

# Capital

WIRTSCHAFT IST GESELLSCHAFT

04

APRIL 2024  
10,50 EURO

Oberreich: 11,90 Euro  
Belgien: 12,50 Euro, Schweiz: 18,90 sfr,  
Italien, Spanien: 13,20 Euro



**SIGNA-PLEITE**  
Die heikle  
Doppelrolle des  
Topsanierers

**SCHWELLENLÄNDER**  
Sechs  
Wachstumsstars  
für das Depot



## AUF GEHT'S, DEUTSCHLAND!



Dieses Land hat große Stärken, trotz aller Probleme. Junge Gründer legen gerade das Fundament für die neue industrielle Zukunft – von KI bis Kernfusion

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	200 x 265	38,100
1/1	normal	1st right-hand ad page after Contents	200 x 265	42,600
1/1	normal	inside front cover	200 x 265	46,500
1/1	normal	outside back cover	200 x 265	46,500
1/1	normal	next to Table of Contents	200 x 265	44,600
2/3	vertical	inner	125 x 265	28,400
2/3	horizontal	inner	200 x 175	28,400
1/2	vertical	inner	97 x 265	22,500
1/2	vertical	1st third of issue	97 x 265	24,600
1/2	horizontal	inner	200 x 132	22,500
1/2	horizontal	1st third of issue	200 x 132	24,600
1/3	vertical	inner	70 x 265	16,300
1/3	vertical	1st third of issue	70 x 265	17,700
1/3	vertical	Editorial	70 x 265	19,400
1/3	horizontal	inner	200 x 88	16,300
1/3	horizontal	1st third of issue	200 x 88	17,700
1/6	vertical	inner	70 x 124	9,200

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 265	76,200
2/1	normal	1st double page after Contents	400 x 265	85,400
2/1	normal	inside front cover + page 3	400 x 265	109,000
2/1	normal	double page before Table of Contents	400 x 265	89,200
2*2/3	horizontal	inner	400 x 175	56,900
2*1/2	horizontal	inner	400 x 132	44,600

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.

Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the trimming edge. Special formats and preferred positions on request. 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					
<b>Definition</b>	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.					
<b>Rates per 1,000</b>	<b>Weights up to</b>	<b>Total without Subs</b>	<b>Subs within Total</b>	<b>Partial circ. ex. Subs</b>	<b>Subs</b>	<b>Weights up to</b>	<b>Total without Subs</b>	<b>Subs within Total</b>	<b>Partial circ. ex. Subs</b>	<b>Subs</b>	
	20 g	163	228	227	303	20 g	260	364	363	484	
	30 g	175	245	244	324	30 g	280	392	392	522	
	40 g	187	262	261	345	40 g	301	421	421	560	
	50 g	199	279	278	366	50 g	322	451	450	599	
	60 g	211	295	295	387	60 g	342	479	479	635	
	every addl. 10 g	+14	+20	+18	+25	every addl. 10 g	+23	+32	+30	+45	
	Loose inserts with tip-on elements on request.										
<b>Circulation</b>	Minimum circulation: total domestic subscription circulation					Minimum circulation: total domestic subscription circulation					
GLUED INSERTS						BOUND INSERTS					
<b>Definition</b>	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.					
<b>Rates per 1,000</b>	<b>Special ad format</b>	<b>Weights up to</b>	<b>Total without Subs</b>	<b>Subs within Total</b>		<b>Pages</b>	<b>Total without Subs</b>	<b>Subs within Total</b>			
	Booklet	10 g	101	141		4	160	224			
	Booklet	20 g	114	160		8	184	258			
	Booklet	30 g	134	188		12	204	286			
	every addl. 10 g		+14	+20		16	221	309			
	Product sample	10 g	126	176		every addl. 4 pages	+17	+24			
	Product sample	20 g	144	202							
	Flat spray / Teabags*		144	202							
	*Plus 37 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees for thicker products. Other tip-ons on request. 30 % surcharge for guaranteed position as first tip-on.					Bound inserts with tip-on elements on request. 30 % surcharge for guaranteed position as first bound insert					
<b>Circulation</b>	Minimum circulation: Total circulation Carrier ad: minimum full page in the total circulation (rate according to rate card)					Minimum circulation: Total circulation.					
E-PAPER											
	The additional allocation of the ePaper edition is possible. Circulation and rates on request.										
<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 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
2/2025	18/01/2025	03	27/12/2024	07/01/2025	17/12/2024	06/01/2025
3/2025	15/02/2025	07	28/01/2025	04/02/2025	21/01/2025	03/02/2025
4/2025	15/03/2025	11	25/02/2025	04/03/2025	18/02/2025	03/03/2025
5/2025	19/04/2025	16	31/03/2025	07/04/2025	24/03/2025	04/04/2025
6/2025	17/05/2025	20	28/04/2025	06/05/2025	17/04/2025	05/05/2025
7/2025	21/06/2025	25	02/06/2025	10/06/2025	23/05/2025	06/06/2025
8/2025	19/07/2025	29	01/07/2025	08/07/2025	24/06/2025	07/07/2025
9/2025	16/08/2025	33	29/07/2025	05/08/2025	22/07/2025	04/08/2025
10/2025	20/09/2025	38	02/09/2025	09/09/2025	26/08/2025	08/09/2025
11/2025	18/10/2025	42	29/09/2025	07/10/2025	22/09/2025	06/10/2025
12/2025	15/11/2025	46	27/10/2025	04/11/2025	20/10/2025	03/11/2025
1/2026	13/12/2025	50	25/11/2025	02/12/2025	18/11/2025	01/12/2025

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 one full page possible).

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CAPITAL EXTRA

Capital

Courage, inventiveness and capital give rise to innovations. In its renowned special issues, CAPITAL shows how the German economy is tackling the major issues of our time. CAPITAL EXTRA portrays companies, founders and bankers who have good ideas for a sustainable world of business and finance. CAPITAL EXTRA 2025 will be published in autumn and, as every year, will be dedicated to a special subject of the economy or financial markets in a competent, useful and visually sophisticated way.

COVER PRICE 10.50 EUR

CIRCULATION 50,000 printed circulation (publisher's figure)



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	200 x 265	27,000
1/1	normal	inside front cover	200 x 265	32,300
1/1	normal	outside front cover	200 x 265	32,300
1/2	vertical	inner	97 x 265	15,600
1/2	horizontal	inner	200 x 132	15,600
1/3	vertical	editorial	70 x 265	10,800

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	400 x 265	54,000
2/1	normal	inside front cover + page 3	400 x 265	64,800
2/1	normal	double page before contents	400 x 265	63,100



### 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
1/25	04/10/2025	40	05/09/2025	04/09/2025	12/09/2025

Special ad formats: on request.

All rates are shown in euros; the rates are in effect from 1 January 2025 for bookings with Ad Alliance GmbH; value added tax will be charged on the net invoice amount if applicable.

Prices valid from 01. January 2025

<b>PUBLISHER</b>	Gruner + Jahr Deutschland GmbH
<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) 286686-4084
<b>SPECIAL AD FORMATS</b>	Email: <a href="mailto:print-adspecials@ad-alliance.de">print-adspecials@ad-alliance.de</a> Phone: (+49-40) 286686-4347
<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>	monthly
<b>ON SALE DATE</b>	Thursday
<b>COVER PRICE</b>	11.00 EUR
<b>PZN</b>	CAPITAL 598537
<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.

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



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

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## SALES OFFICES

# Capital

**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).

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.