Print-Prices
2027

AdAlliance

Rates and formats

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	213 x 277	82,900
1/1	normal	inside front cover	213 x 277	98,600
1/1	normal	outside back cover	213 x 277	98,600
3/4	vertical	inner	153 x 277	68,300
2/3	horizontal	inner	213 x 182	62,900
2/3	vertical	inner	142 x 277	62,900
1/2	horizontal	inner	213 x 136	53,900
1/2	vertical	inner	104 x 277	53,900
1/3	horizontal	inner	213 x 90	39,500
1/3	vertical	inner	69 x 277	39,500
1/3	vertical	Editorial	69 x 277	46,400
1/4	vertical	inner	50 x 277	33,100
1/4	horizontal	inner	213 x 66	33,100
1/4	corner	inner	104 x 136	33,100
1/8	vertical	inner	50 x 136	18,400
1/8	horizontal	inner	104 x 62	18,400

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 277	165,800
2/1	normal	inside front cover + page 3	426 x 277	235,400
1 1/3	vertical	inner	282 x 277	122,600
1 1/4	vertical	inner	263 x 277	117,100
2*1/2	horizontal	inner	426 x 136	107,800
2*1/3	horizontal	inner	426 x 90	79,000

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.

Special formats and advertising splits on request.

SMALL ADS

Small Ad catalogue service 40x80 3,480 €

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 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Special ad formats

Loose 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 on request.

Rates per 1,000

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
10 g	135	190	181	240
20 g	145	204	194	258
30 g	153	214	204	271
40 g	165	244	220	309
50 g	177	274	236	347
60 g	191	304	255	385
every addl. 10 g	+14	+30	+18	+38

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 50,000 copies

Oversize-inserts

Definition

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
10 g	176	247	235	312
20 g	189	265	252	335
30 g	199	278	265	352
40 g	215	317	286	402
50 g	230	356	307	451
60 g	248	395	332	501
every addl. 10 g	+23	+32	+30	+45

*Plus 70 EUR per 1,000 postal fees.

Circulation

Minimum circulation: 50,000 copies

Glued 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.

Rates per 1,000

Special ad format	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
Booklet	10 g	94	134	124	170
Booklet	20 g	116	165	154	218
Product sample	10 g	132	195	176	256

Other tip-ons on request.
30 % surcharge for a binding placement as first tip-on insert.
50 % surcharge for positioning on opening spread.

Circulation

Minimum circulation: 100,000 copies or total domestic subscription
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Bound inserts

Definition

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

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	152	215	201	274
8	176	252	234	319
12	197	282	262	357
16	218	312	290	395
every addl. 4 pages	+17	+30	+25	+38

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: 100,000 copies or total domestic subscription

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 2027 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
2/2027	07/01/2027	01	11/12/2026	21/12/2026	11/12/2026	22/12/2026
3/2027	14/01/2027	02	18/12/2026	30/12/2026	18/12/2026	04/01/2027
4/2027	21/01/2027	03	29/12/2026	08/01/2027	29/12/2026	11/01/2027
5/2027	28/01/2027	04	07/01/2027	15/01/2027	07/01/2027	18/01/2027
6/2027	04/02/2027	05	14/01/2027	22/01/2027	14/01/2027	25/01/2027
7/2027	11/02/2027	06	21/01/2027	29/01/2027	21/01/2027	01/02/2027
8/2027	18/02/2027	07	28/01/2027	05/02/2027	28/01/2027	08/02/2027
9/2027	25/02/2027	08	04/02/2027	12/02/2027	04/02/2027	15/02/2027
10/2027	04/03/2027	09	11/02/2027	19/02/2027	11/02/2027	22/02/2027
11/2027	11/03/2027	10	18/02/2027	26/02/2027	18/02/2027	01/03/2027
12/2027	18/03/2027	11	25/02/2027	05/03/2027	25/02/2027	08/03/2027
13/2027	25/03/2027	12	04/03/2027	12/03/2027	04/03/2027	15/03/2027
14/2027	01/04/2027	13	09/03/2027	17/03/2027	09/03/2027	18/03/2027
15/2027	08/04/2027	14	16/03/2027	24/03/2027	16/03/2027	25/03/2027
16/2027	15/04/2027	15	23/03/2027	02/04/2027	23/03/2027	05/04/2027
17/2027	22/04/2027	16	01/04/2027	09/04/2027	01/04/2027	12/04/2027
18/2027	29/04/2027	17	08/04/2027	16/04/2027	08/04/2027	19/04/2027
19/2027	05/05/2027	18	14/04/2027	22/04/2027	14/04/2027	23/04/2027
20/2027	13/05/2027	19	21/04/2027	29/04/2027	21/04/2027	30/04/2027
21/2027	20/05/2027	20	27/04/2027	05/05/2027	27/04/2027	07/05/2027
22/2027	26/05/2027	21	03/05/2027	12/05/2027	03/05/2027	13/05/2027
23/2027	03/06/2027	22	12/05/2027	21/05/2027	12/05/2027	24/05/2027
24/2027	10/06/2027	23	20/05/2027	28/05/2027	20/05/2027	31/05/2027
25/2027	17/06/2027	24	27/05/2027	04/06/2027	27/05/2027	07/06/2027
26/2027	24/06/2027	25	03/06/2027	11/06/2027	03/06/2027	14/06/2027
27/2027	01/07/2027	26	10/06/2027	18/06/2027	10/06/2027	21/06/2027
28/2027	08/07/2027	27	17/06/2027	25/06/2027	17/06/2027	28/06/2027
29/2027	15/07/2027	28	24/06/2027	02/07/2027	24/06/2027	05/07/2027
30/2027	22/07/2027	29	01/07/2027	09/07/2027	01/07/2027	12/07/2027
31/2027	29/07/2027	30	08/07/2027	16/07/2027	08/07/2027	19/07/2027
32/2027	05/08/2027	31	15/07/2027	23/07/2027	15/07/2027	26/07/2027
33/2027	12/08/2027	32	22/07/2027	30/07/2027	22/07/2027	02/08/2027
34/2027	19/08/2027	33	29/07/2027	06/08/2027	29/07/2027	09/08/2027
35/2027	26/08/2027	34	05/08/2027	13/08/2027	05/08/2027	16/08/2027
36/2027	02/09/2027	35	12/08/2027	20/08/2027	12/08/2027	23/08/2027
37/2027	09/09/2027	36	19/08/2027	27/08/2027	19/08/2027	30/08/2027
38/2027	16/09/2027	37	26/08/2027	03/09/2027	26/08/2027	06/09/2027
39/2027	23/09/2027	38	02/09/2027	10/09/2027	02/09/2027	13/09/2027
40/2027	30/09/2027	39	09/09/2027	17/09/2027	09/09/2027	20/09/2027
41/2027	07/10/2027	40	16/09/2027	24/09/2027	16/09/2027	27/09/2027
42/2027	14/10/2027	41	23/09/2027	01/10/2027	23/09/2027	04/10/2027
43/2027	21/10/2027	42	30/09/2027	08/10/2027	30/09/2027	11/10/2027
44/2027	28/10/2027	43	07/10/2027	15/10/2027	07/10/2027	18/10/2027
45/2027	04/11/2027	44	14/10/2027	22/10/2027	14/10/2027	25/10/2027
46/2027	11/11/2027	45	21/10/2027	29/10/2027	21/10/2027	01/11/2027
47/2027	18/11/2027	46	28/10/2027	05/11/2027	28/10/2027	08/11/2027
48/2027	25/11/2027	47	04/11/2027	12/11/2027	04/11/2027	15/11/2027
49/2027	02/12/2027	48	11/11/2027	19/11/2027	11/11/2027	22/11/2027
50/2027	09/12/2027	49	18/11/2027	26/11/2027	18/11/2027	29/11/2027
51/2027	16/12/2027	50	25/11/2027	03/12/2027	25/11/2027	06/12/2027
52/2027	23/12/2027	51	02/12/2027	10/12/2027	02/12/2027	13/12/2027
1/2028	30/12/2027	52	08/12/2027	16/12/2027	08/12/2027	17/12/2027

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).

STERN EXTRA

Profile

STERN EXTRAS: Deep subject matter expertise across all industries

STERN EXTRAS are **single-topic, editorial, and cross-media features on subjects that resonate with people—** from health, mobility, and finance to travel, fashion, and beauty.

EXTRAS offer a **varied mix of** exciting feature stories, impressive photo spreads, in-depth background reports, and helpful practical tips in articles and videos—supplemented by valuable insights from experts.

Each EXTRA is **conceived as a complete package and tailored** with the **appropriate content** for each medium—in print, digital, and social media.

Benefits of STERN EXTRAS: Perfect contexts—maximum reach

STERN EXTRAS are an **integral part of both print and digital media and** enjoy great popularity among readers and users.

EXTRAS provide the **perfect setting for** any campaign that aims to position itself closely with relevant topics.

Week after week, STERN reaches **more than 16 million* readers and users across all channels**. With STERN, you can create a long-term, predictable environment for your natively staged 360-degree B2C communication. This ensures that **campaigns** achieve **maximum attention!**

Source: *B4P

AD FORMATS AND PRICES: see STERN Price List

TOPICS AND DATES: see ContentFinder

Cover price €6.80

STERN SONDERHEFT

Profile

Healthcare requires trust and guidance. With its special issues **"Good Doctors for Me"** and **"Good Hospitals for Me,"** STERN supports its readers in making important decisions regarding their medical care. Well-researched recommendations for doctors and hospitals are combined with relevant health topics, clear context, and high practical value. This creates a credible and high-quality editorial environment—perfect, above all, for health campaigns. The special issues are published in February and June.

Cover price	€7.80
Circulation	92,000 print circulation (Publisher's Information 2026)

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	213 x 277	21,600
1/1	normal	inside front cover	213 x 277	23,600
1/1	normal	outside back cover	213 x 277	23,600
1/2	horizontal	inner	213 x 136	10,800
1/2	vertical	inner	104 x 277	10,800

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 277	43,200

General information

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) 286686-4380
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4348
COPY MATERIAL DUON-Portal	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
Ad Special-Portal	Binding technical specifications for special ad formats are available online at www.adspecial-portal.de
Internet	www.rtl-adalliance.com
FREQUENCY	weekly
ON SALE DATE	Thursday
COVER PRICE	6.80 EUR
PZN	STERN 570555
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 ORIGINIAL RETAINS SOLE VALIDITY.

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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 rtladalliance_info@rtl.com

Germany (Headquarters)
RTL AdAlliance GmbH
Überseeallee 10
20457 Hamburg
Email rtladalliance_info@rtl.com

Austria
RTL AdAlliance
Stella-Klein-Löw-Weg 11-17
Haus C
1020 Vienna
Email rtladalliance_at@rtl.com

Belgium
RTL AdAlliance
Coupure Rechts 64B
9000 Ghent
Email rtladalliance_be@rtl.com

Finland
RTL AdAlliance
Sofiankatu 4 C
00170 Helsinki
Email rtladalliance_fl@rtl.com

France
RTL AdAlliance
157 Avenue Charles de Gaulle
92200 Neuilly sur Seine
Email rtladalliance_fr@rtl.com

Germany
RTL AdAlliance
Picassoplatz 1
50679 Cologne
Email rtladalliance_de@rtl.com

Italy
RTL AdAlliance
Piazza Velasca 8
20121 Milano
Email rtladalliance_ita-international-sales@rtl.com

Netherlands
RTL AdAlliance
Meeuwenlaan 98-100
1021 JL Amsterdam
Email rtladalliance_nl@rtl.com

Norway
RTL AdAlliance
Tordenskioldsgate 6
0160 Oslo
Email rtladalliance_no@rtl.com

Sweden
RTL AdAlliance
Döbelnsgatan 21
111 40 Stockholm
Email rtladalliance_se@rtl.com

Switzerland
RTL AdAlliance
Zeltweg 15
P.O. Box 8032 Zurich
Email rtladalliance_ch@rtl.com

United Kingdom
RTL AdAlliance
4 Tenterden Street London
W1S1TE
Email rtladalliance_uk@rtl.com

USA - Los Angeles
RTL AdAlliance
2900 W Alameda Ave
CA 91505 Burbank
Email rtladalliance_usa@rtl.com

USA - New York
RTL AdAlliance
1540 Broadway
10019 NY
Email rtladalliance_usa@rtl.com

You can find the current media portfolio at www.ad-alliance.de.
Ad Alliance GmbH I 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.