Prices 2026

AdAlliance

Rates and formats

Crime
Wahre Verbrechen

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 264	15,400
1/1	normal	1st right-hand ad page	200 x 264	15,500
1/1	normal	inside front cover	200 x 264	17,900
1/1	normal	outside back cover	200 x 264	17,900
2/3	vertical	inner	120 x 264	11,400
2/3	horizontal	inner	200 x 190	11,400
1/2	vertical	inner	95 x 264	8,300
1/2	horizontal	inner	200 x 127	8,300
1/3	vertical	inner	66 x 264	5,400
1/3	horizontal	inner	200 x 67	5,400
1/4	corner	inner	95 x 127	4,600
1/4	vertical	inner	48 x 264	4,600
1/4	horizontal	inner	200 x 58	4,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 264	30,800
2/1	normal	1st double page in issue	400 x 264	31,700
2/1	normal	inside front cover + page 3	400 x 264	34,200

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

Crime
Wahre Verbrechen

Loose 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.

Rates per 1,000

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	130	182	172	231
30 g	148	206	197	261
40 g	162	227	216	288
50 g	180	252	238	318
60 g	195	273	259	347
every addl. 10 g	+14	+20	+18	+25

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 30,000 copies or total domestic subscription

Oversize-inserts

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.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	221	310	293	391
30 g	252	353	333	446
40 g	276	386	365	488
50 g	305	427	406	541
60 g	331	463	440	579
every addl. 10 g	+23	+32	+33	+45

Minimum circulation: 30,000 copies or total domestic subscription

Glued 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.

Rates per 1,000

Special ad format	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
Booklet	10 g	98	137	130	173
Booklet	20 g	119	166	158	211
Booklet	30 g	138	194	184	245
every addl. 10 g		+14	+20	+18	+25
Product sample	10 g	129	181	171	228
Product sample	20 g	152	213	202	268

Other tip-ons on request.

Circulation

Minimum circulation: 30,000 copies or total domestic subscription
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Bound inserts

Definition

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

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	153	214	203	270
8	173	243	231	308
12	196	275	260	347
16	219	307	291	387
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 30,000 copies or total domestic subscription

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

Closing date schedule

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Wahre Verbrechen

Issue No.	On Sale Date	Calendar Week	Ad Closing & Cancellation Date	Copy Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	06/02/2026	06	02/01/2026	16/01/2026	20/01/2026	02/01/2026	22/01/2026
2/2026	02/04/2026	14	26/02/2026	12/03/2026	16/03/2026	26/02/2026	18/03/2026
3/2026	05/06/2026	23	28/04/2026	13/05/2026	18/05/2026	28/04/2026	20/05/2026
4/2026	07/08/2026	32	03/07/2026	17/07/2026	21/07/2026	03/07/2026	23/07/2026
5/2026	02/10/2026	40	28/08/2026	11/09/2026	15/09/2026	28/08/2026	17/09/2026
6/2026	04/12/2026	49	30/10/2026	13/11/2026	17/11/2026	30/10/2026	19/11/2026

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).

General information

Publisher	Gruner + Jahr Deutschland GmbH
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
Order Processing	Email: print-order@ad-alliance.de
Ad Management	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4384
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4348
COPY MATERIAL DUON-Portal	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
Ad Special-Portal	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
Internet	www.rtl-adalliance.com
FREQUENCY	6 x a year
ON SALE DATE	Saturday
COVER PRICE	7.20 EUR
PZN	CRIME 505917
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 ORIGINIAL RETAINS SOLE VALIDITY.

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Crime
Wahre Verbrechen

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You can find the current media portfolio at www.ad-alliance.de.
Ad Alliance GmbH I 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.

The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at:
https://www.mediaimpact.de/en/general-terms-and-conditions/, unless otherwise indicated.