Print-Prices
2027

AdAlliance

Rates and formats

essen & trinken

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 275	31,900
1/1	normal	inside front cover	212 x 275	37,500
1/1	normal	outside back cover	212 x 275	38,400
2/3	vertical	inner	134 x 275	24,500
1/2	vertical	inner	103 x 275	20,800
1/2	horizontal	inner	212 x 135	20,800
1/3	vertical	inner	73 x 275	15,300
1/3	vertical	Editorial	73 x 275	18,100
3/12	horizontal	inner	212 x 75	12,100

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 275	63,800
2/1	normal	1st double page in issue	424 x 275	67,200
2/1	normal	inside front cover + page 3	424 x 275	74,800

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.

SMALL ADS

Small Ad market place 120x120 3,430 €
Small Ad market place 120x60 1,690 €
Small Ad market place 60x120 1,690 €
Small Ad market place 60x240 3,430 €

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.

Special ad formats

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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 on request.

Rates per 1,000

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
10 g	142	200	192	259
20 g	153	215	206	278
30 g	161	230	215	296
40 g	177	260	238	334
50 g	193	290	259	372
60 g	213	320	286	410
every addl. 10 g	+14	+30	+19	+38

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 50,000 copies or total domestic subscription

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	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
10 g	185	260	250	337
20 g	199	280	268	361
30 g	209	299	280	385
40 g	230	338	309	434
50 g	251	377	337	484
60 g	277	416	372	533
every addl. 10 g	+23	+32	+33	+45

*Plus 70 EUR per 1,000 postal fees.

Circulation

Minimum circulation: 50,000 copies or total domestic subscription

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	102	145	137	190
Booklet	20 g	125	178	168	231
Booklet	30 g	144	208	194	269
every addl. 10 g		+14	+30	+19	+38
Product sample	10 g	137	197	185	254
Product sample	20 g	158	227	211	292

Other tip-ons on request.

Circulation

Minimum circulation: 50,000 copies
Carrier ad: minimum full page in the total circulation (rate according to rate card)

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

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	176	252	237	327
8	201	287	271	372
12	221	317	296	410
16	239	347	322	448
every addl. 4 pages	+17	+30	+25	+38

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 50,000 copies

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

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Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2027	08/01/2027	01	03/12/2026	27/11/2026	17/12/2026
3/2027	05/02/2027	05	05/01/2027	29/12/2026	19/01/2027
4/2027	05/03/2027	09	02/02/2027	27/01/2027	16/02/2027
5/2027	09/04/2027	14	05/03/2027	01/03/2027	19/03/2027
6/2027	07/05/2027	18	05/04/2027	30/03/2027	19/04/2027
7/2027	04/06/2027	22	29/04/2027	23/04/2027	14/05/2027
8/2027	02/07/2027	26	01/06/2027	25/05/2027	15/06/2027
9/2027	06/08/2027	31	06/07/2027	30/06/2027	20/07/2027
10/2027	03/09/2027	35	03/08/2027	28/07/2027	17/08/2027
11/2027	08/10/2027	40	07/09/2027	01/09/2027	21/09/2027
12/2027	05/11/2027	44	04/10/2027	28/09/2027	18/10/2027
1/2028	10/12/2027	49	09/11/2027	03/11/2027	23/11/2027

Current topics can be found on https://contentfinder.ad-alliance.de.

ESSEN & TRINKEN SPEZIAL

Profile

In addition to the main ESSEN & TRINKEN magazine, single-topic SPECIAL editions are published. These SPECIAL editions showcase the full expertise of the ESSEN & TRINKEN editorial team regarding the chosen theme. The ESSEN & TRINKEN SPECIAL editions are available in stores for approximately 12 weeks.

In 2027, ESSEN & TRINKEN SPECIAL will be published covering the following topics:

1/27: Bestseller: Healthy Indulgence

2/27: Veggie

3/27: Pasta

4/27: Bestseller: One-Pot

5/27: Sweet Christmas

Cover price 8.90 EUR

Circulation 35,000 print run (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	212 x 275	14,600
1/1	normal	outside back cover	212 x 275	17,400
1/2	horizontal	inner	212 x 135	8,700
1/3	vertical	inner	73 x 275	6,700

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 275	29,200

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2027	15/01/2027	02	11/12/2026	07/12/2026	28/12/2026
2/2027	19/03/2027	11	16/02/2027	10/02/2027	02/03/2027
3/2027	28/05/2027	21	22/04/2027	16/04/2027	07/05/2027
4/2027	06/08/2027	31	06/07/2027	30/06/2027	20/07/2027
5/2027	15/10/2027	41	14/09/2027	08/09/2027	28/09/2027

General information

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Publisher	Deutsche Medienmanufaktur GmbH & Co. KG
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
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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
Internet	www.rtl-adalliance.com
FREQUENCY	monthly
ON SALE DATE	Wednesday
COVER PRICE	5.50 EUR
PZN	ESSEN & TRINKEN 530097
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.

b4p best for planning. **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.
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.