

BEST SELLER

**VOLLES PROGRAMM: RATGEBER • RÄTSEL • REZEPTE • KRIMI und viel mehr ...**

Österreich € 1,70; Schweiz CHF 2,80; Luxemburg € 1,80;  
Belgien € 1,80; Spanien € 2,30; Ungarn HUF 1150

31  
4 191125 001501

**TV klar**

Nr. 31  
24.7.2025

**GRATIS**  
Mond-Horoskop  
+ 7 Seiten Rätsel-Extra

Unser TV-Highlight  
„Best of Dahoam“ S. 5

TV-Programm vom 2. – 8.8.2025

**Top-Tipps in Mediatheken**  
Alle Höhepunkte der TV-Woche

**1 NUR 1,50€** Hohe Cholesterinwerte? S. 12  
Diese Lebensmittel sollten Sie meiden

Rat vom Experten S. 9  
**So vertreiben Sie jetzt lästige Ameisen**

TV-Star  
Laura Lippmann

Ist die schon reif?  
**Wassermelonen im Check** S. 9

Top-Fachleute zu fairen Preisen

**Schluss mit dem Handwerker-Wucher** S. 16

**Neues Mega-Extra für Sie!**

**30 Ratgeber-Tipps für jede Lebenslage** S. 14

Vlada war alkoholabhängig  
„Jetzt bin ich endlich rauschlos glücklich“ S. 6

**Das Beste mit Hack** S. 17

Prices  
2026





## Discount combinations

### BASIS PROGRAMM

TV HÖREN UND SEHEN, FERNSEHWOCHE,  
AUF EINEN BLICK, TV KLAR

Combination  
savings\*

**20%**

**BASIS  
PROGRAMM**  
tv Hören und Sehen  
Fernsehwoche  
auf einen Blick  
TV klar

### BAUER MILLIONEN SUPERKOMBI

NEUE POST, DAS NEUE BLATT, DAS NEUE,  
MACH MAL PAUSE, FREIZEITWOCHE, MINI, AVANTI,  
SCHÖNE WOCHE, WOCHE HEUTE, TV HÖREN UND  
SEHEN, FERNSEHWOCHE, AUF EINEN BLICK,  
TV KLAR

Bauer  
**MILLIONEN  
SUPERKOMBI**

Combination  
savings\*

**21,69%**

### Subsequent discount

For additional bookings in MEIN TV & ICH you will  
receive a follow-up discount of 20 %.



# 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	222 x 280	21,940
3/4	vertical	inner	161 x 280	17,220
3/4	horizontal	inner	222 x 205	17,220
1/2	vertical	inner	109 x 280	11,490
1/2	horizontal	inner	222 x 139	11,490
1/3	vertical	inner	73 x 280	7,550
1/3	horizontal	inner	222 x 94	7,550
1/4	vertical	inner	57 x 280	6,050
1/4	horizontal	inner	222 x 73	6,050

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	444 x 280	43,880
2*1/2	horizontal	inner	444 x 139	21,940

+++ Format change from #3/26 or January 15, 2026, to 1/1 210 x 280 mm +++

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

Advertisorials 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. Advertisorials 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

Loose inserts						Oversize-inserts				
<b>Definition</b>						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.				
<b>Rates per 1,000</b>										
						Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
						20 g	74	89	81	106
						30 g	79	99	87	116
						40 g	84	109	92	126
						50 g	89	120	98	137
						60 g	99	146	109	163
						every addl. 10 g	+10	+19	+10	+17
Loose inserts with tip-on elements on request.										
<b>Circulation</b>						*Plus 50 EUR per 1,000 postal fees.				
						Minimum circulation: 50,000 copies. The subscription circulation cannot be partially booked.				
						Minimum circulation: 50,000 copies. The subscription circulation cannot be partially booked.				
Glued inserts						Bound inserts				
<b>Definition</b>						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.				
<b>Rates per 1,000</b>										
						Special ad format	Weights up to	Total without Subs	Subs within Total	
						Booklet	10 g	46	58	
						Booklet	20 g	50	65	
						every addl. 10 g	+12	+15		
						Product sample	10 g	53	66	
						Product sample	20 g	63	82	
						Flat spray / Teabags*		103	129	
*Plus 100 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees. Other tip-ons on request.						Bound inserts with tip-on elements on request.				
<b>Circulation</b>						Minimum circulation: domestic circulation				
						Carrier ad: minimum full page in the total circulation (rate according to rate card)				
						Minimum circulation: domestic circulation				
<b>Price Quotes</b>						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.				
<b>Circulation</b>						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.				
<b>Technical Information and Delivery</b>						Binding technical information, deadlines, samples, as well as delivery can be downloaded from <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a> . 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.				
<b>Print Service</b>						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	Dates.TVProgramStart	Ad Closing, Copy & Cancellation Date	Last Minute Ads	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
2/2026	08/01/2026	02	17/01/2026	04/12/2025	22/12/2025	04/12/2025	17/12/2025
3/2026	15/01/2026	03	24/01/2026	11/12/2025	05/01/2026	11/12/2025	29/12/2025
4/2026	22/01/2026	04	31/01/2026	18/12/2025	12/01/2026	18/12/2025	07/01/2026
5/2026	29/01/2026	05	07/02/2026	30/12/2025	19/01/2026	30/12/2025	14/01/2026
6/2026	05/02/2026	06	14/02/2026	08/01/2026	26/01/2026	08/01/2026	21/01/2026
7/2026	12/02/2026	07	21/02/2026	15/01/2026	02/02/2026	15/01/2026	28/01/2026
8/2026	19/02/2026	08	28/02/2026	22/01/2026	09/02/2026	22/01/2026	04/02/2026
9/2026	26/02/2026	09	07/03/2026	29/01/2026	16/02/2026	29/01/2026	11/02/2026
10/2026	05/03/2026	10	14/03/2026	05/02/2026	23/02/2026	05/02/2026	18/02/2026
11/2026	12/03/2026	11	21/03/2026	05/02/2026	02/03/2026	05/02/2026	25/02/2026
12/2026	19/03/2026	12	28/03/2026	12/02/2026	09/03/2026	12/02/2026	04/03/2026
13/2026	26/03/2026	13	04/04/2026	18/02/2026	16/03/2026	18/02/2026	11/03/2026
14/2026	01/04/2026	14	10/04/2026	24/02/2026	20/03/2026	24/02/2026	17/03/2026
15/2026	09/04/2026	15	18/04/2026	02/03/2026	26/03/2026	02/03/2026	23/03/2026
16/2026	16/04/2026	16	25/04/2026	12/03/2026	02/04/2026	12/03/2026	30/03/2026
17/2026	23/04/2026	17	02/05/2026	19/03/2026	13/04/2026	19/03/2026	08/04/2026
18/2026	29/04/2026	18	08/05/2026	24/03/2026	17/04/2026	24/03/2026	14/04/2026
19/2026	07/05/2026	19	16/05/2026	01/04/2026	24/04/2026	01/04/2026	21/04/2026
20/2026	13/05/2026	20	22/05/2026	07/04/2026	30/04/2026	07/04/2026	27/04/2026
21/2026	21/05/2026	21	30/05/2026	15/04/2026	08/05/2026	15/04/2026	05/05/2026
22/2026	28/05/2026	22	06/06/2026	21/04/2026	15/05/2026	21/04/2026	11/05/2026
23/2026	04/06/2026	23	13/06/2026	29/04/2026	22/05/2026	29/04/2026	18/05/2026
24/2026	11/06/2026	24	20/06/2026	06/05/2026	01/06/2026	06/05/2026	27/05/2026
25/2026	18/06/2026	25	27/06/2026	15/05/2026	08/06/2026	15/05/2026	03/06/2026
26/2026	25/06/2026	26	04/07/2026	21/05/2026	15/06/2026	21/05/2026	10/06/2026
27/2026	02/07/2026	27	11/07/2026	28/05/2026	22/06/2026	28/05/2026	17/06/2026
28/2026	09/07/2026	28	18/07/2026	04/06/2026	29/06/2026	04/06/2026	24/06/2026
29/2026	16/07/2026	29	25/07/2026	11/06/2026	06/07/2026	11/06/2026	01/07/2026
30/2026	23/07/2026	30	01/08/2026	18/06/2026	13/07/2026	18/06/2026	08/07/2026
31/2026	30/07/2026	31	08/08/2026	25/06/2026	20/07/2026	25/06/2026	15/07/2026
32/2026	06/08/2026	32	15/08/2026	02/07/2026	27/07/2026	02/07/2026	22/07/2026
33/2026	13/08/2026	33	22/08/2026	09/07/2026	03/08/2026	09/07/2026	29/07/2026
34/2026	20/08/2026	34	29/08/2026	16/07/2026	10/08/2026	16/07/2026	05/08/2026
35/2026	27/08/2026	35	05/09/2026	23/07/2026	17/08/2026	23/07/2026	12/08/2026
36/2026	03/09/2026	36	12/09/2026	30/07/2026	24/08/2026	30/07/2026	19/08/2026
37/2026	10/09/2026	37	19/09/2026	06/08/2026	31/08/2026	06/08/2026	26/08/2026
38/2026	17/09/2026	38	26/09/2026	13/08/2026	07/09/2026	13/08/2026	02/09/2026
39/2026	24/09/2026	39	03/10/2026	20/08/2026	14/09/2026	20/08/2026	09/09/2026
40/2026	30/09/2026	40	09/10/2026	25/08/2026	18/09/2026	25/08/2026	15/09/2026
41/2026	08/10/2026	41	17/10/2026	02/09/2026	28/09/2026	02/09/2026	23/09/2026
42/2026	15/10/2026	42	24/10/2026	10/09/2026	05/10/2026	10/09/2026	30/09/2026
43/2026	22/10/2026	43	31/10/2026	17/09/2026	12/10/2026	17/09/2026	07/10/2026
44/2026	29/10/2026	44	07/11/2026	24/09/2026	19/10/2026	24/09/2026	14/10/2026
45/2026	05/11/2026	45	14/11/2026	30/09/2026	26/10/2026	30/09/2026	21/10/2026
46/2026	12/11/2026	46	21/11/2026	08/10/2026	02/11/2026	08/10/2026	28/10/2026
47/2026	19/11/2026	47	28/11/2026	15/10/2026	09/11/2026	15/10/2026	04/11/2026
48/2026	26/11/2026	48	05/12/2026	22/10/2026	16/11/2026	22/10/2026	11/11/2026
49/2026	03/12/2026	49	12/12/2026	28/10/2026	23/11/2026	28/10/2026	18/11/2026
50/2026	10/12/2026	50	19/12/2026	05/11/2026	30/11/2026	05/11/2026	25/11/2026
51/2026	17/12/2026	51	26/12/2026	11/11/2026	07/12/2026	11/11/2026	02/12/2026
52/2026	23/12/2026	52	01/01/2027	17/11/2026	11/12/2026	17/11/2026	08/12/2026
1/2027	30/12/2026	53	08/01/2027	20/11/2026	16/12/2026	20/11/2026	11/12/2026

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).

# General information

<b>Publisher</b>	Heinrich Bauer Verlag KG
<b>Marketers</b>	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, <a href="http://www rtl-adalliance.com">www.rtl-adalliance.com</a>
<b>Order Processing</b>	E-Mail: <a href="mailto:print-order@ad-alliance.de">print-order@ad-alliance.de</a>
<b>Ad Management</b>	E-Mail: <a href="mailto:print-placements@ad-alliance.de">print-placements@ad-alliance.de</a> Phone: +49 (0) 40 / 286686-4827
<b>Special Ad Formats</b>	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4425
<b>COPY MATERIAL</b>	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: <a href="mailto:anzeigen@bertelsmann.de">anzeigen@bertelsmann.de</a> Phone: (+49-5241) 80 - 897 00 Technical Specifications: Current and binding English-language information is available under: <a href="http://www.duon-portal.de">www.duon-portal.de</a> Delivery of Copy Material: The centralized delivery address for copy material is: <a href="http://www.duon-portal.de">www.duon-portal.de</a> For support please contact: <a href="mailto:support@duon-portal.de">support@duon-portal.de</a> Telephone hotline: (+49-40) 37 41 - 17 50
	Binding technical specifications for special ad formats are available online at <a href="http://www.adspecial-portal.de">www.adspecial-portal.de</a>
<b>FREQUENCY</b>	weekly
<b>ON SALE DATE</b>	Thursday
<b>COVER PRICE</b>	1.50 EUR
<b>PZN</b>	TV KLAR 541760
<b>Conditions of Payment</b>	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.
<b>Conditions of Business</b>	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 <a href="http://www.internationalmediasales.net/cob">www.internationalmediasales.net/cob</a> . 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](http://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.

 best for [www.b4p.de](http://www.b4p.de)



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

# Sales offices

**Luxembourg (Headquarters)**  
 RTL AdAlliance S.A.  
 43, Boulevard Pierre Frieden  
 L-1543 Luxembourg  
 Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Germany (Headquarters)**  
 RTL AdAlliance GmbH  
 Überseeallee 10  
 20457 Hamburg  
 Email [rtladalliance\\_info@rtl.com](mailto:rtladalliance_info@rtl.com)

**Austria**  
 RTL AdAlliance  
 Stella-Klein-Löw-Weg 11-17  
 Haus C  
 1020 Vienna  
 Email [rtladalliance\\_at@rtl.com](mailto:rtladalliance_at@rtl.com)

**Belgium**  
 RTL AdAlliance  
 Coupure Rechts 64B  
 9000 Ghent  
 Email [rtladalliance\\_be@rtl.com](mailto:rtladalliance_be@rtl.com)

**Finland**  
 RTL AdAlliance  
 Sofiankatu 4 C  
 00170 Helsinki  
 Email [rtladalliance\\_fl@rtl.com](mailto:rtladalliance_fl@rtl.com)

**France**  
 RTL AdAlliance  
 157 Avenue Charles de Gaulle  
 92200 Neuilly sur Seine  
 Email [rtladalliance\\_fr@rtl.com](mailto:rtladalliance_fr@rtl.com)

**Germany**  
 RTL AdAlliance  
 Picassoplatz 1  
 50679 Cologne  
 Email [rtladalliance\\_de@rtl.com](mailto:rtladalliance_de@rtl.com)

**Italy**  
 RTL AdAlliance  
 Piazza Velasca 8  
 20121 Milano  
 Email [rtladalliance\\_ita-international-sales@rtl.com](mailto:rtladalliance_ita-international-sales@rtl.com)

**Netherlands**  
 RTL AdAlliance  
 Meeuwenlaan 98-100  
 1021 JL Amsterdam  
 Email [rtladalliance\\_nl@rtl.com](mailto:rtladalliance_nl@rtl.com)

**Norway**  
 RTL AdAlliance  
 Tordenskioldsgate 6  
 0160 Oslo  
 Email [rtladalliance\\_no@rtl.com](mailto:rtladalliance_no@rtl.com)

**Sweden**  
 RTL AdAlliance  
 Döbelnsgatan 21  
 11140 Stockholm  
 Email [rtladalliance\\_se@rtl.com](mailto:rtladalliance_se@rtl.com)

**Switzerland**  
 RTL AdAlliance  
 Zeltweg 15  
 P.O. Box 8032 Zurich  
 Email [rtladalliance\\_ch@rtl.com](mailto:rtladalliance_ch@rtl.com)

**United Kingdom**  
 RTL AdAlliance  
 4 Tenterden Street London  
 W1S 1TE  
 Email [rtladalliance\\_uk@rtl.com](mailto:rtladalliance_uk@rtl.com)

**USA - Los Angeles**  
 RTL AdAlliance  
 2900 W Alameda Ave  
 CA 91505 Burbank  
 Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)

**USA - New York**  
 RTL AdAlliance  
 1540 Broadway  
 10019 NY  
 Email [rtladalliance\\_usa@rtl.com](mailto:rtladalliance_usa@rtl.com)



You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
 Ad Alliance GmbH | Registered Office: Köln, Local court: Köln HRB 33057  
 Executive Board: Carsten Schwecke, Frank Vogel

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



The General Terms and Conditions of Ad Alliance GmbH apply,  
available at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb).

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:  
Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.  
The General Terms and Conditions of Media Impact GmbH & Co. KG apply,  
available at: [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb), unless otherwise indicated.