

Mein Lieblingsrezept

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DIE BESTEN REZEPTE VON LESERN FÜR LESER

August 2026

MONATSIDEE

NEUE GRILL-HITS

Matthias' würzige Schaschlik-Spieße S. 7

Vanessas fruchtige Burrata-Baguettes S. 18

Marias Spaghetti-Eis-Kuchen vom Blech S. 56

Mandel-Hähnchen mit Bohnensalat, S. 50

Knusprig, zart und saftig

Sommer-Gerichte mit Hähnchen

25€
für Ihren Beitrag,
500€
für das Rezept
des Monats

80 schnelle und einfache Gerichte

Machen Sie mit!
Facebook.com/Liebblingsrezept

Print-Prices
2027

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	148 x 210	11,140
1/2	vertical	inner	72 x 210	7,100
1/2	horizontal	inner	148 x 102	7,100

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	296 x 210	22,270

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 2027 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
2/2027	02/01/2027	53	17/11/2026	17/11/2026	04/12/2026
3/2027	05/02/2027	05	21/12/2026	21/12/2026	15/01/2027
4/2027	05/03/2027	09	22/01/2027	22/01/2027	12/02/2027
5/2027	02/04/2027	13	17/02/2027	17/02/2027	10/03/2027
6/2027	07/05/2027	18	23/03/2027	23/03/2027	13/04/2027
7/2027	04/06/2027	22	20/04/2027	20/04/2027	12/05/2027
8/2027	09/07/2027	27	28/05/2027	28/05/2027	18/06/2027
9/2027	06/08/2027	31	25/06/2027	25/06/2027	16/07/2027
10/2027	03/09/2027	35	23/07/2027	23/07/2027	13/08/2027
11/2027	08/10/2027	40	27/08/2027	27/08/2027	17/09/2027
12/2027	05/11/2027	44	23/09/2027	23/09/2027	13/10/2027
1/2028	03/12/2027	48	21/10/2027	21/10/2027	12/11/2027

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

General information



Publisher	Heinrich Bauer Verlag KG
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
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) 286686-4343
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	monthly
ON SALE DATE	Friday
COVER PRICE	2.80 EUR
PZN	MEIN LIEBLINGS-REZEPT 500974
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.
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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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