

Die Welt für junge Entdeckerinnen und Entdecker

ab **3**  
Jahren



# Mein erstes GEO lino

MIT TOLLEN  
**BUNTEN**  
STICKERN

Nr. 3/2025 Deutschland € 4,00 • Österreich € 4,50 • Schweiz sfr 6,40 • Benelux € 4,80 • I/E/GR € 5,40 • Dänemark DKK 47,95



## Prices 2026



AdAlliance

## 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	170 x 230	7,300
1/1	normal	inside front cover	170 x 230	7,300
1/1	normal	inside back cover	170 x 230	7,300
1/1	normal	outside back cover	170 x 230	7,900

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.

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

# Special ad formats

<b>Loose inserts</b>						<b>Oversize-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.					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.					
<b>Rates per 1,000</b>	<b>Weights up to</b>	<b>Total without Subs</b>	<b>Subs within Total</b>	<b>Partial circ. ex. Subs</b>	<b>Subs</b>	<b>Weights up to</b>	<b>Total without Subs</b>	<b>Subs within Total</b>	<b>Partial circ. ex. Subs</b>	<b>Subs</b>	
	20 g	121	169	170	205	20 g	195	273	273	330	
	30 g	134	188	190	227	30 g	216	302	303	365	
	40 g	147	205	207	249	40 g	237	332	329	401	
	50 g	159	223	225	269	50 g	258	361	355	438	
	60 g	171	239	243	290	60 g	279	390	381	473	
	Heavier weight inserts an loose inserts with tip-on elements on request.										
<b>Circulation</b>	Minimum circulation: 30,000 copies					Minimum circulation: 30,000 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 without Subs</b>	<b>Subs within Total</b>	<b>Pages</b>	<b>Total without Subs</b>	<b>Subs within Total</b>	
	Booklet	10 g	89	124	4	134	188	
	Booklet	20 g	102	143	8	158	221	
	Booklet	30 g	115	160				
	Product sample	10 g	98	137				
	Other tip-ons on request.				Bound inserts with tip-on elements on request. Larger 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>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.
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



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	20/01/2026	04	12/12/2025	15/12/2025	29/12/2025
2/2026	17/03/2026	12	13/02/2026	16/02/2026	25/02/2026
3/2026	11/05/2026	20	08/04/2026	09/04/2026	20/04/2026
4/2026	14/07/2026	29	12/06/2026	15/06/2026	24/06/2026
5/2026	06/10/2026	41	04/09/2026	07/09/2026	16/09/2026
6/2026	01/12/2026	49	30/10/2026	02/11/2026	11/11/2026

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

# GEOLINO MEIN ERSTES SOMMER

Mein erstes  
**GEO** lino

## Profile

In MEIN ERSTES GEOLINO, Lu the fox invites readers on a trip to the sea. The three to five-year-old readers stick, play and puzzle their way through the exciting pages of the summer booklet and learn about the marine habitat.

Cover price €4.90

Circulation 20,000 paid circulation (Publisher's Information)



Formats on single pages				
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1/1	normal	inside back cover	170 x 230	7,300
1/1	normal	outside back cover	170 x 230	7,900


  

Formats on double pages				
Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	340 x 230	14,600

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	30/06/2026	27	29/05/2026	01/06/2026	10/06/2026	

# General information



<b>Publisher</b>	Gruner + Jahr Deutschland GmbH
<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) 286686-4384
<b>Special Ad Formats</b>	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4348
<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: www.duon-portal.de <b>Delivery of Copy Material:</b> 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
 <b>DUON-Portal</b>	
<b>Internet</b>	www.rtl-adalliance.com
<b>FREQUENCY</b>	6 x a year
<b>COVER PRICE</b>	4.50 EUR
<b>PZN</b>	GEOLINO MEIN ERSTES 512700
<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 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.



# Sales offices



## Luxembourg (Headquarters)

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You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
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Executive Board: Carsten Schwecke, Frank Vogel

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