

Mein Zuhause voller Ideen

LIVING AT HOME

25 Jahre

Urlaubs-küche

Von Feigensalat über Meeresfrüchte bis Crème Caramel

AUF NACH KORSIKA
Strände, Shopping und schöne Hotels

Neue Serie:
„ALLES, WAS WIR LIEBEN“
DIESES MAL: DIE BESTEN OBST-KUCHEN – VON APRIKOSENTARTE BIS ZWETSCHGENKUCHEN

Feriengefühl für mein Zuhause

INSPIRATION AUS DEM URLAUB: DEKO & ACCESSOIRES

NR. 8 | DEUTSCHLAND 5,50 €
ÖSTERREICH 6,20 €
WWW.LIVINGATHOME.DE

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4 195291 305500

Prices
2026



AdAlliance

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	215 x 280	24,800
1/1	normal	inside front cover	215 x 280	28,900
1/1	normal	outside back cover	215 x 280	29,600
2/3	vertical	inner	136 x 280	17,300
1/2	vertical	inner	105 x 280	14,600
1/2	horizontal	inner	215 x 139	14,600
1/3	vertical	inner	74 x 280	11,700
1/3	vertical	Editorial	74 x 280	15,200

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	430 x 280	49,600

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.

Special formats and advertising splits on request.

SMALL ADS

Small Ad market place 120x120 2,720 €
 Small Ad market place 120x60 1,370 €
 Small Ad market place 60x120 1,370 €
 Small Ad market place 60x240 2,720 €
 Small Ad market place 60x60 910 €

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.

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	Weights up to	Subs
	20 g	139	195	175	249	20 g	423
	30 g	158	221	200	283	30 g	481
	40 g	181	253	227	322	40 g	548
	50 g	196	278	248	352	50 g	598
	60 g	218	304	275	389	60 g	663
	every addl. 10 g	+14	+25	+20	+30	every addl. 10 g	+45
	Loose inserts with tip-on elements on request.						
Circulation	Minimum circulation: 30,000 copies					Minimum circulation: Domestic subscription. Single copy circulation on request.	

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	Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
	Booklet	10 g	114	159	151	199	4	182	254	240	318
	Booklet	20 g	135	189	180	236	8	213	297	282	372
	Booklet	30 g	161	225	213	282	12	237	332	316	416
	every addl. 10 g		+14	+25	+18	+30	16	263	368	349	460
	Product sample	10 g	161	225	213	282	every addl. 4 pages	+17	+25	+25	+30
	Product sample	20 g	184	257	244	321	Bound inserts with tip-on elements on request. 30 % surcharge for binding position as 1st bound insert.				
	Flat spray / Teabags*		184	257	244	321					
*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. 30 % surcharge for binding position as 1st tip-on insert.											
Circulation	Minimum circulation: 70,000 copies Carrier ad: minimum full page in the total circulation (rate according to rate card)						Minimum circulation: 70,000 copies				

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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
				Loose Inserts	Glued, Bound Inserts	
2/2026	09/01/2026	02	24/11/2025	24/11/2025	17/11/2025	12/12/2025
3/2026	13/02/2026	07	02/01/2026	02/01/2026	22/12/2025	21/01/2026
4/2026	13/03/2026	11	29/01/2026	29/01/2026	22/01/2026	18/02/2026
5/2026	10/04/2026	15	24/02/2026	24/02/2026	17/02/2026	16/03/2026
6/2026	08/05/2026	19	23/03/2026	23/03/2026	16/03/2026	14/04/2026
7/2026	12/06/2026	24	24/04/2026	24/04/2026	17/04/2026	18/05/2026
8/2026	10/07/2026	28	27/05/2026	27/05/2026	19/05/2026	17/06/2026
9/2026	07/08/2026	32	25/06/2026	25/06/2026	18/06/2026	15/07/2026
10/2026	11/09/2026	37	30/07/2026	30/07/2026	23/07/2026	19/08/2026
11/2026	09/10/2026	41	27/08/2026	27/08/2026	20/08/2026	16/09/2026
12/2026	06/11/2026	45	24/09/2026	24/09/2026	17/09/2026	14/10/2026
1/2027	11/12/2026	50	29/10/2026	29/10/2026	22/10/2026	18/11/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.

Profile

In addition to the main issues of LIVING AT HOME, single-theme SPECIAL issues are published. The SPECIAL issues showcase LIVING AT HOME's concentrated expertise on the respective focus topic. Each issue comprises approximately 128 pages and is available in stores for 12 weeks.

Topics

- #1 Spring Cooking & Easter
- #2 Garden Special
- #3 Summer Kitchen & Harvest
- #4 Christmas

Cover price	€9.90
Circulation	40,000 print circulation (Publisher's Information 2026)



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 292	14,200
1/1	normal	outside back cover	230 x 292	16,900
1/2	vertical	inner	109 x 292	8,500
1/2	horizontal	inner	230 x 141	8,500
1/3	vertical	inner	79 x 292	6,500

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 292	28,400

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	13/02/2026	07	09/01/2026	09/01/2026	26/01/2026
2/2026	10/04/2026	15	04/03/2026	04/03/2026	19/03/2026
3/2026	14/08/2026	33	10/07/2026	10/07/2026	27/07/2026
4/2026	23/10/2026	43	18/09/2026	18/09/2026	05/10/2026

General information

LIVING AT HOME

Publisher	Deutsche Medienmanufaktur GmbH & Co. KG
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
Order Processing	Email: print-order@ad-alliance.de
Ad Management	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4383
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4080
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
Internet	www.rtl-adalliance.com
FREQUENCY	monthly
COVER PRICE	5.50 EUR
PZN	LIVING AT HOME 534394
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.

 best for planning. www.b4p.de



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

Sales offices

LIVING
AT HOME

Luxembourg (Headquarters)

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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: Frank Vogel, Stephan Schmitter

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



The General Terms and Conditions of Ad Alliance GmbH apply,
which can be found at <https://www.ad-alliance.de/terms-conditions>

Ad Alliance is the marketing division of RTL Deutschland and is responsible for marketing the channels and services of RTL Deutschland, the Bauer Media Group, and the video and addressable TV network of RTL AdAlliance. As a service provider, Ad Alliance markets print brands and Media Impact's digital in-page brands, and as a proprietary trader, it markets Media Impact's digital in-stream brands, selected print and digital brands of the FUNKE Media Group, and Warner Bros. Discovery's HBO Max streaming service.

The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at:
<https://www.mediaimpact.de/en/general-terms-and-conditions/>, unless otherwise indicated.