



COSMOPOLITAN

FUN.FEARLESS.FEMALE.

JULI / AUGUST 2024

Big hot Summer-Issue

- FLIRRENDE SEX-STORYS
- HAMMER-STRÄNDE
- BADEMODE, IN DER SICH JEDE TOLL FÜHLT

BIN ICH ZU STARK, BIST DU ZU SCHWACH

RAUS AUS DEM LIEBES-DILEMMA ERFOLGREICHER FRAUEN

GÖNNEN OHNE REUE

Warum Impulskäufe echt mal sein dürfen

COVERSTAR
TONI GARRN
ÜBER CHAOS IM LEBEN UND WIE SIE ES MIT ROUTINEN MEISTERT

ENDLICH RICHTIG RELAXED
(JA, AUCH MIT KIDS)
DANK DER URLAUBS-ART, DIE GENAU ZU IHREN BEDÜRFNISSEN PASST

SONNEN-SCHÖN!

IHR BEAUTY-GUIDE FÜR SCHNELL-SICHERES BRÄUNEN, GESUNDES HAAR UND EIN FITTES KÖRPERGEFÜHL

DEUTSCHLAND € 4,20
ÖSTERREICH € 4,70 | SCHWEIZ CHF 8,20

07
4 190910 204202

**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	202 x 270	45,290
1/1	normal	before/next to content/editorial	202 x 270	58,880
1/1	normal	1st ad beauty section	202 x 270	52,080
1/1	normal	1st ad fashion section	202 x 270	52,080
1/1	normal	outside back cover	202 x 270	63,410
1/1	normal	ads up to page 41	202 x 270	54,350
2/3	vertical	inner	120 x 270	37,830
1/2	vertical	inner	93 x 270	31,750
1/2	horizontal	inner	202 x 130	31,750
1/3	vertical	inner	65 x 270	21,330
1/3	horizontal	inner	202 x 92	21,330

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	404 x 270	90,580
2/1	normal	inside front cover + page 3	404 x 270	126,810
2/1	normal	double pages up to page 41	404 x 270	108,700

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	230	276	235	386
30 g	235	294	240	403
40 g	240	312	245	427
50 g	245	331	249	453
60 g	255	370	259	485
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	288	360	297	490
30 g	318	398	328	501
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

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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	Subs
Booklet	10 g	159	191	287
Booklet	20 g	163	212	318
every addl. 10 g		+12	+15	+17
Product sample	10 g	187	234	351
Product sample	20 g	197	256	384
Flat spray / Teabags*		237	296	444

*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	240	300
8	245	306
12	250	325
16	252	340
every addl. 4 pages	+12	+15

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

Circulation

Minimum circulation: 30,000 copies or total domestic subscription 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 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
3/2025	04/02/2025	06	18/12/2024	20/11/2024	07/01/2025
4/2025	04/03/2025	10	22/01/2025	18/12/2024	04/02/2025
5/2025	08/04/2025	15	26/02/2025	29/01/2025	11/03/2025
6/2025	06/05/2025	19	21/03/2025	21/02/2025	03/04/2025
7/2025	10/06/2025	24	28/04/2025	27/03/2025	12/05/2025
9/2025	05/08/2025	32	25/06/2025	26/05/2025	08/07/2025
10/2025	02/09/2025	36	23/07/2025	25/06/2025	05/08/2025
11/2025	07/10/2025	41	26/08/2025	29/07/2025	08/09/2025
12/2025	04/11/2025	45	22/09/2025	25/08/2025	06/10/2025
1/2026	09/12/2025	50	28/10/2025	29/09/2025	11/11/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
For technical reasons only best-possible positions can be offered for last-minute ads (only one full page possible).

In addition to COSMOPOLITAN, the MEN, BEAUTY and ACCESSOIRES specials are bundled with the main magazine. The specials allow readers to discover the many facets of the topics.

#5/25 Männer

#11/25 Beauty

#12/25 Accessoires (Newspaper format)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	202 x 270	26,250
1/1 Zeitungsformat	normal	inner	260 x 380	26,250

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	404 x 270	52,500

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
#5/25	08/04/2025	15	10/02/2025
#11/25	07/10/2025	41	11/08/2025
#12/25	04/11/2025	45	08/09/2025

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 / 286686-4833

SPECIAL AD FORMATS

Email: print-adspecials@ad-alliance.de
Phone: (+49-40) 286686-4823

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

Tuesday

COVER PRICE

5.50 EUR

PZN

COSMOPOLITAN 569511

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

COSMOPOLITAN

Luxembourg (Headquarters)

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
L-1543 Luxembourg
Email rtlalliance_info@rtl.com

Germany (Headquarters)

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

Austria

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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
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France

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

Germany

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Email rtlalliance_de@rtl.com

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Email rtlalliance_ita-international-sales@rtl.com

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Meeuwenlaan 98-100
1021 JL Amsterdam
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0160 Oslo
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Sweden

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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: Carsten Schwecke, Frank Vogel

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.

Prices valid from 01. January 2025



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.