

Deutschland 12,00 € Österreich 13,50 € Schweiz 19,50 sfr Luxemburg 14,20 € Italien 15,00 € Spanien 15,00 € Frankreich 15,00 €

SALON No 13

SALON

No 13
Sommer
2025

DAS MAGAZIN FÜR GASTLICHKEIT, DESIGN UND KULTUR

Die neuen Kreativen
Kunstfrauen aus Berlin, aufregende Galerien im Engadin und frisches Design aus Mailand

Gefühle zeigen
Warum Tränen uns lebendig halten

Potsdam
Ein erster Blick in das wiedereröffnete Schloss auf der Pfaueninsel

Ein Sommertisch!
Die schönste Keramik, leichte Cocktails und geniale Tomatenrezepte

Sommer in

Europa

Ein charmantes Landhaus in Apulien, Castle Howard in Yorkshire, Meerblick in Kopenhagen und ein Kunsthôtel in Aix-en-Provence: Wir lieben unsere Nachbarn



Prices
2026



AdAlliance

Rates and formats

SALON

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	230 x 300	22,500
1/1	normal	outside back cover	230 x 300	29,900
1/1	normal	Editorial	230 x 300	26,500
1/1	normal	next to Table of Contents	230 x 300	26,000
1/1	normal	right opposite Team	230 x 300	25,500
1/2	vertical	inner	106 x 300	14,300
1/2	horizontal	inner	230 x 145	14,300
1/3	vertical	inner	70 x 300	11,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	460 x 300	45,000
2/1	normal	1st double page in issue	460 x 300	51,800
2/1	normal	2nd double page in issue	460 x 300	47,400
2/1	normal	inside front cover + page 3	460 x 300	54,100

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

SALON

Loose inserts						Oversize-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 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.					
Rates per 1,000	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	
	20 g	217	305	289	381	20 g	369	516	490	645	
	30 g	233	327	309	408	30 g	397	555	527	695	
	40 g	250	350	330	437	40 g	423	592	561	741	
	50 g	281	393	373	492	50 g	477	668	633	835	
	60 g	315	442	419	552	60 g	536	750	712	937	
	every addl. 10 g	+20	+22	+25	+27	every addl. 10 g	+32	+34	+37	+45	
Circulation	Minimum circulation: 20,000 copies					Minimum circulation: 20,000 copies					

Glued inserts						Bound 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.					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		Pages	Total without Subs	Subs within Total			
	Booklet	10 g	124	174		4	245	343			
	Booklet	20 g	158	221		8	277	388			
	Booklet	30 g	183	256		12	314	439			
	every addl. 10 g		+14	+20		16	347	486			
	Product sample	10 g	158	221		every addl. 4 pages	+17	+24			
	Product sample	20 g	183	256							
	Flat spray / Teabags*		183	256							
	*Plus 37 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: Total circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)					Minimum circulation: Total 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 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 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	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	27/02/2026	09	15/01/2026	23/01/2026	08/01/2026	06/02/2026
2/2026	05/06/2026	23	17/04/2026	28/04/2026	10/04/2026	12/05/2026
3/2026	04/09/2026	36	23/07/2026	31/07/2026	16/07/2026	14/08/2026
4/2026	06/11/2026	45	24/09/2026	02/10/2026	17/09/2026	16/10/2026

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).

Profile

The exclusive SALON travel issue will be published at the end of the year, taking readers to a special destination - as an expression of a style-defining, inspiring lifestyle.

In 2026, the focus is on Paris: a city that stands for timeless elegance, cultural diversity and unmistakable style - and is therefore a perfect fit for the SALON target group.

Contents & highlights

Issue 5/2026 highlights the most important facets of the metropolis:

- **Design, art & interiors** : iconic interiors, home visits and new French brands
- **Travel & enjoyment:** boutique hotels, modern bistros, Michelin highlights and insider tips
- **Lifestyle & culture:** trendy districts, curated recommendations for hotels, restaurants, stores and galleries
- **Creative perspectives:** young talents who reinterpret tradition
- **Cuisine & savoir-vivre:** French cuisine, fine dining and an exclusive recipe booklet

A high-quality magazine that brings Paris to life in all its facets.

Cover price 12.00 EUR

Circulation 48.000



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Closing dates schedule

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4/2027	18/12/2026	51	05/11/2026	29/10/2026	27/11/2026

General information

SALON

Publisher	SALON Creative Media 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
Ad Management	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4379, -4373
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
Internet	www.rtl-adalliance.com
FREQUENCY	4 x a year
COVER PRICE	12.00 EUR
PZN	SALON 505186
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.

Sales offices

SALON

Luxembourg (Headquarters)

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
L-1543 Luxembourg
Email rtlalliance_info@rtl.com

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Email rtlalliance_info@rtl.com

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RTL AdAlliance
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Haus C
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You can find the current media portfolio at 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.



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Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.
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available at: www.mediaimpact.de/de/agb, unless otherwise indicated.