

Mit großem  
GEWINNSPIEL

# Landlust

Juli/August 2023 | 4,80 €



Erfrischende Melonentorte



Balkern im Gewächshaus



Walterbe am Bodensee

Garten mit Naturteich und Wildstauden  
Einmachen: Gemüse fermentieren  
Im Wandel: Lebensraum Düne



## SOMMER- ABEND

FRAGEN AN DER REDAKTION:  
mailto:fragen@landlust.de  
www.landlust.de



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	230 x 297	77,100
1/1	normal	inside front cover	230 x 297	84,800
1/1	normal	outside back cover	230 x 297	88,700
2/3	vertical	inner	138 x 297	59,100
1/2	vertical	inner	106 x 297	46,700
1/2	horizontal	inner	230 x 148	46,700
1/3	vertical	inner	75 x 297	31,300

**Formats on double pages**

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	460 x 297	154,300

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 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	122	146	195
	30 g	136	163	218
	40 g	154	185	246
	50 g	172	206	275
	60 g	187	224	299
	every addl. 10 g	+17	+22	+25

Loose inserts with tip-on elements on request.

**Circulation** Minimum circulation: 80,000 copies

## 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	Partial circ. ex. Subs	Subs
	Booklet	10 g	97	116	155
	Booklet	20 g	117	140	187
	Booklet	30 g	134	161	214
	Product sample	10 g	134	161	214
	Product sample	20 g	159	191	254
	Flat spray / Teabags*		159	191	254

\*Plus 37 EUR per 1,000 additional technical costs and 50 EUR per 1,000 postal fees for thicker products. Other tip-ons on request.

**Circulation** Minimum circulation: 200,000 copies  
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	Partial circ. ex. Subs	Subs
4	167	200	267
8	196	235	314
12	222	266	355
16	240	288	384
every addl. 4 pages	+20	+24	+30

Bound inserts with tip-on elements on request.

Minimum circulation: 200,000 copies

**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 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
2/2024	16/02/2024	07	09/01/2024	09/01/2024	25/01/2024
3/2024	19/04/2024	16	12/03/2024	12/03/2024	26/03/2024
4/2024	14/06/2024	24	30/04/2024	30/04/2024	22/05/2024
5/2024	16/08/2024	33	09/07/2024	09/07/2024	25/07/2024
6/2024	11/10/2024	41	03/09/2024	03/09/2024	18/09/2024
1/2025	06/12/2024	49	15/10/2024	15/10/2024	04/11/2024

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

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LANDLUST EXTRA  
LANDREISE

Landlust

The LANDLUST EXTRA LANDREISE (Country Trips) presents special holiday regions and destinations. It appears jointly with the subscription circulation of LANDLUST issue 2/2024 and is placed on the front cover of LANDLUST.

You can find more topic information at <https://contentfinder.ad-alliance.de>.

**CIRCULATION** 323,877 (IVW IV/23)



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	210 x 280	23,400
1/1	normal	inside front cover	210 x 280	25,200
1/1	normal	outside back cover	210 x 280	26,900
1/2	vertical	inner	100 x 280	14,100
1/2	horizontal	inner	210 x 135	14,100
1/3	vertical	inner	75 x 280	10,200

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	420 x 280	46,700

Rates for special ad formats on request.

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. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from trimming edge.

You can find more topic information at <https://contentfinder.ad-alliance.de>.

### 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
2/2024	16/02/2024	07	20/12/2023	20/12/2023	12/01/2024

Rate Card valid from 01.01.2024

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LANDLUST SPEZIAL  
GARTEN

Landlust

The LANDLUST SPEZIAL GARTEN appears at the start of the garden season. In the magazine's respected expertise it provides tips and instructions for working in an ornamental or kitchen garden: from planting and plant protection up to practical helpers such as garden accessories, tools and watering. Relaxing on the terrace and in the garden is naturally covered as well: here the reader can find all important information and ideas concerning garden furniture, sun and privacy cover, and grills.

You can find more topic information at <https://contentfinder.ad-alliance.de>.

COVER PRICE 4.90 €

CIRCULATION 115,000 print run (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	215 x 280	23,400
1/1	normal	inside front cover	215 x 280	25,200
1/1	normal	outside back cover	215 x 280	26,900
1/2	vertical	inner	105 x 280	14,100
1/2	horizontal	inner	215 x 139	14,100
1/3	vertical	inner	74 x 280	10,200

### 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	46,700

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.

### 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
1/2024	01/03/2024	09	30/01/2024	30/01/2024	12/02/2024

Rate Card valid from 01.01.2024

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LANDLUST SPEZIAL  
OSTERN

Landlust

The LANDLUST SPEZIAL EASTER appears with articles and creative ideas for the Easter season, inspires its readers and puts them in the mood for beautiful and colorful Easter days with spring-like menu suggestions and Easter decoration ideas.

You can find more topic information at <https://contentfinder.ad-alliance.de>.

**COVER PRICE** 5.90 €

**CIRCULATION** 110,000 Print run (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	215 x 278	14,600
1/1	normal	inside front cover	215 x 278	15,900
1/1	normal	outside back cover	215 x 278	16,900
1/2	vertical	inner	107 x 278	8,800
1/2	horizontal	inner	215 x 139	8,800
1/3	vertical	inner	71 x 278	6,700

### 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 278	29,100

Rates for special ad formats on request.

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.

Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from trimming edge.

### 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
1/24	02/02/2024	05	03/01/2024	03/01/2024	15/01/2024

Rate Card valid from 01.01.2024



LANDLUST EDITION

Landlust

The LANDLUST EDITION is a mono-thematic, high-quality magazine. In the typical LANDLUST style, the editors approach it with great attention to detail and work it out opulently and extensively.

The LANDLUST EDITION will appear twice in 2024:

- 1/24: Blossoms
- 2/24: Can

You can find more topic information at <https://contentfinder.ad-alliance.de>.

**COVER PRICE** 9,80 €

**CIRCULATION** 65.000 Print run (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	230 x 297	13,400
1/1	normal	outside back cover	230 x 297	16,000
1/2	vertical	inner	106 x 297	8,100
1/2	horizontal	inner	230 x 148	8,100
1/3	vertical	inner	75 x 297	6,100

### Formats on double pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
2/1	normal	inner	460 x 297	26,902

Rates for special ad formats on request.

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. Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from trimming edge.

### 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
1/2024	15/03/2024	11	08/02/2024	08/02/2024	26/02/2024
2/2024	14/06/2024	24	07/05/2024	07/05/2024	24/05/2024



Each season produces its own culinary treasures. The Landlust special booklets on seasonal cuisine provide a variety of recipes with the appropriate vegetables and fruit. Naturally, the months in summer and autumn are particularly productive here. At this time, local gardens and fields offer countless opportunities for delicious meals. In a clear layout, the recipes are clearly arranged according to categories. The authentic photos make you want to follow up.

The LANDLUST SPEZIAL SEASONAL KITCHEN will appear twice in 2024:

- 1/24: summer kitchen
- 2/24: autumn kitchen

You can find more topic information at <https://contentfinder.ad-alliance.de>.

**COVER PRICE** 5.50 EUR

**CIRCULATION** 100.000 print run (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	215 x 278	14,600
1/1	normal	inside front cover	215 x 278	15,900
1/1	normal	outside back cover	215 x 278	16,900
1/2	vertical	inner	107 x 278	8,800
1/2	horizontal	inner	215 x 139	8,800
1/3	vertical	inner	71 x 278	6,700

### 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 278	29,100

Rates for special ad formats on request.

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.

Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from trimming edge.

### 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
1/24	26/04/2024	17	21/03/2024	21/03/2024	08/04/2024
2/24	06/09/2024	36	06/08/2024	06/08/2024	19/08/2024

The LANDLUST SPEZIAL WEIHNACHTEN special Christmas issue appears with lively articles and creative ideas for Christmas. It inspires its readers with festive meal suggestions and decorating ideas for Advent, and gets them in the mood for a wonderful holiday season.

**COVER PRICE** 5,80 EUR

**CIRCULATION** 320,000 print run, of which approx. 75,000 subscriptions (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	215 x 264	27,400
1/1	normal	inside front cover	215 x 264	29,600
1/1	normal	outside back cover	215 x 264	31,600
1/2	vertical	inner	107 x 264	16,500
1/2	horizontal	inner	215 x 132	16,500
1/3	vertical	inner	71 x 264	11,800

### 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 264	54,900

Rates for special ad formats on request.

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.  
Trim margin 5 mm on all sides. Keep all live matter min. 5 mm from trimming edge.

### 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
1/2024	18/10/2024	42	12/09/2024	12/09/2024	27/09/2024

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LANDLUST Titelbooklets

Landlust

The monothematic LANDLUST TITLE BOOKLET appears six times in the total edition of LANDLUST.

**CIRCULATION** total circulation LANDLUST



### Formats on single pages

Format	Format additions	Ad placement	Bleed format (width x height in mm)	Mono/Multi colour
1/1	normal	inner	115 x 148	26,600

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. Trim margin 5 mm on all sides. Keep live matter min. 5 mm from binding edge.

### Closing dates schedule

Issue No.	On Sale Date	Calendar Week	Ad Closing, Copy & Cancellation Date
2/2024	16/02/2024	07	28/12/2023
3/2024	19/04/2024	16	28/02/2024
4/2024	14/06/2024	24	22/04/2024
5/2024	16/08/2024	33	28/06/2024
6/2024	11/10/2024	41	22/08/2024

<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>
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<b>INTERNET</b>	<a href="http://www.rtl-adalliance.com">www.rtl-adalliance.com</a>
<b>FREQUENCY</b>	6 x a year
<b>COVER PRICE</b>	4.80 EUR
<b>PZN</b>	LANDLUST 566883
<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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planning.



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

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You can find the current media portfolio at [www.ad-alliance.de](http://www.ad-alliance.de).  
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Executive Board: Matthias Dang, Frank Vogel

RTL AdAlliance is in charge of the international marketing of the Ad Alliance portfolio.