



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

Basis Programm



Prices
2025





Combination savings

YOU SAVE 20 % BY BOOKING BASIS PROGRAMM

The combination rate applies when advertising is placed in the four magazines with a standardised format. 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 %.



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	222 x 280	122,410
3/4	vertical	inner	161 x 280	103,530
3/4	horizontal	inner	222 x 205	103,530
1/2	vertical	inner	109 x 280	71,420
1/2	horizontal	inner	222 x 139	71,420
1/3	vertical	inner	73 x 280	45,870
1/3	horizontal	inner	222 x 94	45,870
1/4	vertical	inner	57 x 280	41,420
1/4	horizontal	inner	222 x 73	41,420

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	444 x 280	244,820
2*1/2	horizontal	inner	444 x 139	142,850

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.

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.

Issue No.	On Sale Date ¹	On Sale Date ²	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2025	02/01/2025	03/01/2025	01	28/11/2024
3/2025	09/01/2025	10/01/2025	02	05/12/2024
4/2025	16/01/2025	17/01/2025	03	12/12/2024
5/2025	23/01/2025	24/01/2025	04	19/12/2024
6/2025	30/01/2025	31/01/2025	05	02/01/2025
7/2025	06/02/2025	07/02/2025	06	09/01/2025
8/2025	13/02/2025	14/02/2025	07	16/01/2025
9/2025	20/02/2025	21/02/2025	08	23/01/2025
10/2025	27/02/2025	28/02/2025	09	30/01/2025
11/2025	06/03/2025	07/03/2025	10	06/02/2025
12/2025	13/03/2025	14/03/2025	11	13/02/2025
13/2025	20/03/2025	21/03/2025	12	20/02/2025
14/2025	27/03/2025	28/03/2025	13	27/02/2025
15/2025	03/04/2025	04/04/2025	14	06/03/2025
16/2025	10/04/2025	11/04/2025	15	13/03/2025
17/2025	16/04/2025	17/04/2025	16	19/03/2025
18/2025	24/04/2025	25/04/2025	17	25/03/2025
19/2025	30/04/2025	02/05/2025	18	31/03/2025
20/2025	08/05/2025	09/05/2025	19	07/04/2025
21/2025	15/05/2025	16/05/2025	20	14/04/2025
22/2025	22/05/2025	23/05/2025	21	23/04/2025
23/2025	28/05/2025	30/05/2025	22	29/04/2025
24/2025	05/06/2025	06/06/2025	23	07/05/2025
25/2025	12/06/2025	13/06/2025	24	14/05/2025
26/2025	19/06/2025	20/06/2025	25	20/05/2025
27/2025	26/06/2025	27/06/2025	26	27/05/2025
28/2025	03/07/2025	04/07/2025	27	04/06/2025
29/2025	10/07/2025	11/07/2025	28	11/06/2025
30/2025	17/07/2025	18/07/2025	29	18/06/2025
31/2025	24/07/2025	25/07/2025	30	26/06/2025
32/2025	31/07/2025	01/08/2025	31	03/07/2025
33/2025	07/08/2025	08/08/2025	32	10/07/2025
34/2025	14/08/2025	15/08/2025	33	16/07/2025
35/2025	21/08/2025	22/08/2025	34	24/07/2025
36/2025	28/08/2025	29/08/2025	35	31/07/2025
37/2025	04/09/2025	05/09/2025	36	07/08/2025
38/2025	11/09/2025	12/09/2025	37	14/08/2025
39/2025	18/09/2025	19/09/2025	38	21/08/2025
40/2025	25/09/2025	26/09/2025	39	28/08/2025
41/2025	01/10/2025	02/10/2025	40	03/09/2025
42/2025	09/10/2025	10/10/2025	41	10/09/2025
43/2025	16/10/2025	17/10/2025	42	17/09/2025
44/2025	23/10/2025	24/10/2025	43	24/09/2025
45/2025	30/10/2025	31/10/2025	44	30/09/2025
46/2025	06/11/2025	07/11/2025	45	08/10/2025
47/2025	13/11/2025	14/11/2025	46	15/10/2025
48/2025	20/11/2025	21/11/2025	47	22/10/2025
49/2025	27/11/2025	28/11/2025	48	29/10/2025
50/2025	04/12/2025	05/12/2025	49	06/11/2025
51/2025	11/12/2025	12/12/2025	50	13/11/2025
52/2025	18/12/2025	18/12/2025	51	19/11/2025
1/2026	24/12/2025	24/12/2025	52	26/11/2025
53/2025	24/12/2025	-	52	26/11/2025
2/2026	31/12/2025	31/12/2025	01	27/11/2025

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, FERNSEHWOCHSE

PUBLISHER

Heinrich Bauer Verlag KG

MARKETERSRTL 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
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 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

**FREQUENCY**

Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
 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. 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.



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