights and photo productions)

Double page: 3,500

Full page: 2,900

1/2 page: 2,200

1/3 page: 1,900

Additional formats available on request. We will be happy to prepare an individual offer for photo productions, creation of recipes, text writing etc. Advertorials are marked with the word "ANZEIGE" (Advertisement). Creation costs are not eligible for agency commission or discounts. We require briefing, image and text materials no later than three weeks prior to the deadline for copy material – see also Closing Date Schedule. Timing for individual photo productions, creation of recipes, text writing etc. on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

**LOOSE INSERTS****OVERSIZE-INSERTS****Definition**

Loose inserts are products which are supplied ready for loosely inserting in the magazine with the closed side to the binding edge. The maximum weight must be determined in advance. Product samples and CDs on request.

Oversize loose inserts extend outside the head of the issue (headers). They are loosely inserted in the magazine with the closed side to the binding edge. The maximum weight is subject to agreement.

**Rates per 1,000**

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	120	144	122	162
30 g	125	156	128	174
40 g	130	169	133	187
50 g	135	182	137	200
60 g	145	210	147	228
every addl. 10 g	+10	+19	+10	+18

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	150	188	153	206
30 g	180	225	184	243
every addl. 10 g	+10	+19	+10	+18

\*Plus 30 EUR per 1,000 postal fees.

**Circulation**

Minimum circulation: 30,000 copies in the single copy circulation. The subscription circulation cannot be partially booked.

Minimum circulation: 30,000 copies in the single copy circulation. The subscription circulation cannot be partially booked.

**GLUED INSERTS****BOUND INSERTS****Definition**

Glued (tip-on) inserts are products which are supplied ready for processing and glued to a carrier ad so that they can be easily removed by the reader.

Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the issue. They can either be delivered ready for processing or produced by us on request.

**Rates per 1,000**

Special ad format	Weights up to	Total without Subs	Subs within Total
Booklet	10 g	66	79
Booklet	20 g	70	91
every addl. 10 g		+12	+15
Product sample	10 g	75	94
Product sample	20 g	85	111
Flat spray / Teabags*		125	156

\*Plus 50 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. Other tip-ons on request.

Pages	Total without Subs	Subs within Total
4	140	175
8	145	181
12	150	195
16	152	205
every addl. 4 pages	+12	+15

Bound inserts with tip-on elements on request.

**Circulation**

Minimum circulation: domestic circulation  
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: domestic circulation

**Price Quotes**

Rates per thousand copies started. Rates for special ad formats may increase if their processing causes problems. Special ad formats from more than one advertiser are possible following special agreement. Weight-related postal fees charged by the German Post for booking the subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity is used as the basis for calculating the price.

**Circulation**

For technical reasons the booked circulations are subject to fluctuation. For this reason the quantity of special ad formats actually required must be determined when placing the order. Different versions in the same issue are only possible on request.

**Technical  
Information and  
Delivery**

Binding technical information, deadlines, samples, as well as delivery can be downloaded from [www.adspecial-portal.de](http://www.adspecial-portal.de). An inquiry regarding the circulation can also be placed through the portal. In the event of any processing difficulties, the completion of the circulation takes precedence over the special ad format.

**Print Service**

On request, the special ad formats can be produced by the publisher. Prices on request.

The total prices also apply when booking the domestic circulation.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2025	03/01/2025	01	27/11/2024	27/11/2024	11/12/2024
3/2025	07/02/2025	06	08/01/2025	08/01/2025	22/01/2025
4/2025	07/03/2025	10	05/02/2025	05/02/2025	19/02/2025
5/2025	04/04/2025	14	05/03/2025	05/03/2025	19/03/2025
6/2025	02/05/2025	18	28/03/2025	28/03/2025	11/04/2025
7/2025	06/06/2025	23	06/05/2025	06/05/2025	20/05/2025
8/2025	04/07/2025	27	03/06/2025	03/06/2025	17/06/2025
9/2025	08/08/2025	32	09/07/2025	09/07/2025	23/07/2025
10/2025	05/09/2025	36	06/08/2025	06/08/2025	20/08/2025
11/2025	02/10/2025	40	02/09/2025	02/09/2025	16/09/2025
12/2025	07/11/2025	45	07/10/2025	07/10/2025	21/10/2025
1/2026	05/12/2025	49	05/11/2025	05/11/2025	19/11/2025

COVER PRICE 5.90



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	210 x 280	7,930

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	420 x 280	15,860

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.  
Trimming edge: add 5 mm to all sides.

Live matter should be at least 5 mm removed from the trimming edge.

### Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2025	24/01/2025	04	19/12/2024	19/12/2024	23/12/2024
2/2025	21/03/2025	12	21/02/2025	21/02/2025	25/02/2025
3/2025	16/05/2025	20	14/04/2025	14/04/2025	16/04/2025
4/2025	18/07/2025	29	20/06/2025	20/06/2025	24/06/2025
5/2025	19/09/2025	38	22/08/2025	22/08/2025	26/08/2025
6/2025	21/11/2025	47	21/10/2025	21/10/2025	23/10/2025

<b>PUBLISHER</b>	Heinrich Bauer Verlag KG
<b>MARKETERS</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, <a href="http://www.rtl-adalliance.com">www.rtl-adalliance.com</a>
<b>ORDER PROCESSING</b>	E-Mail: <a href="mailto:print-order@ad-alliance.de">print-order@ad-alliance.de</a>
<b>AD MANAGEMENT</b>	E-Mail: <a href="mailto:print-placements@ad-alliance.de">print-placements@ad-alliance.de</a> Phone: +49 (0) 40 / 286686-4827
<b>SPECIAL AD FORMATS</b>	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4347
<b>COPY MATERIAL</b>	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: <a href="mailto:anzeigen@bertelsmann.de">anzeigen@bertelsmann.de</a> Phone: (+49-5241) 80 - 897 00 Technical Specifications: Current and binding English-language information is available under: <a href="http://www.duon-portal.de">www.duon-portal.de</a> Delivery of Copy Material: The centralized delivery address for copy material is: <a href="http://www.duon-portal.de">www.duon-portal.de</a> For support please contact: <a href="mailto:support@duon-portal.de">support@duon-portal.de</a> Telephone hotline: (+49-40) 37 41 - 17 50



<b>FREQUENCY</b>	monthly
<b>ON SALE DATE</b>	Friday
<b>COVER PRICE</b>	5.20 EUR
<b>PZN</b>	WELT DER WUNDER 512494
<b>CONDITIONS OF PAYMENT</b>	Payment is due within 45 days after invoicing. A 2 % discount is granted for payments within 10 days after invoicing, provided no other amounts are outstanding. Special discounts are not eligible for a prepayment discount. An automatic bank debit transfer can be arranged. If an outstanding amount is not paid by the date of required payment, all other outstanding amounts are immediately due regardless of any payment agreements which had been previously made. Penalty interest on arrears will be charged according to Section 8 of the General Conditions of Business and based on current bank interest rates for running account credits.
<b>CONDITIONS OF BUSINESS</b>	The distribution area of the booked print magazine(s) is worldwide. Ad Alliance GmbH reserves the right to restrict or exclude the distribution of advertisements/ad specials in foreign distribution areas in accordance with standardised, objectively justified principles. Ad Alliance GmbH will inform the client of this in advance. All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under <a href="http://www.internationalmediasales.net/cob">www.internationalmediasales.net/cob</a> . Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.

THE INFORMATION CONTAINED IN THIS RATE CARD IS SUBJECT TO CHANGE DURING THE COURSE OF THE YEAR. A CURRENT RATE CARD CAN BE FOUND UNDER [WWW.INTERNATIONALMEDIASALES.NET](http://WWW.INTERNATIONALMEDIASALES.NET). THE ENGLISH RATE CARD IS A TRANSLATION OF THE CURRENTLY VALID GERMAN RATE CARD. IN THE EVENT OF DISCREPANCIES, INACCURACIES OR OMISSIONS IN THIS TRANSLATION, THE GERMAN ORIGINAL RETAINS SOLE VALIDITY.

**b4p** best for [www.b4p.de](http://www.b4p.de)  
planning.



Member of  
Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e.V.  
(German Audit Bureau of Circulation)

**Luxembourg (Headquarters)**

RTL AdAlliance S.A.  
43, Boulevard Pierre Frieden  
L-1543 Luxembourg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Germany (Headquarters)**

RTL AdAlliance GmbH  
Überseeallee 10  
20457 Hamburg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Austria**

RTL AdAlliance  
Stella-Klein-Löw-Weg 11-17  
Haus C  
1020 Vienna  
Email [rtladalliance\\_at@rtl.com](mailto:rtladalliance_at@rtl.com)

**Belgium**

RTL AdAlliance  
Coupure Rechts 64B  
9000 Ghent  
Email [rtladalliance\\_be@rtl.com](mailto:rtladalliance_be@rtl.com)

**Finland**

RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtladalliance\\_fl@rtl.com](mailto:rtladalliance_fl@rtl.com)

**France**

RTL AdAlliance  
157 Avenue Charles de Gaulle  
92200 Neuilly sur Seine  
Email [rtladalliance\\_fr@rtl.com](mailto:rtladalliance_fr@rtl.com)

**Germany**

RTL AdAlliance  
Picassoplatz 1  
50679 Cologne  
Email [rtladalliance\\_de@rtl.com](mailto:rtladalliance_de@rtl.com)

**Italy**

RTL AdAlliance  
Piazza Velasca 8  
20121 Milano  
Email [rtladalliance\\_ita-international-sales@rtl.com](mailto:rtladalliance_ita-international-sales@rtl.com)

**Netherlands**

RTL AdAlliance  
Meeuwenlaan 98-100  
1021 JL Amsterdam  
Email [rtladalliance\\_nl@rtl.com](mailto:rtladalliance_nl@rtl.com)

**Norway**

RTL AdAlliance  
Tordenskioldsgate 6  
0160 Oslo  
Email [rtladalliance\\_no@rtl.com](mailto:rtladalliance_no@rtl.com)

**Sweden**

RTL AdAlliance  
Döbelnsgatan 21  
111 40 Stockholm  
Email [rtladalliance\\_se@rtl.com](mailto:rtladalliance_se@rtl.com)

**Switzerland**

RTL AdAlliance  
Zeltweg 15  
P.O. Box 8032 Zurich  
Email [rtladalliance\\_ch@rtl.com](mailto:rtladalliance_ch@rtl.com)

**United Kingdom**

RTL AdAlliance  
4 Tenterden Street London  
W1S1TE  
Email [rtladalliance\\_uk@rtl.com](mailto:rtladalliance_uk@rtl.com)

**USA - Los Angeles**

RTL AdAlliance  
2900 W Alameda Ave  
CA 91505 Burbank  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)

**USA - New York**

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057  
Executive Board: Carsten Schwecke, Frank Vogel

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.



The General Terms and Conditions of Ad Alliance GmbH apply,  
available at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb).

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:  
Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.  
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,  
available at: [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb), unless otherwise indicated.