

NO 15

# Brigitte

Mi 3.7.2024  
Deutschland 4,10 €  
Österreich 4,40 €

**Hallo Sommer!**

*Mode, Deko,  
Reise-Accessoires...  
36 Lieblings-  
teile*

Gefährlicher  
Tiktok-Trend  
Anti-Aging im  
Kinderzimmer

Jetzt als  
Hauptspeise  
Bunte  
Super-Salate

**ICH  
MUSS  
GAR  
NICHTS**

Raus aus der Erwartungsfalle:  
Warum wir es immer allen  
recht machen wollen -  
und wie wir damit aufhören

Wechseljahre:  
Wissen,  
was hilft  
Der neue  
BRIGITTE-Kurs  
ist da!



**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	210 x 268	66,200
1/1	normal	inside front cover	210 x 268	80,900
1/1	normal	outside back cover	210 x 268	80,900
2/3	vertical	inner	133 x 268	53,900
1/2	vertical	inner	100 x 268	44,100
1/2	horizontal	inner	210 x 134	44,100
1/3	vertical	inner	70 x 268	37,100
1/3	vertical	Editorial	70 x 268	44,800
1/3	horizontal	inner	210 x 91	37,100

**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 268	132,400
2/1	normal	inside front cover + page 3	420 x 268	182,900
2/1	normal	double page in Cosmetics	420 x 268	141,800
2/1	normal	double page before Table of Contents	420 x 268	148,400

Due to the limited placement possibilities for partial page ads our ability to fulfill placement requests is limited. This applies to the editorial environment as well as to left-/right-hand positions. 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.

Type area formats on request. Live matter should be at least 5 mm removed from the trimming edge. Special formats and preferred positions on request. Advertising splits on request.

**SMALL ADS**

Small Ad catalogue service 40x80 2.580 €

**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	126	176	168	229
30 g	142	199	187	256
40 g	160	224	211	290
50 g	174	244	229	314
60 g	188	263	248	341
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	204	286	266	368
30 g	226	316	299	410
40 g	257	360	339	467
50 g	278	389	365	503
60 g	302	423	398	546
every addl. 10 g	+23	+32	+30	+45

## Circulation

Minimum circulation: 50,000 copies

Minimum circulation: 50,000 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	109	153	155	197
Booklet	20 g	119	167	170	216
every addl. 10 g		+14	+20	+18	+25
Product sample	10 g	119	167	170	216
Product sample	20 g	131	183	188	237
Flat spray / Teabags*		140	196	200	254

\*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 a binding placement as first tip-on insert.  
50 % surcharge for positioning on opening spread.

Pages	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
4	121	169	173	219
8	139	195	197	252
12	156	218	224	282
16	174	244	247	315
every addl. 4 pages	+17	+24	+25	+30

Bound inserts with tip-on elements on request.  
30 % surcharge for a binding placement as the first bound insert.

## Circulation

Minimum circulation: 150,000 copies or total domestic subscription. Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: 150,000 copies or total domestic subscription.

## 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 Loose Inserts	Special Ad Formats Closing & Cancellation Date Glued, Bound Inserts	Special Ad Formats Delivery Date
2/2025	02/01/2025	01	13/11/2024	02/12/2024	13/11/2024	29/10/2024	09/12/2024
3/2025	15/01/2025	03	26/11/2024	13/12/2024	26/11/2024	12/11/2024	20/12/2024
4/2025	29/01/2025	05	10/12/2024	03/01/2025	10/12/2024	26/11/2024	10/01/2025
5/2025	12/02/2025	07	27/12/2024	17/01/2025	27/12/2024	10/12/2024	24/01/2025
6/2025	26/02/2025	09	14/01/2025	31/01/2025	14/01/2025	27/12/2024	07/02/2025
7/2025	12/03/2025	11	28/01/2025	14/02/2025	28/01/2025	14/01/2025	21/02/2025
8/2025	26/03/2025	13	11/02/2025	28/02/2025	11/02/2025	28/01/2025	07/03/2025
9/2025	09/04/2025	15	25/02/2025	14/03/2025	25/02/2025	11/02/2025	21/03/2025
10/2025	23/04/2025	17	07/03/2025	26/03/2025	07/03/2025	21/02/2025	02/04/2025
11/2025	07/05/2025	19	20/03/2025	08/04/2025	20/03/2025	06/03/2025	15/04/2025
12/2025	21/05/2025	21	03/04/2025	24/04/2025	03/04/2025	20/03/2025	02/05/2025
13/2025	04/06/2025	23	16/04/2025	08/05/2025	16/04/2025	02/04/2025	15/05/2025
14/2025	18/06/2025	25	02/05/2025	21/05/2025	02/05/2025	15/04/2025	28/05/2025
15/2025	02/07/2025	27	16/05/2025	05/06/2025	16/05/2025	02/05/2025	13/06/2025
16/2025	16/07/2025	29	02/06/2025	20/06/2025	02/06/2025	16/05/2025	27/06/2025
17/2025	30/07/2025	31	17/06/2025	04/07/2025	17/06/2025	02/06/2025	11/07/2025
18/2025	13/08/2025	33	01/07/2025	18/07/2025	01/07/2025	17/06/2025	25/07/2025
19/2025	27/08/2025	35	15/07/2025	01/08/2025	15/07/2025	01/07/2025	08/08/2025
20/2025	10/09/2025	37	29/07/2025	15/08/2025	29/07/2025	15/07/2025	22/08/2025
21/2025	24/09/2025	39	12/08/2025	29/08/2025	12/08/2025	29/07/2025	05/09/2025
22/2025	08/10/2025	41	25/08/2025	11/09/2025	25/08/2025	11/08/2025	18/09/2025
23/2025	22/10/2025	43	08/09/2025	25/09/2025	08/09/2025	25/08/2025	02/10/2025
24/2025	05/11/2025	45	19/09/2025	10/10/2025	19/09/2025	05/09/2025	16/10/2025
25/2025	19/11/2025	47	06/10/2025	24/10/2025	06/10/2025	19/09/2025	30/10/2025
26/2025	03/12/2025	49	20/10/2025	07/11/2025	20/10/2025	06/10/2025	14/11/2025
1/2026	17/12/2025	51	04/11/2025	21/11/2025	04/11/2025	20/10/2025	28/11/2025

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

Earlier closing and cancellation dates in effect for opening spreads and cover gatefolds.

For technical reasons only best-possible positions can be offered for last-minute ads (only possible for two full-pages).

### 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 268	13,900
1/1	normal	inside front cover	210 x 268	16,200
1/1	normal	outside back cover	210 x 268	16,200

### 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 268	27,800

### 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	17/06/2025	25	25/04/2025	20/05/2025	25/04/2025	23/05/2025
2/2025	29/10/2025	44	15/09/2025	02/10/2025	01/09/2025	10/10/2025

**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) 286686-4374**SPECIAL AD FORMATS**Email: print-adspecials@ad-alliance.de  
Phone: (+49-40) 286686-4347**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**

26 x a year

**ON SALE DATE**

Wednesday

**COVER PRICE**

4.10 EUR

**PZN**

BRIGITTE 582460

**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.

best for planning. www.b4p.de

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

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## SALES OFFICES

# Brigitte

**Luxembourg (Headquarters)**

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**USA - New York**

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1540 Broadway  
10019 NY  
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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.