Print-Prices
2027

AdAlliance

Rates and formats

Brigitte

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 268	69,800
1/1	normal	inside front cover	210 x 268	81,000
1/1	normal	outside back cover	210 x 268	81,000
2/3	vertical	inner	133 x 268	57,000
1/2	vertical	inner	100 x 268	46,600
1/2	horizontal	inner	210 x 134	46,600
1/3	vertical	inner	70 x 268	39,200
1/3	vertical	Editorial	70 x 268	47,300
1/3	horizontal	inner	210 x 91	39,200

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 268	139,600
2/1	normal	inside front cover + page 3	420 x 268	185,900
2/1	normal	double page in Cosmetics	420 x 268	139,600
2/1	normal	double page before Table of Contens	420 x 268	139,600

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.

SMALL ADS

Small Ad catalogue service 40x80 2.720 €

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.

Special ad formats

Brigitte

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 on request.

Rates per 1,000

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
10 g	131	184	175	238
20 g	141	197	188	256
30 g	154	217	203	279
40 g	167	247	220	317
50 g	182	277	238	355
60 g	196	307	259	393
every addl. 10 g	+14	+30	+18	+38

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 50,000 copies

Oversize-inserts

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.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
10 g	170	239	228	309
20 g	183	256	244	333
30 g	200	282	264	363
40 g	217	321	286	412
50 g	237	360	309	462
60 g	255	399	337	511
every addl. 10 g	+23	+32	+30	+45

*Plus 70 EUR per 1,000 postal fees.

Minimum circulation: 50,000 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	Partial circ. ex. Subs	Subs
Booklet	10 g	113	163	162	220
Booklet	20 g	124	193	177	258
every addl. 10 g		+14	+30	+18	+38
Product sample	10 g	124	193	177	258
Product sample	20 g	136	223	196	296

Other tip-ons on request.
30 % surcharge for a binding placement as first tip-on insert.
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)

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 without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	126	179	181	245
8	144	209	205	283
12	163	239	233	321
16	182	269	258	359
every addl. 4 pages	+17	+30	+25	+38

Bound inserts with tip-on elements on request.
30 % surcharge for binding position as first bound insert.

Minimum circulation: 100,000 copies

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 total prices also apply when booking the domestic circulation.
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

Brigitte

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date Loose Inserts	Special Ad Formats Closing & Cancellation Date Glued, Bound Inserts	Special Ad Formats Delivery Date
2/2027	02/01/2027	53	16/11/2026	03/12/2026	16/11/2026	02/11/2026	10/12/2026
3/2027	13/01/2027	02	25/11/2026	14/12/2026	25/11/2026	11/11/2026	21/12/2026
4/2027	27/01/2027	04	09/12/2026	30/12/2026	09/12/2026	25/11/2026	08/01/2027
5/2027	10/02/2027	06	23/12/2026	15/01/2027	23/12/2026	09/12/2026	22/01/2027
6/2027	24/02/2027	08	12/01/2027	29/01/2027	12/01/2027	23/12/2026	05/02/2027
7/2027	10/03/2027	10	26/01/2027	12/02/2027	26/01/2027	12/01/2027	19/02/2027
8/2027	23/03/2027	12	08/02/2027	25/02/2027	08/02/2027	25/01/2027	04/03/2027
9/2027	07/04/2027	14	19/02/2027	10/03/2027	19/02/2027	05/02/2027	17/03/2027
10/2027	21/04/2027	16	05/03/2027	24/03/2027	05/03/2027	19/02/2027	02/04/2027
11/2027	04/05/2027	18	18/03/2027	08/04/2027	18/03/2027	04/03/2027	15/04/2027
12/2027	19/05/2027	20	02/04/2027	21/04/2027	02/04/2027	17/03/2027	28/04/2027
13/2027	02/06/2027	22	15/04/2027	05/05/2027	15/04/2027	01/04/2027	12/05/2027
14/2027	16/06/2027	24	29/04/2027	21/05/2027	29/04/2027	15/04/2027	28/05/2027
15/2027	30/06/2027	26	14/05/2027	04/06/2027	14/05/2027	29/04/2027	11/06/2027
16/2027	14/07/2027	28	01/06/2027	18/06/2027	01/06/2027	14/05/2027	25/06/2027
17/2027	28/07/2027	30	15/06/2027	02/07/2027	15/06/2027	01/06/2027	09/07/2027
18/2027	11/08/2027	32	29/06/2027	16/07/2027	29/06/2027	15/06/2027	23/07/2027
19/2027	25/08/2027	34	13/07/2027	30/07/2027	13/07/2027	29/06/2027	06/08/2027
20/2027	08/09/2027	36	27/07/2027	13/08/2027	27/07/2027	13/07/2027	20/08/2027
21/2027	22/09/2027	38	10/08/2027	27/08/2027	10/08/2027	27/07/2027	03/09/2027
22/2027	06/10/2027	40	24/08/2027	10/09/2027	24/08/2027	10/08/2027	17/09/2027
23/2027	20/10/2027	42	07/09/2027	24/09/2027	07/09/2027	24/08/2027	01/10/2027
24/2027	03/11/2027	44	20/09/2027	08/10/2027	20/09/2027	06/09/2027	14/10/2027
25/2027	17/11/2027	46	04/10/2027	22/10/2027	04/10/2027	20/09/2027	28/10/2027
26/2027	01/12/2027	48	18/10/2027	05/11/2027	18/10/2027	04/10/2027	12/11/2027
1/2028	15/12/2027	50	02/11/2027	19/11/2027	02/11/2027	18/10/2027	26/11/2027

'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).

BRIGITTE SPECIAL ISSUE

Brigitte

In **2027**, BRIGITTE will publish a **SPECIAL ISSUE** on the topic of **health**. This additional issue will be available from newsagents. BRIGITTE subscribers will receive the issue as part of their subscription.

Cover price 4.50 EUR

Circulation 134,000 print circulation (Publisher's Information 2026)

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 268	14,700
1/1	normal	inside front cover	210 x 268	17,100
1/1	normal	outside back cover	210 x 268	17,100
1/2	vertical	inner	100 x 268	9,900
1/2	horizontal	inner	210 x 134	9,900

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 268	29,400

Other formats on request.

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
1/2027	09/11/2027	45	10/09/2027	14/10/2027	10/09/2027	20/10/2027

BRIGITTE FERIENHEFT

Brigitte

The BRIGITTE FERIENHEFT is published in summer. This additional issue is available from newsagents. BRIGITTE subscribers receive the magazine as part of their subscription.

Cover price €7.20

Circulation 139,000 print circulation (Publisher's Information 2026)

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	192 x 240	14,700
1/1	normal	inside front cover	192 x 240	17,100
1/1	normal	outside back cover	192 x 240	17,100
1/2	vertical	inner	91 x 240	9,900
1/2	horizontal	inner	192 x 120	9,900

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	384 x 240	29,400

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
1/2027	15/06/2027	24	14/04/2027	20/05/2027	14/04/2027	25/05/2027

General information

Brigitte

Publisher	Funke Women, People & Family 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
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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	26 x a year
ON SALE DATE	Wednesday
COVER PRICE	4.30 EUR
PZN	BRIGITTE 582460
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.

b4p best for planning. **www.b4p.de**

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

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Brigitte

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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.

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https://www.mediaimpact.de/en/general-terms-and-conditions/, unless otherwise indicated.