



Print-Prices
2027

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 270	52,700
1/1	normal	1st right-hand ad page	213 x 270	59,300
1/1	normal	inside front cover	213 x 270	61,900
1/1	normal	outside back cover	213 x 270	61,900
1/1	normal	Kosmos	213 x 270	59,300
2/3	vertical	inner	134 x 270	39,500
2/3	horizontal	inner	213 x 178	39,500
1/2	vertical	inner	101 x 270	33,900
1/2	horizontal	inner	213 x 133	33,900
1/3	vertical	inner	73 x 270	23,900
1/3	vertical	Editorial	73 x 270	31,000
1/3	horizontal	inner	213 x 100	23,900
1/4	corner	inner	101 x 133	18,300
1/4	vertical	inner	56 x 270	18,300
1/4	horizontal	inner	213 x 81	18,300

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 270	105,400
2/1	normal	1st double page in issue	426 x 270	122,700
2/1	normal	inside front cover + page 3	426 x 270	144,900
2*1/2	horizontal	inner	426 x 133	67,200

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.

SMALL ADS

Small Ad catalogue service 40x80 3,280 €
 Small Ad market place 40x120 2,220 €
 Small Ad market place 40x240 4,330 €
 Small Ad market place 40x60 1,150 €
 Small Ad market place 80x120 4,330 €
 Small Ad market place 80x60 2,220 €

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 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Special ad formats



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 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	
	10 g	152	211	213	275	10 g	198	274	277	358	
	20 g	163	227	229	295	20 g	212	295	298	384	
	30 g	167	241	236	311	30 g	217	313	307	404	
	40 g	181	271	255	349	40 g	235	352	332	454	
	50 g	192	301	272	387	50 g	250	391	354	503	
	60 g	206	331	292	425	60 g	268	430	380	553	
	every addl. 10 g	+14	+30	+18	+38	every addl. 10 g	+23	+32	+30	+45	
	Loose inserts with tip-on elements on request.					*Plus 70 EUR per 1,000 postal fees.					
Circulation	Minimum circulation: 30,000 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	96	137		4	155	220	
	Booklet	20 g	109	167		8	187	267	
	Booklet	30 g	134	197		12	211	302	
	every addl. 10 g		+14	+30		16	242	346	
	Product sample	10 g	134	197		every 4 addl. pages	+17	+30	
	Product sample	20 g	160	228					
	Other tip-ons on request.					Bound inserts with tip-on elements on request.			
Circulation	Minimum circulation: domestic circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)					Minimum circulation: domestic circulation			

E-paper

The additional allocation of the ePaper edition is possible.
Circulation and rates on request.

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 2027 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
2/2027	22/01/2027	03	16/12/2026	23/12/2026	16/12/2026	30/12/2026
3/2027	19/02/2027	07	19/01/2027	26/01/2027	19/01/2027	29/01/2027
4/2027	19/03/2027	11	16/02/2027	23/02/2027	16/02/2027	26/02/2027
5/2027	16/04/2027	15	12/03/2027	19/03/2027	12/03/2027	24/03/2027
6/2027	14/05/2027	19	12/04/2027	19/04/2027	12/04/2027	22/04/2027
7/2027	18/06/2027	24	18/05/2027	25/05/2027	18/05/2027	28/05/2027
8/2027	16/07/2027	28	15/06/2027	22/06/2027	15/06/2027	25/06/2027
9/2027	20/08/2027	33	20/07/2027	27/07/2027	20/07/2027	30/07/2027
10/2027	17/09/2027	37	17/08/2027	24/08/2027	17/08/2027	27/08/2027
11/2027	15/10/2027	41	14/09/2027	21/09/2027	14/09/2027	24/09/2027
12/2027	12/11/2027	45	12/10/2027	19/10/2027	12/10/2027	22/10/2027
1/2028	10/12/2027	49	09/11/2027	16/11/2027	09/11/2027	19/11/2027

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

Portraits of do-gooders, rich benefactors, courageous activists and good Samaritans. Stories about climate change, new national parks, community worldwide or help for people in need. GEO PERSPEKTIVE gives a stage to people who give hope for a better future.

Cover price	€14.90
Circulation	87,000 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	213 x 270	36,500

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 270	73,000

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
1/2027	03/09/2027	35	03/08/2027	10/08/2027	03/08/2027	13/08/2027

Profile

History dazzling and gripping ... without dust, footnotes and columns of figures. Stories are told about important people and dramatic events, about everyday life and culture, politics, society and science. Precise historical reconstructions, opulent illustrated essays and interviews with experts, maps and information boxes bring the respective epoch to life and, above all, tell the story of everyday life in a sensual way.

Cover price €14.00

Circulation 90,000 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	213 x 270	15,100
1/1	normal	inside front cover	213 x 270	16,500

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 270	30,200

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
1/2027	05/02/2027	05	06/01/2027	06/01/2027	18/01/2027
2/2027	02/04/2027	13	01/03/2027	01/03/2027	11/03/2027
3/2027	04/06/2027	22	03/05/2027	03/05/2027	14/05/2027
4/2027	06/08/2027	31	07/07/2027	07/07/2027	19/07/2027
5/2027	01/10/2027	39	01/09/2027	01/09/2027	13/09/2027
6/2027	03/12/2027	48	03/11/2027	03/11/2027	15/11/2027

GEO EPOCHE PANORAMA



Cover price €18.00

Circulation 27,000 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	233 x 300	15,100

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
1/2027	05/11/2027	44	01/10/2027	01/10/2027	14/10/2027

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) 286686-4642
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4346
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	monthly
COVER PRICE	11.00 EUR
PZN	GEO 597982
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 rtlalliance_info@rtl.com

Germany (Headquarters)

RTL AdAlliance GmbH
Überseeballee 10
20457 Hamburg
Email rtlalliance_info@rtl.com

Austria

RTL AdAlliance
Stella-Klein-Löw-Weg 11-17
Haus C
1020 Vienna
Email rtlalliance_at@rtl.com

Belgium

RTL AdAlliance
Coupure Rechts 64B
9000 Ghent
Email rtlalliance_be@rtl.com

Finland

RTL AdAlliance
Sofiankatu 4 C
00170 Helsinki
Email rtlalliance_fi@rtl.com

France

RTL AdAlliance
157 Avenue Charles de Gaulle
92200 Neuilly sur Seine
Email rtlalliance_fr@rtl.com

Germany

RTL AdAlliance
Picassoplatz 1
50679 Cologne
Email rtlalliance_de@rtl.com

Italy

RTL AdAlliance
Piazza Velasca 8
20121 Milano
Email rtlalliance_ita-international-sales@rtl.com

Netherlands

RTL AdAlliance
Meeuwenlaan 98-100
1021 JL Amsterdam
Email rtlalliance_nl@rtl.com

Norway

RTL AdAlliance
Tordenskioldsgate 6
0160 Oslo
Email rtlalliance_no@rtl.com

Sweden

RTL AdAlliance
Döbelnsgatan 21
111 40 Stockholm
Email rtlalliance_se@rtl.com

Switzerland

RTL AdAlliance
Zeltweg 15
P.O. Box 8032 Zurich
Email rtlalliance_ch@rtl.com

United Kingdom

RTL AdAlliance
4 Tenterden Street London
W1S1TE
Email rtlalliance_uk@rtl.com

USA - Los Angeles

RTL AdAlliance
2900 W Alameda Ave
CA 91505 Burbank
Email rtlalliance_usa@rtl.com

USA - New York

RTL AdAlliance
1540 Broadway
10019 NY
Email rtlalliance_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.



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.