

## PRODUCT GUIDE

Price list no. 85a

Valid from 1st January 2021 – Nielsen II



**The voice of the west.** For 1,996,000\* people from the Rhineland it is essential – a voice to be heard nationwide.

\* With a net reach of 1,996 million readers/users, the Rheinische Post is the number 1 cross-media subscription newspaper in the Rhineland.

Source: best for planning 2020 I; Net reach of the administrative districts of Düsseldorf and Cologne: Rheinische Post full edition (LpW), RP ONLINE (NpW) and RP ONLINE mobile (NpW)

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We are very proud that: The Rheinische Post is the most important multimedia brand in the Rhineland. With our high-quality journalistic offer we enrich the lives of 1,996,000 <sup>1</sup> people; in 26 local editorial offices, as the “voice of the west” we report about what moves Germany’s most populous and economically powerful region. Brave and with strong opinions we are committed further: With our Berlin office we are very close to the political and social events of our country

every day. Just as our claim sums it up: “Essential in the Rhineland – a voice to be heard nationwide.” Our media company is not only editorially relevant, it also pursues its multifaceted path in terms of business: We are a newspaper and ePaper, we are RP ONLINE, we are Instagram, Facebook and Twitter, we are newsletters and podcasts, we are magazines, Apps and video, we are events, trade fairs and opinion forums In summary, we are a media brand of the 21st century.





We are events, trade fairs and opinion forums.



We are podcasts.



We are classified ad portals.



We are RP ONLINE.



We are magazines.



We are portals.



We are newsletters.



We are video.



We are a newspaper.

We are versatile on all channels.



**Sources**  
<sup>1</sup>best for planning 2020 I, Net reach of the administrative districts of Düsseldorf and Cologne: Rheinische Post full edition (LpW), RP ONLINE (NpW) and RP ONLINE mobile (NpW)

**Note**  
The Rheinische Post with its over 300 journalists is the flagship of the Rheinische Post Mediengruppe (more information at [rheinischepostmediengruppe.de](https://www.rheinischepostmediengruppe.de)). It is possible that our events have to be adapted to current conditions; we will inform our customers about this promptly.

# MEDIA SOLUTIONS FOR YOUR MESSAGE

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We have 75 years of experience in publishing important issues – and during this time we have developed from a regional newspaper into a nationwide media group. This has not only expanded the audience and customers (we work in BtoC and BtoB today), but also the platform types (from printed to multimedia) and their content (from journalistic know-how to PR to advertising). That is why: The platform is well prepared for your message! We work with you to determine

the touchpoints of your customer journey in relation to the product, service or company – and design eye-catching appearances and complex campaigns with professionalism in addition to the latest technology. These are media solutions in the Rhineland (you can find an example in the info box), we look forward to your inquiry.



Print



Event



Digital



## Telephone

0211 505-2088

## Email

[sales@rheinische-post.de](mailto:sales@rheinische-post.de)



## Example of a partner

The Schön Clinic, a family-run clinic group also located in Düsseldorf, offers medical services at the highest level. That is why the demand for the “Health days” was high, which we developed as a cross-media campaign – by means of advertorial in the Rheinische Post, with the podcast “Aufwacher”, the clinic portrait

on RP ONLINE and the implementation of seven individual events in our conference centre. The clinic experts wrote to us afterwards: “The promotion of health is an important medical concern for us, which we were able to implement successfully with your innovative concept. Information management like this is fun.”



		ZIS-No. <sup>1</sup>	Paid circulation	Distributed circulation
<b>Full edition</b>		100247	268,881	277,603
<b>Business area editions</b>				
WR-D	Düsseldorf	104530	108,075	111,142
WR-NS	Niederrhein-Süd	104525	62,253	63,916
WR-NN	Niederrhein-Nord	105294	78,220	81,036
WR-BL	Bergisches Land	104524	20,333	21,509

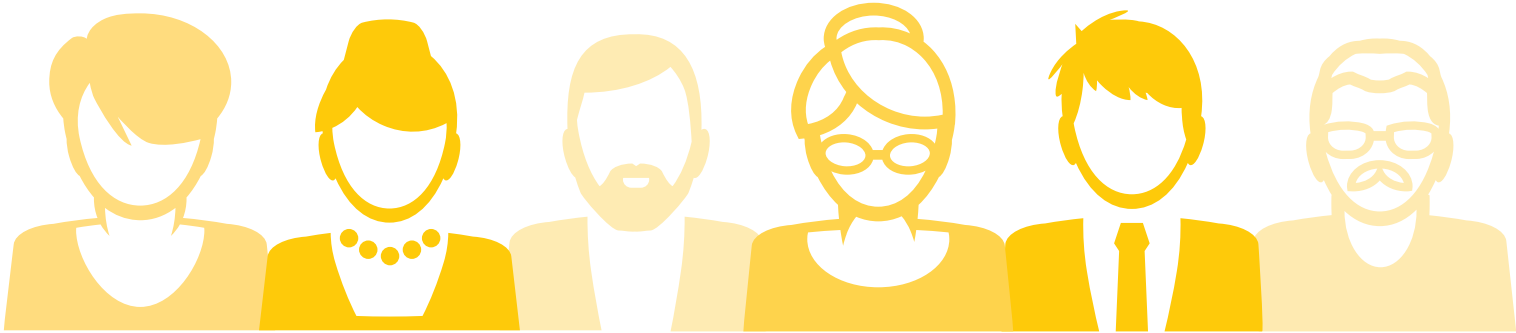
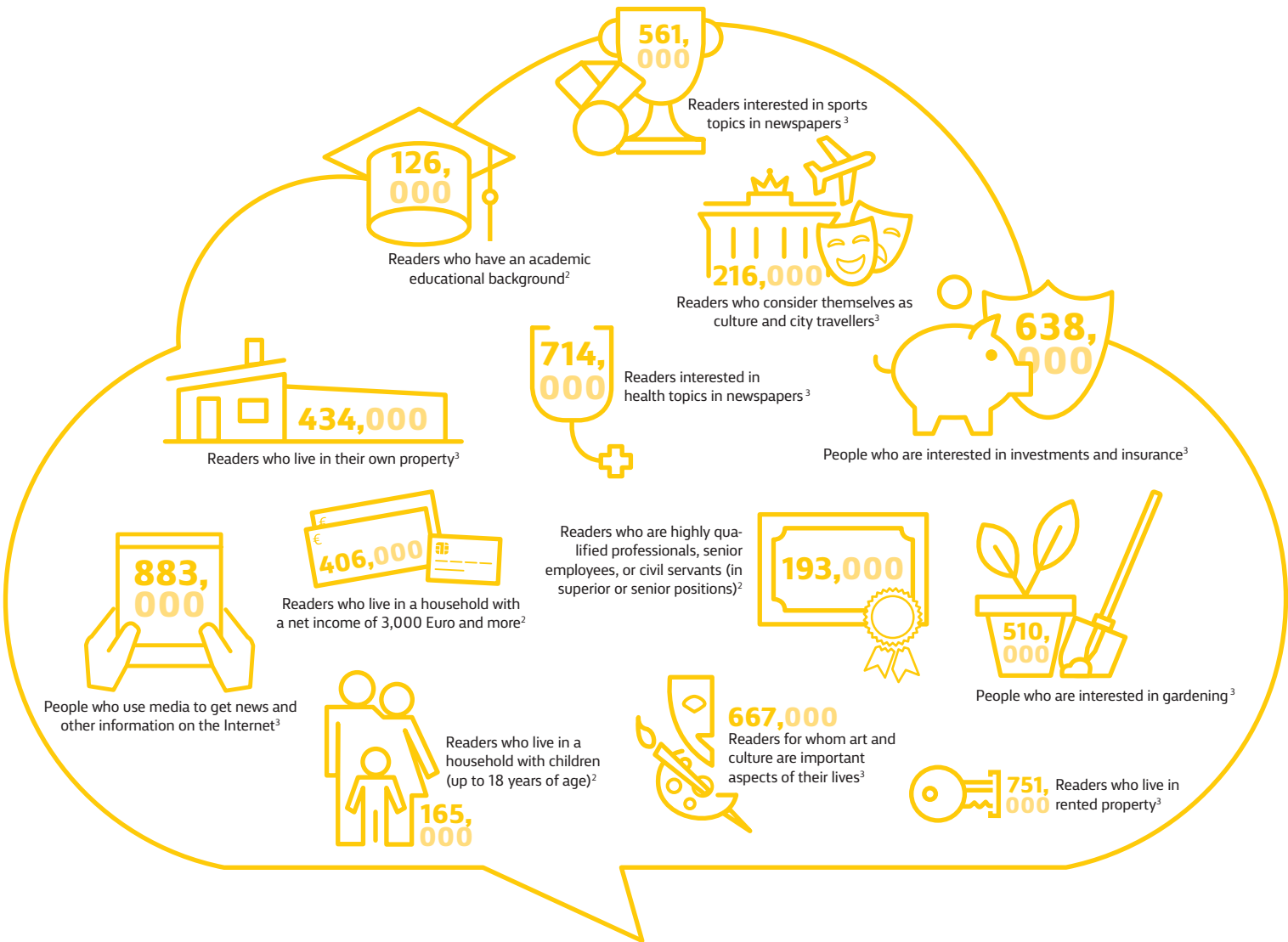
		ZIS-No. <sup>1</sup>	Paid circulation	Distributed circulation
<b>District editions</b>				
D	Düsseldorf	101381	77,277	79,547
NGZ	Neuss-Grevenbroicher Zeitung	100506	30,798	31,595
MG	Mönchengladbach	101656	30,710	31,506
VIE	Viersen	100804	14,505	14,813
KR	Krefeld	101833	17,038	17,597
DU	Duisburg	101657	4,249	4,690
KLE	Kleve	105303	16,277	16,902
GEL	Geldern	101347	11,260	11,628
MON	Moers	100546	12,349	12,964
WES	Wesel-Dinslaken	103131	8,212	8,837
BBV	Bocholter-Borkener Volksblatt	101721	25,873	26,015
OP	Rhein-Wupper	100932	11,111	11,594
BM	Bergische Morgenpost	105304	5,427	5,721
SM-RS	Solingen-Remscheid	105305	3,795	4,194

Circulation: IVW 2. Quarter 2020 (Monday to Saturday) including ePaper circulations

<sup>1</sup> ZIS is a newspaper information system in which all advertisement booking units are identified with a unique six-digit number. The ZIS key is kept in all newspaper data from ZMG, IVW and AG.MA and enables trouble-free allocation of editions.

Advertising works when it reaches the right target group in the right target medium – that is why advertisers need facts. Here is the most important information about our printed daily newspaper: Our circulation area, the Rhineland, is located in the middle of the Rhine-Ruhr region. Düsseldorf, metropolis and State capital at the same time, is the headquarters or registered location of major corporations (national and international). These include three of the 30 most valuable DAX companies, others in the MDAX (the second most important share index) and around 1,000 American, Japanese and Korean companies. Our print medium achieves a market share of 62.2% in regional subscription newspapers and 51.2% in daily newspapers (including national newspapers, as well as purchased and Sunday newspapers).<sup>1</sup>





In simple terms: Of the approx. 4 million people in the Rhineland, we reach 687,000 readers in our circulation area<sup>2</sup> – and a high percentage of them are demanding, wealthy (with a high income) and educated. This is why the Rheinische Post enjoys a high level of acceptance among specialists and managers, achieves above-average reach with apartment owners and appeals to a disproportionately large number of deposit owners, culture and garden lovers. Would you like our readers to become your customers? Thanks to the market media study “best for planning”, we know the consumer behaviour and purchase goals of our readers. Use this knowledge for your tailor-made advertising campaign!



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marktmedia@rp-media.de  
Website  
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Sources  
<sup>1</sup> IVW VA 2020  
<sup>2</sup> Media analysis of daily newspaper data set 2020, Rheinische Post circulation area  
<sup>3</sup> best for planning 2020 I, WLK, Rheinische Post circulation area

<div></div> <div>Business area Düsseldorf</div>	<div></div> <div>Business area Niederrhein South</div>	<div></div> <div>Business area Niederrhein North</div>	<div></div> <div>Business area Bergisches Land</div>
<div>D NGZ</div> <div>Düsseldorf Neuß-Grevenbroicher Zeitung</div>	<div>MG VIE KR</div> <div>Mönchengladbach Viersen Krefeld</div>	<div>DU KLE GEL MO WES BBV</div> <div>Duisburg Kleve Geldern Moers Wesel-Dinslaken Bocholter-Borkener Volksblatt</div>	<div>OP BM SM-RS</div> <div>Rhein-Wupper Bergische Morgenpost Solingen-Remscheid</div>



\*Large cities (≥100,000 inhabitants)

# FULL AND BUSINESS AREA EDITIONS

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	Pricing	
Full edition	Classified advertisement section per mm 4c	Text section per mm 4c
	29.48	117.92

Business area editions	Base price			Local price		
	Running text per line b/w	Classified advertisement section per mm 4c	Text section per mm 4c	Running text per line b/w	Classified advertisement section per mm 4c	Text section per mm 4c
WR-D Düsseldorf	13.82	10.00	40.00	11.75	8.50	34.00
WR-NS Niederrhein-South	10.09	7.26	29.04	8.58	6.17	24.68
WR-NN Niederrhein-North	15.27	10.02	40.09	12.98	8.52	34.08
WR-BL Bergisches Land	5.96	4.22	16.89	5.07	3.59	14.36



## Handle corner on the title page

105 mm width × 100 mm height | Full edition: **€ 23,584.00**

## Text section advertisement on the title page

50 mm width × 90 mm height | Full edition: **€ 10,612.80**

Can also be booked in the business area and district editions

**Calculation:** Number of text columns × Advertisement height × Text section-mm-price



## Exchange sponsorship

105 mm width × 50 mm height  
+ 325 mm width × 20 mm height

Full edition:

**€ 56,601.60** per month



## Weather sponsoring

325 mm width × 30 mm height  
+ 38 mm width × 40 mm height  
Full edition:

**€ 44,220.00** per month

Can also be booked in the business area editions



### Telephone

0211 505-2426

### Email

mediaberatung

@rheinische-post.de

### Website

rp-media.de



### Text section advertisements

#### Height:

min. 20 mm, max. 100 mm

#### Width:

max. 2 Text columns

### Advertisement deadlines

#### Monday to Friday editions:

2 working days before publication, 10 am

#### Saturday edition:

3 working days before publication, 10 am

### Format specifications

**Type area:** 325 mm width, 480 mm height

**Advertisement columns:** Width 45 mm, number 7

**Text columns:** Width 50 mm, number 6

**Conversion factor:** 1.17

All prices in Euro plus VAT.

		Base price			Local price		
District editions		Running text per line b/w	Classified advertisement section per mm 4c	Text section per mm 4c	Running text per line b/w	Classified advertisement section per mm 4c	Text section per mm 4c
D	Düsseldorf	11.76	7.41	29.65	10.00	6.30	25.20
NGZ	Neuss-Grevenbroicher Zeitung	6.76	4.35	17.41	5.75	3.70	14.80
MG	Mönchengladbach	6.36	4.18	16.71	5.41	3.55	14.20
VIE	Viersen	3.82	2.45	9.79	3.25	2.08	8.32
KR	Krefeld	3.82	2.45	9.79	3.25	2.08	8.32
DU	Duisburg	2.39	1.40	5.60	2.03	1.19	4.76
KLE	Kleve	3.65	2.54	10.16	3.10	2.16	8.64
GEL	Geldern	3.21	2.22	8.89	2.73	1.89	7.56
MON	Moers	3.26	2.22	8.89	2.77	1.89	7.56
WES	Wesel-Dinslaken	2.69	1.73	6.92	2.29	1.47	5.88
BBV	Bocholter-Borkener Volksblatt	3.88	2.41	9.42	3.30	2.05	8.02
OP	Rhein-Wupper	3.19	2.14	8.56	2.71	1.82	7.28
BM	Bergische Morgenpost	2.94	2.07	8.28	2.50	1.76	7.04
SM-RS	Solingen-Remscheid	2.41	1.42	5.69	2.05	1.21	4.84



## Telephone

0211 505-2426

## Email

mediaberatung@rheinische-post.de

## Website

rp-media.de



## Notes

**Obituaries** are charged at the commercial mm price, more information on page 36.

**Job and real estate advertisements** appear in the business area editions. You benefit from low prices with a high reach and response, more details regarding this on page 10.

## Interactive advertisements in the ePaper


All advertisements placed under or in the text (except BBV) that contain a URL or an email address are made clickable in the RP ePaper App. For this we charge a surcharge of 2% on your advertising price.



	Base price		Local price	
	per line	per mm	per line	per mm
<b>Job &amp; careers</b>				
Full edition	32.65	19.52	27.75	16.59
WR-D Düsseldorf	13.26	8.51	11.27	7.23
WR-NS Niederrhein-South	10.09	6.16	8.58	5.24
WR-NN Niederrhein-North	15.27	8.51	12.98	7.23
WR-BL Bergisches Land	5.96	3.59	5.07	3.05
<b>Education market</b>				
Full edition	14.05	12.68	11.94	10.78

Print-Online-Combination
per advertisement <sup>1</sup>
95.00

## Print-Online-Combination

Advertisements are mandatorily published as a print-online-combination – from the first day of publication in the newspaper for 30 days  **RP STELLENMARKT**.

We would be happy to inform you about other online products.

## Response amplifier plus

Special feature, possible up to 4 weeks after your job advertisement has appeared: For only 40% of the tariff, we will publish your advertisement again in the job market (on Saturday and Wednesday). We would be happy to provide you with the details.

## Employer branding

Tailored to your company: Present yourself as an attractive employer and benefit from our media portfolio (print, digital, event). Let us advise you!

## Events

From the "Impulse" to the "Düsseldorf Career Day": Our education and career events are firstly diverse, secondly designed for different target groups and thirdly very popular. Enrich them with your company presentation!



## Expand your reach online with us



AZUBI NRW concentrates on North Rhine-Westphalia and offers school-children and students information on industries, job profiles and application forms – and training positions. That is why the portal is ideal for employers who specifically want to attract young people to their training in our State. So that your newcomers can find you, we recommend using the space for a meaningful company presentation in addition to the placement of your offers (see below). A visit to [azubi-nrw.de](http://azubi-nrw.de) is well worthwhile!

## Apprenticeship advertisement on AZUBI NRW

Ideally presented, suitable for all end devices: We publish your apprenticeship advertisement in our portal [azubi-nrw.de](http://azubi-nrw.de) in HTML5 format.

## Company profile on AZUBI NRW

You are an attractive employer: Present your company to those looking for a training position as multifaceted as it is – with photos, videos, exciting text information and image galleries. Your company profile is announced on the [azubi-nrw.de](http://azubi-nrw.de) homepage, with a direct link to your website.

[Go to the price list here >](#)

## RP ONLINE

At [rp-online.de/beruf](http://rp-online.de/beruf) we provide multifaceted and up-to-date information on the areas of labour law, starting out and careers. Use our attractive online advertising material in this interesting subject area.



Attract good employees, invest in the future of the Rhineland: We have been concentrating on our region for 75 years – and are also very familiar with the local business and labour market. You can benefit from this in our job exchange [rp-stellenmarkt.de](http://rp-stellenmarkt.de). Use these strengths with your digital job offer and your employer portrait!

[Go to the price list here >](#)



Place your job offer nationwide on [stellenangebote.de](http://stellenangebote.de), one of the largest career portals in Germany.

## Video job advertisement and employer video

Present yourself innovatively with video, whether with a company portrait or training video. For example, we offer you an appealing 1-minute video. Use this form of representation to position your employer brand and let your employees speak in the video. Combine our variety of products sensibly and benefit from our know-how, good advice and attractive combination offers.



### Telephone

0211 505-1222

### Email

[stellenmarkt@rheinische-post.de](mailto:stellenmarkt@rheinische-post.de)

### Website

[rp-media.de](http://rp-media.de) | [rp-online.de/Anzeigen](http://rp-online.de/Anzeigen)



### Advertisement deadlines

**Saturday edition:** Wed., 6 pm

**Wednesday edition:** Tue., 10 am


### Online prices

We do not offer discounts, however the price is possible with agency commission. The publisher reserves the right to change the currently valid online prices.

### Online advertisement layout

<sup>1</sup> The advertisement appears in standard HTML design.


For individual HTML design, see

 **RP STELLENMARKT Price list**

Real estate & money, business connections & capital	Base price			Local price		
	1st Line	per additional line	per mm	1st Line	per additional line	per mm
Full edition	33.95	14.05	12.68	31.84	11.94	10,78
WR-D Düsseldorf	33.16	13.26	8.51	31.17	11.27	7.23
WR-NS Niederrhein-South	29.99	10.09	6.16	28.48	8.58	5.24
WR-NN Niederrhein-North	35.17	15.27	8.51	32.88	12.98	7.23
WR-BL Bergisches Land	25.86	5.96	3.59	24.97	5,07	3.05

Print-Online-Combination
per advertisement
19.90

## Print-Online-Combination

Advertisements are mandatorily published as a print-online combination – from the first day of publication in the newspaper for 30 days on  MÄRKTE (our new market portal at [rp-maerkte.de](http://rp-maerkte.de)). The print-online combination is included in the price of each advertisement for fixed formats, show & sell photo advertisements and running text. We would be happy to inform you about other online products.

## Saturday-Wednesday combination

As repetitions are remembered: We offer you the possibility of reprinting your Saturday advertisement on the following Wednesday for 30% of the original rate! This Saturday-Wednesday combination is only possible for designed advertisements, special formats are excluded.

The basis of calculation is the tariff price without discounts, repeated placement is only possible on this day.



Fig. reduced

## Show & sell photo advertisements in the full edition

Format	Base price	Local price
1 colum x 60 mm	233.90	201.90
2 columns x 55 mm	401.90	344.90
2 columns x 65 mm	463.90	396.90

## Fixed formats in the full edition

Format	Base price	Local price
1 colum x 40 mm	284.60	244.90
2 columns x 50 mm	537.50	459.90
3 columns x 100 mm	1,431.70	1,219.90



### Telephone

0211 505-1223

### Email

[immobilienmarkt@rheinische-post.de](mailto:immobilienmarkt@rheinische-post.de)

### Website

[rp-media.de](http://rp-media.de) | [rp-online.de/Anzeigen](http://rp-online.de/Anzeigen)



### Advertisement deadlines

#### Saturday edition:

Wed., 6 pm

#### Wednesday edition:

Tue., 10 am

### Trade shows

Present yourself at a real estate event organised by us. Talk to us, we will be happy to advise you!

### Online prices

We do not offer discounts, but agency commission is possible. The publisher reserves the right to change the currently valid online prices.

### Special subjects

Further details at [rp-media.de](http://rp-media.de) or give us a call.

	Base price			Local price			Print-Online-Combination
	1st Line	per additional line	per mm	1st Line	per additional line	per mm	per advertisement
Auto & Mobil in the full edition	18.00	14.05	12.68	15.89	11.94	10.78	3.95




## Show & sell photo advertisements in the full edition

Format	Base price	Local price
1 column × 60 mm	186.30	158.95
2 columns × 55 mm	295.71	251.95

## Fixed formats in the full edition

Format	Base price	Local price
1 column × 40 mm	268.65	228.95
2 columns × 50 mm	521.60	443.95
3 columns × 100 mm	1,415.71	1,203.95

## Print-Online-Combination

Advertisements are compulsorily published as a print-online combination – from the first day of publication in the newspaper for 30 days on  MÄRKTE (our new market portal at [rp-maerkte.de](http://rp-maerkte.de)). The print-online combination is included in the price of each advertisement for fixed formats, show & sell photo advertisements and running text. We would be happy to inform you about other online products.



### Telephone

0211 505-1223

### Email

[kfz-markt@rheinische-post.de](mailto:kfz-markt@rheinische-post.de)

### Website

[rp-media.de](http://rp-media.de) | [rp-online.de/Anzeigen](http://rp-online.de/Anzeigen)



### Advertisement deadlines

**Saturday edition:**

Thu., 6 pm

**Wednesday edition:**

Tue., 10 am

### Note

Car dealer advertisements can also be booked in the business area editions (p. 8) and district editions (p. 9).

### Online prices

We do not offer discounts, but agency commission is possible. The publisher reserves the right to change the currently valid online prices.

### Special subjects

Further details at [rp-media.de](http://rp-media.de) or give us a call.

	Base price		Local/direct price		Print-Online-Combination
Reise&Welt in the full edition	Running text per line b/w	Classified advertisement section per mm 4c	Running text per line b/w	Classified advertisement section per mm 4c	per advertisement
Tourism advertisements*	18.68	12.94	15.88	11.00	2.95
Travel sector advertisements*	22.87	15.44	19.44	13.12	3.95

## Print-Online-Combination

Advertisements are mandatorily published as a print-online combination – from the first day of publication in the newspaper for 30 days on **RP** MÄRKTE (our new market portal at [rp-maerkte.de](http://rp-maerkte.de)). We would be happy to inform you about other online products.

## Show & sell photo advertisements

Format	Base price	Local price
1 col. × 70 mm	247.10	210.00
1 col. × 100 mm	352.90	300.00
2 col. × 55 mm	388.20	330.00
2 col. × 70 mm	494.10	420.00
2 col. × 90 mm	635.30	540.00

These heavily discounted advertising formats are placed in the Reise&Welt section. The prices only apply to customers of the accommodation providers.



Fig. reduced



Tourism advertisements:

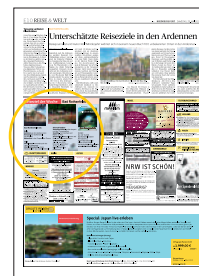
Base price € 1,812.00 | Local/direct price € 1,540.00

Travel sector advertisements:

Base price € 2,129.00 | Local/direct price € 1,810.00

## Region of the week

This eye-catching form of advertising is placed on the editorial page in Reise&Welt on Saturdays. At the same time, a teaser and an article will be published on RP ONLINE. Heavily discounted package price print/online. 3 columns × 100 mm height



Tourism advertisements:

Base price € 1,206.00 | Local/direct price € 1,025.00

Travel sector advertisements:

Base price € 1,524.00 | Local/direct price € 1,295.00

## Travel destination of the week

Present your top offer on Saturdays in a striking design with the best placement at the head of the section of Reise&Welt at a heavily discounted fixed price. 3 columns × 100 mm height



### Telephone

0211 505-2410

### Email

[reisemarkt@rheinische-post.de](mailto:reisemarkt@rheinische-post.de)

### Website

[rp-media.de](http://rp-media.de) | [rp-online.de/Anzeigen](http://rp-online.de/Anzeigen)



### Advertisement deadlines

**Saturday edition:**

Tue., noon

**Wednesday edition:**

Mon., 6 pm

### \*Tourism vs. Travel sector

The advertisement prices are valid for advertisers the areas of "tourism" (tourist associations, spa administrations, hotels, guest houses, holiday apartments) and "travel sector" (rail, ship, bus, travel agencies, tour operators).

### Saturday-Wednesday combination

If the pages Reise & Erholung on Wednesday and Reise&Welt on Saturday are booked consecutively, a **50% discount** is granted on the second advertisement (with the same motif, size and colour).

Edition	Base price	Local price
	per mm	per mm
Events in the full edition	29.48	29.48
Culture* in the full edition	12.68	10.78
Events or culture in the Düsseldorf district edition	7.41	6.30

The booking of business area editions (p. 8) and other district editions (p. 9) is possible.



## Culture\* in the full edition

Display with freely selectable format

Bookable daily

## Page header display

Fixed format

80 mm width × 25 mm height

€ 520.00



## Culture in the Düsseldorf district edition

Display with freely selectable format

Bookable daily

## Concerts and events (08.05. and 18.09.2021) Tickets for the festival (04.12.2021)

These cross-media extras with editorial themed pages and customer-specific advertising appear in the full edition as a supplement in semi-Rhenish format.

Heavily discounted prices (identical for both extras):

Base price per mm € 14.59

Local price per mm € 12.40



## Telephone

0211 505-2410

## Email

veranstaltungsmarkt@rheinische-post.de

## Website

rp-media.de | rp-online.de/Anzeigen



## Advertisement deadlines

**Monday to Friday edition:** Day before, noon

**Saturday edition:** Wed., 2 pm

Page header display

**Monday to Friday edition:** Day before, 10 am

**Saturday edition:** Wed., noon

## \*Special conditions

The prices are valid for advertisers in the areas of "art" and "culture" (in the text section, without minimum size and conversion factor).

## Special subjects

Further details at  
rp-media.de or give us  
a call.

All prices in Euro plus VAT.

Millimetre prices apply for black and white and 4c advertisements



# OTHER CLASSIFIED AD MARKETS


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Marketplace in the full edition	Base price	Local price
<b>Fixed formats</b>		
1 column × 15 mm	59.39	50.65
1 column × 20 mm	78.80	67.15
1 column × 30 mm	117.62	100.15
1 column × 50 mm	195.27	166.15
2 columns × 50 mm	389.39	331.15
<b>Running text advertisement</b>		
1st Line	15.20	13.09
per additional line	14.05	11.94

Marriage market in the full edition	Base price	Local price
<b>Fixed formats</b>		
1 column × 15 mm	62.19	53.45
1 column × 20 mm	81.60	69.95
1 column × 30 mm	120.42	102.95
1 column × 50 mm	198.07	168.95
2 columns × 50 mm	392.19	333.95
<b>Running text advertisement</b>		
1. Line	18.00	15.89
per additional line	14.05	11.94

Print-Online-Combination	
per advertisement	
Marketplace	Marriage market
1.15	3.95

## Print-Online-Combination

Advertisements are compulsorily published as a print-online combination – for 30 days from the first day of publication in the newspaper  **MÄRKTE** (our new market portal at [rp-maerkte.de](http://rp-maerkte.de)). The price of the print-online combination is included per advertisement for fixed formats and running text. We would be happy to inform you about other online products.

Wir machen Ihren Garten schöner!

**Gartenbau GmbH**

Garten, Dachgarten, Terrasse  
Balkon oder Teichanlage

Am See 1 · 40000 Düsseldorf  
Tel.: 0123-123 456

1 Spalte × 30 mm

**Sunny** – Ihre Partnervermittlung mit Herz. Wir finden Ihren Traumpartner

1 Spalte × 15 mm

**Antiquariat F.A.**

Zahlreiche historische,  
gut erhaltene Sammlungen.  
Besuchen Sie uns!

1 Spalte × 20 mm

**Solaris Wintergärten**  
[www.solaris-wintergarten.de](http://www.solaris-wintergarten.de)

Wintergärten · Überdachung · Fenster  
Haustüren · Markisen · Bauelemente

Schautage: 15. September und 16. September von 10 bis 17 Uhr

Solaris Wintergärten, Sonnenstr. 1,  
40191 Düsseldorf

2 Spalten × 50 mm

**Luxus rund um den Hund**  
Exklusives, Schönes und  
Einzigartiges aus der Welt der  
Hunde jetzt online bestellen.

Neu: Spezialfutter für Allergikerhunde



[www.homepage.de](http://www.homepage.de)

1 Spalte × 50 mm

Fig. reduced



### Telephone

0211 505-2477

### Email

[marktplatz@rheinische-post.de](mailto:marktplatz@rheinische-post.de)

### Website

[rp-media.de](http://rp-media.de) | [rp-online.de/Anzeigen](http://rp-online.de/Anzeigen)



### Frequency of publication

Wednesday and Saturday

### Deadlines for advertisements

**Saturday edition:** Wed., 6 pm

**Marriage market Sat.:** Wed., 2 pm

**Wednesday edition:** Tue., 10 am

### Format details

#### Type area:

325 mm width, 480 mm height

#### Advertisement columns:

Width 45 mm, number 7

### Note

Of course, you can also choose any other advertisement size.

### Transactions

The fixed formats are eligible for a discount and count towards fulfilment.

All prices in Euro plus VAT.

Fixed format prices valid for black/white and 4c advertisements; line prices only in black and white

# SELECTED FORMS OF ADVERTISING

Price list no. 85a | Valid from 1st January 2021 | Page 16






	Format	Placement	Price Full edition 4c	Additional possible formats
	<b>2/1 page</b> 675 × 480 mm	Text section	€ 212,256.00	<b>Panoramic advertisements</b> Width: 675 mm, height: 120–480 mm  Calculation plus 1 column due to print across the gutter
	<b>1/1 page</b> 325 × 480 mm	Text section	€ 99,052.80	
 	<b>1/2 page</b> 325 × 240 mm (landscape) 160 × 480 mm (portrait)	Text section	€ 49,526.40 (landscape) € 49,644.32 (portrait)	<b>Full-page advertisements</b> Width: 105–215 mm, Height: 480 mm  <b>Full width advertisements</b> Width: 325 mm, Height: 120–380 mm  Full width advertisements under 120 mm height are placed in the classified advertisement section
 	<b>1/3 page</b> 325 × 160 mm (landscape) 105 × 480 mm (portrait)	Text section	€ 33,017.60 (landscape) € 33,106.04 (portrait)	<b>Corner field displays</b> Width: 105 mm, height: 360–380 mm Width: 160 mm, height: 240–380 mm Width: 215 mm, height: 180–380 mm Width: 270 mm, height: 145–380 mm
 	<b>1/4 page</b> 325 × 120 mm (landscape) 160 × 240 mm (corner field)	Text section	€ 24,763.20 (landscape) € 24,822.16 (corner field)	Portrait-format advertisements from 450 mm in height are charged with the full type area height (480 mm). In the classified advertisement section, the minimum size is 45 × 10 mm.
	<b>1,000 format</b> 215 × 250 mm	Text section	€ 34,491.60	

All prices net plus VAT

All formats are specified in width x height. Further information can be found in the contact and information box on page 18.



# SELECTED FORMS OF ADVERTISING

Price list no. 85a | Valid from 1st January 2021 | Page 17

	Format	Placement	Price	Special features
	<b>Half cover</b> Page 1 + 2: 1/2 pages (each 160 × 480 mm) (Exception 1st page, 1st Book: 405 mm height) Page 3 + 4: 1/1 pages (each 325 × 480 mm)	1st and/or 3rd Book 2nd and/or 4th Book	Price on request	Covering complete newspaper books
	<b>Flying page</b> Pages 1–4: 1/2 pages (each 150 × 480 mm) (Exception 1st page, 1st Book: 405 mm height)	1st and/or 3rd Book 2nd and/or 4th Book	Price on request	Covering complete newspaper books
	<b>Super-Panorama XL*</b> <b>Type area:</b> 4 × 1/1 page (each 325 × 480 mm) 1 × 2/1 page (675 × 480 mm; inside panoramic page)	The printing is enclosed with the newspaper like a leaflet.	Price on request	Newspaper pages printed on both sides and glued as an altar fold, which are pre-produced in the desired number of copies. The booking units and print runs for inserts apply (p. 20).
	<b>Super-Panorama XXL*</b> <b>Type area:</b> 6 × 1/1 page (each 325 × 480 mm) 1 × 2/1 page (675 × 480 mm; inside panoramic page)	The printing is enclosed with the newspaper like a leaflet.	Price on request	Newspaper pages printed on both sides and glued as an altar fold, which are pre-produced in the desired edition. The booking units and print runs for inserts apply (p. 20).
	<b>Multiview*</b> For 1/1 pages: 325 × 480 mm Left/right panoramic page: 670 × 480 mm Middle panoramic page: 675 × 480 mm Bars left/right: 12.5 mm Bars top/bottom: 15 mm	The printing is enclosed with the newspaper like a leaflet.	Price on request	Production: only possible through the publisher and only available with varnish. The booking units and print runs for inserts apply (p. 20). Further technical conditions and smaller editions on request.

All formats are specified in width x height. Further information can be found in the contact and information box on page 18.

\*These special forms of advertising require a lead time of 15 working days.

Format		Placement				Price	Special features
	<b>Tip-on-Card</b> 148 × 105 mm	Title page, below the fold				Base price <b>€ 117.00</b> Local price <b>€ 99.40</b> Prices per 1,000 copies excl. production	Publication days: Mondays to Saturdays by arrangement, grammage: 170 g/m², Production: possible through the publisher. The booking units and print runs for inserts apply (p. 20). When booking parts of the district editions, a surcharge of € 5.00 per thousand. Tip-on products are not discounted.
	<b>Tip-on-Sticker*</b> 76 × 76 mm	Title page, above the fold				See table for prices, including production	Publication days: Mondays to Saturdays by arrangement, printing options: 1c – 4c, one or both sides, production: only possible through the publisher. The booking units and print runs for inserts apply (p. 20). Further technical conditions on request. Alternatively, various embossing contours on request at no extra charge. When booking parts of the district editions, a surcharge of € 5.00 per thousand. Tip-on products are not discounted.
Covers	12,500	25,000	50,000	75,000	100,000	250,000	
Base price	158.06	148.65	145.12	142.76	141.59	139.24	
Local price	134.50	126.50	123.50	121.50	120.50	118.50	
Prices per 1,000 copies. Front 1c – 4c, back 1c. Minimum print run 12,500 copies							

All formats are specified in width x height.

\*These special forms of advertising require a lead time of 15 working days.



#### Telephone

0211 505-2426

#### Email

mediaberatung@rheinische-post.de

#### Website

rp-media.de



#### Note

Other formats and prices on request. We will be pleased to advise you personally.

#### Placement

Advertisements that are planned for the full edition and are to be placed in the text section can only be placed on text pages that appear unchanged in all district editions.

#### Calculation in the text section

Please note the conversion factor of 1.17: Number of text columns × 1.17 × Advertisement height × mm price  
Number of text columns: 6

All prices in Euro plus VAT.

# INSERTS – PRINT AND DIGITAL

Price list no. 85a | Valid from 1st January 2021 | Page 19

Leaflets, flyers, brochures Our daily newspaper offers space for your insert – and interested readers! Did you know that we are constantly expanding your advertising digitally? On the one hand, it appears in ePaper Web and ePaper App (for PCs, smartphones and tablets) and, on the other hand, on the respective city pages of [rp-online.de](http://rp-online.de), on [ngz-online.de](http://ngz-online.de) and [bbv-net.de](http://bbv-net.de). Below you will find an overview of the cross-media prices and editions.

Cross media prices per 1.000 copies	up to 10 g	up to 20 g	up to 30 g	up to 40 g	up to 50 g
Base price	101.80	112.50	125.90	141.20	168.00
Local price	86.80	95.90	107.20	120.30	143.10

Surcharge for each additional 10 g or part thereof: € 14.00 per thousand. When booking sections of the district editions, we charge a surcharge of € 5.00 per thousand. Inserts are not discounted.



Printed insert



RP ePaper App

ePaper Web



RP ePaper App



RP ONLINE



Digital insert

Test it online now: [rp-media.de/digitale-beilage](http://rp-media.de/digitale-beilage)

All prices in Euro plus VAT.



## CROSS-MEDIA CIRULATION

Expenses		Monday to Friday			Saturday		
		Full edition	of which print <sup>*</sup>	of which ePaper <sup>**</sup>	Full edition	of which Print <sup>*</sup>	of which ePaper <sup>**</sup>
<b>Full edition</b>		299,523	264,500	35,023	329,623	294,600	35,023
<b>District edition</b>							
D	Düsseldorf	88,294	78,500	9,794	103,894	94,100	9,794
NGZ	Neuss-Grevenbroicher Zeitung	33,602	30,700	2,902	36,302	33,400	2,902
MG	Mönchengladbach	33,686	30,400	3,286	37,186	33,900	3,286
VIE	Viersen	15,702	14,300	1,402	17,202	15,800	1,402
KR	Krefeld	18,747	16,900	1,847	20,047	18,200	1,847
DU	Duisburg	5,290	4,700	590	5,690	5,100	590
KLE	Kleve	17,849	16,300	1,549	18,749	17,200	1,549
GEL	Geldern	12,377	11,300	1,077	12,977	11,900	1,077
MON	Moers	13,717	12,400	1,317	14,617	13,300	1,317
WES	Wesel-Dinslaken	9,453	8,500	953	9,753	8,800	953
BBV	Bocholter-Borkener Volksblatt	27,584	19,500	8,084	28,284	20,200	8,084
OP	Rhein-Wupper	12,469	11,200	1,269	13,569	12,300	1,269
BM	Bergische Morgenpost	6,082	5,600	482	6,382	5,900	482
SM-RS	Solingen-Remscheid	4,671	4,200	471	4,971	4,500	471

Information on partial editions is available on request.

We will be happy to advise you on the perfect distribution area for you!



### Telephone

0211 505-2071

**Email** prospektbeilagen  
@rheinische-post.de

**Website**  
rp-media.de



### Postal address

Rheinische Post  
Pressehaus Düsseldorf  
Insert reception  
Zülpicher Strasse 10  
40549 Düsseldorf

### Digital inserts

For the ePaper delivery  
we need a PDF, sent to  
digitalebeilagen@  
rheinische-post.de

### Full-service leaflet printing

We offer everything from a single  
source, from media planning and  
printing to insertion and digital  
delivery. Further information upon  
request.

### Sources

\* Publisher information  
\*\* IVW 2. Quarter 2020.

You have certainly already discovered it: RP ONLINE adapts dynamically to the readers and their use – whether via PC, tablet or smartphone. The news portal is not only one of the broadest reach of all regional daily newspapers because of its customisable functions (IVW 09/2020). The quality journalism of our company is primarily responsible for this, together with its current information, reliable analyses and reports with commitment. And our heart, which beats for every

region in our circulation area: On our city pages we report on local politics, sports and clubs, give tips on leisure and everyday life and provide information on the most important dates. This is your platform, nationally and regionally configurable! We have put together a variety of advertising materials, from native advertising to editorial formats.



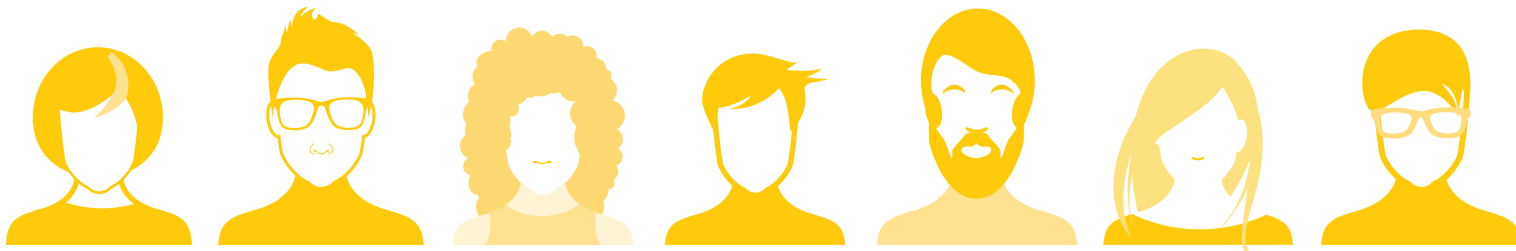
**11.61 million**  
Unique User<sup>1</sup>



**48.5 million**  
Visits<sup>2</sup>



**178.6 million**  
Page impressions<sup>3</sup>



#### Telephone

0211 505-2645

#### Email

[mediasolution@rheinische-post.de](mailto:mediasolution@rheinische-post.de)

#### Website

[rp-media.de](http://rp-media.de)



#### Sources

<sup>1</sup> AGOF 09/2020, Rheinische Post Mediengruppe, of which RP ONLINE: 10.37 million unique users

<sup>2</sup> IVW 09/2020, Rheinische Post Mediengruppe; of which RP ONLINE (Google Analytics): 21.6 million visits

<sup>3</sup> IVW 09/2020, Rheinische Post Mediengruppe, of which RP ONLINE: 86.3 million page impressions  
Data per month for desktop and mobile

# OUR CLASSIC FORMS OF ADVERTISING

## Bundle: Desktop and mobile



### Billboard

Desktop: 970 × 250 or  
800 × 250  
Mobile: 300 × 100



### Half-page Ad

Desktop: 300 × 600  
Mobile: 300 × 250



### Content Ad

Desktop: 300 × 250  
Mobile: 300 × 100



### Skyscraper

Desktop: 120 × 600 or  
160 × 600 or  
200 × 600  
Mobile: 300 × 150



### Fireplace Ad

Desktop: 1020 × 90 or 1020 × 250  
+ 200 × 600 + 200 × 600  
Mobile: 300 × 100



### Wallpaper

Desktop: 728 × 90 + 120 × 600 or  
805 × 110 + 200 × 600 or  
970 × 110 + 200 × 600  
Mobile: 300 × 150

## Mobile



### Reveal Ad

Mobile: 300 × 50  
300 × 250 expanded



### Slider Ad

Mobile: 300 × 250



### Understitial Ad

Mobile: 300 × 480

The formats shown are given in width × height and pixels.



### Telephone

0211 505-2645

### Email

mediasolution@rheinische-post.de

### Website

rp-media.de



### Note

For all questions about digital offers, please use the contact details below. We will be happy to advise you.

## Thousand contact prices

### Bundle: Desktop and mobile

Advertising form	Base price			Local price		
	Website	Section/Region	Rotation*	Website	Section/Region	Rotation*
Billboard	32.94	31.76	29.41	28.00	27.00	25.00
Content Ad	18.24	17.06	14.71	15.50	14.50	12.50
Fireplace Ad	40.00	38.82	36.47	34.00	33.00	31.00
Half-page Ad	24.12	22.94	20.59	20.50	19.50	17.50
Skyscraper	20.59	19.41	17.06	17.50	16.50	14.50
Wallpaper	38.24	37.06	34.71	32.50	31.50	29.50

### Mobile

Advertising form	Base price			Local price		
	Website	Section/Region	Rotation*	Website	Section/Region	Rotation*
Reveal Ad	20.00	19.00	16.00	17.00	16.00	14.00
Slider Ad	25.00	24.00	21.00	21.00	20.00	18.00
Understitial Ad	22.00	21.00	19.00	19.00	18.00	16.00



**Telephone** 0211 505-2645

**Email** mediasolution@rheinische-post.de

**Website** rp-media.de



#### Note

We would be happy to advise you on the other options for displaying your advertising material as special forms of advertising. Please contact us.

#### \*Rotation

Your advertising material will be displayed alternately on different page types until the agreed contact service has been achieved.

#### Booking deadline

Two working days before the publication date

# YOUR PREMIUM SPACE AT RP+

Price list no. 85a | Valid from 1st January 2021 | Page 24

Advertising on RP ONLINE is so important! On the one hand for our journalism (we want to enforce diversity of opinion, but are bound by economic necessities). On the other hand, for our advertising customers (they meet young, educated, curious consumers in our online portal). You can present yourself even more specifically behind our new paywall with the yellow plus: Our digital subscribers access the paid RP + with detailed news, multimedia reports and significantly less advertising.

Advertisement size in pixels (width × height)  
Desktop: Skyscraper (200 × 600)  
Mobile: Content Ad, Position 2 (300 × 100)  
Other advertising formats on request

## Thousand contact price

Basic price € 25.59  
Local price € 21.75



### Telephone

0211 505-2645

### Email

mediasolution@rheinische-post.de

### Website

rp-media.de



### Concept

The special presentation room is ideal for your image or product advertising. We would be happy to develop the concept together with you.

### Booking deadline

Three working days before the publication date

### \*Sources

The figures reflect the status in September 2020 (publisher information). According to our forecast, they will increase. Not only because free online news is decreasing worldwide. But rather because we offer new digital subscribers a 4-week free trial with the possibility of monthly cancellation, which means a lot of flexibility.



# NATIVE ADVERTISING: SUBCHANNEL

Price list no. 85a | Valid from 1st January 2021 | Page 25

Very close to the current, editorial contributions: Record your subchannel at RP ONLINE, integrated as a separate overview page and equipped with almost unlimited interactive options. From exciting videos and photos to interviews, reports and podcasts. Your products, services and offers are the unlimited focus. Your company only defines the content, its depth of information

and update intervals (which should ideally be weekly). Thanks to the editorial-related teaser and the entry in the navigation bar, our users are guaranteed to discover your channel! And for your monitoring, we will send you detailed, individualised reporting every month.

## Subchannel

Basic price from € 58,823.53/year

Local price from € 50,000.00/year



## WestLotto

The landing page is structured like an editorial overview page.

This look underlines the diversity and depth of information of the advertising medium.



### Telephone

0211 505-2645

### E-Mail

mediasolution@rheinische-post.de

### Website

rp-media.de



### Concept

We would be happy to create an individual concept for you, just use the contact on the left.

### Booking deadline

Three working days before the publication date

# NATIVE ADVERTISING: ADVERTORIAL AND COMPANY PORTRAIT

Lots of space for your story: Company portraits and advertorials are text-based advertising formats with a high information value. They are published as an article on RP ONLINE and marked as an advertisement. An image-text teaser, embedded in the news environment, leads to these contributions. They are suitable for product descriptions, marketing campaigns, the presentation of your brand and company philosophy as well as your service. Both display forms belong to the native advertising media, which convey a special authenticity and credibility through its

journalistic style. Company portraits are simple; they consist of text, up to three images and a contact area with a direct link to your website. Advertorials supplement this basic type with optional elements that can be integrated, such as photo series, videos, social media links and others that lead to your homepage. In this way, you create more opportunities for interaction and reinforce your message in both an entertaining and informative way.

## Production costs

	Base price		Local price	
	Advertorial	Company portrait	Advertorial	Company portrait
Creation price	530.00	250.00	450.00	215.00
Text creation <sup>1</sup> from	95.00	95.00	80.00	80.00
Photos <sup>1</sup> per image	29.00	29.00	25.00	25.00

<sup>1</sup> plus travel costs

## Thousand contact prices

Advertising form	Base price			Local price		
	Website	Section/Region	Rotation <sup>2</sup>	Website	Section/Region	Rotation <sup>2</sup>
Teaser booking	8.80	7.65	7.65	7.50	6.50	6.50

<sup>2</sup> The teaser will be displayed alternately on different page types depending on availability until the agreed contact service is achieved.



### Telephone

0211 505-2645

### E-Mail

mediasolution@rheinische-post.de

### Website

rp-media.de



### Concept

We would be happy to create an individual concept for you, just use the contact on the left.

### Note

For advertorials and company profiles, the creation price plus the cost of the teaser volume is charged. A discount can only be applied to the teaser price and not to that of the creation. Teaser campaign prices excluding the creation of a landing page are available on request.

All prices in Euro plus VAT.

# TO GET EXCITED ABOUT: RP-KAUFDOWN AND FUPA.NET

Price list no. 85a | Valid from 1st January 2021 | Page 27



## RP KAUFDOWN

At an auction the prices usually rise, at “RP Kaufdown” they fall: RP ONLINE’s reverse auction has around 11,070 enthusiastic users<sup>1</sup> and 235,661 page views<sup>2</sup>. The auction game arouses thrills, rewards with bargain prices – and offers our partners effective dialogue marketing. How does it work? One or two days in advance we will present the goods to be auctioned in our daily newspaper, also on the day of the campaign itself, and then also on RP ONLINE. Every product, from high-quality e-bikes to hotel vouchers, is prominently advertised – with a regular retail price. This decreases during the auction at short intervals (from a few seconds to a few minutes) until half of the starting price is reached or a user has made a purchase. Our partners receive the net sales price as a lucrative media value for marketing measures on RP ONLINE. In addition, their presence at RP-Kaufdown gives them the opportunity to gain new customer groups.



The reverse auction gets under way – who will go for the voucher for the popular hotel? While our users have to keep their nerve, you have already won: Media value for your next marketing measure on RP ONLINE!



### Telephone

0211 505-2645

### E-Mail

mediasolution@rheinische-post.de

### Website

rp.kaufdown.de | fupa.net/niederrhein



### Concept

We would be happy to advise you personally on all booking options and create an individual advertising concept for you.

### Note

Further advertising formats can also be booked; what they all have in common is that they are always renewed online.

### Source:

<sup>1</sup> Registered users according to the Kaufdown backend 09/2020

<sup>2</sup> According to Google Analytics from 09/2020

<sup>3</sup> Facebook and Instagram information, 09/2020

<sup>4</sup> Google Analytics



It all started with a 16-year-old who developed a website for participation in football in Passau (hence the acronym FuPa). Today in the amateur field no coach, player or fan can do without the reports, pictures and statistics. With our “FuPa-Plattform Niederrhein” we are the largest cooperation partner, which is why it is ideal for marketing measures. For example, we offer FuPa header sponsorship, with which you appear as an exclusive partner. The live stream FuPa.tv enables the placement of advertising commercials. In the editorial environment, the journalistic-authentic subchannel or the advertorial are effective, on our Facebook channels you can reach almost 70,000<sup>3</sup> on Instagram over 5,000 curious, highly responsive fans<sup>3</sup>. Our reports prove the high click and remain rates of your target group: On some match days we have 155,000 visits and 1.75 million page impressions on the platform!<sup>4</sup>

League banner	Base price	Local price
Regional league	1,765.00	1,500.00
Super league	1,765.00	1,500.00
National league	880.00	750.00
District league	590.00	500.00
County league	410.00	350.00

Good investment: With our “League Banner” advertising material, you appear in a targeted way (rotating with other partners) in the league stream in the league you have selected. Did you know this is the most popular feature?

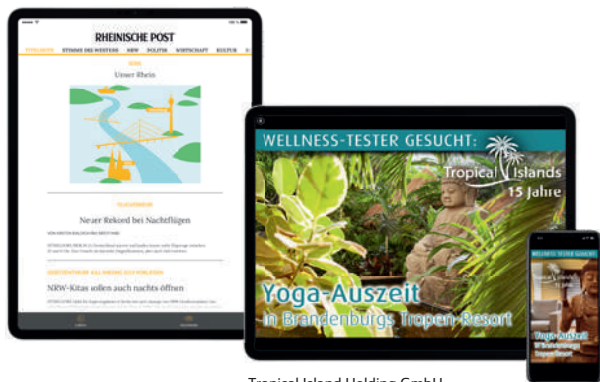
All prices in Euro plus VAT.

The RP ePaper App brings the qualities of the Rheinische Post from Monday to Sunday in digital form for smartphones and tablets the evening before. In addition to the classic daily newspaper, the ePaper App also integrates multimedia content in the form of picture galleries, interactive messages, crossword puzzles, reading functions and videos. The Rheinische Post App is supplemented by a digital Sunday edition with exclusive content.

## Front screen

The advertising material is displayed for five seconds each time the ePaper App is restarted.

Basic price € 12,721.77/week | Local price € 11,062.41/week



Tropical Island Holding GmbH

## Interstitial

This full-page advertising space is placed after page 3, between the newspaper pages.

### Price per day of publication

District edition	ePaper*	Base price	Local price
D Düsseldorf	9,794	3,156.25	2,682.81
NGZ Neuss-Grevenbroicher Zeitung	2,902	1,378.15	1,171.43
MG Mönchengladbach	3,286	1,501.54	1,276.31
VIE Viersen	1,402	794.72	675.51
KR Krefeld	1,847	891.32	757.62
DU Duisburg	590	653.18	555.20
KLE Kleve	1,549	812.55	690.67
GEL Geldern	1,077	714.59	607.41
MON Moers	1,317	796.78	677.26
WES Wesel-Dinslaken	953	674.34	573.19
OP Rhein-Wupper	1,269	821.68	698.42
BM Bergische Morgenpost	482	617.90	525.22
SM-RS Solingen-Remscheid	471	593.63	504.58

All prices include Offsitelink



### Telephone

0211 505-2645

### E-Mail

mediasolution@rheinische-post.de

### Website

rp-media.de



### Note

The advertising material is automatically optimised in the ePaper App in portrait and landscape format.

### Sources

\*IVW 2. Quarter 2020, Paid circulation

# RP ONLINE ON FACEBOOK AND INSTAGRAM

Price list no. 85a | Valid from 1st January 2021 | Page 29

## RP ONLINE on Facebook

Over 450,000 people follow the news from RP ONLINE on Facebook. By subdividing into individual city and section pages, each user can subscribe to his or her area of interest. With a Facebook campaign on RP ONLINE you can reach a dynamic and large target group. In your posting, you can, for example, highlight specific campaigns, events or competitions and thus encourage our readers to interact.



Landesgartenschau Kamp-Lintfort 2020 GmbH

Channel	Likes <sup>1</sup>	Base price <sup>2</sup>	Local price <sup>2</sup>
RP ONLINE Total	approx. 171,739	1,840.00	1,600.00
Düsseldorf	approx. 57,287	975,00	850,00
Mönchengladbach	approx. 40,609	975,00	850,00
NGZ	approx. 21,076	400.00	350.00
Krefeld	approx. 16,438	400.00	350.00



### Telephone

0211 505-2645

### E-Mail

mediasolution@rheinische-post.de

### Website

rp-media.de



### Booking deadline

Two working days  
before the publication  
date

## RP ONLINE on Instagram

Advertise with visual content. Your advertising message can be prominently placed in the Instagram feed or story area. Marked as an advertisement, it fits completely into our Instagram presence.



Mr. Düsseldorf

Channel	Follower <sup>1</sup>	Base price <sup>2</sup>	Local price <sup>2</sup>
rheinischepost	approx. 29,300	630.00	550.00
meinduesseldorf	approx. 25,100	630.00	550.00

<sup>1</sup> Rounded daily reaches as at September 2020, publisher information, no binding reaches

<sup>2</sup> The basic and local prices apply to one posting.

### Taking over of the “meinduesseldorf”-Account

People from Düsseldorf are responsible for the Instagram channel on a weekly basis: People from the Rhineland present photos of “their city”, by means of postings and as a story. You can also use our channel with your advertising message (availability on request), just contact us.  
Base price: € 3,500.00/week | Local price: € 3,000.00/week

All prices in Euro plus VAT.



## The voice of the west.

Monday to Saturday: The editor-in-chief's morning news appears at about 6:00, is free of charge and has a reach of 177,207 recipients and an opening rate of approx. 15%.\*

Base price € 820.00/week

Local price € 697.00/week

## The voice of the west: The evening

Fresh from the news desk: The news update from the Rheinische Post is published free of charge from Monday to Friday at around 17:30. It reaches 120,785 recipients and has an opening rate of around 29%.\*

Base price € 680.00/week

Local price € 578.00/week

## Total local

Selectable from 26 local editorial offices and from Dinslaken to Xanten: The free newsletter appears Monday to Friday at around 18:30 and Saturday at 7:00. It has a total reach of 35,928 recipients and an opening rate of approx. 35%.\*

Base price € 345.00/week

Local price € 293.25/week

## RP Final whistle

A football fan cannot do without it: The sports editorial team sends its information package to our print subscribers free of charge on Bundesliga match days at 23:15 with a reach of 115,960 receivers and an opening rate of approx. 25%.\*

Base price € 760.00/6 match days

Local price € 646.00/6 match days

## RP Start-up update

Exciting start-up news: Once a week, our business journalists report on the North Rhine-Westphalian start-up scene and thus reach 1,490 recipients with an opening rate of around 27%.\*

Base price € 190.00/Quarter

Local price € 161.50/Quarter



### Telephone

0211 505-2645

### E-Mail

mediasolution@rheinische-post.de

### Website

rp-media.de



### Note

We would be happy to advise you on the other options for individually integrating your advertising message. Please contact us.

### Booking deadline

Two working days before the publication date

### Sources

\*Daily reach as of October 2020 according to the publisher, no binding reach and opening rates



## Aufwacher

New every morning: The Aufwacher (wake up) is about what is currently important in NRW – profound, understandable, entertaining.

Episode: 15 minutes

Publication: every working day at 5 am

Downloads and Streams: every month 110,230<sup>1</sup>

per week	Base price	Local price
Sponsoring	2,500.00	2,125.00
Native spot (short)	2,500.00	2,125.00
Native spot (long)	3,750.00	3,187.50



## Rhine level

How is the traffic change going? What is behind the current decision from the Town hall? In the Rhine level, Arne Lieb and Helene Pawlitzki report on everything that moves the State capital – and explain the background to what is happening in the city.

Episode: 45 minutes.

Publication: Fridays

Downloads and Streams: every month 11,836<sup>2</sup>

4 circuits	Base price	Local price
Sponsoring	360.00	306.00
Native spot (short)	360.00	306.00
Native spot (long)	540.00	459.00



## Fodder

Which player goes, who is in goal at the weekend? Real fans need fodder – the latest analyses, discussions and interviews on Borussia Mönchengladbach, moderated by the sports editors Karsten Kellermann and Sebastian Hochrainer.

Episode: 30 to 45 minutes

Publication: Mondays or Wednesdays

Downloads and streams: every month 7,314<sup>3</sup>

4 circuits	Base price	Local price
Sponsoring	320.00	272.00
Native spot (short)	320.00	272.00
Native spot (long)	480.00	408.00



## State matters

Close to the decision-makers in the State: The State politics chief correspondents Kirsten Bialdiga and Maximilian Plück analyse the events in the NRW State parliament and in the State chancellery week after week.

Episode: 20 to 30 minutes

Publication: Fridays

Downloads and streams: every month 2,286<sup>3</sup>

4 circuits	Base price	Local price
Sponsoring	265.00	225.25
Native spot (short)	265.00	225.25
Native spot (long)	397.50	337.87



### Telephone

0211 505-2645

### E-Mail

mediasolution@rheinische-post.de

### Website

rp-media.de



### Why podcast advertising?

With this medium you literally whisper the message in your customers' ears – and benefit from the proximity of the podcaster to its listeners. That is why Native spots offer a new quality of customer approach.

### Native spot length

Short: 30 to 45 seconds

Long: 60 seconds

Delivery: two working days before the publication date

### Sources

<sup>1</sup>podigee, streams and downloads such as messengerpeople 10/2020

<sup>2</sup>podigee, streams and downloads 09/2020

<sup>3</sup>podigee, streams and downloads 10/2020

No mandatory downloads and streams



# MOVE WITH VIDEO

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Text or video? Text and video! Video is ideal for getting the company image, the product or the job advertisement to the point – powerfully and quickly, in keeping with our changed viewing habits. Whether placed on YouTube, integrated into RP ONLINE, integrated in social media or on your website: Make the most of advertising potential to generate website traffic, increase sales or move people.

We offer a wide range of video formats, from image films and infomercials to event documentation, always including conception and planning. In addition, we also offer live streaming for panel discussions, press conferences, product presentations and seminars.



Consulting



Planning



Implementation



Universitätsklinikum Düsseldorf (UKD)

boot Düsseldorf



## Telephone

0211 505-28081

## Email

bewegtbeeld@rheinische-post.de

## Website

rp-media.de



## Note

We would also be happy to advise you on integration into the digital world of the Rheinische Post Mediengruppe.

This is the way  
to Showreel!



## Competent in communication – for print, online and mobile

Exciting images, exciting text: Your company has the say, whether in the employee magazine, membership booklet, on the blog or in the customer brochure. Corporate publishing has its roots in the print sector – that is why we at the Rheinische Post are professionals in this segment, from offline to online, from social media to video. We offer you in detail:

### Content

Local or subject-specific – with the help of our editorial network, we can meet your individual needs.

### Marketing and cost efficiency

You save your budget by involving the right partners: With our marketing concept for B2B and B2C, you receive the services of sales, disposition and billing from a single source.

### Print, layout and digital

We place your company message in the right format – in the right medium.

### Distribution and sales

Whether geo-marketing, direct distribution or online campaigns – we ensure that your publication reaches the right recipients and target groups.

## Extract from our portfolio



### Chamber of Industry and Commerce Magazine

Business news from the Middle Lower Rhine Chamber of Industry and Commerce



### Carrier magazine of the Cellitinnen Foundation for St. Maria



### SCHAFFRATH INSIDE and favourite places

Employee and living magazine of the Schaffrath Group



### das tor

Monthly magazine of the Düsseldorf Jonges, the most active and largest homeland club in Europe



### SONNENSEITEN und SONNENBANDE

Customer and employee magazine of the traditional Düsseldorf company Sonnen Herzog



### MEIN AREAL

The location magazine at the Böhler area



### Telephone

0211 505-2402

### Email

kundenmagazine@rheinische-post.de

### Website

rp-media.de



### Note

Are you interested in individual content marketing solutions or in placing an advertisement within our managed media? We will be pleased to advise you.

# YOUR APPEARANCE IN OUR MAGAZINES

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From the exquisite Düsseldorf restaurant guide to the regional real estate industry to Viva-la-Vida in Mallorca: Our magazines make you want to read. That is why the glossy magazines with their multi-faceted titles offer perfect presentation spaces for your products and services, tailored to the target group!

	Print run*	Publication dates 2021	Price 1/2 page
<b>Regional print magazines</b>			
Düsseldorf goes out!	25,000	07.09.	2,490.00
1895 Fortuna	12,000	August	1,640.00
<b>National print magazines</b>			
Mallorca goes out!	30,000	May	2,990.00
Mallorca at a glance!	35,000	September	2,990.00
<b>Distribution/target group title</b>			
top magazin DÜSSELDORF	15,000	15.03., 07.06., 07.09., 06.12.	1,290.00
top immobilien DÜSSELDORF & NIEDERRHEIN	20,000	27.12.	1,290.00



## Telephone

0211 505-2890

## Email

[magazine@rheinische-post.de](mailto:magazine@rheinische-post.de)

## Website

[rp-media.de](http://rp-media.de)



## Prices

We would be happy to advise you personally about other format options and create an individual advertising concept for you. You can find separate price lists at [rp-media.de/](http://rp-media.de/) mediadaten

## Booking options

Cover pages, special forms of advertising and inserts on request

## Note

\*Additional online extension in the form of e-books and Apps (Ready, read.it etc.)

All prices in Euro plus VAT.



Your media advisor will provide you with the details.

**Website** [rp-premium.de](http://rp-premium.de)

# GENERAL PUBLISHER INFORMATION

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**Address:** Rheinische Post, Zülpicher Strasse 10, 40549 Düsseldorf

**Postal address:** 40196 Düsseldorf

**Telephone:** 0211 505-2426 | **Fax:** 0211 505-1003003

**Website:** rp-online.de | rp-media.de | rp-online.de/Anzeigen |

rheinischepostmediengruppe.de

**Email:** mediaberatung@rheinische-post.de

**Advertisement acceptance:** 0211 505-2222

The Rheinische Post is affiliated with the North Rhine Advertising Cooperation (ACN). Further information: acn-rheinland.de

**Bank details:** Deutsche Bank

**BIC:** DEUTDE33XXX | **IBAN:** DE66 3007 0010 0379 6851 00

**CreditorID:** DE 40ZZZ00000070641

**Payment terms:** Immediately without deduction when an invoice is issued.

**Frequency of publication:** Every working day (Monday to Saturday)

**Advertisement deadline:** At least 2 working days before publication

## Cancellation policy:

In the event of cancellation up to three days before the publication/printing date: 20% of the order value  
In the event of cancellation up to two days before the publication/printing date: 30% of the order value  
In the event of cancellation the day before the publication/printing date: 50% of the order value

**Branded articles and national services:** Calculation within the classifieds markets at the basic price (p. 8)

**Designed advertisements:** If these are delivered by the client without fully designed printing documents, the publisher will charge a flat-rate design fee of € 25.00 plus VAT in addition to the advertising price.

**Running text advertisements:** In this form of advertisement, the line price is charged. These are text advertisements without any further graphic design elements in the basic font of the classified advertisement section. A maximum of 40 characters fit in one line.

**Obituaries:** These are calculated at the commercial mm prices for the full edition, business area editions or district editions. Agency commissions and discounts are possible. The price for news reports is plus € 25.00 for the mandatory online extension to the RP Mourning Portal and plus VAT.

**Box number fee:** € 6.50 plus VAT per publication. The box number fee is also charged if no offers are received.

## Discounts:

### Print | with a minimum purchase of

Quantity discount		Repetition discount	
3,000 mm	5 %	6 advertisements	5 %
5,000 mm	10 %	12 advertisements	10 %
10,000 mm	15 %	24 advertisements	15 %
20,000 mm	20 %	52 advertisements	20 %

The discounts shown are only granted for advertisements published within one year. The period begins with the appearance of the first advertisement. If business area or district editions, combinations or other publisher publications are booked with their own prices, a separate transaction must be made for the relevant edition. The purchase amount of the total edition is added for the discount calculation of the business area or district editions and combinations.

### Online | with a minimum purchase of

Quantity discount		Repetition discount	
250,000 AI	5 %	2 Bookings	5 %
400,000 AI	10 %	3 Bookings	10 %
600,000 AI	15 %	5 Bookings	15 %
800,000 AI	20 %	10 Bookings	20 %

The discounts mentioned can be granted within a related campaign.  
No further discounts are granted.

# GENERAL TERMS AND CONDITIONS

for the placement of advertisements in the Rheinische Post and placement of online advertising material on our digital channels

1. An advertising order is the contract for the publication of one or more advertising materials in a printed publication and/or on the Internet for the purpose of distribution (hereinafter referred to as advertising order/advertisement order). Digital channels include rp-online.de, tonight.de, duesseldorf-tonight.de, fupa.net as well as the Apps, newsletters and social media pages belonging to the publisher. Advertising orders in the digital sector are in particular: Banners, advertorials, subchannels, social media postings and multimedia content. For every advertising order and for all follow-up orders, the present General terms and conditions as well as the current price list of the provider (hereinafter referred to as the "publisher") at the time of the conclusion of the contract apply, the regulations of which form an essential part of the contract. The cancellation conditions set out in the general publisher information apply. The validity of any General terms and conditions of the interested parties or advertisers is excluded insofar as they do not match these General terms and conditions.
2. The General terms and conditions apply correspondingly to insert orders. These are generally only accepted by the publisher after a sample has been submitted. Leaflet inserts are part of a cross-media placement (print and digital). The printed leaflet insert is also automatically displayed digitally if the digital printing material is submitted. If the client does not provide the publisher with digital documents, the cross-media price will still be charged. The print circulation numbers marked with the note "publisher information" are taken from the IVW print run (Mon. – Sat.) 2. Quarter determined as the reference quarter plus a surcharge of 2% for production requirements. These reference print circulation figures are used for the calculation for the entire period of validity of the price list. The above-mentioned calculation basis based on the IVW figures applies equally to ePaper booking, but without a production surcharge. The usage statistics are not taken into account in the calculation.
3. Orders for advertisements or advertising can be placed in person, by telephone, in writing, by email, fax or via the Internet. The publisher is not liable for transmission errors. When submitting via the Internet, the client can jump back to the previous input masks at any time during the ordering process and then click the "Back" button and check and, if necessary, make corrections to the details. The advertisement order comes about when the advertisement is booked by the client (offer) and the booking is confirmed by the publisher in text form (acceptance) or by sending the invoice. The publisher sends the client an automatically generated email confirming the booking of the advertisement with the advertisement text. Registered clients can see their advertisements in the login area. The advertisements are stored there for 13 months. Booking and confirmation can also be made via the OBS Online Booking System (information on OBS can be found at obs-portal.de).
4. Consumers have no right of withdrawal for advertising orders. Pursuant to § 312 g para. 2 No. 1 German Civil Code, the right of withdrawal is excluded for contracts for services that are not prefabricated and for the production of which an individual selection by the consumer is decisive or that are tailored to the personal needs of the consumer.
5. The publisher can reject advertising orders, including individual requests, within the framework of a transaction at its reasonable discretion. This applies in particular if the content of the advertising order violates laws or official regulations, if the German advertising council objected to it, if its publication is unreasonable for the publisher due to its content, origin or technical form, or if the format or inserts give the reader the impression that they are part of the newspaper due to their format or presentation, or contain third-party advertisements.
6. Transaction is a contract for the placement of several advertisements, taking into account the discount scales offered by the publisher, whereby the individual legally binding advertisement orders only come into being through written or electronic confirmation of the call. Call up means the request of the client to the publisher to publish a specific advertisement on the basis of a transaction and to deliver the texts and templates required for production. If no publication date has been agreed, advertisements must be called up no later than one year after the conclusion of the contract. A transaction involving several advertisements must be completed within one year of the appearance of the first advertisement. When calculating the purchase quantity to fulfil the contract, text section millimetres will be converted into advertisement millimetres according to the price. Discount differences arising from excess or reduced purchases based on the agreed purchase quantity will be offset at the end of the transaction year by means of corresponding credits or debits. If one or more advertising invoices are not paid, this discount agreement can be terminated without notice after an unsuccessful warning. Discount differences can be claimed immediately upon termination.
7. The advertising and publication dates shown in the price list are non-binding for the publisher. The publisher is free to adjust the advertisement and publication dates (also for special publications) at short notice according to the production process.
8. Advertisements are published in certain issues, editions or at certain points in the publication if this has been agreed in writing, including by fax or email. Classified ads are generally only printed in the respective section. The confirmation of a specific placement relates to the main issue or the booked digital section. Insofar as local alternating pages belong to this edition, the publisher reserves the right to place them differently or for them to be taken on a different day of publication. If no clear placement has been agreed, the publisher is free to determine the placement. After consultation with the client, the publisher can place online advertisements in another section if the desired section is already occupied or the booked display amount of the banner cannot be achieved due to the current digital reach. If an advertisement cannot be placed within an ordered issue, the publisher can publish this advertisement for the same price in an issue with the same or a larger circulation area. This does not apply if there was an objectively understandable reason known to the publisher for ordering a specific edition. If the digital display is not possible due to technical malfunctions, the client is free to repeat the placement free of charge at a different time agreed with the publisher. There is no right to a refund of the total or part of the amount. EPaper page placements are not binding. Due to the so-called interstitial advertising, the order of the pages can shift.
9. Advertisement orders can only be cancelled in writing by fax or email. If the advertisement has already been printed, the client must pay for the advertisement. If the advertisement has not yet been printed, the publisher can demand reimbursement of the costs incurred up to the termination in accordance with the statutory provisions. In the event of force majeure and industrial action for which the publisher is not responsible, the publisher is released from the obligation to fulfil the order; the customer therefore is not entitled to any claims for damages.
10. When ordering advertisements below the minimum size applicable for the respective category, the price for the respective minimum size will be charged.
11. The deadlines for advertising documents (= advertising deadline) can be found on the respective valid pages with the publisher information and for the categories on the section pages of the publisher price list. The client is responsible for the timely delivery of error-free print documents, banners, text and image material or the inserts. The publisher shall immediately request replacements for clearly unsuitable or damaged print documents. The publisher guarantees the usual print quality for the booked edition within the scope of the possibilities given by the print documents or the digital output in the quality supplied by the client. Print documents are only sent back to the client on written request, otherwise they become the property of the publisher. The retention obligation ends six weeks after the advertisement has been published.
12. If no sizes are agreed or specified, the advertisement will be printed and charged at the usual height for such an advertisement. If the printing height of the delivered printing material deviates from the ordered printing height in the order, the height of the advertisement in the printing material shall apply.
13. The layout and labelling of editorially designed advertisements must be agreed with the publisher in good time before they appear. The publisher is entitled to mark clearly advertisements that cannot be recognised as such with the word "Advertisement". Advertisements that border on editorial text on at least three sides and not on other advertisements (partial text advertisements) are always marked as "advertisements". The same applies to editorially designed digital advertisements and videos that appear on our portals in the editorial environment or with promotional social media contributions.
14. The client is responsible for the legal content and the legal admissibility of the advertisement and ensures that the content, in particular text, images and graphics, do not infringe any third party rights, in particular copyrights or other property rights and that all persons depicted in photos published in the print and online edition are in agreement. The client releases the publisher from all claims by third parties due to the publication of the advertisement, including reasonable legal defence costs. The publisher is not obligated to check whether an advertisement order affects the rights of third parties. If the publisher is obligated to produce different printing material, the client has to bear the costs according to the valid advertisement price list.
15. Proofs will only be delivered from an advertisement size of 30 millimetres or more, if an order is placed no later than one working day before the advertisement deadline and only upon express request. The publisher takes into account corrections that are communicated to it within the deadline set by it. The client is responsible for the correctness of the improved proofs, otherwise the approval for printing is considered granted. If, after submitting the first proof, the client requests changes that are not based on a deviation of the proof from the order, the publisher will charge the client a sum of € 15.00 plus VAT for the creation and delivery of a second proof. The client shall bear the costs for the production of ordered templates, films or drawings as well as for significant changes to the originally agreed versions requested or for which the client is responsible.
16. Upon request, the publisher shall provide a copy of the advertisement with the invoice. Depending on the type and scope of the advertising order, clippings of the advertisement, voucher references or complete voucher numbers will be delivered. If a receipt can no longer be procured, it will be replaced by a legally binding certificate from the publisher about the publication and distribution of the advertisement. Printed specimen copies can only be made available up to four weeks after publication. No receipts are sent for digital orders.
17. Responses to box number advertisements will be forwarded by post. The publisher reserves the right to charge a forwarding fee on the basis of the applicable postal rate for quantities of ten or more commercial correspondence from one sender. The client can authorise the publisher to open letters in lieu of them and with the declared consent of the client.
18. Advertisement invoices are due immediately after receipt of the invoice and are payable without deduction. In the event of default in payment, all outstanding invoices or subsequent invoices are due for immediate payment. In the event of deferral or default in payment, interest will be charged in accordance with § 288 German Civil Code. Reminder and collection costs resulting from default in payment shall be borne by the client. In the event of default in payment, the publisher can postpone further execution of a current order until payment has been made and demand advance payment. If there are justified doubts about the solvency of a client, the publisher is entitled to make the appearance of further advertisements, deviating from an originally agreed payment term, dependent on the advance payment of the advertisement fee and the settlement of outstanding invoice amounts, even during the term of a contract. If an order is accepted by telephone, orders from advertising clients will be processed by means of a direct debit authorisation. Incorrect advertisement invoices can be corrected within six months of the invoice being issued. The client is only entitled to offset against counterclaims if its counterclaims have been legally established or are not disputed. For the collection of your claim, you can give Rheinische Post a SEPA basic mandate. The direct debit shall be collected 5 days after the invoice date. The notice period for pre-notification will be shortened to 5 days. The buyer assures that there are sufficient funds in the account. Costs that arise due to non-payment or reversal of the direct debit shall be borne by the invoice recipient.
19. If the advertising order is not subject to VAT in accordance with the applicable German legal provisions, the invoice shall be issued without VAT. The publisher is entitled to recalculate the value added tax if the tax authorities affirm the tax liability of the advertisement.
20. Advertisements are categorised by the publisher according to their subject content. If an advertisement is commissioned by the client in a different category, the price that the advertisement would have cost if it had been placed correctly still applies. If the price of the different category requested by the client is higher than the price with correct placement, the increased price applies.
21. The publisher is entitled to publish advertisements booked for the print edition in other print and online media (e.g. rp-online.de, stellenangebote.de, RP Trauer or the portals managed by markt.de GmbH & Co. KG) in order to increase the response. The advertiser shall bear the costs for the online connection. If the advertiser waives the online renewal, it shall still be charged for the costs and it is obliged to notify the publisher of the waiver when booking. The publisher is also entitled technically to edit and change the appearance of the advertisements for online publication.
22. For advertisements that are delivered by the client without ready-made printing material, the publisher shall charge a flat-rate design fee of € 25.00 plus VAT in addition to the advertisement price. For advertisements in the publisher's supplements and editorially designed advertisements, advertisements in special publications and collectives as well as for advertisements that are sold after the advertising deadline, the publisher can set prices that differ from the price list.
23. Local prices, as shown in the price list, are only granted for corresponding directly placed advertisements from companies based in the circulation area.
24. In order to be granted a group discount for subsidiaries, written evidence of a capital participation of more than 50% is required. The publisher only grants group discounts to privately organised companies.
25. Complaints must be made by the client in the event of obvious defects no later than two weeks after receipt of the invoice. The client must report defects that are not obvious no later than one year after publication of the advertisement. If an advertisement is incorrectly printed, despite the timely delivery of flawless printing documents and a timely complaint, the client can request the printing of a flawless replacement advertisement. The right to subsequent performance is excluded if this is associated with disproportionate costs for the publisher. If the publisher allows a reasonable deadline set for it to elapse, if it refuses supplementary performance, if supplementary performance is unreasonable for the publisher or if it fails, then the client has the right to withdraw from the contract or to claim a reduction in payment to the extent that the purpose of the advertisement was impaired. Warranty claims by merchants become statute-barred twelve months after publication of the corresponding advertisement. Otherwise, the statutory warranty periods apply.
26. The publisher is liable for damage caused intentionally or through gross negligence, for damage resulting from culpable injury to life, limb or health, and for damage due to at least slightly negligent breach of an obligation, the fulfilment of which is essential for the proper execution of the advertising order, the breach of which endangers the achievement of the purpose of the contract and on which the client regularly relies. The liability for damages is, apart from liability for intent and culpable injury to life, limb or health, limited to the foreseeable, typically occurring damage. In addition, claims for damages against the publisher are excluded regardless of the legal basis. Insofar as the liability of the publisher is excluded or limited according to the above regulations, this also applies to the personal liability of employees, representatives and vicarious agents. Liability under the Product Liability Act remains unaffected. Claims for damages against the publisher shall become statute-barred, with the exception of claims arising from tort or deliberate acts, twelve months after the point in time at which the client has or should have become aware of the circumstances giving rise to the claim. If the client does not consider the recommendations of the publisher for the creation and transmission of digital printing documents, it is not entitled to any claims for incorrect advertisement publication. This also applies if it does not observe other provisions of these terms and conditions or the price list. The client is responsible for ensuring that transmitted data are free of viruses. The publisher can delete files with viruses without the client being able to derive any claims from this. The publisher also reserves the right to claim compensation for damage caused by viruses.
27. In the case of online advertising orders, the publisher cannot guarantee complete reproduction at all times. The publisher is not liable for errors in the reproduction if this is impaired by circumstances outside the publisher's area of responsibility, in particular, disturbances in the communication networks due to the use of unsuitable display software or hardware and failure of servers.
28. Advertising agencies are obligated to adhere to the prices of the publisher in their offers, contracts and invoices to advertisers. The agency commission granted by the publisher is calculated from the net price of the customer, i.e. after deduction of the discount, any bonuses and discounts for defects. The agency commission is not granted on private prices and is only due when placing third-party orders. It is only remunerated to advertising agencies recognised by the publisher and only on the condition that the order is placed directly by the advertising agency, which is responsible for procuring the finished, print-ready printing material and submitting a business registration as an advertising agency. The publisher is free to refuse orders from advertising agencies if there are any doubts about the professional conduct of the agency work or the creditworthiness of the advertising agency. Advertisement orders by advertising agencies are placed in their name and on their account. If advertising agencies place orders, the contract is therefore concluded with the advertising agency in case of doubt. If an advertiser is to become a client, this must be agreed separately and with the name of the advertiser. The publisher is entitled to request proof of mandate from the advertising agency.
29. The client agrees that it can be informed about changes to these terms and conditions on the homepage (rp-media.de). If the change is deemed to have been approved by the client if it does not object within four weeks of notification or, if applicable, receipt of notification of the change. If the client objects, current contracts can be terminated by RPG in due time. Should one or more provisions of the advertising order/these GTC/price list be or become ineffective, this shall not affect the validity of the remaining provisions. This also applies to the closing of any contractual loopholes. German law applies to the exclusion of the UN sales law and to the exclusion of conflict of laws. The place of fulfilment is Düsseldorf. The place of jurisdiction for legal action against merchants, legal entities under public law or special funds under public law is Düsseldorf.
30. The publisher stores, processes and uses the personal data received in connection with the business relationship only in accordance with the privacy policy available at rp-media.de/datenschutz.

# TECHNICAL DETAILS PRINT

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## Advertisements

**Type area:** 325 × 480 mm (width × height) | **Panoramic advertisements:** 675 mm (width) including gutter (= 25 mm) | **1 page:** 3,360 mm | **Basic font:** Classified advertisement section: 6 point = 2.256 mm | **Print process:** Offset rotary printing according to ISO standard 12647/3 for newspaper offset printing | **Raster width:** 60 raster for b/w and 4c | **Tone value increase:** 26% in 40% raster value (mid-tone area) | **File format:** PDF/X-1a:2001, PDF/X-3:2003 and PDF/X-4:2010 – PDF/X3 and X4 without elements in the RGB colour space | **ICC profile for the printing process (output intent/output condition):** WAN-IFRAnewspaper26v5 (max. colour application 220%) | **Image resolution (4c/bw):** at least 240 dpi effective | **Line resolution:** at least 1200 dpi effective. Failure to meet the resolution specifications can lead to an undesirable print result. | **Colours:** RGB data without a profile are assigned the sRGB colour space and this is converted relatively colourimetrically for the corresponding printing process. CMYK data without a profile (**no output intent/no output condition**) are accepted 1:1 for printing. Spot colours are resolved in CMYK. | **Data transfer:**

Email: [mediaberatung@rheinische-post.de](mailto:mediaberatung@rheinische-post.de), FTP on request. | **Data carrier:** DVD, CD-ROM | **Line widths:** Minimum 0.15 mm (0.5 point) positive line, minimum 0.20 mm (0.8 point) negative line

**Column width Classified advertisement section:** 1 column = 45 mm, 2 columns = 91.5 mm, 3 columns = 138 mm,

4 columns = 185 mm, 5 columns = 231 mm, 6 columns = 278 mm, 7 columns = 325 mm

**Text section:** 1 column = 50 mm, 2 columns = 105 mm, 3 columns = 160 mm,

4 columns = 215 mm, 5 columns = 270 mm, 6 columns = 325 mm

**Digital printing documents:** A written order with all the information required for processing is required separately from the digital printing documents.



### Telephone

0211 505-2426

### Email

[mediaberatung@rheinische-post.de](mailto:mediaberatung@rheinische-post.de)

### Website

[rp-media.de](http://rp-media.de)



This information meets the standard requirements of the Bundesverband Druck e.V. Minor deviations in register and colour do not entitle to compensation or reduction claims. The publisher reserves the right to print real colours from the 4c set.

The digital delivery must be made by the respective advertising deadline at the latest, stating the RP order number. (Information at telephone 0211 505-2426). Advertisements that are communicated later cannot appear.

## Leaflet inserts

**Minimum format:** 105 mm × 148 mm | **Maximum format:** 240 mm × 320 mm with white border, 240 mm × 325 mm without white border. Larger formats can be used if they are folded to the maximum size or smaller. | **Publication days for inserts:** Mondays to Saturdays by arrangement | **Last delivery date:** 4 days before insertion | **Delivery:** Free delivery, sorted by type and with a visible delivery note, which shows the breakdown when referring to several objects and/or dates, delivery quantity completely in one delivery, for delivery on pallets only on Euro pallets (no disposable pallets) without film packaging in accordance with the Regulation for transport packaging or cross straps. Stacking per layer 8-10 cm high; not stapled: min. 50-piece layers, stapled: min. 25-piece layers | **Delivery address:** Rheinische Post, Pressehaus Düsseldorf, Insert reception, Zülpicher Strasse 10, 40549 Düsseldorf-Heerdt. **Delivery by parcel service:** Registration stating the delivery quantity, motif, object and date required, Email: [prospektbeilagen@rheinische-post.de](mailto:prospektbeilagen@rheinische-post.de). The technical requirements for Euro pallets with leaflet inserts from the Rheinisch-Bergische Druckerei apply. Further information can be found at: [rheinisch-bergische-druckerei.de/produkte/technische-bedingungen](http://rheinisch-bergische-druckerei.de/produkte/technische-bedingungen) | **Sample of the insert:** min. Required 4 days prior to insertion | **Minimum paper weight:** DIN A6: 170 g/m<sup>2</sup>, DIN A4: 120 g/m<sup>2</sup> | **Formats:** Leporello, altar and half-sided altar folds not possible | **Multi-page inserts larger than A5:** Fold on the long side | **Further information:** [rp-media.de](http://rp-media.de)

## Font licenses

If open documents, including fonts that can be installed, are delivered to the Rheinische Post, these fonts must be licensed for this forwarding itself, the subsequent use in print products and the subsequent distribution as embedded fonts in PDF documents.



Advertising media sizes on RP ONLINE (pixel; width × height)					
	Billboard	Content Ad	Fireplace Ad	Half-page Ad	Reveal Ad
Desktop	970 × 250 or 800 × 250	300 × 250	1020 × 90 or 1020 × 250 + 200 × 600 + 200 × 600	300 × 600	–
Mobile	300 × 100	300 × 100	300 × 100	300 × 250	300 × 50 300 × 250 expanded

	Slider Ad	Skyscraper	Superbanner	Understitial Ad	Wallpaper
Desktop	–	120 × 600 or 160 × 600 or 200 × 600	728 × 90 or 805 × 110	–	728 × 90 + 120 × 600 or 805 × 110 + 200 × 600 or 970 × 110 + 200 × 600
Mobile	300 × 250	300 × 150	–	300 × 480	300 × 150

## File size

The file size should not exceed 40 KB or 200 KB (HTML5) per advertising medium (wallpaper corresponds to two and fireplace ad to three advertising media).

This also applies to advertising material that is delivered via 3rd party redirects (third-party providers). The exception is when a function such as Smart-Downloading (Eyebaster) is used.

## File format

The common formats are accepted: .gif, .jpg, .png and HTML5

## Further information

Video files are accepted by arrangement.

Users must not be forced to install a plug-in via popup in order to be able to see the advertising material. Advertising materials must not be presented as Windows/Mac/Unix info boxes or error message boxes or otherwise confuse them with system messages.

You can obtain detailed specifications (e.g. for HTML 5 and redirects) at [rp-media.de/technische-spezifikationen](http://rp-media.de/technische-spezifikationen)



### Email

[werbemittel@rheinische-post.de](mailto:werbemittel@rheinische-post.de)  
[rp-media.de](http://rp-media.de)



### Note

The minimum delivery time before the start of the campaign is 2 working days for standard advertising and 5 working days for special formats.

### Delivery of the advertising material

[werbemittel@rheinische-post.de](mailto:werbemittel@rheinische-post.de)



# CONTACT

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## Foreign Contacts

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Website: [rp-media.de](http://rp-media.de)

## Foreign Contacts Travel

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