



# Panorama

Das Magazin des Deutschen Alpenvereins /// 77. Jahrgang /// 2/2025

## Lebensraum Berge

Im Einsatz für die Natur

**BERGSTEIGERDORF**  
Herz-Ass-Weg in Villgraten

**MOUNTAINBIKEN**  
4 Kids, 4 Tage in Graubünden

**WALSERTÄLER** Unterwegs  
mit der Sektion Köln

**SO GEHT DAS** Taktik  
auf dem Gletscher

Prices  
2026



AdAlliance

## 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 270	31,100
1/1	normal	inside front cover	205 x 270	35,700
1/1	normal	outside back cover	205 x 270	37,300
1/2	vertical	inner	100 x 270	16,600
1/2	vertical	next to Table of Contents	100 x 270	17,100
1/2	horizontal	inner	205 x 130	16,600
1/2	horizontal	next to Table of Contents	205 x 130	17,100
1/3	vertical	inner	68 x 270	11,300
1/3	vertical	Editorial	68 x 270	12,600
1/3	horizontal	inner	205 x 90	11,300
1/4	corner	inner	100 x 130	8,300
1/4	vertical	inner	50 x 270	8,300
1/4	horizontal	inner	205 x 64	8,300

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	410 x 270	62,200

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.

## PRODUCTNEWS

Product photo + copy (design by the publisher)

- 1/5 page 4,500 EUR

## TRAVELNEWS

Product photo + copy (design by the publisher)

- 1/3 page 7,000 EUR

## SMALL ADS

Small Ad outdoorworld 40x20 370 EUR  
 Small Ad outdoorworld 40x40 720 EUR  
 Small Ad outdoorworld 40x60 1,090 EUR  
 Small Ad outdoorworld 80x20 720 EUR  
 Small Ad outdoorworld 80x60 2,150 EUR  
 Small Ad outdoorworld 80x120 4,300 EUR  
 Small Ad catalogue service 40x80 1,880 EUR

The offer for private classified ads can be found at <https://print-kleinanzeigen.de>

## **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 2026 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

<b>Loose inserts</b>			
<b>Definition</b>	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.		
<b>Rates per 1,000</b>	<b>Weights up to</b>	<b>Total</b>	<b>Partial circ.</b>
	30 g	196	236
	40 g	217	259
	50 g	251	300
	every addl. 10 g	+20	+25
	Loose inserts with tip-on elements on request.		
<b>Circulation</b>	Minimum circulation: 100,000 copies The total circulation as well as partial circulations are exclusively subscription copies.		

<b>Glued inserts</b>				<b>Bound inserts</b>	
<b>Definition</b>	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.	
<b>Rates per 1,000</b>	<b>Special ad format</b>	<b>Weights up to</b>	<b>Total</b>	<b>Pages</b>	<b>Total</b>
	Booklet	10 g	85	4	188
	Booklet	20 g	91	8	207
	Booklet	30 g	96	12	226
	Booklet	40 g	101	16	246
	every addl. 10 g		+20	every addl. 4 pages	+24
		Other tip-ons on request.			Other bound inserts on request.
<b>Circulation</b>	Minimum circulation: Total circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)			Minimum circulation: Total circulation	

<b>E-paper</b>	
	The additional allocation of the ePaper edition is possible. Circulation and rates on request.

<b>Price Quotes</b>	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.
<b>Circulation</b>	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.
<b>Technical Information and Delivery</b>	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.
<b>Print Service</b>	On request, the special ad formats can be produced by the publisher. Prices 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.	



# 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
1/2026	10/02/2026	07	19/12/2025	15/12/2025	09/01/2026
2/2026	12/05/2026	20	27/03/2026	27/03/2026	10/04/2026
3/2026	11/08/2026	33	26/06/2026	26/06/2026	10/07/2026
4/2026	10/11/2026	46	25/09/2026	25/09/2026	09/10/2026

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

# General information

<b>Publisher</b>	Deutscher Alpenverein e. V.
<b>Marketers</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
<b>Order Processing</b>	Email: print-order@ad-alliance.de
<b>Ad Management</b>	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4378
<b>Special Ad Formats</b>	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4346
<b>COPY MATERIAL</b>	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: anzeigen@bertelsmann.de Phone: (+49-5241) 80 - 897 00 <b>Technical Specifications:</b> Current and binding English-language information is available under: <a href="http://www.duon-portal.de">www.duon-portal.de</a> <b>Delivery of Copy Material:</b> 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>
<b>Internet</b>	<a href="http://www.rtl-adalliance.com">www.rtl-adalliance.com</a>
<b>FREQUENCY</b>	4 x a year
<b>ON SALE DATE</b>	Tuesday
<b>COVER PRICE</b>	Free of charge
<b>PZN</b>	DAV PANORAMA 550245
<b>Conditions of Payment</b>	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.
<b>Conditions of Business</b>	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.



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](mailto:rtlalliance_info@rtl.com)

## Germany (Headquarters)

RTL AdAlliance GmbH  
Überseeallee 10  
20457 Hamburg  
Email [rtlalliance\\_info@rtl.com](mailto:rtlalliance_info@rtl.com)

## Austria

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

## Belgium

RTL AdAlliance  
Coupure Rechts 64B  
9000 Ghent  
Email [rtlalliance\\_be@rtl.com](mailto:rtlalliance_be@rtl.com)

## Finland

RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtlalliance\\_fi@rtl.com](mailto:rtlalliance_fi@rtl.com)

## France

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

## Germany

RTL AdAlliance  
Picassoplatz 1  
50679 Cologne  
Email [rtlalliance\\_de@rtl.com](mailto:rtlalliance_de@rtl.com)

## Italy

RTL AdAlliance  
Piazza Velasca 8  
20121 Milano  
Email [rtlalliance\\_ita-international-sales@rtl.com](mailto:rtlalliance_ita-international-sales@rtl.com)

## Netherlands

RTL AdAlliance  
Meeuwenlaan 98-100  
1021 JL Amsterdam  
Email [rtlalliance\\_nl@rtl.com](mailto:rtlalliance_nl@rtl.com)

## Norway

RTL AdAlliance  
Tordenskioldsgate 6  
0160 Oslo  
Email [rtlalliance\\_no@rtl.com](mailto:rtlalliance_no@rtl.com)

## Sweden

RTL AdAlliance  
Döbelnsgatan 21  
111 40 Stockholm  
Email [rtlalliance\\_se@rtl.com](mailto:rtlalliance_se@rtl.com)

## Switzerland

RTL AdAlliance  
Zeltweg 15  
P.O. Box 8032 Zurich  
Email [rtlalliance\\_ch@rtl.com](mailto:rtlalliance_ch@rtl.com)

## United Kingdom

RTL AdAlliance  
4 Tenterden Street London  
W1S1TE  
Email [rtlalliance\\_uk@rtl.com](mailto:rtlalliance_uk@rtl.com)

## USA - Los Angeles

RTL AdAlliance  
2900 W Alameda Ave  
CA 91505 Burbank  
Email [rtlalliance\\_usa@rtl.com](mailto:rtlalliance_usa@rtl.com)

## USA - New York

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtlalliance\\_usa@rtl.com](mailto:rtlalliance_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: 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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