

NEUE POST | DAS NEUE BLATT | DAS NEUE |  
FREIZEITWOCHE | MACH MAL PAUSE | MINI |  
AVANTI | SCHÖNE WOCHE | WOCHE HEUTE

# Bauer Best Age Kombi

The image shows an elderly couple, a man and a woman, smiling warmly at each other. They are holding a collection of Bauer media magazines. The magazines are arranged in two rows. The top row includes 'Neue Post', 'das neue BLATT', 'das neue', 'FREIZEITWOCH', and 'das neue'. The bottom row includes 'Mach mal Pause', 'Mini', 'Avanti', 'Schöne WOCHE', and 'WOCHE HEUTE'. Each magazine cover features a different celebrity or lifestyle theme, such as 'Endlich, eine Schwester!', 'Das Herz!', 'Ihr neues Leben in Prag!', 'Letzte Chance', 'Länger leben', 'Koch-Journal', 'Das Herz stärken', 'Geheim-Plan mit Johanna!', and 'BABY-DRAMA'.

Prices  
2026



AdAlliance



## Combination savings

### YOU SAVE 18.7 % WHEN YOU TAKE THE BAUER BEST AGE 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 all nine titles with a time delay within nine weeks.

The BAUER BEST AGE COMBINED RATE reported by agma includes the titles NEUE POST, DAS NEUE BLATT, DAS NEUE, MACH MAL PAUSE, FREIZEITWOCHE, MINI, AVANTI, SCHÖNE WOCHE and WOCHE HEUTE.



## Formats on single pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|----------------------------------------|-------------------|
| 1/1    | normal           | inner        | 210 x 280                              | 69,240            |
| 3/4    | vertical         | inner        | 153 x 280                              | 53,950            |
| 3/4    | horizontal       | inner        | 210 x 205                              | 53,950            |
| 1/2    | vertical         | inner        | 103 x 280                              | 36,780            |
| 1/2    | horizontal       | inner        | 210 x 139                              | 36,780            |
| 1/3    | vertical         | inner        | 70 x 280                               | 25,650            |
| 1/3    | horizontal       | inner        | 210 x 94                               | 25,650            |
| 1/4    | vertical         | inner        | 53 x 280                               | 20,050            |
| 1/4    | horizontal       | inner        | 210 x 73                               | 20,050            |

## Surcharges for preferential placements

| Ad placement                    | Mono/Multi colour |
|---------------------------------|-------------------|
| 4. Umschlagseite DAS NEUE BLATT | 1,810             |
| 4. Umschlagseite Neue Post      | 2,220             |

## Formats on double pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|----------------------------------------|-------------------|
| 2/1    | normal           | inner        | 420 x 280                              | 138,490           |
| 2*1/2  | horizontal       | inner        | 420 x 139                              | 69,240            |

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 <sup>1</sup> | On Sale Date <sup>2</sup> | Calendar Week | Ad Closing, Copy & Cancellation Date |
|-----------|---------------------------|---------------------------|---------------|--------------------------------------|
| 1/2026    | -                         | 02/01/2026                | 01            | 19/11/2025                           |
| 2/2026    | 07/01/2026                | 09/01/2026                | 02            | 26/11/2025                           |
| 3/2026    | 14/01/2026                | 16/01/2026                | 03            | 03/12/2025                           |
| 4/2026    | 21/01/2026                | 23/01/2026                | 04            | 10/12/2025                           |
| 5/2026    | 28/01/2026                | 30/01/2026                | 05            | 17/12/2025                           |
| 6/2026    | 04/02/2026                | 06/02/2026                | 06            | 29/12/2025                           |
| 7/2026    | 11/02/2026                | 13/02/2026                | 07            | 07/01/2026                           |
| 8/2026    | 18/02/2026                | 20/02/2026                | 08            | 14/01/2026                           |
| 9/2026    | 25/02/2026                | 27/02/2026                | 09            | 21/01/2026                           |
| 10/2026   | 04/03/2026                | 06/03/2026                | 10            | 28/01/2026                           |
| 11/2026   | 11/03/2026                | 13/03/2026                | 11            | 02/02/2026                           |
| 12/2026   | 18/03/2026                | 20/03/2026                | 12            | 09/02/2026                           |
| 13/2026   | 25/03/2026                | 27/03/2026                | 13            | 16/02/2026                           |
| 14/2026   | 31/03/2026                | 02/04/2026                | 14            | 23/02/2026                           |
| 15/2026   | 08/04/2026                | 10/04/2026                | 15            | 26/02/2026                           |
| 16/2026   | 15/04/2026                | 17/04/2026                | 16            | 05/03/2026                           |
| 17/2026   | 22/04/2026                | 24/04/2026                | 17            | 16/03/2026                           |
| 18/2026   | 28/04/2026                | 30/04/2026                | 18            | 20/03/2026                           |
| 19/2026   | 06/05/2026                | 08/05/2026                | 19            | 27/03/2026                           |
| 20/2026   | 12/05/2026                | 15/05/2026                | 20            | 02/04/2026                           |
| 21/2026   | 20/05/2026                | 22/05/2026                | 21            | 10/04/2026                           |
| 22/2026   | 27/05/2026                | 29/05/2026                | 22            | 17/04/2026                           |
| 23/2026   | 03/06/2026                | 05/06/2026                | 23            | 23/04/2026                           |
| 24/2026   | 10/06/2026                | 12/06/2026                | 24            | 30/04/2026                           |
| 25/2026   | 17/06/2026                | 19/06/2026                | 25            | 08/05/2026                           |
| 26/2026   | 24/06/2026                | 26/06/2026                | 26            | 18/05/2026                           |
| 27/2026   | 01/07/2026                | 03/07/2026                | 27            | 26/05/2026                           |
| 28/2026   | 08/07/2026                | 10/07/2026                | 28            | 01/06/2026                           |
| 29/2026   | 15/07/2026                | 17/07/2026                | 29            | 08/06/2026                           |
| 30/2026   | 22/07/2026                | 24/07/2026                | 30            | 15/06/2026                           |
| 31/2026   | 29/07/2026                | 31/07/2026                | 31            | 22/06/2026                           |
| 32/2026   | 05/08/2026                | 07/08/2026                | 32            | 29/06/2026                           |
| 33/2026   | 12/08/2026                | 14/08/2026                | 33            | 06/07/2026                           |
| 34/2026   | 19/08/2026                | 21/08/2026                | 34            | 13/07/2026                           |
| 35/2026   | 26/08/2026                | 28/08/2026                | 35            | 20/07/2026                           |
| 36/2026   | 02/09/2026                | 04/09/2026                | 36            | 27/07/2026                           |
| 37/2026   | 09/09/2026                | 11/09/2026                | 37            | 03/08/2026                           |
| 38/2026   | 16/09/2026                | 18/09/2026                | 38            | 10/08/2026                           |
| 39/2026   | 23/09/2026                | 25/09/2026                | 39            | 17/08/2026                           |
| 40/2026   | 29/09/2026                | 01/10/2026                | 40            | 24/08/2026                           |
| 41/2026   | 07/10/2026                | 09/10/2026                | 41            | 31/08/2026                           |
| 42/2026   | 14/10/2026                | 16/10/2026                | 42            | 07/09/2026                           |
| 43/2026   | 21/10/2026                | 23/10/2026                | 43            | 14/09/2026                           |
| 44/2026   | 28/10/2026                | 30/10/2026                | 44            | 21/09/2026                           |
| 45/2026   | 04/11/2026                | 06/11/2026                | 45            | 28/09/2026                           |
| 46/2026   | 11/11/2026                | 13/11/2026                | 46            | 05/10/2026                           |
| 47/2026   | 18/11/2026                | 20/11/2026                | 47            | 12/10/2026                           |
| 48/2026   | 25/11/2026                | 27/11/2026                | 48            | 19/10/2026                           |
| 49/2026   | 02/12/2026                | 04/12/2026                | 49            | 26/10/2026                           |
| 50/2026   | 09/12/2026                | 11/12/2026                | 50            | 02/11/2026                           |
| 51/2026   | 16/12/2026                | 18/12/2026                | 51            | 09/11/2026                           |
| 52/2026   | 22/12/2026                | 24/12/2026                | 52            | 16/11/2026                           |
| 1/2027    | 29/12/2026                | 31/12/2026                | 53            | 17/11/2026                           |

The last-minute dates are published in the respective individual price lists.  
<sup>1</sup> NEUE POST, DAS NEUE BLATT, FREIZEITWOCHE, MACH MAL PAUSE, MINI, AVANTI, SCHÖNE WOCHE, WOCHE HEUTE  
<sup>2</sup> DAS NEUE

# General information



|                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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><br>Phone: +49 (0) 40 / 286686-4828, -4826                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Special Ad Formats</b>                                                        | Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a><br>Phone: (+49-40) 286686-4425                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>COPY MATERIAL</b>                                                             | Mohn Media Mohndruck GmbH – Anzeigen MAT<br>Email: <a href="mailto:anzeigen@bertelsmann.de">anzeigen@bertelsmann.de</a><br>Phone: (+49-5241) 80 - 897 00<br>Technical Specifications: Current and binding<br>English-language information is available under:<br><a href="http://www.duon-portal.de">www.duon-portal.de</a><br>Delivery of Copy Material: The centralized delivery<br>address for copy material is: <a href="http://www.duon-portal.de">www.duon-portal.de</a><br>For support please contact: <a href="mailto:support@duon-portal.de">support@duon-portal.de</a><br>Telephone hotline: (+49-40) 37 41 - 17 50                                                                                            |
|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|  | Binding technical specifications for special ad formats are available online at <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>FREQUENCY</b>                                                                 | weekly                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>ON SALE DATE</b>                                                              | AVANTI, DAS NEUE BLATT, FREIZEITWOCHE, SCHÖNE WOCHE, MACH MAL PAUSE, MINI, NEUE POST, WOCHE HEUTE: Wednesday   DAS NEUE: Friday                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>PZN</b>                                                                       | BAUER BEST AGE KOMBI 581223                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <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.

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



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(German Audit Bureau of Circulation)

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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.



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available at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb).

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