

Best Media Group
BEST SELLER

Jede Woche NEU

closer

Nr 22/22, Mai 2024
Deutschland 2,99 €
Österreich 3,30 € Schweiz 3,90 CHF
Russland 1000 RUB, 1000 RUB
Italien 1000 Lira, 1000 Lira
Griechenland 1000 Lira, 1000 Lira
DK 395 DKK CZ 145,00 CZK

REAL LIFE

Influencerin verprügelt
Freund – und ihre
Fans sehen zu!

22
4 198210 702992

Daniela Katzenberger

ERWISCHT
mit einem anderen!
Dieser Mann bringt die
Katze ins Schwitzen

Beatrice Egli

**Beauty-
OP-Beichte**
„Mein Busen
gefiel mir nicht“

**Es kracht
schon jetzt**
... dabei hat
die Show nicht
mal begonnen!

**Kleiner Preis,
großer Genuss**
Essen fertig
für max.
2,30 Euro!

Krebskranke Kate

**Es ist ein
WUNDER!**

**Diese Nachricht macht der
Prinzessin endlich Hoffnung...**

**Prices
2025**



AdAlliance



Discount combinations

INTOUCH CLOSER COMBINATION



* See combination tariff for details

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	210 x 280	24,820
1/1	normal	1st 1/1 ad page in issue	210 x 280	26,060
1/1	normal	inside front cover	210 x 280	27,300
1/1	normal	outside back cover	210 x 280	27,300
1/2	vertical	inner	103 x 280	18,620
1/2	horizontal	inner	210 x 139	18,620
1/3	vertical	inner	70 x 280	13,660
1/3	horizontal	inner	210 x 94	13,660
1/4	vertical	inner	53 x 280	10,250
1/4	horizontal	inner	210 x 73	10,250

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	420 x 280	49,640
2/1	normal	inside front cover + page 3	420 x 280	54,600

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.

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 without Subs	Subs within Total	Weights up to		Total without Subs	Subs within Total
	20 g		108	130	20 g		135	169
	30 g		113	141	30 g		165	206
	40 g		118	155	every addl. 10 g		+10	+19
	50 g		123	167				
	60 g		133	194				
	every addl. 10 g		+10	+19				
	Loose inserts with tip-on elements on request.				*Plus 30 EUR per 1,000 postal fees.			
Circulation	Minimum circulation: domestic circulation				Minimum circulation: domestic circulation			
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 without Subs	Subs within Total	Pages	Total without Subs	Subs within Total	
	Booklet	10 g	67	80	4	126	158	
	Booklet	20 g	71	92	8	131	164	
	every addl. 10 g		+12	+15	12	136	177	
	Product sample	10 g	105	131	16	138	186	
	Product sample	20 g	115	150	every addl. 4 pages	+12	+15	
	Flat spray / Teabags*		155	194				
	*Plus 50 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees. Other tip-ons on request.				Bound inserts with tip-on elements on request.			
Circulation	Minimum circulation: domestic circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)				Minimum circulation: 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 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	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
3/2025	08/01/2025	02	06/12/2024	27/12/2024	06/12/2024	18/12/2024
4/2025	15/01/2025	03	13/12/2024	07/01/2025	13/12/2024	30/12/2024
5/2025	22/01/2025	04	20/12/2024	14/01/2025	20/12/2024	08/01/2025
6/2025	29/01/2025	05	03/01/2025	21/01/2025	03/01/2025	15/01/2025
7/2025	05/02/2025	06	10/01/2025	28/01/2025	10/01/2025	22/01/2025
8/2025	12/02/2025	07	17/01/2025	04/02/2025	17/01/2025	29/01/2025
9/2025	19/02/2025	08	24/01/2025	11/02/2025	24/01/2025	05/02/2025
10/2025	26/02/2025	09	31/01/2025	18/02/2025	31/01/2025	12/02/2025
11/2025	05/03/2025	10	07/02/2025	25/02/2025	07/02/2025	19/02/2025
12/2025	12/03/2025	11	14/02/2025	04/03/2025	14/02/2025	26/02/2025
13/2025	19/03/2025	12	21/02/2025	11/03/2025	21/02/2025	05/03/2025
14/2025	26/03/2025	13	28/02/2025	18/03/2025	28/02/2025	12/03/2025
15/2025	02/04/2025	14	07/03/2025	25/03/2025	07/03/2025	19/03/2025
16/2025	09/04/2025	15	14/03/2025	01/04/2025	14/03/2025	26/03/2025
17/2025	15/04/2025	16	20/03/2025	07/04/2025	20/03/2025	01/04/2025
18/2025	23/04/2025	17	26/03/2025	11/04/2025	26/03/2025	07/04/2025
19/2025	29/04/2025	18	01/04/2025	17/04/2025	01/04/2025	11/04/2025
20/2025	07/05/2025	19	08/04/2025	28/04/2025	08/04/2025	22/04/2025
21/2025	14/05/2025	20	15/04/2025	06/05/2025	15/04/2025	29/04/2025
22/2025	21/05/2025	21	24/04/2025	13/05/2025	24/04/2025	07/05/2025
23/2025	27/05/2025	22	30/04/2025	19/05/2025	30/04/2025	13/05/2025
24/2025	04/06/2025	23	08/05/2025	26/05/2025	08/05/2025	20/05/2025
25/2025	11/06/2025	24	15/05/2025	02/06/2025	15/05/2025	27/05/2025
26/2025	18/06/2025	25	22/05/2025	10/06/2025	22/05/2025	04/06/2025
27/2025	25/06/2025	26	28/05/2025	17/06/2025	28/05/2025	10/06/2025
28/2025	02/07/2025	27	05/06/2025	24/06/2025	05/06/2025	17/06/2025
29/2025	09/07/2025	28	12/06/2025	01/07/2025	12/06/2025	25/06/2025
30/2025	16/07/2025	29	20/06/2025	08/07/2025	20/06/2025	02/07/2025
31/2025	23/07/2025	30	27/06/2025	15/07/2025	27/06/2025	09/07/2025
32/2025	30/07/2025	31	04/07/2025	22/07/2025	04/07/2025	16/07/2025
33/2025	06/08/2025	32	11/07/2025	29/07/2025	11/07/2025	23/07/2025
34/2025	13/08/2025	33	18/07/2025	05/08/2025	18/07/2025	30/07/2025
35/2025	20/08/2025	34	25/07/2025	12/08/2025	25/07/2025	06/08/2025
36/2025	27/08/2025	35	01/08/2025	19/08/2025	01/08/2025	13/08/2025
37/2025	03/09/2025	36	08/08/2025	26/08/2025	08/08/2025	20/08/2025
38/2025	10/09/2025	37	15/08/2025	02/09/2025	15/08/2025	27/08/2025
39/2025	17/09/2025	38	22/08/2025	09/09/2025	22/08/2025	03/09/2025
40/2025	24/09/2025	39	29/08/2025	16/09/2025	29/08/2025	10/09/2025
41/2025	30/09/2025	40	04/09/2025	22/09/2025	04/09/2025	16/09/2025
42/2025	08/10/2025	41	11/09/2025	29/09/2025	11/09/2025	23/09/2025
43/2025	15/10/2025	42	18/09/2025	07/10/2025	18/09/2025	30/09/2025
44/2025	22/10/2025	43	25/09/2025	14/10/2025	25/09/2025	08/10/2025
45/2025	29/10/2025	44	02/10/2025	21/10/2025	02/10/2025	15/10/2025
46/2025	05/11/2025	45	09/10/2025	27/10/2025	09/10/2025	21/10/2025
47/2025	12/11/2025	46	16/10/2025	04/11/2025	16/10/2025	28/10/2025
48/2025	19/11/2025	47	23/10/2025	11/11/2025	23/10/2025	05/11/2025
49/2025	26/11/2025	48	30/10/2025	18/11/2025	30/10/2025	12/11/2025
50/2025	03/12/2025	49	07/11/2025	25/11/2025	07/11/2025	19/11/2025
51/2025	10/12/2025	50	14/11/2025	02/12/2025	14/11/2025	26/11/2025
52/2025	17/12/2025	51	21/11/2025	09/12/2025	21/11/2025	03/12/2025
53/2025	23/12/2025	52	27/11/2025	15/12/2025	27/11/2025	09/12/2025
1/2026	30/12/2025	01	01/12/2025	17/12/2025	01/12/2025	11/12/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
For technical reasons only best-possible positions can be offered for last-minute ads (only one full page possible).

PUBLISHER

Heinrich Bauer Verlag KG

MARKETERS

RTL 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
Phone: +49 (0) 40 / 286686-4833

SPECIAL AD FORMATS

Email: print-adspecials@ad-alliance.de
Phone: (+49-40) 286686-4824

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

FREQUENCY

weekly

ON SALE DATE

Wednesday

COVER PRICE

3.30 EUR

PZN

CLOSER 501751

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.

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

Norway

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

Sweden

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

Switzerland

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

United Kingdom

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

USA - Los Angeles

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

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.