

Print-Prices
2027

AdAlliance

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	225 x 292	32,900
1/1	normal	inside front cover	225 x 292	37,600
1/1	normal	outside back cover	225 x 292	37,600
1/1	normal	Editorial	225 x 292	32,900
1/1	normal	next to Table of Contens	225 x 292	32,900
1/1	normal	next to opener Stars/Talk	225 x 292	32,900
1/1	normal	next to opener Style	225 x 292	32,900
1/2	vertical	inner	113 x 292	24,900
1/2	horizontal	inner	225 x 146	24,900
1/3	vertical	inner	75 x 292	20,300
1/3	vertical	Editorial	75 x 292	23,200

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	450 x 292	65,800
2/1	normal	inside front cover + page 3	450 x 292	71,900

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 3,050 €

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

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.

Rates per 1,000

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
10 g	160	223	208	271
20 g	166	232	216	281
30 g	174	252	226	303
40 g	188	274	245	330
50 g	202	302	263	359
60 g	217	332	282	397
every addl. 10 g	+14	+30	+18	+38

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 45,000 copies or total domestic subscription

Glued 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.

Rates per 1,000

Special ad format	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
Booklet	10 g	108	156	148	195
Booklet	20 g	125	186	172	233
Product sample	10 g	161	230	219	287
Product sample	20 g	183	261	242	325

Other tip-ons on request.
30% surcharge for a binding placement as the first tip-on.
50 % surcharge for positioning on opening spread.

Circulation

Minimum circulation: 90,000 copies
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Bound inserts

Definition

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

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	171	244	233	306
8	189	274	259	344
12	207	304	285	382
16	226	334	311	420
every addl. 4 pages	+17	+30	+25	+38

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 90,000 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 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	07/01/2027	01	15/12/2026	28/12/2026	08/12/2026	29/12/2026
3/2027	14/01/2027	02	22/12/2026	06/01/2027	15/12/2026	07/01/2027
4/2027	21/01/2027	03	04/01/2027	13/01/2027	28/12/2026	14/01/2027
5/2027	28/01/2027	04	11/01/2027	20/01/2027	04/01/2027	21/01/2027
6/2027	04/02/2027	05	18/01/2027	27/01/2027	11/01/2027	28/01/2027
7/2027	11/02/2027	06	25/01/2027	03/02/2027	18/01/2027	04/02/2027
8/2027	18/02/2027	07	01/02/2027	10/02/2027	25/01/2027	11/02/2027
9/2027	25/02/2027	08	08/02/2027	17/02/2027	01/02/2027	18/02/2027
10/2027	04/03/2027	09	15/02/2027	24/02/2027	08/02/2027	25/02/2027
11/2027	11/03/2027	10	22/02/2027	03/03/2027	15/02/2027	04/03/2027
12/2027	18/03/2027	11	01/03/2027	10/03/2027	22/02/2027	11/03/2027
13/2027	24/03/2027	12	05/03/2027	16/03/2027	26/02/2027	17/03/2027
14/2027	01/04/2027	13	11/03/2027	22/03/2027	04/03/2027	23/03/2027
15/2027	08/04/2027	14	18/03/2027	31/03/2027	11/03/2027	01/04/2027
16/2027	15/04/2027	15	25/03/2027	07/04/2027	18/03/2027	08/04/2027
17/2027	22/04/2027	16	05/04/2027	14/04/2027	29/03/2027	15/04/2027
18/2027	28/04/2027	17	09/04/2027	20/04/2027	02/04/2027	21/04/2027
19/2027	05/05/2027	18	16/04/2027	27/04/2027	09/04/2027	28/04/2027
20/2027	13/05/2027	19	23/04/2027	04/05/2027	16/04/2027	05/05/2027
21/2027	20/05/2027	20	29/04/2027	11/05/2027	22/04/2027	12/05/2027
22/2027	27/05/2027	21	07/05/2027	19/05/2027	30/04/2027	20/05/2027
23/2027	03/06/2027	22	13/05/2027	26/05/2027	06/05/2027	26/05/2027
24/2027	10/06/2027	23	21/05/2027	02/06/2027	14/05/2027	03/06/2027
25/2027	17/06/2027	24	31/05/2027	09/06/2027	24/05/2027	10/06/2027
26/2027	24/06/2027	25	07/06/2027	16/06/2027	31/05/2027	17/06/2027
27/2027	01/07/2027	26	14/06/2027	23/06/2027	07/06/2027	24/06/2027
28/2027	08/07/2027	27	21/06/2027	30/06/2027	14/06/2027	01/07/2027
29/2027	15/07/2027	28	28/06/2027	07/07/2027	21/06/2027	08/07/2027
30/2027	22/07/2027	29	05/07/2027	14/07/2027	28/06/2027	15/07/2027
31/2027	29/07/2027	30	12/07/2027	21/07/2027	05/07/2027	22/07/2027
32/2027	05/08/2027	31	19/07/2027	28/07/2027	12/07/2027	29/07/2027
33/2027	12/08/2027	32	26/07/2027	04/08/2027	19/07/2027	05/08/2027
34/2027	19/08/2027	33	02/08/2027	11/08/2027	26/07/2027	12/08/2027
35/2027	26/08/2027	34	09/08/2027	18/08/2027	02/08/2027	19/08/2027
36/2027	02/09/2027	35	16/08/2027	25/08/2027	09/08/2027	26/08/2027
37/2027	09/09/2027	36	23/08/2027	01/09/2027	16/08/2027	02/09/2027
38/2027	16/09/2027	37	30/08/2027	08/09/2027	23/08/2027	09/09/2027
39/2027	23/09/2027	38	06/09/2027	15/09/2027	30/08/2027	16/09/2027
40/2027	30/09/2027	39	13/09/2027	22/09/2027	06/09/2027	23/09/2027
41/2027	07/10/2027	40	20/09/2027	29/09/2027	13/09/2027	30/09/2027
42/2027	14/10/2027	41	27/09/2027	06/10/2027	20/09/2027	07/10/2027
43/2027	21/10/2027	42	04/10/2027	13/10/2027	27/09/2027	14/10/2027
44/2027	28/10/2027	43	11/10/2027	20/10/2027	04/10/2027	21/10/2027
45/2027	04/11/2027	44	15/10/2027	27/10/2027	08/10/2027	27/10/2027
46/2027	11/11/2027	45	22/10/2027	03/11/2027	15/10/2027	04/11/2027
47/2027	18/11/2027	46	29/10/2027	10/11/2027	22/10/2027	11/11/2027
48/2027	25/11/2027	47	08/11/2027	17/11/2027	01/11/2027	18/11/2027
49/2027	02/12/2027	48	15/11/2027	24/11/2027	08/11/2027	25/11/2027
50/2027	09/12/2027	49	22/11/2027	01/12/2027	15/11/2027	02/12/2027
51/2027	16/12/2027	50	29/11/2027	08/12/2027	22/11/2027	09/12/2027
52/2027	23/12/2027	51	06/12/2027	15/12/2027	29/11/2027	16/12/2027
1/2028	29/12/2027	52	09/12/2027	20/12/2027	02/12/2027	21/12/2027

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 availability).

GALA STYLE

Profile

With a clean, minimalist design and a contemporary visual style, GALA STYLE specifically appeals to the young, style-conscious GALA community. Across 20 pages, the editorial team delves deep into the latest fashion, beauty, and lifestyle trends—fresh, inspiring, and absolutely on the cutting edge. The diverse range of topics spans street style and seasonal key pieces, current accessory trends, beauty inspiration, product recommendations, and celebrity interviews.

#13 Travel, Lifestyle, Beauty, Travel Looks

#21 Street Style

#39 Beauty

#49 Christmas

Cover price €4.40

Circulation 121,519 paid circulation (IVW 3/2026)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	205 x 322	19,300
1/1	normal	inside front cover	205 x 322	25,600
1/1	normal	outside back cover	205 x 322	25,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	410 x 322	38,600
2/1	normal	inside front cover + page3	410 x 322	51,100

All rates are shown in euros; the rates are in effect from 1 January 2027 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
#13/27	24/03/2027	12	05/03/2027
#21/27	20/05/2027	20	29/04/2027
#39/27	23/09/2027	38	06/09/2027
#49/27	02/12/2027	48	15/11/2027

GALA LUXURY

Profile

GALA LUXURY - 128 pages of pure exclusivity.

Beauty trends, iconic high-end fashion and the latest watch and jewelry highlights - all in one magazine. Lavishly produced and bound in high-quality binding, GALA LUXURY is the most luxurious environment that GALA has ever created.

Cover price €10.00

Circulation 130,000 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	230 x 300	19,300
1/1	normal	inside front cover	230 x 300	25,600
1/1	normal	outside back cover	230 x 300	25,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	460 x 300	38,600
2/1	normal	inside front cover + page 3	460 x 300	51,100

Closing dates schedule

Issue No.	On Sale Date	Calendar Week
1/27	28/04/2027	17
2/27	25/11/2027	47

GALA ROYAL

Profile

With GALA ROYAL, GALA presents a high-quality special issue that captures the fascination of international royal families through a visual and narrative world that is both evocative and contemporary. At the heart of the issue is a special occasion: the 30th anniversary of Princess Diana's death—one of the most influential icons of our time, whose radiance continues to inspire generations to this day.

Across approximately 114 pages, the editorial team combines moving retrospectives, exclusive analyses, and the latest royal developments with GALA's unmistakable style: approachable, stylish, and visually opulent. GALA ROYAL thus appeals to a target audience with high purchasing power and an affinity for culture and lifestyle, who are enthusiastic about prominent figures, emotional stories, and timeless elegance.

Cover price €6.90

Circulation 50,000 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 305	19,300
1/1	normal	inside front cover	233 x 305	25,600
1/1	normal	outside back cover	233 x 305	25,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	466 x 305	38,600
2/1	normal	inside front cover + page 3	466 x 305	51,100

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	12/08/2027	32	30/06/2027	23/06/2027	16/07/2027

General information

Publisher	Funke Women, People & Family 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) 286686-4376, -4379
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4343
COPY MATERIAL DUON-Portal	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 (0) 40 / 37 41 - 17 50
Ad Special-Portal	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
Internet	www.rtl-adalliance.com
FREQUENCY	weekly
COVER PRICE	4.40 EUR
PZN	GALA 543346
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 ORIGINIAL RETAINS SOLE VALIDITY.

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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 I 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.