

TINA | BELLA
Tina Plus



Prices
2025



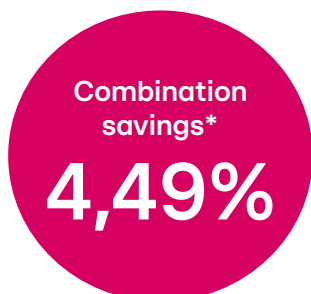


Discount combinations

TINA BELLA LAURA Kombination



TINA BELLA LAURA ALLES FÜR DIE FRAU Kombination



Subsequent discount

For additional bookings in MEIN TV & ICH you will receive a follow-up discount of 20 %.



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm) ¹	Bleed format (width x height in mm) ²	Mono/Multi colour
1/1	normal	inner	210 x 280	225 x 285	48,830
1/1	normal	inside front cover	210 x 280	225 x 285	53,710
1/1	normal	outside back cover	210 x 280	225 x 285	53,710
3/4	vertical	inner	153 x 280	163 x 285	41,840
3/4	horizontal	inner	210 x 205	225 x 205	41,840
1/2	vertical	inner	103 x 280	111 x 285	32,130
1/2	horizontal	inner	210 x 139	225 x 141	32,130
1/3	vertical	inner	70 x 280	76 x 285	25,650
1/3	horizontal	inner	210 x 94	225 x 96	25,650
1/4	vertical	inner	53 x 280	58 x 285	19,730
1/4	horizontal	inner	210 x 73	225 x 75	19,730

Surcharges for preferential placements

Ad placement	Mono/Multi colour
Meine Diagnose und Ich tina	11,245

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm) ¹	Bleed format (width x height in mm) ²	Mono/Multi colour
2/1	normal	inner	420 x 280	450 x 285	97,660
2*1/2	horizontal	inner	420 x 139	450 x 141	48,830

FORMATS
1 BELLA
2 TINA

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: 5,100 € (including format adaptation)

Full page: 4,300 € (including format adaptation)

1/2 page: 3,100 € (including format adaptation)

1/3 page: 2,700 € (including format adaptation)

Plus any image fees incurred if these exceed €150.

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	Partial circ. ex. Subs	Subs
20 g	78	94	80	112
30 g	83	104	85	122
40 g	88	114	90	132
50 g	93	126	94	144
60 g	103	150	105	168
every addl. 10 g	+10	+19	+10	+18

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	98	123	100	141
30 g	128	160	131	178
every addl. 10 g	+10	+19	+10	+18

*Plus 30 EUR per 1,000 postal fees.

Circulation

Minimum circulation: 50,000 copies in the single copy circulation. The subscription circulation cannot be partially booked.

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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	Partial circ. ex. Subs	Subs
Booklet	10 g	52	62	53	80
Booklet	20 g	56	73	57	91
every addl. 10 g		+12	+15	+12	+18
Product sample	10 g	59	74	60	92
Product sample	20 g	69	90	70	108
Flat spray / Teabags*		109	136	111	154

*Plus 50 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. Other tip-ons on request.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	76	95	78	101
8	81	101	83	119
12	86	112	88	130
16	88	119	89	137
every addl. 4 pages	+12	+15	+12	+18

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 100,000 copies. The subscription circulation cannot be partially booked. Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: 100,000 copies. The subscription circulation cannot be partially booked.

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 ¹	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	03/12/2024	20/12/2024	03/12/2024	17/12/2024
4/2025	15/01/2025	03	10/12/2024	03/01/2025	10/12/2024	27/12/2024
5/2025	22/01/2025	04	17/12/2024	10/01/2025	17/12/2024	07/01/2025
6/2025	29/01/2025	05	27/12/2024	17/01/2025	27/12/2024	14/01/2025
7/2025	05/02/2025	06	07/01/2025	24/01/2025	07/01/2025	21/01/2025
8/2025	12/02/2025	07	14/01/2025	31/01/2025	14/01/2025	28/01/2025
9/2025	19/02/2025	08	21/01/2025	07/02/2025	21/01/2025	04/02/2025
10/2025	26/02/2025	09	28/01/2025	14/02/2025	28/01/2025	11/02/2025
11/2025	05/03/2025	10	04/02/2025	21/02/2025	04/02/2025	18/02/2025
12/2025	12/03/2025	11	11/02/2025	28/02/2025	11/02/2025	25/02/2025
13/2025	19/03/2025	12	18/02/2025	07/03/2025	18/02/2025	04/03/2025
14/2025	26/03/2025	13	25/02/2025	14/03/2025	25/02/2025	11/03/2025
15/2025	02/04/2025	14	04/03/2025	21/03/2025	04/03/2025	18/03/2025
16/2025	09/04/2025	15	11/03/2025	28/03/2025	11/03/2025	25/03/2025
17/2025	15/04/2025	16	17/03/2025	03/04/2025	17/03/2025	31/03/2025
18/2025	23/04/2025	17	21/03/2025	09/04/2025	21/03/2025	04/04/2025
19/2025	29/04/2025	18	27/03/2025	15/04/2025	27/03/2025	10/04/2025
20/2025	07/05/2025	19	03/04/2025	24/04/2025	03/04/2025	17/04/2025
21/2025	14/05/2025	20	10/04/2025	02/05/2025	10/04/2025	28/04/2025
22/2025	21/05/2025	21	17/04/2025	09/05/2025	17/04/2025	06/05/2025
23/2025	27/05/2025	22	25/04/2025	15/05/2025	25/04/2025	12/05/2025
24/2025	04/06/2025	23	05/05/2025	22/05/2025	05/05/2025	19/05/2025
25/2025	11/06/2025	24	12/05/2025	28/05/2025	12/05/2025	26/05/2025
26/2025	18/06/2025	25	19/05/2025	05/06/2025	19/05/2025	03/06/2025
27/2025	25/06/2025	26	23/05/2025	13/06/2025	23/05/2025	09/06/2025
28/2025	02/07/2025	27	02/06/2025	20/06/2025	02/06/2025	16/06/2025
29/2025	09/07/2025	28	09/06/2025	27/06/2025	09/06/2025	24/06/2025
30/2025	16/07/2025	29	16/06/2025	04/07/2025	16/06/2025	01/07/2025
31/2025	23/07/2025	30	24/06/2025	11/07/2025	24/06/2025	08/07/2025
32/2025	30/07/2025	31	01/07/2025	18/07/2025	01/07/2025	15/07/2025
33/2025	06/08/2025	32	08/07/2025	25/07/2025	08/07/2025	22/07/2025
34/2025	13/08/2025	33	15/07/2025	01/08/2025	15/07/2025	29/07/2025
35/2025	20/08/2025	34	22/07/2025	08/08/2025	22/07/2025	05/08/2025
36/2025	27/08/2025	35	29/07/2025	15/08/2025	29/07/2025	12/08/2025
37/2025	03/09/2025	36	05/08/2025	22/08/2025	05/08/2025	19/08/2025
38/2025	10/09/2025	37	12/08/2025	29/08/2025	12/08/2025	26/08/2025
39/2025	17/09/2025	38	19/08/2025	05/09/2025	19/08/2025	02/09/2025
40/2025	24/09/2025	39	26/08/2025	12/09/2025	26/08/2025	09/09/2025
41/2025	30/09/2025	40	01/09/2025	18/09/2025	01/09/2025	15/09/2025
42/2025	08/10/2025	41	08/09/2025	25/09/2025	08/09/2025	22/09/2025
43/2025	15/10/2025	42	15/09/2025	02/10/2025	15/09/2025	29/09/2025
44/2025	22/10/2025	43	22/09/2025	10/10/2025	22/09/2025	07/10/2025
45/2025	29/10/2025	44	29/09/2025	17/10/2025	29/09/2025	14/10/2025
46/2025	05/11/2025	45	06/10/2025	23/10/2025	06/10/2025	20/10/2025
47/2025	12/11/2025	46	13/10/2025	30/10/2025	13/10/2025	27/10/2025
48/2025	19/11/2025	47	20/10/2025	07/11/2025	20/10/2025	04/11/2025
49/2025	26/11/2025	48	27/10/2025	14/11/2025	27/10/2025	11/11/2025
50/2025	03/12/2025	49	04/11/2025	21/11/2025	04/11/2025	18/11/2025
51/2025	10/12/2025	50	11/11/2025	28/11/2025	11/11/2025	25/11/2025
52/2025	17/12/2025	51	18/11/2025	05/12/2025	18/11/2025	02/12/2025
53/2025	23/12/2025	52	24/11/2025	11/12/2025	24/11/2025	08/12/2025
1/2026	30/12/2025	01	26/11/2025	15/12/2025	26/11/2025	10/12/2025

¹ BELLA, TINA

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).

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TINA SCHLANK

tina plus

TINA SCHLANK readers are discerning, aged 40+ and interested in topics relating to conscious nutrition, sport and healthy body awareness.

COVER PRICE 2,80

CIRCULATION 210.000



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	11,250

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Copy Date
1/25	07/01/2025	02	21/11/2024
5/25	10/06/2025	24	29/04/2025

Prices valid from 01. January 2025

Perfect? It never is. The seams a little crooked, the colour a touch runny. But homemade, with your own hands, love and heart. When crafting and working, the journey is the reward. You can find lots of ideas and inspiration for great new projects in TINA KREATIVES ZUHAUSE.

COVER PRICE 2,80
CIRCULATION 210.000



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	11,250

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Copy Date
2/24	18/02/2025	08	09/01/2025
6/24	26/08/2025	35	17/07/2025

With this special issue, TINA presents the unique magazine with topics relating to fruit, country recipes, the most beautiful gardens and inspiration - a magazine that makes you want to enjoy the garden! At the start of the spring and gardening season, an absolutely top-selling statement in the trade.

COVER PRICE 2,80
CIRCULATION 210.000



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	11,250

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Copy Date
3/25	18/03/2025	12	06/02/2025



TINA HEIMAT

tina plus

Celebrating the uniqueness of home. To convey a natural, deeply rooted knowledge of sustainable living - which TINA readers have always had. Everything is good in nature! It is the warm embrace that is good for us in these times and that we want to preserve. The special issue conveys this feeling.

COVER PRICE 2,80
CIRCULATION 210.000



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	11,250

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Copy Date
4/25	13/05/2025	20	31/03/2025

Advent is more than just a wonderful time, it is a feeling of home, security and togetherness. In the special ADVENT issue, TINA puts together the most beautiful pages for this: DIY gifts, festive packaging and festive decorations to get you in the mood for Christmas.

COVER PRICE 2,80

CIRCULATION 210.000



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	11,250

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Copy Date
7/25	29/09/2025	40	20/08/2025

The pre-Christmas period marks the beginning of a time of reflection. We make ourselves comfortable at home, reflect on the really important things in life and reconnect with ourselves. This is the time of year when we are particularly concerned with questions about the meaning of life. With TINA ASTRO, we not only want to answer all your questions, but also give you inspiration!

COVER PRICE 3,50

CIRCULATION 210.000





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	11,250

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Copy Date
8/25	18/11/2025	47	08/10/2025

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 / 286686-4826
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	BELLA, TINA: Wednesday
PZN	TINA PLUS 540249
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: 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.