

classiccars

MIT
MUSEUMS
SPECIAL



OPEL
DIPLOMAT
5.4 V8

MERCEDES
450 SEL 6.9

OBERKLASSE-VERGLEICH

MERCEDES - OPEL



OPEL KAPITÄN P 2.5 MERCEDES 220 S



OPEL KAPITÄN P 2.6 COUPÉ MERCEDES 220 SEB

KAUFBERATUNG



Jaguar XJ-S



VW Polo GTI



DIE BESTEN TESTS

PORSCHE 911 DODGE VIPER



VORBILD LE MANS
Jaguar C-Type



SPORTWAGEN-ABC
Die Isdera-Historie

11

Coupé-Klassiker



Audi Coupé



Ford Capri



Toyota Celica
Supra



BMW Z3 M Coupé



Fiat Coupé 20V Turbo



TRAUMWAGEN

ALFA
ROMEO
6C 2500 SS

AT 5,80€, CH 10,30CHF, LU+BE 6,20€, NL 6,30€, IT+ES+PT 7,10€, GR 7,30€, DK 64,95DKK, FI 8,80€, CZ 245,00CZK, MT 7,70€

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	210 x 280	10,850
1/2	vertical	inner	103 x 280	5,530
1/2	horizontal	inner	210 x 139	5,530
1/3	vertical	inner	70 x 280	3,690
1/3	horizontal	inner	210 x 94	3,690
1/4	vertical	inner	53 x 280	2,770
1/4	horizontal	inner	210 x 73	2,770

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	21,700

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.

Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge. Special formats and preferred positions on request. Advertising splits on request.

SMALL ADDS

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



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	Weights up to		Total without Subs	Subs within Total	
	20 g		96	115	20 g		120	150	
	30 g		101	126	30 g		150	188	
	40 g		106	138	every addl. 10 g		+10	+19	
	50 g		111	150					
	60 g		121	175					
	every addl. 10 g		+10	+19					
	Loose inserts with tip-on elements on request.				*Plus 30 EUR per 1,000 postal fees.				
Circulation	Minimum circulation: domestic circulation				Minimum circulation: domestic circulation				
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	56	67	4		149	186	
	Booklet	20 g	60	78	8		154	193	
	every addl. 10 g		+12	+15	12		159	207	
	Product sample	10 g	63	79	16		161	217	
	Product sample	20 g	73	95	every addl. 4 pages		+12	+15	
	Flat spray / Teabags*		113	141					
	*Plus 50 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. 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				
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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2025	02/01/2025	01	20/11/2024	20/11/2024	10/12/2024
3/2025	06/02/2025	06	27/12/2024	27/12/2024	21/01/2025
4/2025	06/03/2025	10	29/01/2025	29/01/2025	18/02/2025
5/2025	03/04/2025	14	26/02/2025	26/02/2025	18/03/2025
6/2025	30/04/2025	18	21/03/2025	21/03/2025	10/04/2025
7/2025	05/06/2025	23	25/04/2025	25/04/2025	19/05/2025
8/2025	03/07/2025	27	26/05/2025	26/05/2025	16/06/2025
9/2025	07/08/2025	32	02/07/2025	02/07/2025	22/07/2025
10/2025	04/09/2025	36	30/07/2025	30/07/2025	19/08/2025
11/2025	01/10/2025	40	26/08/2025	26/08/2025	15/09/2025
12/2025	06/11/2025	45	26/09/2025	26/09/2025	17/10/2025
1/2026	04/12/2025	49	24/10/2025	24/10/2025	18/11/2025

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 / 286686-4833
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4347
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	Thursday
COVER PRICE	5.20 EUR
PZN	AUTO ZEITUNG CLASSIC CARS 501340
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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SALES OFFICES

**Luxembourg (Headquarters)**

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
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1020 Vienna
Email rtlalliance_at@rtl.com

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9000 Ghent
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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.

Prices valid from 01. January 2025



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.