



COSMOPOLITAN

FUN. FEARLESS. FEMALE.

MAI 2025

UNSER TYP IST JUNG...

DIESE FRAUEN PFEIFEN AUF ALTERSGRENZEN UND LIEBEN JETZT BESSER

COPY AND TASTE

Überraschende Stilvorbilder, von denen man sich wirklich was abschauen will

ERFOLG KANN ICH!

MIT DER RICHTIGEN ATTITUDE ALLES SCHAFFEN. UND: WAS SIE NICHT HÖREN WOLLEN, ABER WISSEN SOLLTEN, UM GANZ HOCH HINAUSZUKOMMEN

KYLIE JENNER
MACHTE UNSICHERHEITEN ZU IHRER STÄRKE UND SICH ZUR SELFMADE-MILLIARDÄRIN

DER ABSOLUTE BODY-REFORMER

SO TRANSFORMIERT PILATES-POWER DEN KÖRPER + ZU HAUSE WIE IM TOP-STUDIO TRAINIEREN

Ihr Gedankenspiel für mehr Pleasure:
WIE WÄRE ES, IM BETT EINE ANDERE ZU SEIN?

DEUTSCHLAND € 4,90
ÖSTERREICH € 5,50 | SCHWEIZ CHF 9,70

05
4 190910 204905

**Prices
2026**



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	202 x 270	47,010
1/1	normal	1st ad beauty section	202 x 270	54,060
1/1	normal	1st ad fashion section	202 x 270	54,060
1/1	normal	outside back cover	202 x 270	65,810
1/1	normal	ads up to page 41	202 x 270	56,410
1/1	normal	before/next to content/editorial	202 x 270	61,110
2/3	vertical	inner	120 x 270	39,270
1/2	vertical	inner	93 x 270	32,960
1/2	horizontal	inner	202 x 130	32,960
1/3	vertical	inner	65 x 270	22,140
1/3	horizontal	inner	202 x 92	22,140

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	404 x 270	94,020
2/1	normal	inside front cover + page 3	404 x 270	131,630
2/1	normal	double pages up to page 41	404 x 270	118,820

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.

Smaller sized ads only possible following prior agreement and in limited number per issue. 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 2026 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

Special ad formats

COSMOPOLITAN

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	240	295	264	416	20 g	300	375	330	525	
	30 g	245	311	270	429	30 g	330	413	363	578	
	40 g	250	343	275	473	every addl. 10 g	+10	+25	+10	+20	
	50 g	255	370	281	511						
	60 g	265	387	292	522						
	every addl. 10 g	+10	+20	+10	+20						
	Loose inserts with tip-on elements on request.					*Plus 50 EUR per 1,000 postal fees.					
Circulation	Minimum circulation: 20,000 copies. The subscription circulation cannot be partially booked.					Minimum circulation: 20,000 copies. The subscription circulation cannot be partially booked.					

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		Pages	Total without Subs	Subs within Total			
	Booklet	10 g	160	200		4	251	314			
	Booklet	20 g	164	213		8	256	320			
	every addl. 10 g		+12	+20		12	261	339			
	Product sample	10 g	189	239		16	263	355			
	Product sample	20 g	199	257		every addl. 4 pages	+12	+15			
	Flat spray / Teabags*		239	297							
	*Plus 100 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. Other tip-ons on request. 50 % surcharge for positioning on opening spread. 30 % Zuschlag für verbindliche Platzierung als 1. Beikleber.					Bound inserts with tip-on elements on request. 30 % surcharge for a binding placement as the first bound insert.					
Circulation	Minimum circulation: domestic circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)					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 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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
3/2026	03/02/2026	06	17/12/2025	19/11/2025	06/01/2026
4/2026	03/03/2026	10	21/01/2026	17/12/2025	03/02/2026
5/2026	07/04/2026	15	23/02/2026	26/01/2026	06/03/2026
6/2026	07/05/2026	19	20/03/2026	20/02/2026	02/04/2026
7/2026	09/06/2026	24	23/04/2026	24/03/2026	08/05/2026
9/2026	04/08/2026	32	24/06/2026	26/05/2026	07/07/2026
10/2026	01/09/2026	36	22/07/2026	24/06/2026	04/08/2026
11/2026	06/10/2026	41	26/08/2026	29/07/2026	08/09/2026
12/2026	03/11/2026	45	23/09/2026	26/08/2026	06/10/2026
1/2027	08/12/2026	50	28/10/2026	30/09/2026	10/11/2026

Current topics can be found on <https://contentfinder.ad-alliance.de>.

Profile

Two times a year, COSMOPOLITAN adds a monothematic special to the main magazine: BEAUTY and ACCESSOIRES. The specials are only available in a bundle with the main magazine.

COSMOPOLITAN BEAUTY provides information on current trends in beauty, body awareness and wellbeing.

COSMOPOLITAN ACCESSOIRES presents the latest trends and styling ideas that enhance every outfit and reveals what no closet should be without. The special edition is published in newspaper format.

Cover price €4.90



Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	202 x 270	27,250
1/1 Zeitungsformat	normal	inner	260 x 380	27,250

Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	404 x 270	54,500

Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
#11/26 BEAUTY	06/10/2026	41	26/08/2026
#12/26 ACCES- SOIRES	03/11/2026	45	23/09/2026

General information

COSMOPOLITAN

Publisher Heinrich Bauer Verlag KG

Marketers RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com

Order Processing E-Mail: print-order@ad-alliance.de

Ad Management E-Mail: print-placements@ad-alliance.de
Phone: +49 (0) 40 / 286686-4833

Special Ad Formats Email: print-adspecials@ad-alliance.de
Phone: (+49-40) 286686-4833

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

FREQUENCY monthly

ON SALE DATE Tuesday

COVER PRICE 5.50 EUR

PZN COSMOPOLITAN 569511

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)

Sales offices

COSMOPOLITAN

Luxembourg (Headquarters)

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
L-1543 Luxembourg
Email rtlalliance_info@rtl.com

Germany (Headquarters)

RTL AdAlliance GmbH
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20457 Hamburg
Email rtlalliance_info@rtl.com

Austria

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Email rtlalliance_at@rtl.com

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Email rtlalliance_be@rtl.com

Finland

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Sofiankatu 4 C
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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.