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	213 x 280	20,400
1/1	normal	inside front cover	213 x 280	22,400
1/1	normal	outside back cover	213 x 280	22,400
1/2	vertical	inner	104 x 280	13,000
1/2	horizontal	inner	213 x 138	13,000
1/3	vertical	inner	68 x 280	9,400
1/3	vertical	Editorial	68 x 280	10,400

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 280	40,800
2/1	normal	inside front cover + page 3	426 x 280	47,900

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.

RATES FOR ART ADVERTISEMENTS

Current rates for Art Advertisements are shown in Section 4 of this rate card. For information on formats and ad rates in the Kunstmarkt (Art Market) please contact:

Kontakt: art-kunstanzeigen@ad-alliance.de

Telefonisch: +49 40 28 66 86-282

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

art
DAS KUNSTMAGAZIN

Loose 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.

Rates per 1,000

Weights up to	Total without Subs	Subs within Total
20 g	142	199
30 g	152	224
40 g	169	249
50 g	187	274
60 g	204	299
every addl. 10 g	+14	+25

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: domestic circulation

Oversize-inserts

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.

Weights up to	Total without Subs	Subs within Total
20 g	225	315
30 g	244	341
40 g	272	382
50 g	298	418
60 g	325	455
every addl. 10 g	+23	+32

Minimum circulation: domestic circulation

Glued 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.

Rates per 1,000

Special ad format	Weights up to	Total without Subs	Subs within Total
Booklet	10 g	99	138
Booklet	20 g	130	182
Booklet	30 g	149	208
every addl. 10 g		+14	+25
Product sample	10 g	130	182
Product sample	20 g	149	208

Other tip-ons on request.

Circulation

Minimum circulation: domestic circulation
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Bound inserts

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.

Pages	Total without Subs	Subs within Total
4	166	232
8	193	270
12	218	304
16	245	343
every addl. 4 pages	+17	+25

Bound inserts with tip-on elements on request.

Minimum circulation: domestic 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 & Cancellation Date	Copy Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	16/01/2026	03	12/12/2025	17/12/2025	19/12/2025	12/12/2025	30/12/2025
3/2026	20/02/2026	08	23/01/2026	28/01/2026	30/01/2026	23/01/2026	05/02/2026
4/2026	20/03/2026	12	20/02/2026	25/02/2026	27/02/2026	20/02/2026	05/03/2026
5/2026	17/04/2026	16	18/03/2026	23/03/2026	25/03/2026	18/03/2026	31/03/2026
6/2026	22/05/2026	21	22/04/2026	27/04/2026	29/04/2026	22/04/2026	06/05/2026
7/2026	26/06/2026	26	29/05/2026	03/06/2026	05/06/2026	29/05/2026	11/06/2026
8/2026	24/07/2026	30	26/06/2026	01/07/2026	03/07/2026	26/06/2026	09/07/2026
9/2026	21/08/2026	34	24/07/2026	29/07/2026	31/07/2026	24/07/2026	06/08/2026
10/2026	18/09/2026	38	21/08/2026	26/08/2026	28/08/2026	21/08/2026	03/09/2026
11/2026	16/10/2026	42	18/09/2026	23/09/2026	25/09/2026	18/09/2026	01/10/2026
12/2026	20/11/2026	47	23/10/2026	28/10/2026	30/10/2026	23/10/2026	05/11/2026
1/2027	18/12/2026	51	20/11/2026	25/11/2026	27/11/2026	20/11/2026	03/12/2026

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).
The closing dates for last-minute ads do not apply to art advertisements.

ART Kunstanzeigen im Heft

The art advertisement rates apply only to art advertisers (artists, museums, exhibition halls, auction houses, galleries, art fairs, and art book publishers).

Premium art ads are placed, whenever possible, in the first half of the issue outside the art advertising section; regular art ads are placed, whenever possible, in the second half of the issue within the art advertising section, in a block format.

For information on formats and ad rates in the art market, please contact:

Contact: art-kunstanzeigen@ad-alliance.de

By phone: +49 40 28 66 86-282

Cover price €18.00

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	Art Advertisements Section (2nd issue half; blocked)	213 x 280	7,400
1/1	normal	Art Advertisment Premium (1st issue half), RHP	213 x 280	13,000
1/1	normal	Art Advertisment Premium (OBC)	213 x 280	13,600
1/1	normal	Art Advertisment Premium (OBC)	213 x 280	8,500
1/1	normal	Art Advertisements Premium (Column "STARTER"), RHP	213 x 280	7,900
1/1	normal	artPlus (2nd issue half)	213 x 280	7,400
1/1	normal	art Saison (Booklet)	105 x 148	4,800
1/1	vertical	artPlus opener (LHP facing Cover artPlus)	213 x 280	7,900
1/2	vertical	Art Advertisements Section (2nd issue half; blocked)	104 x 280	4,000
1/2	vertical	Art Advertisements Premium (1st issue half), RHP	104 x 280	7,100
1/2	vertical	artPlus (2nd issue half)	104 x 280	4,000
1/2	horizontal	Art Advertisements Section (2nd issue half; blocked)	213 x 138	4,000
1/2	horizontal	Art Advertisements Premium (1st issue half), RHP	213 x 138	7,100
1/2	horizontal	artPlus (2nd issue half)	213 x 138	4,000
1/4	corner	Art Advertisements Section (2nd issue half; blocked)	104 x 138	1,800
1/4	corner	artPlus (2nd issue half)	104 x 138	1,800
1/8	horizontal	Art Advertisements Section (2nd issue half; blocked)	104 x 69	1,200
1/8	horizontal	artPlus (2nd issue half)	104 x 69	1,200

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	Art Advertisements Section (2nd issue half; blocked)	426 x 280	14,700

Rate card valid from 01. January 2026

ART SPEZIAL

Profile

ART Special Issue: documenta 16 in Kassel

In the summer of 2027, the lavish ART SPECIAL dedicated to the art event of the year will be published

Every five years, all eyes turn to Kassel, and the international art world converges to discuss the state of relevant contemporary art. The ART Special (Publication Date: July 2, 2027; Advance Issue: June 3, 2027) provides everything you need to know about D16—whether you're enjoying the art in person or flipping through the pages from the comfort of your sofa at home: We showcase the most important, most beautiful, and most talked-about artworks in large, lavish photo spreads; reveal where to see what; contextualize the works; and offer plenty of helpful features: a detailed pull-out map, a compact guidebook to slip into your purse with a list of artists, insights into Kassel, and a documenta glossary

With its ART SPEZIAL, ART offers a prominent platform for your advertising campaign.

Cover price €20.00

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	228 x 300	13,000
1/1	normal	Art Ad	228 x 300	5,500

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	456 x 300	26,000
2/1	normal	Art Ad	456 x 300	11,100

*The art advert price is reserved exclusively for artists, museums, exhibition halls, auction houses, galleries, art fairs and art book publishers.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing & Cancellation Date	Copy Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	05/06/2026	23	05/05/2026	08/05/2026	05/05/2026	20/05/2026

General information

Publisher	Gruner + Jahr Deutschland 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) 286686-4384
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4346
COPY MATERIAL	Peter Becker GmbH Email: art@becker-medien.de, Phone: (+49-931) 4 50 77 - 78 **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	monthly
ON SALE DATE	Friday
COVER PRICE	18.00 EUR
PZN	ART 516282
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 ORIGINIAL 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.

The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at:
https://www.mediaimpact.de/en/general-terms-and-conditions/, unless otherwise indicated.