

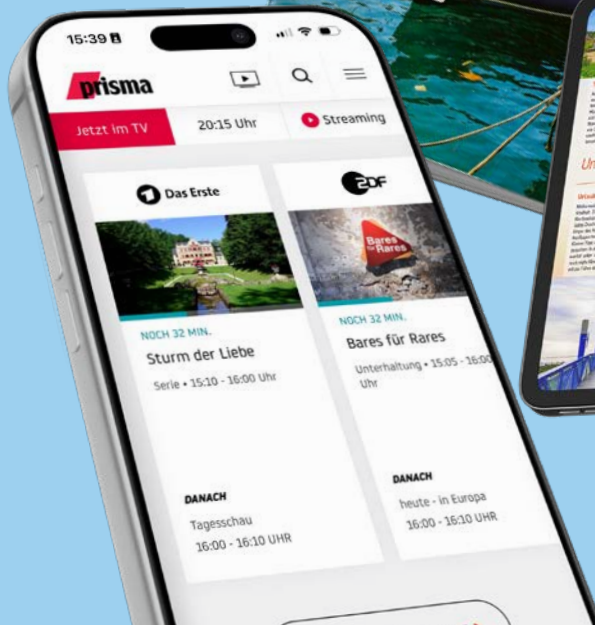
Price List No. 52, valid from 1 January 2027

MEDIA DATA

2027



THE WIDEST
REACH OF ALL
GERMAN
TV MAGAZINES



prisma media solutions

WHEN YOU WANT MORE THAN JUST REACH:

♥ GENUINE CUSTOMER LOYALTY.



Average number of contacts per issue: 6.5



More than 64 % would recommend *prisma* to friends or acquaintances



Average reading time per issue: 30 mins.

50 Jahre

A trusted brand: present in the market for 50 years



Source: Print + E-Paper, *prisma*-Trend contact metrics 2026

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This is *prisma*



Digital channels

- **prisma.de:** streaming, cinema – the guide to the world of moving images
- **TV-App:** *prisma.de* in your pocket with plenty of customisable features
- **Newsletter:** Get the weekend off to a good start on Fridays – with plenty of tips on entertainment and leisure activities

E-Paper

- Accessible via the digital newsstand of the respective parent publication
- Interactive and dynamic advert formats
- Available for the total circulation or individual regional editions

Additional reach

1,854,540

Source: Publisher's figures 2027



TV Magazine

- Included in regional daily newspaper subscriptions nationwide
- Available either in the total circulation or in selected regional editions
- Particularly high reader loyalty

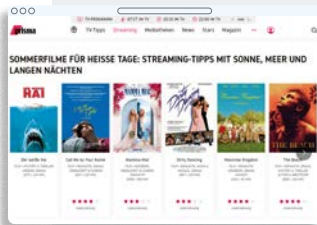
Total circulation

8,189,661

Source: Publisher's figure 2027

Your advertising at the decision-making moment.

- High attention levels due to a positive user experience, guidance and concrete decision-making
- Repeated usage and long-term user retention thanks to personalised content and features
- Relevant touchpoints throughout the entire customer journey, from inspiration to selection



Streaming tips

- Content overview of all major providers
- Filter and search functions
- Editorial recommendations and weekly highlight lists

Puzzle fun

- Wide variety of different puzzle formats
- New puzzles every day



Promotions & events

We develop eye-catching 360° campaigns:

- Exciting competitions
- cross-media presence
- emotional touchpoints

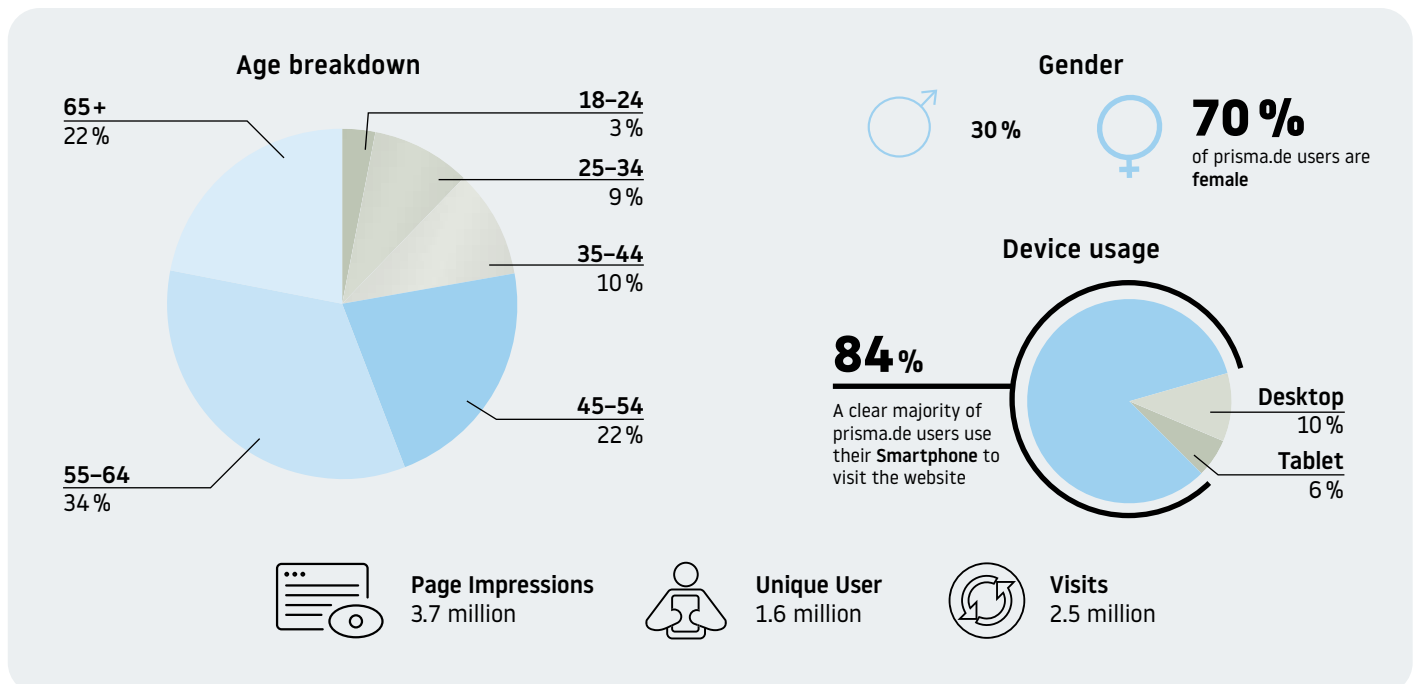
Variety of topics

- TV listings & streaming highlights
- Cinema tips
- Magazine content covering travel, health and much more



prisma.de – Demographics

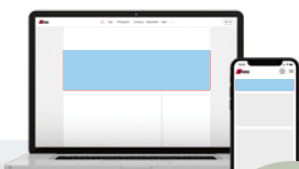
prisma.de users: Experienced. High purchasing power. Digital. 84 % use a smartphone, 70 % are women, 78 % are over 45 years old.



Source: Google Analytics, monthly average, first half of 2026

Leaderboard

Desktop:
728 x 90 px; 800 x 250 px; 970 x 250 px*
Mobile:
320 x 150 px*; 300 x 250 px



* Countdown-Banner available!

Billboard

Desktop:
728 x 90 px; 800 x 250 px*
Mobile:
320 x 150 px*; 300 x 250 px



* Countdown-Banner available!

Wallpaper

Desktop:
Leaderboard 970x250 px plus Skyscraper
Mobile:
300 x 250 px; 300 x 600 px



Skyscraper

Desktop:
120 x 600 px; 160 x 600 px; 300 x 600 px
Mobile:
320 x 150 px; 300 x 250 px



File size: 150kb, maximum 150kb reloaded. Supported **file formats:** JPEG, GIF, HTML5, Skripte (iframe)
You can set up your **own tracking** if desired – please provide us with the code or embed it in your advertising materials.

Fireplace

Desktop:
Leaderboard 970x250 px plus zwei Skyscraper
Mobile:
300 x 250 px; 300 x 600 px



Understitial AD

Mobile:
300 x 600 px



Native Ads: Advertorials and Subchannels

- Your content with an editorial look and feel – informative, inspiring, credible
- Native teasers lead users directly to your articles

Mobilebanner

Mobile:
320 x 150 px; 300 x 250 px; 300 x 600 px



Further information and prices

For the current range and most important data, see:
www.prisma-mediasolutions.de/prisma-de



Sticky AD

Mobile:
320 x 150 px



Address your target audience with precision and premium reach. Target+ offers you a convenient way to run your campaign simultaneously on our website www.prisma.de and on other well-known, high-quality websites.

Your benefits:

High-quality reach

Display in high-quality environments on renowned online portals

Customised targeting

Data-driven approach to your desired target audience

Flexible display

Customised run times on selected high-quality portals

Solutions for every need

Tailored packages – whatever your budget

Reliable monitoring

Comprehensive reporting on display and performance

How customised targeting works with *prisma* Target+:

You tell us your specific target audience, the campaign period and the maximum budget available. We'll put together a proposal for your premium reach using *prisma* Target+.



App

prisma in your pocket.

The *prisma* app delivers the full range of TV, streaming and cinema content, optimised for mobile on Android and iOS, with exclusive features.s.

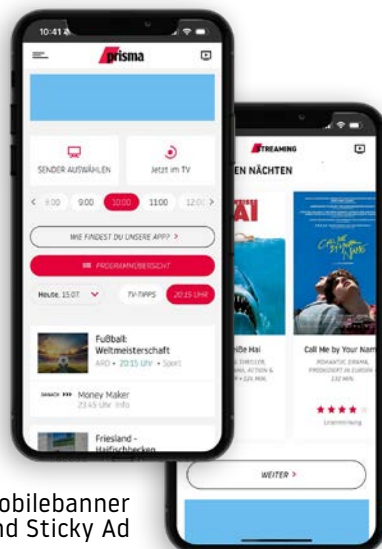
Boost your brand presence with display ads in a highly relevant user environment.

Added value in the app:

- Favourite channels and wishlist
- Search assistant
- TV and streaming recommendations
- The best cinema films listing

Further information

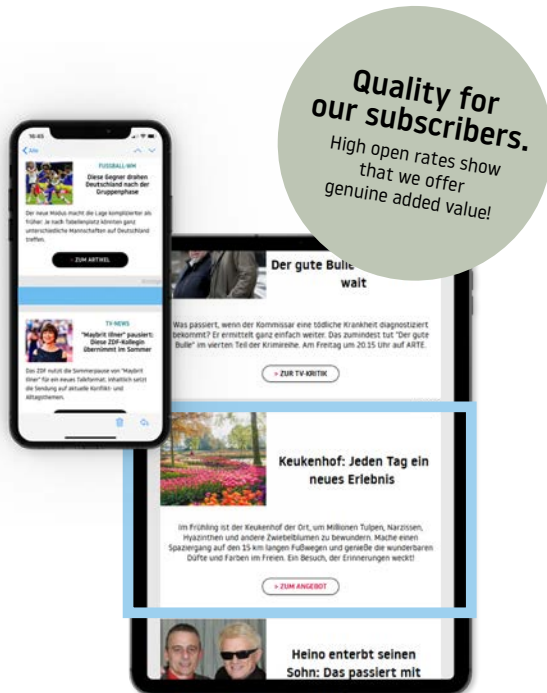
For the current range and most important data, see: www.prisma-mediasolutions.de/app



Mobilebanner and Sticky Ad



100 % exclusivity for your advertising message:
Undivided attention from *prisma* app users.



The perfect start to the weekend.

With **HALLO! WOCHENENDE** we deliver great leisure ideas every Friday: TV, cinema and streaming highlights, plus inspiration from all kinds of topics.

Your advertising options:

- **Banner Ads:** for rapid reach, sales and promotions
- **Advertorials:** for native brand presentation with images and text in an editorial setting

Your benefits:

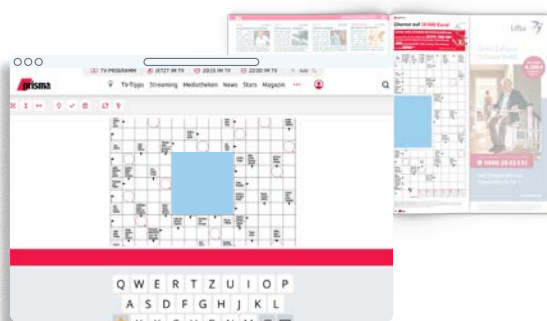
- **Direct traffic:** just one click takes users to your website or landing page
- **Top performance:** above-average open and click-through rates
- **Brand strengthening:** placement in a high-quality, content-relevant environment

Further information

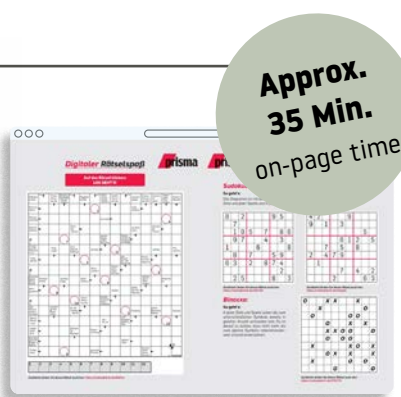
For the current range and most important data, see www.prisma-mediasolutions.de/newsletter



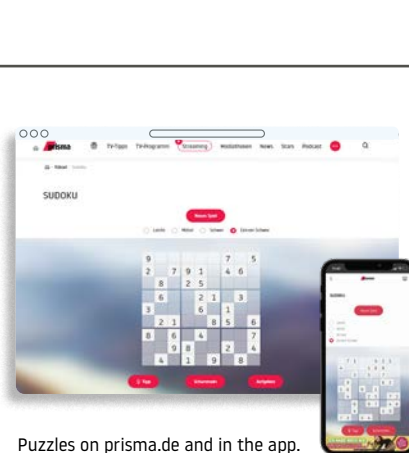
Puzzle sponsorship



Crossword puzzles with centre advertisements in the e-paper and magazine.



Interactive puzzle pages in the e-paper.



Puzzles on prisma.de and in the app.

Approx.
35 Min.
on-page time

Puzzle power with exclusive status

The puzzles on **prisma.de**, in the **app** and in the **e-paper** are readers' favourites – ranging from classics to tricky challenges.

As an **exclusive partner**, you can display your logo prominently above the puzzle in both print and digital formats, including a link of your choice – flexibly as a digital-only or cross-media solution.

Attention with a long on-page time

- Daily use and returning visitors
- High level of engagement through active participation
- Exclusive banner placements available
- Advertising environment free from the stress of news

Your message gets clicked straight away.

The **prisma E-Paper** presents your products to an interested, discerning audience and makes print adverts instantly clickable and interactive. Create targeted engagement among print-and-digital and digital-only readers. Discover the potential from extending your print presence into the digital medium: your message becomes an experience in the digital edition of *prisma*.

Das E-Paper bietet mehr:

- Interaktive **Rätselseiten und Streaming-Tipps** on top
- Immer und überall: **Tablet, Smartphone und Notebook**
- **Neue Zielgruppen** ansprechen: darunter auch jüngere Nutzer
- Emotionale Tiefe: durch **Bildergalerien und Videos** in Ihrer Anzeige

E-Paper reach:
1.854.540
Source: Publisher's figures 2027



Benefits:

- Service: free replacement of your digitally optimised print advert
- Effective advertising in the e-paper: insert multiple links directly into your e-paper advert free of charge. Your website, online shop or other offers are now just a single click away for all readers – for greater reach and engagement without any extra cost on your part.
- Secure an eye-catching, prominent placement in the e-paper apps of our partner publications – exactly where your target audience reads digital content.

E-Paper – Formats



Interstitial ...



... Image gallery ...



... or video

Flexible. Digital. Effective.

- **National or regional editions** available (West, East, North, South)
- **Direct response:** Link to your chosen URL
- **E-Paper-only placement:** Exclusively between selected pages (from p. 3)
- **Perfect complement:** Bookable as an extension of a (print) supplement or as digital-only
- **Dynamic ads:** Image gallery or video to boost attention

E-Paper-Formats	Prices				
	Total	West	Ost	Nord	Süd
Interstitial	9,990.–	3,127.–	1,554.–	1,994.–	3,315.–
Dynamic Interstitial	11,489.–	3,596.–	1,787.–	2,293.–	3,812.–
Interstitial-Strecke (4 pages)	34,150.–	10,691.–	5,315.–	6,818.–	11,327.–

Further products and prices available on request.

National reach.
High reader loyalty.
Credible advertising impact.

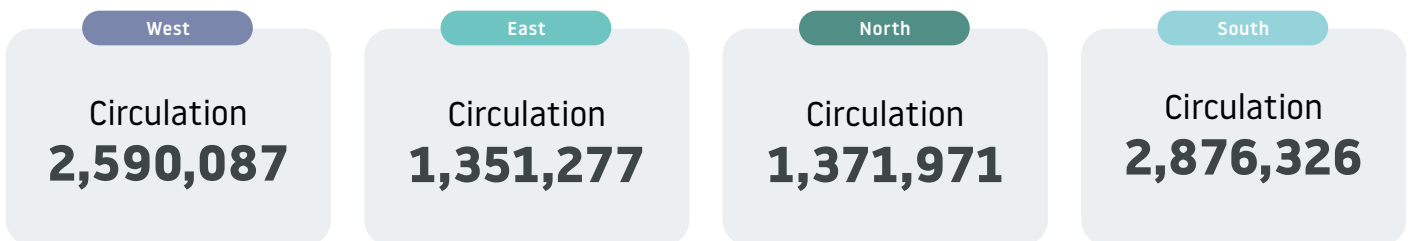
8,189,661
 Circulation
 Publisher's data

Anyone prioritising reach, purchasing power and credible brand presence in their media plan cannot afford to miss out on prisma. Week after week, the TV magazine reaches around 8.75 million readers, combining national reach with a particularly attractive 'best-age' target audience. High usage, strong reader loyalty and a high acceptance of advertising make prisma an efficient and effective advertising medium.

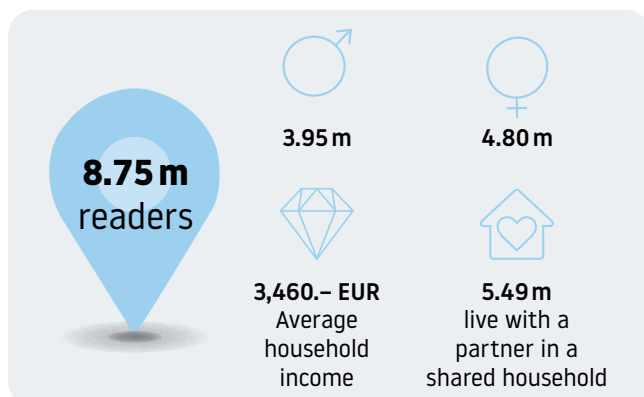
Take advantage of this premium environment with exceptionally wide reach and a strong presence to position your brand where quality meets consumer attention – right at the heart of the everyday lives of your target audience.



Circulation figures in the millions – including our distribution areas.



Source: Publisher's data 2027



Source: WNK, ma 2026 PM II

„I'm convinced that good advertising needs more than just reach. It needs an environment that people enjoy using, that they trust, and in which brand messages are perceived as credible. That's exactly what prisma stands for.“

Sven Retz, Head of Media Sales



Circulation

	Circulation 2027*	E-Paper 2027**
West	2,590,087	580,555
East	1,351,277	288,611
North	1,371,971	370,251
South	2,876,326	615,123
Total	8,189,661	1,854,540

* prisma-publisher's figures for 2027 (based on IVW II.2026 + new titles)
** prisma-publisher's figures for 2027, including E-Papers
Circulation figures may be subject to fluctuation. Current circulation figures can be found at: www.prisma-mediasolutions.de/magazin

Circulation
2,590,087

Source: prisma publisher's figures (based on IVW II.2026 + new titles)
■ = New host newspaper 2027

North Rhine-Westphalia Aachener Zeitung Ahleener Zeitung Allgemeine Zeitung Bocholter-Borkener Volksblatt Borkener Zeitung Der Patriot/Geseker Zeitung Die Glocke Dülmener Zeitung General-Anzeiger Bonn Haller Kreisblatt Hellweger Anzeiger Ibbenbürener Volkszeitung Iserlohner Kreisanzeiger Kölner Stadtanzeiger Kölnische Rundschau Lippische Landes-Zeitung Mindener Tageblatt mrw WIRA Märkischer Kreis mrw WIRA Westfalen Münsterländische Volkszeitung Neue Ruhr Zeitung Neue Westfälische Recklinghäuser Zeitung Remscheider General-Anzeiger Rheinische Post Siegener Zeitung Solinger Tageblatt	Soester Anzeiger Westfalen-Blatt Westfälischer Anzeiger WIRA Märkischer Kreis Westfälischer Anzeiger Westfälische Nachrichten Münstersche Zeitung Westfälische Nachrichten/Ochtrup Westfalen Post Westfälische Rundschau Westdeutsche Allgemeine Zeitung Westdeutsche Zeitung Rhineland-Palatinate Die Rheinpfalz Rhein-Zeitung Trierischer Volksfreund Saarland Saarbrücker Zeitung Hesse Allgemeine Zeitung + Wiesbadener Kurier Bürostädter Starkenburger Echo Butzbacher Zeitung Darmstädter Echo	Dieburger Anzeiger / Groß-Zimmerner Lokal-Anzeiger Frankfurter Neue Presse Freitags-Anzeiger ■ Fuldaer Zeitung Gelnhäuser Neue Zeitung Gießener Allgemeine Gießener Anzeiger Groß-Gerauer Echo Hanauer Anzeiger Hersfelder Zeitung Oberhessische Presse Hessische Niedersächsische Allgemeine Hofheimer Zeitung Kreis-Anzeiger für Wetterau und Vogelsberg Lauterbacher Anzeiger Main-Spitze Rüsselsheim Rüsselsheimer Echo Oberhessische Zeitung Odenwälder Echo Offenbach-Post Ussinger Anzeiger Waldeckische Landeszeitung Weilburger Tageblatt Werra-Rundschau Wetterauer Zeitung
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Our 10 leading
host newspapers
in the West:

	Circulation
WAZ NRZ	297,439
DIE RHEINPFALZ	207,631
RHEINISCHE POST	175,188
Kölner Stadt-Anzeiger Kölnische Rundschau	157,157
Rhein-Zeitung	115,622
Neue Westfälische	108,460
WESTFALENPOST WESTFÄLISCHE RUNDSCHAU	103,460
HNA	102,366
Ruhr Nachrichten	95,193
SZ Saarbrücker Zeitung	93,358

Source: IVW II.2026, sold circulation of host titles

East Edition

Circulation
1,351,277

Source: IVW II.2026

Berlin Berliner Kurier Berliner Morgenpost Berliner Zeitung Der Tagesspiegel Brandenburg Lausitzer Rundschau Märkische Allgemeine Märkische Oderzeitung Märkische Zeitung	Mecklenburg- Western Pomerania Norddeutsche Neueste Nachrichten Nordkurier Ostsee-Zeitung Schweriner Volkszeitung Saxony-Anhalt Altmark Zeitung Mitteldeutsche Zeitung Naumburger Tageblatt Volksstimme	Saxony Freie Presse Leipziger Volkszeitung Dresdner Neueste Nachrichten Morgenpost Dresden Sächsische Zeitung Torgauer Zeitung Thuringia Mediengruppe Thüringen Südthüringer Presse
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Our 10 leading
host newspapers
in the East:

	Circulation
Freie Presse	173,825
Thüringer Allgemeine OSTTHÜRINGER Zeitung	142,667
Volksstimme	120,755
Mitteldeutsche Zeitung	113,555
Sächsische Zeitung	108,074
TAGESSPIEGEL	107,825
LEIPZIGER VOLKSZEITUNG	93,901
OSTSEE ZEITUNG	69,477
Märkische Allgemeine	54,435
LAUSITZER RUNDSCHAU	42,678

Source: IVW II.2026, sold circulation of host titles

Circulation

1,371,971

Source: IVW II.2026

Bremen

Nordsee-Zeitung
Weser-Kurier

Hamburg

Hamburger Abendblatt
Bergedorfer Zeitung
Hamburger Morgenpost

Lower Saxony

Alfelder Zeitung
Aller Zeitung/Wolfsburger Allgemeiner
Peiner Allgemeine Zeitung
Anzeiger für Harlingerland
Braunschweiger Zeitung
Bremervörder Zeitung
Buxtehuder/Altländer Tageblatt
Cellesche Zeitung
Cuxhavener Nachrichten
Deister Weser Zeitung
Delmenhorster Kreisblatt
Die Harke
Eichsfelder Tageblatt
Elbe-Jeetzel Zeitung

Emder Zeitung

Gandersheimer Kreisblatt
Goslarsche Zeitung
Göttinger Tageblatt
Grafschafter Nachrichten
Hannoversche Allgemeine Zeitung
Harz-Kurier
Hildesheimer Zeitung
Isenhagener Kreisblatt
Allgemeine Zeitung
Jeversches Wochenblatt
Kreiszeitung Syke
Landeszeitung Lüneburg
Leine-Deister-Zeitung
Münsterländische Zeitung
Oldenburgische Volkszeitung
Neue Deister Zeitung
Neue Osnabrücker Zeitung
Neue Presse
Niederelbe-Zeitung
Cuxhavener Allgemeine
Nordwest-Zeitung
Rotenburger Kreiszeitung
Schaumburger Nachrichten

Schaumburg-Lippische

Landeszeitung
Seesener Beobachter
Stader Tageblatt
Täglicher Anzeiger
Holzminden
Walsroder Zeitung
Wilhelmshavener Zeitung
Winsener Anzeiger

Schleswig-Holstein

Der Nordschleswiger
Dithmarscher Landeszeitung
Fehmarnsches Tageblatt
Heiligenhafener Post
Kieler Nachrichten
Lübecker Nachrichten
Segeberger Zeitung
sh:z



Our 10 leading host newspapers in the North:

	Circulation
FLENSBURGER TAGEBLATT	133,296
OSNABRÜCKER OZ ZEITUNG	116,791
Hamburger Abendblatt	112,083
Hannoversche Allgemeine	101,610
WESER KURIER	96,796
Nordwest Zeitung	70,703
BRAUNSCHWEIGER ZEITUNG	70,440
Mediengruppe Kreiszeitung	60,331
LN Lübecker Nachrichten	47,661
KN Kieler Nachrichten	46,498

Source: IVW II.2026, sold circulation of host titles

South Edition

Circulation

2,876,326

Source: IVW II.2026

Baden-Württemberg

Badische Neueste Nachrichten
Badische Zeitung
Der Teckbote
Die Neckarquelle
Fränkische Nachrichten
Gäubote
Heidenheimer Zeitung +
Heidenheimer Neue Presse
Heilbronner Stimme
Ludwigsburger Kreiszeitung
Mannheimer Morgen
Mühlacker Tagblatt
Rems-Zeitung
Rhein-Neckar-Zeitung
Reutlinger General-Anzeiger
Schwäbische Zeitung
Schwarzwälder Bote
Schwetzinger Zeitung
Stuttgarter Zeitung
Bietigheimer Zeitung
Böblinger Zeitung
Nürtinger Zeitung
Stuttgarter Nachrichten
Sindelfinger Zeitung
Wendlinger Zeitung

Waiblinger Kreiszeitung
Südkurier
Südwest Presse
Alb Bote Münsingen
Ehinger Tagblatt
Geislinger Zeitung
Gmünder Tagespost
Göppinger Kreisnachrichten
Haller Tagblatt
Hohenloher Tagblatt
Hohenzollerische Zeitung
Metzinger-Uracher VB
Neckar-Chronik Horb
Neue Kreis-Rundschau Gaildorf
Reutlinger Nachrichten
Schmiecha Zeitung
Schwäbische Post
Schwäbisches Tagblatt Tübingen
Ulm/Neu-Ulm
Vaihinger Kreiszeitung
Weinheimer Nachrichten
Odenwälder Zeitung
Offenburger Tageblatt
Pforzheimer Zeitung
Zollern-Alb-Kurier

Bavaria

Aichacher Zeitung
Allgäuer Zeitung
Augsburger Allgemeine
Bayerische Rundschau
Coburger Tageblatt
Fränkischer Tag
Die Kitzinger
Saale Zeitung
Der neue Tag
Donaukurier
Frankenpost Hochfranken
Fränkische Landeszeitung
Landshuter Zeitung
Straubinger Tagblatt
Main-Echo
Main-Post
Mittelbayerische Zeitung
Münchner Merkur
Neue Presse
Nürnberger Nachrichten
Nürnberger Zeitung
Nordbayerischer Kurier
Oberbayerisches Volksblatt
Obermain-Tagblatt
Passauer Neue Presse



Our 10 leading host newspapers in the South:

	Circulation
Münchner Merkur	180,142
Augsburger Allgemeine	180,095
NÜRNBERGER Nachrichten NZ NÜRNBERGER ZEITUNG	138,555
STUTTGARTER ZEITUNG STUTTGARTER NACHRICHTEN	137,666
Passauer Neue Presse	137,277
BNN BADISCHE NEUESTE NACHRICHTEN	132,820
Straubinger Tagblatt Landshuter Zeitung	122,504
Schwäbische Zeitung	117,809
Badische Zeitung	103,311
MAINPOST	97,468

Source: IVW II.2026, sold circulation of host titles

Contexts and Reader Interests

Health & Fit



Issues:
3, 7, 13, 16, 20, 25, 28, 31, 34, 42, 46, 48

Travel



Issues:
1, 5, 12, 19, 24, 27, 30, 37, 39, 41, 45

Fashion & Cosmetics



Issues:
10, 23, 36, 44

Reader interests		Index value
	4.28 million are most likely to find out about fashion trends from magazines	121
	5.81 million frequently obtain information on health issues in the media	122
	3.99 million readers have been on holiday in the last 12 months in germany	115
	3.86 million mainly use natural, organic personal care and natural cosmetics products	108
	5.33 million try to stay healthy as much as possible through preventative supplements	108
	1.34 million <i>prisma</i> readers mainly travel by ship, train or long-distance coach	124

Source: WNK, cross-media brand reach, b4p 2025 III

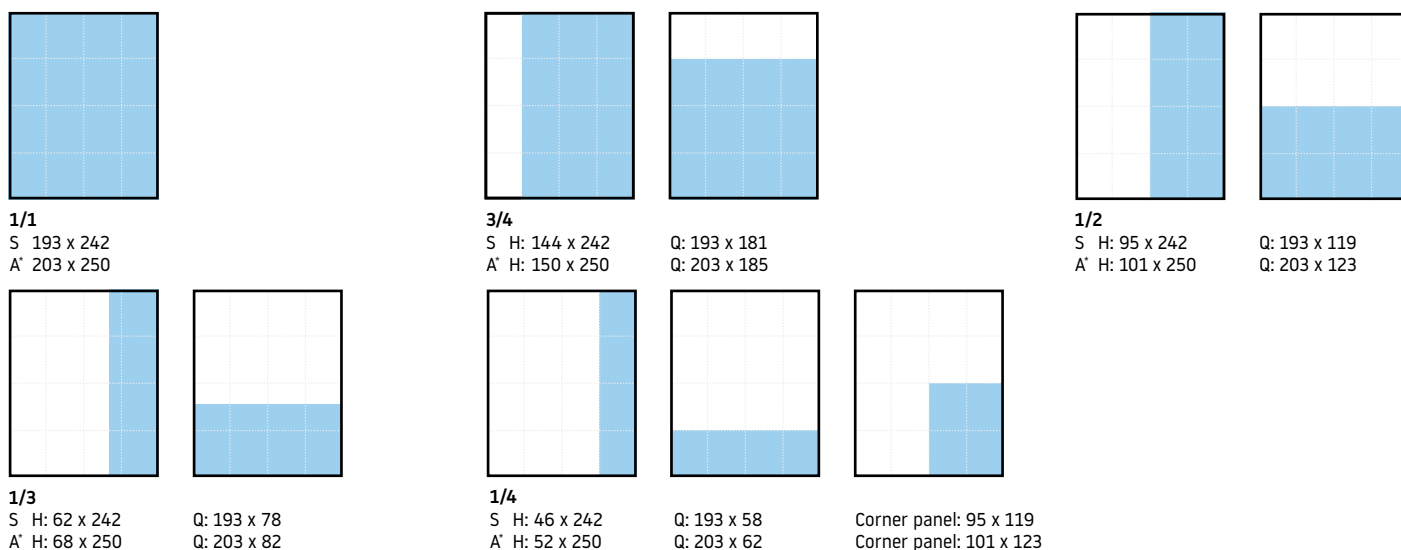
Publication dates

Artwork deadline always one day after ad booking deadline (BD)

Month	Issue No.	1st issue date*	BD**	Cancellation deadline AdSpecials, premium positioning (p.3+outside back cover), stand-out advertising sequences, panorama spread	Editorial focus
Januar	1	04.01.27	08.12.26	09.11.26	Sport
	2	11.01.27	16.12.26	16.11.26	Travel
	3	18.01.27	22.12.26	23.11.26	Health
	4	25.01.27	05.01.27	07.12.26	Entertainment
Februar	5	01.02.27	12.01.27	14.12.26	Travel
	6	08.02.27	19.01.27	21.12.26	Entertainment
	7	15.02.27	26.01.27	28.12.26	Health
März	8	22.02.27	02.02.27	04.01.27	Home and Garden
	9	01.03.27	09.02.27	11.01.27	Leisure
	10	08.03.27	16.02.27	18.01.27	Fashion
	11	15.03.27	23.02.27	25.01.27	Leisure
April	12	22.03.27	01.03.27	29.01.27	Travel
	13	30.03.27	03.03.27	01.02.27	Health
	14	05.04.27	12.03.27	10.02.27	Culinary
	15	12.04.27	22.03.27	19.02.27	Home and Garden
Mai	16	19.04.27	30.03.27	01.03.27	Health
	17	26.04.27	06.04.27	08.03.27	Leisure
	18	03.05.27	12.04.27	12.03.27	Home and Garden
	19	10.05.27	16.04.27	17.03.27	Travel
Juni	20	18.05.27	23.04.27	24.03.27	Health
	21	24.05.27	29.04.27	30.03.27	Sport
	22	31.05.27	10.05.27	09.04.27	Leisure
	23	07.06.27	18.05.27	19.04.27	Fashion
Juli	24	14.06.27	24.05.27	23.04.27	Travel
	25	21.06.27	01.06.27	03.05.27	Health
	26	28.06.27	08.06.27	10.05.27	Culinary
August	27	05.07.27	15.06.27	18.05.27	Travel
	28	12.07.27	22.06.27	24.05.27	Health
	29	19.07.27	29.06.27	31.05.27	Leisure
	30	26.07.27	06.07.27	07.06.27	Travel
September	31	02.08.27	13.07.27	14.06.27	Health
	32	09.08.27	20.07.27	21.06.27	Culinary
	33	16.08.27	27.07.27	28.06.27	Leisure
	34	23.08.27	03.08.27	05.07.27	Health
Oktober	35	30.08.27	10.08.27	12.07.27	Entertainment
	36	06.09.27	17.08.27	19.07.27	Fashion
	37	13.09.27	24.08.27	26.07.27	Travel
	38	20.09.27	31.08.27	02.08.27	Home and Garden
November	39	27.09.27	07.09.27	09.08.27	Travel
	40	04.10.27	14.09.27	16.08.27	Leisure
	41	11.10.27	20.09.27	20.08.27	Travel
	42	18.10.27	28.09.27	30.08.27	Health
Dezember	43	25.10.27	05.10.27	06.09.27	Entertainment
	44	01.11.27	08.10.27	08.09.27	Fashion
	45	08.11.27	18.10.27	17.09.27	Travel
	46	15.11.27	25.10.27	24.09.27	Health
Januar	47	22.11.27	02.11.27	04.10.27	Leisure
	48	29.11.27	09.11.27	11.10.27	Health
	49	06.12.27	16.11.27	18.10.27	Culinary
	50	13.12.27	23.11.27	25.10.27	Entertainment
Februar	51	20.12.27	29.11.27	29.10.27	Entertainment
	52	27.12.27	03.12.27	03.11.27	Leisure

* Publication day in host newspapers: Mon-Sat. Subject to change. The programme week always begins on the Saturday following the first publication date (1st issue date).

** Orders for special products and premium placements on p. 3 and outside back cover must be placed 4 weeks before the advertising deadline. Earlier deadline for print files applies to special products. Separate deadlines apply to the magazine cover; see 'Magazine Cover' on page 30. The magazine cover is also subject to separate cancellation clauses. Dates are subject to change.



Advertisements smaller than a quarter page can be found on page 29.

S = type area, A = bleed size
H = portrait, Q = landscape; width x height in mm
* Allow 3 mm bleed on all sides.
Position all text and important image elements at least 5 mm from the trim edge.

Further information:

For current rates see:
www.prisma-mediasolutions.de/magazin



Format advertisements

Format ¹	Editions				
	Total	West	East	North	South
1/1 page	237,500.–	88,086.–	47,876.–	46,863.–	96,586.–
3/4 page	213,748.–	79,277.–	43,088.–	42,177.–	86,927.–
1/2 page	142,500.–	52,852.–	28,726.–	28,118.–	57,952.–
1/3 page	118,631.–	43,999.–	23,914.–	23,408.–	48,245.–
1/4 page	90,251.–	33,473.–	18,193.–	17,808.–	36,703.–
1/8 page	54,485.–	17,177.–	9,336.–	9,138.–	18,834.–
1/16 page	27,942.–	8,809.–	4,788.–	4,686.–	9,659.–
1/32 page	14,145.–	4,459.–	2,424.–	2,372.–	4,890.–

¹ Further advert formats available on request.

Placement surcharges²

Premium placement	Surcharge
U2, U4, S. 3	7 %
U3, each additional placement confirmation, 'Health & Fitness' section:	5 %

² Placement confirmations subject to consultation with the publisher.

1. Corner spot¹



A' 52x52

1. Title spot¹



Q: S 60x50
H: S 50x60

1. Sponsor strip¹



Standard: A' 203x17
XXL: A' 203x50

2. In-grid ad²



Standard: 30x15
XXL: 191x18

3. Centre advert



Q: S 65x45
H: S 47x65

4. Programme header ad



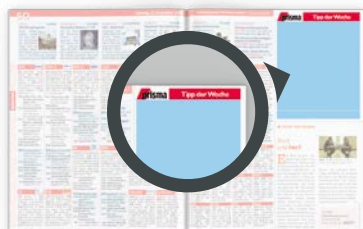
S 46x38

5. Sponsor tab



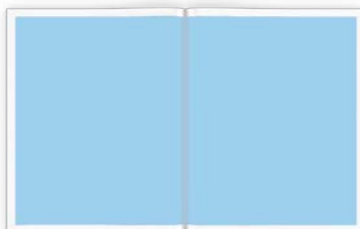
S 60x30

6. Tip of the week



1/4 corner panel
Format (content): 95x105
Format (including header): 95x119
Exclusive placement possible once per issue

7. Panorama (centre spread)



S 394x242
A' 406x250

Width x Height in mm,
S = type area, A = bleed size,
H = portrait, Q = landscape
* Allow 3 mm bleed on all sides.
Position all text and important image elements
at least 5 mm from the trim edge.
¹ The publishers highlight cover ads with the
word "Anzeige" (advert)
² Placements by publisher,
Mon to Fri for 3 programme days

Formats		Editions				
		Total	West	East	North	South
1.	Title-Spot ¹ • Corner spot ¹ • Sponsor strips ¹ Sponsor strips XXL ¹	63,065.– 119,826.–	23,390.– 44,442.–	12,713.– 24,155.–	12,444.– 23,644.–	25,647.– 48,730.–
2.	In-grid ad ² In-grid ad XXL ²	25,153.– 63,065.–	9,328.– 23,390.–	5,070.– 12,713.–	4,963.– 12,444.–	10,229.– 25,647.–
3.	Centre advert	23,751.–	8,809.–	4,788.–	4,686.–	9,659.–
4.	Programme header ad	23,751.–	8,809.–	4,788.–	4,686.–	9,659.–
5.	Sponsor tab	84,087.–	31,187.–	16,951.–	16,592.–	34,196.–
6.	Tip of the week	84,087.–	31,187.–	16,951.–	16,592.–	34,196.–
7.	Panorama (centre spread)	569,997.–	211,406.–	114,902.–	112,471.–	231,806.–

All prices in EUR before Sales Tax

Even more attention for your ads.

Advertorials	
Creative costs (including concept, text and layout, excluding image rights and photo shoots):	1/1 page: 2.500,- 1/2 page: 2.000,- Further formats available on request. We would be happy to provide you with an individual quote for photo shoots. Advertorials are marked with the word 'ANZEIGE' (ADVERTISEMENT). Creation costs are not eligible for discounts or agency commissions. All prices are quoted in Euro. These prices apply from 1 January 2027 for bookings with PRISMA-Verlag GmbH & Co. KG. Statutory sales tax (VAT) will be added to the net amount.
Scheduling	To ensure the advertorial can be produced in good time, we require all necessary data (images, logo, text) and information by the editorial deadline, which is no later than 14 days before the print deadline for the booked issue.
Price	Advertorials are charged at the applicable advertising rates plus creative costs. Creative costs are not included in the annual accounts.
Design & Availability	By agreement with the publisher.



Advertorials

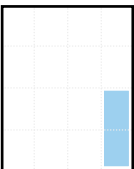
Further attractive forms of special advertising can be developed on an ongoing basis and tailored to individual customers. Please do not hesitate to contact us for further information:
sales@prisma-mediasolutions.de
+49 (0)211-505 28 000

Classified ads

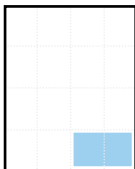
Eye-catching classified adverts.

We group all adverts smaller than a quarter of a page exclusively on a single page to ensure concentrated attention and maximum visibility for every brand.

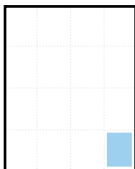
Available formats:



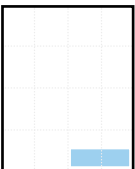
1/8
S H: 46 x 119



Q: 95 x 58



1/16
S H: 46 x 58



Q: 95 x 28



1/32
S 46 x 28

Width x Height in mm,
S = type area,
H = portrait, Q = landscape
See page 25 for prices.



New:
Book your
exclusive
E-Paper
extension now

Magazine cover wrap (e.g. front flap) [Download datasheet](#)

Price per 1,000 copies or part thereof, including printing and paper:	from € 120.–
Usual format	front 110 × 250 mm, back 100 × 250 mm, by agreement with the publisher
Terminierung, Gestaltung, Verfügbarkeit	Order to be placed at least 12 weeks before the advertising deadline, Artwork deadline at least 5 weeks before the advertising deadline; all deadlines subject to agreement with the publisher.

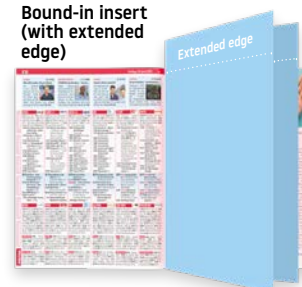
Magazine cover wrap



Bound-in insert [Download datasheet](#)

		Standard height	With extended edge
Price per 1,000 copies or part thereof	4 pages	67.–	82.–
	8 pages	73.–	89.–
	12 pages	81.–	98.–
	16 pages	88.–	106.–
	20 pages	95.–	115.–
	24 pages +	On request	On request
Placement	centre of magazine		
Format height	203x250 mm		
Extension format	203x270 mm (20 mm extension at top)		

Bound-in insert (with extended edge)



Tip-on insert [Download datasheet](#)

Glued-in postcard	
Price per carrier advert	see page 25 (minimum order 1/1 page)
Price postcard per 1,000 copies or part thereof	from € 45.–
Format	DIN A6
Paper	postcard board, min. 150 g/m², unfolded
Placement	Main advert in the rear section of the magazine, left-hand page (standard). Minimum distance from the spine 20 mm, maximum 60 mm; 20 mm from the nearest trim edge.
Advertising deadline	as per the thematic schedule/dates; see 'Publication Dates' on page 23
Other inserts and booklets	
Price per carrier advert	see page 25 (minimum order 1/1 page)
Weight	maximum 20 g
Preis per 1,000 copies or part thereof	from € 53.–

Tip-on insert



Insert Booklet



All prices are in EUR before sales tax (VAT). Prices for AdSpecials may increase if the nature of the insert makes processing more difficult and generates additional costs. It is possible to extend AdSpecials into the *prisma* E-Paper. Price on request. See page 13 for further details.

Further information

Technical specifications and further details on the process can be found in the one-page guides at: www.prisma-mediasolutions.de/magazin



No. of pages	Edition				
	Total	West	East	North	South
Standard height (203x250 mm*)					
4 pages:	624,149.–	231,490.–	125,818.–	123,156.–	253,828.–
8 pages:	1,153,298.–	427,746.–	232,486.–	227,567.–	469,022.–
12 pages:	1,587,446.–	588,767.–	320,003.–	313,232.–	645,581.–
16 pages:	2,078,595.–	770,929.–	419,011.–	410,145.–	845,321.–
With bleed (203x270 mm*, only in the centre of the magazine)					
12 pages:	1,777,939.–	659,419.–	358,403.–	350,820.–	723,051.–
16 pages:	2,328,026.–	863,440.–	469,292.–	459,362.–	946,760.–
20 pages:	2,856,833.–	1,059,569.–	575,891.–	563,706.–	1,161,814.–

A prerequisite for advertising splits is that all pages appear consecutively within the normal magazine production run.
Further page counts available on request.

* Bleed format, 3 mm bleed allowance on all edges.

All prices in EUR plus VAT.

Sustainability

prisma allows you to reach your target audience efficiently and effectively – and in an environmentally friendly way. Our magazine is produced on certified recycled paper, using resource-efficient printing and a sustainable production cycle. We are also committed to sustainability in the digital sphere: according to our provider, our web hosting runs on green electricity generated from hydropower.



Certified Environmental Management

Our printworks is audited annually according to the **EU environmental standard EMAS** – all measures and improvements are transparently disclosed in the **environmental report**.



Sustainable Production

prisma is printed on PEFC-certified paper with a high recycled content. The inks are **free from mineral oil and harmful substances**. Exhaust air and wastewater are **treated and purified**, and over **98 per cent of our solvents** are recovered and reused.



CO₂ Calculation & Offsetting

Our printing plant **continuously** assesses and reduces **greenhouse gas emissions**. In addition, we support projects in the field of regenerative agriculture and regional tree-planting initiatives to promote positive local environmental impacts.

Technical specifications:

Magazine format: 203 mm wide × 250 mm high

Type area: 193 mm wide × 242 mm high

Printing process: Rotary gravure printing. Slight variations in tonal values and registration differences are possible due to the technical production process.

Print profile: PSR_SC_STD_V2_PT.icc

Available for download at: www.duon-portal.de

Colours: CMYK

Sustainability: When printing our television magazine prisma, we work with EMAS- and PEFC-certified printers who use paper sourced from sustainably managed forests.



Submission of print files: **DUON-Portal** 

Print files are accepted exclusively via:
www.duon-portal.de

Support: support@duon-portal.de

Telephone: +49 (0) 403 741-1750

Further up-to-date and binding information can also be found at
www.duon-portal.de.

We do not accept data sent by email. We reserve the right to charge a flat fee for data not submitted through the DUON portal. In such submissions, we also cannot guarantee flawless printing, and complaints regarding printing quality are therefore excluded.

Submission of AdSpecials: AdSpecials must be submitted to the premises of Burda Druck GmbH and its partners. Please enquire about all details 6 weeks before the publication date at sonderinsertionen.prisma@burda.com. Earlier delivery deadlines may be required due to public holidays.

Clickable links in the E-Paper: To ensure URLs in adverts are clickable, they must be written out in full (e.g. www.firma.de, <https://firma.de>, <http://firma.de>, mustermann@firma.de). Please embed all fonts in the PDF, as text converted to vector paths is not recognised as a clickable link. Alternatively, a URL can be specified in the 'Comments' field in the DUON portal; we will display this as a full-page clickable link.

You can contact *prisma* production at: herstellung@prisma-verlag.de
Telephone: +49 (0) 211-505 2817

Advertisements and AdSpecials that are not recognisable as advertising due to their design must, for reasons of press law, be marked with the word 'ANZEIGE' ('ADVERTISEMENT') (in at least 8-point capital letters).

Publisher data

PRISMA-Verlag GmbH & Co. KG

Address Zülpicher Straße 10
40549 Düsseldorf

Telephone +49 (0) 211 505-2850

E-Mail info@prisma-verlag.de

Web www.prisma-verlag.de

Managing Director: Christina Esser

Bank details: Deutsche Bank AG, Cologne
IBAN: DE36 3707 0060 0125 1404 00
BIC: DEUTDE33XXX

Postbank Cologne
IBAN: DE74 3701 0050 0296 1585 08
BIC: PBNKDE33XXX

Terms of payment: net within 30 days of the publication date. Digital orders: 14 days after invoice date. Advance payment is requested for first-time orders. Direct debits are processed via SEPA Direct Debit under creditor ID DE 98 ZZZ 00000 5192 89.

All information provided in the media specifications is current as at 1 September 2026.

Magazine publication frequency: weekly; see the schedule on page 23, where you will also find the deadlines for adverts and for delivery of print data.

Cancellation deadlines and fees: Free of charge up to 30 days before the advertising deadline; thereafter, a cancellation fee equivalent to 20 % of the order value will be charged. Cancellation deadline for cover wraps: Cancellation after the order has been placed is possible only by agreement with the publisher; production costs may be invoiced where applicable.

General Terms and Conditions: All advertising orders are executed exclusively in accordance with the publisher's General Terms and Conditions. These can be found online at www.prisma-mediasolutions.de. We will also be happy to send the T&Cs to you on request: email info@prisma-verlag.de or telephone +49 (0) 211 505-2850. The contracting party's own terms and conditions do not apply. Errors and omissions excepted.

Sales: Telephone +49 (0) 211 505-28 000
Email sales@prisma-mediasolutions.de

Advertising co-ordination: Telephone +49 (0) 211 505-2875
Email disposition@prisma-verlag.de

Production: Telephone +49 (0) 211 505-2817
Email herstellung@prisma-verlag.de

Editorial: Telephone +49 (0) 211 505-2819
Email redaktion@prisma-verlag.de

Readership Analysis Service: Make use of our service for customised analyses of prisma readership based on ma and b4p data:
Email info@prisma-verlag.de



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Sign up at:
www.prisma-mediasolutions.de/#newsletter



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gert.knappe@mav-muenchen.com

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Mario Wilpert
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