

GEO

AUSGABE 06 2023

GEO

Die Welt mit anderen Augen sehen

KLIMANEUTRAL
PRODUZIERT

Wie Wälder unsterblich werden

Auf Spurensuche in **Europas letzter Wildnis**

IN
55 FRAGEN
UM DIE WELT

Die große **GEO-Quizshow**
mit **Dirk Steffens**,
am 20. Mai bei RTL

DDR-AUFSTAND

Als in Berlin die
Panzer rollten

FLORIDA

Unterwegs mit den
Jägern des Python

INTERVIEW

Was will der
Mensch im All?

Urwald,
ungestört,
in den
slowakischen
Karpaten



Deutschland 9,80 € Schweiz 15,70 Sfr. Österreich 10,90 €
Birelux 11,60 € Griechenland 12,70 € Italien 12,70 € Portugal (cont.) 12,70 € Spanien 12,70 € Tschechien 365,00 CZK



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	213 x 270	48,600
1/1	normal	1st right-hand ad page	213 x 270	54,500
1/1	normal	inside front cover	213 x 270	56,900
1/1	normal	outside back cover	213 x 270	56,900
1/1	normal	Kosmos	213 x 270	54,500
2/3	vertical	inner	134 x 270	36,300
2/3	horizontal	inner	213 x 178	36,300
1/2	vertical	inner	101 x 270	31,100
1/2	horizontal	inner	213 x 133	31,100
1/3	vertical	inner	134 x 140	21,500
1/3	vertical	Editorial	134 x 140	27,900
1/3	horizontal	inner	73 x 270	21,500
1/4	corner	inner	101 x 133	16,800
1/4	vertical	inner	56 x 270	16,800
1/4	horizontal	inner	213 x 81	16,800

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 270	97,300
2/1	normal	1st double page in issue	426 x 270	112,800
2/1	normal	inside front cover + page 3	426 x 270	133,200
2*1/2	horizontal	inner	426 x 133	61,800

Corner ads can be placed next to up 1/2 page of other ads. A 20% surcharge on the basic rate will be charged for a sole position on the page. 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 preferred positions 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.

SMALL ADS

Small Ad catalogue service 40x80 3,100 €
 Small Ad market place 40x120 2,100 €
 Small Ad market place 40x240 4,100 €
 Small Ad market place 40x60 1,090 €
 Small Ad market place 80x120 4,100 €
 Small Ad market place 80x60 2,100 €

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
20 g	171	204	264
30 g	188	227	292
40 g	203	244	316
50 g	217	261	337
60 g	233	280	361
every addl. 10 g	+15	+17	+21

Loose inserts with tip-on elements on request.

Weights up to	Total	Subs
20 g	274	425
30 g	301	466
40 g	326	505
50 g	350	543
60 g	372	577
every addl. 10 g	+24	+37

Circulation

Minimum circulation: 20,000 copies

Minimum circulation: 20,000 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	Partial circ. ex. Subs	Subs
Booklet	10 g	108	127	168
Booklet	20 g	123	147	191
Booklet	30 g	152	181	237
every addl. 10 g		+21	+22	+25
Product sample	10 g	152	181	237
Product sample	20 g	180	216	280

Other tip-ons on request.

Pages	Total	Partial circ. ex. Subs	Subs
4	174	210	270
8	210	252	324
12	239	287	370
16	274	326	425
every 4 addl. pages	+20	+25	+30

Bound inserts with tip-on elements on request.

Circulation

Carrier ad: minimum full page in the total circulation (rate according to rate card)
Minimum circulation: 100,000 copies

Minimum circulation: 100,000 copies

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 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
2/2024	19/01/2024	03	14/12/2023	21/12/2023	14/12/2023	28/12/2023
3/2024	16/02/2024	07	16/01/2024	23/01/2024	16/01/2024	26/01/2024
4/2024	15/03/2024	11	13/02/2024	20/02/2024	13/02/2024	23/02/2024
5/2024	12/04/2024	15	08/03/2024	15/03/2024	08/03/2024	20/03/2024
6/2024	10/05/2024	19	05/04/2024	12/04/2024	05/04/2024	17/04/2024
7/2024	14/06/2024	24	13/05/2024	21/05/2024	13/05/2024	24/05/2024
8/2024	12/07/2024	28	11/06/2024	18/06/2024	11/06/2024	21/06/2024
9/2024	16/08/2024	33	16/07/2024	23/07/2024	16/07/2024	26/07/2024
10/2024	13/09/2024	37	13/08/2024	20/08/2024	13/08/2024	23/08/2024
11/2024	11/10/2024	41	09/09/2024	16/09/2024	09/09/2024	19/09/2024
12/2024	15/11/2024	46	14/10/2024	22/10/2024	14/10/2024	24/10/2024
1/2025	13/12/2024	50	12/11/2024	19/11/2024	12/11/2024	22/11/2024

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).

Portraits of do-gooders, of rich benefactors, courageous activists and good Samaritans. Stories about climate change, new national parks, communities worldwide or helpers for people in need. GEO PERSPECTIVE gives a stage to people who give hope for a better future.

COVER PRICE 14.90 EUR

CIRCULATION 108,337 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	213 x 270	33,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 270	67,300

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	26/04/2024	17	22/03/2024	02/04/2024	22/03/2024	05/04/2024

Special ad formats: on request.

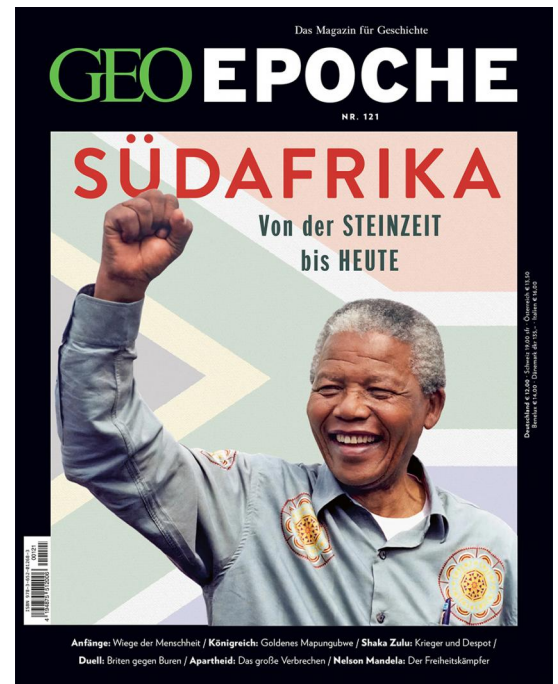
All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

COLOURFUL AND THRILLING STORIES ...

... without dust, footnotes and columns of figures. Stories are told about important persons and dramatic events, about daily life and culture, politics, society and science. In exact historic reconstructions and opulent photo essays and expert interviews, maps and info side-bars, the respective epoch is brought to life and its daily life feelingly retold.

COVER PRICE 14.00 EUR

CIRCULATION 65,000 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	213 x 270	13,900
1/1	normal	inside front cover	213 x 270	15,100
1/1	normal	outside back cover	213 x 270	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	426 x 270	27,900

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	09/02/2024	06	10/01/2024	08/01/2024	22/01/2024
2/2024	05/04/2024	14	04/03/2024	29/02/2024	14/03/2024
3/2024	07/06/2024	23	07/05/2024	03/05/2024	20/05/2024
4/2024	02/08/2024	31	03/07/2024	01/07/2024	15/07/2024
5/2024	04/10/2024	40	03/09/2024	30/08/2024	13/09/2024
6/2024	06/12/2024	49	06/11/2024	04/11/2024	18/11/2024

Special ad formats: on request.

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In addition to GEO EPOCHE, once a year GEO EPOCHE PANORMA focuses on major anniversaries of particular events and explains their significance. It narrates these stories in its well-known style: captivating and opulent with spectacular pictures.

COVER PRICE 18.00 EUR

CIRCULATION 35,000 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	233 x 300	13,900

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	08/11/2024	45	02/10/2024	02/10/2024	16/10/2024

Special ad formats: on request.

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.



PUBLISHER

Gruner + Jahr Deutschland GmbH

MARKETERS

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ORDER PROCESSING

Email: print-order@ad-alliance.de

AD MANAGEMENT

Email: print-placements@ad-alliance.de
Phone: (+49-40) 286686-4378

SPECIAL AD FORMATS

Email: print-adspecials@ad-alliance.de
Phone: (+49-40) 286686-4346

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

10.50 EUR

PZN

GEO 597982

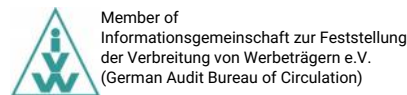
CONDITIONS OF PAYMENT

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.



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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: Matthias Dang, Frank Vogel

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