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 277	80,700
1/1	normal	inside front cover	213 x 277	96,000
1/1	normal	outside back cover	213 x 277	96,000
3/4	vertical	inner	153 x 277	66,500
2/3	horizontal	inner	213 x 182	61,200
2/3	vertical	inner	142 x 277	61,200
1/2	horizontal	inner	213 x 136	52,500
1/2	vertical	inner	104 x 277	52,500
1/3	horizontal	inner	213 x 90	38,500
1/3	vertical	inner	69 x 277	38,500
1/3	vertical	Editorial	69 x 277	45,200
1/4	vertical	inner	50 x 277	32,200
1/4	horizontal	inner	213 x 66	32,200
1/4	corner	inner	104 x 136	32,200
1/8	vertical	inner	50 x 136	17,900
1/8	horizontal	inner	104 x 62	17,900

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 277	161,400
2/1	normal	inside front cover + page 3	426 x 277	229,200
1 1/3	vertical	inner	282 x 277	119,400
1 1/4	vertical	inner	263 x 277	114,000
2*1/2	horizontal	inner	426 x 136	105,000
2*1/3	horizontal	inner	426 x 90	76,900

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.

SMALL ADS

Small Ad catalogue service 40x80 3,390 €

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	134	188	179	238
30 g	149	208	198	263
40 g	162	227	216	287
50 g	175	246	234	312
60 g	189	264	252	334
every addl. 10 g	+14	+20	+18	+25

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 50,000 copies

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
20 g	228	319	304	405
30 g	254	355	337	449
40 g	277	387	367	490
50 g	299	419	398	530
60 g	322	451	429	572
every addl. 10 g	+23	+32	+30	+45

Circulation

Minimum circulation: 50,000 copies

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	93	130	123	165
Booklet	20 g	115	160	152	212
Booklet	30 g	131	184	174	233
every addl. 10 g		+14	+20	+18	+25
Product sample	10 g	131	184	174	233
Product sample	20 g	153	214	203	270
Flat spray / Teabags*					270

*Subscription run only. Plus 37 EUR p.T. additional technical costs and 100 EUR p.T. postal fees for thicker products.
Other tip-ons on request.
30 % surcharge for a binding placement as first tip-on insert / +50 % for positioning on opening spread.

Circulation

Minimum circulation: 100,000 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	150	209	199	266
8	174	245	232	310
12	195	273	259	346
16	216	302	287	383
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 100,000 copies

E-paper

The additional allocation of the ePaper edition is possible.
Circulation and rates on request.

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.

Special ad formats

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	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	08/01/2026	02	11/12/2025	19/12/2025	11/12/2025	22/12/2025
3/2026	15/01/2026	03	18/12/2025	02/01/2026	18/12/2025	05/01/2026
4/2026	22/01/2026	04	30/12/2025	09/01/2026	30/12/2025	12/01/2026
5/2026	29/01/2026	05	08/01/2026	16/01/2026	08/01/2026	19/01/2026
6/2026	05/02/2026	06	15/01/2026	23/01/2026	15/01/2026	26/01/2026
7/2026	12/02/2026	07	22/01/2026	30/01/2026	22/01/2026	02/02/2026
8/2026	19/02/2026	08	29/01/2026	06/02/2026	29/01/2026	09/02/2026
9/2026	26/02/2026	09	05/02/2026	13/02/2026	05/02/2026	16/02/2026
10/2026	05/03/2026	10	12/02/2026	20/02/2026	12/02/2026	23/02/2026
11/2026	12/03/2026	11	19/02/2026	27/02/2026	19/02/2026	02/03/2026
12/2026	19/03/2026	12	26/02/2026	06/03/2026	26/02/2026	09/03/2026
13/2026	26/03/2026	13	05/03/2026	13/03/2026	05/03/2026	16/03/2026
14/2026	01/04/2026	14	11/03/2026	19/03/2026	11/03/2026	20/03/2026
15/2026	09/04/2026	15	17/03/2026	25/03/2026	17/03/2026	26/03/2026
16/2026	16/04/2026	16	24/03/2026	01/04/2026	24/03/2026	02/04/2026
17/2026	23/04/2026	17	31/03/2026	10/04/2026	31/03/2026	13/04/2026
18/2026	29/04/2026	18	08/04/2026	16/04/2026	08/04/2026	17/04/2026
19/2026	07/05/2026	19	15/04/2026	23/04/2026	15/04/2026	24/04/2026
20/2026	13/05/2026	20	21/04/2026	29/04/2026	21/04/2026	30/04/2026
21/2026	21/05/2026	21	28/04/2026	07/05/2026	28/04/2026	08/05/2026
22/2026	28/05/2026	22	05/05/2026	13/05/2026	05/05/2026	15/05/2026
23/2026	03/06/2026	23	11/05/2026	20/05/2026	11/05/2026	21/05/2026
24/2026	11/06/2026	24	20/05/2026	29/05/2026	20/05/2026	01/06/2026
25/2026	18/06/2026	25	28/05/2026	05/06/2026	28/05/2026	08/06/2026
26/2026	25/06/2026	26	04/06/2026	12/06/2026	04/06/2026	15/06/2026
27/2026	02/07/2026	27	11/06/2026	19/06/2026	11/06/2026	22/06/2026
28/2026	09/07/2026	28	18/06/2026	26/06/2026	18/06/2026	29/06/2026
29/2026	16/07/2026	29	25/06/2026	03/07/2026	25/06/2026	06/07/2026
30/2026	23/07/2026	30	02/07/2026	10/07/2026	02/07/2026	13/07/2026
31/2026	30/07/2026	31	09/07/2026	17/07/2026	09/07/2026	20/07/2026
32/2026	06/08/2026	32	16/07/2026	24/07/2026	16/07/2026	27/07/2026
33/2026	13/08/2026	33	23/07/2026	31/07/2026	23/07/2026	03/08/2026
34/2026	20/08/2026	34	30/07/2026	07/08/2026	30/07/2026	10/08/2026
35/2026	27/08/2026	35	06/08/2026	14/08/2026	06/08/2026	17/08/2026
36/2026	03/09/2026	36	13/08/2026	21/08/2026	13/08/2026	24/08/2026
37/2026	10/09/2026	37	20/08/2026	28/08/2026	20/08/2026	31/08/2026
38/2026	17/09/2026	38	27/08/2026	04/09/2026	27/08/2026	07/09/2026
39/2026	24/09/2026	39	03/09/2026	11/09/2026	03/09/2026	14/09/2026
40/2026	01/10/2026	40	10/09/2026	18/09/2026	10/09/2026	21/09/2026
41/2026	08/10/2026	41	17/09/2026	25/09/2026	17/09/2026	28/09/2026
42/2026	15/10/2026	42	24/09/2026	02/10/2026	24/09/2026	05/10/2026
43/2026	22/10/2026	43	01/10/2026	09/10/2026	01/10/2026	12/10/2026
44/2026	29/10/2026	44	08/10/2026	16/10/2026	08/10/2026	19/10/2026
45/2026	05/11/2026	45	15/10/2026	23/10/2026	15/10/2026	26/10/2026
46/2026	12/11/2026	46	22/10/2026	30/10/2026	22/10/2026	02/11/2026
47/2026	19/11/2026	47	29/10/2026	06/11/2026	29/10/2026	09/11/2026
48/2026	26/11/2026	48	05/11/2026	13/11/2026	05/11/2026	16/11/2026
49/2026	03/12/2026	49	12/11/2026	20/11/2026	12/11/2026	23/11/2026
50/2026	10/12/2026	50	19/11/2026	27/11/2026	19/11/2026	30/11/2026
51/2026	17/12/2026	51	26/11/2026	04/12/2026	26/11/2026	07/12/2026
52/2026	23/12/2026	52	02/12/2026	10/12/2026	02/12/2026	11/12/2026
1/2027	30/12/2026	53	07/12/2026	15/12/2026	07/12/2026	16/12/2026

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).

STERN EXTRA im Heft

Profile

STERN EXTRAS: Deep subject matter expertise across all industries

STERN EXTRAS are **single-topic, editorial, and cross-media features on subjects that resonate with people—** from health, mobility, and finance to travel, fashion, and beauty.

EXTRAS offer a **varied mix of** exciting feature stories, impressive photo spreads, in-depth background reports, and helpful practical tips in articles and videos—supplemented by valuable insights from experts.

Each EXTRA is **conceived as a complete package and tailored** with the **appropriate content** for each medium—in print, digital, and social media.

Benefits of STERN EXTRAS: Perfect contexts—maximum reach

STERN EXTRAS are an **integral part of both print and digital media and** enjoy great popularity among readers and users.

EXTRAS provide the **perfect setting for** any campaign that aims to position itself closely with relevant topics.

Week after week, STERN reaches **more than 16 million* readers and users across all channels**. With STERN, you can create a long-term, predictable environment for your natively staged 360-degree B2C communication. This ensures that **campaigns** achieve **maximum attention!**

Source: *B4P

AD FORMATS AND PRICES: see STERN Price List

TOPICS AND DATES: see ContentFinder

Cover price €6.80

STERN EXTRA SONDERHEFT

Profile

Healthcare requires trust and guidance. With its special issues **"Good Doctors for Me"** and **"Good Hospitals for Me,"** STERN supports its readers in making important decisions regarding their medical care. Well-researched recommendations for doctors and hospitals are combined with relevant health topics, clear context, and high practical value. This creates a credible and high-quality editorial environment—perfect, above all, for health campaigns. The special issues are published in February and June.

Cover price €7.80

Circulation 92,000 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	213 x 277	21,000
1/1	normal	inside front cover	213 x 277	23,000
1/1	normal	outside back cover	213 x 277	23,000
1/2	horizontal	inner	213 x 136	10,500
1/2	vertical	inner	104 x 277	10,500

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 277	41,900

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads
1/26	19/02/2026	08	15/01/2026	06/02/2026

Rate card valid from 01. January 2026

General information

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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	weekly
ON SALE DATE	Thursday
COVER PRICE	6.80 EUR
PZN	STERN 570555
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.

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https://www.mediaimpact.de/en/general-terms-and-conditions/, unless otherwise indicated.