

Deutschland 12,00 € Österreich 13,50 € Schweiz 19,50 sfr Luxemburg 14,20 € Italien 15,00 € Spanien 15,00 € Frankreich 15,00 €

SALON No 13

SALON

No 13
Sommer
2023

DAS MAGAZIN FÜR GASTLICHKEIT, DESIGN UND KULTUR

Die neuen Kreativen
Kunstfrauen aus Berlin, aufregende Galerien im Engadin und frisches Design aus Mailand

Gefühle zeigen
Warum Tränen uns lebendig halten

Potsdam
Ein erster Blick in das wiedereröffnete Schloss auf der Pfaueninsel

Ein Sommertisch!
Die schönste Keramik, leichte Cocktails und geniale Tomatenrezepte

Sommer in

Europa

Ein charmantes Landhaus in Apulien, Castle Howard in Yorkshire, Meerblick in Kopenhagen und ein Kunsthôtel in Aix-en-Provence: Wir lieben unsere Nachbarn



Print-Prices
2027

Rates and formats

SALON

Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	230 x 300	22,900
1/1	normal	outside back cover	230 x 300	30,500
1/1	normal	Editorial	230 x 300	27,000
1/1	normal	next to Table of Contents	230 x 300	26,500
1/1	normal	right opposite Team	230 x 300	26,000
1/2	vertical	inner	106 x 300	14,600
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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

SALON

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 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	
	10 g	219	308	292	385	10 g	285	400	380	501	
	20 g	235	331	314	413	20 g	306	430	408	537	
	30 g	245	343	324	428	30 g	319	446	421	556	
	40 g	258	373	340	466	40 g	335	485	442	606	
	50 g	284	405	377	507	50 g	369	527	490	659	
	60 g	318	455	423	569	60 g	413	592	550	740	
	every addl. 10 g	+20	+30	+25	+38	every addl. 10 g	+32	+34	+37	+45	
	Loose inserts with tip-on elements on request.					*Plus 70 EUR per 1,000 postal fees.					
Circulation	Minimum circulation: 20,000 copies					Minimum circulation: 20,000 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		Pages	Total without Subs	Subs within Total			
	Booklet	10 g	125	179		4	247	353			
	Booklet	20 g	160	228		8	280	400			
	Booklet	30 g	185	264		12	317	452			
	every addl. 10 g		+14	+30		16	350	501			
	Product sample	10 g	160	228		every addl. 4 pages	+17	+30			
	Product sample	20 g	185	264							
	Other tip-ons on request.					Bound inserts with tip-on elements on request.					
Circulation	Minimum circulation: Total circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)					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 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

SALON

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	26/02/2027	08	14/01/2027	22/01/2027	07/01/2027	05/02/2027
2/2027	04/06/2027	22	19/04/2027	28/04/2027	12/04/2027	12/05/2027
3/2027	03/09/2027	35	22/07/2027	30/07/2027	15/07/2027	13/08/2027
4/2027	05/11/2027	44	23/09/2027	01/10/2027	16/09/2027	15/10/2027

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).

Profile

The exclusive SALON travel issue is traditionally published at the end of the year. It focuses on a special destination – exploring its culture, indulgence, design and aesthetics.

The 2027 issue is dedicated to Vienna: a city that blends imperial elegance with an urban spirit, combining cultural heritage, creativity and an exceptional quality of life.

Contents & Highlights

Design, Art & Interiors: Unique living spaces, creative talents, architecture and craftsmanship

Travel & Indulgence: Boutique hotels, modern pub culture, fine dining and classic coffee houses

Lifestyle & Culture: Neighbourhoods, museums, day trips and curated recommendations for hotels, restaurants, shops and galleries

Creative Perspectives: Designers, artists and the city's innovative minds

Cuisine & the Viennese Way of Life: Traditional specialities, modern cuisine and an exclusive recipe booklet

A high-quality magazine that brings Vienna to life as a style-defining lifestyle destination.

Cover price 12.00 EUR

Circulation 48.000



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5/2028	17/12/2027	50	04/11/2027	28/10/2027	26/11/2027

Profile

Starting in 2027, SALON is expanding its brand portfolio with **SALON ZEITGEIST**, a new publication with an even stronger focus on **fashion, style, design, and interior design**.

Contemporary, surprising, and with a younger appeal, SALON ZEITGEIST explores defining aesthetics, new style worlds, and relevant topics of our time—always with SALON's distinctive perspective and high standards.

The **unmistakable SALON DNA** remains intact: interior design, design, travel, jewelry, cuisine, and art combine with fashion and style to create a new, inspiring thematic world.

Cover price €12.00
Circulation 45,000 print circulation (Publisher's Information 2027)



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For prices, see SALON

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1/2027	09/04/2027	14	23/02/2027

General information

SALON

Publisher	SALON Creative Media 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) 286686-4343
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	4 x a year
COVER PRICE	12.00 EUR
PZN	SALON 505186
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.

Sales offices

SALON

Luxembourg (Headquarters)

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

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Email rtlalliance_usa@rtl.com

USA - New York

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10019 NY
Email rtlalliance_usa@rtl.com



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.