

Capital

WIRTSCHAFT IST GESELLSCHAFT

04

APRIL 2024
10,50 EURO

Österreich 10,50 Euro
Belgien 12,20 Euro, Schweiz 12,50 Fr.
Italien, Spanien 12,20 Euro



SIGNA-PLEITE
Die heikle
Doppelrolle des
Topsanierers

SCHWELLENLÄNDER
Sechs
Wachstumsstars
für das Depot



AUF GEHT'S, DEUTSCHLAND!



Dieses Land hat große Stärken, trotz aller Probleme. Junge Gründer legen gerade das Fundament für die neue industrielle Zukunft – von KI bis Kernfusion

Prices
2025



AdAlliance

Formats on single pages

| Format | Format additions | Ad placement | Bleed format (width x height in mm) | Mono/Multi colour |
|--------|------------------|---------------------------------------|--|-------------------|
| 1/1 | normal | inner | 200 x 265 | 38,100 |
| 1/1 | normal | 1st right-hand ad page after Contents | 200 x 265 | 42,600 |
| 1/1 | normal | inside front cover | 200 x 265 | 46,500 |
| 1/1 | normal | outside back cover | 200 x 265 | 46,500 |
| 1/1 | normal | next to Table of Contents | 200 x 265 | 44,600 |
| 2/3 | vertical | inner | 125 x 265 | 28,400 |
| 2/3 | horizontal | inner | 200 x 175 | 28,400 |
| 1/2 | vertical | inner | 97 x 265 | 22,500 |
| 1/2 | vertical | 1st third of issue | 97 x 265 | 24,600 |
| 1/2 | horizontal | inner | 200 x 132 | 22,500 |
| 1/2 | horizontal | 1st third of issue | 200 x 132 | 24,600 |
| 1/3 | vertical | inner | 70 x 265 | 16,300 |
| 1/3 | vertical | 1st third of issue | 70 x 265 | 17,700 |
| 1/3 | vertical | Editorial | 70 x 265 | 19,400 |
| 1/3 | horizontal | inner | 200 x 88 | 16,300 |
| 1/3 | horizontal | 1st third of issue | 200 x 88 | 17,700 |
| 1/6 | vertical | inner | 70 x 124 | 9,200 |

Formats on double pages

| Format | Format additions | Ad placement | Bleed format (width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------------------------------|--|-------------------|
| 2/1 | normal | inner | 400 x 265 | 76,200 |
| 2/1 | normal | 1st double page after Contents | 400 x 265 | 85,400 |
| 2/1 | normal | inside front cover + page 3 | 400 x 265 | 109,000 |
| 2/1 | normal | double page before Table of Contents | 400 x 265 | 89,200 |
| 2*2/3 | horizontal | inner | 400 x 175 | 56,900 |
| 2*1/2 | horizontal | inner | 400 x 132 | 44,600 |

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.

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 | 163 | 228 | 227 | 303 |
| 30 g | 175 | 245 | 244 | 324 |
| 40 g | 187 | 262 | 261 | 345 |
| 50 g | 199 | 279 | 278 | 366 |
| 60 g | 211 | 295 | 295 | 387 |
| 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 | 260 | 364 | 363 | 484 |
| 30 g | 280 | 392 | 392 | 522 |
| 40 g | 301 | 421 | 421 | 560 |
| 50 g | 322 | 451 | 450 | 599 |
| 60 g | 342 | 479 | 479 | 635 |
| every addl. 10 g | +23 | +32 | +30 | +45 |

Circulation

Minimum circulation: total domestic subscription circulation

Minimum circulation: 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 |
|-----------------------|---------------|-----------------------|----------------------|
| Booklet | 10 g | 101 | 141 |
| Booklet | 20 g | 114 | 160 |
| Booklet | 30 g | 134 | 188 |
| every addl. 10 g | | +14 | +20 |
| Product sample | 10 g | 126 | 176 |
| Product sample | 20 g | 144 | 202 |
| Flat spray / Teabags* | | 144 | 202 |

*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. 30 % surcharge for guaranteed position as first tip-on.

| Pages | Total without Subs | Subs within Total |
|---------------------|-----------------------|----------------------|
| 4 | 160 | 224 |
| 8 | 184 | 258 |
| 12 | 204 | 286 |
| 16 | 221 | 309 |
| every addl. 4 pages | +17 | +24 |

Bound inserts with tip-on elements on request. 30 % surcharge for guaranteed position as first bound insert

Circulation

Minimum circulation: Total circulation
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: Total circulation.

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. 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 | Last Minute Ads | Special Ad Formats Closing & Cancellation Date | Special Ad Formats Delivery Date |
|-----------|--------------|---------------|--------------------------------------|-----------------|--|----------------------------------|
| 2/2025 | 18/01/2025 | 03 | 27/12/2024 | 07/01/2025 | 17/12/2024 | 06/01/2025 |
| 3/2025 | 15/02/2025 | 07 | 28/01/2025 | 04/02/2025 | 21/01/2025 | 03/02/2025 |
| 4/2025 | 15/03/2025 | 11 | 25/02/2025 | 04/03/2025 | 18/02/2025 | 03/03/2025 |
| 5/2025 | 19/04/2025 | 16 | 31/03/2025 | 07/04/2025 | 24/03/2025 | 04/04/2025 |
| 6/2025 | 24/05/2025 | 21 | 06/05/2025 | 13/05/2025 | 28/04/2025 | 12/05/2025 |
| 7/2025 | 21/06/2025 | 25 | 02/06/2025 | 10/06/2025 | 23/05/2025 | 06/06/2025 |
| 8/2025 | 19/07/2025 | 29 | 01/07/2025 | 08/07/2025 | 24/06/2025 | 07/07/2025 |
| 9/2025 | 16/08/2025 | 33 | 29/07/2025 | 05/08/2025 | 22/07/2025 | 04/08/2025 |
| 10/2025 | 20/09/2025 | 38 | 02/09/2025 | 09/09/2025 | 26/08/2025 | 08/09/2025 |
| 11/2025 | 18/10/2025 | 42 | 29/09/2025 | 07/10/2025 | 22/09/2025 | 06/10/2025 |
| 12/2025 | 15/11/2025 | 46 | 27/10/2025 | 04/11/2025 | 20/10/2025 | 03/11/2025 |
| 1/2026 | 13/12/2025 | 50 | 25/11/2025 | 02/12/2025 | 18/11/2025 | 01/12/2025 |

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
For technical reasons only best-possible positions can be offered for last-minute ads (only one full page possible).

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CAPITAL EXTRA

Capital

Courage, inventiveness and capital give rise to innovations. In its renowned special issues, CAPITAL shows how the German economy is tackling the major issues of our time. CAPITAL EXTRA portrays companies, founders and bankers who have good ideas for a sustainable world of business and finance. CAPITAL EXTRA 2025 will be published in autumn and, as every year, will be dedicated to a special subject of the economy or financial markets in a competent, useful and visually sophisticated way.

COVER PRICE 10.50 EUR

CIRCULATION 50,000 printed circulation (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 | 200 x 265 | 27,000 |
| 1/1 | normal | inside front cover | 200 x 265 | 32,300 |
| 1/1 | normal | outside back cover | 200 x 265 | 32,300 |
| 1/2 | vertical | inner | 97 x 265 | 15,600 |
| 1/2 | horizontal | inner | 200 x 132 | 15,600 |
| 1/3 | vertical | Editorial | 70 x 265 | 10,800 |

Formats on double pages

| Format | Format additions | Ad placement | Bleed format (width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------------------------------|--|-------------------|
| 2/1 | normal | inner | 400 x 265 | 54,000 |
| 2/1 | normal | inside front cover + page 3 | 400 x 265 | 64,800 |
| 2/1 | normal | double page before Table of Contents | 400 x 265 | 63,100 |



Closing dates 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 |
|-----------|--------------|---------------|--------------------------------------|-----------------|--|----------------------------------|
| 1/2025 | 04/10/2025 | 40 | 05/09/2025 | 22/09/2025 | 04/09/2025 | 12/09/2025 |

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.

Prices valid from 01. January 2025

| | |
|--|--|
| PUBLISHER | Gruner + Jahr Deutschland 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) 286686-4084 |
| SPECIAL AD FORMATS | Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4347 |
| 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 | monthly |
| ON SALE DATE | Thursday |
| COVER PRICE | 11.00 EUR |
| PZN | CAPITAL 598537 |
| 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.

 best for www.b4p.de
planning.



Member of
Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)

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SALES OFFICES

Capital

Luxembourg (Headquarters)

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
L-1543 Luxembourg
Email rtladalliance_info@rtl.com

Germany (Headquarters)

RTL AdAlliance GmbH
Überseeallee 10
20457 Hamburg
Email rtladalliance_info@rtl.com

Austria

RTL AdAlliance
Stella-Klein-Löw-Weg 11-17
Haus C
1020 Vienna
Email rtladalliance_at@rtl.com

Belgium

RTL AdAlliance
Coupure Rechts 64B
9000 Ghent
Email rtladalliance_be@rtl.com

Finland

RTL AdAlliance
Sofiankatu 4 C
00170 Helsinki
Email rtladalliance_fl@rtl.com

France

RTL AdAlliance
157 Avenue Charles de Gaulle
92200 Neuilly sur Seine
Email rtladalliance_fr@rtl.com

Germany

RTL AdAlliance
Picassoplatz 1
50679 Cologne
Email rtladalliance_de@rtl.com

Italy

RTL AdAlliance
Piazza Velasca 8
20121 Milano
Email rtladalliance_ita-international-sales@rtl.com

Netherlands

RTL AdAlliance
Meeuwenlaan 98-100
1021 JL Amsterdam
Email rtladalliance_nl@rtl.com

Norway

RTL AdAlliance
Tordenskioldsgate 6
0160 Oslo
Email rtladalliance_no@rtl.com

Sweden

RTL AdAlliance
Döbelnsgatan 21
111 40 Stockholm
Email rtladalliance_se@rtl.com

Switzerland

RTL AdAlliance
Zeltweg 15
P.O. Box 8032 Zurich
Email rtladalliance_ch@rtl.com

United Kingdom

RTL AdAlliance
4 Tenterden Street London
W1S1TE
Email rtladalliance_uk@rtl.com

USA - Los Angeles

RTL AdAlliance
2900 W Alameda Ave
CA 91505 Burbank
Email rtladalliance_usa@rtl.com

USA - New York

RTL AdAlliance
1540 Broadway
10019 NY
Email rtladalliance_usa@rtl.com



You can find the current media portfolio at www.ad-alliance.de.
Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057
Executive Board: Carsten Schwecke, Frank Vogel

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

Prices valid from 01. January 2025



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.
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,
available at: www.mediaimpact.de/de/agb, unless otherwise indicated.