



# Prices 2026



AdAlliance

# Rates and formats

## Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	187 x 257	10,200
1/1	normal	inside front cover	187 x 257	10,200
1/1	normal	inside back cover	187 x 257	10,200
1/1	normal	outside back cover	187 x 257	11,300

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.

Special formats and 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

Plus any image fees incurred, if these exceed €150.

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 2026 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

# Special ad formats



<b>Loose inserts</b>						<b>Oversize-inserts</b>					
<b>Definition</b>	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.					
<b>Rates per 1,000</b>	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	
	20 g	121	169	171	205	20 g	195	273	275	330	
	30 g	134	188	190	227	30 g	216	302	304	365	
	40 g	147	205	206	250	40 g	237	332	334	401	
	50 g	159	223	224	272	50 g	258	361	364	438	
	60 g	171	239	241	294	60 g	279	390	394	473	
	every addl. 10 g	+14	+20	+20	+25						
	Loose inserts with tip-on elements on request.										
<b>Circulation</b>	Minimum circulation: 40,000 copies, or total domestic subscription					Minimum circulation: 40,000 copies, or total domestic subscription					

<b>Glued inserts</b>					<b>Bound inserts</b>			
<b>Definition</b>	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.			
<b>Rates per 1,000</b>	Special ad format	Weights up to	Total without Subs	Subs within Total	Pages	Total without Subs	Subs within Total	
	Booklet	10 g	89	124	4	134	188	
	Booklet	20 g	102	143	8	158	221	
	Booklet	30 g	115	160				
	every addl. 10 g		+14	+20				
	Product sample	10 g	98	137				
	Other tip-ons on request.				Bound inserts with tip-on elements on request. Larger inserts on request.			
<b>Circulation</b>	Minimum circulation: domestic circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)				Minimum circulation: domestic circulation			

<b>Price Quotes</b>	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.
<b>Circulation</b>	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.
<b>Technical Information and Delivery</b>	Binding technical information, deadlines, samples, as well as delivery can be downloaded from <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a> . 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.
<b>Print Service</b>	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 2026 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.	

## Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	13/01/2026	03	05/12/2025	15/12/2025	08/12/2025	17/12/2025
2/2026	17/02/2026	08	16/01/2026	26/01/2026	19/01/2026	28/01/2026
3/2026	17/03/2026	12	13/02/2026	23/02/2026	16/02/2026	25/02/2026
4/2026	14/04/2026	16	11/03/2026	19/03/2026	12/03/2026	23/03/2026
5/2026	11/05/2026	20	08/04/2026	16/04/2026	09/04/2026	20/04/2026
6/2026	09/06/2026	24	06/05/2026	15/05/2026	07/05/2026	19/05/2026
7/2026	07/07/2026	28	05/06/2026	15/06/2026	08/06/2026	17/06/2026
8/2026	04/08/2026	32	03/07/2026	13/07/2026	06/07/2026	15/07/2026
9/2026	01/09/2026	36	31/07/2026	10/08/2026	03/08/2026	12/08/2026
10/2026	29/09/2026	40	28/08/2026	07/09/2026	31/08/2026	09/09/2026
11/2026	27/10/2026	44	25/09/2026	05/10/2026	28/09/2026	07/10/2026
12/2026	24/11/2026	48	23/10/2026	02/11/2026	26/10/2026	04/11/2026
13/2026	15/12/2026	51	13/11/2026	23/11/2026	16/11/2026	25/11/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.  
For technical reasons only best-possible positions can be offered for last-minute ads (depending on disposability).

# GEOLINO MINI FERIENHEFT



## profile

THE HANDS-ON MAGAZINE FOR ON THE GO

The GEOLINO MINI FERIENHEFT provides an introduction to countries and travels to European destinations. There are lots of puzzles and puzzles, craft instructions and cooking recipes as well as tips for indoor and outdoor games. In the usual GEOLINO MINI quality, this booklet is a valuable interactive companion for young vacationers from the age of 5 and their parents reading along.

**Cover price** €7.90

**Circulation** 60,000 paid circulation (Publisher's Information 2025)



## Formats on single pages

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1/1	normal	inner	187 x 257	10,200
1/1	normal	inside front cover	187 x 257	10,200
1/1	normal	inside back cover	187 x 257	10,200
1/1	normal	outside back cover	187 x 257	11,300

## Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	30/06/2026	27	26/05/2026	05/06/2026	26/05/2026	03/06/2026

# GEOLINO MINI WIMMELHEFT



## profile

THE BEST SEARCH PICTURES FROM GEOLINO MINI

GEOLINO MINI has developed more than 20 hidden object pictures itself and brought them together in one issue. Each hidden object picture is an adventure world in itself. Readers move through the fun puzzle of everyday objects, food or toys with the help of 12 questions. Children aged 5 and over will be amazed, learn and have lots of fun.

Cover price €7.00

Circulation 15,000 paid circulation (Publisher's Information 2025)



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	187 x 257	7,300
1/1	normal	inside front cover	187 x 257	7,300
1/1	normal	inside back cover	187 x 257	7,300
1/1	normal	outside back cover	187 x 257	7,900

### Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	31/03/2026	14	25/02/2026	06/03/2026	02/03/2026	13/03/2026

# GEOLINO MINI ZUSATZAUSGABE

**GEO** lino mini

## Our profile

We love animals! But we love their offspring even more. They play a role in every animal story in GEOLINO MINI: how they open their eyes for the first time as clumsy balls of fur or spread their wings and leave their parents' nest or grow up for years in the family circle and test their strength against their peers. There is always something going on in the "kindergarten of animals"! That's why we want to dedicate an entire magazine to the little ones: The GEOLINO MINI supplementary edition "Animal Babies" takes young readers on an exciting journey to local lakes, meadows and pastures, the African savannah and the thrilling rainforest. There are brilliant photos on every page, lots to discover and plenty of facts to learn. The booklet inspires with its insights into the diversity and uniqueness of nature: for reading, laughing and learning!

**Cover price** €5.90

**Circulation** 60,000 paid circulation (Publisher's Information 2025)



## Formats on single pages

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## Closing dates schedule

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1/2026	15/09/2026	38	14/08/2026	24/08/2026	17/08/2026	28/08/2026

# General information



<b>Publisher</b>	Gruner + Jahr Deutschland GmbH
<b>Marketers</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
<b>Order Processing</b>	Email: print-order@ad-alliance.de
<b>Ad Management</b>	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4384
<b>Special Ad Formats</b>	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4348
<b>COPY MATERIAL</b>	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: anzeigen@bertelsmann.de Phone: (+49-5241) 80 - 897 00

 **DUON-Portal**

**Technical Specifications:** Current and binding English-language information is available under: [www.duon-portal.de](http://www.duon-portal.de)  
**Delivery of Copy Material:** The centralized delivery address for copy material is: [www.duon-portal.de](http://www.duon-portal.de)  
For support please contact: [support@duon-portal.de](mailto:support@duon-portal.de)  
Telephone hotline: (+49-40) 37 41 - 17 50



Binding technical specifications for special ad formats are available online at [www.adspecial-portal.de](http://www.adspecial-portal.de)

**Internet** [www.rtl-adalliance.com](http://www.rtl-adalliance.com)

**FREQUENCY** 13 x a year


**COVER PRICE** 5.00 EUR

**PZN** GEOLINO MINI 508512

**Conditions of Payment** 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.

**Conditions of Business** 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 [www.internationalmediasales.net/cob](http://www.internationalmediasales.net/cob). 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.

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



# Sales offices



## 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)

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20457 Hamburg  
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## Austria

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Haus C  
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## Finland

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## Germany

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## Italy

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## Netherlands

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## Norway

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## Sweden

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## Switzerland

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Zeltweg 15  
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Email [rtladalliance\\_ch@rtl.com](mailto:rtladalliance_ch@rtl.com)

## United Kingdom

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Email [rtladalliance\\_uk@rtl.com](mailto:rtladalliance_uk@rtl.com)

## USA - Los Angeles

RTL AdAlliance  
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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.