

Capital

WIRTSCHAFT IST GESELLSCHAFT

08

AUGUST 2025
11,00 EURO

Osterreich: 12,30 Euro
Belgien: 13,10 Euro, Schweiz: 17,60 sFr.
Italien, Spanien: 14,20 Euro



WAS WIRD AUS UNSEREN JOBS?

Der Einsatz von
KÜNSTLICHER INTELLIGENZ
verändert die Arbeitswelt
fundamental. Diese Berufe
und Branchen trifft die
Umwälzung am stärksten



AKTIVE FONDS

Das große Ranking
der besten Anbieter

BIONTECH

Der Neustart der
Pharma-Hoffnung

ARBEIT UND RENTE

Wichtige Tipps für
Steuern und Versicherung



Prices
2026



AdAlliance

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 265	39,100
1/1	normal	1st right-hand ad page after Contents	200 x 265	43,800
1/1	normal	inside front cover	200 x 265	47,800
1/1	normal	outside back cover	200 x 265	47,800
1/1	normal	next to Table of Contents	200 x 265	45,800
2/3	vertical	inner	125 x 265	29,200
2/3	horizontal	inner	200 x 175	29,200
1/2	vertical	inner	97 x 265	23,100
1/2	vertical	1st third of issue	97 x 265	25,300
1/2	horizontal	inner	200 x 132	23,100
1/2	horizontal	1st third of issue	200 x 132	25,300
1/3	vertical	inner	70 x 265	17,100
1/3	vertical	1st third of issue	70 x 265	18,600
1/3	vertical	Editorial	70 x 265	20,400
1/3	horizontal	inner	200 x 88	17,100
1/3	horizontal	1st third of issue	200 x 88	18,600
1/6	vertical	inner	70 x 124	9,400

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 265	78,300
2/1	normal	1st double page after Contents	400 x 265	87,700
2/1	normal	inside front cover + page 3	400 x 265	111,900
2/1	normal	double page before Table of Contents	400 x 265	91,600
2*2/3	horizontal	inner	400 x 175	58,400
2*1/2	horizontal	inner	400 x 132	45,800

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 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: 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.

Special ad formats

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	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs	
	20 g	168	235	234	313	20 g	268	376	375	499	
	30 g	181	260	252	343	30 g	289	405	405	539	
	40 g	193	285	269	373	40 g	311	434	434	578	
	50 g	205	310	287	403	50 g	332	465	464	618	
	60 g	218	335	304	433	60 g	353	494	494	655	
	every addl. 10 g	+14	+25	+18	+30	every addl. 10 g	+23	+32	+30	+45	
	Loose inserts with tip-on elements on request.										
Circulation	Minimum circulation: total domestic subscription					Minimum circulation: total domestic subscription 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	104	146		4	165	231			
	Booklet	20 g	118	171		8	190	266			
	Booklet	30 g	138	196		12	211	295			
	every addl. 10 g		+14	+25		16	228	320			
	Product sample	10 g	130	182		every addl. 4 pages	+17	+25			
	Product sample	20 g	149	208		Bound inserts with tip-on elements on request. 30 % surcharge for guaranteed position as first bound insert					
	Flat spray / Teabags*		149	208							
*Plus 37 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. Other tip-ons on request. 30 % surcharge for guaranteed position as first tip-on.											
Circulation	Minimum circulation: Total circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)					Minimum circulation: Total circulation.					

E-paper

The additional allocation of the ePaper edition is possible.
Circulation and rates on request.

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 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	24/01/2026	04	06/01/2026	13/01/2026	23/12/2025	12/01/2026
3/2026	21/02/2026	08	03/02/2026	10/02/2026	27/01/2026	09/02/2026
4/2026	21/03/2026	12	03/03/2026	10/03/2026	24/02/2026	09/03/2026
5/2026	11/04/2026	15	20/03/2026	27/03/2026	13/03/2026	26/03/2026
6/2026	23/05/2026	21	04/05/2026	11/05/2026	24/04/2026	08/05/2026
7/2026	20/06/2026	25	02/06/2026	09/06/2026	26/05/2026	08/06/2026
8/2026	18/07/2026	29	30/06/2026	07/07/2026	23/06/2026	06/07/2026
9/2026	22/08/2026	34	04/08/2026	11/08/2026	28/07/2026	10/08/2026
10/2026	19/09/2026	38	01/09/2026	08/09/2026	25/08/2026	07/09/2026
11/2026	17/10/2026	42	29/09/2026	06/10/2026	22/09/2026	05/10/2026
12/2026	14/11/2026	46	27/10/2026	03/11/2026	20/10/2026	02/11/2026
1/2027	12/12/2026	50	24/11/2026	01/12/2026	17/11/2026	30/11/2026

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).

Profile

Courage, inventiveness and capital give rise to innovation. In its renowned special issues, CAPITAL shows how the German economy is tackling the major issues of our time. CAPITAL EXTRA portrays companies, founders and bankers who have good ideas for a sustainable world of business and finance. CAPITAL EXTRA will be published in the fall and, as every year, will be dedicated to a special economic or financial market topic in a competent, useful and visually appealing way.

Cover price €11.50

Circulation 50,000 print circulation (Publisher's Information)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 265	27,700
1/1	normal	inside front cover	200 x 265	33,200
1/1	normal	outside back cover	200 x 265	33,200
1/2	vertical	inner	97 x 265	16,000
1/2	horizontal	inner	200 x 132	16,000
1/3	vertical	Editorial	70 x 265	11,100

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 265	55,400
2/1	normal	inside front cover + page 3	400 x 265	66,500
2/1	normal	double page before Table of Contents	400 x 265	64,800

Closing dates 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
1/2026	02/10/2026	40	04/09/2026	21/09/2026	03/09/2026	11/09/2026

Special ad formats: on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

General information

Capital

Publisher	Gruner + Jahr Deutschland GmbH
Marketers	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
Order Processing	Email: print-order@ad-alliance.de
Ad Management	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4084
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4347
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
Internet	www.rtl-adalliance.com
FREQUENCY	monthly
ON SALE DATE	Thursday
COVER PRICE	11.50 EUR
PZN	CAPITAL 598537
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.

 best for planning. www.b4p.de



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

Sales offices

Capital

Luxembourg (Headquarters)

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USA - New York

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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: 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.

The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at:
<https://www.mediaimpact.de/en/general-terms-and-conditions/>, unless otherwise indicated.