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	230 x 297	82,000
1/1	normal	inside front cover	230 x 297	90,200
1/1	normal	outside back cover	230 x 297	94,300
2/3	vertical	inner	138 x 297	62,900
1/2	vertical	inner	106 x 297	50,300
1/2	horizontal	inner	230 x 148	50,300
1/3	vertical	inner	75 x 297	35,200

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 297	164,000

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

You can find the offer for private classified ads at https://kleinanzeigen.landlust.de/anzeigen

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	119	166	155	207
30 g	132	185	173	232
40 g	150	209	197	261
50 g	167	234	219	292
60 g	182	254	238	318
every addl. 10 g	+14	+20	+22	+25

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 80,000 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	94	131	123	165
Booklet	20 g	114	159	149	199
Booklet	30 g	130	182	171	227
Product sample	10 g	130	182	171	227
Product sample	20 g	154	216	203	270
Flat spray / Teabags*		154	216	203	270

*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.

Circulation

Minimum circulation: 200,000 copies
Carrier ad: min. 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	162	227	213	284
8	190	266	250	333
12	216	302	283	378
16	233	326	307	409
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 200,000 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 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	04/02/2026	06	23/12/2025	23/12/2025	13/01/2026
3/2026	10/04/2026	15	03/03/2026	03/03/2026	17/03/2026
4/2026	12/06/2026	24	28/04/2026	28/04/2026	19/05/2026
5/2026	14/08/2026	33	07/07/2026	07/07/2026	23/07/2026
6/2026	07/10/2026	41	01/09/2026	01/09/2026	15/09/2026
1/2027	27/11/2026	48	13/10/2026	13/10/2026	27/10/2026

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

LANDLUST EXTRA LANDREISE

Profile

LANDLUST EXTRA LANDREISE presents vacation regions and excursion destinations, taking you to regions and places far removed from mass tourism.The destinations are retreats with lots of nature and naturalness. It is published together with the subscription edition of issue 2 of LANDLUST.

Cover price Free of charge

Circulation 300,000 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	210 x 280	24,200
1/1	normal	inside front cover	210 x 280	26,100
1/1	normal	outside back cover	210 x 280	27,900
1/2	vertical	inner	100 x 280	14,600
1/2	horizontal	inner	210 x 135	14,600
1/3	vertical	inner	75 x 280	10,600

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	48,400

Rates for special ad formats on request. All rates are shown in euros; the rates are in effect from 1 January 2026 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from 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
2/2026	04/02/2026	06	17/12/2025	17/12/2025	08/01/2026

LANDLUST EDITION

Profile

The LANDLUST EDITION is a monothematic, high-quality magazine. In typical LANDLUST style and with great attention to detail, the editorial team devotes itself to one topic in depth and with the thoroughness typical of LANDLUST.

Detailed information and expressive images are designed to inspire readers.

Topics

#1/26 Bread

Cover price €9.80

Circulation 60.000 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 297	14,200
1/1	normal	outside back cover	230 x 297	16,900
1/2	vertical	inner	106 x 297	8,500
1/2	horizontal	inner	230 x 148	8,500
1/3	vertical	inner	75 x 297	6,500

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 297	28,400

Rates for special ad formats on request. All rates are shown in euros; the rates are in effect from 1 January 2026 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from 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
1/2026	09/01/2026	02	27/11/2025	27/11/2025	16/12/2025

LANDLUST SPEZIAL GARTEN

Profile

The LANDLUST GARDEN SPECIAL is published at the start of the gardening season and, in typical LANDLUST styleLANDLUST's typically competent way of providing important tips and instructions for working in the ornamental and kitchen garden: From planting to plant protection and

-care through to practical helpers such as gardening tools and irrigation.Of course, feeling good on the patio and in the garden is also a topic: readers will find all the important information and suggestions about garden furniture, sun and privacy protection and barbecues.

Cover price €5.50

Circulation 120,000 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	215 x 278	24,800
1/1	normal	inside front cover	215 x 278	26,700
1/1	normal	outside back cover	215 x 278	28,400
1/2	vertical	inner	107 x 278	14,900
1/2	horizontal	inner	215 x 139	14,900
1/3	vertical	inner	71 x 278	10,800

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 278	49,600

Rates for special ad formats on request. All rates are shown in euros; the rates are in effect from 1 January 2026 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from 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
1/2026	27/02/2026	09	22/01/2026	22/01/2026	09/02/2026

LANDLUST SPEZIAL OSTERN

Profile

The LANDLUST SPECIAL EASTER is published with articles and creative ideas for the Easter season.It inspires its readers and gets them in the mood for beautiful and colorful Easter days with spring-like menu suggestions and Easter decorating ideas. The magazine is positive through and through and whets the appetite for spring.

Cover price €5.50

Circulation 120,000 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	215 x 278	15,400
1/1	normal	inside front cover	215 x 278	16,800
1/1	normal	outside back cover	215 x 278	17,900
1/2	vertical	inner	107 x 278	9,300
1/2	horizontal	inner	215 x 139	9,300
1/3	vertical	inner	71 x 278	7,100

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 278	30,800

Rates for special ad formats on request. All rates are shown in euros; the rates are in effect from 1 January 2026 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from 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
1/2026	06/02/2026	06	06/01/2026	06/01/2026	19/01/2026

LANDLUST SPEZIAL SAISONKÜCHE

Profile

Every season brings its own culinary treasures. LANDLUST SPEZIALE Seasonal Cuisine provides a wide range of recipes featuring seasonal fruits and vegetables.
The summer and fall months are naturally particularly bountiful. At this time of year, local gardens and fields offer countless possibilities for delicious meals. The recipes are clearly arranged by category in a straightforward layout. The authentic photos make you want to try them out for yourself.

LANDLUST SPECIAL SEASONAL CUISINE is published two times a year in 2026:

1/26: Spring cuisine
2/26: Autumn cuisine

Cover price 5.80 EUR

Circulation 100.000 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	215 x 278	15,400
1/1	normal	inside front cover	215 x 278	16,800
1/1	normal	outside back cover	215 x 278	17,900
1/2	vertical	inner	107 x 278	9,300
1/2	horizontal	inner	215 x 139	9,300
1/3	vertical	inner	71 x 278	7,100

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 278	30,800

Rates for special ad formats on request. All rates are shown in euros; the rates are in effect from 1 January 2026 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from 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
1/2026	06/03/2026	10	29/01/2026	29/01/2026	16/02/2026
2/2026	18/09/2026	38	13/08/2026	13/08/2026	31/08/2026

LANDLUST SPEZIAL WEIHNACHTEN

Profile

The LANDLUST SPECIAL CHRISTMAS is published with atmospheric articles and creative ideas for the Christmas season,inspires its readers and gets them in the mood for a wonderful festive season with Christmas menu suggestions and Advent decorating ideas.

Cover price €5.80

Circulation 350,000 print circulation (Publisher's Information 2026)

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 278	28,900
1/1	normal	inside front cover	215 x 278	31,300
1/1	normal	outside back cover	215 x 278	33,400
1/2	vertical	inner	107 x 278	17,500
1/2	horizontal	inner	215 x 139	17,500
1/3	vertical	inner	71 x 278	12,500

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 278	57,800

Rates for special ad formats on request. All rates are shown in euros; the rates are in effect from 1 January 2026 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from 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
1/2026	16/10/2026	42	10/09/2026	10/09/2026	28/09/2026

General information

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
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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	6 x a year
COVER PRICE	5.20 EUR
PZN	LANDLUST 566883
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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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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