

Dauer Media Group

BEST SELLER

4 Wochen TV! 13 Seiten Rätsel! Nur 1,40 €

Nr. 5/24 6. April – 3. Mai

Österreich € 1,80; Schweiz (fr.) 1,10; Belgien € 1,80; Luxemburg € 1,80; Frankreich € 2,20; Italien € 2,20; Spanien € 2,30; Kanada € 2,30; Tschechien CZK 69; Malta € 4,30

tv pur

Ihr großes Fernseh- & Rätselheft

4 Wochen TV-Programm mit 140 TV-Tipps

nur 1,40 €

MIT REKORDGEWINN! 85 tolle Rätsel 2500 € IN BAR!

Top aktuell! 4 Wochen TV-Programm

PLUS: Rätselspaß & 2500 € Gewinn

1. WOCH
6. - 12. April

2. WOCH
13. - 19. April

3. WOCH
20. - 26. April

4. WOCH
27. April - 3. Mai

MITSOU JUNG
Für „Inga Lindström“ vor der Kamera

PLUS Die besten TV-Tipps für 28 Tage!

James Bond 007: Keine Zeit zu sterben Explosives Finale

Praxis mit Meerblick Neue Folgen der beliebten Reihe

The Lost City – Das Geheimnis der verlorenen Stadt Komödie

Prices
2025



AdAlliance



Discount combinations

Subsequent discount

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





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 265	27,970

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.

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.

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.

For the magazines RETRO, TV PUR, TV!TOP only 1/1 page bookable.

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	81	97	83	114
30 g	86	108	89	125
40 g	91	118	94	135
50 g	96	130	98	147
60 g	106	154	108	171
every addl. 10 g	+10	+19	+10	+17

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	101	126	104	143
30 g	131	164	135	181
every addl. 10 g	+10	+19	+10	+17

*Plus 30 EUR per 1,000 postal fees.

Circulation

Minimum circulation: 100,000 copies. The subscription circulation cannot be partially booked.

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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	51	61	53	78
Booklet	20 g	55	72	57	89
every addl. 10 g		+12	+15	+12	+17
Product sample	10 g	55	69	57	86
Product sample	20 g	65	85	68	102
Flat spray / Teabags*		105	131	107	148

*Plus 50 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees.
Other tip-ons on request.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	70	88	73	95
8	75	94	78	111
12	80	104	83	121
16	82	111	85	128
every addl. 4 pages	+12	+15	+12	+17

Bound inserts with tip-on elements on request.

Circulation

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

Minimum circulation: 100,000 copies. 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 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	Dates.TVProgramStart	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2025	02/01/2025	01	11/01/2025	28/11/2024	28/11/2024	12/12/2024
3/2025	30/01/2025	05	08/02/2025	02/01/2025	02/01/2025	16/01/2025
4/2025	27/02/2025	09	08/03/2025	30/01/2025	30/01/2025	13/02/2025
5/2025	27/03/2025	13	05/04/2025	27/02/2025	27/02/2025	13/03/2025
6/2025	24/04/2025	17	03/05/2025	25/03/2025	25/03/2025	08/04/2025
7/2025	22/05/2025	21	31/05/2025	23/04/2025	23/04/2025	08/05/2025
8/2025	19/06/2025	25	28/06/2025	20/05/2025	20/05/2025	04/06/2025
9/2025	17/07/2025	29	26/07/2025	18/06/2025	18/06/2025	03/07/2025
10/2025	14/08/2025	33	23/08/2025	17/07/2025	17/07/2025	31/07/2025
11/2025	11/09/2025	37	20/09/2025	14/08/2025	14/08/2025	28/08/2025
12/2025	09/10/2025	41	18/10/2025	10/09/2025	10/09/2025	24/09/2025
13/2025	06/11/2025	45	15/11/2025	08/10/2025	08/10/2025	22/10/2025
1/2026	04/12/2025	49	13/12/2025	06/11/2025	06/11/2025	20/11/2025
2/2026	31/12/2025	01	09/01/2026	28/11/2025	28/11/2025	12/12/2025

PUBLISHER

Heinrich Bauer Verlag KG

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www.rtl-adalliance.com**ORDER PROCESSING**E-Mail: print-order@ad-alliance.de**AD MANAGEMENT**E-Mail: print-placements@ad-alliance.de
Phone: +49 (0) 40 / 286686-4827**SPECIAL AD FORMATS**Email: print-adspecials@ad-alliance.de
Phone: (+49-40) 286686-4425**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**FREQUENCY**

four weeks

ON SALE DATE

Thursday

COVER PRICE

1.50 EUR

PZN

TVPUR 571171

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)



SALES OFFICES

**Luxembourg (Headquarters)**

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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.



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.
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available at: www.mediaimpact.de/de/agb, unless otherwise indicated.