



Print-Prices
2027



Discount combinations

CC CONSUMER COMBINATION NEUE POST, DAS NEUE BLATT

Combination
savings*

4,6%



CC FREIZEIT NEUE POST, DAS NEUE BLATT, FREIZEITWOCHE, DAS NEUE

Combination
savings*

11,8%



BAUER BEST AGE KOMBI

NEUE POST, DAS NEUE BLATT, FREIZEITWOCHE,
DAS NEUE, MACH MAL PAUSE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE

Combination
savings*

18,7%



BAUER MILLIONEN SUPERKOMBI

NEUE POST, DAS NEUE BLATT, DAS NEUE,
MACH MAL PAUSE, FREIZEITWOCHE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE, TV HÖREN UND
SEHEN, FERNSEHWOCHE, AUF EINEN BLICK,
TV KLAR

Combination
savings*

21,7%



* See combination tariff for details

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	210 x 280	23,230
1/1	normal	outside back cover	210 x 280	25,550
3/4	vertical	inner	153 x 280	17,640
3/4	horizontal	inner	210 x 205	17,640
1/2	vertical	inner	103 x 280	11,890
1/2	horizontal	inner	210 x 139	11,890
1/3	vertical	inner	70 x 280	8,300
1/3	horizontal	inner	210 x 94	8,300
1/4	vertical	inner	53 x 280	6,490
1/4	horizontal	inner	210 x 73	6,490

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	46,460
2*1/2	horizontal	inner	420 x 139	22,760

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.

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	
	20 g	80	98	90	116	20 g	100	125	112	143	
	30 g	85	108	95	126	30 g	130	163	146	181	
	40 g	90	120	101	138	every addl. 10 g	+30	+40	+30	+40	
	50 g	95	132	106	150						
	60 g	105	154	118	172						
	every addl. 10 g	+15	+30	+15	+38						
Loose inserts with tip-on elements on request.						*Plus 70 EUR per 1,000 postal fees.					
Circulation	Minimum circulation: 50,000 copies. The subscription circulation cannot be partially booked.					Minimum circulation: 50,000 copies. The subscription circulation cannot be partially booked.					

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	57	71	64	89	4	72	90	81	105
	Booklet	20 g	61	79	68	97	8	77	96	86	114
	every addl. 10 g		+15	+30	+15	+35	12	82	107	92	125
	Product sample	10 g	65	81	73	99	16	84	113	94	131
	Product sample	20 g	75	98	84	116	every addl. 4 pages	+12	+20	+12	+28
	Other tip-ons on request.						Bound inserts with tip-on elements on request.				
Circulation	Minimum circulation: 100,000 copies. The subscription circulation cannot be partially booked. Carrier ad: minimum full page in the total circulation (rate according to rate card)					Minimum circulation: 100,000 copies. The subscription circulation cannot be partially booked.					

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	06/01/2027	01	27/11/2026	23/12/2026	27/11/2026	18/12/2026
3/2027	13/01/2027	02	07/12/2026	05/01/2027	07/12/2026	30/12/2026
4/2027	20/01/2027	03	14/12/2026	12/01/2027	14/12/2026	08/01/2027
5/2027	27/01/2027	04	21/12/2026	19/01/2027	21/12/2026	15/01/2027
6/2027	03/02/2027	05	30/12/2026	26/01/2027	30/12/2026	22/01/2027
7/2027	10/02/2027	06	08/01/2027	02/02/2027	08/01/2027	29/01/2027
8/2027	17/02/2027	07	15/01/2027	09/02/2027	15/01/2027	05/02/2027
9/2027	24/02/2027	08	22/01/2027	16/02/2027	22/01/2027	12/02/2027
10/2027	03/03/2027	09	29/01/2027	23/02/2027	29/01/2027	19/02/2027
11/2027	10/03/2027	10	05/02/2027	02/03/2027	05/02/2027	26/02/2027
12/2027	17/03/2027	11	12/02/2027	09/03/2027	12/02/2027	05/03/2027
13/2027	23/03/2027	12	18/02/2027	15/03/2027	18/02/2027	11/03/2027
14/2027	31/03/2027	13	24/02/2027	19/03/2027	24/02/2027	17/03/2027
15/2027	07/04/2027	14	03/03/2027	30/03/2027	03/03/2027	24/03/2027
16/2027	14/04/2027	15	10/03/2027	06/04/2027	10/03/2027	02/04/2027
17/2027	21/04/2027	16	17/03/2027	13/04/2027	17/03/2027	09/04/2027
18/2027	27/04/2027	17	23/03/2027	19/04/2027	23/03/2027	15/04/2027
19/2027	04/05/2027	18	01/04/2027	26/04/2027	01/04/2027	22/04/2027
20/2027	12/05/2027	19	08/04/2027	03/05/2027	08/04/2027	29/04/2027
21/2027	19/05/2027	20	14/04/2027	10/05/2027	14/04/2027	05/05/2027
22/2027	26/05/2027	21	21/04/2027	18/05/2027	21/04/2027	13/05/2027
23/2027	02/06/2027	22	27/04/2027	25/05/2027	27/04/2027	21/05/2027
24/2027	09/06/2027	23	04/05/2027	01/06/2027	04/05/2027	28/05/2027
25/2027	16/06/2027	24	12/05/2027	08/06/2027	12/05/2027	04/06/2027
26/2027	23/06/2027	25	20/05/2027	15/06/2027	20/05/2027	11/06/2027
27/2027	30/06/2027	26	28/05/2027	22/06/2027	28/05/2027	18/06/2027
28/2027	07/07/2027	27	04/06/2027	29/06/2027	04/06/2027	25/06/2027
29/2027	14/07/2027	28	11/06/2027	06/07/2027	11/06/2027	02/07/2027
30/2027	21/07/2027	29	18/06/2027	13/07/2027	18/06/2027	09/07/2027
31/2027	28/07/2027	30	25/06/2027	20/07/2027	25/06/2027	16/07/2027
32/2027	04/08/2027	31	02/07/2027	27/07/2027	02/07/2027	23/07/2027
33/2027	11/08/2027	32	09/07/2027	03/08/2027	09/07/2027	30/07/2027
34/2027	18/08/2027	33	16/07/2027	10/08/2027	16/07/2027	06/08/2027
35/2027	25/08/2027	34	23/07/2027	17/08/2027	23/07/2027	13/08/2027
36/2027	01/09/2027	35	30/07/2027	24/08/2027	30/07/2027	20/08/2027
37/2027	08/09/2027	36	06/08/2027	31/08/2027	06/08/2027	27/08/2027
38/2027	15/09/2027	37	13/08/2027	07/09/2027	13/08/2027	03/09/2027
39/2027	22/09/2027	38	20/08/2027	14/09/2027	20/08/2027	10/09/2027
40/2027	29/09/2027	39	27/08/2027	21/09/2027	27/08/2027	17/09/2027
41/2027	06/10/2027	40	03/09/2027	28/09/2027	03/09/2027	24/09/2027
42/2027	13/10/2027	41	10/09/2027	05/10/2027	10/09/2027	01/10/2027
43/2027	20/10/2027	42	17/09/2027	12/10/2027	17/09/2027	08/10/2027
44/2027	27/10/2027	43	24/09/2027	19/10/2027	24/09/2027	15/10/2027
45/2027	03/11/2027	44	30/09/2027	26/10/2027	30/09/2027	21/10/2027
46/2027	10/11/2027	45	07/10/2027	02/11/2027	07/10/2027	28/10/2027
47/2027	17/11/2027	46	14/10/2027	09/11/2027	14/10/2027	05/11/2027
48/2027	24/11/2027	47	21/10/2027	16/11/2027	21/10/2027	12/11/2027
49/2027	01/12/2027	48	28/10/2027	23/11/2027	28/10/2027	19/11/2027
50/2027	08/12/2027	49	05/11/2027	30/11/2027	05/11/2027	26/11/2027
51/2027	15/12/2027	50	12/11/2027	07/12/2027	12/11/2027	03/12/2027
52/2027	21/12/2027	51	18/11/2027	13/12/2027	18/11/2027	09/12/2027
1/2028	28/12/2027	52	24/11/2027	17/12/2027	24/11/2027	15/12/2027

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).

General information



Publisher	Heinrich Bauer Verlag KG
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
Order Processing	E-Mail: print-order@ad-alliance.de

Ad Management	E-Mail: print-placements@ad-alliance.de Phone: +49 (0) 40 / 286686-4828
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Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4348
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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

FREQUENCY	weekly
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ON SALE DATE	Wednesday
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COVER PRICE	2.59 EUR
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PZN	NEUE POST 505624
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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.
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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.
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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.