

gala.de | NR. 26 | 22. Juni 2023 | Deutschland 3,90 €

4 199911 000907 26

Österreich 4,50 € - Schweiz 5,60 CHF
 € 5,30 € - € 6,00 € - € 7,00 € - € 8,00 € - € 9,00 € - € 10,00 €
 € 11,00 € - € 12,00 € - € 13,00 € - € 14,00 €
 € 15,00 € - € 16,00 € - € 17,00 € - € 18,00 €
 € 19,00 € - € 20,00 € - € 21,00 € - € 22,00 €
 € 23,00 € - € 24,00 € - € 25,00 € - € 26,00 €

Gala

BEYONCÉ
MEGA-SHOW MIT BOTSCHAFT

KEVIN COSTNER
 Rosenkrieg mit der Ex

RICARDA LANG
 Die Grünen-Chefin im Liebes-Interview

WOCHE DER ENTSCHEIDUNG

KATE GEWINNT... & MEGHAN VERLIERT

Mallorca Glamour

Auf unserer Lieblingsinsel machen jetzt Superstars wie NICOLE KIDMAN & Co. Urlaub – wir verraten, wo man sie trifft

Nazan Eckes

Jeff Bezos und Lauren Sánchez



Ratecard 2024

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	225 x 292	30,300
1/1	normal	inside front cover	225 x 292	35,400
1/1	normal	outside back cover	225 x 292	35,400
1/1	normal	Editorial	225 x 292	32,400
1/1	normal	next to Table of Contents	225 x 292	32,400
1/1	normal	next to opener Stars/Talk	225 x 292	31,800
1/1	normal	next to opener Style	225 x 292	31,800
1/2	vertical	inner	113 x 292	22,900
1/2	horizontal	inner	225 x 146	22,900
1/3	vertical	inner	75 x 292	18,600
1/3	vertical	Editorial	75 x 292	21,300

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	450 x 292	60,600
2/1	normal	inside front cover + page 3	450 x 292	70,900

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. Ad motifs next to the editorial are subject to approval by the editors.

Type area formats on request. Trim margin/live matter margin as in the Duon Portal.

Smaller sized ads only possible following prior agreement and in limited number per issue. Special formats on request. Advertising splits on request.

SMALL ADS

Small Ad catalogue service 40x80 2,800 €

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 2024 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

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	Partial circ. ex. Subs	Subs
	20 g	156	194	252
	30 g	170	211	273
	40 g	184	228	294
	50 g	198	245	315
	60 g	212	262	336
	every addl. 10 g	+14	+17	+21

Loose inserts with tip-on elements on request.

Circulation Minimum circulation: 45,000 copies or total domestic subscription circulation

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	Partial circ.
	Booklet	10 g	106	138
	Booklet	20 g	122	160
	Booklet	30 g	137	178
	every addl. 10 g		+15	+18
	Product sample	10 g	157	204
	Product sample	20 g	179	226
	Flat spray / Teabags*		200	260

*Plus 37 EUR per 1,000 additional technical costs and 50 EUR per 1,000 postal fees for thicker products.
Other tip-ons on request.
30% surcharge for a binding placement as the first tip-on.
50 % surcharge for positioning on opening spread.

Circulation Minimum circulation: 100,000 copies
Carrier ad: minimum full page in the total circulation (rate according to rate card)

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 price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs.
All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

BOUND INSERTS

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.

Pages	Total	Partial circ.
4	167	217
8	185	241
12	203	265
16	221	289
every addl. 4 pages	+18	+24

Bound inserts with tip-on elements on request.

Minimum circulation: 100,000 copies

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
2/2024	04/01/2024	01	13/12/2023	27/12/2023	06/12/2023	27/12/2023
3/2024	11/01/2024	02	20/12/2023	04/01/2024	13/12/2023	04/01/2024
4/2024	18/01/2024	03	29/12/2023	11/01/2024	20/12/2023	11/01/2024
5/2024	25/01/2024	04	08/01/2024	18/01/2024	29/12/2023	18/01/2024
6/2024	01/02/2024	05	15/01/2024	25/01/2024	08/01/2024	25/01/2024
7/2024	08/02/2024	06	22/01/2024	01/02/2024	15/01/2024	01/02/2024
8/2024	15/02/2024	07	29/01/2024	08/02/2024	22/01/2024	08/02/2024
9/2024	22/02/2024	08	05/02/2024	15/02/2024	29/01/2024	15/02/2024
10/2024	29/02/2024	09	12/02/2024	22/02/2024	05/02/2024	22/02/2024
11/2024	07/03/2024	10	19/02/2024	29/02/2024	12/02/2024	29/02/2024
12/2024	14/03/2024	11	26/02/2024	07/03/2024	19/02/2024	07/03/2024
13/2024	21/03/2024	12	04/03/2024	14/03/2024	26/02/2024	14/03/2024
14/2024	27/03/2024	13	08/03/2024	20/03/2024	01/03/2024	20/03/2024
15/2024	04/04/2024	14	14/03/2024	26/03/2024	07/03/2024	26/03/2024
16/2024	11/04/2024	15	21/03/2024	04/04/2024	14/03/2024	04/04/2024
17/2024	18/04/2024	16	28/03/2024	11/04/2024	21/03/2024	11/04/2024
18/2024	25/04/2024	17	08/04/2024	18/04/2024	28/03/2024	18/04/2024
19/2024	02/05/2024	18	12/04/2024	24/04/2024	05/04/2024	24/04/2024
20/2024	08/05/2024	19	18/04/2024	30/04/2024	11/04/2024	30/04/2024
21/2024	16/05/2024	20	25/04/2024	08/05/2024	18/04/2024	08/05/2024
22/2024	23/05/2024	21	02/05/2024	15/05/2024	24/04/2024	15/05/2024
23/2024	29/05/2024	22	08/05/2024	22/05/2024	30/04/2024	22/05/2024
24/2024	06/06/2024	23	17/05/2024	30/05/2024	10/05/2024	30/05/2024
25/2024	13/06/2024	24	27/05/2024	06/06/2024	17/05/2024	06/06/2024
26/2024	20/06/2024	25	03/06/2024	13/06/2024	27/05/2024	13/06/2024
27/2024	27/06/2024	26	10/06/2024	20/06/2024	03/06/2024	20/06/2024
28/2024	04/07/2024	27	17/06/2024	27/06/2024	10/06/2024	27/06/2024
29/2024	11/07/2024	28	24/06/2024	04/07/2024	17/06/2024	04/07/2024
30/2024	18/07/2024	29	01/07/2024	11/07/2024	24/06/2024	11/07/2024
31/2024	25/07/2024	30	08/07/2024	18/07/2024	01/07/2024	18/07/2024
32/2024	01/08/2024	31	15/07/2024	25/07/2024	08/07/2024	25/07/2024
33/2024	08/08/2024	32	22/07/2024	01/08/2024	15/07/2024	01/08/2024
34/2024	15/08/2024	33	29/07/2024	08/08/2024	22/07/2024	08/08/2024
35/2024	22/08/2024	34	05/08/2024	15/08/2024	29/07/2024	15/08/2024
36/2024	29/08/2024	35	12/08/2024	22/08/2024	05/08/2024	22/08/2024
37/2024	05/09/2024	36	19/08/2024	29/08/2024	12/08/2024	29/08/2024
38/2024	12/09/2024	37	26/08/2024	05/09/2024	19/08/2024	05/09/2024
39/2024	19/09/2024	38	02/09/2024	12/09/2024	26/08/2024	12/09/2024
40/2024	26/09/2024	39	09/09/2024	19/09/2024	02/09/2024	19/09/2024
41/2024	02/10/2024	40	13/09/2024	25/09/2024	06/09/2024	25/09/2024
42/2024	10/10/2024	41	20/09/2024	02/10/2024	13/09/2024	02/10/2024
43/2024	17/10/2024	42	27/09/2024	10/10/2024	20/09/2024	10/10/2024
44/2024	24/10/2024	43	07/10/2024	17/10/2024	27/09/2024	17/10/2024
45/2024	30/10/2024	44	11/10/2024	23/10/2024	04/10/2024	23/10/2024
46/2024	07/11/2024	45	18/10/2024	31/10/2024	11/10/2024	30/10/2024
47/2024	14/11/2024	46	25/10/2024	07/11/2024	18/10/2024	07/11/2024
48/2024	21/11/2024	47	04/11/2024	14/11/2024	25/10/2024	14/11/2024
49/2024	28/11/2024	48	11/11/2024	21/11/2024	04/11/2024	21/11/2024
50/2024	05/12/2024	49	18/11/2024	28/11/2024	11/11/2024	28/11/2024
51/2024	12/12/2024	50	25/11/2024	05/12/2024	18/11/2024	05/12/2024
52/2024	19/12/2024	51	02/12/2024	12/12/2024	25/11/2024	12/12/2024
1/2025	27/12/2024	52	05/12/2024	17/12/2024	28/11/2024	13/12/2024

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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GALA STYLE OVERSIZE
SUPPLEMENTS

Gala

Save your seat in the first row! With a clean layout and modern imagery these oversize supplements reach out to the young GALA target group. The editorial team devotes 20 pages to the following topics:

GALA Style

#20 - Beauty
#25 - Streetstyle

#45 - Beauty
#49 - Streetstyle



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	205 x 322	17,900
1/1	normal	inside front cover	205 x 322	23,600
1/1	normal	outside back cover	205 x 322	23,600

All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
20/24	08/05/2024	19	21/03/2024
25/24	13/06/2024	24	02/05/2024
45/24	30/10/2024	44	18/09/2024
49/24	28/11/2024	48	17/10/2024

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GALA LUXURY

Gala

GALA LUXURY: 128 pages all around luxury! The latest beauty trends, high-end fashion highlights and the current watch/jewellery trends in one issue. With a circulation of 30,000 copies, high-quality lumbeck, this is the most exclusive GALA environment of all time. After the start in 2022, we increase the frequency to two issues per year!

“The most beautiful couture dresses, the most exclusive handbags and the most expensive diamond in the world. Gala loves luxury. We bring its fascination closer to our readers every week. Whether as a fashion shoot, reportage or street style trend: we stage luxury in just as diverse ways as the facets of a precious stone.” Marcus Luft, Deputy Editor-in-Chief GALA

COVER PRICE 9,00

CIRCULATION 30,000 print run (publishers figure)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	230 x 300	17,800

Trim margins as in the Duon Portal.

All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

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
1/24	15/10/2024	42	05/08/2024	23/08/2024	17/09/2024

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) 286686-4376, -4374, -4373
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4338
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 (0) 40 / 37 41 - 17 50



INTERNET	www.rtl-adalliance.com
FREQUENCY	weekly
COVER PRICE	4.20 EUR
PZN	GALA 543346
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.

b4p 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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You can find the current media portfolio at www.ad-alliance.de.
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Executive Board: Matthias Dang, Frank Vogel

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