



Landlust ZUHAUS

Landlust

# ZUHAUS

GESTALTEN WOHNEN RENOVIEREN

NEUE  
**GARTEN-  
STÜHLE**  
AUS HOLZ  
& STAHL

ZIMMER IM GRÜNEN  
**Versteckter  
Innenhof**

MIT BLUMEN BASTELN  
**Windlichter in  
Sommerlaune**

GUTE AUSSICHT  
**Schöne  
Fenster  
einbauen**

## Ein altes Haus behutsam sanieren

Frühsummer 2024

5,20 Euro  
ISSN 1439-8330  
4 131485 1 002301

**Prices  
2025**



AdAlliance

**Formats on single pages**

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	215 x 280	17,400
1/1	normal	inside front cover	215 x 280	19,100
1/1	normal	outside back cover	215 x 280	20,100
1/2	vertical	inner	105 x 280	10,600
1/2	horizontal	inner	215 x 139	10,600
1/3	vertical	inner	71 x 280	7,900

**Formats on double pages**

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	430 x 280	34,800

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.

Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from trimming edge. Special formats and preferred positions on request. Advertising splits on request.

**SMALL ADS**

You can find the offer for private classified ads at [www.vg-dmm.de](http://www.vg-dmm.de)

**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**

**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.

Rates per 1,000	Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
	20 g	123	172	156	218
	30 g	136	190	173	243
	40 g	155	217	196	276
	50 g	172	241	218	308
	60 g	188	263	238	336
	every addl. 10 g	+14	+20	+22	+25

Loose inserts with tip-on elements on request.

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

**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	94	132
	Booklet	20 g	112	157
	Booklet	30 g	131	183
	Product sample	10 g	131	183
	Product sample	20 g	155	217

Other tip-ons on request.

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

**BOUND INSERTS**

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.

Pages	Total without Subs	Subs within Total
4	163	228
8	193	270
12	215	301
16	234	328
every addl. 4 pages	+17	+24

Bound inserts with tip-on elements on request.

**Circulation** 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](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	Special Ad Formats Closing & Cancellation Date	Special Ad Formats Delivery Date
1/2025	24/01/2025	04	17/12/2024	17/12/2024	06/01/2025
2/2025	04/04/2025	14	25/02/2025	25/02/2025	17/03/2025
3/2025	20/06/2025	25	13/05/2025	13/05/2025	28/05/2025
4/2025	05/09/2025	36	29/07/2025	29/07/2025	18/08/2025
5/2025	14/11/2025	46	07/10/2025	07/10/2025	27/10/2025

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.

<b>PUBLISHER</b>	Deutsche Medienmanufaktur GmbH & Co. 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>	Email: <a href="mailto:print-order@ad-alliance.de">print-order@ad-alliance.de</a>
<b>AD MANAGEMENT</b>	Email: <a href="mailto:print-placements@ad-alliance.de">print-placements@ad-alliance.de</a> Phone: (+49-40) 286686-4377
<b>SPECIAL AD FORMATS</b>	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4080
<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 <b>Technical Specifications:</b> Current and binding English-language information is available under: <a href="http://www.duon-portal.de">www.duon-portal.de</a> <b>Delivery of Copy Material:</b> 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>INTERNET</b>	<a href="http://www.rtl-adalliance.com">www.rtl-adalliance.com</a>
<b>FREQUENCY</b>	5 x a year
<b>COVER PRICE</b>	5.20 EUR
<b>PZN</b>	LANDLUST ZUHAUS 509861
<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.

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## SALES OFFICES

Landlust  
**ZUHAUS**  
GESTALTEN WOMMEN RENOVIEREN

**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  
111 40 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  
W1S1TE  
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.

Prices valid from 01. January 2025



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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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.