



Prices  
2025



## 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	9,900
1/1	normal	inside front cover	187 x 257	9,900
1/1	normal	inside back cover	187 x 257	9,900
1/1	normal	outside back cover	187 x 257	11,000

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. Placement in the inner part subject to carrier ads for glued inserts – on request.

Type area formats on request. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge.  
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

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 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

### 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	Subs within	Partial circ.	Subs
		without Subs	Total	ex. Subs	
	20 g	117	164	166	199
	30 g	130	182	184	220
	40 g	142	199	200	242
	50 g	154	216	217	264
	60 g	166	232	234	285
	every addl. 10 g	+14	+20	+20	+25

Weights up to	Total	Subs within	Partial circ.	Subs
	without Subs	Total	ex. Subs	
20 g	189	265	266	320
30 g	209	293	295	354
40 g	230	322	324	389
50 g	250	350	353	424
60 g	270	378	382	458

Loose inserts with tip-on elements on request.

**Circulation** Minimum circulation: 40,000 copies, or total domestic subscription circulation

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### 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	Subs
			without Subs	within Total
	Booklet	10 g	86	120
	Booklet	20 g	99	139
	Booklet	30 g	111	155
	every addl. 10 g		+14	+20
	Product sample	10 g	95	133

Pages	Total	Subs within
	without Subs	Total
4	130	182
8	153	214

Other tip-ons on request.

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

**Circulation** Minimum circulation: total domestic circulation  
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: total 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](http://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 2025 for bookings through RTL AdAlliance; value added tax will be charged on the net invoice amount if applicable.

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
1/2025	02/01/2025	01	26/11/2024	04/12/2024	27/11/2024	06/12/2024
2/2025	21/01/2025	04	13/12/2024	23/12/2024	16/12/2024	30/12/2024
3/2025	18/02/2025	08	17/01/2025	27/01/2025	20/01/2025	29/01/2025
4/2025	18/03/2025	12	14/02/2025	24/02/2025	17/02/2025	26/02/2025
5/2025	14/04/2025	16	13/03/2025	21/03/2025	14/03/2025	25/03/2025
6/2025	13/05/2025	20	08/04/2025	16/04/2025	09/04/2025	22/04/2025
7/2025	10/06/2025	24	07/05/2025	15/05/2025	08/05/2025	19/05/2025
8/2025	15/07/2025	29	13/06/2025	23/06/2025	16/06/2025	25/06/2025
9/2025	12/08/2025	33	11/07/2025	21/07/2025	14/07/2025	23/07/2025
10/2025	09/09/2025	37	08/08/2025	18/08/2025	11/08/2025	20/08/2025
11/2025	07/10/2025	41	04/09/2025	12/09/2025	05/09/2025	16/09/2025
12/2025	04/11/2025	45	01/10/2025	13/10/2025	02/10/2025	14/10/2025
13/2025	02/12/2025	49	30/10/2025	10/11/2025	03/11/2025	12/11/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.  
For technical reasons only best-possible positions can be offered for last-minute ads (only full pages possible).

### THE HANDS-ON MAGAZINE FOR ON-THE-GO

The GEOLINO MINI FERIENHEFT (Holiday issue) presents regional geography with a look at European destinations. It has lots of ideas for problem solving and tinkering, handcraft instructions and cooking recipes, plus game tips for indoors and out. In respected GEOLINO MINI quality, the issue is a valuable interactive companion for young holidaymakers aged five and over and their co-reading parents.

**COVER PRICE** 7.90 EUR

**CIRCULATION** 60,000 paid circulation (publisher's figure)



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1/1	normal	outside back cover	187 x 257	11,000

Trimming edge: add 5 mm to all sides. All rates are shown in euros; the rates are in effect from 1 January 2024 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable. Placement in the inside section subject to carrier ads for inserts - on request.

### 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
1/2025	24/06/2025	26	16/05/2025	22/05/2025	16/05/2025	28/05/2025



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 how they grow up for years to come in the family circle and compete with their peers. There is always something going on in the "Kindergarten of the Animals"! That is why we would like to dedicate an entire issue to the little ones: The GEOLINO MINI supplementary issue "Animal Babies" takes young readers on an exciting journey to local lakes, to meadows and pastures, to the African savannah and the exciting rainforest. There are brilliant photos on every page, lots to discover and plenty of facts to know better. The booklet inspires with its insights into the diversity and uniqueness of nature: to read, laugh and learn!

COVER PRICE 5.90 EUR

CIRCULATION 60,000 paid circulation (publisher's figure)



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### 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
1/2025	14/10/2025	42	11/09/2025	12/09/2025	23/09/2025



# 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](http://www.rtl-adalliance.com)

**ORDER PROCESSING** Email: [print-order@ad-alliance.de](mailto:print-order@ad-alliance.de)

**AD MANAGEMENT** Email: [print-placements@ad-alliance.de](mailto:print-placements@ad-alliance.de)  
Phone: (+49-40) 286686-4384

**SPECIAL AD FORMATS** Email: [print-adspecials@ad-alliance.de](mailto:print-adspecials@ad-alliance.de)  
Phone: (+49-40) 286686-4348

**COPY MATERIAL** Mohn Media Mohndruck GmbH – Anzeigen MAT  
Email: [anzeigen@bertelsmann.de](mailto:anzeigen@bertelsmann.de)  
Phone: (+49-5241) 80 - 897 00  
**Technical Specifications:** Current and binding  
English-language information is available under: [www.duon-portal.de](http://www.duon-portal.de)  
**Delivery of Copy Material:** The centralized delivery address for copy material is: [www.duon-portal.de](http://www.duon-portal.de)  
For support please contact: [support@duon-portal.de](mailto: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](http://www.adspecial-portal.de)

**INTERNET** [www.rtl-adalliance.com](http://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](http://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](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.



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





**Luxembourg (Headquarters)**

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**United Kingdom**

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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: Matthias Dang, 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).

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available at: [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb), unless otherwise indicated.