Print-Prices
2027

AdAlliance

Combination savings

YOU SAVE 15 % WHEN YOU ORDER THE BAUER MÄNNER KOMBI
The combination rate applies when advertisements for the same product group with a uniform theme and format are placed in the magazines. The adverts can appear in the three titles at different times within a month. One issue each of SELBST IST DER MANN and WELT DER WUNDER can be combined with any issue of AUTO ZEITUNG in that month.

Rates and formats

Bauer MÄNNER KOMBI

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	76,310
1/2	vertical	inner	103 x 280	49,510
1/2	horizontal	inner	210 x 139	49,510
1/3	vertical	inner	70 x 280	35,280
1/3	horizontal	inner	210 x 94	35,280

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	152,630

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.

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

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. 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 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2027	13/01/2027	02	18/12/2026
3/2027	27/01/2027	04	07/01/2027
4/2027	10/02/2027	06	21/01/2027
5/2027	24/02/2027	08	04/02/2027
6/2027	10/03/2027	10	18/02/2027
7/2027	23/03/2027	12	03/03/2027
8/2027	07/04/2027	14	16/03/2027
9/2027	21/04/2027	16	01/04/2027
10/2027	04/05/2027	18	14/04/2027
11/2027	19/05/2027	20	27/04/2027
12/2027	02/06/2027	22	11/05/2027
13/2027	16/06/2027	24	26/05/2027
14/2027	30/06/2027	26	10/06/2027
15/2027	14/07/2027	28	24/06/2027
16/2027	28/07/2027	30	08/07/2027
17/2027	11/08/2027	32	22/07/2027
18/2027	25/08/2027	34	05/08/2027
19/2027	08/09/2027	36	19/08/2027
20/2027	22/09/2027	38	02/09/2027
21/2027	06/10/2027	40	16/09/2027
22/2027	20/10/2027	42	30/09/2027
23/2027	03/11/2027	44	13/10/2027
24/2027	17/11/2027	46	27/10/2027
25/2027	01/12/2027	48	11/11/2027
26/2027	15/12/2027	50	25/11/2027
1/2028	28/12/2027	52	07/12/2027

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2027	08/01/2027	01	27/11/2026
3/2027	05/02/2027	05	29/12/2026
4/2027	05/03/2027	09	29/01/2027
5/2027	02/04/2027	13	24/02/2027
6/2027	07/05/2027	18	01/04/2027
7/2027	04/06/2027	22	27/04/2027
8/2027	09/07/2027	27	02/06/2027
9/2027	06/08/2027	31	30/06/2027
10/2027	03/09/2027	35	30/07/2027
11/2027	08/10/2027	40	02/09/2027
12/2027	05/11/2027	44	29/09/2027
1/2028	03/12/2027	48	26/10/2027

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2027	02/01/2027	53	27/11/2026
3/2027	05/02/2027	05	06/01/2027
4/2027	05/03/2027	09	03/02/2027
5/2027	02/04/2027	13	01/03/2027
6/2027	07/05/2027	18	06/04/2027
7/2027	04/06/2027	22	30/04/2027
8/2027	09/07/2027	27	09/06/2027
9/2027	06/08/2027	31	07/07/2027
10/2027	03/09/2027	35	04/08/2027
11/2027	08/10/2027	40	08/09/2027
12/2027	05/11/2027	44	05/10/2027
1/2028	03/12/2027	48	03/11/2027

General information

Publisher	Heinrich Bauer Verlag KG
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, 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 / 286686-4833, -4378
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4425
COPY MATERIAL DUON-Portal	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
Ad Special-Portal	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
FREQUENCY	all 14 days, monthly
ON SALE DATE	AUTO ZEITUNG: Wednesday | SELBST IST DER MANN, WELT DER WUNDER: Friday
PZN	BAUER MÄNNER KOMBI 514336
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 ORIGINIAL RETAINS SOLE VALIDITY.

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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: Frank Vogel, Stephan Schmitter

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

The General Terms and Conditions of Ad Alliance GmbH apply,
which can be found at https://www.ad-alliance.de/terms-conditions

Ad Alliance is the marketing division of RTL Deutschland and is responsible for marketing the channels and services of RTL Deutschland, the Bauer Media Group, and the video and addressable TV network of RTL AdAlliance. As a service provider, Ad Alliance markets print brands and Media Impact's digital in-page brands, and as a proprietary trader, it markets Media Impact's digital in-stream brands, selected print and digital brands of the FUNKE Media Group, and Warner Bros. Discovery's HBO Max streaming service.

The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at:
https://www.mediaimpact.de/en/general-terms-and-conditions/, unless otherwise indicated.