



Prices
2026





Combination savings

YOU SAVE 10 % WHEN YOU ORDER THE BAUER FOOD KOMBI

The combination rate applies when advertisements for the same product group with a uniform theme and format are placed in the magazines. The adverts can appear in the four titles at different times within four months.

LECKER



REZEPTE pur

PREISWERT & SCHNELL KOCHEN!

Rates and formats

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm) ¹	Bleed format (width x height in mm) ²	Bleed format (width x height in mm) ³	Bleed format (width x height in mm) ⁴	Mono/Multi colour
1/1	normal	inner	233 x 190	210 x 265	210 x 280	225 x 285	62,350
1/2	vertical	inner	112 x 190	105 x 265	103 x 280	111 x 285	42,330
1/2	horizontal	inner	233 x 93	210 x 129	210 x 139	225 x 141	42,330
1/3	vertical	inner	75 x 190	73 x 265	70 x 280	76 x 285	30,520

Surcharges for preferential placements

Ad placement	Mono/Multi colour
2. Umschlagseite kochen & genießen	1,630
2. Umschlagseite Lecker	2,490
2. Umschlagseite tina Koch&Back-Ideen	810
4. Umschlagseite kochen & genießen	1,630
4. Umschlagseite Lecker	3,110
4. Umschlagseite tina Koch&Back-Ideen	810

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm) ¹	Bleed format (width x height in mm) ²	Bleed format (width x height in mm) ³	Bleed format (width x height in mm) ⁴	Mono/Multi colour
2/1	normal	inner	466 x 190	420 x 265	420 x 280	450 x 285	124,700

FORMATS
 1 LECKER
 2 REZEPTE PUR
 3 KOCHEN & GENIESSEN, TINA KOCH & BACK-IDEEN

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

Advertisorials 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: 6,700 € (including format adaptations)

Full page: 5,700 € (including format adaptations)

1/2 page: 4,000 € (including format adaptations)

1/3 page: 3,800 € (including format adaptations)

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. Advertisorials 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.

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2026	09/01/2026	02	21/11/2025
3/2026	13/02/2026	07	02/01/2026
4/2026	13/03/2026	11	30/01/2026
5/2026	10/04/2026	15	19/02/2026
6/2026	15/05/2026	20	25/03/2026
7/2026	12/06/2026	24	22/04/2026
8/2026	10/07/2026	28	25/05/2026
9/2026	14/08/2026	33	29/06/2026
10/2026	11/09/2026	37	27/07/2026
11/2026	09/10/2026	41	21/08/2026
12/2026	13/11/2026	46	24/09/2026
1/2027	11/12/2026	50	26/10/2026

Schedules for last-minute ads are published in the individual date cards of the combination.

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2026	02/01/2026	01	21/11/2025
3/2026	06/02/2026	06	02/01/2026
4/2026	06/03/2026	10	30/01/2026
5/2026	02/04/2026	14	23/02/2026
6/2026	08/05/2026	19	30/03/2026
7/2026	05/06/2026	23	28/04/2026
8/2026	03/07/2026	27	26/05/2026
9/2026	07/08/2026	32	30/06/2026
10/2026	04/09/2026	36	28/07/2026
11/2026	01/10/2026	40	24/08/2026
12/2026	06/11/2026	45	29/09/2026
1/2027	04/12/2026	49	27/10/2026

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Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2026	09/01/2026	02	02/12/2025
3/2026	13/02/2026	07	13/01/2026
4/2026	13/03/2026	11	03/02/2026
5/2026	10/04/2026	15	27/02/2026
6/2026	15/05/2026	20	06/04/2026
7/2026	12/06/2026	24	04/05/2026
8/2026	10/07/2026	28	02/06/2026
9/2026	14/08/2026	33	07/07/2026
10/2026	11/09/2026	37	04/08/2026
11/2026	09/10/2026	41	01/09/2026
12/2026	13/11/2026	46	06/10/2026
1/2027	11/12/2026	50	03/11/2026

Schedules for last-minute ads are published in the individual date cards of the combination.

Closing date schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2026	30/01/2026	05	10/12/2025
3/2026	27/02/2026	09	14/01/2026
4/2026	27/03/2026	13	06/02/2026
5/2026	24/04/2026	17	04/03/2026
6/2026	29/05/2026	22	08/04/2026
7/2026	26/06/2026	26	08/05/2026
8/2026	31/07/2026	31	12/06/2026
9/2026	28/08/2026	35	10/07/2026
10/2026	25/09/2026	39	07/08/2026
11/2026	30/10/2026	44	11/09/2026
12/2026	27/11/2026	48	09/10/2026
1/2027	24/12/2026	52	05/11/2026

Schedules for last-minute ads are published in the individual date cards of the combination.

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 / 286686-4834, -4832
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4425
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	monthly
ON SALE DATE	LECKER, TINA KOCH & BACK-IDEEN, REZEPTE PUR, KOCHEN & GENIESSEN: Friday
PZN	BAUER FOOD KOMBI 588272
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.

 best for planning. www.b4p.de



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 rtladalliance_info@rtl.com

Germany (Headquarters)

RTL AdAlliance GmbH
Überseeallee 10
20457 Hamburg
Email rtladalliance_info@rtl.com

Austria

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

Belgium

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

Finland

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

France

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

Germany

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

Italy

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

Netherlands

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

Norway

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

Sweden

RTL AdAlliance
Döbelnsgatan 21
11140 Stockholm
Email rtladalliance_se@rtl.com

Switzerland

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

United Kingdom

RTL AdAlliance
4 Tenterden Street London
W1S 1TE
Email rtladalliance_uk@rtl.com

USA - Los Angeles

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

USA - New York

RTL AdAlliance
1540 Broadway
10019 NY
Email rtladalliance_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: Carsten Schwecke, Frank Vogel

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



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