



HAUSER

Das Magazin für Architektur & Design



3.2024
Juni/Juli

NATURVERBUNDEN
UND ELEGANT: EIN
BUNGALOW MIT
ATRIUM AUF SEELAND

NACHHALTIG GUT
GEMACHT: EIN
FAMILIENHAUS IN
DÜSSELDORF

HIER WÄCHST DIE
INSPIRATION: DREI
GÄRTEN, DIE EINE
REISE WERT SIND

Zu jedem Haus:
Planmaterial,
Grundrisse und
Details

GENIAL UMGEBAUT

HELLER, GRÖßER, WOHLICHER: MIT KLUGER
PLANUNG WAHRE RAUMWUNDER SCHAFFEN

Deutschland 12,50 € / Österreich 13,50 €
Schweiz 20,00 CHF / Benelux 14,50 €
Italien 16,10 € / Spanien 16,10 €
03
4 190317 612501 1

Prices
2025



AdAlliance

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 297	18,400
1/1	normal	1st right-hand ad page	230 x 297	19,400
1/1	normal	inside front cover	230 x 297	21,600
1/1	normal	outside back cover	230 x 297	22,100
2/3	vertical	inner	148 x 297	12,900
1/2	vertical	inner	113 x 297	10,400
1/2	horizontal	inner	230 x 147	10,400
1/3	vertical	inner	74 x 297	8,300
1/3	vertical	Editorial	74 x 297	10,900

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 297	36,800
2/1	normal	1st double page in issue	460 x 297	38,400
2/1	normal	inside front cover + page 3	460 x 297	41,700

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.

Trim margin 5 mm on all sides.
Advertising splits on request.

SMALL ADS

Small Ad market place premium spotlight 100x210 5,360 €

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.

LOOSE 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.

Rates per 1,000	Weights up to	Total without Subs	Subs within Total
	20 g	167	234
	30 g	187	262
	40 g	204	286
	50 g	222	311
	60 g	240	336
	every addl. 10 g	+14	+20

Loose inserts with tip-on elements on request.

Circulation Minimum circulation: Total circulation

GLUED 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.

Rates per 1,000	Special ad format	Weights up to	Total without Subs	Subs within Total
	Booklet	10 g	99	139
	Booklet	20 g	115	161
	Booklet	30 g	135	189
	every addl. 10 g		+14	+20
	Product sample	10 g	135	189
	Product sample	20 g	153	214

Other tip-ons on request.

Circulation Minimum circulation: Total circulation
Carrier ad: minimum full page in the total circulation (rate according to rate card)

E-PAPER

The additional allocation of the ePaper edition is possible.
Circulation and rates on request.

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 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

BOUND INSERTS

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.

Pages	Total without Subs	Subs within Total
4	192	269
8	233	326
12	277	388
16	302	423
every addl. 4 pages	+17	+24

Bound inserts with tip-on elements on request.

Minimum circulation: Total circulation

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
1/2025	07/02/2025	06	03/01/2025	10/01/2025	03/01/2025	15/01/2025
2/2025	11/04/2025	15	07/03/2025	14/03/2025	07/03/2025	19/03/2025
3/2025	13/06/2025	24	07/05/2025	14/05/2025	07/05/2025	19/05/2025
4/2025	08/08/2025	32	04/07/2025	11/07/2025	04/07/2025	16/07/2025
5/2025	10/10/2025	41	04/09/2025	11/09/2025	04/09/2025	16/09/2025
6/2025	05/12/2025	49	30/10/2025	07/11/2025	30/10/2025	12/11/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
For last minute advertisements (only once 1/1 page possible) the placement is for technical reasons only best possible way practicable.

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) 286686-4372

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

INTERNET

Binding technical specifications for special ad formats are available online at www.adspecial-portal.dewww.rtl-adalliance.com

FREQUENCY

6 x a year

COVER PRICE

13.00 EUR

PZN

HÄUSER 570051

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)



SALES OFFICES

HÄUSER

Luxembourg (Headquarters)

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

Germany (Headquarters)

RTL AdAlliance GmbH
Überseelallee 10
20457 Hamburg
Email rtlalliance_info@rtl.com

Austria

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

Belgium

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

Finland

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

France

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

Germany

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

Italy

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

Netherlands

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

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

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Döbelnsgatan 21
111 40 Stockholm
Email rtlalliance_se@rtl.com

Switzerland

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Zeltweg 15
P.O. Box 8032 Zurich
Email rtlalliance_ch@rtl.com

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CA 91505 Burbank
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USA - New York

RTL AdAlliance
1540 Broadway
10019 NY
Email rtlalliance_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: 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.

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, unless otherwise indicated.