



Panorama

Das Magazin des Deutschen Alpenvereins /// 76. Jahrgang /// 4/2024

Wilde Wasser

Kajaken in Osttirol

HÜTTENTOUR DOLOMITEN
Quer durch die Pala

IM PORTRÄT
Topkletterer Alex Megos

WANDERN IN HESSEN
Naturpark Knüll

TECHNIK UND TAKTIK
Sicher auf Hochtour

Prices
2025



AdAlliance

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	205 x 270	28,900
1/1	normal	inside front cover	205 x 270	33,200
1/1	normal	outside back cover	205 x 270	34,700
1/2	vertical	inner	100 x 270	15,400
1/2	vertical	next to Table of Contents	100 x 270	15,900
1/2	horizontal	inner	205 x 130	15,400
1/2	horizontal	next to Table of Contents	205 x 130	15,900
1/3	vertical	inner	68 x 270	10,500
1/3	vertical	Editorial	68 x 270	11,700
1/3	horizontal	inner	205 x 90	10,500
1/4	normal	inner	100 x 130	7,700
1/4	vertical	inner	50 x 270	7,700
1/4	horizontal	inner	205 x 64	7,700

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	410 x 270	57,800

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.

Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge. Special formats and preferred positions on request. Advertising splits on request.

PRODUCTNEWS

Product photo + copy (design by the publisher)

- 1/5 page 4,200 EUR

TRAVELNEWS

Product photo + copy (design by the publisher)

- 1/3 page 6,500 EUR

SMALL ADS

Small Ad outdoorworld 40x20 340 EUR
 Small Ad outdoorworld 40x40 670 EUR
 Small Ad outdoorworld 40x60 1,010 EUR
 Small Ad outdoorworld 80x20 670 EUR
 Small Ad outdoorworld 80x60 2,000 EUR
 Small Ad outdoorworld 80x120 4,000 EUR
 Small Ad catalogue service 40x80 1,750 EUR

The offer for private classified ads can be found at <https://print-kleinanzeigen.de>

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.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

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	Partial circ.
	30 g	190	229
	40 g	210	251
	50 g	243	291
	every addl. 10 g	+20	+25

Loose inserts with tip-on elements on request.

Circulation Minimum circulation: 100,000 copies
The total circulation as well as partial circulations are exclusively subscription 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
	Booklet	10 g	82
	Booklet	20 g	88
	Booklet	30 g	93
	Booklet	40 g	98
	every addl. 10 g		+20

Other tip-ons on request.

Circulation Minimum circulation: Total circulation
Carrier ad: minimum full page in the total circulation (rate according to rate card)

E-PAPER

The additional allocation of the ePaper edition is possible.
Circulation and rates on request.

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.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

BOUND INSERTS

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.



Pages	Total
4	182
8	201
12	219
16	238
every addl. 4 pages	+24

Other bound inserts on request.

Minimum circulation: Total circulation

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2025	11/02/2025	07	27/12/2024	27/12/2024	10/01/2025
2/2025	13/05/2025	20	28/03/2025	28/03/2025	11/04/2025
3/2025	12/08/2025	33	27/06/2025	27/06/2025	11/07/2025
4/2025	11/11/2025	46	26/09/2025	26/09/2025	10/10/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
Dispatch starts approx. 1 week before official On Sale Date

PUBLISHER	Deutscher Alpenverein e. V.
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) 286686-4378
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4346
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
INTERNET	www.rtl-adalliance.com
FREQUENCY	4 x a year
ON SALE DATE	Tuesday
COVER PRICE	Free of charge
PZN	DAV PANORAMA 550245
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)

Luxembourg (Headquarters)

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
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Email rtladalliance_info@rtl.com

Germany (Headquarters)

RTL AdAlliance GmbH
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20457 Hamburg
Email rtladalliance_info@rtl.com

Austria

RTL AdAlliance
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Haus C
1020 Vienna
Email rtladalliance_at@rtl.com

Belgium

RTL AdAlliance
Coupure Rechts 64B
9000 Ghent
Email rtladalliance_be@rtl.com

Finland

RTL AdAlliance
Sofiankatu 4 C
00170 Helsinki
Email rtladalliance_fl@rtl.com

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Email rtladalliance_fr@rtl.com

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Email rtladalliance_de@rtl.com

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Email rtladalliance_ita-international-sales@rtl.com

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111 40 Stockholm
Email rtladalliance_se@rtl.com

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United Kingdom

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CA 91505 Burbank
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USA - New York

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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: Carsten Schwecke, Frank Vogel

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.



The General Terms and Conditions of Ad Alliance GmbH apply,
available at www.ad-alliance.de/agb.

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Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,
available at: www.mediaimpact.de/de/agb, unless otherwise indicated.