

Bauer Media Group
**BEST
SELLER**

2 Minuten Ihre Zeitschrift für Fernseher und Freizeit
• XXL-Wochenübersicht • Jeden Tag TOP-TV-Empfehlungen • Super Serien-Planer

Nr. 22 / 15.02.2026

16.3.18-22.3.20.18

auf einen Blick

TV und
Ratgeber

Perfekt für
NDR EXTRA GROSS!

Ermittler geben Tipps für die Urlaubszeit

Wertsachen im Haus sicher aufbewahren

Was ein wirklich gutes
Versteck ausmacht

ÖKO-TEST
Siftung Warentest
test
1 von 100 Produkte
Produkt die gen
vom Discounter

In jedem Alter möglich

Starke Gelenke ohne Schmerzen

Mehr Beweglichkeit für
Knie, Nacken, Rücken

Mit Smartphone und Karte
**Wie gibt man digital
am besten Trinkgeld?**

Ein Löffel täglich genügt
**Länger gesund leben
mit dem Olivenöl-Trick**



„Du redest einfach darüber
wie Wertsachen bestehst, darf
nachgefragt werden.“

**TV-Tipp der
Woche** ARD 1

„Per Anhalter
zur Ostsee“

2,20 €
Gesamtkosten 1,25 €, Schenkt 0,48 €, Belebung 1,12 €,
Beilage 0,25 €, Werbung 0,13 €, Discounter 0,12 €,
Kiosk 0,19 €, Vertrieb 0,12 €, Miete 0,12 €, Spende 0,05 €, Zins 0,05 €.



Schauspielerin
Gisa Zach

auf einen
Blick

TESTET
FÜR SIE
Barfuß-
Schuhe



Küche
Gebratene
Geflügel-Dicke

Prices
2026



 AdAlliance



Discount combinations

BASIS PROGRAMM

TV HÖREN UND SEHEN, FERNSEHWOCHE,
AUF EINEN BLICK, TV KLAR

Combination
savings*

20%

**BASIS
PROGRAMM**
tv Hören und Sehen
Fernsehwoche
auf einen Blick
TV klar

BAUER MILLIONEN SUPERKOMBI

NEUE POST, DAS NEUE BLATT, DAS NEUE,
MACH MAL PAUSE, FREIZEITWOCHE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE, TV HÖREN UND
SEHEN, FERNSEHWOCHE, AUF EINEN BLICK,
TV KLAR

Bauer
**MILLIONEN
SUPERKOMBI**

Combination
savings*

21,69%

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	222 x 280	49,580
3/4	vertical	inner	161 x 280	42,810
3/4	horizontal	inner	222 x 205	42,810
1/2	vertical	inner	109 x 280	29,590
1/2	horizontal	inner	222 x 139	29,590
1/3	vertical	inner	73 x 280	19,030
1/3	horizontal	inner	222 x 94	19,030
1/4	vertical	inner	57 x 280	17,280
1/4	horizontal	inner	222 x 73	17,280

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	444 x 280	99,160
2*1/2	horizontal	inner	444 x 139	59,180

+++ Format change from #3/26 or January 15, 2026, to 1/1 210 x 280 mm +++

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.

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

Loose inserts		Oversize-inserts				
Definition		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 without Subs	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	74	91	81	109		
30 g	79	100	87	118		
40 g	84	112	92	130		
50 g	89	123	98	141		
60 g	99	146	109	164		
every addl. 10 g	+10	+19	+10	+18		
Loose inserts with tip-on elements on request.						
Circulation		*Plus 50 EUR per 1,000 postal fees.				
Minimum circulation: 100,000 copies in the single copy circulation or total domestic subscription. The subscription circulation cannot be partially booked.		Minimum circulation: 100,000 copies in the single copy circulation or total domestic subscription. The subscription circulation cannot be partially booked.				

Glued inserts							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											
Special ad format	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	
Booklet	10 g	45	56	50	74	4	74	93	81	105	
Booklet	20 g	49	64	54	82	8	79	99	87	117	
every addl. 10 g		+12	+15	+12	+18	12	84	109	92	127	
Product sample	10 g	53	66	58	84	16	86	116	95	134	
Product sample	20 g	63	82	69	100	every addl. 4 pages					+12 +15 +12 +18
Flat spray / Teabags*		103	129	113	147	Bound inserts with tip-on elements on request.					
*Plus 100 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. Other tip-ons on request.											
Circulation							Minimum circulation: 100,000 copies in the single copy circulation. The subscription circulation cannot be partially booked. Carrier ad: minimum full page in the total circulation (rate according to rate card)				

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.

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

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	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 / 286686-4827
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4425
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
	Ad Special-Portal Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
FREQUENCY	weekly
ON SALE DATE	Thursday
COVER PRICE	2.20 EUR
PZN	AUF EINEN BLICK 581449
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.

b4p best for www.b4p.de



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

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You can find the current media portfolio at www.ad-alliance.de.
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RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.



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