



Ratecard 2024

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	170 x 230	6,900
1/1	normal	inside front cover	170 x 230	6,900
1/1	normal	inside back cover	170 x 230	6,900
1/1	normal	outside back cover	170 x 230	7,500

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. Placement in the inner part subject to carrier ads for glued inserts – on request.

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 2024 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	Partial circ. ex. Subs	Subs	Weights up to	Total	Partial circ. ex. Subs	Subs	
	20 g	138	165	193	20 g	222	265	311	
	30 g	153	184	214	30 g	246	294	344	
	40 g	167	201	234	40 g	270	319	378	
	50 g	181	218	253	50 g	294	344	412	
	60 g	195	235	273	60 g	318	369	445	
	Loose inserts with tip-on elements on request.								
Circulation	Minimum circulation: 30,000 copies				Minimum circulation: 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		Pages	Total			
	Booklet	10 g	101		4	153			
	Booklet	20 g	116		8	180			
	Booklet	30 g	131						
	Product sample	10 g	112						
	Other tip-ons on request.				Bound inserts with tip-on elements on request.				
Circulation	Minimum circulation: total circulation				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.								
<p>The price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.</p>									

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
1/2024	23/01/2024	04	19/12/2023	19/12/2023	22/12/2023	20/12/2023	03/01/2024
2/2024	19/03/2024	12	16/02/2024	16/02/2024	21/02/2024	19/02/2024	28/02/2024
3/2024	14/05/2024	20	10/04/2024	10/04/2024	15/04/2024	11/04/2024	22/04/2024
4/2024	16/07/2024	29	14/06/2024	14/06/2024	19/06/2024	17/06/2024	26/06/2024
5/2024	08/10/2024	41	05/09/2024	05/09/2024	10/09/2024	06/09/2024	17/09/2024
6/2024	03/12/2024	49	30/10/2024	30/12/2024	06/11/2024	04/11/2024	13/11/2024

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).

4

MEIN ERSTES GEOLINO - My summer

Mein erstes
GEO lino

Let's go to the sea! MY FIRST GEOLINO invites its young fans from three to five years of age to an exciting trip to the sea. The heroes from the monthly magazine - Lu, Berta, Ida and Mika - discover the exciting world on and in the sea. Of course, the focus is on having fun. They romp, play, catch and swim in the sea. The girls and boys at home can also take part: Small handicrafts encourage you to try them out, simple recipes make you want to go on a day at the beach. Sticker pictures go to the right places, and simple puzzles provide variety and a sense of achievement. At the same time, the children learn interesting facts about the animal and plant world on the water - about mussels and shark eggs as well as about seagulls and jellyfish.

COVER PRICE 4.90 EUR

CIRCULATION 20,000 paid circulation (publisher's figure)



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Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	340 x 230	13,800

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
1/2024	06/08/2024	32	05/07/2024	11/07/2024	15/07/2024	08/07/2024	17/07/2024

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

5

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) 286686-4383
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4348
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
	
INTERNET	www.rtl-adalliance.com
FREQUENCY	bimonthly
COVER PRICE	4.00 EUR
PZN	GEOLINO MEIN ERSTES 512700
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.



6

SALES OFFICES

**Luxembourg (Headquarters)**

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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: Matthias Dang, Frank Vogel

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