



Prices
2026



AdAlliance



Discount combinations

BAUER FOOD KOMBI

LECKER, KOCHEN & GENIESSEN,
TINA KOCH & BACK-IDEEN, REZEPTE PUR

Combination
savings*

10%



* 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	20,370
1/1	normal	inside front cover	210 x 280	22,000
1/1	normal	outside back cover	210 x 280	22,000
1/2	vertical	inner	103 x 280	12,440
1/2	horizontal	inner	210 x 139	12,440
1/3	vertical	inner	70 x 280	8,790
1/4	vertical	inner	53 x 280	7,310
1/4	horizontal	inner	210 x 73	7,310

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	40,740

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.

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						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	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	
	20 g	109	133	120	151	20 g	136	170	150	188	
	30 g	114	148	125	166	30 g	166	208	183	226	
	40 g	119	163	131	181	every addl. 10 g	+10	+19	+10	+18	
	50 g	124	182	136	200						
	60 g	134	200	147	218						
	every addl. 10 g	+10	+19	+10	+18						
	Loose inserts with tip-on elements on request.					*Plus 50 EUR per 1,000 postal fees.					
Circulation	Minimum circulation: 30,000 copies in the single copy circulation or total subscription circulation . The subscription circulation cannot be partially booked.					Minimum circulation: 30,000 copies in the single copy circulation. 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		Pages	Total without Subs	Subs within Total			
	Booklet	10 g	71	89		4	117	146			
	Booklet	20 g	75	98		8	122	153			
	every addl. 10 g		+12	+15		12	127	165			
	Product sample	10 g	73	91		16	129	174			
	Product sample	20 g	83	108		every addl. 4 pages	+12	+15			
	Flat spray / Teabags*		123	154							
	*Plus 100 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. Other tip-ons on request.					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 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	30/01/2026	05	10/12/2025	10/12/2025	23/12/2025
3/2026	27/02/2026	09	14/01/2026	14/01/2026	27/01/2026
4/2026	27/03/2026	13	06/02/2026	06/02/2026	24/02/2026
5/2026	24/04/2026	17	04/03/2026	04/03/2026	20/03/2026
6/2026	29/05/2026	22	08/04/2026	08/04/2026	23/04/2026
7/2026	26/06/2026	26	08/05/2026	08/05/2026	26/05/2026
8/2026	31/07/2026	31	12/06/2026	12/06/2026	30/06/2026
9/2026	28/08/2026	35	10/07/2026	10/07/2026	28/07/2026
10/2026	25/09/2026	39	07/08/2026	07/08/2026	25/08/2026
11/2026	30/10/2026	44	11/09/2026	11/09/2026	29/09/2026
12/2026	27/11/2026	48	09/10/2026	09/10/2026	27/10/2026
1/2027	24/12/2026	52	05/11/2026	05/11/2026	23/11/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.

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 / 286686-4827

Special Ad Formats Email: print-adspecials@ad-alliance.de
Phone: (+49-40) 286686-4343

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 monthly

ON SALE DATE Friday

COVER PRICE 5.20 EUR

PZN KOCHEN & GENIESSEN 592788

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)

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

Germany (Headquarters)

RTL AdAlliance GmbH
Überseeballee 10
20457 Hamburg
Email rtlalliance_info@rtl.com

Austria

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

Belgium

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

Finland

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

France

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

Germany

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

Italy

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

Netherlands

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

Norway

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

Sweden

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

Switzerland

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

United Kingdom

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

USA - Los Angeles

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

USA - New York

RTL AdAlliance
1540 Broadway
10019 NY
Email rtlalliance_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: 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.