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	187 x 257	10,500
1/1	normal	inside front cover	187 x 257	10,500
1/1	normal	inside back cover	187 x 257	10,500
1/1	normal	outside back cover	187 x 257	11,600

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.

Special formats and advertising splits on request.

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	122	171	173	207
20 g	131	183	186	222
30 g	138	194	196	234
40 g	148	224	209	272
50 g	161	254	227	310
60 g	173	284	245	348
every addl. 10 g	+14	+30	+20	+38

Loose inserts with tip-on elements on request.

Circulation

Minimum circulation: 30,000 copies, or total domestic subscription

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	159	222	225	269
20 g	170	238	242	289
30 g	179	252	255	304
40 g	192	291	272	354
50 g	209	330	295	403
60 g	225	369	319	452

*Plus 70 EUR per 1,000 postal fees.

Circulation

Minimum circulation: 30,000 copies, or total domestic subscription

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
Booklet	10 g	90	128
Booklet	20 g	103	158
Product sample	10 g	99	141

Other tip-ons on request.

Circulation

Minimum circulation: domestic circulation
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
4	135	194
8	160	228

Bound inserts with tip-on elements on request.
Larger inserts on request.

Circulation

Minimum circulation: domestic 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 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
1/2027	12/01/2027	02	07/12/2026	15/12/2026	08/12/2026	17/12/2026
2/2027	16/02/2027	07	15/01/2027	25/01/2027	18/01/2027	27/01/2027
3/2027	16/03/2027	11	12/02/2027	22/02/2027	15/02/2027	24/02/2027
4/2027	13/04/2027	15	10/03/2027	18/03/2027	11/03/2027	22/03/2027
5/2027	11/05/2027	19	08/04/2027	16/04/2027	09/04/2027	20/04/2027
6/2027	08/06/2027	23	05/05/2027	14/05/2027	07/05/2027	19/05/2027
7/2027	06/07/2027	27	04/06/2027	14/06/2027	07/06/2027	16/06/2027
8/2027	03/08/2027	31	02/07/2027	12/07/2027	05/07/2027	14/07/2027
9/2027	31/08/2027	35	30/07/2027	09/08/2027	02/08/2027	11/08/2027
10/2027	28/09/2027	39	27/08/2027	06/09/2027	30/08/2027	08/09/2027
11/2027	26/10/2027	43	24/09/2027	04/10/2027	27/09/2027	06/10/2027
12/2027	23/11/2027	47	22/10/2027	01/11/2027	25/10/2027	03/11/2027
13/2027	14/12/2027	50	12/11/2027	22/11/2027	15/11/2027	24/11/2027

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).

GEOLINO MINI FERIENHEFT

profile

THE HANDS-ON MAGAZINE FOR ON THE GO

The GEOLINO MINI FERIENHEFT provides an introduction to countries and travels to European destinations. There are lots of puzzles and puzzles, craft instructions and cooking recipes as well as tips for indoor and outdoor games. In the usual GEOLINO MINI quality, this booklet is a valuable interactive companion for young vacationers from the age of 5 and their parents reading along.

Cover price €7.90

Circulation 60,000 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	187 x 257	10,500
1/1	normal	inside front cover	187 x 257	10,500
1/1	normal	inside back cover	187 x 257	10,500
1/1	normal	outside back cover	187 x 257	11,600

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	29/06/2027	26	25/05/2027	28/05/2027	25/05/2027	02/06/2027

GEOLINO MINI
WIMMELHEFT

profile

THE BEST SEARCH PICTURES FROM GEOLINO MINI

GEOLINO MINI has developed more than 20 hidden object pictures itself and brought them together in one issue. Each hidden object picture is an adventure world in itself. Readers move through the fun puzzle of everyday objects, food or toys with the help of 12 questions. Children aged 5 and over will be amazed, learn and have lots of fun.

Cover price €7.00

Circulation 15,000 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	187 x 257	7,500
1/1	normal	inside front cover	187 x 257	7,500
1/1	normal	inside back cover	187 x 257	7,500
1/1	normal	outside back cover	187 x 257	8,100

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	30/03/2027	13	24/02/2027	03/03/2027	25/02/2027	08/03/2027

GEOLINO MINI ZUSATZAUSGABE

Our profile

We love animals! But we love their offspring even more. They play a role in every animal story in GEOLINO MINI: how they open their eyes for the first time as clumsy balls of fur or spread their wings and leave their parents' nest or grow up for years in the family circle and test their strength against their peers. There is always something going on in the "kindergarten of animals"! That's why we want to dedicate an entire magazine to the little ones: The GEOLINO MINI supplementary edition "Animal Babies" takes young readers on an exciting journey to local lakes, meadows and pastures, the African savannah and the thrilling rainforest. There are brilliant photos on every page, lots to discover and plenty of facts to learn. The booklet inspires with its insights into the diversity and uniqueness of nature: for reading, laughing and learning!

Cover price €5.90

Circulation 50,000 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	187 x 257	10,500
1/1	normal	inside front cover	187 x 257	10,500
1/1	normal	inside back cover	187 x 257	10,500
1/1	normal	outside back cover	187 x 257	11,600

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	14/09/2027	37	13/08/2027	23/08/2027	16/08/2027	25/08/2027

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
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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	13 x a year
COVER PRICE	5.00 EUR
PZN	GEOLINO MINI 508512
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.

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

KINDER MEDIEN MONITOR 2025

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You can find the current media portfolio at www.ad-alliance.de.
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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.