Prices
2026

AdAlliance

Discount combinations

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

Combination savings*
20%

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

Combination savings*
21,69%

Subsequent discount
For additional bookings in MEIN TV & ICH you will receive a follow-up discount of 20 %.

* See combination tariff for details

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	210 x 280	52,460
3/4	vertical	inner	153 x 280	44,350
3/4	horizontal	inner	210 x 205	44,350
1/2	vertical	inner	103 x 280	31,200
1/2	horizontal	inner	210 x 139	31,200
1/3	vertical	inner	70 x 280	19,770
1/3	horizontal	inner	210 x 94	19,770
1/4	vertical	inner	53 x 280	18,260
1/4	horizontal	inner	210 x 73	18,260

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	420 x 280	104,920
2*1/2	horizontal	inner	420 x 139	52,460

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

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	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

Minimum circulation: 100,000 copies in the single copy circulation or total domestic subscription.
Partial booking of the subscription circulation is possible on request.

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	93	116	102	134
30 g	123	154	135	172
every addl. 10 g	+10	+19	+10	+18

*Plus 50 EUR per 1,000 postal fees.

Minimum circulation: 100,000 copies in the single copy circulation or total domestic subscription.
Partial booking of the subscription circulation is possible on request.

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	45	56	50	74
Booklet	20 g	49	64	54	82
every addl. 10 g		+12	+15	+12	+18
Product sample	10 g	53	66	58	84
Product sample	20 g	63	82	69	100
Flat spray / Teabags*		103	129	113	147

*Plus 100 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees.
Other tip-ons on request.

Circulation

Minimum circulation: 100,000 copies in the single copy circulation or total domestic subscription. The subscription circulation cannot be partially booked.
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.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	74	93	81	105
8	79	99	87	117
12	84	109	92	127
16	86	116	95	134
every addl. 4 pages	+12	+15	+12	+18

Bound inserts with tip-on elements on request.

Minimum circulation: 100,000 copies in the single copy circulation or total domestic subscription. The subscription circulation cannot be partially booked.

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

Issue No.	On Sale Date	Calendar Week	Dates.TVProgramStart	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	02/01/2026	01	10/01/2026	27/11/2025	15/12/2025	27/11/2025	11/12/2025
2/2026	09/01/2026	02	17/01/2026	04/12/2025	22/12/2025	04/12/2025	18/12/2025
3/2026	16/01/2026	03	24/01/2026	11/12/2025	05/01/2026	11/12/2025	30/12/2025
4/2026	23/01/2026	04	31/01/2026	18/12/2025	12/01/2026	18/12/2025	08/01/2026
5/2026	30/01/2026	05	07/02/2026	30/12/2025	19/01/2026	30/12/2025	15/01/2026
6/2026	06/02/2026	06	14/02/2026	08/01/2026	26/01/2026	08/01/2026	22/01/2026
7/2026	13/02/2026	07	21/02/2026	15/01/2026	02/02/2026	15/01/2026	29/01/2026
8/2026	20/02/2026	08	28/02/2026	22/01/2026	09/02/2026	22/01/2026	05/02/2026
9/2026	27/02/2026	09	07/03/2026	29/01/2026	16/02/2026	29/01/2026	12/02/2026
10/2026	06/03/2026	10	14/03/2026	05/02/2026	23/02/2026	05/02/2026	19/02/2026
11/2026	13/03/2026	11	21/03/2026	05/02/2026	02/03/2026	05/02/2026	26/02/2026
12/2026	20/03/2026	12	28/03/2026	12/02/2026	09/03/2026	12/02/2026	05/03/2026
13/2026	27/03/2026	13	04/04/2026	18/02/2026	16/03/2026	18/02/2026	12/03/2026
14/2026	02/04/2026	14	10/04/2026	24/02/2026	20/03/2026	24/02/2026	18/03/2026
15/2026	10/04/2026	15	18/04/2026	02/03/2026	26/03/2026	02/03/2026	24/03/2026
16/2026	17/04/2026	16	25/04/2026	12/03/2026	02/04/2026	12/03/2026	31/03/2026
17/2026	24/04/2026	17	02/05/2026	19/03/2026	13/04/2026	19/03/2026	09/04/2026
18/2026	30/04/2026	18	08/05/2026	24/03/2026	17/04/2026	24/03/2026	15/04/2026
19/2026	08/05/2026	19	16/05/2026	01/04/2026	24/04/2026	01/04/2026	22/04/2026
20/2026	15/05/2026	20	23/05/2026	07/04/2026	30/04/2026	07/04/2026	28/04/2026
21/2026	22/05/2026	21	30/05/2026	15/04/2026	08/05/2026	15/04/2026	06/05/2026
22/2026	29/05/2026	22	06/06/2026	21/04/2026	15/05/2026	21/04/2026	12/05/2026
23/2026	05/06/2026	23	13/06/2026	29/04/2026	22/05/2026	29/04/2026	20/05/2026
24/2026	12/06/2026	24	20/06/2026	06/05/2026	01/06/2026	06/05/2026	28/05/2026
25/2026	19/06/2026	25	27/06/2026	15/05/2026	08/06/2026	15/05/2026	04/06/2026
26/2026	26/06/2026	26	04/07/2026	21/05/2026	15/06/2026	21/05/2026	11/06/2026
27/2026	03/07/2026	27	11/07/2026	28/05/2026	22/06/2026	28/05/2026	18/06/2026
28/2026	10/07/2026	28	18/07/2026	05/06/2026	29/06/2026	05/06/2026	25/06/2026
29/2026	17/07/2026	29	25/07/2026	11/06/2026	06/07/2026	11/06/2026	02/07/2026
30/2026	24/07/2026	30	01/08/2026	18/06/2026	13/07/2026	18/06/2026	09/07/2026
31/2026	31/07/2026	31	08/08/2026	25/06/2026	20/07/2026	25/06/2026	16/07/2026
32/2026	07/08/2026	32	15/08/2026	02/07/2026	27/07/2026	02/07/2026	23/07/2026
33/2026	14/08/2026	33	22/08/2026	09/07/2026	03/08/2026	09/07/2026	30/07/2026
34/2026	21/08/2026	34	29/08/2026	16/07/2026	10/08/2026	16/07/2026	06/08/2026
35/2026	28/08/2026	35	05/09/2026	23/07/2026	17/08/2026	23/07/2026	13/08/2026
36/2026	04/09/2026	36	12/09/2026	30/07/2026	24/08/2026	30/07/2026	20/08/2026
37/2026	11/09/2026	37	19/09/2026	06/08/2026	31/08/2026	06/08/2026	27/08/2026
38/2026	18/09/2026	38	26/09/2026	13/08/2026	07/09/2026	13/08/2026	03/09/2026
39/2026	25/09/2026	39	03/10/2026	20/08/2026	14/09/2026	20/08/2026	10/09/2026
40/2026	01/10/2026	40	09/10/2026	25/08/2026	18/09/2026	25/08/2026	16/09/2026
41/2026	09/10/2026	41	17/10/2026	02/09/2026	28/09/2026	02/09/2026	24/09/2026
42/2026	16/10/2026	42	24/10/2026	10/09/2026	05/10/2026	10/09/2026	01/10/2026
43/2026	23/10/2026	43	31/10/2026	17/09/2026	12/10/2026	17/09/2026	08/10/2026
44/2026	30/10/2026	44	07/11/2026	24/09/2026	19/10/2026	24/09/2026	15/10/2026
45/2026	06/11/2026	45	14/11/2026	30/09/2026	26/10/2026	30/09/2026	22/10/2026
46/2026	13/11/2026	46	21/11/2026	08/10/2026	02/11/2026	08/10/2026	29/10/2026
47/2026	20/11/2026	47	28/11/2026	15/10/2026	09/11/2026	15/10/2026	05/11/2026
48/2026	27/11/2026	48	05/12/2026	22/10/2026	16/11/2026	22/10/2026	12/11/2026
49/2026	04/12/2026	49	12/12/2026	28/10/2026	23/11/2026	28/10/2026	19/11/2026
50/2026	11/12/2026	50	19/12/2026	05/11/2026	30/11/2026	05/11/2026	26/11/2026
51/2026	18/12/2026	51	26/12/2026	11/11/2026	07/12/2026	11/11/2026	03/12/2026
52/2026	24/12/2026	52	01/01/2027	17/11/2026	11/12/2026	17/11/2026	09/12/2026
1/2027	31/12/2026	53	08/01/2027	20/11/2026	16/12/2026	20/11/2026	14/12/2026

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
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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
FREQUENCY	weekly
ON SALE DATE	Friday
COVER PRICE	2.90 EUR
PZN	TV HÖREN UND SEHEN 576072
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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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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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.