Print-Prices
2027

AdAlliance

Rates and formats

Eltern
Schwangerschaft
& Geburt

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	25,600
1/1	normal	outside back cover	215 x 280	28,200
2/3	vertical	inner	140 x 280	18,900
2/3	horizontal	inner	215 x 180	18,900
1/2	vertical	inner	108 x 280	15,800
1/2	horizontal	inner	215 x 139	15,800
1/3	vertical	inner	76 x 280	12,800
1/3	horizontal	inner	215 x 93	12,800
1/4	corner	inner	105 x 133	11,000
1/4	vertical	inner	62 x 280	11,000
1/4	horizontal	inner	215 x 70	11,000

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	51,200

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 reserved preferred position to another advertiser if the advertiser holding the reservation does not submit a written order within three working days.

Special formats on request.

SMALL ADS

Small Ad market place 80x120 3,040 €
Small Ad market place 80x60 1,650 €

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

Eltern Schwangerschaft & Geburt

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	Partial circ. ex. Subs
10 g	106	118
20 g	114	127
30 g	120	136
40 g	135	154
50 g	149	172
60 g	165	189
every addl. 10 g	+14	+18

Loose inserts with tip-on elements on request.

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	Partial circ. ex. Subs
Booklet	10 g	73	81
Booklet	20 g	89	100

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	Partial circ. ex. Subs
4	118	137
8	137	157
12	157	181
16	175	206
every addl. 4 pages	+18	+25

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.

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Closing date schedule

Eltern
Schwangerschaft
& Geburt

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	26/05/2027	21	23/03/2027	23/03/2027	07/05/2027
2/2027	27/10/2027	43	30/08/2027	30/08/2027	11/10/2027

Current topics can be found on https://contentfinder.ad-alliance.de.
Dates ELTERN KLINIKFÜHRER GEBURT see Item 4.

General information

Eltern
Schwangerschaft
& Geburt

Publisher	Funke Women, People & Family GmbH
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 (0) 40 / 286686-4346
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	2 x a year
COVER PRICE	Free of charge
PZN	ELTERN SCHWANGERSCHAFT & GEBURT 505891
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.

Sales offices

Eltern
Schwangerschaft
& Geburt

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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.