

GEO

AUSGABE 03 2024

# GEO

Die Welt mit anderen Augen sehen

## Einer von uns.

Tiere fühlen, denken, träumen viel tiefer, als wir je ahnten.  
Es ist Zeit, ihnen auf Augenhöhe zu begegnen

KLIMANEUTRAL  
PRODUZIERT



### USA 1787

»Wir, das Volk«: die Geburt  
der modernen Demokratie

### MEXIKO

Die fliegenden Frauen und  
Männer von Cuetzalan

### ALBANIEN

Noch sprudelt das Öl. Doch  
nun regt sich Widerstand

Deutschland 10,00 € Schweiz 16,00 sfr Österreich 11,10 €  
Beneux 11,80 € Griechenland 12,90 € Italien 12,90 € Portugal (cont.) 12,90 € Spanien 12,90 € Tschechien 372,00 CZK



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	213 x 270	49,900
1/1	normal	1st right-hand ad page	213 x 270	56,100
1/1	normal	inside front cover	213 x 270	58,600
1/1	normal	outside back cover	213 x 270	58,600
1/1	normal	Kosmos	213 x 270	56,100
2/3	vertical	inner	134 x 270	37,400
2/3	horizontal	inner	213 x 178	37,400
1/2	vertical	inner	101 x 270	32,000
1/2	horizontal	inner	213 x 133	32,000
1/3	vertical	inner	134 x 140	22,100
1/3	vertical	Editorial	134 x 140	28,700
1/3	horizontal	inner	73 x 270	22,100
1/4	corner	inner	101 x 133	17,300
1/4	vertical	inner	56 x 270	17,300
1/4	horizontal	inner	213 x 81	17,300

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 270	99,800
2/1	normal	1st double page in issue	426 x 270	116,100
2/1	normal	inside front cover + page 3	426 x 270	137,100
2*1/2	horizontal	inner	426 x 133	63,600

Corner ads can be placed next to up 1/2 page of other ads. A 20% surcharge on the basic rate will be charged for a sole position on the page. 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 preferred positions 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.

### SMALL ADS

Small Ad catalogue service 40x80 3,190 €  
 Small Ad market place 40x120 2,160 €  
 Small Ad market place 40x240 4,220 €  
 Small Ad market place 40x60 1,120 €  
 Small Ad market place 80x120 4,220 €  
 Small Ad market place 80x60 2,160 €

### 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 without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	145	203	204	264
30 g	160	224	227	292
40 g	173	242	244	316
50 g	184	258	261	337
60 g	198	277	280	361
every addl. 10 g	+14	+20	+18	+25

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	233	326	364	425
30 g	256	358	400	466
40 g	277	388	434	505
50 g	298	417	466	543
60 g	316	442	495	577
every addl. 10 g	+23	+32	+30	+45

**Circulation**

Minimum circulation: 30,000 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	Partial circ. ex. Subs	Subs
Booklet	10 g	92	129	127	168
Booklet	20 g	105	147	147	191
Booklet	30 g	129	181	181	237
every addl. 10 g		+14	+20	+22	+25
Product sample	10 g	129	181	181	237
Product sample	20 g	153	214	216	280

Other tip-ons on request.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	148	207	210	270
8	179	251	252	324
12	203	284	287	370
16	233	326	326	425
every 4 addl. pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.

**Circulation**

Minimum circulation: 100,000 copies  
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: 100,000 copies

**E-PAPER**

The additional allocation of the ePaper edition is possible.  
Circulation and rates on request.

**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
2/2025	24/01/2025	04	17/12/2024	27/12/2024	17/12/2024	03/01/2025
3/2025	21/02/2025	08	21/01/2025	28/01/2025	21/01/2025	31/01/2025
4/2025	21/03/2025	12	18/02/2025	25/02/2025	18/02/2025	28/02/2025
5/2025	17/04/2025	16	17/03/2025	24/03/2025	17/03/2025	27/03/2025
6/2025	16/05/2025	20	10/04/2025	17/04/2025	10/04/2025	24/04/2025
7/2025	20/06/2025	25	16/05/2025	23/05/2025	16/05/2025	28/05/2025
8/2025	18/07/2025	29	17/06/2025	24/06/2025	17/06/2025	27/06/2025
9/2025	22/08/2025	34	22/07/2025	29/07/2025	22/07/2025	01/08/2025
10/2025	19/09/2025	38	19/08/2025	26/08/2025	19/08/2025	29/08/2025
11/2025	17/10/2025	42	15/09/2025	22/09/2025	15/09/2025	25/09/2025
12/2025	14/11/2025	46	13/10/2025	21/10/2025	13/10/2025	23/10/2025
1/2026	12/12/2025	50	11/11/2025	18/11/2025	11/11/2025	21/11/2025

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).

Portraits of do-gooders, of rich benefactors, courageous activists and good Samaritans. Stories about climate change, new national parks, communities worldwide or helpers for people in need. GEO PERSPECTIVE gives a stage to people who give hope for a better future.

**COVER PRICE** 14.90 EUR

**CIRCULATION** 72,000 paid 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	213 x 270	34,600

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 270	69,300

### 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	05/09/2025	36	05/08/2025	12/08/2025	05/08/2025	15/08/2025

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.

## COLOURFUL AND THRILLING STORIES ...

... without dust, footnotes and columns of figures. Stories are told about important persons and dramatic events, about daily life and culture, politics, society and science. In exact historic reconstructions and opulent photo essays and expert interviews, maps and info side-bars, the respective epoch is brought to life and its daily life feelingly retold.

**COVER PRICE** 14.00 EUR

**CIRCULATION** 65,000 paid 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	213 x 270	14,300
1/1	normal	inside front cover	213 x 270	15,600
1/1	normal	outside back cover	213 x 270	15,700

## Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	426 x 270	28,700

## 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	07/02/2025	06	08/01/2025	06/01/2025	20/01/2025
2/2025	04/04/2025	14	05/03/2025	03/03/2025	17/03/2025
3/2025	06/06/2025	23	06/05/2025	02/05/2025	16/05/2025
4/2025	01/08/2025	31	02/07/2025	30/06/2025	14/07/2025
5/2025	02/10/2025	40	02/09/2025	29/08/2025	12/09/2025
6/2025	05/12/2025	49	05/11/2025	03/11/2025	17/11/2025

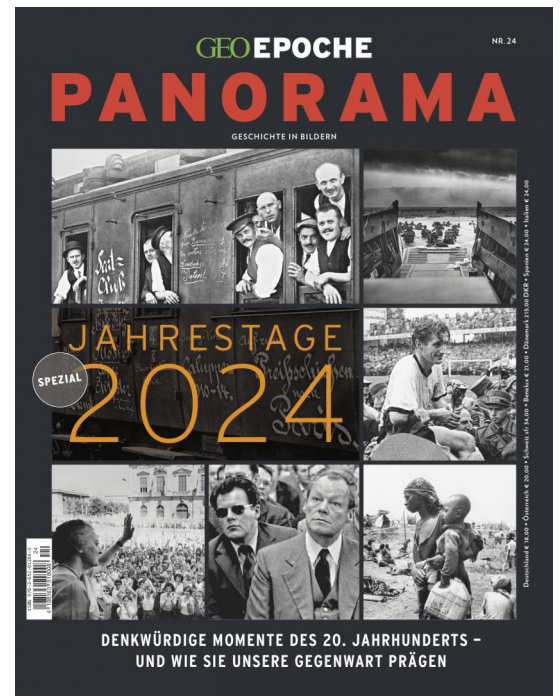
Special ad formats: on request.

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.

In addition to GEO EPOCHE, once a year GEO EPOCHE PANORMA focuses on major anniversaries of particular events and explains their significance. It narrates these stories in its well-known style: captivating and opulent with spectacular pictures.

**COVER PRICE** 18.00 EUR

**CIRCULATION** 35,000 paid 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	233 x 300	14,300

### 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	07/11/2025	45	01/10/2025	01/10/2025	15/10/2025

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.



# 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

**ORDER PROCESSING**

Email: print-order@ad-alliance.de

**AD MANAGEMENT**

Email: print-placements@ad-alliance.de  
Phone: (+49-40) 286686-4378

**SPECIAL AD FORMATS**

Email: print-adspecials@ad-alliance.de  
Phone: (+49-40) 286686-4346

**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**

monthly

**COVER PRICE**

10.50 EUR

**PZN**

GEO 597982

**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.



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



**Luxembourg (Headquarters)**

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**Finland**

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92200 Neuilly sur Seine  
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Döbelnsgatan 21  
111 40 Stockholm  
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**Switzerland**

RTL AdAlliance  
Zeltweg 15  
P.O. Box 8032 Zurich  
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**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.



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.