

Die Welt für junge Entdeckerinnen und Entdecker

**GEO** *lino*

**RATEKRIMI**  
Der enttarte Gangsta-Rapper: Ein neuer Fall für DKHF

**Checker TOBI**

**LIEBE**  
Wieso hat man Schmetterlinge im Bauch, wenn man verliebt ist? Tobi fasst sich ein Herz und fragt nach

**WAS FÜR EIN RITTI!**  
Bei einem Fest auf Sardinien zeigt die 15-jährige Angelica waghalsige Kunststücke

**ECHT SPIESSIG**  
Warum sich Kugel- und Igelfische rund machen

**YOLL DEN DURCHBLICK:** Bastelt mit uns Erinnerungsgläser - Minigalerien für eure Souvenirs und Fundstücke

Nr. 6/2023 Deutschland € 5,99 • Schweiz SF 9,40 • Österreich € 6,60 • Benelux € 6,90 • Italien/Spainen/Draehenland € 7,80

GEOLINO UNTERSTÜTZT **unicef**



Ratecard 2024

### 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 270	21,200
1/1	normal	outside back cover	200 x 270	23,300
1/2	vertical	inner	100 x 270	12,700
1/2	horizontal	inner	200 x 135	12,700
1/3	vertical	inner	66 x 270	9,100
1/3	horizontal	inner	200 x 90	9,100
1/4	vertical	inner	50 x 270	7,600
1/4	horizontal	inner	200 x 67	7,600

### 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 270	42,400

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.

Other formats on request. Type area formats on request. Trimming edge: add 5 mm to all sides.  
Live matter should be at least 5 mm removed from the trimming edge.  
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

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 2024 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 and CDs 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	Partial circ. ex. Subs	Subs
20 g	138	166	193
30 g	153	184	214
40 g	167	201	235
50 g	181	218	253
60 g	195	235	274
every addl. 10 g	+15	+20	+21

Loose inserts with tip-on elements on request.

Weights up to	Total	Partial circ. ex. Subs	Subs
20 g	222	266	311
30 g	246	295	344
40 g	270	324	378
50 g	294	353	412
60 g	318	382	445

#### Circulation

Minimum circulation: 50,000 copies  
Minimum circulation: GEOLINO EXTRA 40.000 copies

Minimum circulation: 50,000 copies  
Minimum circulation: GEOLINO EXTRA 40.000 copies

### 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
Booklet	10 g	98
Booklet	20 g	113
Booklet	30 g	128
every addl. 10 g		+15
Product sample	10 g	109

Other tip-ons on request.

Pages	Total
4	153
8	180
12	205
16	233

Bound inserts with tip-on elements on request.

#### Circulation

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

Minimum circulation: total 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](http://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 price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

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
1/2024	02/01/2024	01	21/11/2023	29/11/2023	23/11/2023	11/12/2023
2/2024	23/01/2024	04	12/12/2023	20/12/2023	14/12/2023	04/01/2024
3/2024	20/02/2024	08	12/01/2024	22/01/2024	16/01/2024	01/02/2024
4/2024	19/03/2024	12	09/02/2024	19/02/2024	13/02/2024	29/02/2024
5/2024	16/04/2024	16	06/03/2024	14/03/2024	08/03/2024	26/03/2024
6/2024	14/05/2024	20	03/04/2024	11/04/2024	05/04/2024	23/04/2024
7/2024	11/06/2024	24	30/04/2024	10/05/2024	03/05/2024	23/05/2024
8/2024	16/07/2024	29	07/06/2024	17/06/2024	11/06/2024	27/06/2024
9/2024	13/08/2024	33	05/07/2024	15/07/2024	09/07/2024	25/07/2024
10/2024	10/09/2024	37	02/08/2024	12/08/2024	06/08/2024	22/08/2024
11/2024	08/10/2024	41	29/08/2024	06/09/2024	02/09/2024	18/09/2024
12/2024	05/11/2024	45	25/09/2024	07/10/2024	27/09/2024	16/10/2024
13/2024	03/12/2024	49	24/10/2024	04/11/2024	28/10/2024	14/11/2024

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.  
For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).

### THE MONOTHEMATIC CHILDREN'S MAGAZINE

Topics from the fields of mankind, nature and technology are illuminated in a variety of journalistic facets. These range from photo reports and explanatory pieces to interviews, information boxes and comic strips, thematic games and handicraft concepts. It explains complex contexts in a child-friendly way.

### TOPICS 2024

- Issue 1/24 Dogs
- Issue 2/24 Wonders of the World
- Issue 3/24 Water
- Issue 4/24 Crime
- Issue 5/24 Nutrition
- Issue 6/24 World Religions

As of August 2023 - Editorial changes reserved.

Current topics can be found at  
<https://contentfinder.ad-alliance.de>

**COVER PRICE** 9.50 EUR

**CIRCULATION** 35,000 paid circulation (publisher's figure)



### 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 270	11,100
1/1	normal	outside back cover	200 x 270	12,200
1/2	vertical	inner	100 x 270	6,800
1/2	horizontal	inner	200 x 135	6,800
1/3	vertical	inner	66 x 270	5,100
1/3	horizontal	inner	200 x 90	5,100
1/4	vertical	inner	50 x 270	4,000
1/4	horizontal	inner	200 x 67	4,000

### 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 270	22,200

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

### 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
1/2024	23/01/2024	04	01/12/2023	22/12/2023	14/12/2023	05/01/2024
2/2024	19/03/2024	12	31/01/2024	21/02/2024	13/02/2024	01/03/2024
3/2024	14/05/2024	20	21/03/2024	15/04/2024	05/04/2024	24/04/2024
4/2024	16/07/2024	29	29/05/2024	19/06/2024	11/06/2024	28/06/2024
5/2024	08/10/2024	41	20/08/2024	10/09/2024	02/09/2024	19/09/2024
6/2024	03/12/2024	49	15/10/2024	06/11/2024	28/10/2024	15/11/2024

For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).



### THE HANDS-ON MAGAZINE FOR THE SUMMER HOLIDAYS

The GEOLINO holiday magazine is the hands-on magazine for the summer holidays for children aged 9 and over. The magazine presents reading material, ideas and suggestions for doing and trying things out, recipes, puzzles and tips in the three themed sections "Indoors, outdoors, on the move". It features portraits of children and animals and lots of micro-adventures.

Current topics can be found at <https://contentfinder.ad-alliance.de>

**COVER PRICE** 7.90 EUR

**CIRCULATION** 90,000 paid circulation (publisher's figure)



### 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 270	11,100
1/1	normal	outside back cover	200 x 270	12,200
1/2	vertical	inner	100 x 270	6,800
1/2	horizontal	inner	200 x 135	6,800
1/3	vertical	inner	66 x 270	5,100
1/3	horizontal	inner	200 x 90	5,100
1/4	vertical	inner	50 x 270	4,000
1/4	horizontal	inner	200 x 67	4,000

### Formats on double pages

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2/1	normal	inner	400 x 270	22,200

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

### 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
1/2024	25/06/2024	26	27/05/2024	29/05/2024	21/05/2024	07/06/2024

For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).

### How? What? Why?

In the special edition "How? What? Why? GEOLINO devotes itself to around 70 exciting questions and provides the answers directly. Animals, technology, nature, the body, sport and the world - these are the sections from which the editors have compiled their favourite questions. For example, these questions: Can fish get seasick? Where do people stick out your tongue in greeting? Who always runs in threes? And how do you know what the weather will be like?

Current topics can be found at  
<https://contentfinder.ad-alliance.de>

**COVER PRICE** 6.90 EUR

**CIRCULATION** 90,000 paid circulation (publishers statement)



### 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 270	11,100
1/1	normal	outside back cover	200 x 270	12,200
1/2	vertical	inner	100 x 270	6,800
1/2	horizontal	inner	200 x 135	6,800
1/3	vertical	inner	66 x 270	5,100
1/3	horizontal	inner	200 x 90	5,100
1/4	vertical	inner	50 x 270	4,000
1/4	horizontal	inner	200 x 67	4,000

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### 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
1/2024	15/10/2024	42	05/09/2024	13/09/2024	09/09/2024	25/09/2024

For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).



# 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) 286686-4383

**SPECIAL AD FORMATS**

Email: print-adspecials@ad-alliance.de  
Phone: (+49-40) 286686-4348

**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**

13 x a year

**ON SALE DATE**

Wednesday

**COVER PRICE**

6.00 EUR

**PZN**

GEOLINO 539724

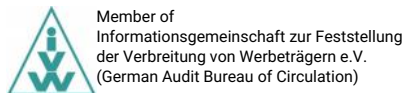
**CONDITIONS OF PAYMENT**

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.





**Luxembourg (Headquarters)**

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**USA - Los Angeles**

RTL AdAlliance  
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CA 91505 Burbank  
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**USA - New York**

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



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: Matthias Dang, Frank Vogel

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.