



Print-Prices
2027



Combination savings

YOU SAVE 10 % WHEN YOU ORDER THE BAUER FOOD KOMBI

The combination rate applies when advertisements for the same product group with a uniform theme and format are placed in the magazines. The adverts can appear in the four titles at different times within four months.

LECKER

Yolbe
die auf Ideen
nicht kommt kochen & genießen

tina
Koch & Back-Ideen

REZEPTE pur
PREISWERT & SCHNELL KOCHEN!

Rates and formats



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm) ¹	Bleed format (width x height in mm) ²	Bleed format (width x height in mm) ³	Mono/Multi colour
1/1	normal	inner	233 x 190	210 x 265	210 x 280	63,880
1/2	vertical	inner	112 x 190	105 x 265	103 x 280	43,290
1/2	horizontal	inner	233 x 93	210 x 129	210 x 139	43,290
1/3	vertical	inner	75 x 190	73 x 265	70 x 280	31,190

Surcharges for preferential placements

Ad placement	Mono/Multi colour
2. Umschlagseite kochen & genießen	1,690
2. Umschlagseite Lecker	2,490
2. Umschlagseite tina Koch&Back-Ideen	840
4. Umschlagseite kochen & genießen	1,690
4. Umschlagseite Lecker	3,110
4. Umschlagseite tina Koch&Back-Ideen	840

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm) ¹	Bleed format (width x height in mm) ²	Bleed format (width x height in mm) ³	Mono/Multi colour
2/1	normal	inner	466 x 190	420 x 265	420 x 280	127,760

FORMATS

1 LECKER

2 REZEPTE PUR

3 KOCHEN & GENIESSEN, TINA KOCH & BACK-IDEEN

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: 6,700 € (including format adaptations)

Full page: 5,700 € (including format adaptations)

1/2 page: 4,000 € (including format adaptations)

1/3 page: 3,500 € (including format adaptations)

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.

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2027	08/01/2027	01	17/11/2026
3/2027	12/02/2027	06	22/12/2026
4/2027	12/03/2027	10	25/01/2027
5/2027	09/04/2027	14	18/02/2027
6/2027	14/05/2027	19	24/03/2027
7/2027	11/06/2027	23	21/04/2027
8/2027	16/07/2027	28	31/05/2027
9/2027	13/08/2027	32	28/06/2027
10/2027	10/09/2027	36	26/07/2027
11/2027	15/10/2027	41	30/08/2027
12/2027	12/11/2027	45	24/09/2027
1/2028	10/12/2027	49	22/10/2027

Schedules for last-minute ads are published in the individual cate cards of the combination.

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2027	02/01/2027	53	19/11/2026
3/2027	05/02/2027	05	23/12/2026
4/2027	05/03/2027	09	26/01/2027
5/2027	02/04/2027	13	19/02/2027
6/2027	07/05/2027	18	25/03/2027
7/2027	04/06/2027	22	22/04/2027
8/2027	09/07/2027	27	01/06/2027
9/2027	06/08/2027	31	29/06/2027
10/2027	03/09/2027	35	27/07/2027
11/2027	08/10/2027	40	31/08/2027
12/2027	05/11/2027	44	27/09/2027
1/2028	03/12/2027	48	25/10/2027

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Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2027	08/01/2027	01	27/11/2026
3/2027	12/02/2027	06	07/01/2027
4/2027	12/03/2027	10	04/02/2027
5/2027	09/04/2027	14	02/03/2027
6/2027	14/05/2027	19	07/04/2027
7/2027	11/06/2027	23	03/05/2027
8/2027	16/07/2027	28	10/06/2027
9/2027	13/08/2027	32	08/07/2027
10/2027	10/09/2027	36	05/08/2027
11/2027	15/10/2027	41	09/09/2027
12/2027	12/11/2027	45	06/10/2027
1/2028	10/12/2027	49	04/11/2027

Schedules for last-minute ads are published in the individual cate cards of the combination.

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2027	29/01/2027	04	07/12/2026
3/2027	26/02/2027	08	08/01/2027
4/2027	25/03/2027	12	04/02/2027
5/2027	29/04/2027	17	09/03/2027
6/2027	28/05/2027	21	06/04/2027
7/2027	25/06/2027	25	04/05/2027
8/2027	30/07/2027	30	11/06/2027
9/2027	27/08/2027	34	09/07/2027
10/2027	24/09/2027	38	06/08/2027
11/2027	29/10/2027	43	10/09/2027
12/2027	26/11/2027	47	07/10/2027
1/2028	30/12/2027	52	10/11/2027

Schedules for last-minute ads are published in the individual cate cards of the combination.

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

Ad Management E-Mail: print-placements@ad-alliance.de
Phone: +49 (0) 40 / 286686-4834, -4832

Special Ad Formats Email: print-adspecials@ad-alliance.de
Phone: (+49-40) 286686-4425

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 50



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

FREQUENCY

monthly

ON SALE DATE

LECKER, TINA KOCH & BACK-IDEEN, REZEPTE PUR, KOCHEN & GENIESSEN: Friday

PZN

BAUER FOOD KOMBI 588272

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



Luxembourg (Headquarters)

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Email rtlalliance_info@rtl.com

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Email rtlalliance_info@rtl.com

Austria

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Haus C
1020 Vienna
Email rtlalliance_at@rtl.com

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9000 Ghent
Email rtlalliance_be@rtl.com

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You can find the current media portfolio at www.ad-alliance.de.
Ad Alliance GmbH | 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.