



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	23,400
1/1	normal	outside back cover	215 x 280	28,000
1/1	normal	inside front cover	215 x 280	27,300
2/3	vertical	inner	136 x 280	16,300
1/2	vertical	inner	105 x 280	13,000
1/2	horizontal	inner	215 x 139	13,000
1/3	vertical	inner	74 x 280	10,400
1/3	vertical	Editorial	74 x 280	13,900

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

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 ads on request. Trim margin 5 mm on all sides.
Keep all live matter min. 5 mm from trimming edge.
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					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	Partial circ. ex. Subs	Subs	Weights up to	Subs	
	20 g	138	165	234	20 g	398	
	30 g	156	188	266	30 g	452	
	40 g	179	214	303	40 g	516	
	50 g	194	233	331	50 g	562	
	60 g	215	258	366	60 g	623	
	every addl. 10 g	+18	+20	+25	every addl. 10 g	+40	
	Loose inserts with tip-on elements on request.						
Circulation	Minimum circulation: 30,000 copies, or total domestic subscription circulation				Minimum circulation: Domestic subscription circulation. Single copy circulation on request.		
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	Partial circ.	Pages	Total	Partial circ.
	Booklet	10 g	112	146	4	180	233
	Booklet	20 g	134	174	8	210	273
	Booklet	30 g	159	206	12	235	306
	every addl. 10 g		+16	+18	16	260	338
	Product sample	10 g	159	206	every addl. 4 pages	+18	+24
	Product sample	20 g	182	236			
	Flat spray / Teabags*		182	236			
	*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.. 30 % surcharge for binding position as 1st tip-on insert.				Bound inserts with tip-on elements on request. 30 % surcharge for binding position as 1st bound insert.		
Circulation	Minimum circulation: 90,000 copies Carrier ad: minimum full page in the total circulation (rate according to rate card)				Minimum circulation: 90,000 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 . 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	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
2/2024	12/01/2024	02	27/11/2023	06/12/2023	27/11/2023	20/11/2023	15/12/2023
3/2024	09/02/2024	06	27/12/2023	08/01/2024	27/12/2023	18/12/2023	17/01/2023
4/2024	08/03/2024	10	25/01/2024	05/02/2024	25/01/2024	18/01/2024	14/02/2024
5/2024	12/04/2024	15	27/02/2024	07/03/2024	27/02/2024	20/02/2024	18/03/2024
6/2024	10/05/2024	19	22/03/2024	04/04/2024	22/03/2024	15/03/2024	15/04/2024
7/2024	14/06/2024	24	26/04/2024	10/05/2024	26/04/2024	19/04/2024	21/05/2024
8/2024	12/07/2024	28	29/05/2024	10/06/2024	29/05/2024	22/05/2024	19/06/2024
9/2024	09/08/2024	32	27/06/2024	08/07/2024	27/06/2024	20/06/2024	17/07/2024
10/2024	13/09/2024	37	01/08/2024	12/08/2024	01/08/2024	25/07/2024	21/08/2024
11/2024	11/10/2024	41	28/08/2024	06/09/2024	28/08/2024	21/08/2024	17/09/2024
12/2024	08/11/2024	45	24/09/2024	07/10/2024	24/09/2024	17/09/2024	15/10/2024
1/2025	13/12/2024	50	30/10/2024	11/11/2024	30/10/2024	23/10/2024	20/11/2024

Reservations for preferred positions expire if a written space order has not been submitted no later than two weeks prior to advertising closing.
For technical reasons only best-possible positions can be offered for last-minute ads (only full possible).

In addition to the LIVING AT HOME main issue, our LIVING AT HOME SPEZIALs also appear three times a year. Every issue has around 128 pages and is on sale for 12 weeks.

During 2024 SPEZIAL issues will appear on the following topics:

- 1/24: Outdoor & Garten – Ideen für draußen
- 2/24: Sommerküche & Grillen
- 3/24: Weihnachten – Ideen für ein gelungenes Fest

COVER PRICE 9.90 EUR

CIRCULATION 50,000 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 292	13,400
1/1	normal	outside back cover	230 x 292	16,000
1/2	vertical	inner	109 x 292	8,100
1/2	horizontal	inner	230 x 141	8,100
1/3	vertical	inner	79 x 292	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 292	26,900

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. Trimming edge: add 5 mm to all sides. Live matter should be at least 5 mm removed from the 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	19/04/2024	16	13/03/2024	13/03/2024	28/03/2024
2/2024	28/06/2024	26	23/05/2024	23/05/2024	10/06/2024
3/2024	18/10/2024	42	12/09/2024	12/09/2024	27/09/2024

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GENERAL INFORMATION

LIVING AT HOME

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) 286686-4383
SPECIAL AD FORMATS	Email: print-adspecials@ad-alliance.de Phone: (+49-40) 286686-4080
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



INTERNET	www.rtl-adalliance.com
FREQUENCY	monthly
COVER PRICE	5.50 EUR
PZN	LIVING AT HOME 534394
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.

b4p best for 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

LIVING AT HOME

Luxembourg (Headquarters)

RTL AdAlliance S.A.
43, Boulevard Pierre Frieden
L-1543 Luxembourg
Email rtladalliance_info@rtl.com

Germany (Headquarters)

Ann-Christin Krieger
RTL AdAlliance GmbH
Überseeallee 10
20457 Hamburg
Email rtladalliance_info@rtl.com

Austria

RTL AdAlliance
Stella-Klein-Löw-Weg 11-17
Haus C
1020 Vienna
Email rtladalliance_at@rtl.com

Belgium

RTL AdAlliance
Coupure Rechts 64B
9000 Ghent
Email rtladalliance_be@rtl.com

Finland

RTL AdAlliance
Sofiankatu 4 C
00170 Helsinki
Email rtladalliance_fl@rtl.com

France

RTL AdAlliance
157 Avenue Charles de Gaulle
92200 Neuilly sur Seine
Email rtladalliance_fr@rtl.com

Germany

RTL AdAlliance
Picassoplatz 1
50679 Cologne
Email rtladalliance_de@rtl.com

Italy

RTL AdAlliance
Piazza Velasca 8
20121 Milano
Email rtladalliance_ita-international-sales@rtl.com

Netherlands

RTL AdAlliance
Meeuwenlaan 98-100
1021 JL Amsterdam
Email rtladalliance_nl@rtl.com

Norway

RTL AdAlliance
Tordenskioldsgate 6
0160 Oslo
Email rtladalliance_no@rtl.com

Sweden

RTL AdAlliance
Döbelnsgatan 21
111 40 Stockholm
Email rtladalliance_se@rtl.com

Switzerland

RTL AdAlliance
Zeltweg 15
P.O. Box 8032 Zurich
Email rtladalliance_ch@rtl.com

United Kingdom

RTL AdAlliance
4 Tenterden Street London
W1S1TE
Email rtladalliance_uk@rtl.com

USA - Los Angeles

RTL AdAlliance
2900 W Alameda Ave
CA 91505 Burbank
Email rtladalliance_usa@rtl.com

USA - New York

RTL AdAlliance
1540 Broadway
10019 NY
Email rtladalliance_usa@rtl.com



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.