

Mein Lieblings-Rezept

August 2025

2,40 €
Österreich 2,70 €
Schweiz 4,70 sfr

Mein Lieblings-Rezept

DIE BESTEN REZEPTE VON LESERN FÜR LESER

25€
für Ihren Beitrag,
500€
für das Rezept
des Monats

BLITZ-KÜCHE

Spezial

Marcos Kartoffelkuchen mit Spiegelei und Spinat S. 49

FÜR JEDEN TAG

Irmas Zitronen-Spaghetti mit Garnelen S. 15

GUT BACKEN

Hildes Johannisbeer-Torte mit Schokoboden S. 52

Bunter Kartoffelsalat mit Schnitzel-Spießen S. 6

Das Beste vom Rost

Kommt vorbei, wir GRILLEN

85 schnelle und einfache Gerichte

Machen Sie mit!
Facebook.com/Lieblingsrezept

4 192282 82000 80

Prices
2026



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	148 x 210	10,760
1/2	vertical	inner	72 x 210	6,860
1/2	horizontal	inner	148 x 102	6,860

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	296 x 210	21,520

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: 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. 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	02/01/2026	01	01/12/2025	01/12/2025	05/12/2025
3/2026	06/02/2026	06	12/01/2026	12/01/2026	16/01/2026
4/2026	06/03/2026	10	09/02/2026	09/02/2026	13/02/2026
5/2026	02/04/2026	14	18/02/2026	18/02/2026	12/03/2026
6/2026	08/05/2026	19	26/03/2026	26/03/2026	16/04/2026
7/2026	05/06/2026	23	23/04/2026	23/04/2026	13/05/2026
8/2026	03/07/2026	27	22/05/2026	22/05/2026	12/06/2026
9/2026	07/08/2026	32	26/06/2026	26/06/2026	17/07/2026
10/2026	04/09/2026	36	24/07/2026	24/07/2026	14/08/2026
11/2026	01/10/2026	40	19/08/2026	19/08/2026	10/09/2026
12/2026	06/11/2026	45	24/09/2026	24/09/2026	15/10/2026
1/2027	04/12/2026	49	23/10/2026	23/10/2026	13/11/2026

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

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 / 286686-4832
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
FREQUENCY	monthly
ON SALE DATE	Friday
COVER PRICE	2.40 EUR
PZN	MEIN LIEBLINGS-REZEPT 500974
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.



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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