

LECKER | KOCHEN & GENIEßEN |  
TINA KOCH & BACK-IDEEN | REZEPTE PUR  
Bauer Food Kombi



Prices  
2026



AdAlliance



## Combination savings

### YOU SAVE 10 % WHEN YOU ORDER THE BAUER FOOD KOMBI

The combination rate applies when advertisements for the same product group with a uniform theme and format are placed in the magazines. The adverts can appear in the four titles at different times within four months.

LECKER

Yelbe die auf dich  
Ideen kommt  **kochen & genießen**

**tina**  
Koch & Back-Ideen

**REZEPTE** pur  
PREISWERT & SCHNELL KOCHEN!

# Rates and formats



## Formats on single pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) <sup>1</sup> | Bleed format<br>(width x height in mm) <sup>2</sup> | Bleed format<br>(width x height in mm) <sup>3</sup> | Mono/Multi colour |
|--------|------------------|--------------|-----------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|-------------------|
| 1/1    | normal           | inner        | 233 x 190                                           | 210 x 265                                           | 210 x 280                                           | 62,350            |
| 1/2    | vertical         | inner        | 112 x 190                                           | 105 x 265                                           | 103 x 280                                           | 42,330            |
| 1/2    | horizontal       | inner        | 233 x 93                                            | 210 x 129                                           | 210 x 139                                           | 42,330            |
| 1/3    | vertical         | inner        | 75 x 190                                            | 73 x 265                                            | 70 x 280                                            | 30,520            |

## Surcharges for preferential placements

| Ad placement                          | Mono/Multi colour |
|---------------------------------------|-------------------|
| 2. Umschlagseite kochen & genießen    | 1,630             |
| 2. Umschlagseite Lecker               | 2,490             |
| 2. Umschlagseite tina Koch&Back-Ideen | 810               |
| 4. Umschlagseite kochen & genießen    | 1,630             |
| 4. Umschlagseite Lecker               | 3,110             |
| 4. Umschlagseite tina Koch&Back-Ideen | 810               |

## Formats on double pages

| Format | Format additions | Ad placement | Bleed format<br>(width x height in mm) <sup>1</sup> | Bleed format<br>(width x height in mm) <sup>2</sup> | Bleed format<br>(width x height in mm) <sup>3</sup> | Mono/Multi colour |
|--------|------------------|--------------|-----------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|-------------------|
| 2/1    | normal           | inner        | 466 x 190                                           | 420 x 265                                           | 420 x 280                                           | 124,700           |

### FORMATS

1 LECKER

2 REZEPTE PUR

3 KOCHEN & GENIESSEN, TINA KOCH & BACK-IDEEN

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

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: 6,700 € (including format adaptations)

Full page: 5,700 € (including format adaptations)

1/2 page: 4,000 € (including format adaptations)

1/3 page: 3,800 € (including format adaptations)

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 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 |
|-----------|--------------|---------------|--------------------------------------|
| 2/2026    | 09/01/2026   | 02            | 21/11/2025                           |
| 3/2026    | 13/02/2026   | 07            | 02/01/2026                           |
| 4/2026    | 13/03/2026   | 11            | 30/01/2026                           |
| 5/2026    | 10/04/2026   | 15            | 19/02/2026                           |
| 6/2026    | 15/05/2026   | 20            | 25/03/2026                           |
| 7/2026    | 12/06/2026   | 24            | 22/04/2026                           |
| 8/2026    | 10/07/2026   | 28            | 26/05/2026                           |
| 9/2026    | 14/08/2026   | 33            | 29/06/2026                           |
| 10/2026   | 11/09/2026   | 37            | 27/07/2026                           |
| 11/2026   | 09/10/2026   | 41            | 21/08/2026                           |
| 12/2026   | 13/11/2026   | 46            | 24/09/2026                           |
| 1/2027    | 11/12/2026   | 50            | 26/10/2026                           |

Schedules for last-minute ads are published in the individual cate cards of the combination.

# Closing date schedule



| Issue No. | On Sale Date | Calendar Week | Ad Closing, Copy & Cancellation Date |
|-----------|--------------|---------------|--------------------------------------|
| 2/2026    | 02/01/2026   | 01            | 21/11/2025                           |
| 3/2026    | 06/02/2026   | 06            | 02/01/2026                           |
| 4/2026    | 06/03/2026   | 10            | 30/01/2026                           |
| 5/2026    | 02/04/2026   | 14            | 23/02/2026                           |
| 6/2026    | 08/05/2026   | 19            | 30/03/2026                           |
| 7/2026    | 05/06/2026   | 23            | 28/04/2026                           |
| 8/2026    | 03/07/2026   | 27            | 26/05/2026                           |
| 9/2026    | 07/08/2026   | 32            | 30/06/2026                           |
| 10/2026   | 04/09/2026   | 36            | 28/07/2026                           |
| 11/2026   | 01/10/2026   | 40            | 24/08/2026                           |
| 12/2026   | 06/11/2026   | 45            | 29/09/2026                           |
| 1/2027    | 04/12/2026   | 49            | 27/10/2026                           |

Schedules for last-minute ads are published in the individual cate cards of the combination.

# Closing date schedule



| Issue No. | On Sale Date | Calendar Week | Ad Closing,<br>Copy & Cancellation Date |
|-----------|--------------|---------------|-----------------------------------------|
| 2/2026    | 09/01/2026   | 02            | 02/12/2025                              |
| 3/2026    | 13/02/2026   | 07            | 13/01/2026                              |
| 4/2026    | 13/03/2026   | 11            | 03/02/2026                              |
| 5/2026    | 10/04/2026   | 15            | 27/02/2026                              |
| 6/2026    | 15/05/2026   | 20            | 07/04/2026                              |
| 7/2026    | 12/06/2026   | 24            | 04/05/2026                              |
| 8/2026    | 10/07/2026   | 28            | 02/06/2026                              |
| 9/2026    | 14/08/2026   | 33            | 07/07/2026                              |
| 10/2026   | 11/09/2026   | 37            | 04/08/2026                              |
| 11/2026   | 09/10/2026   | 41            | 01/09/2026                              |
| 12/2026   | 13/11/2026   | 46            | 06/10/2026                              |
| 1/2027    | 11/12/2026   | 50            | 03/11/2026                              |

Schedules for last-minute ads are published in the individual cate cards of the combination.

# Closing date schedule



| Issue No. | On Sale Date | Calendar Week | Ad Closing,<br>Copy & Cancellation Date |
|-----------|--------------|---------------|-----------------------------------------|
| 2/2026    | 30/01/2026   | 05            | 10/12/2025                              |
| 3/2026    | 27/02/2026   | 09            | 14/01/2026                              |
| 4/2026    | 27/03/2026   | 13            | 06/02/2026                              |
| 5/2026    | 24/04/2026   | 17            | 04/03/2026                              |
| 6/2026    | 29/05/2026   | 22            | 08/04/2026                              |
| 7/2026    | 26/06/2026   | 26            | 08/05/2026                              |
| 8/2026    | 31/07/2026   | 31            | 12/06/2026                              |
| 9/2026    | 28/08/2026   | 35            | 10/07/2026                              |
| 10/2026   | 25/09/2026   | 39            | 07/08/2026                              |
| 11/2026   | 30/10/2026   | 44            | 11/09/2026                              |
| 12/2026   | 27/11/2026   | 48            | 09/10/2026                              |
| 1/2027    | 24/12/2026   | 52            | 05/11/2026                              |

Schedules for last-minute ads are published in the individual cate cards of the combination.

# General information



**Publisher** Heinrich Bauer Verlag KG

**Marketers** RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, [www.rtl-adalliance.com](http://www.rtl-adalliance.com)

**Order Processing** E-Mail: [print-order@ad-alliance.de](mailto:print-order@ad-alliance.de)

**Ad Management** E-Mail: [print-placements@ad-alliance.de](mailto:print-placements@ad-alliance.de)  
Phone: +49 (0) 40 / 286686-4834, -4832

**Special Ad Formats** Email: [print-adspecials@ad-alliance.de](mailto:print-adspecials@ad-alliance.de)  
Phone: (+49-40) 286686-4425

## COPY MATERIAL



Mohn Media Mohndruck GmbH – Anzeigen MAT  
Email: [anzeigen@bertelsmann.de](mailto:anzeigen@bertelsmann.de)  
Phone: (+49-5241) 80 - 897 00  
Technical Specifications: Current and binding  
English-language information is available under:  
[www.duon-portal.de](http://www.duon-portal.de)  
Delivery of Copy Material: The centralized delivery  
address for copy material is: [www.duon-portal.de](http://www.duon-portal.de)  
For support please contact: [support@duon-portal.de](mailto: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](http://www.adspecial-portal.de)

## FREQUENCY

monthly

## ON SALE DATE

LECKER, TINA KOCH & BACK-IDEEN, REZEPTE PUR, KOCHEN & GENIESSEN: Friday

## PZN

BAUER FOOD KOMBI 588272

## 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](http://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](http://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)

# Sales offices



## Luxembourg (Headquarters)

RTL AdAlliance S.A.  
43, Boulevard Pierre Frieden  
L-1543 Luxembourg  
Email [rtlalliance\\_info@rtl.com](mailto:rtlalliance_info@rtl.com)

## Germany (Headquarters)

RTL AdAlliance GmbH  
Überseeballee 10  
20457 Hamburg  
Email [rtlalliance\\_info@rtl.com](mailto:rtlalliance_info@rtl.com)

## Austria

RTL AdAlliance  
Stella-Klein-Löw-Weg 11-17  
Haus C  
1020 Vienna  
Email [rtlalliance\\_at@rtl.com](mailto:rtlalliance_at@rtl.com)

## Belgium

RTL AdAlliance  
Coupure Rechts 64B  
9000 Ghent  
Email [rtlalliance\\_be@rtl.com](mailto:rtlalliance_be@rtl.com)

## Finland

RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtlalliance\\_fi@rtl.com](mailto:rtlalliance_fi@rtl.com)

## France

RTL AdAlliance  
157 Avenue Charles de Gaulle  
92200 Neuilly sur Seine  
Email [rtlalliance\\_fr@rtl.com](mailto:rtlalliance_fr@rtl.com)

## Germany

RTL AdAlliance  
Picassoplatz 1  
50679 Cologne  
Email [rtlalliance\\_de@rtl.com](mailto:rtlalliance_de@rtl.com)

## Italy

RTL AdAlliance  
Piazza Velasca 8  
20121 Milano  
Email [rtlalliance\\_ita-international-sales@rtl.com](mailto:rtlalliance_ita-international-sales@rtl.com)

## Netherlands

RTL AdAlliance  
Meeuwenlaan 98-100  
1021 JL Amsterdam  
Email [rtlalliance\\_nl@rtl.com](mailto:rtlalliance_nl@rtl.com)

## Norway

RTL AdAlliance  
Tordenskioldsgate 6  
0160 Oslo  
Email [rtlalliance\\_no@rtl.com](mailto:rtlalliance_no@rtl.com)

## Sweden

RTL AdAlliance  
Döbelnsgatan 21  
111 40 Stockholm  
Email [rtlalliance\\_se@rtl.com](mailto:rtlalliance_se@rtl.com)

## Switzerland

RTL AdAlliance  
Zeltweg 15  
P.O. Box 8032 Zurich  
Email [rtlalliance\\_ch@rtl.com](mailto:rtlalliance_ch@rtl.com)

## United Kingdom

RTL AdAlliance  
4 Tenterden Street London  
W1S1TE  
Email [rtlalliance\\_uk@rtl.com](mailto:rtlalliance_uk@rtl.com)

## USA - Los Angeles

RTL AdAlliance  
2900 W Alameda Ave  
CA 91505 Burbank  
Email [rtlalliance\\_usa@rtl.com](mailto:rtlalliance_usa@rtl.com)

## USA - New York

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtlalliance\\_usa@rtl.com](mailto:rtlalliance_usa@rtl.com)



You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057  
Executive Board: Frank Vogel, Stephan Schmitter

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](http://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](http://www.mediaimpact.de/de/agb), unless otherwise indicated.