

Gala

SOMMER-
MODE
Must-haves
für den
Urlaub



PRINZESSIN KATE

Ihr Lachen
ist zurück



GISELE
BÜNDCHEN
Zu Besuch
in ihrem
Kräuter-
Garten

RACHEL WARD
Das neue Glück des
„Dornenvögel“-Stars



ANGELINA
JOLIE &
VIVIENNE

DIE KIDS
HALTEN
ZU IHR



Ich bin wieder da!

Zum ersten Mal spricht
CÉLINE DION ehrlich über
ihre Krankheit - und wie sie
jetzt ihr Comeback plant

Dieses Heft 4,20 € - Schweiz 6,30 CHF
€ 5,40 € - € 4,95 - 3,95 € - € 5,80 €
US \$ 12,00 € - \$ 12,00 € - \$ 12,00 € - \$ 12,00 €
P 120 € - 120 € - 120 € - 120 €
DK 5,50 € - CZ 110 - CZX - HJFF1 0490 -



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	225 x 292	31,200
1/1	normal	inside front cover	225 x 292	36,500
1/1	normal	outside back cover	225 x 292	36,500
1/1	normal	Editorial	225 x 292	33,400
1/1	normal	next to Table of Contents	225 x 292	33,400
1/1	normal	next to opener Stars/Talk	225 x 292	32,800
1/1	normal	next to opener Style	225 x 292	32,800
1/2	vertical	inner	113 x 292	23,600
1/2	horizontal	inner	225 x 146	23,600
1/3	vertical	inner	75 x 292	19,200
1/3	vertical	Editorial	75 x 292	21,900
1/4	vertical	inner	57 x 292	14,500

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	450 x 292	62,400
2/1	normal	inside front cover + page 3	450 x 292	73,000

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. Ad motifs next to the editorial are subject to approval by the editors.

Type area formats on request. Trim margin/live matter margin as in the Duon Portal.

Smaller sized ads only possible following prior agreement and in limited number per issue. Special formats on request. Advertising splits on request.

SMALL ADS

Small Ad catalogue service 40x80 2,880 €

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 without Subs	Subs within Total	Partial circ. ex. Subs	Subs
	20 g	153	214	200	260
	30 g	167	234	217	281
	40 g	180	252	235	303
	50 g	194	272	252	324
	60 g	208	291	270	346
	every addl. 10 g	+14	+20	+18	+25

Loose inserts with tip-on elements on request.

Circulation Minimum circulation: 45,000 copies or total domestic subscription circulation

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	Subs within Total	Partial circ. ex. Subs	Subs
	Booklet	10 g	104	146	142	183
	Booklet	20 g	120	168	165	210
	Booklet	30 g	134	188	183	235
	every addl. 10 g		+14	+20	+18	+25
	Product sample	10 g	154	216	210	270
	Product sample	20 g	175	245	233	306
	Flat spray / Teabags*		196	274	268	343

*Plus 37 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products.
Other tip-ons on request.
30% surcharge for a binding placement as the first tip-on.
50 % surcharge for positioning on opening spread.

Circulation Minimum circulation: 100,000 copies
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.

The total prices also apply when booking the domestic circulation.

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 without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	164	230	224	288
8	181	253	248	316
12	199	279	273	349
16	217	304	298	380
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.

Minimum circulation: 100,000 copies

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2025	09/01/2025	02	16/12/2024	30/12/2024	09/12/2024	02/01/2025
3/2025	16/01/2025	03	23/12/2024	08/01/2025	16/12/2024	09/01/2025
4/2025	23/01/2025	04	06/01/2025	15/01/2025	23/12/2024	16/01/2025
5/2025	30/01/2025	05	13/01/2025	22/01/2025	06/01/2025	23/01/2025
6/2025	06/02/2025	06	20/01/2025	29/01/2025	13/01/2025	30/01/2025
7/2025	13/02/2025	07	27/01/2025	05/02/2025	20/01/2025	06/02/2025
8/2025	20/02/2025	08	03/02/2025	12/02/2025	27/01/2025	13/02/2025
9/2025	27/02/2025	09	10/02/2025	19/02/2025	03/02/2025	20/02/2025
10/2025	06/03/2025	10	17/02/2025	26/02/2025	10/02/2025	27/02/2025
11/2025	13/03/2025	11	24/02/2025	05/03/2025	17/02/2025	06/03/2025
12/2025	20/03/2025	12	03/03/2025	12/03/2025	24/02/2025	13/03/2025
13/2025	27/03/2025	13	10/03/2025	19/03/2025	03/03/2025	20/03/2025
14/2025	03/04/2025	14	17/03/2025	26/03/2025	10/03/2025	27/03/2025
15/2025	10/04/2025	15	24/03/2025	02/04/2025	17/03/2025	03/04/2025
16/2025	16/04/2025	16	28/03/2025	08/04/2025	21/03/2025	09/04/2025
17/2025	24/04/2025	17	03/04/2025	14/04/2025	27/03/2025	15/04/2025
18/2025	30/04/2025	18	09/04/2025	22/04/2025	02/04/2025	23/04/2025
19/2025	08/05/2025	19	16/04/2025	29/04/2025	09/04/2025	30/04/2025
20/2025	15/05/2025	20	25/04/2025	07/05/2025	16/04/2025	08/05/2025
21/2025	22/05/2025	21	05/05/2025	14/05/2025	25/04/2025	15/05/2025
22/2025	28/05/2025	22	09/05/2025	20/05/2025	02/05/2025	21/05/2025
23/2025	05/06/2025	23	16/05/2025	27/05/2025	09/05/2025	28/05/2025
24/2025	12/06/2025	24	22/05/2025	03/06/2025	15/05/2025	04/06/2025
25/2025	18/06/2025	25	28/05/2025	10/06/2025	21/05/2025	11/06/2025
26/2025	26/06/2025	26	06/06/2025	18/06/2025	30/05/2025	19/06/2025
27/2025	03/07/2025	27	16/06/2025	25/06/2025	06/06/2025	26/06/2025
28/2025	10/07/2025	28	23/06/2025	02/07/2025	16/06/2025	03/07/2025
29/2025	17/07/2025	29	30/06/2025	09/07/2025	23/06/2025	10/07/2025
30/2025	24/07/2025	30	07/07/2025	16/07/2025	30/06/2025	17/07/2025
31/2025	31/07/2025	31	14/07/2025	23/07/2025	07/07/2025	24/07/2025
32/2025	07/08/2025	32	21/07/2025	30/07/2025	14/07/2025	31/07/2025
33/2025	14/08/2025	33	28/07/2025	06/08/2025	21/07/2025	07/08/2025
34/2025	21/08/2025	34	04/08/2025	13/08/2025	28/07/2025	14/08/2025
35/2025	28/08/2025	35	11/08/2025	20/08/2025	04/08/2025	21/08/2025
36/2025	04/09/2025	36	18/08/2025	27/08/2025	11/08/2025	28/08/2025
37/2025	11/09/2025	37	25/08/2025	03/09/2025	18/08/2025	04/09/2025
38/2025	18/09/2025	38	01/09/2025	10/09/2025	25/08/2025	11/09/2025
39/2025	25/09/2025	39	08/09/2025	17/09/2025	01/09/2025	18/09/2025
40/2025	02/10/2025	40	15/09/2025	24/09/2025	08/09/2025	25/09/2025
41/2025	09/10/2025	41	19/09/2025	30/09/2025	12/09/2025	01/10/2025
42/2025	16/10/2025	42	26/09/2025	08/10/2025	19/09/2025	09/10/2025
43/2025	23/10/2025	43	06/10/2025	15/10/2025	26/09/2025	16/10/2025
44/2025	30/10/2025	44	13/10/2025	22/10/2025	06/10/2025	23/10/2025
45/2025	06/11/2025	45	17/10/2025	28/10/2025	10/10/2025	29/10/2025
46/2025	13/11/2025	46	24/10/2025	05/11/2025	17/10/2025	06/11/2025
47/2025	20/11/2025	47	03/11/2025	12/11/2025	24/10/2025	13/11/2025
48/2025	27/11/2025	48	10/11/2025	19/11/2025	03/11/2025	20/11/2025
49/2025	04/12/2025	49	17/11/2025	26/11/2025	10/11/2025	27/11/2025
50/2025	11/12/2025	50	24/11/2025	03/12/2025	17/11/2025	04/12/2025
51/2025	18/12/2025	51	01/12/2025	10/12/2025	24/11/2025	11/12/2025
1/2026	23/12/2025	52	04/12/2025	15/12/2025	27/11/2025	16/12/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
For technical reasons only best-possible positions can be offered for last-minute ads (only one full page possible).

4

GALA STYLE OVERSIZE
SUPPLEMENTS

Gala

Save your seat in the first row! With a clean layout and modern imagery these oversize supplements reach out to the young GALA target group. The editorial team devotes 20 pages to the following topics:

GALA Style

#16 Beauty
#20 Streetstyle

#45 Beauty
#49 Streetstyle



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 322	18,300
1/1	normal	inside front cover	205 x 322	24,200
1/1	normal	outside back cover	205 x 322	24,200

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 322	36,600
2/1	normal	inside front cover + page3	410 x 322	48,400

All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Copy Date
#16/25 Beauty	16/04/2025	16	21/03/2025
#20/25 Street- style	15/05/2025	20	16/04/2025
#45/25 Beauty	06/11/2025	45	10/10/2025
#49/25 Street- style	04/12/2025	49	10/11/2025

Prices valid from 01. January 2025

5

GALA LUXURY

Gala

GALA LUXURY: 128 pages all around luxury! The latest beauty trends, high-end fashion highlights and the current watch/jewellery trends in one issue. With a circulation of 30,000 copies, high-quality lumbeck, this is the most exclusive GALA environment of all time. After the start in 2022, we increase the frequency to two issues per year!

"The most beautiful couture dresses, the most exclusive handbags and the most expensive diamond in the world. Gala loves luxury. We bring its fascination closer to our readers every week. Whether as a fashion shoot, reportage or street style trend: we stage luxury in just as diverse ways as the facets of a precious stone." Marcus Luft, Deputy Editor-in-Chief GALA

COVER PRICE 8,00

CIRCULATION 30,000 print run (publishers figure)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	230 x 300	18,300
1/1	normal	inside front cover	230 x 300	24,200
1/1	normal	outside back cover	230 x 300	24,200

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	460 x 300	36,600
2/1	normal	inside front cover + page 3	460 x 300	48,400

Trim margins as in the Duon Portal.

All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2025	29/04/2025	18	04/02/2025	06/03/2025	31/03/2025
2/2025	28/10/2025	44	03/08/2025	05/09/2025	30/09/2025

Prices valid from 01. January 2025

PUBLISHER	Gruner + Jahr Deutschland GmbH
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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 (0) 40 / 37 41 - 17 50



INTERNET	www.rtl-adalliance.com
FREQUENCY	weekly
COVER PRICE	4.20 EUR
PZN	GALA 543346
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.

b4p best for www.b4p.de
planning.



Member of
Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)



SALES OFFICES

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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.

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:
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.