



Ratecard 2024



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	187 x 257	9,600
1/1	normal	inside front cover	187 x 257	9,600
1/1	normal	inside back cover	187 x 257	9,600
1/1	normal	outside back cover	187 x 257	10,700

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. Placement in the inner part subject to carrier ads for glued inserts – on request.

Type area formats on request. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.
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 2024 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	Partial circ. ex. Subs	Subs	Weights up to	Total	Partial circ. ex. Subs	Subs	
	20 g	138	166	193	20 g	222	266	311	
	30 g	153	184	214	30 g	246	295	344	
	40 g	167	200	235	40 g	270	324	378	
	50 g	181	217	256	50 g	294	353	412	
	60 g	195	234	277	60 g	318	382	445	
	every addl. 10 g	+17	+20	+22					
	Loose inserts with tip-on elements on request.								
Circulation	Minimum circulation: 40,000 copies				Minimum circulation: 40,000 copies				
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		Pages	Total			
	Booklet	10 g	101		4	153			
	Booklet	20 g	116		8	180			
	Booklet	30 g	131						
	every addl. 10 g		+15						
	Product sample	10 g	112						
	Other tip-ons on request.				Bound inserts with tip-on elements on request. Larger inserts on request.				
Circulation	Carrier ad: minimum full page in the total circulation (rate according to rate card) Minimum circulation: total domestic circulation				Minimum circulation: total 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 price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs. All rates are shown in euros; the rates are in effect from 1 January 2024 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	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2024	02/01/2024	01	28/11/2023	01/12/2023	29/11/2023	08/12/2023
2/2024	23/01/2024	04	19/12/2023	22/12/2023	20/12/2023	03/01/2024
3/2024	20/02/2024	08	19/01/2024	24/01/2024	22/01/2024	31/01/2024
4/2024	19/03/2024	12	16/02/2024	21/02/2024	19/02/2024	28/02/2024
5/2024	16/04/2024	16	13/03/2024	18/03/2024	14/03/2024	25/03/2024
6/2024	14/05/2024	20	10/04/2024	15/04/2024	11/04/2024	22/04/2024
7/2024	11/06/2024	24	08/05/2024	14/05/2024	10/05/2024	22/05/2024
8/2024	16/07/2024	29	14/06/2024	19/06/2024	17/06/2024	26/06/2024
9/2024	13/08/2024	33	12/07/2024	17/07/2024	15/07/2024	24/07/2024
10/2024	10/09/2024	37	09/08/2024	14/08/2024	12/08/2024	21/08/2024
11/2024	08/10/2024	41	05/09/2024	10/09/2024	06/09/2024	17/09/2024
12/2024	05/11/2024	45	02/10/2024	09/10/2024	04/10/2024	15/10/2024
13/2024	03/12/2024	49	30/10/2024	06/11/2024	04/11/2024	13/11/2024

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 full pages possible).

THE HANDS-ON MAGAZINE FOR ON-THE-GO

The GEOLINO MINI FERIENHEFT (Holiday issue) presents regional geography with a look at European destinations. It has lots of ideas for problem solving and tinkering, handcraft instructions and cooking recipes, plus game tips for indoors and out. In respected GEOLINO MINI quality, the issue is a valuable interactive companion for young holidaymakers aged five and over and their co-reading parents.

COVER PRICE 7.90 EUR

CIRCULATION 60,000 paid circulation (publisher's figure)



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1/1	normal	inner	187 x 257	9,600
1/1	normal	inside front cover	187 x 257	9,600
1/1	normal	inside back cover	187 x 257	9,600
1/1	normal	outside back cover	187 x 257	10,700

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Placement in the inside section subject to carrier ads for inserts - on request.

Closing dates 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
1/2024	25/06/2024	26	21/05/2024	24/05/2024	21/05/2024	31/05/2024

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GEOLINO MINI
WIMMELHEFT

GEO lino
mini

THE BEST PICTURE PUZZLES

GEOLINO MINI has created over 20 "find the" pictures and put them together in a single issue. Every wimmel picture is a world of experience in its own right. Guided by 12 different questions, the readers orient their way through the fun-filled puzzle of everyday objects, foods and toys. Children aged five and over are amazed, learn, and have lots of fun.

COVER PRICE 7.00 EUR

CIRCULATION 15,000 paid circulation (publisher's figure)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	187 x 257	6,900
1/1	normal	inside front cover	187 x 257	6,900
1/1	normal	inside back cover	187 x 257	6,900
1/1	normal	outside back cover	187 x 257	7,500

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Placement in the inside section subject to carrier ads for inserts - on request.

Closing dates 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
1/2024	25/03/2024	13	20/02/2024	26/02/2024	23/02/2024	07/03/2024

We love animals! But we love their offspring even more. They play a role in every animal story in GEOLINO MINI: how they open their eyes for the first time as clumsy balls of fur or spread their wings and leave their parents' nest, or how they grow up for years to come in the family circle and compete with their peers. There is always something going on in the "Kindergarten of the Animals"! That is why we would like to dedicate an entire issue to the little ones: The GEOLINO MINI supplementary issue "Animal Babies" takes young readers on an exciting journey to local lakes, to meadows and pastures, to the African savannah and the exciting rainforest. There are brilliant photos on every page, lots to discover and plenty of facts to know better. The booklet inspires with its insights into the diversity and uniqueness of nature: to read, laugh and learn!

COVER PRICE 5.90 EUR

CIRCULATION 60,000 paid circulation (publisher's figure)



Formats on single pages

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1/1	normal	inner	187 x 257	9,600
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1/1	normal	inside back cover	187 x 257	9,600
1/1	normal	outside back cover	187 x 257	10,700

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Gruner + Jahr GmbH respectively for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Placement in the inside section subject to carrier ads for inserts - on request.

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
1/2024	15/10/2024	42	12/09/2024	13/09/2024	24/09/2024



GENERAL INFORMATION



PUBLISHER Gruner + Jahr Deutschland GmbH

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) 286686-4348

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 13 x a year

COVER PRICE 5.00 EUR

PZN GEOLINO MINI 508512

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)



Luxembourg (Headquarters)

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

Germany (Headquarters)

Ann-Christin Krieger
RTL AdAlliance GmbH
Überseeallee 10
20457 Hamburg
Email rtladalliance_info@rtl.com

Austria

RTL AdAlliance
Stella-Klein-Löw-Weg 11-17
Haus C
1020 Vienna
Email rtladalliance_at@rtl.com

Belgium

RTL AdAlliance
Coupure Rechts 64B
9000 Ghent
Email rtladalliance_be@rtl.com

Finland

RTL AdAlliance
Sofiankatu 4 C
00170 Helsinki
Email rtladalliance_fl@rtl.com

France

RTL AdAlliance
157 Avenue Charles de Gaulle
92200 Neuilly sur Seine
Email rtladalliance_fr@rtl.com

Germany

RTL AdAlliance
Picassoplatz 1
50679 Cologne
Email rtladalliance_de@rtl.com

Italy

RTL AdAlliance
Piazza Velasca 8
20121 Milano
Email rtladalliance_ita-international-sales@rtl.com

Netherlands

RTL AdAlliance
Meeuwenlaan 98-100
1021 JL Amsterdam
Email rtladalliance_nl@rtl.com

Norway

RTL AdAlliance
Tordenskioldsgate 6
0160 Oslo
Email rtladalliance_no@rtl.com

Sweden

RTL AdAlliance
Döbelnsgatan 21
111 40 Stockholm
Email rtladalliance_se@rtl.com

Switzerland

RTL AdAlliance
Zeltweg 15
P.O. Box 8032 Zurich
Email rtladalliance_ch@rtl.com

United Kingdom

RTL AdAlliance
4 Tenterden Street London
W1S1TE
Email rtladalliance_uk@rtl.com

USA - Los Angeles

RTL AdAlliance
2900 W Alameda Ave
CA 91505 Burbank
Email rtladalliance_usa@rtl.com

USA - New York

RTL AdAlliance
1540 Broadway
10019 NY
Email rtladalliance_usa@rtl.com



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: Matthias Dang, Frank Vogel

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