



Prices  
2026





## Discount combinations

**BAUER FOOD KOMBI**  
LECKER, KOCHEN & GENIESSEN,  
TINA KOCH & BACK-IDEEN, REZEPTE PUR



**BAUER FOOD KOMBI**

# 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	233 x 190	20,740
1/1	normal	inside front cover	233 x 190	23,230
1/1	normal	outside back cover	233 x 190	23,850
2/3	vertical	inner	149 x 190	17,640
1/2	vertical	inner	112 x 190	16,500
1/2	horizontal	inner	233 x 93	16,500
1/3	vertical	inner	75 x 190	12,720
1/3	horizontal	inner	233 x 63	12,720

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	466 x 190	41,480

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

Advertisorials 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. Advertisorials 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.

Loose inserts				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 20 g                    112                    136 30 g                    117                    151 40 g                    122                    166 50 g                    127                    185 60 g                    137                    203 je weitere 10 g        +10                    +19			
Circulation				Loose inserts with tip-on elements on request.			
				*Plus 50 EUR per 1,000 postal fees.			
Circulation				Minimum circulation: domestic circulation			

Glued inserts				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				Special ad format      Weights up to      Total without Subs      Subs within Total Booklet                    10 g                    85                    109 Booklet                    20 g                    89                    113 every addl. 10 g        +12                    +15 Product sample            10 g                    87                    111 Product sample            20 g                    97                    133 Flat spray / Teabags*                            137                    173			
Circulation				*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			

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 <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a> . 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

LECKER

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	09/01/2026	02	21/11/2025	21/11/2025	08/12/2025
3/2026	13/02/2026	07	02/01/2026	02/01/2026	19/01/2026
4/2026	13/03/2026	11	30/01/2026	30/01/2026	16/02/2026
5/2026	10/04/2026	15	19/02/2026	19/02/2026	12/03/2026
6/2026	15/05/2026	20	25/03/2026	25/03/2026	16/04/2026
7/2026	12/06/2026	24	22/04/2026	22/04/2026	15/05/2026
8/2026	10/07/2026	28	25/05/2026	25/05/2026	15/06/2026
9/2026	14/08/2026	33	29/06/2026	29/06/2026	20/07/2026
10/2026	11/09/2026	37	27/07/2026	27/07/2026	17/08/2026
11/2026	09/10/2026	41	21/08/2026	21/08/2026	14/09/2026
12/2026	13/11/2026	46	24/09/2026	24/09/2026	19/10/2026
1/2027	11/12/2026	50	26/10/2026	26/10/2026	16/11/2026

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

## Profile

In this special issue, the LECKER editorial team tracks down the latest food trends and presents them in the usual loving way with LECKER's own opulent visual language. Recipes, reports and food photography of the highest quality represent the food expertise of the LECKER brand.

The following LECKER SONDERHEFT will be published in 2026:  
1/26 Christmas

Cover price €6.80



## 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	12,480
1/1	normal	outside back cover	210 x 280	14,360
1/2	vertical	inner	103 x 280	9,560
1/2	horizontal	inner	210 x 139	9,560
1/3	vertical	inner	70 x 280	7,440
1/3	horizontal	inner	210 x 94	7,440
1/4	vertical	inner	53 x 280	6,370
1/4	horizontal	inner	210 x 73	6,370

## 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	24,970

## 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	23/10/2026	43	11/09/2026	11/09/2026	24/09/2026

## General information

Publisher	Heinrich Bauer Verlag KG
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, <a href="http://www rtl-adalliance.com">www.rtl-adalliance.com</a>
Order Processing	E-Mail: <a href="mailto:print-order@ad-alliance.de">print-order@ad-alliance.de</a>
Ad Management	E-Mail: <a href="mailto:print-placements@ad-alliance.de">print-placements@ad-alliance.de</a> Phone: +49 (0) 40 / 286686-4834
Special Ad Formats	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4343
COPY MATERIAL	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: <a href="mailto:anzeigen@bertelsmann.de">anzeigen@bertelsmann.de</a> Phone: (+49-5241) 80 - 897 00 Technical Specifications: Current and binding English-language information is available under: <a href="http://www.duon-portal.de">www.duon-portal.de</a> Delivery of Copy Material: The centralized delivery address for copy material is: <a href="http://www.duon-portal.de">www.duon-portal.de</a> For support please contact: <a href="mailto:support@duon-portal.de">support@duon-portal.de</a> Telephone hotline: (+49-40) 37 41 - 17 50
	Binding technical specifications for special ad formats are available online at <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a>
FREQUENCY	monthly
ON SALE DATE	Friday
COVER PRICE	5.50 EUR
PZN	LECKER 570694
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 <a href="http://www.internationalmediasales.net/cob">www.internationalmediasales.net/cob</a> . 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](http://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.

 best for [www.b4p.de](http://www.b4p.de)



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

# Sales offices

LECKER

**Luxembourg (Headquarters)**  
RTL AdAlliance S.A.  
43, Boulevard Pierre Frieden  
L-1543 Luxembourg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Germany (Headquarters)**  
RTL AdAlliance GmbH  
Überseeallee 10  
20457 Hamburg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Austria**  
RTL AdAlliance  
Stella-Klein-Löw-Weg 11-17  
Haus C  
1020 Vienna  
Email [rtladalliance\\_at@rtl.com](mailto:rtladalliance_at@rtl.com)

**Belgium**  
RTL AdAlliance  
Coupure Rechts 64B  
9000 Ghent  
Email [rtladalliance\\_be@rtl.com](mailto:rtladalliance_be@rtl.com)

**Finland**  
RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtladalliance\\_fl@rtl.com](mailto:rtladalliance_fl@rtl.com)

**France**  
RTL AdAlliance  
157 Avenue Charles de Gaulle  
92200 Neuilly sur Seine  
Email [rtladalliance\\_fr@rtl.com](mailto:rtladalliance_fr@rtl.com)

**Germany**  
RTL AdAlliance  
Picassoplatz 1  
50679 Cologne  
Email [rtladalliance\\_de@rtl.com](mailto:rtladalliance_de@rtl.com)

**Italy**  
RTL AdAlliance  
Piazza Velasca 8  
20121 Milano  
Email [rtladalliance\\_ita-international-sales@rtl.com](mailto:rtladalliance_ita-international-sales@rtl.com)

**Netherlands**  
RTL AdAlliance  
Meeuwenlaan 98-100  
1021 JL Amsterdam  
Email [rtladalliance\\_nl@rtl.com](mailto:rtladalliance_nl@rtl.com)

**Norway**  
RTL AdAlliance  
Tordenskioldsgate 6  
0160 Oslo  
Email [rtladalliance\\_no@rtl.com](mailto:rtladalliance_no@rtl.com)

**Sweden**  
RTL AdAlliance  
Döbelnsgatan 21  
11140 Stockholm  
Email [rtladalliance\\_se@rtl.com](mailto:rtladalliance_se@rtl.com)

**Switzerland**  
RTL AdAlliance  
Zeltweg 15  
P.O. Box 8032 Zurich  
Email [rtladalliance\\_ch@rtl.com](mailto:rtladalliance_ch@rtl.com)

**United Kingdom**  
RTL AdAlliance  
4 Tenterden Street London  
W1S 1TE  
Email [rtladalliance\\_uk@rtl.com](mailto:rtladalliance_uk@rtl.com)

**USA - Los Angeles**  
RTL AdAlliance  
2900 W Alameda Ave  
CA 91505 Burbank  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)

**USA - New York**  
RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



You can find the current media portfolio at [www.ad-alliance.de](http://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](http://www.ad-alliance.de/agb).

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:  
Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.  
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,  
available at: [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb), unless otherwise indicated.