



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	210 x 268	67,900
1/1	normal	inside front cover	210 x 268	78,800
1/1	normal	outside back cover	210 x 268	78,800
2/3	vertical	inner	133 x 268	55,400
1/2	vertical	inner	100 x 268	45,300
1/2	horizontal	inner	210 x 134	45,300
1/3	vertical	inner	70 x 268	38,100
1/3	vertical	Editorial	70 x 268	46,000
1/3	horizontal	inner	210 x 91	38,100

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 268	135,800
2/1	normal	inside front cover + page 3	420 x 268	180,880
2/1	normal	double page in Cosmetics	420 x 268	135,800
2/1	normal	double page before Table of Contents	420 x 268	135,800

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.

SMALL ADS

Small Ad catalogue service 40x80 2.650 €

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	130	182	173	236	20 g	211	295	275	380	
	30 g	147	207	193	266	30 g	233	326	309	423	
	40 g	165	232	218	299	40 g	265	372	350	482	
	50 g	180	257	236	329	50 g	287	401	377	519	
	60 g	194	282	256	359	60 g	312	437	411	563	
	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: 50,000 copies					Minimum circulation: 50,000 copies					

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	Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
	Booklet	10 g	112	158	160	203	4	125	174	179	226
	Booklet	20 g	123	183	175	233	8	143	201	203	260
	every addl. 10 g		+14	+25	+18	+30	12	161	226	231	291
	Product sample	10 g	123	172	175	223	16	180	252	255	325
	Product sample	20 g	135	197	194	253	every addl. 4 pages	+17	+25	+25	+30
	Flat spray / Teabags*		144	202	206	262					
	*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.						Bound inserts with tip-on elements on request. 30 % surcharge for a binding placement as the first bound insert.				
Circulation	Minimum circulation: 150,000 copies or total domestic subscription Carrier ad: minimum full page in the total circulation (rate according to rate card)						Minimum circulation: 150,000 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 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 Loose Inserts	Special Ad Formats Closing & Cancellation Date Glued, Bound Inserts	Special Ad Formats Delivery Date
2/2026	02/01/2026	01	13/11/2025	02/12/2025	13/11/2025	29/10/2025	09/12/2025
3/2026	14/01/2026	03	25/11/2025	12/12/2025	25/11/2025	11/11/2025	19/12/2025
4/2026	28/01/2026	05	09/12/2025	02/01/2026	09/12/2025	25/11/2025	09/01/2026
5/2026	11/02/2026	07	23/12/2025	16/01/2026	23/12/2025	09/12/2025	23/01/2026
6/2026	25/02/2026	09	13/01/2026	30/01/2026	13/01/2026	23/12/2025	06/02/2026
7/2026	11/03/2026	11	27/01/2026	13/02/2026	27/01/2026	13/01/2026	20/02/2026
8/2026	25/03/2026	13	10/02/2026	27/02/2026	10/02/2026	27/01/2026	06/03/2026
9/2026	08/04/2026	15	20/02/2026	11/03/2026	20/02/2026	06/02/2026	18/03/2026
10/2026	22/04/2026	17	06/03/2026	25/03/2026	06/03/2026	20/02/2026	01/04/2026
11/2026	06/05/2026	19	19/03/2026	09/04/2026	19/03/2026	05/03/2026	16/04/2026
12/2026	20/05/2026	21	01/04/2026	22/04/2026	01/04/2026	18/03/2026	29/04/2026
13/2026	03/06/2026	23	16/04/2026	06/05/2026	16/04/2026	31/03/2026	13/05/2026
14/2026	17/06/2026	25	29/04/2026	21/05/2026	29/04/2026	15/04/2026	28/05/2026
15/2026	01/07/2026	27	15/05/2026	05/06/2026	15/05/2026	29/04/2026	12/06/2026
16/2026	15/07/2026	29	01/06/2026	19/06/2026	01/06/2026	18/05/2026	26/06/2026
17/2026	29/07/2026	31	16/06/2026	03/07/2026	16/06/2026	01/06/2026	10/07/2026
18/2026	12/08/2026	33	30/06/2026	17/07/2026	30/06/2026	16/06/2026	24/07/2026
19/2026	26/08/2026	35	14/07/2026	31/07/2026	14/07/2026	30/06/2026	07/08/2026
20/2026	09/09/2026	37	28/07/2026	14/08/2026	28/07/2026	14/07/2026	21/08/2026
21/2026	23/09/2026	39	11/08/2026	28/08/2026	11/08/2026	28/07/2026	04/09/2026
22/2026	07/10/2026	41	20/08/2026	11/09/2026	20/08/2026	06/08/2026	14/09/2026
23/2026	21/10/2026	43	08/09/2026	25/09/2026	08/09/2026	25/08/2026	02/10/2026
24/2026	04/11/2026	45	22/09/2026	09/10/2026	22/09/2026	08/09/2026	16/10/2026
25/2026	18/11/2026	47	06/10/2026	23/10/2026	06/10/2026	22/09/2026	30/10/2026
26/2026	02/12/2026	49	20/10/2026	06/11/2026	20/10/2026	06/10/2026	13/11/2026
1/2027	16/12/2026	51	03/11/2026	20/11/2026	03/11/2026	20/10/2026	27/11/2026

*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).

Brigitte

In 2026, **BRIGITTE** will publish a **SPECIAL ISSUE** on the topic of **longevity**. This additional issue will be available at newsstands. BRIGITTE subscribers will receive the issue as part of their subscription.

Cover price 4.50 EUR

Circulation Print run of 134,000 (according to the publisher)

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 268	14,300
1/1	normal	inside front cover	210 x 268	16,600
1/1	normal	outside back cover	210 x 268	16,600
1/2	vertical	inner	100 x 268	9,600
1/2	horizontal	inner	210 x 134	9,600

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 268	28,600

Other formats on request.

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
1/2026	11/11/2026	46	15/09/2026	29/09/2026	16/10/2026	15/09/2026	23/10/2026

BRIGITTE FERIENHEFT

Brigitte

The BRIGITTE FERIENHEFT is published in summer. This additional issue is available from newsagents. BRIGITTE subscribers receive the magazine as part of their subscription.

Cover price	€7.20
Circulation	139,000 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	192 x 240	14,300
1/1	normal	inside front cover	192 x 240	16,600
1/1	normal	outside back cover	192 x 240	16,600
1/2	vertical	inner	91 x 240	9,600
1/2	horizontal	inner	192 x 120	9,600

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	384 x 240	28,600

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing & Cancellation Date	Copy Date	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2026	16/06/2026	25	14/04/2026	24/04/2026	14/04/2026	26/05/2026

General information

Brigitte

Publisher	Funke Women, People & Family 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) 286686-4379
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	26 x a year
ON SALE DATE	Wednesday
COVER PRICE	4.30 EUR
PZN	BRIGITTE 582460
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)

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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: 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.