



Ratecard 2024

### 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 268	64,300
1/1	normal	inside front cover	210 x 268	78,500
1/1	normal	outside back cover	210 x 268	78,500
2/3	vertical	inner	133 x 268	52,300
1/2	vertical	inner	100 x 268	42,800
1/2	horizontal	inner	210 x 134	42,800
1/3	vertical	inner	70 x 268	36,000
1/3	vertical	Editorial	70 x 268	43,500
1/3	horizontal	inner	210 x 91	36,000

### 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 268	128,700
2/1	normal	inside front cover + page 3	420 x 268	177,600
2/1	normal	double page in Cosmetics	420 x 268	137,700
2/1	normal	double page before Table of Contents	420 x 268	144,100

Due to the limited placement possibilities for partial page ads our ability to fulfill placement requests is limited. This applies to the editorial environment as well as to left-/right-hand positions. 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.

Type area formats on request. Live matter should be at least 5 mm removed from the trimming edge. Special formats and preferred positions on request. Advertising splits on request.

#### SMALL ADS

Small Ad catalogue service 40x80 2.500 €

#### 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 2024 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

## LOOSE INSERTS

## OVERSIZE-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.

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.

## Rates per 1,000

Weights up to	Total	Partial circ. ex. Subs	Subs
20 g	138	160	222
30 g	156	178	249
40 g	176	201	282
50 g	191	218	305
60 g	207	236	331
every addl. 10 g	+14	+17	+21

Loose inserts with tip-on elements on request.

Weights up to	Total	Partial circ. ex. Subs	Subs
20 g	224	253	357
30 g	248	285	398
40 g	282	323	453
50 g	305	348	488
60 g	332	379	530
every addl. 10 g	+24	+29	+36

## Circulation

Minimum circulation: 50,000 copies

Minimum circulation: 50,000 copies

## GLUED INSERTS

## BOUND 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.

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

Special ad format	Weights up to	Total	Partial circ. ex. Subs	Subs
Booklet	10 g	120	148	191
Booklet	20 g	131	162	210
every addl. 10 g		+15	+18	+23
Product sample	10 g	131	162	210
Product sample	20 g	144	179	230
Flat spray / Teabags*		154	190	247

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

Pages	Total	Partial circ. ex. Subs	Subs
4	133	165	213
8	153	188	245
12	171	213	274
16	191	235	306
every addl. 4 pages	+18	+24	+27

Bound inserts with tip-on elements on request.  
30 % surcharge for a binding placement as the first bound insert.

## Circulation

Carrier ad: minimum full page in the total circulation (rate according to rate card)  
Minimum circulation: 150,000 copies or total domestic subscription.

Minimum circulation: 150,000 copies.

## 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](http://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 price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs.  
All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date Loose Inserts	Special Ad Formats Closing & Cancellation Date Glued, Bound Inserts	Special Ad Formats Delivery Date
2/2024	03/01/2024	01	16/11/2023	05/12/2023	16/11/2023	02/11/2023	12/12/2023
3/2024	17/01/2024	03	30/11/2023	19/12/2023	30/11/2023	16/11/2023	28/12/2023
4/2024	31/01/2024	05	14/12/2023	05/01/2024	14/12/2023	30/11/2023	12/01/2024
5/2024	14/02/2024	07	02/01/2024	19/01/2024	02/01/2024	14/12/2023	26/01/2024
6/2024	28/02/2024	09	16/01/2024	02/02/2024	16/01/2024	02/01/2024	09/02/2024
7/2024	13/03/2024	11	30/01/2024	16/02/2024	30/01/2024	16/01/2024	23/02/2024
8/2024	26/03/2024	13	13/02/2024	29/02/2024	13/02/2024	30/01/2024	08/03/2024
9/2024	10/04/2024	15	23/02/2024	13/03/2024	23/02/2024	09/02/2024	20/03/2024
10/2024	24/04/2024	17	08/03/2024	27/03/2024	08/03/2024	23/02/2024	05/04/2024
11/2024	07/05/2024	19	21/03/2024	10/04/2024	21/03/2024	07/03/2024	18/04/2024
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14/2024	19/06/2024	25	03/05/2024	24/05/2024	03/05/2024	18/04/2024	31/05/2024
15/2024	03/07/2024	27	21/05/2024	07/06/2024	21/05/2024	03/05/2024	14/06/2024
16/2024	17/07/2024	29	04/06/2024	21/06/2024	04/06/2024	21/05/2024	28/06/2024
17/2024	31/07/2024	31	18/06/2024	05/07/2024	18/06/2024	04/06/2024	12/07/2024
18/2024	14/08/2024	33	02/07/2024	19/07/2024	02/07/2024	18/06/2024	26/07/2024
19/2024	28/08/2024	35	16/07/2024	02/08/2024	16/07/2024	02/07/2024	09/08/2024
20/2024	11/09/2024	37	30/07/2024	16/08/2024	30/07/2024	16/07/2024	23/08/2024
21/2024	25/09/2024	39	13/08/2024	30/08/2024	13/08/2024	30/07/2024	06/09/2024
22/2024	09/10/2024	41	26/08/2024	12/09/2024	26/08/2024	12/08/2024	19/09/2024
23/2024	23/10/2024	43	09/09/2024	26/09/2024	09/09/2024	26/08/2024	04/10/2024
24/2024	06/11/2024	45	20/09/2024	11/10/2024	20/09/2024	06/09/2024	17/10/2024
25/2024	20/11/2024	47	07/10/2024	25/10/2024	07/10/2024	20/09/2024	01/11/2024
26/2024	04/12/2024	49	21/10/2024	08/11/2024	21/10/2024	07/10/2024	15/11/2024
1/2025	18/12/2024	51	05/11/2024	22/11/2024	05/11/2024	21/10/2024	29/11/2024

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.  
 Earlier closing and cancellation dates in effect for opening spreads and cover gatefolds.  
 For technical reasons only best-possible positions can be offered for last-minute ads (only possible for two full-pages).

<b>PUBLISHER</b>	Gruner + Jahr Deutschland GmbH
<b>MARKETERS</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
<b>ORDER PROCESSING</b>	Email: print-order@ad-alliance.de
<b>AD MANAGEMENT</b>	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4375
<b>SPECIAL AD FORMATS</b>	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4347
<b>COPY MATERIAL</b>	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: anzeigen@bertelsmann.de Phone: (+49-5241) 80 - 897 00 <b>Technical Specifications:</b> Current and binding English-language information is available under: www.duon-portal.de <b>Delivery of Copy Material:</b> 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
 <b>DUON-Portal</b>	
 <b>AdSpecial-Portal</b>	Binding technical specifications for special ad formats are available online at <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a>
<b>INTERNET</b>	www.rtl-adalliance.com
<b>FREQUENCY</b>	26 x a year
<b>ON SALE DATE</b>	Wednesday
<b>COVER PRICE</b>	4.10 EUR
<b>PZN</b>	BRIGITTE 582460
<b>CONDITIONS OF PAYMENT</b>	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.
<b>CONDITIONS OF BUSINESS</b>	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 <a href="http://www.internationalmediasales.net/cob">www.internationalmediasales.net/cob</a> . 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.

 **best for planning.** [www.b4p.de](http://www.b4p.de)



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](http://www.ad-alliance.de).  
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Executive Board: Matthias Dang, Frank Vogel

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