

Prices 2025



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	225 x 280	19,900
1/1	normal	outside back cover	225 x 280	24,000
1/2	vertical	inner	113 x 280	11,600
1/2	horizontal	inner	225 x 140	11,600
1/3	vertical	inner	75 x 280	9,400

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	450 x 280	39,800

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.

Only a limited number of partial page advertisements is possible per issue. Advertising splits on request.

SMALL ADS

You can find the offer for private classified ads at WWW.VG-DMM.DE

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	Partial circ. ex. Subs	Subs
	20 g	152	213	191	271
	30 g	168	235	213	301
	40 g	187	262	237	336
	50 g	205	287	259	368
	60 g	223	312	282	400
	every addl. 10 g	+14	+20	+20	+25

Loose inserts with tip-on elements on request.

Circulation Minimum circulation: 50,000 copies or total domestic subscription 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	113	158
	Booklet	20 g	137	192
	Booklet	30 g	160	224
	every addl. 10 g		+14	+20
	Product sample	10 g	160	224
	Product sample	20 g	185	259
	Flat spray / Teabags*		185	259

*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.

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

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	190	266
8	221	309
12	239	335
16	262	367
every addl. 4 pages	+17	+24

Bound inserts with tip-on elements on request.

Minimum circulation: Total 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 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.

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2025	07/01/2025	02	14/11/2024	07/11/2024	04/12/2024
2/2025	04/03/2025	10	14/01/2025	07/01/2025	03/02/2025
3/2025	15/04/2025	16	25/02/2025	18/02/2025	17/03/2025
4/2025	03/06/2025	23	09/04/2025	02/04/2025	02/05/2025
5/2025	15/07/2025	29	22/05/2025	15/05/2025	13/06/2025
6/2025	26/08/2025	35	08/07/2025	01/07/2025	28/07/2025
7/2025	07/10/2025	41	18/08/2025	11/08/2025	05/09/2025
8/2025	18/11/2025	47	29/09/2025	22/09/2025	20/10/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.

PUBLISHER	Deutsche Medienmanufaktur GmbH & Co. KG
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) 286686-4080
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
	
	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
INTERNET	www.rtl-adalliance.com
FREQUENCY	8 x a year
COVER PRICE	8.50 EUR
PZN	FLOW 503842
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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SALES OFFICES

**Luxembourg (Headquarters)**

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
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Germany (Headquarters)

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Email rtladalliance_info@rtl.com

Austria

RTL AdAlliance
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Haus C
1020 Vienna
Email rtladalliance_at@rtl.com

Belgium

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

Finland

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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

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

Netherlands

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

Norway

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Tordenskioldsgate 6
0160 Oslo
Email rtladalliance_no@rtl.com

Sweden

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Döbelnsgatan 21
111 40 Stockholm
Email rtladalliance_se@rtl.com

Switzerland

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Email rtladalliance_ch@rtl.com

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Email rtladalliance_uk@rtl.com

USA - Los Angeles

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Email rtladalliance_usa@rtl.com

USA - New York

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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: Carsten Schwecke, Frank Vogel

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

Prices valid from 01. January 2025



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.