

Prices
2026

AdAlliance

Rates and formats

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 270	22,400
1/1	normal	outside back cover	200 x 270	24,600
1/2	vertical	inner	100 x 270	13,500
1/2	horizontal	inner	200 x 135	13,500
1/3	vertical	inner	66 x 270	9,700
1/3	horizontal	inner	200 x 90	9,700
1/4	vertical	inner	50 x 270	8,000
1/4	horizontal	inner	200 x 67	8,000

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 270	44,800

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 2026 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Special ad formats

Loose 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.

Rates per 1,000

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	121	169	171	205
30 g	134	188	190	227
40 g	147	205	207	250
50 g	159	223	225	269
60 g	171	239	243	291
every addl. 10 g	+14	+20	+20	+25

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 50,000 copies
Minimum circulation: GEOLINO EXTRA 30.000 copies

Oversize-inserts

Definition

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	195	273	275	330
30 g	216	302	304	365
40 g	237	332	334	401
50 g	258	361	364	438
60 g	279	390	394	473

Circulation

Minimum circulation: 50,000 copies
Minimum circulation: GEOLINO EXTRA 30.000 copies

Glued 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.

Rates per 1,000

Special ad format	Weights up to	Total without Subs	Subs within Total
Booklet	10 g	86	120
Booklet	20 g	99	138
Booklet	30 g	112	158
every addl. 10 g		+14	+20
Product sample	10 g	96	134

Other tip-ons on request.

Circulation

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

Bound inserts

Definition

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

Pages	Total without Subs	Subs within Total
4	134	188
8	158	221
12	180	252
16	204	286

Bound inserts with tip-on elements on request.
Larger inserts on request.

Circulation

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 2026 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	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	05/01/2026	02	20/11/2025	01/12/2025	24/11/2025	10/12/2025
2/2026	03/02/2026	06	19/12/2025	06/01/2026	23/12/2025	15/01/2026
3/2026	03/03/2026	10	23/01/2026	03/02/2026	27/01/2026	12/02/2026
4/2026	31/03/2026	14	20/02/2026	03/03/2026	24/02/2026	12/03/2026
5/2026	28/04/2026	18	18/03/2026	27/03/2026	20/03/2026	09/04/2026
6/2026	26/05/2026	22	14/04/2026	23/04/2026	16/04/2026	05/05/2026
7/2026	23/06/2026	26	13/05/2026	26/05/2026	18/05/2026	04/06/2026
8/2026	21/07/2026	30	12/06/2026	23/06/2026	16/06/2026	02/07/2026
9/2026	18/08/2026	34	10/07/2026	21/07/2026	14/07/2026	30/07/2026
10/2026	15/09/2026	38	07/08/2026	18/08/2026	11/08/2026	27/08/2026
11/2026	13/10/2026	42	04/09/2026	15/09/2026	08/09/2026	24/09/2026
12/2026	10/11/2026	46	02/10/2026	13/10/2026	06/10/2026	22/10/2026
13/2026	08/12/2026	50	30/10/2026	10/11/2026	03/11/2026	19/11/2026

Current topics can be found on https://contentfinder.ad-alliance.de.
For technical reasons only best-possible positions can be offered for last-minute ads (depending on disposability).

GEOLINO EXTRA

Profile

GEOLINO EXTRA is the monothematic knowledge magazine for young explorers aged 9 and over.

The topics from the areas of people, nature and technology are examined in a variety of journalistic facets. These range from photo reports and explanatory pieces to interviews, info boxes and comic strips, themed games and craft concepts. It explains complex relationships in a child-friendly way.

You can find current topics in the ContentFinder.



Cover price	€9.80
Circulation	35,000 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	200 x 270	11,700
1/1	normal	outside back cover	200 x 270	12,900
1/2	vertical	inner	100 x 270	7,200
1/2	horizontal	inner	200 x 135	7,200
1/3	vertical	inner	66 x 270	5,400
1/3	horizontal	inner	200 x 90	5,400
1/4	vertical	inner	50 x 270	4,200
1/4	horizontal	inner	200 x 67	4,200

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 270	23,400

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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
1/2026	10/02/2026	07	17/12/2025	06/01/2026	23/01/2026
2/2026	14/04/2026	16	23/02/2026	06/03/2026	25/03/2026
3/2026	09/06/2026	24	17/04/2026	30/04/2026	21/05/2026
4/2026	04/08/2026	32	17/06/2026	30/06/2026	17/07/2026
5/2026	06/10/2026	41	19/08/2026	01/09/2026	18/09/2026
6/2026	01/12/2026	49	14/10/2026	27/10/2026	13/11/2026

GEOLINO FERIENHEFT

Profile

The GEOLINO vacation magazine is the hands-on magazine for the summer vacations for children aged 9 and over. The magazine presents reading material, ideas and suggestions for doing and trying things out, recipes, puzzles and tips in the three themed sections "Indoors, outdoors, on the move". It features portraits of children and animals and lots of micro-adventures.



Cover price	€7.90
Circulation	90,000 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	200 x 270	11,700
1/1	normal	outside back cover	200 x 270	12,900
1/2	vertical	inner	100 x 270	7,200
1/2	horizontal	inner	200 x 135	7,200
1/3	vertical	inner	66 x 270	5,400
1/3	horizontal	inner	200 x 90	5,400
1/4	vertical	inner	50 x 270	4,200
1/4	horizontal	inner	200 x 67	4,200

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 270	23,400

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
1/2026	30/06/2026	27	01/06/2026	05/06/2026	26/05/2026	12/06/2026

GEOLINO FUN FACTS

Profile

How? What? Why?

In the special edition "How? What? Why?" GEOLINO devotes itself to around 70 exciting questions and provides the answers directly. Animals, technology, nature, the body, sport and the world - these are the categories from which the editors have compiled their favorite questions. For example this one: Can fish get seasick? Where do you stick out your tongue to greet someone? Who always runs in threes? And how do you know what the weather will be like?

Cover price €6.90

Circulation 90,000 print run (publishers statement)



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 270	11,700
1/1	normal	outside back cover	200 x 270	12,900
1/2	vertical	inner	100 x 270	7,200
1/2	horizontal	inner	200 x 135	7,200
1/3	vertical	inner	66 x 270	5,400
1/3	horizontal	inner	200 x 90	5,400
1/4	vertical	inner	50 x 270	4,200
1/4	horizontal	inner	200 x 67	4,200

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 270	23,400

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
1/2026	13/10/2026	42	04/09/2026	18/09/2026	08/09/2026	24/09/2026

General information

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) 286686-4384
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4348
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
Internet	www.rtl-adalliance.com
FREQUENCY	13 x a year
ON SALE DATE	Wednesday
COVER PRICE	6.00 EUR
PZN	GEOLINO 539724
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.

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

KINDER MEDIEN MONITOR 2025

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You can find the current media portfolio at www.ad-alliance.de.
Ad Alliance GmbH I Registered Office: Köln, Local court: Köln HRB 33057
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.