

DEUTSCHLAND 6,90 € | ÖSTERREICH 7,80 € | SCHWEIZ 11 CHF

NOVEMBER 2025 | SCHÖNER-WOHNEN.DE



# SCHÖNER WOHNEN

EUROPAS GRÖSSTES WOHNMAGAZIN

65  
JAHRE  
UNSERE GROSSE  
JUBILÄUMS-  
AUSGABE



HERVORRAGEND  
MODERNISIERT  
EINFAMILIENHÄUSER  
ANDERS DENKEN

## Wie wir wohnen

SO VIELFÄLTIG RICHTET SICH DEUTSCHLAND EIN

### BITTET ZU TISCH

DIE KÖNIGIN DES FEINEN  
PORZELLANS

### EINFACHER BAUEN

LAUT BAUMINISTERIN IST  
WOHNEN EIN GRUNDRECHT

### LIEBLINGSORTE

PERSÖNLICHE REISE-  
TIPPS DER REDAKTION

Prices  
2026



AdAlliance

# Rates and formats

## Formats on single pages

| Format | Format additions | Ad placement              | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|---------------------------|--|-------------------|
| 1/1    | normal           | inner                     | 215 x 280                              | 41,800            |
| 1/1    | normal           | inside front cover        | 215 x 280                              | 49,800            |
| 1/1    | normal           | outside back cover        | 215 x 280                              | 51,000            |
| 1/1    | normal           | next to Table of Contents | 215 x 280                              | 46,800            |
| 1/1    | normal           | right opposite Team       | 215 x 280                              | 44,800            |
| 2/3    | vertical         | inner                     | 139 x 280                              | 31,700            |
| 1/2    | vertical         | inner                     | 106 x 280                              | 25,400            |
| 1/2    | horizontal       | inner                     | 215 x 139                              | 25,400            |
| 1/3    | vertical         | inner                     | 73 x 280                               | 21,900            |
| 1/3    | vertical         | Editorial                 | 73 x 280                               | 26,900            |

## Formats on double pages

| Format | Format additions | Ad placement                | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|-----------------------------|--|-------------------|
| 2/1    | normal           | inner                       | 430 x 280                              | 83,600            |
| 2/1    | normal           | 1st double page in issue    | 430 x 280                              | 88,600            |
| 2/1    | normal           | inside front cover + page 3 | 430 x 280                              | 96,100            |

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.

Special formats and advertising splits on request.

## SMALL ADS

Small Ad market place 120x120 4,090 €  
 Small Ad market place 120x60 2,100 €  
 Small Ad market place 60x120 2,100 €  
 Small Ad market place 60x240 4,090 €  
 Small Ad market place 60x60 1,070 €

## 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

| <b>Loose inserts</b>   |   |                    |                   |                        |      | <b>Oversize-inserts</b>  |      |
|------------------------|---|--------------------|-------------------|------------------------|------|--|------|
| <b>Definition</b>      | 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. |      |
| <b>Rates per 1,000</b> | Weights up to   | Total without Subs | Subs within Total | Partial circ. ex. Subs | Subs | Weights up to  | Subs |
|                        | 20 g  | 152                | 213               | 191                    | 263  | 20 g   | 449  |
|                        | 30 g  | 173                | 243               | 218                    | 299  | 30 g   | 510  |
|                        | 40 g  | 194                | 271               | 245                    | 337  | 40 g   | 573  |
|                        | 50 g  | 215                | 300               | 270                    | 373  | 50 g   | 633  |
|                        | 60 g  | 233                | 326               | 294                    | 405  | 60 g   | 688  |
|                        | every addl. 10 g  | +14                | +25               | +20                    | +30  | every addl. 10 g   | +45  |
|                        | Loose inserts with tip-on elements on request.  |                    |                   |                        |      |  |      |
| <b>Circulation</b>     | Minimum circulation: 40,000 copies or total domestic subscription   |                    |                   |                        |      | Minimum circulation: total domestic subscriptions. Single copy sales on request.   |      |

| <b>Glued inserts</b>   |  |               |                    |                   |                        | <b>Bound inserts</b>   |                     |                    |                   |                        |      |
|------------------------|--|---------------|--------------------|-------------------|------------------------|--|---------------------|--------------------|-------------------|------------------------|------|
| <b>Definition</b>      | 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. |                     |                    |                   |                        |      |
| <b>Rates per 1,000</b> | 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               | 241                    | 318  |
|                        | Booklet  | 20 g          | 128                | 184               | 170                    | 229  | 8                   | 227                | 318               | 300                    | 397  |
|                        | Booklet  | 30 g          | 152                | 213               | 201                    | 266  | 12                  | 266                | 373               | 353                    | 465  |
|                        | every addl. 10 g   |               | +14                | +25               | +18                    | +30  | 16                  | 287                | 401               | 381                    | 502  |
|                        | Product sample   | 10 g          | 152                | 213               | 201                    | 266  | every addl. 4 pages | +17                | +25               | +25                    | +30  |
|                        | Product sample   | 20 g          | 175                | 246               | 232                    | 308  |                     |                    |                   |                        |      |
|                        | Flat spray / Teabags*  |               | 175                | 246               | 232                    | 308  |                     |                    |                   |                        |      |
|                        | *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 a binding placement as first tip-on insert. 50 % surcharge for positioning on opening spread. |               |                    |                   |                        | Bound inserts with tip-on elements on request. 30 % surcharge for binding position as first bound insert.  |                     |                    |                   |                        |      |
| <b>Circulation</b>     | Minimum circulation: 100,000 copies<br>Carrier ad: minimum full page in the total circulation (rate according to rate card)  |               |                    |                   |                        | Minimum circulation: 100,000 copies  |                     |                    |                   |                        |      |

| <b>E-paper</b> |  |
|----------------|--|
|                | The additional allocation of the ePaper edition is possible. Circulation and rates on request. |

|   |  |
|---|--|
| <b>Price Quotes</b>                       | 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. |
| <b>Circulation</b>                        | 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.   |
| <b>Technical Information and Delivery</b> | Binding technical information, deadlines, samples, as well as delivery can be downloaded from <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a> . 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.   |
| <b>Print Service</b>                      | On request, the special ad formats can be produced by the publisher. Prices on request.  |

## Special ad formats

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    | 09/01/2026   | 02            | 28/11/2025                           | 08/12/2025      | 28/11/2025                                     | 10/12/2025                       |
| 3/2026    | 13/02/2026   | 07            | 09/01/2026                           | 19/01/2026      | 09/01/2026                                     | 21/01/2026                       |
| 4/2026    | 13/03/2026   | 11            | 06/02/2026                           | 16/02/2026      | 06/02/2026                                     | 18/02/2026                       |
| 5/2026    | 10/04/2026   | 15            | 04/03/2026                           | 12/03/2026      | 04/03/2026                                     | 16/03/2026                       |
| 6/2026    | 08/05/2026   | 19            | 31/03/2026                           | 10/04/2026      | 31/03/2026                                     | 14/04/2026                       |
| 7/2026    | 05/06/2026   | 23            | 28/04/2026                           | 07/05/2026      | 28/04/2026                                     | 11/05/2026                       |
| 8/2026    | 10/07/2026   | 28            | 05/06/2026                           | 15/06/2026      | 05/06/2026                                     | 17/06/2026                       |
| 9/2026    | 07/08/2026   | 32            | 03/07/2026                           | 13/07/2026      | 03/07/2026                                     | 15/07/2026                       |
| 10/2026   | 11/09/2026   | 37            | 07/08/2026                           | 17/08/2026      | 07/08/2026                                     | 19/08/2026                       |
| 11/2026   | 09/10/2026   | 41            | 04/09/2026                           | 14/09/2026      | 04/09/2026                                     | 16/09/2026                       |
| 12/2026   | 13/11/2026   | 46            | 09/10/2026                           | 19/10/2026      | 09/10/2026                                     | 21/10/2026                       |
| 1/2027    | 11/12/2026   | 50            | 06/11/2026                           | 16/11/2026      | 06/11/2026                                     | 18/11/2026                       |

\*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).

## Profile

The approx. 60-page extra is included in oversize format in the retail and subscription edition of SCHÖNER WOHNEN No. 8 of the year.

EDITION: 200 mm width, 300 mm height



### Formats on single pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|--|-------------------|
| 1/1    | normal           | inner        | 200 x 300                              | 27,300            |
| 1/2    | vertical         | inner        | 97 x 300                               | 16,100            |
| 1/2    | horizontal       | inner        | 200 x 147                              | 16,100            |
| 1/3    | vertical         | inner        | 63 x 300                               | 11,100            |

### Formats on double pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|--|-------------------|
| 2/1    | normal           | inner        | 400 x 300                              | 54,600            |

### Closing dates schedule

| Issue No. | On Sale Date | Calendar Week | Ad Closing,<br>Copy & Cancellation Date |
|-----------|--------------|---------------|---|
| 8/2026    | 10/07/2026   | 28            | 06/05/2026                              |

## Profile

In addition to the SCHÖNER WOHNEN main magazine, high-quality monothematic SPECIAL issues are published, which are available in newsagents for around 12 weeks.

### Topics

- #1 Garden
- #2 Bathroom
- #3 Design+Classics
- #4 Kitchen
- #5 Remodeling+Modernizing
- #6 Luxury

**Cover price** €11.50

**Circulation** 50,000 print circulation (Publisher's Information)



## Formats on single pages

| Format | Format additions | Ad placement       | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------------|--|-------------------|
| 1/1    | normal           | inner              | 228 x 298                              | 14,300            |
| 1/1    | normal           | inside front cover | 228 x 298                              | 16,500            |
| 1/1    | normal           | outside back cover | 228 x 298                              | 17,000            |
| 1/2    | vertical         | inner              | 112 x 298                              | 8,600             |
| 1/2    | horizontal       | inner              | 228 x 146                              | 8,600             |
| 1/3    | vertical         | inner              | 76 x 298                               | 6,500             |

## Formats on double pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|--|-------------------|
| 2/1    | normal           | inner        | 465 x 298                              | 28,600            |

## Closing dates schedule

| Issue No. | On Sale Date | Calendar Week | Ad Closing,<br>Copy & Cancellation Date | Special Ad Formats Closing & Cancellation<br>Date | Special Ad Formats Delivery Date |
|-----------|--------------|---------------|---|---|----------------------------------|
| 1/2026    | 13/03/2026   | 11            | 06/02/2026                              | 06/02/2026  | 20/02/2026                       |
| 2/2026    | 08/05/2026   | 19            | 31/03/2026                              | 31/03/2026  | 16/04/2026                       |
| 3/2026    | 03/07/2026   | 27            | 29/05/2026                              | 29/05/2026  | 12/06/2026                       |
| 4/2026    | 04/09/2026   | 36            | 31/07/2026                              | 31/07/2026  | 14/08/2026                       |
| 5/2026    | 16/10/2026   | 42            | 11/09/2026                              | 11/09/2026  | 25/09/2026                       |
| 6/2026    | 27/11/2026   | 48            | 23/10/2026                              | 23/10/2026  | 06/11/2026                       |

## Profile

Every year, two additional issues of SCHÖNER WOHNEN are published, which all SCHÖNER WOHNEN subscribers receive. The issues are available in newsagents for around 12 weeks.

### Topics

#1 Summer Issue/Trends

#2 Christmas

Cover price €6.30

Circulation 80,000 print circulation (Publisher's Information 2024)



## Formats on single pages

| Format | Format additions | Ad placement       | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------------|--|-------------------|
| 1/1    | normal           | inner              | 215 x 280                              | 27,300            |
| 1/1    | normal           | inside front cover | 215 x 280                              | 31,900            |
| 1/1    | normal           | outside back cover | 215 x 280                              | 32,800            |
| 1/2    | vertical         | inner              | 106 x 280                              | 16,100            |
| 1/2    | horizontal       | inner              | 215 x 139                              | 16,100            |
| 1/3    | vertical         | inner              | 73 x 280                               | 14,200            |



## Formats on double pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) | Mono/Multi colour |
|--------|------------------|--------------|--|-------------------|
| 2/1    | normal           | inner        | 430 x 280                              | 54,600            |

## Closing dates schedule

| Issue No. | On Sale Date | Calendar Week | Ad Closing,<br>Copy & Cancellation Date | Last Minute Ads | Special Ad Formats Closing &<br>Cancellation Date | Special Ad Formats Delivery Date |
|-----------|--------------|---------------|---|-----------------|---|----------------------------------|
| 1/2026    | 19/06/2026   | 25            | 13/05/2026                              | 19/05/2026      | 13/05/2026  | 27/05/2026                       |
| 2/2026    | 30/10/2026   | 44            | 25/09/2026                              | 30/09/2026      | 25/09/2026  | 07/10/2026                       |

## General information

|  |  |
|--|--|
| <b>Publisher</b>   | Gruner + Jahr Deutschland GmbH   |
| <b>Marketers</b>   | RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com  |
| <b>Order Processing</b>  | Email: print-order@ad-alliance.de  |
| <b>Ad Management</b>   | Email: print-placements@ad-alliance.de<br>Phone: (+49-40) 286686-4372  |
| <b>Special Ad Formats</b>  | Email: print-adspecials@ad-alliance.de<br>Phone: (+49-40) 286686-4342  |
| <b>COPY MATERIAL</b>   | Mohn Media Mohndruck GmbH – Anzeigen MAT<br>Email: anzeigen@bertelsmann.de<br>Phone: (+49-5241) 80 - 897 00<br><b>Technical Specifications:</b> Current and binding<br>English-language information is available under:<br>www.duon-portal.de<br><b>Delivery of Copy Material:</b> The centralized delivery address for copy material is: www.duon-portal.de<br>For support please contact: support@duon-portal.de<br>Telephone hotline: (+49-40) 37 41 - 17 50  |
|  |  |
|  | Binding technical specifications for special ad formats are available online at <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a>   |
| <b>Internet</b>  | www.rtl-adalliance.com   |
| <b>FREQUENCY</b>   | monthly  |
| <b>ON SALE DATE</b>  | Wednesday  |
| <b>COVER PRICE</b>   | 6.90 EUR   |
| <b>PZN</b>   | SCHÖNER WOHNEN 501571  |
| <b>Conditions of Payment</b>   | 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.   |
| <b>Conditions of Business</b>  | 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 <a href="http://www.internationalmediasales.net/cob">www.internationalmediasales.net/cob</a> . 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

**SCHÖNER  
WOHNEN**

## Luxembourg (Headquarters)

RTL AdAlliance S.A.  
43, Boulevard Pierre Frieden  
L-1543 Luxembourg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

## Germany (Headquarters)

RTL AdAlliance GmbH  
Überseeallee 10  
20457 Hamburg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

## Austria

RTL AdAlliance  
Stella-Klein-Löw-Weg 11-17  
Haus C  
1020 Vienna  
Email [rtladalliance\\_at@rtl.com](mailto:rtladalliance_at@rtl.com)

## Belgium

RTL AdAlliance  
Coupure Rechts 64B  
9000 Ghent  
Email [rtladalliance\\_be@rtl.com](mailto:rtladalliance_be@rtl.com)

## Finland

RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtladalliance\\_fi@rtl.com](mailto:rtladalliance_fi@rtl.com)

## France

RTL AdAlliance  
157 Avenue Charles de Gaulle  
92200 Neuilly sur Seine  
Email [rtladalliance\\_fr@rtl.com](mailto:rtladalliance_fr@rtl.com)

## Germany

RTL AdAlliance  
Picassoplatz 1  
50679 Cologne  
Email [rtladalliance\\_de@rtl.com](mailto:rtladalliance_de@rtl.com)

## Italy

RTL AdAlliance  
Piazza Velasca 8  
20121 Milano  
Email [rtladalliance\\_ita-international-sales@rtl.com](mailto:rtladalliance_ita-international-sales@rtl.com)

## Netherlands

RTL AdAlliance  
Meeuwenlaan 98-100  
1021 JL Amsterdam  
Email [rtladalliance\\_nl@rtl.com](mailto:rtladalliance_nl@rtl.com)

## Norway

RTL AdAlliance  
Tordenskioldsgate 6  
0160 Oslo  
Email [rtladalliance\\_no@rtl.com](mailto:rtladalliance_no@rtl.com)

## Sweden

RTL AdAlliance  
Döbelnsgatan 21  
111 40 Stockholm  
Email [rtladalliance\\_se@rtl.com](mailto:rtladalliance_se@rtl.com)

## Switzerland

RTL AdAlliance  
Zeltweg 15  
P.O. Box 8032 Zurich  
Email [rtladalliance\\_ch@rtl.com](mailto:rtladalliance_ch@rtl.com)

## United Kingdom

RTL AdAlliance  
4 Tenterden Street London  
W1S1TE  
Email [rtladalliance\\_uk@rtl.com](mailto:rtladalliance_uk@rtl.com)

## USA - Los Angeles

RTL AdAlliance  
2900 W Alameda Ave  
CA 91505 Burbank  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)

## USA - New York

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



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: 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](http://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](http://www.mediaimpact.de/de/agb), unless otherwise indicated.