

TV MOVIE | TV14

TV MOVIE TV14 Kombi



Prices
2026



AdAlliance



Combination savings

YOU SAVE 15 % BY BOOKING THE TV MOVIE TV14 KOMBI

The combination rate applies when advertisements for the same product group with a uniform theme and format are placed in the magazines. The adverts can appear in the two titles at different times within four weeks.



Subsequent discount

For additional bookings in MEIN TV & ICH you will receive a follow-up discount of 20 %.



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	210 x 280	129,660
3/4	vertical	inner	153 x 280	110,570
2/3	vertical	inner	136 x 280	103,500
1/2	vertical	inner	103 x 280	84,950
1/2	horizontal	inner	210 x 139	84,950
1/3	vertical	inner	70 x 280	66,590
1/3	horizontal	inner	210 x 94	66,590

Surcharges for preferential placements

Ad placement	Mono/Multi colour
1. 1/1 Anzeige im Heft tv14	3,390
1. 1/1 Anzeige im Heft TV Movie	3,570
1. Doppelseite im Heft tv14	6,780
1. Doppelseite im Heft TV Movie	7,160
1/1 Seite Sa./So./Feiertag tv14	3,390
1/1 Seite Sa./So./Feiertag TV Movie	3,570
2. Umschlagseite tv14	6,780
2. Umschlagseite TV Movie	7,160
2. Umschlagseite + Seite 3 tv14	13,560
2. Umschlagseite + Seite 3 TV Movie	14,580
4. Umschlagseite tv14	10,850
4. Umschlagseite TV Movie	12,870

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	259,320
2*1/2	horizontal	inner	420 x 139	169,890

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.

Closing date schedule



Issue No.	On Sale Date ¹	On Sale Date ²	Calendar Week	Dates.TVProgramStart	Ad Closing, Copy & Cancellation Date
1/2026	-	02/01/2026	01	11/01/2026	24/11/2025
2/2026	15/01/2026	16/01/2026	03	24/01/2026	08/12/2025
3/2026	29/01/2026	30/01/2026	05	07/02/2026	22/12/2025
4/2026	12/02/2026	13/02/2026	07	21/02/2026	12/01/2026
5/2026	26/02/2026	27/02/2026	09	07/03/2026	26/01/2026
6/2026	12/03/2026	13/03/2026	11	21/03/2026	06/02/2026
7/2026	26/03/2026	26/03/2026	13	04/04/2026	19/02/2026
8/2026	09/04/2026	10/04/2026	15	18/04/2026	05/03/2026
9/2026	23/04/2026	24/04/2026	17	02/05/2026	20/03/2026
10/2026	07/05/2026	08/05/2026	19	16/05/2026	02/04/2026
11/2026	21/05/2026	21/05/2026	21	30/05/2026	15/04/2026
12/2026	04/06/2026	05/06/2026	23	13/06/2026	30/04/2026
13/2026	18/06/2026	19/06/2026	25	27/06/2026	15/05/2026
14/2026	02/07/2026	03/07/2026	27	11/07/2026	29/05/2026
15/2026	16/07/2026	17/07/2026	29	25/07/2026	12/06/2026
16/2026	30/07/2026	31/07/2026	31	08/08/2026	26/06/2026
17/2026	13/08/2026	14/08/2026	33	22/08/2026	10/07/2026
18/2026	27/08/2026	28/08/2026	35	05/09/2026	24/07/2026
19/2026	10/09/2026	11/09/2026	37	19/09/2026	07/08/2026
20/2026	24/09/2026	25/09/2026	39	03/10/2026	21/08/2026
21/2026	08/10/2026	09/10/2026	41	17/10/2026	03/09/2026
22/2026	22/10/2026	23/10/2026	43	31/10/2026	18/09/2026
23/2026	05/11/2026	06/11/2026	45	14/11/2026	30/09/2026
24/2026	19/11/2026	20/11/2026	47	28/11/2026	16/10/2026
25/2026	02/12/2026	03/12/2026	49	11/12/2026	29/10/2026
26/2026	16/12/2026	17/12/2026	51	25/12/2026	12/11/2026
1/2027	30/12/2026	31/12/2026	53	08/01/2027	23/11/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.
Schedules for last-minute ads are published in the individual cate cards of the combination.

1 TV 14
2 TV MOVIE

General information



Publisher	Heinrich Bauer Verlag KG
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
Order Processing	E-Mail: print-order@ad-alliance.de
Ad Management	E-Mail: print-placements@ad-alliance.de Phone: +49 (0) 40 / 286686-4834
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4824
COPY MATERIAL	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: anzeigen@bertelsmann.de Phone: (+49-5241) 80 - 897 00 Technical Specifications: Current and binding English-language information is available under: www.duon-portal.de Delivery of Copy Material: The centralized delivery address for copy material is: www.duon-portal.de For support please contact: 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
FREQUENCY	all 14 days
ON SALE DATE	TV14: Thursday TV MOVIE: Friday
PZN	TV MOVIE TV14 KOMBI 528971
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 . 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. 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.

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

Sales offices



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You can find the current media portfolio at www.ad-alliance.de.
Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057
Executive Board: Frank Vogel, Stephan Schmitter

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



The General Terms and Conditions of Ad Alliance GmbH apply,
which can be found at <https://www.ad-alliance.de/terms-conditions>

Ad Alliance is the marketing division of RTL Deutschland and is responsible for marketing the channels and services of RTL Deutschland, the Bauer Media Group, and the video and addressable TV network of RTL AdAlliance. As a service provider, Ad Alliance markets print brands and Media Impact's digital in-page brands, and as a proprietary trader, it markets Media Impact's digital in-stream brands, selected print and digital brands of the FUNKE Media Group, and Warner Bros. Discovery's HBO Max streaming service.

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<https://www.mediaimpact.de/en/general-terms-and-conditions/>, unless otherwise indicated.