



Prices
2025



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	215 x 280	24,100
1/1	normal	inside front cover	215 x 280	28,100
1/1	normal	outside back cover	215 x 280	28,800
2/3	vertical	inner	136 x 280	16,800
1/2	vertical	inner	105 x 280	13,800
1/2	horizontal	inner	215 x 139	13,800
1/3	vertical	inner	74 x 280	11,000
1/3	vertical	Editorial	74 x 280	14,300

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	430 x 280	48,200

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.

Type area ads on request. Trim margin 5 mm on all sides.
Keep all live matter min. 5 mm from trimming edge.
Advertising splits on request.

SMALL ADS

You can find the offer for private classified ads at WWW.VG-DMM.DE

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 2025 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 without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	135	189	170	241
30 g	153	214	194	274
40 g	175	245	220	312
50 g	190	266	240	341
60 g	211	295	266	377
every addl. 10 g	+14	+20	+20	+25

Loose inserts with tip-on elements on request.

Weights up to	Subs
20 g	410
30 g	466
40 g	531
50 g	579
60 g	642
every addl. 10 g	+45

Circulation

Minimum circulation: 30,000 copies or total domestic subscription circulation

Minimum circulation: Domestic subscription circulation. Single copy circulation on request.

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	Partial circ. ex. Subs	Subs
Booklet	10 g	110	154	146	193
Booklet	20 g	131	183	174	229
Booklet	30 g	156	218	206	273
every addl. 10 g		+14	+20	+18	+25
Product sample	10 g	156	218	206	273
Product sample	20 g	178	249	236	311
Flat spray / Teabags*		178	249	236	311

*Plus 37 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products.
Other tip-ons on request.
30 % surcharge for binding position as 1st tip-on insert.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	176	246	233	308
8	206	288	273	360
12	230	322	306	403
16	255	357	338	446
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.
30 % surcharge for binding position as 1st bound insert.

Circulation

Minimum circulation: 80,000 copies
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: 80,000 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 2025 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Closing & Cancellation Date Loose Inserts	Special Ad Formats Closing & Cancellation Date Glued, Bound Inserts	Special Ad Formats Delivery Date
2/2025	10/01/2025	02	25/11/2024	25/11/2024	18/11/2024	13/12/2024	
3/2025	14/02/2025	07	02/01/2025	02/01/2025	23/12/2024	22/01/2025	
4/2025	14/03/2025	11	30/01/2025	30/01/2025	23/01/2025	19/02/2025	
5/2025	11/04/2025	15	27/02/2025	27/02/2025	20/02/2025	19/03/2025	
6/2025	09/05/2025	19	24/03/2025	24/03/2025	17/03/2025	11/04/2025	
7/2025	13/06/2025	24	28/04/2025	28/04/2025	17/04/2025	19/05/2025	
8/2025	11/07/2025	28	26/05/2025	26/05/2025	19/05/2025	17/06/2025	
9/2025	08/08/2025	32	26/06/2025	26/06/2025	18/06/2025	16/07/2025	
10/2025	12/09/2025	37	31/07/2025	31/07/2025	24/07/2025	20/08/2025	
11/2025	10/10/2025	41	27/08/2025	27/08/2025	20/08/2025	16/09/2025	
12/2025	07/11/2025	45	24/09/2025	24/09/2025	17/09/2025	15/10/2025	
1/2026	12/12/2025	50	30/10/2025	30/10/2025	23/10/2025	19/11/2025	

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.

In addition to the LIVING AT HOME main issue, our LIVING AT HOME SPEZIALs also appear four times a year. Every issue has around 128 pages and is on sale for 12 weeks.

During 2025 SPEZIAL issues will appear on the following topics:

- 1/25 Spring/Easter special
- 2/25 Garden special
- 3/25 Summer special
- 4/25 Christmas special

You can find further information on the topics at <https://contentfinder.ad-alliance.de>.

COVER PRICE 9.90 EUR

CIRCULATION 40,000 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	230 x 292	13,800
1/1	normal	outside back cover	230 x 292	16,500
1/2	vertical	inner	109 x 292	8,300
1/2	horizontal	inner	230 x 141	8,300
1/3	vertical	inner	79 x 292	6,300

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	460 x 292	27,600

Rates for 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. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

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
1/2025	21/02/2025	08	17/01/2025	17/01/2025	03/02/2025
2/2025	09/05/2025	19	01/04/2025	01/04/2025	16/04/2025
3/2025	08/08/2025	32	04/07/2025	04/07/2025	21/07/2025
4/2025	24/10/2025	43	18/09/2025	18/09/2025	06/10/2025

PUBLISHER

Deutsche Medienmanufaktur GmbH & Co. KG

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) 286686-4080

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 50Binding technical specifications for special ad formats are available online at www.adspecial-portal.de

INTERNET

www.rtl-adalliance.com

FREQUENCY

monthly

COVER PRICE

5.50 EUR

PZN

LIVING AT HOME 534394

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.



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



SALES OFFICES

LIVING AT HOME

Luxembourg (Headquarters)

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You can find the current media portfolio at www.ad-alliance.de.
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Executive Board: Carsten Schwecke, Frank Vogel

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

Prices valid from 01. January 2025



The General Terms and Conditions of Ad Alliance GmbH apply,
available at www.ad-alliance.de/agb.

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:
Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,
available at: www.mediaimpact.de/de/agb, unless otherwise indicated.