

Bauer Media Group
BEST SELLER

Meins Frauen wie wir!

Meins

LIEBE 50PLUS Diana (59): GLÜCKLICH VERHEIRATET, aber ich habe eine AFFÄRE

Nr. 14 | 19. Juni 2024

STRESS einfach WEGATMEN mit 50 60 70

HAPPY SUMMER HAIR
Mehr Glanz, mehr Volumen

TEILZEIT 50+
Weniger arbeiten, gleiches GELD

WIR ESSEN DRAUSSEN
Leckeres vom Grill

KLEIN, ABER OHO!
Süße Mini-Törtchen

Ina Müller (58)
über das Leben, Lachen und Älterwerden

Endlich MEHR ZEIT für uns

- Tanja (54) Neuanfang als Watt-Führerin
- Petra (63) Mein Glück fand ich in Afrika

Gute Unterhaltung wünscht Ihnen Ihre **Volksstimme**

Deutschland 3,40 €
Österreich 4,10 €
Schweiz 7,10 CHF
Belgien 4,30 €
Luxemburg 4,30 €
Niederlande 4,40 €
Italien 4,90 €
Portugal (Cont.) 5,00 €
Spanien 5,00 €
Griechenland 5,10 €

Prices
2025



AdAlliance



Discount combinations

Subsequent discount

For additional bookings in MEIN TV & ICH you will receive a follow-up discount of 20 %.



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	24,900
1/1	normal	inside front cover	210 x 280	27,390
1/1	normal	outside back cover	210 x 280	28,640
1/2	vertical	inner	103 x 280	17,260
1/2	horizontal	inner	210 x 139	17,260
1/3	vertical	inner	70 x 280	12,930
1/3	horizontal	inner	210 x 94	12,930
1/4	vertical	inner	53 x 280	10,800
1/4	horizontal	inner	210 x 73	10,800

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	49,800
2/1	normal	inside front cover + page 3	420 x 280	54,780

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	107	128	109	145
30 g	112	140	114	157
40 g	117	152	119	169
50 g	122	165	124	182
60 g	132	191	134	208
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	134	168	137	185
30 g	164	205	167	222
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.

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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	71	85
Booklet	20 g	75	98
every addl. 10 g		+12	+15
Product sample	10 g	100	125
Product sample	20 g	110	143
Flat spray / Teabags*		150	188

*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	110	138
8	115	144
12	120	156
16	122	165
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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2025	02/01/2025	01	15/11/2024	15/11/2024	10/12/2024
3/2025	15/01/2025	03	28/11/2024	28/11/2024	23/12/2024
4/2025	29/01/2025	05	12/12/2024	12/12/2024	13/01/2025
5/2025	12/02/2025	07	02/01/2025	02/01/2025	27/01/2025
6/2025	26/02/2025	09	16/01/2025	16/01/2025	10/02/2025
7/2025	12/03/2025	11	30/01/2025	30/01/2025	24/02/2025
8/2025	26/03/2025	13	13/02/2025	13/02/2025	10/03/2025
9/2025	09/04/2025	15	27/02/2025	27/02/2025	24/03/2025
10/2025	23/04/2025	17	11/03/2025	11/03/2025	03/04/2025
11/2025	07/05/2025	19	24/03/2025	24/03/2025	16/04/2025
12/2025	21/05/2025	21	07/04/2025	07/04/2025	05/05/2025
13/2025	04/06/2025	23	22/04/2025	22/04/2025	16/05/2025
14/2025	18/06/2025	25	07/05/2025	07/05/2025	02/06/2025
15/2025	02/07/2025	27	20/05/2025	20/05/2025	13/06/2025
16/2025	16/07/2025	29	04/06/2025	04/06/2025	30/06/2025
17/2025	30/07/2025	31	18/06/2025	18/06/2025	14/07/2025
18/2025	13/08/2025	33	03/07/2025	03/07/2025	28/07/2025
19/2025	27/08/2025	35	17/07/2025	17/07/2025	11/08/2025
20/2025	10/09/2025	37	31/07/2025	31/07/2025	25/08/2025
21/2025	24/09/2025	39	14/08/2025	14/08/2025	08/09/2025
22/2025	08/10/2025	41	27/08/2025	27/08/2025	19/09/2025
23/2025	22/10/2025	43	10/09/2025	10/09/2025	06/10/2025
24/2025	05/11/2025	45	23/09/2025	23/09/2025	17/10/2025
25/2025	19/11/2025	47	08/10/2025	08/10/2025	03/11/2025
26/2025	03/12/2025	49	22/10/2025	22/10/2025	17/11/2025
27/2025	17/12/2025	51	06/11/2025	06/11/2025	01/12/2025
1/2026	30/12/2025	01	14/11/2025	14/11/2025	09/12/2025

PUBLISHER

Heinrich Bauer Verlag KG

MARKETERS

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ORDER PROCESSING

E-Mail: print-order@ad-alliance.de

AD MANAGEMENT

E-Mail: print-placements@ad-alliance.de
Phone: +49 (0) 40 / 286686-4832

SPECIAL AD FORMATS

Email: print-adspecials@ad-alliance.de
Phone: (+49-40) 286686-4824

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

all 14 days

ON SALE DATE

Wednesday

COVER PRICE

3.80 EUR

PZN

MEINS 502100

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)

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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: Carsten Schwecke, Frank Vogel

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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available at: www.mediaimpact.de/de/agb, unless otherwise indicated.