



TV HÖREN UND SEHEN | FERNSEHWOCHE |  
AUF EINEN BLICK | TV KLAR

# Basis Programm



Prices  
2026





## Combination savings

### YOU SAVE 20 % BY BOOKING BASIS PROGRAMM

The combination rate applies when advertisements for the same product group with a uniform theme and format are placed in the magazines. The adverts can appear in the four titles with a time delay within a financial year.



### Subsequent discount

For additional bookings in MEIN TV & ICH you will receive a follow-up discount of 20 %.

# 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	127,460
3/4	vertical	inner	153 x 280	107,810
3/4	horizontal	inner	210 x 205	107,810
1/2	vertical	inner	103 x 280	74,370
1/2	horizontal	inner	210 x 139	74,370
1/3	vertical	inner	70 x 280	47,760
1/3	horizontal	inner	210 x 94	47,760
1/4	vertical	inner	53 x 280	43,130
1/4	horizontal	inner	210 x 73	43,130

## 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	254,930
2*1/2	horizontal	inner	420 x 139	148,740

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.

# Closing date schedule

Issue No.	On Sale Date <sup>1</sup>	On Sale Date <sup>2</sup>	Calendar Week	Ad Closing, Copy & Cancellation Date
1/2026	-	02/01/2026	01	27/11/2025
2/2026	08/01/2026	09/01/2026	02	04/12/2025
3/2026	15/01/2026	16/01/2026	03	11/12/2025
4/2026	22/01/2026	23/01/2026	04	18/12/2025
5/2026	29/01/2026	30/01/2026	05	30/12/2025
6/2026	05/02/2026	06/02/2026	06	08/01/2026
7/2026	12/02/2026	13/02/2026	07	15/01/2026
8/2026	19/02/2026	20/02/2026	08	22/01/2026
9/2026	26/02/2026	27/02/2026	09	29/01/2026
10/2026	05/03/2026	06/03/2026	10	05/02/2026
11/2026	12/03/2026	13/03/2026	11	05/02/2026
12/2026	19/03/2026	20/03/2026	12	12/02/2026
13/2026	26/03/2026	27/03/2026	13	18/02/2026
14/2026	01/04/2026	02/04/2026	14	24/02/2026
15/2026	09/04/2026	10/04/2026	15	02/03/2026
16/2026	16/04/2026	17/04/2026	16	12/03/2026
17/2026	23/04/2026	24/04/2026	17	19/03/2026
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22/2026	28/05/2026	29/05/2026	22	21/04/2026
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29/2026	16/07/2026	17/07/2026	29	11/06/2026
30/2026	23/07/2026	24/07/2026	30	18/06/2026
31/2026	30/07/2026	31/07/2026	31	25/06/2026
32/2026	06/08/2026	07/08/2026	32	02/07/2026
33/2026	13/08/2026	14/08/2026	33	09/07/2026
34/2026	20/08/2026	21/08/2026	34	16/07/2026
35/2026	27/08/2026	28/08/2026	35	23/07/2026
36/2026	03/09/2026	04/09/2026	36	30/07/2026
37/2026	10/09/2026	11/09/2026	37	06/08/2026
38/2026	17/09/2026	18/09/2026	38	13/08/2026
39/2026	24/09/2026	25/09/2026	39	20/08/2026
40/2026	30/09/2026	01/10/2026	40	25/08/2026
41/2026	08/10/2026	09/10/2026	41	02/09/2026
42/2026	15/10/2026	16/10/2026	42	10/09/2026
43/2026	22/10/2026	23/10/2026	43	17/09/2026
44/2026	29/10/2026	30/10/2026	44	24/09/2026
45/2026	05/11/2026	06/11/2026	45	30/09/2026
46/2026	12/11/2026	13/11/2026	46	08/10/2026
47/2026	19/11/2026	20/11/2026	47	15/10/2026
48/2026	26/11/2026	27/11/2026	48	22/10/2026
49/2026	03/12/2026	04/12/2026	49	28/10/2026
50/2026	10/12/2026	11/12/2026	50	05/11/2026
51/2026	17/12/2026	18/12/2026	51	11/11/2026
52/2026	23/12/2026	24/12/2026	52	17/11/2026
1/2027	30/12/2026	31/12/2026	53	20/11/2026

Schedules for last-minute ads are published in the individual cate cards of the combination.

1 AUF EINEN BLICK, TV KLAR  
2 TV HÖREN UND SEHEN, FERNSEHWOCHE

# General information



<b>Publisher</b>	Heinrich Bauer Verlag KG
<b>Marketers</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, <a href="http://www.rtl-adalliance.com">www.rtl-adalliance.com</a>
<b>Order Processing</b>	E-Mail: <a href="mailto:print-order@ad-alliance.de">print-order@ad-alliance.de</a>
<b>Ad Management</b>	E-Mail: <a href="mailto:print-placements@ad-alliance.de">print-placements@ad-alliance.de</a> Phone: +49 (0) 40 / 286686-4827, -4834
<b>Special Ad Formats</b>	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4425
<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



Binding technical specifications for special ad formats are available online at [www.adspecial-portal.de](http://www.adspecial-portal.de)

## FREQUENCY

weekly

## ON SALE DATE

AUF EINEN BLICK, TV KLAR: Thursday | FERNSEHWOCHE, TV HÖREN UND SEHEN: Friday

## PZN

BASIS PROGRAMM 577214

## 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](http://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](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.



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

# Sales offices



## Luxembourg (Headquarters)

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## USA - New York

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You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057  
Executive Board: Frank Vogel, Stephan Schmitter

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