Print-Prices
2027

AdAlliance

Rates and formats

SCHÖNER WOHNEN

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	42,900
1/1	normal	inside front cover	215 x 280	51,100
1/1	normal	outside back cover	215 x 280	52,400
1/1	normal	next to Table of Contens	215 x 280	48,100
1/1	normal	right opposite Team	215 x 280	46,000
2/3	vertical	inner	139 x 280	32,600
1/2	vertical	inner	106 x 280	26,100
1/2	horizontal	inner	215 x 139	26,100
1/3	vertical	inner	73 x 280	22,500
1/3	vertical	Editorial	73 x 280	27,600

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	85,800
2/1	normal	1st double page in issue	430 x 280	91,000
2/1	normal	inside front cover + page 3	430 x 280	98,700

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 market place 120x120 4,200 €
Small Ad market place 120x60 2,160 €
Small Ad market place 60x120 2,160 €
Small Ad market place 60x240 4,200 €

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

SCHÖNER WOHNEN

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	154	215	193	266
20 g	165	231	207	285
30 g	175	250	220	308
40 g	196	280	247	347
50 g	217	310	273	385
60 g	235	340	297	423
every addl. 10 g	+14	+30	+20	+38

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 40,000 copies or total domestic subscription

Oversize-inserts

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.

Weights up to	Subs
10 g	346
20 g	371
30 g	400
40 g	451
50 g	501
60 g	550
every addl. 10 g	+45

*Plus 70 EUR per 1,000 postal fees.

Minimum circulation: total domestic subscriptions. Single copy sales on request.

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	115	164	153	205
Booklet	20 g	129	194	172	243
Booklet	30 g	154	224	203	281
every addl. 10 g		+14	+30	+18	+38
Product sample	10 g	154	224	203	281
Product sample	20 g	177	254	234	319

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: 80,000 copies
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Bound inserts

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.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	184	262	243	328
8	229	328	303	409
12	269	384	357	479
16	290	414	385	517
every addl. 4 pages	+17	+30	+25	+38

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

Minimum circulation: 80,000 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 2027 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Closing date schedule

SCHÖNER WOHNEN

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	08/01/2027	01	30/11/2026	09/12/2026	30/11/2026	10/12/2026
3/2027	12/02/2027	06	08/01/2027	19/01/2027	08/01/2027	20/01/2027
4/2027	12/03/2027	10	05/02/2027	16/02/2027	05/02/2027	17/02/2027
5/2027	09/04/2027	14	03/03/2027	12/03/2027	03/03/2027	15/03/2027
6/2027	07/05/2027	18	01/04/2027	12/04/2027	01/04/2027	13/04/2027
7/2027	04/06/2027	22	28/04/2027	10/05/2027	28/04/2027	11/05/2027
8/2027	09/07/2027	27	04/06/2027	15/06/2027	04/06/2027	16/06/2027
9/2027	06/08/2027	31	02/07/2027	13/07/2027	02/07/2027	14/07/2027
10/2027	10/09/2027	36	06/08/2027	17/08/2027	06/08/2027	18/08/2027
11/2027	08/10/2027	40	03/09/2027	14/09/2027	03/09/2027	15/09/2027
12/2027	12/11/2027	45	08/10/2027	19/10/2027	08/10/2027	20/10/2027
1/2028	10/12/2027	49	05/11/2027	16/11/2027	05/11/2027	17/11/2027

'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).

SCHÖNER WOHNEN
EXTRA HAUS & BAUEN

Profile

The approx. 60-page extra is included in oversize format in the retail and subscription edition of SCHÖNER WOHNEN No. 8 of the year.

EDITION: 200 mm width, 300 mm height

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	27,300
1/2	vertical	inner	97 x 300	16,100
1/2	horizontal	inner	200 x 147	16,100
1/3	vertical	inner	63 x 300	11,100

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	54,600

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
8/2027	09/07/2027	27	05/05/2027

SCHÖNER WOHNEN SPEZIAL

Profile

In addition to the main issue of SCHÖNER WOHNEN, high-quality, single-theme SPECIAL editions are published and available at newsstands for approximately 12 weeks.

Topics
#1 Garden
#2 Design
#3 Kitchen
#4 Renovations
#5 Luxury

Cover price €11.50

Circulation 50,000 print circulation (Publisher's Information)

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	14,600
1/1	normal	inside front cover	228 x 298	16,900
1/1	normal	outside back cover	228 x 298	17,400
1/2	vertical	inner	112 x 298	8,800
1/2	horizontal	inner	228 x 146	8,800
1/3	vertical	inner	76 x 298	6,600

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	29,200

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
1/2027	05/03/2027	09	29/01/2027	29/01/2027	12/02/2027
2/2027	04/06/2027	22	28/04/2027	28/04/2027	13/05/2027
3/2027	03/09/2027	35	30/07/2027	30/07/2027	13/08/2027
4/2027	15/10/2027	41	10/09/2027	10/09/2027	24/09/2027
5/2027	26/11/2027	47	22/10/2027	22/10/2027	05/11/2027

SCHÖNER WOHNEN ZUSATZAUSGABE

Profile

Every year, two additional issues of SCHÖNER WOHNEN are published, which all SCHÖNER WOHNEN subscribers receive. The issues are available in newsagents for around 12 weeks.

Topics
#1 Summer Issue/Trends
#2 Christmas

Cover price €6.90

Circulation 80,000 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	215 x 280	28,100
1/1	normal	inside front cover	215 x 280	32,800
1/1	normal	outside back cover	215 x 280	33,800
1/2	vertical	inner	106 x 280	16,600
1/2	horizontal	inner	215 x 139	16,600
1/3	vertical	inner	73 x 280	14,600

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	56,200

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
1/2027	18/06/2027	24	13/05/2027	19/05/2027	13/05/2027	26/05/2027
2/2027	29/10/2027	43	24/09/2027	29/09/2027	24/09/2027	06/10/2027

General information

SCHÖNER WOHNEN

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) 286686-4378
Special Ad Formats	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4342
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	monthly
ON SALE DATE	Friday
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 ORIGINIAL RETAINS SOLE VALIDITY.

b4p 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 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.