

Print-Prices
2027

AdAlliance

Discount combinations

BASIS PROGRAMM
TV HÖREN UND SEHEN, FERNSEHWOCHE,
AUF EINEN BLICK, TV KLAR

Combination savings*
20%

BAUER MILLIONEN SUPERKOMBI
NEUE POST, DAS NEUE BLATT, DAS NEUE,
MACH MAL PAUSE, FREIZEITWOCHE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE, TV HÖREN UND
SEHEN, FERNSEHWOCHE, AUF EINEN BLICK,
TV KLAR

Combination savings*
21,7%

Subsequent discount
For additional bookings in MEIN TV & ICH you will receive a follow-up discount of 20 %.

* See combination tariff for details

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	36,940
3/4	vertical	inner	153 x 280	31,750
3/4	horizontal	inner	210 x 205	31,750
1/2	vertical	inner	103 x 280	21,800
1/2	horizontal	inner	210 x 139	21,800
1/3	vertical	inner	70 x 280	14,040
1/3	horizontal	inner	210 x 94	14,040
1/4	vertical	inner	53 x 280	12,880
1/4	horizontal	inner	210 x 73	12,880

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	73,880
2*1/2	horizontal	inner	420 x 139	43,590

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 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Special ad formats

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 on request.

Rates per 1,000

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	77	96	86	114
30 g	82	104	92	122
40 g	87	116	97	134
50 g	92	128	103	146
60 g	102	150	114	168
every addl. 10 g	+15	+30	+15	+38

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 50,000 copies in the single copy circulation or total domestic subscription. The subscription circulation cannot be partially booked.

Oversize-inserts

Definition

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 without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	96	120	108	138
30 g	126	158	141	176
every addl. 10 g	+30	+40	+30	+40

*Plus 70 EUR per 1,000 postal fees.

Circulation

Minimum circulation: 50,000 copies in the single copy circulation or total domestic subscription. The subscription circulation cannot be partially booked.

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	49	61	55	79
Booklet	20 g	53	72	59	90
every addl. 10 g		+15	+30	+15	+35
Product sample	10 g	58	73	65	91
Product sample	20 g	68	92	76	110

Other tip-ons on request.

Circulation

Minimum circulation: 100,000 copies in the single copy circulation. The subscription circulation cannot be partially booked.
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Bound inserts

Definition

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

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	77	96	86	112
8	82	103	92	121
12	87	113	97	131
16	89	120	100	138
every addl. 4 pages	+12	+20	+12	+28

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 100,000 copies in the single copy circulation. The subscription circulation cannot be partially booked.

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 2027 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	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2027	08/01/2027	01	01/12/2026	23/12/2026	01/12/2026	18/12/2026
3/2027	15/01/2027	02	10/12/2026	05/01/2027	10/12/2026	29/12/2026
4/2027	22/01/2027	03	17/12/2026	12/01/2027	17/12/2026	07/01/2027
5/2027	29/01/2027	04	23/12/2026	19/01/2027	23/12/2026	14/01/2027
6/2027	05/02/2027	05	30/12/2026	26/01/2027	30/12/2026	21/01/2027
7/2027	12/02/2027	06	07/01/2027	02/02/2027	07/01/2027	28/01/2027
8/2027	19/02/2027	07	14/01/2027	09/02/2027	14/01/2027	04/02/2027
9/2027	26/02/2027	08	21/01/2027	16/02/2027	21/01/2027	11/02/2027
10/2027	05/03/2027	09	28/01/2027	23/02/2027	28/01/2027	18/02/2027
11/2027	12/03/2027	10	04/02/2027	02/03/2027	04/02/2027	25/02/2027
12/2027	19/03/2027	11	11/02/2027	09/03/2027	11/02/2027	04/03/2027
13/2027	25/03/2027	12	16/02/2027	15/03/2027	16/02/2027	10/03/2027
14/2027	02/04/2027	13	22/02/2027	19/03/2027	22/02/2027	16/03/2027
15/2027	09/04/2027	14	04/03/2027	30/03/2027	04/03/2027	23/03/2027
16/2027	16/04/2027	15	11/03/2027	06/04/2027	11/03/2027	01/04/2027
17/2027	23/04/2027	16	18/03/2027	13/04/2027	18/03/2027	08/04/2027
18/2027	29/04/2027	17	23/03/2027	19/04/2027	23/03/2027	14/04/2027
19/2027	07/05/2027	18	29/03/2027	26/04/2027	29/03/2027	21/04/2027
20/2027	14/05/2027	19	07/04/2027	03/05/2027	07/04/2027	28/04/2027
21/2027	21/05/2027	20	13/04/2027	10/05/2027	13/04/2027	04/05/2027
22/2027	28/05/2027	21	22/04/2027	18/05/2027	22/04/2027	12/05/2027
23/2027	04/06/2027	22	28/04/2027	25/05/2027	28/04/2027	20/05/2027
24/2027	11/06/2027	23	06/05/2027	01/06/2027	06/05/2027	27/05/2027
25/2027	18/06/2027	24	13/05/2027	08/06/2027	13/05/2027	03/06/2027
26/2027	25/06/2027	25	20/05/2027	15/06/2027	20/05/2027	10/06/2027
27/2027	02/07/2027	26	27/05/2027	22/06/2027	27/05/2027	17/06/2027
28/2027	09/07/2027	27	03/06/2027	29/06/2027	03/06/2027	24/06/2027
29/2027	16/07/2027	28	10/06/2027	06/07/2027	10/06/2027	01/07/2027
30/2027	23/07/2027	29	17/06/2027	13/07/2027	17/06/2027	08/07/2027
31/2027	30/07/2027	30	24/06/2027	20/07/2027	24/06/2027	15/07/2027
32/2027	06/08/2027	31	01/07/2027	27/07/2027	01/07/2027	22/07/2027
33/2027	13/08/2027	32	08/07/2027	03/08/2027	08/07/2027	29/07/2027
34/2027	20/08/2027	33	15/07/2027	10/08/2027	15/07/2027	05/08/2027
35/2027	27/08/2027	34	22/07/2027	17/08/2027	22/07/2027	12/08/2027
36/2027	03/09/2027	35	29/07/2027	24/08/2027	29/07/2027	19/08/2027
37/2027	10/09/2027	36	05/08/2027	31/08/2027	05/08/2027	26/08/2027
38/2027	17/09/2027	37	12/08/2027	07/09/2027	12/08/2027	02/09/2027
39/2027	24/09/2027	38	19/08/2027	14/09/2027	19/08/2027	09/09/2027
40/2027	01/10/2027	39	26/08/2027	21/09/2027	26/08/2027	16/09/2027
41/2027	08/10/2027	40	01/09/2027	28/09/2027	01/09/2027	23/09/2027
42/2027	15/10/2027	41	09/09/2027	05/10/2027	09/09/2027	30/09/2027
43/2027	22/10/2027	42	16/09/2027	12/10/2027	16/09/2027	07/10/2027
44/2027	29/10/2027	43	23/09/2027	19/10/2027	23/09/2027	14/10/2027
45/2027	05/11/2027	44	28/09/2027	26/10/2027	28/09/2027	20/10/2027
46/2027	12/11/2027	45	07/10/2027	02/11/2027	07/10/2027	27/10/2027
47/2027	19/11/2027	46	14/10/2027	09/11/2027	14/10/2027	04/11/2027
48/2027	26/11/2027	47	21/10/2027	16/11/2027	21/10/2027	11/11/2027
49/2027	03/12/2027	48	28/10/2027	23/11/2027	28/10/2027	18/11/2027
50/2027	10/12/2027	49	04/11/2027	30/11/2027	04/11/2027	25/11/2027
51/2027	17/12/2027	50	10/11/2027	07/12/2027	10/11/2027	02/12/2027
52/2027	23/12/2027	51	16/11/2027	13/12/2027	16/11/2027	08/12/2027
1/2028	30/12/2027	52	19/11/2027	17/12/2027	19/11/2027	14/12/2027

Current topics can be found on https://contentfinder.ad-alliance.de.
For technical reasons only best-possible positions can be offered for last-minute ads (depending on disposability).

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
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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	weekly
ON SALE DATE	Friday
COVER PRICE	2.20 EUR
PZN	FERNSEHWOCHE 541403
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.
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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.