


# Prices
2026

AdAlliance

# 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 | 213 x 280 | 20,400 |
| 1/1 | normal | inside front cover | 213 x 280 | 22,400 |
| 1/1 | normal | outside back cover | 213 x 280 | 22,400 |
| 1/2 | vertical | inner | 104 x 280 | 13,000 |
| 1/2 | horizontal | inner | 213 x 138 | 13,000 |
| 1/3 | vertical | inner | 68 x 280 | 9,400 |
| 1/3 | vertical | Editorial | 68 x 280 | 10,400 |

## Formats on double pages

| Format | Format additions | Ad placement | Bleed format (width x height in mm) | Mono/Multi colour |
|---|---|---|---|---|
| 2/1 | normal | inner | 426 x 280 | 40,800 |
| 2/1 | normal | inside front cover + page 3 | 426 x 280 | 47,900 |

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.

### RATES FOR ART ADVERTISEMENTS

Current rates for Art Advertisements are shown in Section 4 of this rate card. For information on formats and ad rates in the Kunstmarkt (Art Market) please contact:

Kontakt: art-kunstanzeigen@ad-alliance.de

Telefonisch: +49 40 28 66 86-282

### 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

art
DAS KUNSTMAGAZIN

## 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 |
|---|---|---|
| 20 g | 142 | 199 |
| 30 g | 152 | 224 |
| 40 g | 169 | 249 |
| 50 g | 187 | 274 |
| 60 g | 204 | 299 |
| every addl. 10 g | +14 | +25 |

Loose inserts with tip-on elements on request.

**Circulation**

Minimum circulation: domestic circulation

## 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.

**Rates per 1,000**

| Weights up to | Total without Subs | Subs within Total |
|---|---|---|
| 20 g | 225 | 315 |
| 30 g | 244 | 341 |
| 40 g | 272 | 382 |
| 50 g | 298 | 418 |
| 60 g | 325 | 455 |
| every addl. 10 g | +23 | +32 |

**Circulation**

Minimum circulation: domestic circulation

## 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 |
|---|---|---|---|
| Booklet | 10 g | 99 | 138 |
| Booklet | 20 g | 130 | 182 |
| Booklet | 30 g | 149 | 208 |
| every addl. 10 g | | +14 | +25 |
| Product sample | 10 g | 130 | 182 |
| Product sample | 20 g | 149 | 208 |

Other tip-ons on request.

**Circulation**

Minimum circulation: domestic circulation
Carrier ad: minimum full page in the total circulation (rate according to rate card)

## Bound inserts

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 |
|---|---|---|
| 4 | 166 | 232 |
| 8 | 193 | 270 |
| 12 | 218 | 304 |
| 16 | 245 | 343 |
| every addl. 4 pages | +17 | +25 |

Bound inserts with tip-on elements on request.

**Circulation**

Minimum circulation: domestic circulation

**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

art
DAS KUNSTMAGAZIN

| 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 |
|---|---|---|---|---|---|---|---|
| 2/2026 | 16/01/2026 | 03 | 12/12/2025 | 17/12/2025 | 19/12/2025 | 12/12/2025 | 30/12/2025 |
| 3/2026 | 20/02/2026 | 08 | 23/01/2026 | 28/01/2026 | 30/01/2026 | 23/01/2026 | 05/02/2026 |
| 4/2026 | 20/03/2026 | 12 | 20/02/2026 | 25/02/2026 | 27/02/2026 | 20/02/2026 | 05/03/2026 |
| 5/2026 | 17/04/2026 | 16 | 18/03/2026 | 23/03/2026 | 25/03/2026 | 18/03/2026 | 31/03/2026 |
| 6/2026 | 22/05/2026 | 21 | 22/04/2026 | 27/04/2026 | 29/04/2026 | 22/04/2026 | 06/05/2026 |
| 7/2026 | 26/06/2026 | 26 | 29/05/2026 | 03/06/2026 | 05/06/2026 | 29/05/2026 | 11/06/2026 |
| 8/2026 | 24/07/2026 | 30 | 26/06/2026 | 01/07/2026 | 03/07/2026 | 26/06/2026 | 09/07/2026 |
| 9/2026 | 21/08/2026 | 34 | 24/07/2026 | 29/07/2026 | 31/07/2026 | 24/07/2026 | 06/08/2026 |
| 10/2026 | 18/09/2026 | 38 | 21/08/2026 | 26/08/2026 | 28/08/2026 | 21/08/2026 | 03/09/2026 |
| 11/2026 | 16/10/2026 | 42 | 18/09/2026 | 23/09/2026 | 25/09/2026 | 18/09/2026 | 01/10/2026 |
| 12/2026 | 20/11/2026 | 47 | 23/10/2026 | 28/10/2026 | 30/10/2026 | 23/10/2026 | 05/11/2026 |
| 1/2027 | 18/12/2026 | 51 | 20/11/2026 | 25/11/2026 | 27/11/2026 | 20/11/2026 | 03/12/2026 |

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).
The closing dates for last-minute ads do not apply to art advertisements.

# ART Kunstanzeigen im Heft

The art advertisement rates apply only to art advertisers (artists, museums, exhibition halls, auction houses, galleries, art fairs, and art book publishers).

Premium art ads are placed, whenever possible, in the first half of the issue outside the art advertising section; regular art ads are placed, whenever possible, in the second half of the issue within the art advertising section, in a block format.

For information on formats and ad rates in the art market, please contact:

Contact: art-kunstanzeigen@ad-alliance.de

By phone: +49 40 28 66 86-282

**Cover price** €18.00




## Formats on single pages

| Format | Format additions | Ad placement | Bleed format (width x height in mm) | Mono/Multi colour |
|---|---|---|---|---|
| 1/1 | normal | Art Advertisements Section (2nd issue half; blocked) | 213 x 280 | 7,400 |
| 1/1 | normal | Art Advertisment Premium (1st issue half), RHP | 213 x 280 | 13,000 |
| 1/1 | normal | Art Advertisment Premium (OBC) | 213 x 280 | 13,600 |
| 1/1 | normal | Art Advertisment Premium (OBC) | 213 x 280 | 8,500 |
| 1/1 | normal | Art Advertisements Premium (Column "STARTER"), RHP | 213 x 280 | 7,900 |
| 1/1 | normal | artPlus (2nd issue half) | 213 x 280 | 7,400 |
| 1/1 | normal | art Saison (Booklet) | 105 x 148 | 4,800 |
| 1/1 | vertical | artPlus opener (LHP facing Cover artPlus) | 213 x 280 | 7,900 |
| 1/2 | vertical | Art Advertisements Section (2nd issue half; blocked) | 104 x 280 | 4,000 |
| 1/2 | vertical | Art Advertisements Premium (1st issue half), RHP | 104 x 280 | 7,100 |
| 1/2 | vertical | artPlus (2nd issue half) | 104 x 280 | 4,000 |
| 1/2 | horizontal | Art Advertisements Section (2nd issue half; blocked) | 213 x 138 | 4,000 |
| 1/2 | horizontal | Art Advertisements Premium (1st issue half), RHP | 213 x 138 | 7,100 |
| 1/2 | horizontal | artPlus (2nd issue half) | 213 x 138 | 4,000 |
| 1/4 | corner | Art Advertisements Section (2nd issue half; blocked) | 104 x 138 | 1,800 |
| 1/4 | corner | artPlus (2nd issue half) | 104 x 138 | 1,800 |
| 1/8 | horizontal | Art Advertisements Section (2nd issue half; blocked) | 104 x 69 | 1,200 |
| 1/8 | horizontal | artPlus (2nd issue half) | 104 x 69 | 1,200 |

## Formats on double pages

| Format | Format additions | Ad placement | Bleed format (width x height in mm) | Mono/Multi colour |
|---|---|---|---|---|
| 2/1 | normal | Art Advertisements Section (2nd issue half; blocked) | 426 x 280 | 14,700 |

Rate card valid from 01. January 2026

# ART SPEZIAL

## Profile

**ART Special Issue: documenta 16 in Kassel**

In the summer of 2027, the lavish ART SPECIAL dedicated to the art event of the year will be published

Every five years, all eyes turn to Kassel, and the international art world converges to discuss the state of relevant contemporary art. The ART Special (Publication Date: July 2, 2027; Advance Issue: June 3, 2027) provides everything you need to know about D16—whether you're enjoying the art in person or flipping through the pages from the comfort of your sofa at home: We showcase the most important, most beautiful, and most talked-about artworks in large, lavish photo spreads; reveal where to see what; contextualize the works; and offer plenty of helpful features: a detailed pull-out map, a compact guidebook to slip into your purse with a list of artists, insights into Kassel, and a documenta glossary

With its ART SPEZIAL, ART offers a prominent platform for your advertising campaign.

**Cover price** €20.00




## Formats on single pages

| Format | Format additions | Ad placement | Bleed format (width x height in mm) | Mono/Multi colour |
|---|---|---|---|---|
| 1/1 | normal | inner | 228 x 300 | 13,000 |
| 1/1 | normal | Art Ad | 228 x 300 | 5,500 |

## Formats on double pages

| Format | Format additions | Ad placement | Bleed format (width x height in mm) | Mono/Multi colour |
|---|---|---|---|---|
| 2/1 | normal | inner | 456 x 300 | 26,000 |
| 2/1 | normal | Art Ad | 456 x 300 | 11,100 |

*The art advert price is reserved exclusively for artists, museums, exhibition halls, auction houses, galleries, art fairs and art book publishers.

## Closing dates schedule

| Issue No. | On Sale Date | Calendar Week | Ad Closing & Cancellation Date | Copy Date | Special Ad Formats Closing & Cancellation Date | Special Ad Formats Delivery Date |
|---|---|---|---|---|---|---|
| 1/2026 | 05/06/2026 | 23 | 05/05/2026 | 08/05/2026 | 05/05/2026 | 20/05/2026 |

# 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<br>Phone: (+49-40) 286686-4384 |
| **Special Ad Formats** | Email: print-adspecials@ad-alliance.de<br>Phone: (+49-40) 286686-4346 |
| **COPY MATERIAL**<br>DUON-Portal | Peter Becker GmbH<br>Email: art@becker-medien.de,<br>Phone: (+49-931) 4 50 77 - 78<br>**Technical Specifications:** Current and binding English-language information is available under: www.duon-portal.de<br>**Delivery of Copy Material:** The centralized delivery address for copy material is: www.duon-portal.de<br>For support please contact: support@duon-portal.de<br>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** | monthly |
| **ON SALE DATE** | Friday |
| **COVER PRICE** | 18.00 EUR |
| **PZN** | ART 516282 |
| **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.<br>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.

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

# Sales offices

**Luxembourg (Headquarters)**
RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
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Email rtladalliance_info@rtl.com

**Germany (Headquarters)**
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Email rtladalliance_info@rtl.com

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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.