



Prices
2026





Discount combinations

CC CONSUMER COMBINATION

NEUE POST, DAS NEUE BLATT

Combination
savings*
4,64%



CC FREIZEIT

NEUE POST, DAS NEUE BLATT, FREIZEITWOCHE,
DAS NEUE

Combination
savings*
11,8%



BAUER BEST AGE KOMBI

NEUE POST, DAS NEUE BLATT, FREIZEITWOCHE,
DAS NEUE, MACH MAL PAUSE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE

Combination
savings*
18,7%



BAUER MILLIONEN SUPERKOMBI

NEUE POST, DAS NEUE BLATT, DAS NEUE,
MACH MAL PAUSE, FREIZEITWOCHE, MINI, AVANTI,
SCHÖNE WOCHE, WOCHE HEUTE, TV HÖREN UND
SEHEN, FERNSEHWOCHE, AUF EINEN BLICK,
TV KLAR

Combination
savings*
21,69%



* See combination tariff for details

Rates and formats

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	22,230
1/1	normal	outside back cover	210 x 280	24,450
3/4	vertical	inner	153 x 280	16,880
3/4	horizontal	inner	210 x 205	16,880
1/2	vertical	inner	103 x 280	11,380
1/2	horizontal	inner	210 x 139	11,380
1/3	vertical	inner	70 x 280	7,940
1/3	horizontal	inner	210 x 94	7,940
1/4	vertical	inner	53 x 280	6,210
1/4	horizontal	inner	210 x 73	6,210

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	44,460
2*1/2	horizontal	inner	420 x 139	22,230

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 advertising splits on request.

ADVERTORIALS

Advertisorials 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

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. Advertisorials 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 2026 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Special ad formats

Loose inserts							Oversize-inserts				
Definition							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	76	93	84	110
							30 g	81	103	89	120
							40 g	86	118	95	135
							50 g	91	132	100	149
							60 g	101	147	111	164
							every addl. 10 g	+10	+19	+10	+17
Circulation							Loose inserts with tip-on elements on request.				
							*Plus 50 EUR per 1,000 postal fees.				
Circulation							Minimum circulation: 50,000 copies. The subscription circulation cannot be partially booked.				
							Minimum circulation: 50,000 copies. The subscription circulation cannot be partially booked.				
Glued inserts							Bound inserts				
Definition							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							Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
							4	68	85	75	98
							8	73	91	80	108
							12	78	101	86	118
							16	80	108	88	125
							every addl. 4 pages	+12	+15	+12	+17
Circulation							Bound inserts with tip-on elements on request.				
							*Plus 100 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees.				
							Other tip-ons 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)				
Price Quotes							Minimum circulation: 100,000 copies. The subscription circulation cannot be partially booked.				
Circulation							Carrier ad: minimum full page in the total circulation (rate according to rate card)				
Technical Information and Delivery							Carrier ad: minimum full page in the total circulation (rate according to rate card)				
Print Service							Carrier ad: minimum full page in the total circulation (rate according to rate card)				
The total prices also apply when booking the domestic circulation. All rates are shown in euros; the rates are in effect from 1 January 2026 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.											

Closing date 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
2/2026	07/01/2026	02	03/12/2025	23/12/2025	03/12/2025	19/12/2025
3/2026	14/01/2026	03	10/12/2025	06/01/2026	10/12/2025	02/01/2026
4/2026	21/01/2026	04	17/12/2025	13/01/2026	17/12/2025	09/01/2026
5/2026	28/01/2026	05	29/12/2025	20/01/2026	29/12/2025	16/01/2026
6/2026	04/02/2026	06	07/01/2026	27/01/2026	07/01/2026	23/01/2026
7/2026	11/02/2026	07	14/01/2026	03/02/2026	14/01/2026	30/01/2026
8/2026	18/02/2026	08	21/01/2026	10/02/2026	21/01/2026	06/02/2026
9/2026	25/02/2026	09	28/01/2026	17/02/2026	28/01/2026	13/02/2026
10/2026	04/03/2026	10	04/02/2026	24/02/2026	04/02/2026	20/02/2026
11/2026	11/03/2026	11	06/02/2026	03/03/2026	06/02/2026	27/02/2026
12/2026	18/03/2026	12	13/02/2026	10/03/2026	13/02/2026	06/03/2026
13/2026	25/03/2026	13	20/02/2026	17/03/2026	20/02/2026	13/03/2026
14/2026	31/03/2026	14	25/02/2026	23/03/2026	25/02/2026	19/03/2026
15/2026	08/04/2026	15	04/03/2026	27/03/2026	04/03/2026	25/03/2026
16/2026	15/04/2026	16	13/03/2026	07/04/2026	13/03/2026	01/04/2026
17/2026	22/04/2026	17	20/03/2026	14/04/2026	20/03/2026	10/04/2026
18/2026	28/04/2026	18	25/03/2026	20/04/2026	25/03/2026	16/04/2026
19/2026	06/05/2026	19	02/04/2026	27/04/2026	02/04/2026	23/04/2026
20/2026	12/05/2026	20	08/04/2026	04/05/2026	08/04/2026	29/04/2026
21/2026	19/05/2026	21	17/04/2026	11/05/2026	17/04/2026	07/05/2026
22/2026	27/05/2026	22	22/04/2026	18/05/2026	22/04/2026	13/05/2026
23/2026	03/06/2026	23	30/04/2026	26/05/2026	30/04/2026	21/05/2026
24/2026	10/06/2026	24	08/05/2026	02/06/2026	08/05/2026	29/05/2026
25/2026	17/06/2026	25	15/05/2026	09/06/2026	15/05/2026	05/06/2026
26/2026	24/06/2026	26	22/05/2026	16/06/2026	22/05/2026	12/06/2026
27/2026	01/07/2026	27	29/05/2026	23/06/2026	29/05/2026	19/06/2026
28/2026	08/07/2026	28	05/06/2026	30/06/2026	05/06/2026	26/06/2026
29/2026	15/07/2026	29	12/06/2026	07/07/2026	12/06/2026	03/07/2026
30/2026	22/07/2026	30	19/06/2026	14/07/2026	19/06/2026	10/07/2026
31/2026	29/07/2026	31	26/06/2026	21/07/2026	26/06/2026	17/07/2026
32/2026	05/08/2026	32	03/07/2026	28/07/2026	03/07/2026	24/07/2026
33/2026	12/08/2026	33	10/07/2026	04/08/2026	10/07/2026	31/07/2026
34/2026	19/08/2026	34	17/07/2026	11/08/2026	17/07/2026	07/08/2026
35/2026	26/08/2026	35	24/07/2026	18/08/2026	24/07/2026	14/08/2026
36/2026	02/09/2026	36	31/07/2026	25/08/2026	31/07/2026	21/08/2026
37/2026	09/09/2026	37	07/08/2026	01/09/2026	07/08/2026	28/08/2026
38/2026	16/09/2026	38	14/08/2026	08/09/2026	14/08/2026	04/09/2026
39/2026	23/09/2026	39	21/08/2026	15/09/2026	21/08/2026	11/09/2026
40/2026	29/09/2026	40	26/08/2026	21/09/2026	26/08/2026	17/09/2026
41/2026	07/10/2026	41	03/09/2026	29/09/2026	03/09/2026	25/09/2026
42/2026	14/10/2026	42	11/09/2026	06/10/2026	11/09/2026	02/10/2026
43/2026	21/10/2026	43	18/09/2026	13/10/2026	18/09/2026	09/10/2026
44/2026	28/10/2026	44	25/09/2026	20/10/2026	25/09/2026	16/10/2026
45/2026	04/11/2026	45	01/10/2026	27/10/2026	01/10/2026	23/10/2026
46/2026	11/11/2026	46	09/10/2026	03/11/2026	09/10/2026	30/10/2026
47/2026	18/11/2026	47	16/10/2026	10/11/2026	16/10/2026	06/11/2026
48/2026	25/11/2026	48	23/10/2026	17/11/2026	23/10/2026	13/11/2026
49/2026	02/12/2026	49	30/10/2026	24/11/2026	30/10/2026	20/11/2026
50/2026	09/12/2026	50	06/11/2026	01/12/2026	06/11/2026	27/11/2026
51/2026	16/12/2026	51	13/11/2026	08/12/2026	13/11/2026	04/12/2026
52/2026	22/12/2026	52	18/11/2026	14/12/2026	18/11/2026	10/12/2026
1/2027	29/12/2026	53	20/11/2026	17/12/2026	20/11/2026	15/12/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.
 For technical reasons only best-possible positions can be offered for last-minute ads (depending on disposability).

General information

Publisher Heinrich Bauer Verlag KG

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 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
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 **Ad Special-Portal** Binding technical specifications for special ad formats are available online at www.adspecial-portal.de

FREQUENCY weekly

ON SALE DATE Wednesday

COVER PRICE 2.49 EUR

PZN

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.internationalmediasaless.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.

 **b4p** best for www.b4p.de planning.



Member of
 Informationsgemeinschaft zur Feststellung
 der Verbreitung von Werbeträgern e.V.
 (German Audit Bureau of Circulation)

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You can find the current media portfolio at www.ad-alliance.de.
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 Executive Board: Carsten Schwecke, Frank Vogel

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



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