

M A I 2 0 2 5

Panoramografik
Glanz und
Untergang der Hethiter

NATIONAL GEOGRAPHIC

Die geheime Welt der Pinguine

Mit welchen
Tricks sich die
seltsamen Vögel
an die Natur
anpassen



KAMPF GEGEN KAMELE

Warum Australiens Farmer zu
radikalen Mitteln greifen

TITANIC AUS DER NÄHE

Wie das legendäre Wrack als
3D-Modell überlebt

DEUTSCHLAND € 7,50 | ÖSTERREICH € 8,30 | SCHWEIZ CHF 12,00
BENELUX € 8,70 | FRANKREICH, ITALIEN, SPANIEN, PORTUGAL (COND) € 10,20 | GRIECHENLAND € 10,80



Prices 2026



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	175 x 254	29,900
1/1	normal	1st right-hand ad page	175 x 254	33,700
1/1	normal	inside front cover	175 x 254	38,600
1/1	normal	outside back cover	175 x 254	39,100
1/2	vertical	inner	79 x 254	18,200
1/2	horizontal	inner	175 x 123	18,200
1/3	horizontal	inner	175 x 82	12,600
1/3	vertical	inner	57 x 254	12,600
1/3	vertical	Editorial	57 x 254	14,300

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	350 x 254	59,800
2/1	normal	1st double page in issue	350 x 254	67,300
2/1	normal	inside front cover + page 3	350 x 254	70,100
2*1/2	horizontal	inner	350 x 123	36,300
2*1/3	horizontal	inner	350 x 82	25,100

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.

SMALL ADS

Small Ad catalogue service 40x80 2,010 €

ADVERTORIALS

Advertisorials 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. Advertisorials 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.

Special ad formats

Loose inserts							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																																																								
<table border="1"> <tr><td>20 g</td><td>144</td><td>202</td><td>202</td><td>278</td><td></td><td></td><td>Weights up to</td><td>Total without Subs</td><td>Subs within Total</td><td>Subs</td><td></td><td></td><td></td></tr> <tr><td>30 g</td><td>157</td><td>227</td><td>219</td><td>308</td><td></td><td></td><tr><td>40 g</td><td>169</td><td>252</td><td>236</td><td>338</td><td></td><td></td></tr> <tr><td>50 g</td><td>187</td><td>277</td><td>261</td><td>368</td><td></td><td></td></tr> <tr><td>60 g</td><td>211</td><td>302</td><td>293</td><td>402</td><td></td><td></td></tr> <tr><td>every addl. 10 g</td><td>+14</td><td>+25</td><td>+18</td><td>+30</td><td></td><td></td></tr> </tr></table>							20 g	144	202	202	278			Weights up to	Total without Subs	Subs within Total	Subs				30 g	157	227	219	308			40 g	169	252	236	338			50 g	187	277	261	368			60 g	211	302	293	402			every addl. 10 g	+14	+25	+18	+30			20 g	231	324	445			
20 g	144	202	202	278			Weights up to	Total without Subs	Subs within Total	Subs																																																				
30 g	157	227	219	308			40 g	169	252	236	338			50 g	187	277	261	368			60 g	211	302	293	402			every addl. 10 g	+14	+25	+18	+30																														
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every addl. 10 g	+14	+25	+18	+30																																																										
Loose inserts with tip-on elements on request.							30 g	253	354	485																																																				
							40 g	276	386	527																																																				
							50 g	301	422	576																																																				
							60 g	333	466	640																																																				
							every addl. 10 g	+23	+32	+45																																																				
Circulation		Minimum circulation: 40,000 copies or total domestic subscription							Minimum circulation: 40,000 copies or total domestic subscription																																																					
Glued inserts							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		Special ad format	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs																																																							
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Other tip-ons on request.							8	185	259	258	354																																																			
							12	228	319	318	437																																																			
							16	276	386	385	529																																																			
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Circulation		Minimum circulation: 40,000 copies or total domestic subscription Carrier ad: minimum full page in the total circulation (rate according to rate card)							Minimum circulation: 40,000 copies or total domestic subscription																																																					
Price Quotes							The total prices also apply when booking the domestic circulation. 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.																																																							
Circulation																																																														
Technical Information and Delivery																																																														
Print Service																																																														

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	30/01/2026	05	23/12/2025	23/12/2025	09/01/2025
3/2026	27/02/2026	09	27/01/2026	27/01/2026	05/02/2026
4/2026	26/03/2026	13	24/02/2026	24/02/2026	05/03/2026
5/2026	24/04/2026	17	23/03/2026	23/03/2026	01/04/2026
6/2026	22/05/2026	21	20/04/2026	20/04/2026	29/04/2026
7/2026	26/06/2026	26	26/05/2026	26/05/2026	05/06/2026
8/2026	24/07/2026	30	24/06/2026	24/06/2026	03/07/2026
9/2026	21/08/2026	34	22/07/2026	22/07/2026	31/07/2026
10/2026	18/09/2026	38	19/08/2026	19/08/2026	28/08/2026
11/2026	16/10/2026	42	16/09/2026	16/09/2026	25/09/2026
12/2026	13/11/2026	46	14/10/2026	14/10/2026	23/10/2026
13/2026	27/11/2026	48	27/10/2026	27/10/2026	05/11/2026
1/2027	18/12/2026	51	17/11/2026	17/11/2026	27/11/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.

General information

Publisher	NG Media GmbH
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
DUON-Portal 	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
Internet	www.rtl-adalliance.com
FREQUENCY	monthly
ON SALE DATE	Friday
COVER PRICE	7.50 EUR
PZN	NATIONAL GEOGRAPHIC 529558
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.internationalmediاسales.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.

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Member of
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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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 Executive Board: Carsten Schwecke, Frank Vogel

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



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