



Prices
2026



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 275	31,600
1/1	normal	inside front cover	212 x 275	37,100
1/1	normal	outside back cover	212 x 275	38,000
2/3	vertical	inner	134 x 275	24,200
1/2	vertical	inner	103 x 275	20,600
1/2	horizontal	inner	212 x 135	20,600
1/3	vertical	inner	73 x 275	15,100
1/3	vertical	Editorial	73 x 275	17,900
3/12	horizontal	inner	212 x 75	12,000

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 275	63,300
2/1	normal	1st double page in issue	424 x 275	66,500
2/1	normal	inside front cover + page 3	424 x 275	74,000

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 market place 120x120 3,390 €
 Small Ad market place 120x60 1,670 €
 Small Ad market place 60x120 1,670 €
 Small Ad market place 60x240 3,390 €
 Small Ad market place 60x60 700 €

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 2026 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 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	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	
	20 g	141	198	190	256	20 g	225	315	302	409	
	30 g	159	223	213	287	30 g	255	357	344	462	
	40 g	175	248	236	318	40 g	280	391	377	508	
	50 g	191	273	256	348	50 g	304	426	410	553	
	60 g	211	298	283	382	60 g	334	469	449	606	
	every addl. 10 g	+14	+25	+19	+30	every addl. 10 g	+23	+32	+33	+45	
	Loose inserts with tip-on elements on request.										
Circulation	Minimum circulation: 50,000 copies or total domestic subscription					Minimum circulation: 50,000 copies or total domestic subscription					

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	101	141	136	184	4	174	245	235	317	
	Booklet	20 g	124	173	166	224	8	199	279	268	361	
	Booklet	30 g	143	201	192	260	12	219	307	293	395	
	every addl. 10 g		+14	+25	+19	+30	16	237	332	319	430	
	Product sample	10 g	136	191	183	247	every addl. 4 pages	+17	+25	+25	+30	
	Product sample	20 g	156	218	209	277	Bound inserts with tip-on elements on request.					
	Flat spray / Teabags*		156	218	209	282						
	*Plus 37 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. Other tip-ons on request.											
Circulation	Minimum circulation: 100,000 copies or total domestic subscription Carrier ad: minimum full page in the total circulation (rate according to rate card)						Minimum circulation: 100,000 copies or total domestic subscription					

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 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	09/01/2026	02	05/12/2025	28/11/2025	18/12/2025
3/2026	06/02/2026	06	07/01/2026	30/12/2025	20/01/2026
4/2026	06/03/2026	10	04/02/2026	28/01/2026	17/02/2026
5/2026	10/04/2026	15	09/03/2026	02/03/2026	20/03/2026
6/2026	08/05/2026	19	07/04/2026	27/03/2026	20/04/2026
7/2026	05/06/2026	23	30/04/2026	23/04/2026	15/05/2026
8/2026	03/07/2026	27	02/06/2026	26/05/2026	16/06/2026
9/2026	07/08/2026	32	08/07/2026	01/07/2026	21/07/2026
10/2026	04/09/2026	36	05/08/2026	29/07/2026	18/08/2026
11/2026	09/10/2026	41	09/09/2026	02/09/2026	22/09/2026
12/2026	13/11/2026	46	14/10/2026	07/10/2026	27/10/2026
1/2027	11/12/2026	50	11/11/2026	04/11/2026	24/11/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.

ESSEN & TRINKEN LOW CARB

essen & trinken

Profile

In ESSEN & TRINKEN LOW CARB, the editorial team is dedicated to the ongoing low carb trend. Delicious recipes, tips and information on seasonal and regional ingredients, as well as everything that contributes to a healthy diet. In short: eat well - live healthy!

Cover price €5.50

Circulation 55,000 print circulation (Publisher's Information)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	175 x 254	14,200
1/2	vertical	inner	79 x 254	8,500
1/2	horizontal	inner	175 x 123	8,500

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	350 x 254	28,400

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
1/2026	02/01/2026	01	20/11/2025	13/11/2025	03/12/2025
2/2026	06/03/2026	10	04/02/2026	28/01/2026	17/02/2026
3/2026	08/05/2026	19	07/04/2026	27/03/2026	20/04/2026
4/2026	03/07/2026	27	02/06/2026	26/05/2026	16/06/2026
5/2026	04/09/2026	36	05/08/2026	29/07/2026	18/08/2026
6/2026	06/11/2026	45	07/10/2026	30/09/2026	20/10/2026

Profile

In addition to the main ESSEN & TRINKEN magazine, single-topic SPECIAL editions are also published. The SPECIAL editions reflect the combined expertise of the ESSEN & TRINKEN editorial team on the selected topic. The ESSEN & TRINKEN SPECIAL editions are available in stores for around 12 weeks.

In 2026, ESSEN & TRINKEN SPECIAL will be published on the following topics:

- 1/26: Bestseller: Low Carb
- 2/26: Airfryer
- 3/26: Quick Cooking
- 4/26: Country Cooking
- 5/26: Bread

Cover price 8.90 EUR
Circulation 35,000 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	212 x 275	14,200
1/1	normal	outside back cover	212 x 275	16,900
1/2	horizontal	inner	212 x 135	8,500
1/3	vertical	inner	73 x 275	6,500

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 275	28,400

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
1/2026	09/01/2026	02	05/12/2025	28/11/2025	18/12/2025
2/2026	20/03/2026	12	20/02/2026	13/02/2026	05/03/2026
3/2026	29/05/2026	22	28/04/2026	21/04/2026	12/05/2026
4/2026	07/08/2026	32	10/07/2026	03/07/2026	23/07/2026
5/2026	23/10/2026	43	25/09/2026	18/09/2026	08/10/2026

General information

**essen &
trinken**

Publisher	Deutsche Medienmanufaktur GmbH & Co. KG
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) 286686-4383
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4343
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	monthly
ON SALE DATE	Wednesday
COVER PRICE	5.50 EUR
PZN	ESSEN & TRINKEN 530097
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)

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**essen &
trinken**

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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: 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.

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<https://www.mediaimpact.de/en/general-terms-and-conditions/>, unless otherwise indicated.