

Landlust HAUSGEMACHT

vier 2025 | 5,20 €

Landlust EINFACH HAUSGEMACHT

Mein Magazin für Haus und Küche

GELEES & MARMELADEN

mit Beeren, Feigen, Möhren und Paprika

Mürbeteig
schön knusprig
Unser bester Teig für
fruchtige Kuchen

Pizza-Liebe
Einfache Teige
kreativ belegt

Forelle
leicht zubereitet,
herrlich aromatisch

Sommer satt: Salate
mit Hähnchen, Grillgemüse, Pasta und Obst

DAT: 5,20 EUR LUX: 6,20 EUR
CHF: 8,60 CHF CZE: 196,- CZK
17755-8 2015 DKR
86450



Prices
2026



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	17,500
1/1	normal	inside front cover	210 x 280	18,400
1/1	normal	outside back cover	210 x 280	19,100
2/3	vertical	inner	127 x 280	12,200
1/2	vertical	inner	97 x 280	11,000
1/2	horizontal	inner	210 x 134	11,000
1/3	vertical	inner	67 x 280	8,100
1/3	vertical	Editorial	67 x 280	8,600

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	35,000

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 reserved preferred position to another advertiser if the advertiser holding the reservation does not submit a written order within three working days.

Special formats and advertising splits on request.

SMALL ADS

You can find the offer for private classified ads at WWW.VG-DMM.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.

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	128	180	166	235	20 g	218	304	283	400	
	30 g	141	202	184	263	30 g	241	338	314	445	
	40 g	155	222	202	290	40 g	265	372	345	488	
	50 g	168	241	219	316	50 g	288	404	376	531	
	60 g	183	261	237	341	60 g	312	437	406	575	
	every addl. 10 g	+14	+25	+18	+30						
	Loose inserts with tip-on elements on request.										
Circulation	Minimum circulation: 50,000 copies or total domestic subscription					Minimum circulation: 50,000 copies or total domestic subscription					

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	Partial circ. ex. Subs	Subs	Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	
	Booklet	10 g	85	119	109	155	4	146	203	189	268	
	Booklet	20 g	100	144	130	185	8	163	228	212	299	
	Booklet	30 g	115	169	149	215	12	181	253	235	332	
	every addl. 10 g		+14	+25	+18	+30	16	198	278	257	364	
	Product sample	10 g	110	155	144	204	every addl. 4 pages	+17	+25	+25	+30	
	Product sample	20 g	134	188	174	248						
	Flatspray / Teabags*		134	188	174	248						
		*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.						Loose inserts with tip-on elements on request.				
	Circulation	Minimum circulation: 80,000 copies or total domestic subscription Carrier ad: minimum full page in the total circulation (rate according to rate card)						Minimum circulation: 80,000 copies or total domestic subscription				

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.
<p>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.</p>	

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	09/01/2026	02	26/11/2025	26/11/2025	17/12/2025
2/2026	06/03/2026	10	28/01/2026	28/01/2026	19/02/2026
3/2026	08/05/2026	19	01/04/2026	01/04/2026	22/04/2026
4/2026	10/07/2026	28	03/06/2026	03/06/2026	25/06/2026
5/2026	04/09/2026	36	29/07/2026	29/07/2026	20/08/2026
6/2026	06/11/2026	45	30/09/2026	30/09/2026	22/10/2026

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

LANDLUST HAUSGEMACHT KOMPAKT

Profile

LANDLUST HAUSGEMACHT KOMPAKT is a monothematic food magazine - useful, with lots of knowledge, tips and in a practical small format. On 132 pages there are the best recipes on a single topic with the tried and tested Landlust Homemade kitchen promise - everyday recipes with special ideas for easy copying. The cooking is seasonal and regional.

The recipes are described in detail so that both beginners and experts will enjoy them. The recipes are supplemented by kitchen tricks and product information and interesting facts to pass on.

Topics

- 1/26 Minced meat + pasta
- 2/26 Summer vegetables
- 3/26 Baking
- 4/26 Everything from the tray

Cover price €4.90

Circulation 80,000 print circulation (Publisher's Information 2026)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	175 x 254	14,200
1/1	normal	inside front cover	175 x 254	15,900
1/1	normal	outside back cover	175 x 254	16,900
1/2	vertical	inner	84 x 254	8,500
1/2	horizontal	inner	175 x 125	8,500
1/3	vertical	inner	56 x 254	6,500

Formats on double pages



Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	350 x 254	28,400

Rates for special ad formats on request. All rates are shown in euros; the rates are in effect from 1 January 2026 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from trimming edge.

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	23/01/2026	04	15/12/2025	15/12/2025	05/01/2026
2/2026	29/05/2026	22	20/04/2026	20/04/2026	07/05/2026
3/2026	18/09/2026	38	28/07/2026	28/07/2026	11/08/2026
4/2026	30/10/2026	44	24/09/2026	24/09/2026	12/10/2026

General information

Publisher	Deutsche Medienmanufaktur GmbH & Co. KG
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) 286686-4377
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4080
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	6 x a year
COVER PRICE	5.50 EUR
PZN	LANDLUST EINFACH HAUSGEMACHT 503803
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)

Sales offices

Luxembourg (Headquarters)

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

Germany (Headquarters)

RTL AdAlliance GmbH
Überseeallee 10
20457 Hamburg
Email rtladalliance_info@rtl.com

Austria

RTL AdAlliance
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9000 Ghent
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USA - New York

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Email rtladalliance_usa@rtl.com



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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