

**DAS NEUE BLATT** Das Original! Nr. 5 Mai 2025 + 2 Nostalgie-Poster zum Sammeln

# RETRO

**Das ORIGINAL** Unsere Stars gestern und heute

Deutschland: € 3,99  
Österreich: € 4,50  
Schweiz: CHF 7,90

**ENTHÜLLT!** *Manuela*  
Sie sehnte sich nach Liebe S. 10/11

**JETZT KOMMT ES RAUS**  
*Telly Savalas*  
Der Macho vom Dienst S. 12/13

*Judy Garland*  
Hollywood zerstörte ihr Leben S. 34/35

Die ganze Wahrheit  
*Grace Kelly*  
**Gefangene des Schicksals** S. 6-9

Frühlingsgrüße

- Kristy McNichol ● SOKO 5113
- Diamant-Fahrräder ● Rudi Schuricke
- Braut-Mode von 1950 bis 1970

Diana Rigg  
Cornelia Froboess

I.F. € 5,50  
LUX. BE. € 4,70  
NL € 4,90

4 190377 903991

Prices  
2026



# 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	210 x 280	6,830

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: 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.

For the magazines RETRO, TV PUR, TV!TOP only 1/1 page bookable.

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.

<b>Loose inserts</b>				<b>Oversize-inserts</b>			
<b>Definition</b>	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.			
<b>Rates per 1,000</b>	<b>Weights up to</b>		<b>Total without Subs</b>	<b>Subs within Total</b>	<b>Weights up to</b>		<b>Total without Subs</b> <b>Subs within Total</b>
	20 g		76	93	20 g		95    119
	30 g		81	103	30 g		125    156
	40 g		86	118	every addl. 10 g		+10    +19
	50 g		91	132			
	60 g		101	147			
	every addl. 10 g		+10	+19			
	Loose inserts with tip-on elements on request.			*Plus 50 EUR per 1,000 postal fees.			
<b>Circulation</b>	Minimum circulation: domestic circulation			Minimum circulation: domestic circulation			

<b>Glued inserts</b>					<b>Bound inserts</b>			
<b>Definition</b>	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.			
<b>Rates per 1,000</b>	<b>Special ad format</b>	<b>Weights up to</b>		<b>Total without Subs</b>	<b>Subs within Total</b>	<b>Pages</b>		<b>Total without Subs</b> <b>Subs within Total</b>
	Booklet	10 g		53	66	4		68    85
	Booklet	20 g		57	74	8		73    91
	every addl. 10 g			+12	+15	12		78    101
	Product sample	10 g		61	76	16		80    108
	Product sample	20 g		71	92	every addl. 4 pages		+12    +15
	Flat spray / Teabags*			111	139			
		*Plus 100 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees. Other tip-ons on request.				Bound inserts with tip-on elements on request.		
<b>Circulation</b>	Minimum circulation: domestic circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)				Minimum circulation: domestic circulation			

<b>Price Quotes</b>	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.
<b>Circulation</b>	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.
<b>Technical Information and Delivery</b>	Binding technical information, deadlines, samples, as well as delivery can be downloaded from <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a> . 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.
<b>Print Service</b>	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
1/2026	06/01/2026	02	13/11/2025	13/11/2025	08/12/2025
2/2026	03/02/2026	06	12/12/2025	12/12/2025	09/01/2026
3/2026	03/03/2026	10	16/01/2026	16/01/2026	06/02/2026
4/2026	07/04/2026	15	18/02/2026	18/02/2026	11/03/2026
5/2026	05/05/2026	19	17/03/2026	17/03/2026	08/04/2026
6/2026	02/06/2026	23	14/04/2026	14/04/2026	04/05/2026
7/2026	07/07/2026	28	20/05/2026	20/05/2026	12/06/2026
8/2026	04/08/2026	32	19/06/2026	19/06/2026	10/07/2026
9/2026	08/09/2026	37	24/07/2026	24/07/2026	14/08/2026
10/2026	06/10/2026	41	21/08/2026	21/08/2026	11/09/2026
11/2026	03/11/2026	45	18/09/2026	18/09/2026	09/10/2026
12/2026	01/12/2026	49	16/10/2026	16/10/2026	05/11/2026

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

# General information



<b>Publisher</b>	Heinrich Bauer Verlag KG
<b>Marketers</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
<b>Order Processing</b>	E-Mail: print-order@ad-alliance.de
<b>Ad Management</b>	E-Mail: print-placements@ad-alliance.de Phone: +49 (0) 40 / 286686-4828
<b>Special Ad Formats</b>	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4348
<b>COPY MATERIAL</b>	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](http://www.adspecial-portal.de)

<b>FREQUENCY</b>	12 x a year
<b>ON SALE DATE</b>	Tuesday
<b>COVER PRICE</b>	4.50 EUR
<b>PZN</b>	RETRO 507069

**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](http://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](http://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.

# Sales offices



## Luxembourg (Headquarters)

RTL AdAlliance S.A.  
43, Boulevard Pierre Frieden  
L-1543 Luxembourg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

## Germany (Headquarters)

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## Austria

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Haus C  
1020 Vienna  
Email [rtladalliance\\_at@rtl.com](mailto:rtladalliance_at@rtl.com)

## Belgium

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9000 Ghent  
Email [rtladalliance\\_be@rtl.com](mailto:rtladalliance_be@rtl.com)

## Finland

RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtladalliance\\_fi@rtl.com](mailto:rtladalliance_fi@rtl.com)

## France

RTL AdAlliance  
157 Avenue Charles de Gaulle  
92200 Neuilly sur Seine  
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## Germany

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Picassoplatz 1  
50679 Cologne  
Email [rtladalliance\\_de@rtl.com](mailto:rtladalliance_de@rtl.com)

## Italy

RTL AdAlliance  
Piazza Velasca 8  
20121 Milano  
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## Netherlands

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1021 JL Amsterdam  
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## Norway

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## USA - New York

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



You can find the current media portfolio at [www.ad-alliance.de](http://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.

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