



Prices
2026



AdAlliance



Discount combinations

BAUER BEST AGE KOMBI

NEUE POST, DAS NEUE BLATT, FREIZEITWOCHE,
DAS NEUE, MACH MAL PAUSE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE



Combination
savings*

18,7%

BAUER MILLIONEN SUPERKOMBI

NEUE POST, DAS NEUE BLATT, DAS NEUE,
MACH MAL PAUSE, FREIZEITWOCHE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE, TV HÖREN UND
SEHEN, FERNSEHWOCHE, AUF EINEN BLICK,
TV KLAR



Combination
savings*

21,69%

* See combination tariff for details

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	210 x 280	4,570
3/4	vertical	inner	153 x 280	3,890
3/4	horizontal	inner	210 x 205	3,890
1/2	vertical	inner	103 x 280	2,570
1/2	horizontal	inner	210 x 139	2,570
1/3	vertical	inner	70 x 280	1,760
1/3	horizontal	inner	210 x 94	1,760
1/4	vertical	inner	53 x 280	1,400
1/4	horizontal	inner	210 x 73	1,400

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	9,140
2*1/2	horizontal	inner	420 x 139	4,570

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

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	Partial circ. ex. Subs	Weights up to	Total without Subs	Partial circ. ex. Subs	
	20 g	73	80	20 g	91	100	
	30 g	78	86	30 g	121	133	
	40 g	83	91	every addl. 10 g	+10	+10	
	50 g	88	97				
	60 g	98	108				
	every addl. 10 g	+10	+10				
	Loose inserts with tip-on elements on request.			*Plus 50 EUR per 1,000 postal fees.			
Circulation	Minimum circulation: 50,000 copies.			Minimum circulation: 50,000 copies.			

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	Pages	Total without Subs		
	Booklet	10 g	52	4	67		
	Booklet	20 g	56	8	72		
	every addl. 10 g		+12	12	77		
	Product sample	10 g	57	16	79		
	Product sample	20 g	67	every addl. 4 pages	+12		
	Flat spray / Teabags*		107				
	*Plus 100 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees. 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 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	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	07/01/2026	02	27/11/2025	23/12/2025	27/11/2025	17/12/2025
3/2026	14/01/2026	03	04/12/2025	06/01/2026	04/12/2025	29/12/2025
4/2026	21/01/2026	04	11/12/2025	13/01/2026	11/12/2025	07/01/2026
5/2026	28/01/2026	05	18/12/2025	20/01/2026	18/12/2025	14/01/2026
6/2026	04/02/2026	06	30/12/2025	27/01/2026	30/12/2025	21/01/2026
7/2026	11/02/2026	07	08/01/2026	03/02/2026	08/01/2026	28/01/2026
8/2026	18/02/2026	08	15/01/2026	10/02/2026	15/01/2026	04/02/2026
9/2026	25/02/2026	09	22/01/2026	17/02/2026	22/01/2026	11/02/2026
10/2026	04/03/2026	10	29/01/2026	24/02/2026	29/01/2026	18/02/2026
11/2026	11/03/2026	11	05/02/2026	03/03/2026	05/02/2026	25/02/2026
12/2026	18/03/2026	12	12/02/2026	10/03/2026	12/02/2026	04/03/2026
13/2026	25/03/2026	13	19/02/2026	17/03/2026	19/02/2026	11/03/2026
14/2026	31/03/2026	14	25/02/2026	23/03/2026	25/02/2026	17/03/2026
15/2026	08/04/2026	15	03/03/2026	27/03/2026	03/03/2026	23/03/2026
16/2026	15/04/2026	16	10/03/2026	07/04/2026	10/03/2026	30/03/2026
17/2026	22/04/2026	17	17/03/2026	14/04/2026	17/03/2026	08/04/2026
18/2026	28/04/2026	18	23/03/2026	20/04/2026	23/03/2026	14/04/2026
19/2026	06/05/2026	19	30/03/2026	27/04/2026	30/03/2026	21/04/2026
20/2026	12/05/2026	20	07/04/2026	04/05/2026	07/04/2026	27/04/2026
21/2026	20/05/2026	21	14/04/2026	11/05/2026	14/04/2026	05/05/2026
22/2026	27/05/2026	22	20/04/2026	18/05/2026	20/04/2026	11/05/2026
23/2026	03/06/2026	23	27/04/2026	26/05/2026	27/04/2026	19/05/2026
24/2026	10/06/2026	24	04/05/2026	02/06/2026	04/05/2026	27/05/2026
25/2026	17/06/2026	25	11/05/2026	09/06/2026	11/05/2026	03/06/2026
26/2026	24/06/2026	26	19/05/2026	16/06/2026	19/05/2026	10/06/2026
27/2026	01/07/2026	27	27/05/2026	23/06/2026	27/05/2026	17/06/2026
28/2026	08/07/2026	28	03/06/2026	30/06/2026	03/06/2026	24/06/2026
29/2026	15/07/2026	29	11/06/2026	07/07/2026	11/06/2026	01/07/2026
30/2026	22/07/2026	30	18/06/2026	14/07/2026	18/06/2026	08/07/2026
31/2026	29/07/2026	31	25/06/2026	21/07/2026	25/06/2026	15/07/2026
32/2026	05/08/2026	32	02/07/2026	28/07/2026	02/07/2026	22/07/2026
33/2026	12/08/2026	33	09/07/2026	04/08/2026	09/07/2026	29/07/2026
34/2026	19/08/2026	34	16/07/2026	11/08/2026	16/07/2026	05/08/2026
35/2026	26/08/2026	35	23/07/2026	18/08/2026	23/07/2026	12/08/2026
36/2026	02/09/2026	36	30/07/2026	25/08/2026	30/07/2026	19/08/2026
37/2026	09/09/2026	37	06/08/2026	01/09/2026	06/08/2026	26/08/2026
38/2026	16/09/2026	38	13/08/2026	08/09/2026	13/08/2026	02/09/2026
39/2026	23/09/2026	39	20/08/2026	15/09/2026	20/08/2026	09/09/2026
40/2026	29/09/2026	40	26/08/2026	21/09/2026	26/08/2026	15/09/2026
41/2026	07/10/2026	41	03/09/2026	29/09/2026	03/09/2026	23/09/2026
42/2026	14/10/2026	42	10/09/2026	06/10/2026	10/09/2026	30/09/2026
43/2026	21/10/2026	43	17/09/2026	13/10/2026	17/09/2026	07/10/2026
44/2026	28/10/2026	44	24/09/2026	20/10/2026	24/09/2026	14/10/2026
45/2026	04/11/2026	45	01/10/2026	27/10/2026	01/10/2026	21/10/2026
46/2026	11/11/2026	46	08/10/2026	03/11/2026	08/10/2026	28/10/2026
47/2026	18/11/2026	47	15/10/2026	10/11/2026	15/10/2026	04/11/2026
48/2026	25/11/2026	48	22/10/2026	17/11/2026	22/10/2026	11/11/2026
49/2026	02/12/2026	49	29/10/2026	24/11/2026	29/10/2026	18/11/2026
50/2026	09/12/2026	50	05/11/2026	01/12/2026	05/11/2026	25/11/2026
51/2026	16/12/2026	51	12/11/2026	08/12/2026	12/11/2026	02/12/2026
52/2026	22/12/2026	52	18/11/2026	14/12/2026	18/11/2026	08/12/2026
1/2027	29/12/2026	53	23/11/2026	17/12/2026	23/11/2026	11/12/2026

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 disposability).

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 / 286686-4828
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4425
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



FREQUENCY	weekly
ON SALE DATE	Wednesday
COVER PRICE	1.09 EUR
PZN	SCHÖNE WOCHE 549956
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 rtlalliance_info@rtl.com

Germany (Headquarters)

RTL AdAlliance GmbH
Überseeballee 10
20457 Hamburg
Email rtlalliance_info@rtl.com

Austria

RTL AdAlliance
Stella-Klein-Löw-Weg 11-17
Haus C
1020 Vienna
Email rtlalliance_at@rtl.com

Belgium

RTL AdAlliance
Coupure Rechts 64B
9000 Ghent
Email rtlalliance_be@rtl.com

Finland

RTL AdAlliance
Sofiankatu 4 C
00170 Helsinki
Email rtlalliance_fi@rtl.com

France

RTL AdAlliance
157 Avenue Charles de Gaulle
92200 Neuilly sur Seine
Email rtlalliance_fr@rtl.com

Germany

RTL AdAlliance
Picassoplatz 1
50679 Cologne
Email rtlalliance_de@rtl.com

Italy

RTL AdAlliance
Piazza Velasca 8
20121 Milano
Email rtlalliance_ita-international-sales@rtl.com

Netherlands

RTL AdAlliance
Meeuwenlaan 98-100
1021 JL Amsterdam
Email rtlalliance_nl@rtl.com

Norway

RTL AdAlliance
Tordenskioldsgate 6
0160 Oslo
Email rtlalliance_no@rtl.com

Sweden

RTL AdAlliance
Döbelnsgatan 21
111 40 Stockholm
Email rtlalliance_se@rtl.com

Switzerland

RTL AdAlliance
Zeltweg 15
P.O. Box 8032 Zurich
Email rtlalliance_ch@rtl.com

United Kingdom

RTL AdAlliance
4 Tenterden Street London
W1S1TE
Email rtlalliance_uk@rtl.com

USA - Los Angeles

RTL AdAlliance
2900 W Alameda Ave
CA 91505 Burbank
Email rtlalliance_usa@rtl.com

USA - New York

RTL AdAlliance
1540 Broadway
10019 NY
Email rtlalliance_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.



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.