

NEUE POST | DAS NEUE BLATT | DAS NEUE |
FREIZEITWOCHEN | MACH MAL PAUSE | MINI |
AVANTI | SCHÖNE WOCHEN | WOCHEN HEUTE

Bauer Best Age Kombi

The image shows an elderly couple, a man and a woman, smiling warmly at each other. They are holding a collection of Bauer magazine covers. The covers are arranged in two rows. The top row includes 'Neue Post', 'das neue BLATT', 'das neue', 'FREIZEITWOCHEN', and 'WOCHEN HEUTE'. The bottom row includes 'Mach mal Pause', 'Mini', 'Avanti', 'Schöne Wochen', and 'WOCHEN HEUTE'. Each cover features a different celebrity or topic, such as 'Endlich, eine Schwester!', 'Das Herz!', 'Ihr neues Leben in Prag!', 'Letzte Chance für ihre Liebe', 'Länger leben', 'Koch-Journal', 'Das Herz stärken', 'Geheim-Plan mit Johanna!', and 'BABY-DRAMA'.

Prices
2026



AdAlliance



Combination savings

YOU SAVE 18.7 % WHEN YOU TAKE THE BAUER BEST AGE 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 all nine titles with a time delay within nine weeks.

The BAUER BEST AGE COMBINED RATE reported by agma includes the titles NEUE POST, DAS NEUE BLATT, DAS NEUE, MACH MAL PAUSE, FREIZEITWOCHE, MINI, AVANTI, SCHÖNE WOCHE and WOCHE HEUTE.



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	69,240
3/4	vertical	inner	153 x 280	53,950
3/4	horizontal	inner	210 x 205	53,950
1/2	vertical	inner	103 x 280	36,780
1/2	horizontal	inner	210 x 139	36,780
1/3	vertical	inner	70 x 280	25,650
1/3	horizontal	inner	210 x 94	25,650
1/4	vertical	inner	53 x 280	20,050
1/4	horizontal	inner	210 x 73	20,050

Surcharges for preferential placements

Ad placement	Mono/Multi colour
4. Umschlagseite DAS NEUE BLATT	1,810
4. Umschlagseite Neue Post	2,220

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	138,490
2*1/2	horizontal	inner	420 x 139	69,240

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.

Closing date schedule



Issue No.	On Sale Date ¹	On Sale Date ²	Calendar Week	Ad Closing, Copy & Cancellation Date
1/2026	-	02/01/2026	01	19/11/2025
2/2026	07/01/2026	09/01/2026	02	26/11/2025
3/2026	14/01/2026	16/01/2026	03	03/12/2025
4/2026	21/01/2026	23/01/2026	04	10/12/2025
5/2026	28/01/2026	30/01/2026	05	17/12/2025
6/2026	04/02/2026	06/02/2026	06	29/12/2025
7/2026	11/02/2026	13/02/2026	07	07/01/2026
8/2026	18/02/2026	20/02/2026	08	14/01/2026
9/2026	25/02/2026	27/02/2026	09	21/01/2026
10/2026	04/03/2026	06/03/2026	10	28/01/2026
11/2026	11/03/2026	13/03/2026	11	02/02/2026
12/2026	18/03/2026	20/03/2026	12	09/02/2026
13/2026	25/03/2026	27/03/2026	13	16/02/2026
14/2026	31/03/2026	02/04/2026	14	23/02/2026
15/2026	08/04/2026	10/04/2026	15	26/02/2026
16/2026	15/04/2026	17/04/2026	16	05/03/2026
17/2026	22/04/2026	24/04/2026	17	16/03/2026
18/2026	28/04/2026	30/04/2026	18	20/03/2026
19/2026	06/05/2026	08/05/2026	19	27/03/2026
20/2026	12/05/2026	15/05/2026	20	02/04/2026
21/2026	20/05/2026	22/05/2026	21	10/04/2026
22/2026	27/05/2026	29/05/2026	22	17/04/2026
23/2026	03/06/2026	05/06/2026	23	23/04/2026
24/2026	10/06/2026	12/06/2026	24	30/04/2026
25/2026	17/06/2026	19/06/2026	25	08/05/2026
26/2026	24/06/2026	26/06/2026	26	18/05/2026
27/2026	01/07/2026	03/07/2026	27	25/05/2026
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29/2026	15/07/2026	17/07/2026	29	08/06/2026
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35/2026	26/08/2026	28/08/2026	35	20/07/2026
36/2026	02/09/2026	04/09/2026	36	27/07/2026
37/2026	09/09/2026	11/09/2026	37	03/08/2026
38/2026	16/09/2026	18/09/2026	38	10/08/2026
39/2026	23/09/2026	25/09/2026	39	17/08/2026
40/2026	29/09/2026	01/10/2026	40	24/08/2026
41/2026	07/10/2026	09/10/2026	41	31/08/2026
42/2026	14/10/2026	16/10/2026	42	07/09/2026
43/2026	21/10/2026	23/10/2026	43	14/09/2026
44/2026	28/10/2026	30/10/2026	44	21/09/2026
45/2026	04/11/2026	06/11/2026	45	28/09/2026
46/2026	11/11/2026	13/11/2026	46	05/10/2026
47/2026	18/11/2026	20/11/2026	47	12/10/2026
48/2026	25/11/2026	27/11/2026	48	19/10/2026
49/2026	02/12/2026	04/12/2026	49	26/10/2026
50/2026	09/12/2026	11/12/2026	50	02/11/2026
51/2026	16/12/2026	18/12/2026	51	09/11/2026
52/2026	22/12/2026	24/12/2026	52	16/11/2026
1/2027	29/12/2026	31/12/2026	53	17/11/2026

The last-minute dates are published in the respective individual price lists.
¹ NEUE POST, DAS NEUE BLATT, FREIZEITWOCHE, MACH MAL PAUSE, MINI, AVANTI, SCHÖNE WOCHE, WOCHE HEUTE
² DAS NEUE

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
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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
FREQUENCY	weekly
ON SALE DATE	AVANTI, DAS NEUE BLATT, FREIZEITWOCHE, SCHÖNE WOCHE, MACH MAL PAUSE, MINI, NEUE POST, WOCHE HEUTE: Wednesday DAS NEUE: Friday
PZN	BAUER BEST AGE KOMBI 581223
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.

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Informationsgemeinschaft zur Feststellung
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(German Audit Bureau of Circulation)

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