

Bayer Media Group
BEST SELLER
AUTO
 ZEITUNG
 Nr. 9 | 10.04.2024 | 3,80 €
100.000-KILOMETER-TEST
 Toyota Corella Touring Sports Hybrid
 Die Bilanz: Er läuft und läuft und läuft ...
 VW Tiguan 2.0 TDI 4Motion
 Mercedes GLB 220 d 4Matic
 Mazda CX-5 Skyactiv-D 194
EXKLUSIV
Neuer VW Tiguan: erster Vergleichstest
FAHRBERICHTE
 Opel Frontera
 Audi S3
 Renault Captur
 Ford Explorer
 Porsche Taycan Turbo GT
 Neuer Supersportler:
 0 auf 100 km/h in 2,7 s
 Hyundai Ioniq 5 N
 Elektro-Fahrspaß auf
 höchstem Niveau
NEUHEITEN
Diese Kompakt-Stars kommen bald
 Mitsubishi Space Star
 Kia Picanto
 Toyota Aygo
VERGLEICHSTEST
So geht günstig: neue City-Cars ab 13.600 Euro
 AT 4,30 €; CH 7,50 CHF; LU 4,50 €; BE 4,50 €; NL 4,70 €; FR 5,30 €; IT 5,30 €; ES 5,30 €; KA 5,30 €; PT 5,30 €; SI 5,30 €; GR 5,50 €; DK 44,95 DKK; FI 7,30 €; EE 5,00 €; CY 6,40 €; CZ 180 CZK; LV 5,50 €; LT 5,70 €; HU 2790 HUF
 4 190533 703809

Prices
 2025



AdAlliance



Discount combinations

BAUER MÄNNER KOMBI



You save 15% when you book the **BAUER MÄNNER KOMBI**

The combined rate applies when advertising is placed in the three magazines in the same format. The adverts can appear in the three titles with a time delay within a month. In each case, one issue of SELBST IST DER MANN and WELT DER WUNDER must be combined with any issue of AUTO ZEITUNG in that month.

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	31,490
1/1	normal	1st 1/1 ad page in issue	210 x 280	33,060
1/1	normal	inside front cover	210 x 280	34,640
1/1	normal	outside back cover	210 x 280	36,210
1/2	vertical	inner	103 x 280	21,110
1/2	horizontal	inner	210 x 139	21,110
1/3	vertical	inner	70 x 280	15,110
1/3	horizontal	inner	210 x 94	15,110
1/4	vertical	inner	53 x 280	13,850
1/4	horizontal	inner	210 x 73	13,850
1/4	corner	inner	103 x 139	13,850

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	62,980
2/1	normal	1st double page in issue	420 x 280	66,130
2/1	normal	inside front cover + page 3	420 x 280	72,430
2*1/2	horizontal	inner	420 x 139	42,210

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.

Trimming edge: add 5 mm to all sides. 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 ADDS

On request.

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	108	130	110	148
30 g	113	141	115	159
40 g	118	153	120	171
50 g	123	166	125	184
60 g	133	193	135	211
every addl. 10 g	+10	+19	+10	+18

Loose inserts with tip-on elements on request.

Weights up to	Total without Subs	Subs within Total	Partial circ. ex. Subs	Subs
20 g	135	169	138	187
30 g	165	206	168	224
every addl. 10 g	+10	+19	+10	+18

*Plus 30 EUR per 1,000 postal fees.

Circulation

Minimum circulation: 30,000 copies in the single copy circulation. The subscription circulation cannot be partially booked.

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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	Subs
Booklet	10 g	60	72	
Booklet	20 g	64	83	
every addl. 10 g		+12	+15	
Product sample	10 g	71	89	
Product sample	20 g	81	105	123
Flat spray / Teabags*		121	151	

*Plus 50 EUR per 1,000 additional technical costs and 100 EUR per 1,000 postal fees. Other tip-ons on request.

Pages	Total without Subs	Subs within Total
4	159	199
8	164	205
12	169	220
16	171	231
every addl. 4 pages	+12	+15

Bound inserts with tip-on elements on request.

Circulation

Minimum circulation: domestic circulation
Carrier ad: minimum full page in the total circulation (rate according to rate card)

Minimum circulation: domestic 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 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	02/01/2025	01	06/12/2024	19/12/2024	06/12/2024	13/12/2024
3/2025	15/01/2025	03	19/12/2024	08/01/2025	19/12/2024	02/01/2025
4/2025	29/01/2025	05	09/01/2025	22/01/2025	09/01/2025	16/01/2025
5/2025	12/02/2025	07	23/01/2025	05/02/2025	23/01/2025	30/01/2025
6/2025	26/02/2025	09	06/02/2025	19/02/2025	06/02/2025	13/02/2025
7/2025	12/03/2025	11	20/02/2025	05/03/2025	20/02/2025	27/02/2025
8/2025	26/03/2025	13	06/03/2025	19/03/2025	06/03/2025	13/03/2025
9/2025	09/04/2025	15	20/03/2025	02/04/2025	20/03/2025	27/03/2025
10/2025	23/04/2025	17	01/04/2025	14/04/2025	01/04/2025	08/04/2025
11/2025	07/05/2025	19	14/04/2025	29/04/2025	14/04/2025	23/04/2025
12/2025	21/05/2025	21	30/04/2025	14/05/2025	30/04/2025	08/05/2025
13/2025	04/06/2025	23	14/05/2025	27/05/2025	14/05/2025	21/05/2025
14/2025	18/06/2025	25	28/05/2025	11/06/2025	28/05/2025	05/06/2025
15/2025	02/07/2025	27	11/06/2025	25/06/2025	11/06/2025	18/06/2025
16/2025	16/07/2025	29	26/06/2025	09/07/2025	26/06/2025	03/07/2025
17/2025	30/07/2025	31	10/07/2025	23/07/2025	10/07/2025	17/07/2025
18/2025	13/08/2025	33	24/07/2025	06/08/2025	24/07/2025	31/07/2025
19/2025	27/08/2025	35	07/08/2025	20/08/2025	07/08/2025	14/08/2025
20/2025	10/09/2025	37	21/08/2025	03/09/2025	21/08/2025	28/08/2025
21/2025	24/09/2025	39	04/09/2025	17/09/2025	04/09/2025	11/09/2025
22/2025	08/10/2025	41	17/09/2025	30/09/2025	17/09/2025	24/09/2025
23/2025	22/10/2025	43	01/10/2025	15/10/2025	01/10/2025	09/10/2025
24/2025	05/11/2025	45	15/10/2025	29/10/2025	15/10/2025	22/10/2025
25/2025	19/11/2025	47	29/10/2025	12/11/2025	29/10/2025	06/11/2025
26/2025	03/12/2025	49	13/11/2025	26/11/2025	13/11/2025	20/11/2025
27/2025	17/12/2025	51	27/11/2025	10/12/2025	27/11/2025	04/12/2025
1/2026	30/12/2025	01	05/12/2025	18/12/2025	05/12/2025	12/12/2025

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 one full page possible).

PUBLISHER	Heinrich Bauer Verlag KG
MARKETERS	RTL AdAlliance S.A., Headquarters Luxembourg, 43, Boulevard Pierre Frieden, L-1543 Luxembourg, www.rtl-adalliance.com
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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



FREQUENCY	all 14 days
ON SALE DATE	Wednesday
COVER PRICE	3.80 EUR
PZN	AUTO ZEITUNG 562764
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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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.



The General Terms and Conditions of Ad Alliance GmbH apply,
available at 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.
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available at: www.mediaimpact.de/de/agb, unless otherwise indicated.