

Die Welt für junge Entdeckerinnen und Entdecker

**GEO** *lino*

**NEIN!**  
Warum wir dieses Wort oft schwer über die Lippen bringen

**Checker TOBI**

**MÜLL**  
Welche Arten von Abfall gibt es? Und wo landet der Müll aus unseren Tonnen? Tobi klärt auf

**ABGEFAHREN!**  
Der 13-jährige Tim hat schon viele BMX-Rennen gewonnen. Und das, obwohl er im Nachteil ist: Er kann seine Gegner nicht hören

**SCHIEB EINE RUHIGE KUGEL** - mit dem Marmelspiel aus unserer Werkstatt

**GIRAFFEN**  
Die Riesen der Savanne - von Kopf bis Huf

Nr. 5/2024 Deutschland € 6,00 • Schweiz Sfr 9,80 • Österreich € 6,70 • Italien/Spanien/Griechenland € 7,90

GEOLINO UNTERSTÜTZT **unicef**

Prices  
2025



AdAlliance

### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 270	21,800
1/1	normal	outside back cover	200 x 270	24,000
1/2	vertical	inner	100 x 270	13,100
1/2	horizontal	inner	200 x 135	13,100
1/3	vertical	inner	66 x 270	9,400
1/3	horizontal	inner	200 x 90	9,400
1/4	vertical	inner	50 x 270	7,800
1/4	horizontal	inner	200 x 67	7,800

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 270	43,600

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.

Other formats on request. Type area formats on request. Trimming edge: add 5 mm to all sides.  
Live matter should be at least 5 mm removed from the trimming edge.  
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

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 2025 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
20 g	117	164	166	199
30 g	130	182	184	220
40 g	142	199	201	242
50 g	154	216	218	261
60 g	166	232	235	282
every addl. 10 g	+14	+20	+20	+25

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	189	265	266	320
30 g	209	293	295	354
40 g	230	322	324	389
50 g	250	350	353	424
60 g	270	378	382	458

#### Circulation

Minimum circulation: 50,000 copies  
Minimum circulation: GEOLINO EXTRA 30.000 copies

Minimum circulation: 50,000 copies  
Minimum circulation: GEOLINO EXTRA 30.000 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
Booklet	10 g	83	116
Booklet	20 g	96	134
Booklet	30 g	109	153
every addl. 10 g		+14	+20
Product sample	10 g	93	130

Other tip-ons on request.

Pages	Total without Subs	Subs within Total
4	130	182
8	153	214
12	174	244
16	198	277

Bound inserts with tip-on elements on request.  
Larger inserts on request.

#### Circulation

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

Minimum circulation: total 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](http://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 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

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
1/2025	02/01/2025	01	19/11/2024	28/11/2024	21/11/2024	09/12/2024
2/2025	21/01/2025	04	06/12/2024	17/12/2024	10/12/2024	02/01/2025
3/2025	18/02/2025	08	10/01/2025	21/01/2025	14/01/2025	30/01/2025
4/2025	18/03/2025	12	07/02/2025	18/02/2025	11/02/2025	27/02/2025
5/2025	14/04/2025	16	06/03/2025	17/03/2025	10/03/2025	26/03/2025
6/2025	13/05/2025	20	01/04/2025	10/04/2025	03/04/2025	23/04/2025
7/2025	10/06/2025	24	29/04/2025	09/05/2025	02/05/2025	20/05/2025
8/2025	15/07/2025	29	05/06/2025	17/06/2025	10/06/2025	26/06/2025
9/2025	12/08/2025	33	04/07/2025	15/07/2025	08/07/2025	24/07/2025
10/2025	09/09/2025	37	01/08/2025	12/08/2025	05/08/2025	21/08/2025
11/2025	07/10/2025	41	28/08/2025	08/09/2025	01/09/2025	17/09/2025
12/2025	04/11/2025	45	24/09/2025	07/10/2025	26/09/2025	15/10/2025
13/2025	02/12/2025	49	23/10/2025	04/11/2025	27/10/2025	13/11/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.  
For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).

**THE MONOTHEMATIC CHILDREN'S MAGAZINE**

Topics from the fields of mankind, nature and technology are illuminated in a variety of journalistic facets. These range from photo reports and explanatory pieces to interviews, information boxes and comic strips, thematic games and handicraft concepts. It explains complex contexts in a child-friendly way.

**COVER PRICE** 9.50 EUR

**CIRCULATION** 35,000 paid circulation (publisher's figure)


**Formats on single pages**

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 270	11,400
1/1	normal	outside back cover	200 x 270	12,600
1/2	vertical	inner	100 x 270	7,000
1/2	horizontal	inner	200 x 135	7,000
1/3	vertical	inner	66 x 270	5,300
1/3	horizontal	inner	200 x 90	5,300
1/4	vertical	inner	50 x 270	4,100
1/4	horizontal	inner	200 x 67	4,100

**Formats on double pages**

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 270	22,800

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

**Closing dates 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
1/2025	21/01/2025	04	27/11/2024	19/12/2024	18/12/2024	10/12/2024	03/01/2025
2/2025	18/03/2025	12	29/01/2025	20/02/2025	19/02/2025	11/02/2025	28/02/2025
3/2025	13/05/2025	20	21/03/2025	14/04/2025	11/04/2025	03/04/2025	24/04/2025
4/2025	15/07/2025	29	26/05/2025	19/06/2025	18/06/2025	10/06/2025	27/06/2025
5/2025	07/10/2025	41	19/08/2025	10/09/2025	09/09/2025	01/09/2025	18/09/2025
6/2025	02/12/2025	49	14/10/2025	06/11/2025	05/11/2025	27/10/2025	14/11/2025

For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).

### THE HANDS-ON MAGAZINE FOR THE SUMMER HOLIDAYS

The GEOLINO holiday magazine is the hands-on magazine for the summer holidays for children aged 9 and over. The magazine presents reading material, ideas and suggestions for doing and trying things out, recipes, puzzles and tips in the three themed sections "Indoors, outdoors, on the move". It features portraits of children and animals and lots of micro-adventures.

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

**COVER PRICE** 7.90 EUR

**CIRCULATION** 90,000 paid circulation (publisher's figure)



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 270	11,400
1/1	normal	outside back cover	200 x 270	12,600
1/2	vertical	inner	100 x 270	7,000
1/2	horizontal	inner	200 x 135	7,000
1/3	vertical	inner	66 x 270	5,300
1/3	horizontal	inner	200 x 90	5,300
1/4	vertical	inner	50 x 270	4,100
1/4	horizontal	inner	200 x 67	4,100

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 270	22,800

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

### Closing dates 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
1/2025	24/06/2025	26	22/05/2025	28/05/2025	22/05/2025	16/05/2025	05/06/2025

For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).

### How? What? Why?

In the special edition "How? What? Why? GEOLINO devotes itself to around 70 exciting questions and provides the answers directly. Animals, technology, nature, the body, sport and the world - these are the sections from which the editors have compiled their favourite questions. For example, these questions: Can fish get seasick? Where do people stick out your tongue in greeting? Who always runs in threes? And how do you know what the weather will be like?

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

**COVER PRICE** 6.90 EUR

**CIRCULATION** 90,000 paid circulation (publishers statement)



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 270	11,400
1/1	normal	outside back cover	200 x 270	12,600
1/2	vertical	inner	100 x 270	7,000
1/2	horizontal	inner	200 x 135	7,000
1/3	vertical	inner	66 x 270	5,300
1/3	horizontal	inner	200 x 90	5,300
1/4	vertical	inner	50 x 270	4,100
1/4	horizontal	inner	200 x 67	4,100

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 270	22,800

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

### Closing dates 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
1/2025	14/10/2025	42	04/09/2025	15/09/2025	08/09/2025	24/09/2025

For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).



# 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](http://www.rtl-adalliance.com)

**ORDER PROCESSING** Email: [print-order@ad-alliance.de](mailto:print-order@ad-alliance.de)

**AD MANAGEMENT** Email: [print-placements@ad-alliance.de](mailto:print-placements@ad-alliance.de)  
Phone: (+49-40) 286686-4384

**SPECIAL AD FORMATS** Email: [print-adspecials@ad-alliance.de](mailto:print-adspecials@ad-alliance.de)  
Phone: (+49-40) 286686-4348

**COPY MATERIAL** Mohn Media Mohndruck GmbH – Anzeigen MAT  
Email: [anzeigen@bertelsmann.de](mailto:anzeigen@bertelsmann.de)  
Phone: (+49-5241) 80 - 897 00  
**Technical Specifications:** Current and binding  
English-language information is available under: [www.duon-portal.de](http://www.duon-portal.de)  
**Delivery of Copy Material:** The centralized delivery address for copy material is: [www.duon-portal.de](http://www.duon-portal.de)  
For support please contact: [support@duon-portal.de](mailto: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](http://www.adspecial-portal.de)

**INTERNET** [www.rtl-adalliance.com](http://www.rtl-adalliance.com)

**FREQUENCY** 13 x a year

**ON SALE DATE** Wednesday

**COVER PRICE** 6.00 EUR

**PZN** GEOLINO 539724

**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](http://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](http://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)





**Luxembourg (Headquarters)**

RTL AdAlliance S.A.  
43, Boulevard Pierre Frieden  
L-1543 Luxembourg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Germany (Headquarters)**

RTL AdAlliance GmbH  
Überseeallee 10  
20457 Hamburg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Austria**

RTL AdAlliance  
Stella-Klein-Löw-Weg 11-17  
Haus C  
1020 Vienna  
Email [rtladalliance\\_at@rtl.com](mailto:rtladalliance_at@rtl.com)

**Belgium**

RTL AdAlliance  
Coupure Rechts 64B  
9000 Ghent  
Email [rtladalliance\\_be@rtl.com](mailto:rtladalliance_be@rtl.com)

**Finland**

RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtladalliance\\_fl@rtl.com](mailto:rtladalliance_fl@rtl.com)

**France**

RTL AdAlliance  
157 Avenue Charles de Gaulle  
92200 Neuilly sur Seine  
Email [rtladalliance\\_fr@rtl.com](mailto:rtladalliance_fr@rtl.com)

**Germany**

RTL AdAlliance  
Picassoplatz 1  
50679 Cologne  
Email [rtladalliance\\_de@rtl.com](mailto:rtladalliance_de@rtl.com)

**Italy**

RTL AdAlliance  
Piazza Velasca 8  
20121 Milano  
Email [rtladalliance\\_ita-international-sales@rtl.com](mailto:rtladalliance_ita-international-sales@rtl.com)

**Netherlands**

RTL AdAlliance  
Meeuwenlaan 98-100  
1021 JL Amsterdam  
Email [rtladalliance\\_nl@rtl.com](mailto:rtladalliance_nl@rtl.com)

**Norway**

RTL AdAlliance  
Tordenskioldsgate 6  
0160 Oslo  
Email [rtladalliance\\_no@rtl.com](mailto:rtladalliance_no@rtl.com)

**Sweden**

RTL AdAlliance  
Döbelnsgatan 21  
111 40 Stockholm  
Email [rtladalliance\\_se@rtl.com](mailto:rtladalliance_se@rtl.com)

**Switzerland**

RTL AdAlliance  
Zeltweg 15  
P.O. Box 8032 Zurich  
Email [rtladalliance\\_ch@rtl.com](mailto:rtladalliance_ch@rtl.com)

**United Kingdom**

RTL AdAlliance  
4 Tenterden Street London  
W1S1TE  
Email [rtladalliance\\_uk@rtl.com](mailto:rtladalliance_uk@rtl.com)

**USA - Los Angeles**

RTL AdAlliance  
2900 W Alameda Ave  
CA 91505 Burbank  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)

**USA - New York**

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057  
Executive Board: Matthias Dang, Frank Vogel

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.



The General Terms and Conditions of Ad Alliance GmbH apply,  
available at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb).

Ad Alliance GmbH acts as a service provider for the marketers Media Impact GmbH & Co. KG and BAUER ADVANCE KG:  
For Media Impact, Ad Alliance GmbH acts on behalf of and for the account of Media Impact GmbH & Co,  
for BAUER ADVANCE in the name and for the account of BAUER ADVANCE KG.  
The respective General Terms and Conditions of the company concerned apply, available at:  
[www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb) or [www.baueradvance.com/agb/](http://www.baueradvance.com/agb/), unless otherwise labelled.