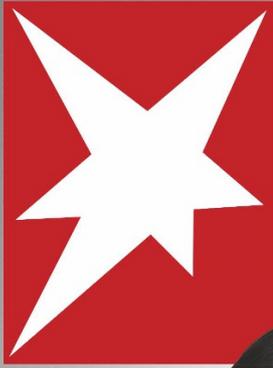


Österreich € 6,50 / Schweiz SFR 9,30 / Frankreich, Italien, Spanien, Slowenien, Portugal (cont.): € 7,80 / Benelux € 6,90 / Dänemark/DK 6,95 / Finnland € 8,- / Griechenland, Malta: € 6,30 / Großbritannien: GBP 8,20 / Kanada € 7,90 / Tschechien CZK 235,- / Ungarn Ft 3490,-
NR. 6 1.2.2024 € 5,80



sterne

ALLES MUSS RAUS
Reportage über die letzten
Wochen einer Karstadt-Filiale

RHEUMA-THERAPIE
Neue Hoffnung
gegen den Schmerz



NICHT MIT UNS!

Von Helene Fischer über Udo Lindenberg bis zum Volkswagen-Chef:
ein Aufruf zum Kampf gegen die Feinde unserer Demokratie

PLUS: 10 Vorschläge, wie der Aufstieg der AfD gestoppt werden kann



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	213 x 277	78,600
1/1	normal	1st right-hand ad page	213 x 277	90,300
1/1	normal	inside front cover	213 x 277	93,500
1/1	normal	outside back cover	213 x 277	93,500
3/4	vertical	inner	153 x 277	64,800
2/3	vertical	inner	142 x 277	59,600
2/3	horizontal	inner	213 x 182	59,600
1/2	vertical	inner	104 x 277	51,100
1/2	horizontal	inner	213 x 136	51,100
1/3	vertical	inner	69 x 277	37,500
1/3	vertical	Editorial	69 x 277	44,000
1/3	horizontal	inner	213 x 90	37,500
1/4	vertical	inner	50 x 277	31,400
1/4	horizontal	inner	213 x 66	31,400
1/8	vertical	inner	50 x 136	17,400
1/8	horizontal	inner	104 x 62	17,400

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 277	157,200
2/1	normal	1st double page in issue	426 x 277	174,500
2/1	normal	inside front cover + page 3	426 x 277	223,200
2/1	normal	After Photos of the Week	426 x 277	191,800
1 1/3	vertical	inner	282 x 277	116,300
1 1/4	vertical	inner	263 x 277	111,000
2*1/2	horizontal	inner	426 x 136	102,200
2*1/3	horizontal	inner	426 x 90	74,900

Advertisements from more than one advertiser are subject to a surcharge on the basic rate.

Full page (1st right-hand ad): Applies to main issue and to Extra

Corner ads: 1/4 and 1/8 page ads can be filled with other ads up to a 1/2 page.

20 % surcharge on the basic ad rate will be charged for sole ad position on a page.

Double page (IFC + page 3): Please note that differing paper quality and sheet division can lead to differences in colour and register which will not be recognized for complaints.

Double page (following "The Pictures of the Week"): Acceptance for this preferred position is dependent on the ad motif.

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 reserved preferred position to another advertiser if the advertiser holding the reservation does not submit a written order within three working days.

Further 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.

SMALL ADS

Small Ad catalogue service 40x80 3,300 €

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	130	182	173	231
30 g	144	202	192	255
40 g	157	220	209	278
50 g	170	238	227	302
60 g	183	256	244	324
every addl. 10 g	+14	+20	+18	+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	221	309	295	392
30 g	246	344	327	435
40 g	268	375	356	475
50 g	290	406	386	514
60 g	312	437	416	554
every addl. 10 g	+23	+32	+30	+45

Circulation

Minimum circulation: 50,000 copies

Minimum circulation: 50,000 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	Partial circ. ex. Subs	Subs
Booklet	10 g	90	126	119	160
Booklet	20 g	111	155	147	205
Booklet	30 g	127	178	169	226
every addl. 10 g		+14	+20	+18	+25
Product sample	10 g	127	178	169	226
Product sample	20 g	148	207	197	262
Flat spray / Teabags*					262

*Subscription run only. Plus 37 EUR p.T. additional technical costs and 100 EUR p.T. postal fees for thicker products. Other tip-ons on request. 30 % surcharge for a binding placement as first tip-on insert / +50 % for positioning on opening spread

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	145	203	193	258
8	169	237	225	300
12	189	265	251	335
16	209	293	278	371
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 100,000 copies
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: 100,000 copies

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 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
2/2025	02/01/2025	01	05/12/2024	13/12/2024	05/12/2024	16/12/2024
3/2025	09/01/2025	02	12/12/2024	20/12/2024	12/12/2024	23/12/2024
4/2025	16/01/2025	03	19/12/2024	03/01/2025	19/12/2024	06/01/2025
5/2025	23/01/2025	04	02/01/2025	10/01/2025	02/01/2025	13/01/2025
6/2025	30/01/2025	05	09/01/2025	17/01/2025	09/01/2025	20/01/2025
7/2025	06/02/2025	06	16/01/2025	24/01/2025	16/01/2025	27/01/2025
8/2025	13/02/2025	07	23/01/2025	31/01/2025	23/01/2025	03/02/2025
9/2025	20/02/2025	08	30/01/2025	07/02/2025	30/01/2025	10/02/2025
10/2025	27/02/2025	09	06/02/2025	14/02/2025	06/02/2025	17/02/2025
11/2025	06/03/2025	10	13/02/2025	21/02/2025	13/02/2025	24/02/2025
12/2025	13/03/2025	11	20/02/2025	28/02/2025	20/02/2025	03/03/2025
13/2025	20/03/2025	12	27/02/2025	07/03/2025	27/02/2025	10/03/2025
14/2025	27/03/2025	13	06/03/2025	14/03/2025	06/03/2025	17/03/2025
15/2025	03/04/2025	14	13/03/2025	21/03/2025	13/03/2025	24/03/2025
16/2025	10/04/2025	15	20/03/2025	28/03/2025	20/03/2025	31/03/2025
17/2025	16/04/2025	16	26/03/2025	03/04/2025	26/03/2025	04/04/2025
18/2025	24/04/2025	17	01/04/2025	09/04/2025	01/04/2025	10/04/2025
19/2025	30/04/2025	18	07/04/2025	15/04/2025	07/04/2025	16/04/2025
20/2025	08/05/2025	19	14/04/2025	24/04/2025	14/04/2025	25/04/2025
21/2025	15/05/2025	20	23/04/2025	02/05/2025	23/04/2025	05/05/2025
22/2025	22/05/2025	21	30/04/2025	09/05/2025	30/04/2025	12/05/2025
23/2025	28/05/2025	22	07/05/2025	15/05/2025	07/05/2025	16/05/2025
24/2025	05/06/2025	23	14/05/2025	22/05/2025	14/05/2025	23/05/2025
25/2025	12/06/2025	24	20/05/2025	28/05/2025	20/05/2025	30/05/2025
26/2025	18/06/2025	25	26/05/2025	04/06/2025	26/05/2025	05/06/2025
27/2025	26/06/2025	26	04/06/2025	13/06/2025	04/06/2025	16/06/2025
28/2025	03/07/2025	27	12/06/2025	20/06/2025	12/06/2025	23/06/2025
29/2025	10/07/2025	28	19/06/2025	27/06/2025	19/06/2025	30/06/2025
30/2025	17/07/2025	29	26/06/2025	04/07/2025	26/06/2025	07/07/2025
31/2025	24/07/2025	30	03/07/2025	11/07/2025	03/07/2025	14/07/2025
32/2025	31/07/2025	31	10/07/2025	18/07/2025	10/07/2025	21/07/2025
33/2025	07/08/2025	32	17/07/2025	25/07/2025	17/07/2025	28/07/2025
34/2025	14/08/2025	33	24/07/2025	01/08/2025	24/07/2025	04/08/2025
35/2025	21/08/2025	34	31/07/2025	08/08/2025	31/07/2025	11/08/2025
36/2025	28/08/2025	35	07/08/2025	15/08/2025	07/08/2025	18/08/2025
37/2025	04/09/2025	36	14/08/2025	22/08/2025	14/08/2025	25/08/2025
38/2025	11/09/2025	37	21/08/2025	29/08/2025	21/08/2025	01/09/2025
39/2025	18/09/2025	38	28/08/2025	05/09/2025	28/08/2025	08/09/2025
40/2025	25/09/2025	39	04/09/2025	12/09/2025	04/09/2025	15/09/2025
41/2025	02/10/2025	40	11/09/2025	19/09/2025	11/09/2025	22/09/2025
42/2025	09/10/2025	41	17/09/2025	25/09/2025	17/09/2025	26/09/2025
43/2025	16/10/2025	42	24/09/2025	02/10/2025	24/09/2025	06/10/2025
44/2025	23/10/2025	43	01/10/2025	10/10/2025	01/10/2025	13/10/2025
45/2025	30/10/2025	44	09/10/2025	17/10/2025	09/10/2025	20/10/2025
46/2025	06/11/2025	45	15/10/2025	23/10/2025	15/10/2025	24/10/2025
47/2025	13/11/2025	46	22/10/2025	30/10/2025	22/10/2025	03/11/2025
48/2025	20/11/2025	47	29/10/2025	07/11/2025	29/10/2025	10/11/2025
49/2025	27/11/2025	48	06/11/2025	14/11/2025	06/11/2025	17/11/2025
50/2025	04/12/2025	49	13/11/2025	21/11/2025	13/11/2025	24/11/2025
51/2025	11/12/2025	50	20/11/2025	28/11/2025	20/11/2025	01/12/2025
52/2025	18/12/2025	51	27/11/2025	05/12/2025	27/11/2025	08/12/2025
1/2026	23/12/2025	52	02/12/2025	10/12/2025	02/12/2025	11/12/2025

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 and double-pages possible).
Please note that different ad closing, copy material and cancellation deadlines are in effect for the supplements.

STERN EXTRAS – THE SPECIAL FEATURES IN STERN

Extras covering such topics as travel, enjoyment, fashion, cars, finance, digital lifestyle, building and living, etc. offer advertisers editorial environments that are plannable well in advance. Precisely reach consumers who are interested in your product and who want to let themselves be inspired by STERN! The Extras are single-topic sections in the issue (a mixture of exciting reportage, well-researched background reports, photo spreads and service/tips for the reader) - with its own opening page and individual optical layout. As an integral part of STERN, the Extras are prominently announced on the contents page. Special interest with top coverage and an opulent optical language!

AD FORMATS AND RATES: see Section 1

TOPICS AND DATES: <https://www.contentfinder.ad-alliance.de>

ALL STERN EXTRAS ARE ALSO ON STERN.de

In the STERN.de Extras, users learn everything about the trends and innovations in the respective thematic area. Moreover, the editors present entertaining videos and a wealth of service. Through its Extras in print and online/mobile, STERN offers a thematically networked, multi-channel target group approach.



The editors of STERN are publishing two entire magazines on the topic of "Good Doctors for me" and "Clinics & Rehabs", showing the reader various ways of listening to their bodies and avoiding illness. The thematic spectrum extends from tips on healthy exercise and cancer prevention up to articles on mental health.

- 1/2025 Doctors
- 2/2025 Clinics & Rehabs

The additional issues presents high-class journalism on all important aspects of health – as a perfect setting for your campaign!

COVER PRICE 7.50 EUR

CIRCULATION 75,000 print run (publisher's figure) / 80,000 print run (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	213 x 277	20,400
1/1	normal	inside front cover	213 x 277	22,400
1/1	normal	outside back cover	213 x 277	22,400
1/2	horizontal	inner	213 x 136	10,200
1/2	vertical	inner	104 x 277	10,200

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 277	40,800

All rates are shown in euros; the rates are in effect from 1 January 2025 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2025	15/02/2025	07	13/01/2025	13/01/2025	27/01/2025
2/2025	28/06/2025	26	22/05/2025	22/05/2025	06/06/2025

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) 286686-4380
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4349
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	weekly
ON SALE DATE	Thursday
COVER PRICE	6.50 EUR
PZN	STERN 570555
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 www.b4p.de
planning.



Member of
Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)



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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: Carsten Schwecke, 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.

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:
Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,
available at: www.mediaimpact.de/de/agb, unless otherwise indicated.