



Landlust HAUSGEMACHT

zwei 2024 | 5,20 €

Landlust

EINFACH HAUSGEMACHT

Mein Magazin für Haus und Küche

HERRLICH
LOCKERER
BISKUIT
SCHNELL
GEMACHT

6 x Hähnchen
von Drumsticks bis
zum Kräuterhuhn

Backen mit
Rhabarber
Süßes trifft Saures

Orient-Küche
Einfach & köstlich von
Lamm bis Halwa

Frisch & leicht

Genießen mit Salat,
Gemüse und Kartoffeln

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Prices
2025



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	17,000
1/1	normal	inside front cover	210 x 280	17,900
1/1	normal	outside back cover	210 x 280	18,600
2/3	vertical	inner	127 x 280	11,900
1/2	vertical	inner	97 x 280	10,700
1/2	horizontal	inner	210 x 134	10,700
1/3	vertical	inner	67 x 280	7,900
1/3	vertical	Editorial	67 x 280	8,400

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	34,000

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 reserved preferred position to another advertiser if the advertiser holding the reservation does not submit a written 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.

SMALL ADS

You can find the offer for private classified ads at WWW.VG-DMM.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**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 without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	124	174	161	228
30 g	137	192	178	252
40 g	150	210	196	277
50 g	163	228	212	301
60 g	177	248	230	325
every addl. 10 g	+14	+20	+18	+25

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	211	295	274	388
30 g	234	328	304	431
40 g	257	360	334	473
50 g	279	391	364	515
60 g	302	423	393	557

Circulation

Minimum circulation: 50,000 copies or total domestic subscription circulation

Minimum circulation: 50,000 copies or total domestic subscription circulation

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 without Subs	Subs within Total	Partial circ. ex. Subs	Subs
Booklet	10 g	82	115	106	150
Booklet	20 g	97	136	126	178
Booklet	30 g	111	155	144	205
every addl. 10 g		+14	+20	+18	+25
Product sample	10 g	107	150	140	198
Product sample	20 g	130	182	169	240
Flatspray / Teabags*		130	182	169	240

*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.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	141	197	183	260
8	158	221	205	290
12	175	245	228	322
16	192	269	249	353
every addl. 4 pages	+17	+24	+25	+30

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 80,000 copies or total domestic subscription circulation
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: 80,000 copies or total domestic subscription circulation

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.

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	17/01/2025	03	11/12/2024	11/12/2024	02/01/2025
2/2025	14/03/2025	11	05/02/2025	05/02/2025	27/02/2025
3/2025	16/05/2025	20	09/04/2025	09/04/2025	30/04/2025
4/2025	11/07/2025	28	04/06/2025	04/06/2025	26/06/2025
5/2025	05/09/2025	36	30/07/2025	30/07/2025	21/08/2025
6/2025	07/11/2025	45	01/10/2025	01/10/2025	23/10/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.

LANDLUST HAUSGEMACHT KOMPAKT is a monothematic food magazine - useful, with lots of knowledge, tips and in a practical small format. The 132 pages contain the best recipes on a single topic with the tried-and-tested Landlust Homemade kitchen promise - down-to-earth everyday recipes with special ideas that are easy to copy. The recipes are seasonal and regional, with detailed recipe texts so that both beginners and experts will enjoy them. The recipes are complemented by kitchen tricks and little tidbits of knowledge to pass on.

The LANDLUST HAUSGEMACHT KOMPAKT is published four times in 2025:

- 1/25: Bread+Baking
- 2/25: Fruitcake
- 3/25: Baking in Advent
- 4/25: Festive menus

COVER PRICE 4,90 EUR

CIRCULATION 80,000 print run (publisher's figure)



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	13,800
1/1	normal	inside front cover	175 x 254	15,500
1/1	normal	outside back cover	175 x 254	16,500
1/2	vertical	inner	84 x 254	8,300
1/2	horizontal	inner	175 x 125	8,300
1/3	vertical	inner	56 x 254	6,300

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	27,600



Rates for special ad formats on request.

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

Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from trimming edge.

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	10/01/2025	02	02/12/2024	02/12/2024	18/12/2024
2/2025	11/04/2025	15	28/02/2025	28/02/2025	24/03/2025
3/2025	19/09/2025	38	17/07/2025	17/07/2025	04/08/2025
4/2025	14/11/2025	46	09/10/2025	09/10/2025	27/10/2025

PUBLISHER	Deutsche Medienmanufaktur GmbH & Co. KG
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) 286686-4377
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4080
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	6 x a year
COVER PRICE	5.20 EUR
PZN	LANDLUST EINFACH HAUSGEMACHT 503803
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)

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