

Aus Liebe zum Kochen

www.essen-und-trinken.de • 5/2024 • 5,20 €

essen & trinken

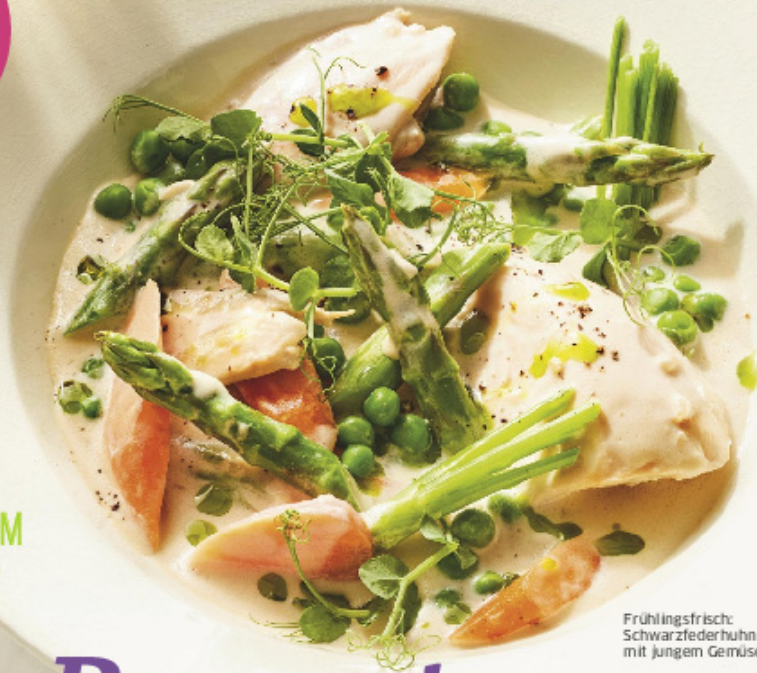
Feine
Torten

FÜR
BESONDERE
FESTE

SPARGEL
Ganz neu
kombiniert

**SCHNELLE
KÜCHE**
ALLES UNTER
40 MINUTEN

**REISE:
UNTERWEGS IM
BURGENLAND**



Frühlingstisch:
Schwarzfederhuhn
mit jungem Gemüse

Von Ragout bis Coq au vin

Wunderbare **Rezepte mit Huhn**. Mal klassisch,
mal modern, immer köstlich französisch



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	212 x 275	30,800
1/1	normal	inside front cover	212 x 275	36,100
1/1	normal	outside back cover	212 x 275	37,000
2/3	vertical	inner	134 x 275	23,600
1/2	vertical	inner	103 x 275	20,100
1/2	horizontal	inner	212 x 135	20,100
1/3	vertical	inner	73 x 275	14,700
1/3	vertical	Editorial	73 x 275	17,400
3/12	horizontal	inner	212 x 75	11,700

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	61,600
2/1	normal	1st double page in issue	424 x 275	64,800
2/1	normal	inside front cover + page 3	424 x 275	72,100

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 ADS

You can find the offer for private classified ads at WWW.VG-DMM.DE

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	137	192	184	248
30 g	154	216	206	278
40 g	170	238	229	308
50 g	185	259	248	335
60 g	204	286	274	370
every addl. 10 g	+14	+20	+19	+25

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	218	305	293	396
30 g	247	346	333	448
40 g	271	379	365	492
50 g	295	413	397	536
60 g	324	454	435	587
every addl. 10 g	+23	+32	+33	+45

Circulation

Minimum circulation: 50,000 copies or domestic subscription circulation

Minimum circulation: 50,000 copies or 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	Partial circ. ex. Subs	Subs
Booklet	10 g	98	137	132	178
Booklet	20 g	120	168	161	217
Booklet	30 g	139	195	186	252
every addl. 10 g		+14	+20	+19	+25
Product sample	10 g	132	185	177	239
Product sample	20 g	151	211	203	265
Flat spray / Teabags*		151	211	203	273

*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.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	169	237	228	307
8	193	270	260	350
12	212	297	284	383
16	230	322	309	417
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 100,000 copies or total number of subscriptions in Germany
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: 100,000 copies or total number of subscriptions in Germany

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	03/01/2025	01	29/11/2024	22/11/2024	12/12/2024
3/2025	07/02/2025	06	08/01/2025	30/12/2024	21/01/2025
4/2025	07/03/2025	10	05/02/2025	29/01/2025	18/02/2025
5/2025	11/04/2025	15	12/03/2025	05/03/2025	25/03/2025
6/2025	09/05/2025	19	04/04/2025	28/03/2025	17/04/2025
7/2025	06/06/2025	23	06/05/2025	28/04/2025	19/05/2025
8/2025	04/07/2025	27	02/06/2025	23/05/2025	16/06/2025
9/2025	01/08/2025	31	02/07/2025	25/06/2025	15/07/2025
10/2025	05/09/2025	36	06/08/2025	30/07/2025	19/08/2025
11/2025	10/10/2025	41	09/09/2025	02/09/2025	22/09/2025
12/2025	14/11/2025	46	15/10/2025	08/10/2025	28/10/2025
1/2026	12/12/2025	50	12/11/2025	05/11/2025	25/11/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.

In addition to the ESSEN & TRINKEN main issues, single-topic SPEZIAL issues are also published. The SPEZIAL issues contain the concentrated competence of the ESSEN & TRINKEN editors on the respective major topic. The ESSEN & TRINKEN SPEZIAL issues are on sale for around 12 weeks.

During 2025 SPEZIAL issues will appear on the following topics:

- 1/25: Healthy cuisine
- 2/25: Bestseller: Breakfast and brunch
- 3/25: One pot
- 4/25: Top 5
- 5/25: Bestseller: Sweet christmas

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	13,800
1/1	normal	outside back cover	212 x 275	16,500
1/2	horizontal	inner	212 x 135	8,300
1/3	vertical	inner	73 x 275	6,300

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	27,700

Rates for special ad formats on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

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
1/2025	10/01/2025	02	06/12/2024	29/11/2024	19/12/2024
2/2025	21/03/2025	12	21/02/2025	14/02/2025	06/03/2025
3/2025	30/05/2025	22	30/04/2025	23/04/2025	14/05/2025
4/2025	08/08/2025	32	11/07/2025	04/07/2025	24/07/2025
5/2025	17/10/2025	42	18/09/2025	11/09/2025	01/10/2025

In the LOW CARB series, the ESSEN & TRINKENeditors cover the low carb trend with delicious recipes, tips and seasonal ingredients. The SPEZIAL issues are on sale for around 12 weeks.

COVER PRICE 5.20 EUR

CIRCULATION 55,000 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	175 x 254	13,800
1/2	vertical	inner	79 x 254	8,300
1/2	horizontal	inner	175 x 123	8,300

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	27,700

Rates for special ad formats on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

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
1/2025	03/01/2025	01	21/11/2024	14/11/2024	04/12/2024
2/2025	07/03/2025	10	05/02/2025	29/01/2025	18/02/2025
3/2025	09/05/2025	19	04/04/2025	28/03/2025	17/04/2025
4/2025	04/07/2025	27	02/06/2025	23/05/2025	16/06/2025
5/2025	05/09/2025	36	06/08/2025	30/07/2025	19/08/2025
6/2025	07/11/2025	45	08/10/2025	30/09/2025	21/10/2025

E&T VEGGIE shows the whole variety of vegetarian nutrition, cooks with fresh seasonal products, but also uses vegetarian/vegan meat alternatives. The magazine is aimed at women aged between 25 and 49 who want to cook vegetarian meals for themselves or their families, who want to eat healthily and sustainably, who enjoy cooking but don't want to spend hours in the kitchen.

COVER PRICE 5.50 €

CIRCULATION 60,000 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	14,900
1/1	normal	inside front cover	212 x 275	16,200
1/1	normal	outside back cover	212 x 275	16,200
1/2	horizontal	inner	212 x 135	9,200
1/3	vertical	inner	73 x 275	7,200

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	29,800

Rates for special ad formats on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

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
1/2025	03/01/2025	01	03/12/2024	26/11/2024	16/12/2024
2/2025	16/05/2025	20	15/04/2025	08/04/2025	30/04/2025
3/2025	05/09/2025	36	08/08/2025	01/08/2025	21/08/2025



GENERAL INFORMATION

PUBLISHER Deutsche Medienmanufaktur GmbH & Co. KG

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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
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INTERNET www.rtl-adalliance.com

FREQUENCY monthly

ON SALE DATE Wednesday

COVER PRICE 5.20 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.



Member of
Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)

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You can find the current media portfolio at 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.



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.