

AUSGABE  
NOVEMBER 2025 –  
APRIL 2026

# Eltern

## Die ersten Jahre

GRATIS  
FÜR DICH ZUM  
MITNEHMEN



ERNÄHRUNG

### Jetzt gibt's was Richtiges

Brei, Fingerfood,  
Familientisch: Das kommt  
nach der Milch

BINDUNGSFORSCHUNG

### Ich bin dein sicherer Hafen

Wie sich Urvertrauen  
entwickelt – und was ihr  
von Anfang an dafür  
tun könnt

# Macht es euch schön!

Etwas unternehmen, gemeinsame Erlebnisse –  
das hält Familien zusammen. Wir hätten da ein paar Ideen

Prices  
2026



## Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	215 x 280	24,900
1/1	normal	outside back cover	215 x 280	27,400
2/3	vertical	inner	140 x 280	18,400
2/3	horizontal	inner	215 x 180	18,400
1/2	vertical	inner	108 x 280	15,400
1/2	horizontal	inner	215 x 139	15,400
1/3	vertical	inner	76 x 280	12,400
1/3	horizontal	inner	215 x 93	12,400
1/4	corner	inner	105 x 133	10,700
1/4	vertical	inner	62 x 280	10,700
1/4	horizontal	inner	215 x 70	10,700

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	430 x 280	49,800

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 reserved preferred position to another advertiser if the advertiser holding the reservation does not submit a written order within three working days.

Special formats on request.

## SMALL ADS

Small Ad market place 40x60 800 €  
 Small Ad market place 80x120 2,950 €  
 Small Ad market place 80x60 1,600 €

## 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

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.

<b>Loose inserts</b>			
<b>Definition</b>	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.		
<b>Rates per 1,000</b>	<b>Weights up to</b>	<b>Total without Subs</b>	<b>Partial circ. ex. Subs</b>
	20 g	105	117
	30 g	119	135
	40 g	134	152
	50 g	148	170
	60 g	163	187
	every addl. 10 g	+14	+18
	Loose inserts with tip-on elements on request.		
<b>Circulation</b>	Minimum circulation: 50,000 copies		

<b>Glued inserts</b>					<b>Bound inserts</b>			
<b>Definition</b>	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.			
<b>Rates per 1,000</b>	<b>Special ad format</b>	<b>Weights up to</b>	<b>Total without Subs</b>	<b>Partial circ. ex. Subs</b>	<b>Pages</b>	<b>Total without Subs</b>	<b>Partial circ. ex. Subs</b>	
	Booklet	10 g	72	80	4	117	136	
	Booklet	20 g	88	99	8	136	155	
	Booklet	30 g	103	117	every addl. 4 pages	+18	+25	
	every addl. 10 g		+21	+27				
		Other tip-ons on request.				Bound inserts with tip-on elements on request.		
	<b>Circulation</b>	Minimum circulation: 50,000 copies Carrier ad: minimum full page in the total circulation (rate according to rate card)				Minimum circulation: 50,000 copies		

<b>Price Quotes</b>	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.
<b>Circulation</b>	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.
<b>Technical Information and Delivery</b>	Binding technical information, deadlines, samples, as well as delivery can be downloaded from <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a> . 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.
<b>Print Service</b>	On request, the special ad formats can be produced by the publisher. Prices 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	24/06/2026	26	20/04/2026	20/04/2026	04/06/2026
2/2026	25/11/2026	48	25/09/2026	25/09/2026	06/11/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.

## General information

**Eltern**  
Die ersten Jahre

<b>Publisher</b>	Funke Women, People & Family GmbH
<b>Marketers</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
<b>Order Processing</b>	Email: print-order@ad-alliance.de
<b>Ad Management</b>	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4383
<b>Special Ad Formats</b>	Email: print-adspecials@ad-alliance.de Phone: +49 (0) 40 / 286686-4346
<b>COPY MATERIAL</b>	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: anzeigen@bertelsmann.de Phone: (+49-5241) 80 - 897 00 <b>Technical Specifications:</b> Current and binding English-language information is available under: www.duon-portal.de <b>Delivery of Copy Material:</b> 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



<b>Internet</b>	www.rtl-adalliance.com
<b>FREQUENCY</b>	2 x a year
<b>COVER PRICE</b>	Free of charge
<b>PZN</b>	ELTERN DIE ERSTEN JAHRE 515076
<b>Conditions of Payment</b>	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.
<b>Conditions of Business</b>	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 <a href="http://www.internationalmediasales.net/cob">www.internationalmediasales.net/cob</a> . 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

# Eltern

## Die ersten Jahre

### Luxembourg (Headquarters)

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

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### Belgium

RTL AdAlliance  
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9000 Ghent  
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### Finland

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157 Avenue Charles de Gaulle  
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### Germany

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Picassoplatz 1  
50679 Cologne  
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### Italy

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

### Netherlands

RTL AdAlliance  
Meeuwenlaan 98-100  
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### Norway

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Tordenskioldsgate 6  
0160 Oslo  
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### Sweden

RTL AdAlliance  
Döbelnsgatan 21  
111 40 Stockholm  
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Zeltweg 15  
P.O. Box 8032 Zurich  
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### United Kingdom

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Email [rtladalliance\\_uk@rtl.com](mailto:rtladalliance_uk@rtl.com)

### USA - Los Angeles

RTL AdAlliance  
2900 W Alameda Ave  
CA 91505 Burbank  
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### USA - New York

RTL AdAlliance  
1540 Broadway  
10019 NY  
Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_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,  
which can be found at <https://www.ad-alliance.de/terms-conditions>

Ad Alliance is the marketing division of RTL Deutschland and is responsible for marketing the channels and services of RTL Deutschland, the Bauer Media Group, and the video and addressable TV network of RTL AdAlliance. As a service provider, Ad Alliance markets print brands and Media Impact's digital in-page brands, and as a proprietary trader, it markets Media Impact's digital in-stream brands, selected print and digital brands of the FUNKE Media Group, and Warner Bros. Discovery's HBO Max streaming service.

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<https://www.mediaimpact.de/en/general-terms-and-conditions/>, unless otherwise indicated.