



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	213 x 280	19,500
1/1	normal	inside front cover	213 x 280	21,300
1/1	normal	outside back cover	213 x 280	21,300
1/2	vertical	inner	104 x 280	12,400
1/2	horizontal	inner	213 x 138	12,400
1/3	vertical	inner	68 x 280	9,000
1/3	vertical	Editorial	68 x 280	9,900

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 280	39,000
2/1	normal	inside front cover + page 3	426 x 280	45,600

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.

Type area formats on request. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.
Advertising splits on request.

RATES FOR ART ADVERTISEMENTS

Current rates for Art Advertisements are shown in Section 4 of this rate card. For information on formats and ad rates in the Kunstmarkt (Art Market) please contact:

Nicole Schloen
Phone (+49-40) 2866 864221, Email: schloen.nicole@ad-alliance.de

SMALL ADS

Small Ad Art & Culture 40x20 200 €
Small Ad Art & Culture 40x40 390 €
Small Ad Art & Culture 40x60 600 €
Small Ad Art & Culture 80x20 390 €

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				
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	Partial circ. ex. Subs	Subs	Weights up to	Total	Partial circ. ex. Subs	Subs	
	20 g	160	191	232	20 g	253	303	368	
	30 g	171	205	249	30 g	274	328	398	
	40 g	191	229	277	40 g	307	368	445	
	50 g	210	252	306	50 g	336	403	489	
	60 g	230	276	334	60 g	366	439	532	
	every addl. 10 g	+16	+20	+21	every addl. 10 g	+30	+40	+40	
	Loose inserts with tip-on elements on request.								
Circulation	Minimum circulation: 25,000 copies or total domestic subscription circulation				Minimum circulation: 25,000 copies or total domestic subscription circulation				
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		Pages	Total			
	Booklet	10 g	112		4	187			
	Booklet	20 g	146		8	217			
	Booklet	30 g	168		12	245			
	every addl. 10 g		+16		16	276			
	Product sample	10 g	146		every addl. 4 pages	+18			
	Product sample	20 g	168						
	Other tip-ons on request.				Bound inserts with tip-on elements on request.				
Circulation	Carrier ad: minimum full page in the total circulation (rate according to rate card) Minimum circulation: Total circulation				Minimum circulation: Total circulation				
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 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	19/01/2024	03	19/12/2023	28/12/2023	19/12/2023	04/01/2024
3/2024	23/02/2024	08	26/01/2024	02/02/2024	26/01/2024	08/02/2024
4/2024	22/03/2024	12	23/02/2024	01/03/2024	23/02/2024	11/03/2024
5/2024	19/04/2024	16	20/03/2024	27/03/2024	20/03/2024	08/04/2024
6/2024	24/05/2024	21	23/04/2024	30/04/2024	23/04/2024	10/05/2024
7/2024	28/06/2024	26	24/05/2024	07/06/2024	24/05/2024	10/06/2024
8/2024	26/07/2024	30	28/06/2024	05/07/2024	28/06/2024	15/07/2024
9/2024	23/08/2024	34	26/07/2024	02/08/2024	26/07/2024	12/08/2024
10/2024	20/09/2024	38	23/08/2024	30/08/2024	23/08/2024	09/09/2024
11/2024	18/10/2024	42	19/09/2024	26/09/2024	19/09/2024	07/10/2024
12/2024	22/11/2024	47	24/10/2024	01/11/2024	24/10/2024	11/11/2024
1/2025	20/12/2024	51	22/11/2024	29/11/2024	22/11/2024	09/12/2024

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 full and double-pages possible).
 The closing dates for last-minute ads do not apply to art advertisements.

art ad rates are exclusively reserved for artists, museums, exhibition halls, auction houses, galleries, art fairs and art book publishers.

Placement of Premium Art Advertisements is best possible in the first half of the issue outside of the Art Advertisement Section. Regular art advertisements are placed best possible blocked upright in the Art Advertisement Section in the second half of the issue.



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	Premium (1st issue half) right-hand page	213 x 280	12,400
1/1	normal	Art Advertisements Section (2nd issue half)	213 x 280	7,000
1/1	normal	Art / inside back cover	213 x 280	8,100
1/1	normal	art Plus opener, left-hand page opposite art Plus cover	213 x 280	7,500
1/1	normal	Column STARTER, right-hand page	213 x 280	7,500
1/2	vertical	Premium (1st issue half), right-hand page	104 x 280	6,700
1/2	vertical	Art Advertisements Section (2nd issue half)	104 x 280	3,800
1/2	horizontal	Premium (1st issue half), right-hand page	213 x 138	6,700
1/2	horizontal	Art Advertisements Section (2nd issue half)	213 x 138	3,800
1/4	normal	Art Advertisements Section (2nd issue half)	104 x 138	1,800
1/8	horizontal	Art Advertisements Section (2nd issue half)	104 x 69	1,100

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	Art Advertisements Section (2nd issue half)	426 x 280	14,000

2024 is another Venice Biennale year

One of the most important art events, which will once again inspire us with its diversity and highlights. The ART editorial team will take a look at everything Venice has to offer this summer and report on it in a tour in this special issue.

The 60th International Art Exhibition will take place from 20 April to 24 November 2024 and will be curated by Adriano Pedrosa. Pedrosa expressed his honour and humility at this prestigious appointment, especially as the first Latin American to curate the International Art Exhibition.

ART offers a prominent platform for your advertising presence with its PREVIEW EDITORIALS and the ART SPAZIAL.

COVER PRICE 20.80





Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal		228 x 300	12,300
1/1	normal		228 x 300	5,200
Kunstanzeige*				

*The art advert price is reserved exclusively for artists, museums, exhibition halls, auction houses, galleries, art fairs and art book publishers.

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
1/24	10/05/2024	19	08/04/2024

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 OBS: Ads can also be booked via the Online Booking System (OBS). www.obs-portal.de
AD MANAGEMENT	Email: print-placements@ad-alliance.de Phone: (+49-40) 286686-4384
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4344
COPY MATERIAL	Peter Becker GmbH Email: art@becker-medien.de , Phone: (+49-931) 4 50 77 - 78 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	Friday
COVER PRICE	18.00 EUR
PZN	ART 516282
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.



Member of
Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)



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Executive Board: Matthias Dang, Frank Vogel

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