



Aus Liebe zum Kochen

www.essen-und-trinken.de • 6/2023 • 5,20 €

# essen & trinken

**SCHNELLE SOMMERKÜCHE**  
Lässig, leicht, lecker

**REISE: NEUE BISTRO-KÜCHE IM BURGUND**

**FÜR GÄSTE**  
Italienischer Abend mit Antipasti & Co

**ERDBEEREN**  
Süße Sachen zum Start in die Saison

## Erst gefüllt, dann gegrillt

Spitzpaprika, Filo-Päckchen, Hähnchenbrust oder Saibling – **lauter köstliche Überraschungen vom Rost**

Knusprig und cremig: Schafskäse im Filoteig mit Gemüsesalat



Ratecard 2024

**Formats on single pages**

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 275	29,900
1/1	normal	inside front cover	212 x 275	35,000
1/1	normal	outside back cover	212 x 275	35,900
2/3	vertical	inner	134 x 275	22,900
1/2	vertical	inner	103 x 275	19,500
1/2	horizontal	inner	212 x 135	19,500
1/3	vertical	inner	73 x 275	14,300
1/3	vertical	Editorial	73 x 275	16,900
3/12	horizontal	inner	212 x 75	11,400

**Formats on double pages**

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 275	59,900
2/1	normal	1st double page in issue	424 x 275	62,900
2/1	normal	inside front cover + page 3	424 x 275	70,000

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.

**SMALL ADS**

You can find the offer for private classified ads at [WWW.VG-DMM.DE](http://WWW.VG-DMM.DE)

**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

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 2024 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

LOOSE INSERTS						OVERSIZE-INSERTS			
<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.					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.			
<b>Rates per 1,000</b>	<b>Weights up to</b>	<b>Total</b>	<b>Partial circ. ex. Subs</b>	<b>Subs</b>		<b>Weights up to</b>	<b>Total</b>	<b>Partial circ. ex. Subs</b>	<b>Subs</b>
	20 g	149	179	241		20 g	237	284	384
	30 g	167	200	270		30 g	269	323	435
	40 g	185	222	299		40 g	295	354	478
	50 g	201	241	325		50 g	321	385	520
	60 g	222	266	359		60 g	352	422	570
	every addl. 10 g	+17	+19	+23		every addl. 10 g	+24	+30	+43
	Loose inserts with tip-on elements on request.								
<b>Circulation</b>	Minimum circulation: 50,000 copies or domestic subscription circulation					Minimum circulation: 50,000 copies or domestic subscription circulation			
GLUED INSERTS						BOUND INSERTS			
<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</b>	<b>Partial circ. ex. Subs</b>	<b>Subs</b>	<b>Pages</b>	<b>Total</b>	<b>Partial circ. ex. Subs</b>	<b>Subs</b>
	Booklet	10 g	107	128	173	4	184	221	298
	Booklet	20 g	130	156	211	8	210	252	340
	Booklet	30 g	151	181	245	12	230	276	372
	every addl. 10 g		+17	+19	+24	16	250	300	405
	Product sample	10 g	143	172	232	every addl. 4 pages	+18	+24	+24
	Product sample	20 g	164	197	257	Bound inserts with tip-on elements on request.			
	Flat spray / Teabags*		164	197	265				
	*Plus 37 EUR per 1,000 additional technical costs and 50 EUR per 1,000 postal fees for thicker products. Other tip-ons on request.								
<b>Circulation</b>	Minimum circulation: 100,000 copies or total number of subscriptions in Germany Carrier ad: minimum full page in the total circulation (rate according to rate card)					Minimum circulation: 100,000 copies or total number of subscriptions in Germany			
<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.								
The price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.									

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
2/2024	05/01/2024	01	01/12/2023	08/12/2023	24/11/2023	14/12/2023
3/2024	09/02/2024	06	10/01/2024	17/01/2024	03/01/2024	23/01/2024
4/2024	08/03/2024	10	07/02/2024	14/02/2024	31/01/2024	20/02/2024
5/2024	12/04/2024	15	11/03/2024	18/03/2024	04/03/2024	22/03/2024
6/2024	10/05/2024	19	08/04/2024	15/04/2024	28/03/2024	19/04/2024
7/2024	07/06/2024	23	03/05/2024	14/05/2024	25/04/2024	17/05/2024
8/2024	05/07/2024	27	05/06/2024	12/06/2024	28/05/2024	18/06/2024
9/2024	02/08/2024	31	03/07/2024	10/07/2024	26/06/2024	16/07/2024
10/2024	06/09/2024	36	07/08/2024	14/08/2024	31/07/2024	20/08/2024
11/2024	11/10/2024	41	10/09/2024	17/09/2024	03/09/2024	23/09/2024
12/2024	08/11/2024	45	08/10/2024	16/10/2024	30/09/2024	21/10/2024
1/2025	06/12/2024	49	06/11/2024	13/11/2024	29/10/2024	19/11/2024

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).



In addition to the ESSEN & TRINKEN main issues, single-topic SPEZIAL issues are also published. The SPEZIAL issues contain the concentrated competence of the ESSEN & TRINKEN editors on the respective major topic. The ESSEN & TRINKEN SPEZIAL issues are on sale for around 12 weeks.

During 2024 SPEZIAL issues will appear on the following topics:

- 1/24: Low Carb
- 2/24: Quick recipes
- 3/24: Bestseller: Pizza, Pasta, Saltimbocca
- 4/24: Bestseller: Vegetarian
- 5/24: Oven favorites

COVER PRICE 8.90 EUR

CIRCULATION 40,000 print run (publisher's figure)



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	212 x 275	13,400
1/1	normal	outside back cover	212 x 275	16,000
1/2	horizontal	inner	212 x 135	8,100
1/3	vertical	inner	73 x 275	6,100

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	424 x 275	26,900

Rates for special ad formats on request.

All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

### Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing & Cancellation Date	Copy Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2024	12/01/2024	02	08/12/2023	08/12/2023	15/12/2023	01/12/2023	21/12/2023
2/2024	15/03/2024	11	16/02/2024	16/02/2024	21/02/2024	09/02/2024	29/02/2024
3/2024	14/06/2024	24	15/05/2024	15/05/2024	22/05/2024	07/05/2024	29/05/2024
4/2024	13/09/2024	37	09/08/2024	13/09/2024	21/08/2024	13/09/2024	13/09/2024
5/2024	15/11/2024	46	10/10/2024	10/10/2024	23/10/2024	02/10/2024	23/10/2024

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E&T FÜR JEDEN TAG LOW  
CARBessen &  
trinken

In the LOW CARB series, the ESSEN & TRINKENeditors cover the low carb trend with delicious recipes, tips and seasonal ingredients. The SPEZIAL issues are on sale for around 12 weeks.

COVER PRICE 5.20 EUR

CIRCULATION 90,000 print run (publisher's figure)



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	175 x 254	13,400
1/2	vertical	inner	79 x 254	8,100
1/2	horizontal	inner	175 x 123	8,100

### Formats on double pages



Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	350 x 254	26,900

Rates for special ad formats on request.

All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.  
Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.

### 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
1/2024	05/01/2024	01	22/11/2023	08/12/2023	15/11/2023	01/12/2023
2/2024	08/03/2024	10	06/02/2024	14/02/2024	30/01/2024	15/02/2024
3/2024	03/05/2024	18	28/03/2024	09/04/2024	21/03/2024	10/04/2024
4/2024	05/07/2024	27	04/06/2024	12/06/2024	27/05/2024	13/06/2024
5/2024	06/09/2024	36	06/08/2024	14/08/2024	30/07/2024	15/08/2024
6/2024	08/11/2024	45	07/10/2024	16/10/2024	27/09/2024	16/10/2024

<b>PUBLISHER</b>	Deutsche Medienmanufaktur GmbH & Co. KG
<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) 286686-4379
<b>SPECIAL AD FORMATS</b>	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4343
<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
	
	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
<b>INTERNET</b>	www.rtl-adalliance.com
<b>FREQUENCY</b>	monthly
<b>ON SALE DATE</b>	Wednesday
<b>COVER PRICE</b>	5.20 EUR
<b>PZN</b>	ESSEN & TRINKEN 530097
<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 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.



## SALES OFFICES

**essen &  
trinken**

### Luxembourg (Headquarters)

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

### Germany (Headquarters)

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RTL AdAlliance GmbH  
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20457 Hamburg  
Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

### Austria

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

### Belgium

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

### Finland

RTL AdAlliance  
Sofiankatu 4 C  
00170 Helsinki  
Email [rtladalliance\\_fl@rtl.com](mailto:rtladalliance_fl@rtl.com)

### France

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

### Germany

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

### 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  
1021 JL Amsterdam  
Email [rtladalliance\\_nl@rtl.com](mailto:rtladalliance_nl@rtl.com)

### Norway

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

### Sweden

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

### Switzerland

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

### United Kingdom

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

### USA - Los Angeles

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

### 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: Matthias Dang, Frank Vogel

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