

Capital

WIRTSCHAFT IST GESELLSCHAFT

04

APRIL 2026
11,50 EURO

Österreich: 12,90 Euro
Belgien: 13,70 Euro, Schweiz: 16,00 sFr.
Italien, Spanien: 14,80 Euro

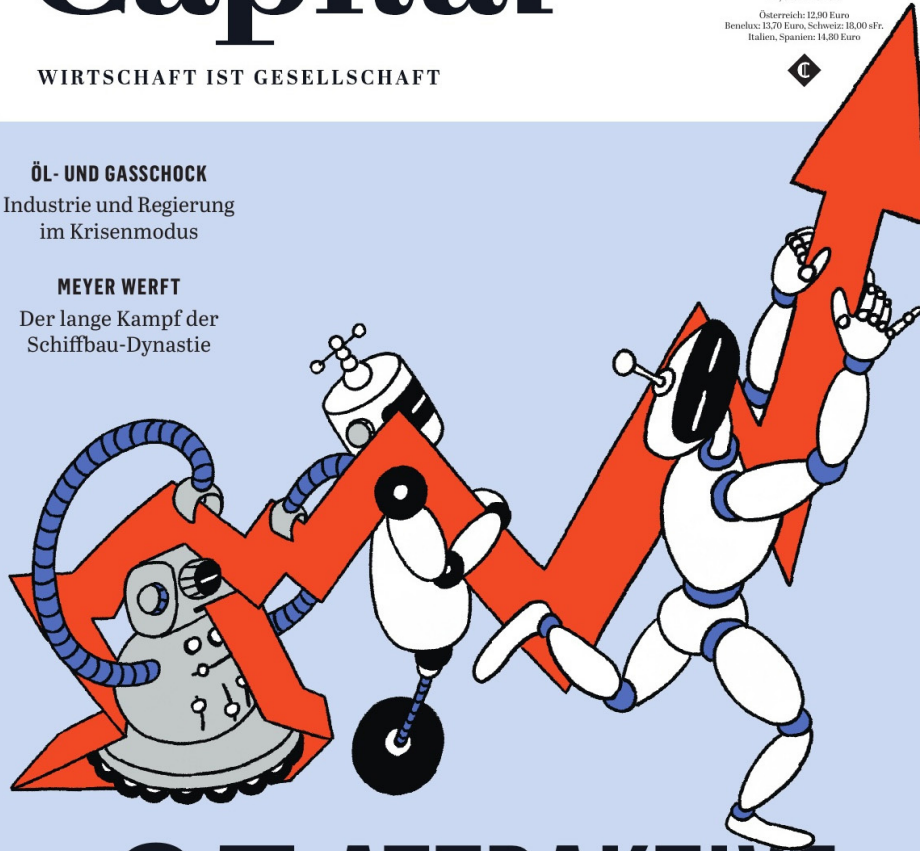


ÖL- UND GASSCHOCK

Industrie und Regierung
im Krisenmodus

MEYER WERFT

Der lange Kampf der
Schiffbau-Dynastie



25 ATTRAKTIVE KI-GEWINNER

Künstliche Intelligenz erschüttert Börsen, Branchen und Unternehmen.
Doch viele werden profitieren: Capital hat aussichtsreiche Aktien ausgewählt



Print-Prices
2027

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 265	39,900
1/1	normal	1st right-hand ad page after Contents	200 x 265	44,700
1/1	normal	inside front cover	200 x 265	48,800
1/1	normal	outside back cover	200 x 265	48,800
1/1	normal	next to Table of Contents	200 x 265	46,800
2/3	vertical	inner	125 x 265	29,800
2/3	horizontal	inner	200 x 175	29,800
1/2	vertical	inner	97 x 265	23,600
1/2	vertical	1st third of issue	97 x 265	25,800
1/2	horizontal	inner	200 x 132	23,600
1/2	horizontal	1st third of issue	200 x 132	25,800
1/3	vertical	inner	70 x 265	17,500
1/3	vertical	1st third of issue	70 x 265	19,000
1/3	vertical	Editorial	70 x 265	20,800
1/3	horizontal	inner	200 x 88	17,500
1/3	horizontal	1st third of issue	200 x 88	19,000
1/6	vertical	inner	70 x 124	9,600

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 265	79,800
2/1	normal	1st double page after Contents	400 x 265	89,500
2/1	normal	inside front cover + page 3	400 x 265	114,200
2/1	normal	double page before Table of Contents	400 x 265	93,500
2*2/3	horizontal	inner	400 x 175	59,600
2*1/2	horizontal	inner	400 x 132	46,800

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 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Loose inserts						Oversize-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 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.					
Rates per 1,000	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	
	10 g	170	237	236	316	10 g	221	308	307	411	
	20 g	182	255	254	340	20 g	237	332	330	442	
	30 g	192	273	267	360	30 g	250	355	347	468	
	40 g	199	303	277	398	40 g	259	394	360	517	
	50 g	207	333	290	436	50 g	269	433	377	567	
	60 g	220	363	307	474	60 g	286	472	399	616	
	every addl. 10 g	+14	+30	+18	+38	every addl. 10 g	+23	+32	+30	+45	
	Loose inserts with tip-on elements on request.					*Plus 70 EUR per 1,000 postal fees.					
Circulation	Minimum circulation: total domestic subscription					Minimum circulation: total domestic subscription circulation					

Glued inserts						Bound 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.					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		Pages	Total without Subs	Subs within Total			
	Booklet	10 g	105	150		4	167	238			
	Booklet	20 g	119	180		8	192	274			
	Product sample	10 g	131	187		12	213	304			
	Product sample	20 g	150	217		16	230	334			
	Other tip-ons on request. 30 % surcharge for guaranteed position as first tip-on.					every addl. 4 pages	+17	+30			
						Bound inserts with tip-on elements on request. 30 % surcharge for guaranteed position as first bound insert					
Circulation	Minimum circulation: Total circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)					Minimum circulation: Total circulation.					

E-paper	
The additional allocation of the ePaper edition is possible. Circulation and rates on request.	

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 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.	

Closing date schedule

Capital

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
2/2027	23/01/2027	03	05/01/2027	12/01/2027	23/12/2026	11/01/2027
3/2027	20/02/2027	07	02/02/2027	09/02/2027	26/01/2027	08/02/2027
4/2027	20/03/2027	11	02/03/2027	09/03/2027	23/02/2027	08/03/2027
5/2027	24/04/2027	16	06/04/2027	13/04/2027	30/03/2027	12/04/2027
6/2027	22/05/2027	20	30/04/2027	10/05/2027	23/04/2027	07/05/2027
7/2027	19/06/2027	24	01/06/2027	08/06/2027	25/05/2027	07/06/2027
8/2027	17/07/2027	28	29/06/2027	06/07/2027	22/06/2027	05/07/2027
9/2027	21/08/2027	33	03/08/2027	10/08/2027	27/07/2027	09/08/2027
10/2027	18/09/2027	37	31/08/2027	07/09/2027	24/08/2027	06/09/2027
11/2027	16/10/2027	41	28/09/2027	05/10/2027	21/09/2027	04/10/2027
12/2027	13/11/2027	45	26/10/2027	02/11/2027	19/10/2027	01/11/2027
1/2028	11/12/2027	49	23/11/2027	30/11/2027	16/11/2027	29/11/2027

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).

Profile

Courage, inventiveness and capital give rise to innovation. In its renowned special issues, CAPITAL shows how the German economy is tackling the major issues of our time. CAPITAL EXTRA portrays companies, founders and bankers who have good ideas for a sustainable world of business and finance. CAPITAL EXTRA will be published in the fall and, as every year, will be dedicated to a special economic or financial market topic in a competent, useful and visually appealing way.

Cover price €11.50

Circulation 50,000 print circulation (Publisher's Information)



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 265	28,300
1/1	normal	inside front cover	200 x 265	33,900
1/1	normal	outside back cover	200 x 265	33,900
1/2	vertical	inner	97 x 265	16,300
1/2	horizontal	inner	200 x 132	16,300
1/3	vertical	Editorial	70 x 265	11,300

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 265	56,600
2/1	normal	inside front cover + page 3	400 x 265	67,900
2/1	normal	double page before Table of Contents	400 x 265	66,200

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
1/2027	02/10/2027	39	06/09/2027	21/09/2027	03/09/2027	13/09/2027

Special ad formats: on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

General information

Capital

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) 286686-4832
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4347
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
Internet	www.rtl-adalliance.com
FREQUENCY	monthly
ON SALE DATE	Thursday
COVER PRICE	11.50 EUR
PZN	CAPITAL 598537
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.

 best for planning. www.b4p.de



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

Sales offices

Capital

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USA - New York

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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.

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.