



Ratecard 2024



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	16,900
1/1	normal	inside front cover	215 x 280	18,500
1/1	normal	outside back cover	215 x 280	19,500
1/2	vertical	inner	105 x 280	10,300
1/2	horizontal	inner	215 x 139	10,300
1/3	vertical	inner	71 x 280	7,700

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	33,900

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

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 2024 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	Partial circ. ex. Subs	Subs
	20 g	125	151	212
	30 g	139	168	236
	40 g	158	190	268
	50 g	176	212	299
	60 g	192	231	326
	every addl. 10 g	+17	+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
	Booklet	10 g	96
	Booklet	20 g	114
	Booklet	30 g	134
	Product sample	10 g	134
	Product sample	20 g	158

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
4	166
8	197
12	219
16	239
every addl. 4 pages	+20

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. 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 price for the total circulation will be used when calculating the rate for the total circulation, the domestic circulation incl. subs and the domestic circulation without subs. All rates are shown in euros; the rates are in effect from 1 January 2024 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
1/2024	16/02/2024	07	09/01/2024	09/01/2024	29/01/2024
2/2024	19/04/2024	16	12/03/2024	12/03/2024	28/03/2024
3/2024	05/07/2024	27	28/05/2024	28/05/2024	17/06/2024
4/2024	13/09/2024	37	06/08/2024	06/08/2024	26/08/2024
5/2024	08/11/2024	45	01/10/2024	01/10/2024	18/10/2024

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

PUBLISHER	Deutsche Medienmanufaktur GmbH & Co. KG
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) 286686-4377
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4080
COPY MATERIAL	Mohn Media Mohndruck GmbH – Anzeigen MAT Email: anzeigen-guj@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	5 x a year
COVER PRICE	5.20 EUR
PZN	LANDLUST ZUHAUS 509861
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.

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SALES OFFICES

Landlust
ZUHAUS
GESTALTEN WOMMEN RENOVIEREN

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You can find the current media portfolio at 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.