



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	230 x 297	24,000
1/1	normal	1st 1/1 ad page in issue	230 x 297	28,800
1/1	normal	inside front cover	230 x 297	28,800
1/1	normal	outside back cover	230 x 297	32,500
1/2	vertical	inner	108 x 297	16,800
1/2	horizontal	inner	230 x 147	16,800
1/3	vertical	inner	75 x 297	11,270
1/3	horizontal	inner	230 x 103	11,270

**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 297	48,000
2/1	normal	inside front cover + page 3	460 x 297	65,140
2/1	normal	ads up to page 31	460 x 297	57,600

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.

Type area formats on request. Trim margin/live matter margin as in the Duon Portal.

Smaller sized ads only possible following prior agreement and in limited number per issue. Special formats on request. Advertising splits 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	Partial circ. ex. Subs	Subs
20 g	138	166	141	227
30 g	143	179	146	245
40 g	148	192	151	263
50 g	153	207	155	284
60 g	163	236	165	295
every addl. 10 g	+10	+19	+10	+18

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	173	216	178	294
30 g	203	254	209	305
every addl. 10 g	+10	+25	+10	+12

\*Plus 30 EUR per 1,000 postal fees.

## Circulation

Minimum circulation: 30,000 copies or total domestic subscription circulation.

Minimum circulation: 30,000 copies or total domestic subscription 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
Booklet	10 g	95	114
Booklet	20 g	99	129
every addl. 10 g		+12	+15
Product sample	10 g	130	163
Product sample	20 g	140	182
Flat spray / Teabags*		180	225

\*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. Placement surcharge 15% on tip-ons on opening spread and 1st insert.

Pages	Total without Subs	Subs within Total
4	132	165
8	137	171
12	142	185
16	144	194
every addl. 4 pages	+12	+15

Bound inserts with tip-on elements on request. Placement surcharge 15% on 1st insert position.

## 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](http://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	07/01/2025	02	21/11/2024	21/11/2024	02/12/2024
3/2025	18/02/2025	08	09/01/2025	09/01/2025	20/01/2025
4/2025	08/04/2025	15	27/02/2025	27/02/2025	10/03/2025
5/2025	27/05/2025	22	14/04/2025	14/04/2025	25/04/2025
6/2025	08/07/2025	28	27/05/2025	27/05/2025	06/06/2025
7/2025	19/08/2025	34	10/07/2025	10/07/2025	21/07/2025
8/2025	07/10/2025	41	27/08/2025	27/08/2025	05/09/2025
1/2026	25/11/2025	48	15/10/2025	15/10/2025	24/10/2025

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 one full page possible).

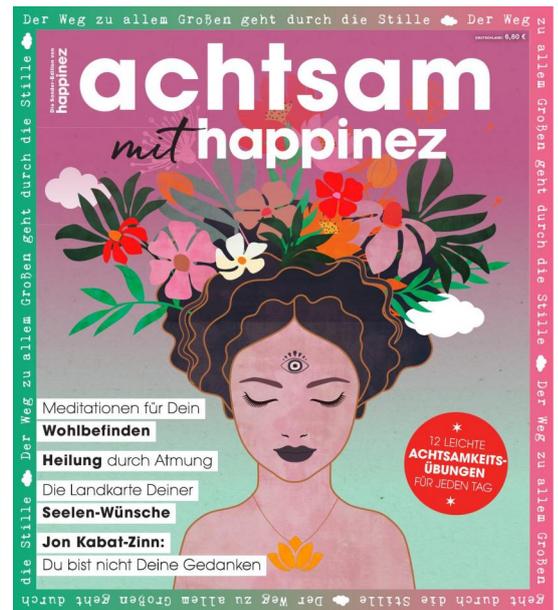
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HAPPINEZ Sonderheft

happinez

Once a year, an extra issue is published on a topic that is particularly close to the readers' hearts. The special issue is sent to all subscribers and is available at newsagents

COVER PRICE 6,80 EUR



### 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 260	15,500
1/2	vertical	inner	113 x 260	9,500
1/2	horizontal	inner	230 x 128	9,500

### 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	04/11/2025	45	23/09/2025	23/09/2025	23/09/2025

Prices valid from 01. January 2025

<b>PUBLISHER</b>	Heinrich Bauer Verlag KG
<b>MARKETERS</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
<b>ORDER PROCESSING</b>	E-Mail: <a href="mailto:print-order@ad-alliance.de">print-order@ad-alliance.de</a>
<b>AD MANAGEMENT</b>	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4833
<b>SPECIAL AD FORMATS</b>	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4080
<b>COPY MATERIAL</b>	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: <a href="mailto:anzeigen@bertelsmann.de">anzeigen@bertelsmann.de</a> Phone: (+49-5241) 80 - 897 00 Technical Specifications: Current and binding English-language information is available under: <a href="http://www.duon-portal.de">www.duon-portal.de</a> Delivery of Copy Material: The centralized delivery address for copy material is: <a href="http://www.duon-portal.de">www.duon-portal.de</a> For support please contact: <a href="mailto:support@duon-portal.de">support@duon-portal.de</a> Telephone hotline: (+49-40) 37 41 - 17 50



<b>FREQUENCY</b>	8 x a year
<b>COVER PRICE</b>	7.50 EUR
<b>PZN</b>	HAPPINEZ 530922
<b>CONDITIONS OF PAYMENT</b>	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.
<b>CONDITIONS OF BUSINESS</b>	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 <a href="http://www.internationalmediasales.net/cob">www.internationalmediasales.net/cob</a> . 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](http://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.

**b4p** best for [www.b4p.de](http://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

# happinez

**Luxembourg (Headquarters)**

RTL AdAlliance S.A.  
43, Boulevard Pierre Frieden  
L-1543 Luxembourg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Germany (Headquarters)**

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**Austria**

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**USA - Los Angeles**

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**USA - New York**

RTL AdAlliance  
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10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
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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



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