Prices
2026

AdAlliance

Combination savings

YOU SAVE 15 % WHEN YOU ORDER THE BAUER MÄNNER 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 three titles at different times within a month. One issue each of SELBST IST DER MANN and WELT DER WUNDER can be combined with any issue of AUTO ZEITUNG in that month.

Rates and formats

Bauer MÄNNER KOMBI

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	75,490
1/2	vertical	inner	103 x 280	49,010
1/2	horizontal	inner	210 x 139	49,010
1/3	vertical	inner	70 x 280	34,920
1/3	horizontal	inner	210 x 94	34,920

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	150,980

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

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.

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2026	14/01/2026	03	18/12/2025
3/2026	28/01/2026	05	08/01/2026
4/2026	11/02/2026	07	22/01/2026
5/2026	25/02/2026	09	05/02/2026
6/2026	11/03/2026	11	19/02/2026
7/2026	25/03/2026	13	05/03/2026
8/2026	08/04/2026	15	17/03/2026
9/2026	22/04/2026	17	31/03/2026
10/2026	06/05/2026	19	15/04/2026
11/2026	20/05/2026	21	28/04/2026
12/2026	03/06/2026	23	12/05/2026
13/2026	17/06/2026	25	27/05/2026
14/2026	01/07/2026	27	11/06/2026
15/2026	15/07/2026	29	25/06/2026
16/2026	29/07/2026	31	09/07/2026
17/2026	12/08/2026	33	23/07/2026
18/2026	26/08/2026	35	06/08/2026
19/2026	09/09/2026	37	20/08/2026
20/2026	23/09/2026	39	03/09/2026
21/2026	07/10/2026	41	17/09/2026
22/2026	21/10/2026	43	01/10/2026
23/2026	04/11/2026	45	15/10/2026
24/2026	18/11/2026	47	29/10/2026
25/2026	02/12/2026	49	12/11/2026
26/2026	16/12/2026	51	26/11/2026
1/2027	29/12/2026	53	07/12/2026

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2026	02/01/2026	01	21/11/2025
3/2026	06/02/2026	06	30/12/2025
4/2026	06/03/2026	10	30/01/2026
5/2026	02/04/2026	14	26/02/2026
6/2026	08/05/2026	19	31/03/2026
7/2026	05/06/2026	23	24/04/2026
8/2026	03/07/2026	27	28/05/2026
9/2026	07/08/2026	32	02/07/2026
10/2026	04/09/2026	36	31/07/2026
11/2026	01/10/2026	40	26/08/2026
12/2026	06/11/2026	45	01/10/2026
1/2027	04/12/2026	49	29/10/2026

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing & Cancellation Date	Copy Date
2/2026	02/01/2026	01	26/11/2025	26/11/2025
3/2026	06/02/2026	06	07/01/2026	07/01/2026
4/2026	06/03/2026	10	04/02/2026	04/02/2026
5/2026	02/04/2026	14	03/03/2026	03/03/2026
6/2026	08/05/2026	19	07/04/2026	07/04/2026
7/2026	05/06/2026	23	30/04/2026	30/04/2026
8/2026	03/07/2026	27	02/06/2026	02/06/2026
9/2026	07/08/2026	32	08/07/2026	08/07/2026
10/2026	04/09/2026	36	05/08/2026	05/08/2026
11/2026	01/10/2026	40	01/09/2025	01/09/2026
12/2026	06/11/2026	45	07/10/2026	07/10/2026
1/2027	04/12/2026	49	04/11/2026	04/11/2026

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 / 286686-4833, -4378
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4425
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
FREQUENCY	all 14 days, monthly
ON SALE DATE	AUTO ZEITUNG: Wednesday | SELBST IST DER MANN, WELT DER WUNDER: Friday
PZN	BAUER MÄNNER KOMBI 514336
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.
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.