



Prices
2025



AdAlliance



Discount combinations

BAUER BEST AGE KOMBI

NEUE POST, DAS NEUE BLATT, FREIZEITWOCHE,
DAS NEUE, MACH MAL PAUSE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE



Combination
savings*

18,7%

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*

21,69%

* See combination tariff for details

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	5,890
3/4	vertical	inner	153 x 280	5,380
3/4	horizontal	inner	210 x 205	5,380
1/2	vertical	inner	103 x 280	3,610
1/2	horizontal	inner	210 x 139	3,610
1/3	vertical	inner	70 x 280	2,430
1/3	horizontal	inner	210 x 94	2,430
1/4	vertical	inner	53 x 280	1,840
1/4	horizontal	inner	210 x 73	1,840

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	11,780

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	71	85	72	102
30 g	76	95	78	112
40 g	81	106	83	123
50 g	86	117	87	134
60 g	96	140	97	157
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	89	111	91	128
30 g	119	149	121	166
every addl. 10 g	+10	+19	+10	+17

*Plus 30 EUR per 1,000 postal fees.

Circulation

Minimum circulation: 50,000 copies. The subscription circulation cannot be partially booked.

Minimum circulation: 50,000 copies. The subscription circulation cannot be partially booked.

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	49	59
Booklet	20 g	53	69
every addl. 10 g		+12	+15
Product sample	10 g	55	69
Product sample	20 g	65	85
Flat spray / Teabags*		105	131

*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
4	65	81
8	70	88
12	75	98
16	77	104
every addl. 4 pages	+12	+15

Bound inserts with tip-on elements on request.

Circulation

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

Minimum circulation: domestic 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	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
3/2025	08/01/2025	02	28/11/2024	27/12/2024	28/11/2024	18/12/2024
4/2025	15/01/2025	03	05/12/2024	07/01/2025	05/12/2024	30/12/2024
5/2025	22/01/2025	04	12/12/2024	14/01/2025	12/12/2024	08/01/2025
6/2025	29/01/2025	05	19/12/2024	21/01/2025	19/12/2024	15/01/2025
7/2025	05/02/2025	06	02/01/2025	28/01/2025	02/01/2025	22/01/2025
8/2025	12/02/2025	07	09/01/2025	04/02/2025	09/01/2025	29/01/2025
9/2025	19/02/2025	08	16/01/2025	11/02/2025	16/01/2025	05/02/2025
10/2025	26/02/2025	09	23/01/2025	18/02/2025	23/01/2025	12/02/2025
11/2025	05/03/2025	10	30/01/2025	25/02/2025	30/01/2025	19/02/2025
12/2025	12/03/2025	11	06/02/2025	04/03/2025	06/02/2025	26/02/2025
13/2025	19/03/2025	12	13/02/2025	11/03/2025	13/02/2025	05/03/2025
14/2025	26/03/2025	13	20/02/2025	18/03/2025	20/02/2025	12/03/2025
15/2025	02/04/2025	14	27/02/2025	25/03/2025	27/02/2025	19/03/2025
16/2025	09/04/2025	15	06/03/2025	01/04/2025	06/03/2025	26/03/2025
17/2025	15/04/2025	16	12/03/2025	07/04/2025	12/03/2025	01/04/2025
18/2025	23/04/2025	17	18/03/2025	11/04/2025	18/03/2025	07/04/2025
19/2025	29/04/2025	18	24/03/2025	17/04/2025	24/03/2025	11/04/2025
20/2025	07/05/2025	19	31/03/2025	28/04/2025	31/03/2025	22/04/2025
21/2025	14/05/2025	20	07/04/2025	06/05/2025	07/04/2025	29/04/2025
22/2025	21/05/2025	21	14/04/2025	13/05/2025	14/04/2025	07/05/2025
23/2025	27/05/2025	22	22/04/2025	19/05/2025	22/04/2025	13/05/2025
24/2025	04/06/2025	23	29/04/2025	26/05/2025	29/04/2025	20/05/2025
25/2025	11/06/2025	24	07/05/2025	02/06/2025	07/05/2025	27/05/2025
26/2025	18/06/2025	25	14/05/2025	10/06/2025	14/05/2025	04/06/2025
27/2025	25/06/2025	26	20/05/2025	17/06/2025	20/05/2025	10/06/2025
28/2025	02/07/2025	27	27/05/2025	24/06/2025	27/05/2025	17/06/2025
29/2025	09/07/2025	28	04/06/2025	01/07/2025	04/06/2025	25/06/2025
30/2025	16/07/2025	29	11/06/2025	08/07/2025	11/06/2025	02/07/2025
31/2025	23/07/2025	30	18/06/2025	15/07/2025	18/06/2025	09/07/2025
32/2025	30/07/2025	31	26/06/2025	22/07/2025	26/06/2025	16/07/2025
33/2025	06/08/2025	32	03/07/2025	29/07/2025	03/07/2025	23/07/2025
34/2025	13/08/2025	33	10/07/2025	05/08/2025	10/07/2025	30/07/2025
35/2025	20/08/2025	34	17/07/2025	12/08/2025	17/07/2025	06/08/2025
36/2025	27/08/2025	35	24/07/2025	19/08/2025	24/07/2025	13/08/2025
37/2025	03/09/2025	36	31/07/2025	26/08/2025	31/07/2025	20/08/2025
38/2025	10/09/2025	37	07/08/2025	02/09/2025	07/08/2025	27/08/2025
39/2025	17/09/2025	38	14/08/2025	09/09/2025	14/08/2025	03/09/2025
40/2025	24/09/2025	39	21/08/2025	16/09/2025	21/08/2025	10/09/2025
41/2025	30/09/2025	40	27/08/2025	22/09/2025	27/08/2025	16/09/2025
42/2025	08/10/2025	41	03/09/2025	29/09/2025	03/09/2025	23/09/2025
43/2025	15/10/2025	42	10/09/2025	07/10/2025	10/09/2025	30/09/2025
44/2025	22/10/2025	43	17/09/2025	14/10/2025	17/09/2025	08/10/2025
45/2025	29/10/2025	44	24/09/2025	21/10/2025	24/09/2025	15/10/2025
46/2025	05/11/2025	45	30/09/2025	27/10/2025	30/09/2025	21/10/2025
47/2025	12/11/2025	46	08/10/2025	04/11/2025	08/10/2025	28/10/2025
48/2025	19/11/2025	47	15/10/2025	11/11/2025	15/10/2025	05/11/2025
49/2025	26/11/2025	48	22/10/2025	18/11/2025	22/10/2025	12/11/2025
50/2025	03/12/2025	49	29/10/2025	25/11/2025	29/10/2025	19/11/2025
51/2025	10/12/2025	50	06/11/2025	02/12/2025	06/11/2025	26/11/2025
52/2025	17/12/2025	51	13/11/2025	09/12/2025	13/11/2025	03/12/2025
53/2025	23/12/2025	52	19/11/2025	15/12/2025	19/11/2025	09/12/2025
1/2026	30/12/2025	01	21/11/2025	17/12/2025	21/11/2025	11/12/2025

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).

PUBLISHER

Heinrich Bauer Verlag KG

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COPY MATERIAL



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 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
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Binding technical specifications for special ad formats are available online at www.adspecial-portal.de

FREQUENCY

weekly

ON SALE DATE

Wednesday

COVER PRICE

1.30 EUR

PZN

WOCH HEUTE 531019

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.

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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,
available at www.ad-alliance.de/agb.

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:
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