

DEUTSCHLAND 6,50 € | ÖSTERREICH 7,40 € | FEBRUAR 2024

WWW.SCHOENER-WOHNEN.DE



SCHÖNER WOHNEN

EUROPAS GRÖSSTES WOHNMAGAZIN

**HOMEOFFICE
EINRICHTUNGS-
IDEEEN VON
WINZIG BIS
WEITLÄUFIG**

TRAUMKÜCHE
SO GELINGT DER
MODERNE
COUNTRY-STYLE

**NACHHALTIGE
SANIERUNG**
*Eine urige
Wohnung
unterm Dach*

WIE HÜBSCH!
NEUE DEKO-
OBJEKTE,
KLEINMÖBEL &
TABLEWARE

FARBSPIELE

Wie man die richtigen Töne trifft und kombiniert

**Prices
2025**



AdAlliance

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	40,700
1/1	normal	inside front cover	215 x 280	48,500
1/1	normal	outside back cover	215 x 280	49,700
1/1	normal	next to Table of Contents	215 x 280	45,600
1/1	normal	right opposite Team	215 x 280	43,600
2/3	vertical	inner	139 x 280	30,900
1/2	vertical	inner	106 x 280	24,700
1/2	horizontal	inner	215 x 139	24,700
1/3	vertical	inner	73 x 280	21,300
1/3	vertical	Editorial	73 x 280	26,200

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	81,400
2/1	normal	1st double page in issue	430 x 280	86,300
2/1	normal	inside front cover + page 3	430 x 280	93,600

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. Keep live matter min. 5 mm from trimming edge.
Special formats and preferred positions on request.
Advertising splits on request.

SMALL ADS

Small Ad market place 120x120 3,980 €
Small Ad market place 120x60 2,040 €
Small Ad market place 180x60 2,970 €
Small Ad market place 60x120 2,040 €
Small Ad market place 60x240 3,980 €
Small Ad market place 60x60 1,040 €

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 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

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
20 g	147	206	185	255
30 g	168	235	211	290
40 g	188	263	237	327
50 g	208	291	262	361
60 g	226	316	285	392
every addl. 10 g	+14	+20	+20	+26

Loose inserts with tip-on elements on request.

Weights up to	Subs
20 g	435
30 g	494
40 g	555
50 g	613
60 g	667
every addl. 10 g	+45

Circulation

Minimum circulation: 40,000 copies or total domestic subscription circulation

Domestic subscriptions. Single copy sales on request.

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	Partial circ. ex. Subs	Subs
Booklet	10 g	110	154	146	193
Booklet	20 g	124	174	165	218
Booklet	30 g	147	206	195	258
every addl. 10 g		+14	+20	+18	+25
Product sample	10 g	147	206	195	258
Product sample	20 g	170	238	225	298
Flat spray / Teabags*		170	238	225	298

*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 a binding placement as first tip-on insert.
50 % surcharge for positioning on opening spread.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	176	246	234	308
8	220	308	291	385
12	258	361	342	451
16	278	389	369	486
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.
30 % surcharge for binding position as first bound insert.

Circulation

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

Minimum circulation: 100,000 copies

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 2025 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
2/2025	10/01/2025	02	29/11/2024	09/12/2024	29/11/2024	11/12/2024
3/2025	14/02/2025	07	10/01/2025	20/01/2025	10/01/2025	22/01/2025
4/2025	14/03/2025	11	07/02/2025	17/02/2025	07/02/2025	19/02/2025
5/2025	11/04/2025	15	07/03/2025	17/03/2025	07/03/2025	19/03/2025
6/2025	09/05/2025	19	01/04/2025	09/04/2025	01/04/2025	11/04/2025
7/2025	06/06/2025	23	30/04/2025	09/05/2025	30/04/2025	13/05/2025
8/2025	11/07/2025	28	05/06/2025	16/06/2025	05/06/2025	18/06/2025
9/2025	08/08/2025	32	04/07/2025	14/07/2025	04/07/2025	16/07/2025
10/2025	12/09/2025	37	08/08/2025	18/08/2025	08/08/2025	20/08/2025
11/2025	10/10/2025	41	04/09/2025	12/09/2025	04/09/2025	16/09/2025
12/2025	14/11/2025	46	09/10/2025	17/10/2025	09/10/2025	21/10/2025
1/2026	12/12/2025	50	07/11/2025	17/11/2025	07/11/2025	19/11/2025

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).

The appx. 60 page, oversize issue appears in the single copy and subscription circulations of SCHÖNER WOHNEN issue 8 of the year.



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 300	26,600
1/2	vertical	inner	97 x 300	15,700
1/2	horizontal	inner	200 x 147	15,700
1/3	vertical	inner	63 x 300	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	400 x 300	53,200

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.
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
08/2025	11/07/2025	28	07/05/2025

In the BATHROOM Extra, SCHÖNER WOHNEN presents new products, Trends and Materials around the bathroom.

The oversize issue appears in the single copy and subscription circulation of SCHÖNER WOHNEN issue 11.



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 300	26,600
1/2	vertical	inner	97 x 300	15,700
1/2	horizontal	inner	200 x 147	15,700
1/3	vertical	inner	63 x 300	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	400 x 300	53,200

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.

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
11/2025	10/10/2025	41	07/08/2025

In addition to the main issues of SCHÖNER WOHNEN, SPEZIAL issues appear devoted to a single topic. The SPEZIAL issues are on sale for around 12 weeks.

During 2025 SPEZIAL issues will appear on the following topics:

- 1/2025 Garden
- 2/2025 Bathroom
- 3/2025 Design
- 4/2025 Kitchen
- 5/2025 Rebuilding + Modernizing
- 6/2025 Luxury

COVER PRICE 11.00 EUR

CIRCULATION 50,000 print run (publishers figure)



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	228 x 298	13,900
1/1	normal	inside front cover	228 x 298	16,100
1/1	normal	outside back cover	228 x 298	16,600
1/2	vertical	inner	112 x 298	8,400
1/2	horizontal	inner	228 x 146	8,400
1/3	vertical	inner	76 x 298	6,300

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	465 x 298	27,800

Rates for 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. 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2025	14/03/2025	11	07/02/2025	07/02/2025	21/02/2025
2/2025	16/05/2025	20	08/04/2025	08/04/2025	24/04/2025
3/2025	04/07/2025	27	28/05/2025	28/05/2025	13/06/2025
4/2025	05/09/2025	36	01/08/2025	01/08/2025	15/08/2025
5/2025	17/10/2025	42	11/09/2025	11/09/2025	25/09/2025
6/2025	28/11/2025	48	23/10/2025	23/10/2025	07/11/2025

In 2025, two additional issues of SCHÖNER WOHNEN will be published on the following topics:

- 1/2025: Summer Issue / Trends
- 2/2025: Christmas

All SCHÖNER WOHNEN subscribers will receive the additional issues. In the magazine shops, the issues will be available for around 12 weeks.

COVER PRICE 6,30 EUR

CIRCULATION 80,000 print run (publishers figure)



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	26,600
1/1	normal	inside front cover	215 x 280	31,100
1/1	normal	outside back cover	215 x 280	31,900
1/2	vertical	inner	106 x 280	15,700
1/2	horizontal	inner	215 x 139	15,700
1/3	vertical	inner	73 x 280	13,800

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	53,200

Rates for 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. 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
1/2025	20/06/2025	25	14/05/2025	19/05/2025	14/05/2025	26/05/2025
2/2025	30/10/2025	44	24/09/2025	29/09/2025	24/09/2025	07/10/2025

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) 286686-4372
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4080
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	Wednesday
COVER PRICE	6.90 EUR
PZN	SCHÖNER WOHNEN 501571
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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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: Carsten Schwecke, Frank Vogel

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



The General Terms and Conditions of Ad Alliance GmbH apply,
available at www.ad-alliance.de/agb.

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:
Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,
available at: www.mediaimpact.de/de/agb, unless otherwise indicated.