

# MEDIA DATA

## Product selection and prices

Price list no. 89 | Valid from 1 January 2025 – Nielsen II



The voice of the west.

For 1,759,000<sup>1</sup> people from the Rhineland it is essential –  
a voice to be heard nationwide.

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



## 4 PUBLISHER INFORMATION

### THE VOICE OF THE WEST

5 Regionally essential, a voice to be heard nationwide

### DIGITAL ADVERTISING

- 6 Display advertising material at rp-online.de
- 7 Native advertising
- 8 RP+, News App and PreRoll-Video
- 9 Portals
- 10 Newsletter
- 11 Podcast
- 12 Social media
- 13 RP ePaper
- 14 Smart Ad

### MEDIA SOLUTIONS

15 Individual advertising concepts

### CROSS-MEDIA ADVERTISING

- 16 Circulation area
- 17 Circulation
- 18 Complete and business area editions
- 19 District editions
- 20 Selected forms of advertising
- 21 Largest consumer metropolis in Europe
- 22 Inserts

### CLASSIFIEDS

- 23 –25 Job market
- 26 Real estate market
- 27 Other classified advertising

### CONTENT MARKETING

- 28 Moving image
- 29 Magazine

### INFORMATION

- 30 Technical information
- 31 General terms and conditions (GTC)
- 32 Contact

Interactive media data. Use buttons on the sides to select different options:



Contact



More information



Special topics



Advertise

## PUBLISHER INFORMATION

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

**Postal address:** Rheinische Post, 40196 Düsseldorf

**Telephone:** 0211 505-2426

**Fax:** 0211 505-1003003

**Website:** rp-online.de, rp-media.de, rheinischepostmediengruppe.de

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

**Advertisement service:** 0211 505-2222

**Online advertisement acceptance:** rp-online.de/anzeigen

**Bank details:** Deutsche Bank

**BIC:** DEUTDEDDXXX

**IBAN:** DE66 3007 0010 0379 6851 00

**Creditor ID:** DE 40ZZZ00000070641

**Payment conditions:** 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

**Branded articles and national services:** Calculation within the classifieds markets at the base price (p. 18)

**Advertisement price calculation in the text section:** number of advertisement columns × height of the advert in mm × mm price × 1.17 = advertisement price (plus VAT).

**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.

**Clickable print adverts:** Bookings with an ad volume of 100 mm or more are compulsorily linked to your website in the ePaper at a price of € 25.00 per advert (plus VAT, eligible for transaction and AE). This excludes advertisements in the district edition BBV and in special publications as well as notices, tenders, auctions, bankruptcies, comparisons, funeral notices and obituaries.

**Print-ePaper combination:** All print advertisements (listed below) from the Saturday editions and from the publication days after a public holiday will be automatically extended into the ePaper "The Sunday" or the special ePaper edition on the public holiday. This applies to all issues. The formats 7 ad columns × 120 mm and 3 text columns × 240 mm are taken over 1:1. 1/2 and 1/1 pages appear as interstitials. You can find the prices (plus VAT, ready for transaction and AE) at rp-media.de/digital/epaper

**Running text advertisements:** this type of ad is a text-only ad that appears in the basic font of the ad section without any other graphic design elements. They are charged at the line price (a maximum of 40 keystrokes fit in one line).

**Obituaries:** these are calculated at the commercial mm prices for the complete edition, business area editions or district editions and are discountable. The business area edition and the Düsseldorf district edition are always published in combination with the Düsseldorfer Anzeiger. There is a charge of € 34.95 (plus VAT) for the obligatory online extension of the print advert in the RP Mourning portal, which is not discountable. Online-only obituaries can be booked for a fixed price of € 199.00.

**Box number fee:** € 8.39 (plus VAT) per publication. The box number fee is also charged if no offers are received.

### Cancellation conditions for print adverts:

- For cancellation up to 3 days before the publication/print date: 20% of the order value
- If cancelled 2 days before the publication/printing date: 30% of the order value
- If cancelled the day before the publication/printing date: 50% of the order value

**Sustainability:** The Rheinische Post Media Group developed a group-wide sustainability strategy for all locations in 2022 and has been consistently implementing it since the beginning of 2023.

You can find all the details here:



Our two Rheinische Post flagships, the daily newspaper and the news portal, report as the “voice of the west” on Germany’s most populous and economically strongest federal state North Rhine-Westphalia. Whether from the central editorial office in Düsseldorf or the local teams, we enrich the lives of over 1,759,000 Rhinelanders with 300 journalists<sup>1</sup>. We are also committed to other issues with courage and strong opinions, because with our Berlin office we are very close to federal political events every day. However, we are not only a newspaper and news portal, but also ePaper, social media, newsletter and podcast, magazine, app and moving image, event, webinar, trade fair and opinion forum. In short: We are a media brand of the 21st century.

### Your target group in detail

To ensure that your advertising in our media is successful, we offer you comprehensive facts about the target groups relevant to you. Do you need more information to plan your campaign, for example about the educational background of our readers or acceptance among specialists and managers?

We will be happy to provide you with a detailed target group analysis according to sector and topic focus.

#### Rheinische Post – Daily newspaper

(Readers of the complete print & ePaper edition)

##### Reach

753,000 readers per edition<sup>1</sup>

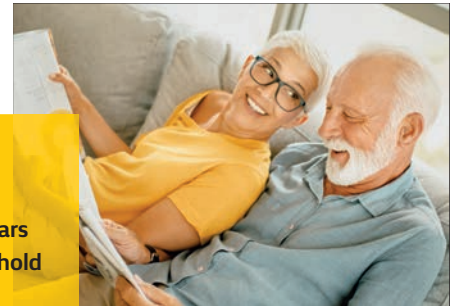
##### Decision-makers

74,000 readers per edition<sup>1</sup>

##### Circulation

Nationwide: Fifth-biggest subscription newspaper<sup>2</sup> In the Rhineland:  
Highest circulation daily newspaper with 204,627 copies sold<sup>2</sup>

Men: 48%  
Women: 52%  
Average age: 57 years  
Average net household  
Income<sup>3</sup>: € 3,664



#### Rheinische Post – News portal

(Unique User of rp-online.de)

##### Reach

3,000,000 users per week<sup>1</sup>

##### Decision-makers

233,000 users per week<sup>1</sup>

##### Page views

Leader among the regional portals:  
15.549 million views per week<sup>4</sup>

Men: 56%  
Women: 44%  
Average age: 45 years  
Average net household  
Income<sup>3</sup>: € 3,568



#### Rheinische Post – Brands

(People with brand contact to Rheinische Post)

##### Reach

4,037,000 readers/users per week<sup>1</sup>

##### Decision makers

331,000 readers/users per week<sup>1</sup>

##### Market position

Rheinische Post is the No. 1 cross-media subscription newspaper in the Rhineland<sup>5</sup>

Men: 54%  
Women: 46%  
Average age: 47 years  
Average net household  
Income<sup>3</sup>: € 3,568



	Base price (cost per thousand)			Local price (cost per thousand)		
	Website	Section/Region	Rotation <sup>1</sup>	Website	Section/Region	Rotation <sup>1</sup>
<b>Bundle: Desktop + Mobile</b>						
Billboard	36.32	35.02	32.42	30.87	29.77	27.56
Fireplace Ad	39.95	39.40	38.29	33.95	33.49	32.55
Half-page Ad	22.70	21.40	18.81	19.29	18.19	15.99
Medium Rectangle	20.11	18.81	16.22	17.09	15.99	13.78
Skyscraper	26.59	25.29	22.70	22.60	21.50	19.29
Wallpaper	39.25	38.91	36.45	33.36	33.08	30.98
<b>Mobile</b>						
Cube Ad	16.80	15.75	13.65	14.28	13.38	11.60
Interstitial Ad	29.17	28.86	26.10	24.79	23.86	22.18
Rubbel Ad	26.25	25.20	22.05	22.31	21.42	18.74
Slider Ad	27.56	26.46	23.15	23.42	22.50	19.68
Sticky Ad	19.95	18.90	15.75	16.95	16.07	13.39
Understitial Ad	24.26	23.15	20.95	20.62	19.68	17.81

### Bundle: Desktop + Mobile



**Billboard + Mobile Banner**  
Desktop: 970 × 250 or 800 × 250  
Mobile: 320 × 100



**Fireplace Ad + Mobile Banner**  
Desktop: 1182 × 250 + 200 × 600  
+ 200 × 600 | Mobile: 320 × 150



**Half-page Ad**  
Desktop: 300 × 600  
Mobile: 300 × 600



**Medium Rectangle**  
Desktop: 300 × 250  
Mobile: 300 × 250

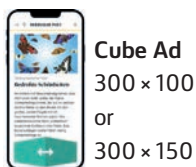


**Skyscraper + Mobile Banner**  
Desktop: 120 × 600 or 160 × 600  
or 200 × 600 | Mobile: 320 × 150



**Wallpaper + Mobile Banner**  
Desktop: 805 × 110 + 200 × 600 or  
970 × 250 + 200 × 600 | Mobile: 320 × 150

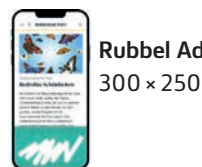
### Mobile



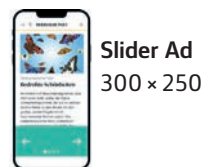
**Cube Ad**  
300 × 100  
or  
300 × 150



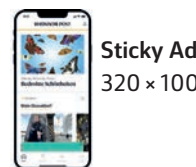
**Interstitial Ad**  
320 × 480



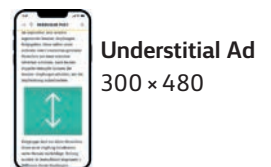
**Rubbel Ad**  
300 × 250



**Slider Ad**  
300 × 250



**Sticky Ad**  
320 × 100



**Understitial Ad**  
300 × 480



**Contact**  
digitalvermarktung@rheinische-post.de



**More information**  
rp-media.de

**Formats** All information is in width × height and pixels

**Booking deadline** Two working days before the publication date

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

<sup>1</sup> **Rotation** Your advertising material will be displayed alternately on different page types until the agreed contact service has been achieved.

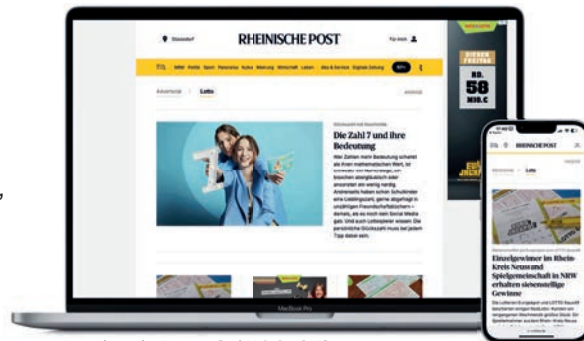
All prices in € plus VAT.

Unlike a classic ad, native advertising adapts to its media environment so that the user gets more information and the company effectively gains the attention of its (potential) customers. We offer the formats of subchannel, advertorial and company profile as well as topic special. Always with traffic generation to the company website and distribution.

### Subchannel

Stand out from the crowd, provide relevant and unique information: With your own subchannel, your advertising is placed in the editorial environment of our news portal. It consists of an overview page and interactive options, from videos and photos to interviews, reports and podcasts. Your company alone defines the content, its depth of information and update intervals. With an editorial teaser and an entry in the navigation bar that can be found quickly.

Base price from € 58,823.53 /year  
Base price from € 50,000.00 /year



Westdeutsche Lotterie GmbH & Co. OHG

The landing page is structured like an editorial overview page to underline the diversity and depth of information.

### Topic special

From “Health” to “Home & Garden”: We offer editorial channels on our news portal that support your marketing or branding in the form of topic specials. The running times are variable and distribution can be local and national.

### Advertorial and company profile

Whether it's for a product description or the company philosophy: the native advertising formats of advertorial and company profile are published as editorial-looking articles in our news portal (marked as advertisements). An image-text teaser, embedded in the news section, leads to these informative, authentic contributions. Whereas the advertorial offers complex, interactive options, the company profile wins people over with its simple, quick-to-grasp structure.

#### 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

#### Cost per thousand

Advertising form	Base price			Local price		
	Website	Section/Region	Rotation <sup>2</sup>	Website	Section/Region	Rotation <sup>2</sup>
Teaser booking	10.00	10.00	8.82	8.50	8.50	7.50



**Contact**  
digitalvermarktung@rheinische-post.de



**More information**  
rp-media.de

**Concept** We would be happy to create an individual concept for you, just use the contact above.

**Booking deadline subchannel** 10 working days before the publication date

**Price information** For advertorials and company profiles, the creation price plus the costs for the teaser volume is due. 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.

<sup>1</sup>plus Travel expenses <sup>2</sup>The teaser will be displayed alternately on different page types depending on availability until the agreed contact performance is achieved.

All prices in € plus VAT.

We offer a wide range of advertising options in our news portal and our news app. The following ones are special because they announce your message in an advertising-reduced environment: at RP+ and as a pre-roll video in the middle of our news.

### RP+

Behind the paywall, around 40,000 RP+ subscribers<sup>1</sup> and around 117,000 complete package users<sup>1</sup> access the fee-based and virtually ad-free RP+ to get detailed news, in-depth reports – and your product or service information. Company presentation – to be seen.

#### Display advertising

Skyscraper (Desktop): 200 x 600 Pixel and Mobile Banner: 320 x 150 Pixel

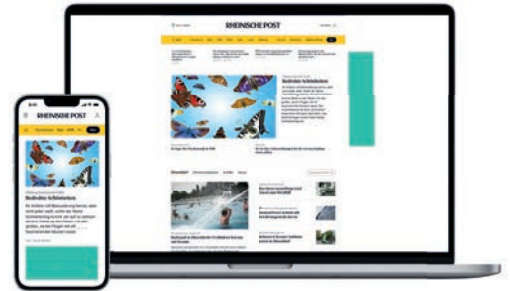
#### Cost per thousand

Base price € 29.56 | Local price € 25.12

Can also be booked as the Rheinische Post Mediengruppe sales unit:

RP+ (Rheinische Post), GA+ (General-Anzeiger Bonn), SZ+ (Saarbrücker Zeitung) and volksfreund+ (Trierischer Volksfreund)

Please contact [digitalvermarktung@rheinische-post.de](mailto:digitalvermarktung@rheinische-post.de) for a quote.



#### Online advertorial and company profile

- Editorial, authentic information (declared as an advertisement) that offers plenty of room to strengthen your brand
- With text, images, contact area and a link to the company website

#### Cost per thousand<sup>2</sup>

Base price € 15.76 | Local price € 13.40



### News App

The Rheinische Post app with the latest news from the region, Germany and the world. Your advert appears in our news app, which has 103,595 users<sup>1</sup>. This is premium advertising in the midst of our quality journalism.

- Medium Rectangle 300 x 250 pixels
- Halfpage Ad: 300 x 600 pixels

#### Cost per thousand

Base price € 29.56 | Local price € 25.12

- Online advertorial and company portrait

#### Cost per thousand<sup>2</sup>

Base price € 15.76 | Local price € 13.40



### Pre-roll video

The editorial content of the Rheinische Post is moving: Our reporting in the news portal is increasingly supplemented or enhanced with video contributions. We offer your company a special audiovisual presentation space, the PreRoll video:

- Mandatory start as opener (by clicking on the post)
- Waiting for the video contribution guarantees high user involvement
- Incl. countdown to keep inner focused participation

#### Cost per thousand

Base price € 30.00 | Local price € 26.00



#### Contact

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



#### More information

[rp-media.de](http://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** 3 working days before the publication date

<sup>1</sup> Publisher information 09/2024; <sup>2</sup> Prices plus production costs, see page 7

All prices in € plus VAT.



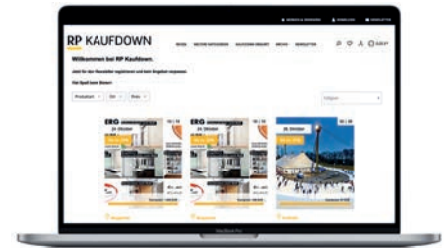
For bargain hunters, football fans and Rhineland enthusiasts: we offer special interest portals to various communities - and advertising space for your company that appeals exactly to your target group.

## RP Kaufdown

In auctions prices go up, but with RP Kaufdown they go down: Our reverse auction is used by over 12,208 people<sup>1</sup> who love the thrill of picking up bargains. In turn, it offers our business partners effective dialogue marketing, whether for the sale of e-bikes or hotel vouchers. To this end, we advertise the goods or services and their retail price in advance. During the auction, the price decreases by up to half – or until a user has “hit the jackpot”.

### Your advantages as a partner

- Net sales price is your media value for your digital marketing measures
- Accompanying advertising activities generate new customers



## FuPa.net

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 reports, pictures and statistics. Up to 200,000 visits and over 2.8 million page impressions can be achieved on our “FuPa-Niederrhein” platform on match days.<sup>2</sup> Whether through header sponsorship, advertorials in the editorial environment, with the league partnerships or on social media channels, you can reach over 80,000 followers on the two Facebook channels and almost 8,500 on Instagram.<sup>2</sup>



## Tonight Düsseldorf

It is run by Rhineland connoisseurs who turn their users into sports experts, celebrity connoisseurs, football connoisseurs and festival connoisseurs: the Tonight Düsseldorf portal. And the community also becomes a party connoisseur thanks to the highly frequented “I love Düsseldorf” line.

### Your advantages

- Target group: young people from the Düsseldorf and Cologne regions, mobile and with purchasing power
- Ideal for promotions, display campaigns and platform themes



## RP Trauer

Here you will find well-founded advice pages on the topics of burial, wills and coping with grief as well as all the obituaries from the Rheinische Post for those interested in making provisions and the bereaved. As part of the Rheinische Post family market, the online portal achieves around 786,600 page views<sup>2</sup> and over 195,000 visits<sup>2</sup> per month and is of particular interest to service providers and companies in the bereavement sector for targeted and sensitive advertising. In addition, online-only obituaries can be booked here for a fixed price of € 199.00.



### Contact

digitalvermarktung@rheinische-post.de



### More information

rp-media.de

Choose between the sponsoring advertising inserts (prominently placed below the header) and the image-text teaser (in the middle of the editorial contributions)!

## The voice of the west.

Monday to Saturday: The morning news from the editor-in-chief appears around 6 a.m. and Saturdays at 8 a.m., is free and has a reach of 125,073 recipients<sup>1</sup>.

## Total local

Selectable from 22 local editorial offices and from Dinslaken to Xanten: The free newsletter appears on Monday to Friday at around 6.30 pm and Saturday at 7 am. The Saturday edition in Düsseldorf appears as the RheinLevel newsletter. The newsletter has a total reach of 38,493 recipients<sup>1</sup>.

## Düsseldorf goes out!

Every Thursday at 11 am: The best restaurants and cafés in Düsseldorf, culinary events and a look into the city's professional cooking pots. 29,511 recipients<sup>1</sup> are reached.

## RP Final whistle

A football fan cannot do without it: The sports editorial team sends its information package free of charge to our print subscribers at 11:15 p.m. on Bundesliga match days, with a reach of 106,631 recipients<sup>1</sup>.

## RP Start-up update

Exciting start-up news: Every Friday, our business journalists report on the North Rhine-Westphalia start-up scene, reaching 1,715 recipients<sup>1</sup>.

## The voice of the west: The evening

Fresh from the news desk: The news update is published free of charge daily at around 5.30 pm. 152,352 recipients are reached<sup>1</sup>.

## Rheinpegel

The perfect newsletter for everyone who loves Düsseldorf. News and enjoyment, leisure tips and a little love - every week an email full of Düsseldorf lifestyle. The Rheinpegel newsletter reaches 30,020 recipients per day<sup>1</sup>.

## Fohlenfutter

The Borussia Monchengladbach newsletter arrives every morning at 7 am and provides information on what hungry Fohlen fans need! Your advertisement will be prominently placed and, for example, linked to your company website. The Fohlen news receives 10,062 subscribers<sup>1</sup>.

## 18fümmenneunzich

The most important Fortuna news of the day and a preview of what's coming up – our evening briefing for all 18fümmenneunzich fans. It reaches 5,407 recipients<sup>1</sup>.

## Here & Wow

So much is happening now, and we are showing it. Every fortnight on Mondays at 6 pm, we write about culture and gossip, style and streaming, favourite songs and literature. For everyone who wants to know what's going on. 4,543 recipients<sup>1</sup> are reached.

Newsletter	Frequency	Sponsoring + image-text teaser		Image-text teaser	
		Base price	Local price	Base price	Local price
The voice of the west	Week	1,740.00	1,479.00	1,200.60	1,020.51
The voice of the west: The evening	Week	2,300.00	1,955.00	1,587.00	1,348.95
Total local	Week	862.50	733.13	595.13	505.86
Rheinpegel	Month	632.50	537.63	379.50	322.58
Düsseldorf goes out!	Month	632.50	537.63	379.50	322.58
Fohlenfutter	Week	212.75	180.84	145.48	123.66
RP Final whistle	6 match days	2,346.00	1,994.10	1,618.74	1,375.93
18fümmenneunzich	Week	212.75	180.84	145.48	123.66
RP Start-up update	Quarter	575.00	488.75	396.75	337.24
Here & Wow	Quarter	632.50	537.63	379.50	322.58



### Contact

digitalvermarktung@rheinische-post.de



### More information

rp-media.de

**Note** Total local: Allocation of individual local editions on request

**Booking deadline** 2 weekdays before the publication date

<sup>1</sup>Average daily reach, as of 09/2024 (publisher information, no binding reach)

All prices in € plus VAT.

With this medium you literally whisper the message in your customers' ears - and benefit from the proximity of the podcaster to his or her listeners.

## Rheinpegel

What moves Düsseldorf? We talk with reporters from the RP local editorial team, with experts and ordinary people from Düsseldorf. News, the bustling life and the beautiful sides of the city – a podcast for everyone who loves Düsseldorf.



45 minutes

Publication: Thursdays

📶 17,231 Downloads and streams<sup>1</sup>

## Fohlenfutter

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 Karsten Kellermann and Jannik Sorgatz.



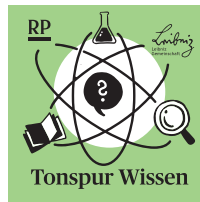
30 – 45 minutes

Released: Mondays or Wednesdays

📶 29,295 Downloads and streams<sup>1</sup>

## Tonspur Wissen

Finally understand the news: Science journalist Ursula Weidenfeld speaks with researchers from the Leibniz Association about what moves the world, from money to health and history – a topical and clear discussion.



20 – 30 minutes

Publication: Thursdays

📶 10,402 Downloads and streams<sup>1</sup>

Podcast	Frequency	Sponsoring		Native spot	
		Base price	Local price	Base price	Local price
Rheinpegel	4	800.00	680.00	930.00	790.50
Fohlenfutter	4	369.60	314.16	430.50	365.93
Tonspur Wissen	4	1,848.00	1,570.80	2,152.50	1,829.63

Information about our Start-up podcast on request

### Listen in: Sponsoring



At the kick-off, your company: When sponsoring you will be mentioned by name right at the beginning of the podcast – this will be remembered and promote the brand image.

### Listen in: Native spot



Place your advertising however you want: pre-roll (right at the beginning of the podcast episode), mid-roll (just before or after the middle, or post-roll (at the end).



### Contact

digitalvermarktung@rheinische-post.de



### More information

rp-media.de

<sup>1</sup>Native spot Can be booked as pre-, mid- or post-roll, spot length: 30 to 45 seconds; Delivery: 5 working days before the release date

<sup>1</sup>Julep, downloads and streams, 09/2024 (non-binding information)

All prices in € plus VAT.

Our news appears daily on social media and reaches alert, interactive users. And they are also interested in your promotions, events and competitions, whether on our Facebook or Instagram channels.

### @Rheinische Post on Facebook + Social Ads

In line with the regional information needs of our 536,922 followers<sup>1</sup>, we offer the higher-level account @rheinische-post. On the other hand, our city pages<sup>2</sup> – from @rp.duisburg to @rp.moenchengladbach – are popular. Your contributions (marked as advertising) will be posted on our Facebook accounts and also displayed as social ads in the newsfeed of Facebook and Instagram users. This gives you more reach and the opportunity to reach your target group through precise targeting.

Channel (selection)	Base price	Local price
Rheinische Post complete	1,623.00	1,380.00
RP Düsseldorf, RP Mönchengladbach	1,035.00	880.00
Neuss Grevenbroicher Zeitung, RP Duisburg, RP Erkelenz, RP Kleve, RP Krefeld, RP Leverkusen, RP Moers, RP Viersen	505.00	430.00
RP Ratingen, Heiligenhaus; RP Wesel; RP Mettmann; Solinger Morgenpost; RP Xanten, Rheinberg; RP Geldern; RP Hilden, Haan; RP Langenfeld, Monheim; RP Meerbusch; Bergische Morgenpost	329.00	280.00

### @rheinischepost on Instagram + Social Ads

More than 56,700 people follow our news on Instagram @rheinischepost<sup>1</sup>. Visual content is captured particularly quickly and remembered for longer: Place your advertising presence in the middle of our journalistic contributions (marked as an advertisement) – and your message will be remembered! In combination, your posting is displayed as a social ad in the newsfeed of Facebook and Instagram users, which means you can achieve more reach and reach your target group using specific targeting options.

Channel per post	Followers <sup>1</sup>	Base price	Local price
@rheinischepost	56.700	1,035.00	880.00

### @meinduesseldorf on Instagram (takeover account)

The profile @meinduesseldorf is popular with its almost 35,900 subscribers<sup>1</sup> because the state capital's inhabitants (whether celebrities or not) reveal here why they love their city so much. Take over the channel with your own content for a whole week. At the beginning, we announce your take-over – and then you not only present your view of Düsseldorf, your products and your company, but also guide our users to your website or other channels.

Account per week	Followers <sup>1</sup>	Base price	Local price
@meinduesseldorf	35.900	3,675.00	3,123.75



#### Contact

digitalvermarktung@rheinische-post.de



#### More information

rp-media.de

The ePaper brings our quality journalism to smartphones and tablets the evening before and supplements it with image galleries, crossword puzzles and read-aloud functions. If our readers would like, we will also offer an exclusive THE SUNDAY edition<sup>1</sup>: In keeping with the day off, it brings “big stories” (reports, analyses, sports news). In all issues, from Monday to Sunday, we offer you four attention-grabbing presentations:

### Interstitial

- In the complete edition, THE SUNDAY<sup>1</sup> and locally available
- Integrated between selected newspaper pages (from page 3), it receives the reader's undivided attention
- With a link to the company website
- File format: JPG, PNG
- File size: Landscape format: 1024 x 768 pixels and portrait format: 768 x 1024 pixels

### Video Flyer

- In the complete edition and available locally
- Animated inserts
- Appears 7 days under brochures and inserts in our ePaper
- With a link to the company website

#### Cost per thousand

Base price € 177.50 | Local price € 150.90

The CPM is applied to the ePaper circulation of the respective issue listed below.

### Interstitial supplement combination

- Insert announcement (title page) via interstitial
- Direct link to the supplement (flip catalogue)
- Appearance in the supplement gallery on the ePaper homepage
- 7 days on rp-online.de via weekli widget

#### Cost per thousand

Base price € 161.10 | Local price € 136.90

The package price is calculated from the interstitial weekly price plus the CPM per ePaper issue.

### Front screen

- Visually striking – for creative, animated advertising messages
- Opens as soon as the ePaper app is started up
- Full screen including links, visible for 10 seconds in the complete edition

#### Weekly price

Base price € 15,416.47 | Local price € 13,105.00

### Interstitial

Edition	ePaper circulation <sup>2</sup>	Price per week	
		Base price	Local price
Complete edition (without BBV)	29,667	12,451.76	10,584.00
D Düsseldorf	10,925	5,829.35	4,954.95
NGZ Neuss-Grevenbroicher Zeitung	3,531	1,733.85	1,473.78
MG Mönchengladbach	3,473	1,943.12	1,651.65
VIE Viersen	1,500	837.03	711.48
KR Krefeld	2,039	1,076.17	914.75
DU Duisburg	537	358.72	304.92
KLE Kleve	1,619	926.72	787.71
GEL Geldern	1,126	657.66	559.01
MO Moers	1,419	777.24	660.65
WES Wesel-Dinlaken	996	567.97	482.78
OP Rhein-Wupper	1,467	747.35	635.25
BM Bergische Morgenpost	563	298.94	254.10
SM-RS Solingen-Remscheid	473	298.94	254.10

Daily prices on request. All prices including offsite link, minimum booking volume: € 200.00; Occupancy of business area editions is possible upon request.

In addition, 116.769 “complete package subscribers” who have activated the ePaper access our ePaper.<sup>3</sup>



#### Contact

digitalvermarktung@rheinische-post.de



#### More information

rp-media.de

**Note** The advertising material is automatically optimised in the ePaper app in portrait and landscape format.

**Delivery deadline** The interstitial must be present two working days before the publication date.

<sup>1</sup> Prices for THE SUNDAY on request; <sup>2</sup> IVW 2nd quarter 2024, covers sold; <sup>3</sup> Publisher information 09/2024

All prices in € plus VAT.

Your print advert<sup>1</sup> will be extended as a Smart Ad on our news portal rp-online.de from a total volume of 100 mm. With the Smart Ads you reach additional users of the Rheinische Post and a high level of attention. The geographical display of the Smart Ads is based on the region booked in the daily newspaper.

### Services

- Placement of the Smart Ad on rp-online.de - regional ployut
- Medium Rectangle is played out as a desktop and mobile format
- Interactive advertising material including a full landing page with further information and contact options
- Processing is carried out entirely by the publisher (after you have provided the printing material)

### Added value

- If necessary enrich the landing page with photos, social media and Google Maps
- No additional expense, as no additional advertising material is required
- High interaction rate, fast loading time
- Optimised for all devices
- Additional occupancy to your booked print edition



	Format	Broadcast	Duration	Price
	Print advert	rp-online.de	from the first day of publication of the print advert	in addition to the print advert
Smart Ad S	from 100 – 600 mm	5,000 Als	7 days	79.00
Smart Ad M	601 – 1,000 mm	10,000 Als	7 days	119.00
Smart Ad L	1,001 – 3,360 mm	15,000 Als	7 days	159.00



**Contact**  
digitalvermarktung@rheinische-post.de



**More information**  
rp-media.de

<sup>1</sup>Excluded are advertisements in the BBV district edition and in special publications as well as job and property advertisements, announcements, tenders, auctions, bankruptcies, settlements, mourning and obituary notices.

### Communication solutions

Media Solutions stands for suitable communication solutions that are precisely tailored to the needs of our customers.

The key to a successful campaign lies in optimally addressing the target group.

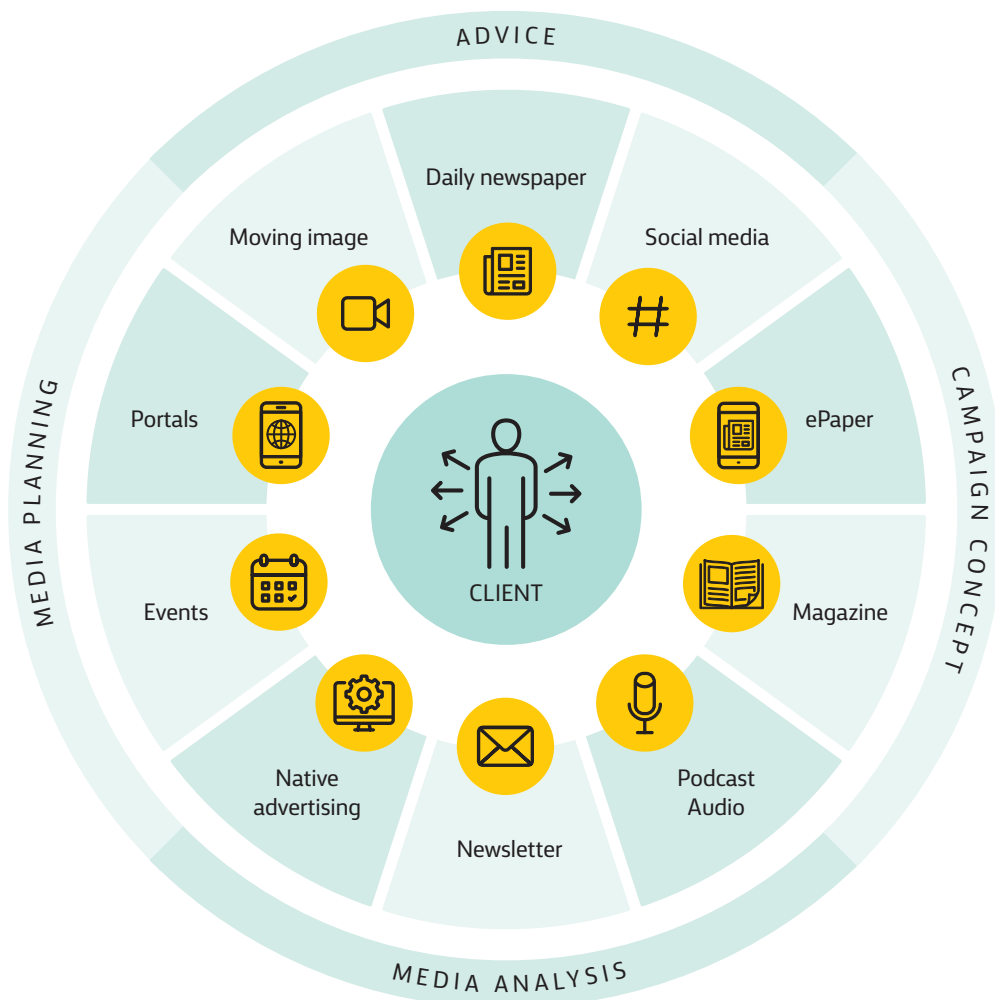
That is why we focus intensively on your requirements and develop individual solutions that accurately convey your message. Our process begins with an intensive exchange with you and the respective media consultants. We want to understand your company and share your vision in order to develop the best strategy together.

### Storytelling

A core component of our work is the creation of a memorable story that anchors itself in the minds of your target group. We take you on a journey where your brand comes to life and awakens emotions. To best present this story, we use a variety of media formats. From moving image elements, individual and animated graphics to tailor-made podcast productions.

### Objective

Our objective is to strengthen your brand, expand your reach and delight your customers.





**Contact**  
mediasolutions@rheinische-post.de

# CROSS-MEDIA ADVERTISING CIRCULATION AREA

16

Price list no. 89  
Valid from 1 January 2025

	Wirtschaftsraum Düsseldorf
D	Düsseldorf
NGZ	Neuß-Grevenbroicher Zeitung

	Wirtschaftsraum Niederrhein-Süd
MG	Mönchengladbach
VIE	Viersen
KR	Krefeld

	Wirtschaftsraum Niederrhein-Nord
DU	Duisburg
KLE	Kleve
GEL	Geldern
MO	Moers
WES	Wesel-Dinslaken
BBV	Bocholter-Borkener Volksblatt

	Wirtschaftsraum Bergisches Land
OP	Rhein-Wupper
BM	Bergische Morgenpost
SM-RS	Solingen-Remscheid



<sup>1</sup> Large cities (≥ 100,000 inhabitants)



# CROSS-MEDIA ADVERTISING CIRCULATION

17

Price list no. 89  
Valid from 1 January 2025

	ZIS-No. <sup>1</sup>	Covers sold	Covers distributed
<b>Complete edition</b>	100247	204,627	210,902
<b>Business area editions</b>			
WR-D Düsseldorf	104530	82,612	84,940
WR-NS Niederrhein-South	104525	46,366	47,648
WR-NN Niederrhein-North	105294	60,759	62,642
WR-BL Bergisches Land	104524	14,890	15,672
<b>District editions</b>			
D Düsseldorf	101381	59,242	60,910
NGZ Neuss-Grevenbroicher Zeitung	100506	23,370	24,030
MG Mönchengladbach	101656	22,528	23,133
VIE Viersen	100804	10,567	10,834
KR Krefeld	101833	13,271	13,681
DU Duisburg	101657	3,072	3,409
KLE Kleve	105303	11,949	12,358
GEL Geldern	101347	8,269	8,505
MO Moers	100546	9,314	9,687
WES Wesel-Dinslaken	103131	6,187	6,644
BBV Bocholter-Borkener Volksblatt	101721	21,969	22,040
OP Rhein-Wupper	100932	8,311	8,699
BM Bergische Morgenpost	105304	3,972	4,115
SM-RS Solingen-Remscheid	105305	2,607	2,858

Circulation: IVW 2nd quarter 2024 (Monday to Saturday), including ePaper editions

<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 the issues to be allocated smoothly.

# CROSS-MEDIA ADVERTISING

## COMPLETE AND BUSINESS AREA EDITIONS

18

Price list no. 89  
Valid from 1 January 2025

Complete edition	Prices	
	per mm	Text section per mm
	33.18	132.72

Base price				
Business area editions		Running text per line	per mm	Text section per mm
WR-D	Düsseldorf	15.40	11.15	44.61
WR-NS	Niederrhein-South	11.08	7.96	31.86
WR-NN	Niederrhein-North	16.61	10.94	43.76
WR-BL	Bergisches Land	6.53	4.64	18.54

Local price				
Business area editions		Running text per line	per mm	Text section per mm
WR-D	Düsseldorf	13.09	9.48	37.92
WR-NS	Niederrhein-South	9.42	6.77	27.08
WR-NN	Niederrhein-North	14.12	9.30	37.20
WR-BL	Bergisches Land	5.55	3.94	15.76

Obituaries are charged at the above commercial mm price. Except for the Düsseldorf business area edition, where the local price is € 11.38 per mm and the base price is € 13.39 per mm including the obligatory extension to the Düsseldorfer Anzeiger. Further information on page 4. Online-only obituaries can be booked for a fixed price of € 199.00.

### Front page placements



**Bottom right-hand corner space ad<sup>1</sup>**  
2 columns (105 mm width) × 100 mm height

Complete edition: **26,544.00**

Can also be booked in the business area and district editions



**Text part ad<sup>1</sup>**

1 column (50 mm width) × 90 mm high

Complete edition: **€ 11,944.80**

Can also be booked in the business area and district editions



**Tip-on card**

148 mm width × 105 mm height

Placement on front page

below the fold

Base price **€ 126.40**

Local price **€ 107.40**

Prices per 1,000 copies, excluding production (possible via the publisher). The booking units and print runs for inserts apply (p. 22). Tip-on products are not discounted.



**Tip-on sticker**

76 mm width × 76 mm height

Placement on front page

above the fold

Base price **€ 126.40**

Local price **€ 107.40**

Prices per 1,000 copies, plus production costs (only via the publisher, quote on request). Minimum circulation 12,500 copies. The booking units and print runs for inserts apply (p. 22). Tip-on products are not discounted.

**SMART AD:** In addition to a print advert of 100 mm or more, a digital Smart Ad is booked on rp-online.de, further information on page 14.

**CLICKABLE PRINT ADVERTS:** Bookings with a volume of 100 mm or more are compulsorily linked to your website in the ePaper at a price of € 25.00 per advert, further information on page 4.



**Contact**

mediaberatung@rheinische-post.de



**More information**

rp-media.de



**Special topics**

rp-media.de



**Place your advertisement**

rp-online.de/Anzeigen

**Text section advertisements** Height: min 20 mm, max. 100 mm; width: max. 2 text columns **Advertisement deadlines** Monday to Friday edition: 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 **Millimetre prices** valid for black and white and 4 colour adverts; line prices only in black and white **Calculation** number of text columns × ad height × text part mm price **All prices in € plus VAT.**


District editions		Base price		
		per line	per mm	Text section per mm
D	Düsseldorf	13.11	8.27	33.08
NGZ	Neuss-Grevenbroicher Zeitung	7.54	4.85	19.39
MG	Mönchengladbach	6.99	4.59	18.35
VIE	Viersen	4.20	2.68	10.73
KR	Krefeld	4.20	2.68	10.73
DU	Duisburg	2.59	1.54	6.16
KLE	Kleve	3.96	2.76	11.06
GEL	Geldern	3.49	2.42	9.69
MO	Moers	3.49	2.42	9.69
WES	Wesel-Dinslaken	2.93	1.88	7.53
BBV	Bocholter-Borkener Volksblatt	4.01	2.65	9.86
OP	Rhein-Wupper	3.48	2.35	9.41
BM	Bergische Morgenpost	3.21	2.25	8.99
SM-RS	Solingen-Remscheid	2.62	1.58	6.31


District editions		Local price		
		per line	per mm	Text section per mm
D	Düsseldorf	11.14	7.03	28.12
NGZ	Neuss-Grevenbroicher Zeitung	6.41	4.12	16.48
MG	Mönchengladbach	5.94	3.90	15.60
VIE	Viersen	3.57	2.28	9.12
KR	Krefeld	3.57	2.28	9.12
DU	Duisburg	2.20	1.31	5.24
KLE	Kleve	3.37	2.35	9.40
GEL	Geldern	2.97	2.06	8.24
MO	Moers	2.97	2.06	8.24
WES	Wesel-Dinslaken	2.49	1.60	6.40
BBV	Bocholter-Borkener Volksblatt	3.40	2.25	8.38
OP	Rhein-Wupper	2.96	2.00	8.00
BM	Bergische Morgenpost	2.73	1.91	7.64
SM-RS	Solingen-Remscheid	2.23	1.34	5.36


Obituaries are charged at the above commercial mm price. Except for the Düsseldorf district edition, where the local price is € 8.44 per mm and the base price is € 9.92 per mm including the obligatory extension to the Düsseldorfer Anzeiger. Further information on page 4. Online-only obituaries can be booked for a fixed price of € 199.00.

**SMART AD:** In addition to a print advert of 100 mm or more, a digital Smart Ad is booked on rp-online.de, further information on page 14.

**CLICKABLE PRINT ADVERTS:** Bookings with a volume of 100 mm or more are compulsorily linked to your website in the ePaper at a price of € 25.00 per advert, further information on page 4.

 **Contact**  
mediaberatung@rheinische-post.de

 **More information**  
rp-media.de

 **Place your advertisement**  
rp-online.de/Anzeigen

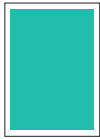
# CROSS-MEDIA ADVERTISING

## SELECTED FORMS OF ADVERTISING

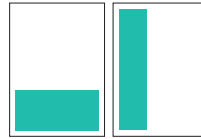
20

Price list no. 89  
Valid from 1 January 2025

### Placement in the text part



**1/1 page**  
7 columns (325 mm width) × 480 mm height  
Complete edition: € 111,484.80



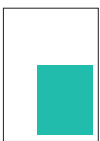
**1/3 page**  
7 columns (325 mm width) × 160 mm height (landscape) or  
2 columns (105 mm width) × 480 mm height (portrait)  
Complete edition: € 37,161.60 (landscape)  
Complete edition: € 37,261.14 (portrait)



**1/2 page**  
7 columns (325 mm width) × 240 mm height (landscape) or  
3 columns (160 mm width) × 480 mm height (portrait)  
Complete edition: € 55,742.40 (landscape)  
Complete edition: € 55,875.12 (portrait)



**1/4 page**  
7 columns (325 mm width) × 120 mm height (landscape) or  
3 columns (160 mm width) × 240 mm height (portrait)  
Complete edition: € 27,871.20 (landscape)  
Complete edition: € 27,937.56 (corner)



**1,000 format, junior page**  
4 columns (215 mm width) × 250 mm height (portrait)  
Complete edition: € 38,820.60



**Page header advert, fixed format**  
Intro page Jobs&Careers, Real Estate&Money,  
Car&Mobile, Travel&World: 80 mm wide × 20 mm high  
Cover page Culture: 80 mm wide × 25 mm high  
Complete edition per advert: € 660.96

### Full-page advertisements

Width: 2 columns (105 mm width) – 4 columns (215 mm width)  
Height: 480 mm

### Full width advertisements

Width: 7 columns (325 mm width)  
Height: 120 – 380 mm

Full width advertisements under 120 mm height are placed in the advertisement section.

### Corner advertisements Adjoining text on 2 sides

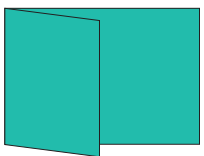
	Minimum height	Maximum height
2 columns (105 mm width)	360 mm	380 mm
3 columns (160 mm width)	240 mm	380 mm
4 columns (215 mm width)	180 mm	380 mm
5 columns (270 mm width)	145 mm	380 mm

All abovementioned advertising formats can also be booked in the business area and district editions (with the exception of page header adverts).

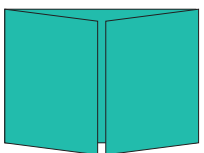
**Calculation in the text part** Please note the conversion factor of 1.17: Number of text columns × 1.17 × Advertisement height × mm price; Number of text columns: 6.

Full width advertisements are charged with 7 columns × advert height × mm price. Advertisements with a page count of 1/4 page or more are automatically extended into the ePaper "Der Sonntag" or the special ePaper edition on public holidays. Further information on page 4.

### Super-Panorama



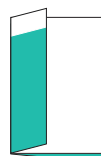
**XL**  
Type area:  
4 × 1/1 page  
1 × double page spread (centrefold inside)



**XXL**  
Type area:  
6 × 1/1 page  
1 × double page spread (centrefold inside)

The booking units and print runs for inserts apply (p. 22). These special forms of advertising require a lead time of 15 working days.  
Price and availability on request

### Covering complete newspaper books



**Half cover**  
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)  
Positioning: 1st and/or 3rd Book  
2nd and/or 4th Book  
Price and availability on request

**SMART AD:** In addition to a print advert of 100 mm or more, a digital Smart Ad is booked on rp-online.de, further information on page 14.

**CLICKABLE PRINT ADVERTS:** Bookings with a volume of 100 mm or more are compulsorily linked to your website in the ePaper at a price of € 25.00 per advert, further information on page 4.



### Contact

mediaberatung@rheinische-post.de

**Formats** All information is in width × height.

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

**Notes** The minimum size of 45 × 10 mm applies to designed advertisements in the advertising section. Portrait-format advertisements from 450 mm in height are charged with the full type area height (480 mm).

**Prices** apply to black and white and 4c advertisements

All prices in € plus VAT.

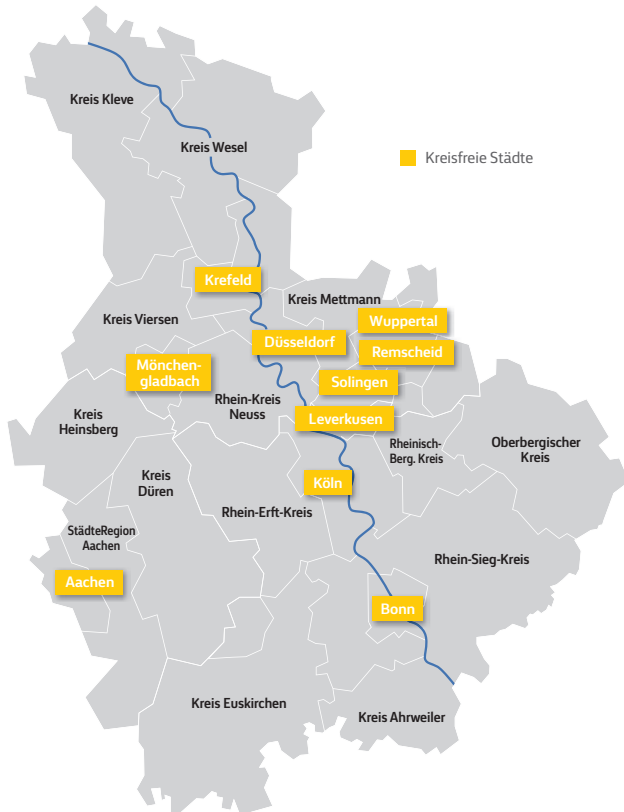
# CROSS-MEDIA ADVERTISING

## LARGEST CONSUMER METROPOLIS IN EUROPE

21

Price list no. 89  
Valid from 1 January 2025

The ACN combined booking combines the leading local daily newspapers in the Rhineland metropolitan region. With one order, your ad will appear with optimum placement in up to ten titles. This service includes print and online for the Rhineland – the largest consumer metropolis in Europe.



Edition	ZIS-No. <sup>1</sup>	Covers sold	Covers distributed
ACN complete edition (with Express)		576,028	587,681
ACN complete subscription newspapers (excluding Express)		541,464	553,005
Aachener Zeitung	100605	66,132	66,854
General-Anzeiger Bonn	100050	49,157	50,489
Rheinische Post incl. Bocholter-Borkener Volksblatt	100247	204,627	210,902
Westdeutsche Zeitung plus with Solinger Tageblatt and Remscheider General-Anzeiger	101183	64,898	67,361
Kölner Stadt-Anzeiger / Kölnische Rundschau	102161	156,650	157,399
Express Gesamt	100348	34,564	34,676

We will be happy to provide you with a personalised quote.



### Contact

sales@rheinische-post.de

Circulation of the individual publishers: IVW 2nd quarter 2024 (Monday to Saturday), including ePaper editions. The ACN editions are the sum of the editions of the individual publishers.

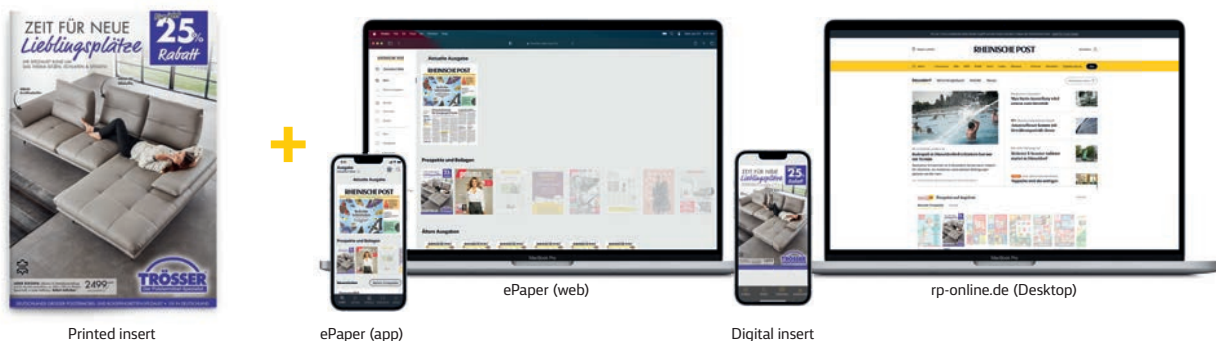
<sup>1</sup> ZIS is a newspaper information system in which all advertisement booking units are identified with a unique six-digit number. The ZIS key is kept in all newspaper data from ZMG, IVW and AG.MA and enables the issues to be allocated smoothly.

# CROSS-MEDIA ADVERTISING INSERTS

22

Price list no. 89  
Valid from 1 January 2025

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 on ePaper Web and ePaper app and, on the other hand, on the respective city pages in our news portal of rp-online.de, on ngz-online.de and bbv-net.de. Below you will find an overview of the cross-media prices and editions.



Prices per 1,000 copies.	up to 20 g:	up to 30 g:	up to 40 g:	up to 50 g:
Base price	124.60	143.40	161.10	177.50
Local price	105.90	121.90	136.90	150.90

Surcharge for each additional 10 g or part thereof: € 14.00 per thousand. Inserts are not discounted.

Inserts in our daily newspaper are published both in the print editions and with the corresponding ePaper editions.

Cross-media editions		Monday to Friday			Saturday		
		Total circulation	of which Print <sup>1</sup>	of which ePaper <sup>2</sup>	Total circulation	of which Print <sup>1</sup>	of which ePaper <sup>2</sup>
<b>Edition</b>							
<b>Complete edition</b>		225,998	188,700	37,298	247,298	210,000	37,298
<b>District edition</b>							
D	Düsseldorf	66,425	55,500	10,925	76,525	65,600	10,925
NGZ	Neuss-Grevenbroicher Zeitung	25,531	22,000	3,531	28,331	24,800	3,531
MG	Mönchengladbach	24,773	21,300	3,473	27,473	24,000	3,473
VIE	Viersen	11,500	10,000	1,500	12,600	11,100	1,500
KR	Krefeld	14,439	12,400	2,039	15,639	13,600	2,039
DU	Duisburg	3,637	3,100	537	3,837	3,300	537
KLE	Kleve	12,919	11,300	1,619	13,519	11,900	1,619
GEL	Geldern	9,026	7,900	1,126	9,626	8,500	1,126
MO	Moers	10,219	8,800	1,419	10,719	9,300	1,419
WES	Wesel-Dinslaken	6,996	6,000	996	7,196	6,200	996
BBV	Bocholter-Borkener Volksblatt	23,830	16,200	7,630	23,830	16,200	7,630
OP	Rhein-Wupper	9,367	7,900	1,467	10,267	8,800	1,467
BM	Bergische Morgenpost	4,363	3,800	563	4,563	4,000	563
SM-RS	Solingen-Remscheid	2,973	2,500	473	3,173	2,700	473



## Contact

prospektbeilagen@rheinische-post.de



## More information

rp-media.de

Shipping address Rheinische Post, Pressehaus Düsseldorf, insert acceptance, Zülpicher Strasse 10, 40549 Düsseldorf

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

<sup>1</sup>Publisher information <sup>2</sup> IVW 2nd quarter 2024

All prices in € plus VAT.

## Jobs & careers

Our printed job market as a regional job engine: On our "Jobs & Careers" pages, your job adverts offer real prospects for the future, from local craft businesses to international corporations. We regularly delve deeper into selected professional worlds in our editorial specials.

## You expand your reach across media

With every print ad you benefit from the additional online display on our regional portals [rp-stellenmarkt.de](http://rp-stellenmarkt.de) or [azubi-nrw.de](http://azubi-nrw.de). As an optional reach upgrade, we offer the premium ad with additional payout on [Stellenanzeigen.de](http://Stellenanzeigen.de) at a special price. Further reach features on page 24.

## Employer Branding

Customised to your company: Present yourself as an attractive employer and use our comprehensive media portfolio (print, digital, event) to your advantage. Let us advise you!

## Resonance amplifier plus

Our satisfaction guarantee for your resonance! Place your job advertisement, whether in print or online, up to twice for only 45% of the tariff of the original advertisement. We would be happy to provide you with the details.

## Video job advertisement and employer video

Present yourself innovatively with video, whether with a company portrait or training video. Use this form of representation to position your employer brand. Combine our variety of products sensibly and benefit from our know-how, good advice and attractive combination offers.

## Career day

Become an exhibitor at the Career Day and take the opportunity to strengthen your employer brand and attract talent to your company! Scan the QR code for more information.



## Print-Online-Combination

Print	Base price			Local price			
	Jobs & careers	1st line	per additional line	per mm	1st line	per additional line	per mm
Complete edition		140.74	36.74	21.96	135.23	31.23	18.67
WR-D Düsseldorf		118.34	14.34	10.96	116.19	12.19	9.32
WR-NS Niederrhein-South		114.92	10.92	6.67	113.28	9.28	5.67
WR-NN Niederrhein-North		118.34	14.34	9.20	116.19	12.19	7.82
WR-BL Bergisches Land		110.46	6.46	3.87	109.49	5.49	3.29

Advertisements are compulsorily published for at least € 169.00 as a print-online combination – from the first day of publication (in the newspaper) for 30 days at [rp-stellenmarkt.de](http://rp-stellenmarkt.de). The online extension is included in the price per ad for a flow set (for € 104.00 as standard HTML) and must be added to the mm price for designed ads. The online price is not discountable, but it is agency commission compatible. Designed advertisements in the Düsseldorf business area edition are mandatory and published in combination with the Düsseldorf Anzeiger.

Online renewal	Frequency	rp-stellenmarkt.de Price/run time		azubi-nrw.de Price/run time	
		30 days	60 days	30 days	60 days
Regio <a href="http://rp-stellenmarkt.de">rp-stellenmarkt.de</a> or <a href="http://azubi-nrw.de">azubi-nrw.de</a>	1	169.00	210.00	169.00	210.00
Premium Regio + <a href="http://stellenanzeigen.de">stellenanzeigen.de</a>	1	599.00	655.00	180.00	220.00

The premium job advert will be handed over exclusively to the Federal Employment Agency's job exchange for display. According to the terms of use of the Federal Employment Agency, it may not be transmitted there in parallel, either independently or via another job portal.

**CLICKABLE PRINT ADVERTS:** Bookings with a volume of 100 mm or more are compulsorily linked to your website in the ePaper at a price of € 25.00 per advert, see page 4 for further information.

 <b>Contact</b> <a href="mailto:classifieds@rheinische-post.de">classifieds@rheinische-post.de</a>	 <b>More information</b> <a href="http://rp-media.de">rp-media.de</a>	 <b>Special topics</b> <a href="http://rp-media.de">rp-media.de</a>	 <b>Place your advertisement</b> <a href="http://rp-online.de/Anzeigen">rp-online.de/Anzeigen</a>
--	---	---	---

## RP STELLENMARKT

Attract first-class employees and invest in the future of the Rhineland: Our focus is on the region – we have extensive knowledge of the local market. Benefit from this on [rp-stellenmarkt.de](http://rp-stellenmarkt.de), our job exchange. Use these advantages for your digital job offer and your employer profile!

## Reach upgrades

### stellenanzeigen.de

Benefit from our digital premium products with nationwide distribution on [stellenanzeigen.de](http://stellenanzeigen.de), one of the largest career portals in Germany. Use the active reach management (Smart Reach 3.0) for a targeted placement in the media network with renowned specialised partner websites of [stellenanzeigen.de](http://stellenanzeigen.de)

### [IT\_JØBS]

The specialist portal features the unique “Matching Machine” which delivers customised match lists thanks to its self-learning algorithm. The job exchange was specifically tailored to the needs of IT experts.



The portal focusses on North Rhine-Westphalia and provides pupils and students with information on sectors, job profiles, application procedures and apprenticeships. The portal is therefore ideal for employers who want to attract young people in our federal state to their training programmes.




Generate more reach via our network partners and also reach passive applicants. Our national job board uses intelligent system technology to disseminate your vacancy on the most successful channels and also advertises it on social networks via Socialreach.


Online only	Frequency	rp-stellenmarkt.de Price/run time		azubi-nrw.de Price/run time	
		30 days	60 days	30 days	60 days
<b>Regio</b> rp-stellenmarkt.de or azubi-nrw.de	1	399.00	450.00	210.00	275.00
<b>Premium</b> Regio + stellenanzeigen.de	1	1,180.00	1,310.00	230.00	290.00


Additional prices for quotas can be found in the media data at [rp-media.de/digital/classifieds](http://rp-media.de/digital/classifieds) The premium job advert will be handed over exclusively to the Federal Employment Agency's job exchange for display. According to the terms of use of the Federal Employment Agency, it may not be transmitted there in parallel, either independently or via another job portal.

Additional features (selection)	Portals	Run time/frequency	Price
Top job placement	rp-stellenmarkt.de or azubi-nrw.de	30 days	99.00
		60 days	159.00
Company profile (online only)	rp-stellenmarkt.de or azubi-nrw.de	365 days	399.00
Regio Refresh	rp-stellenmarkt.de or azubi-nrw.de	1×	35.00
Job portal	jobblitz.de	30 days	365.00
		60 days	415.00
Job portal with an industry focus	it-jobs.de	30 days	435.00
		60 days	475.00

You can find more information about these and other additional features in the price lists of the job portals at [rp-media.de/digital/classifieds](http://rp-media.de/digital/classifieds)

 **Contact**  
[classifieds@rheinische-post.de](mailto:classifieds@rheinische-post.de)

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

 **Place your advertisement**  
[rp-online.de/Anzeigen](http://rp-online.de/Anzeigen)



## Multiposting job packages

Book cross-media presence conveniently and cost-effectively with just one order:  
Choose the right channels to fill your vacancy successfully!

Components	Package S	Package M	Package L	Package XL
<b>Regio advert<sup>1</sup></b> on rp-stellenmarkt.de	✓	×	×	×
<b>Premium advert<sup>2</sup></b> on rp-stellenmarkt.de and stellenanzeigen.de	×	✓	✓	✓
<b>Top Job</b> on rp-stellenmarkt.de	✓	✓	✓	✓
<b>Print-Table insert</b> in the complete edition of the daily newspaper	×	×	✓	✓
<b>META Ads<sup>3</sup></b> via Facebook and Instagram	✓	✓	✓	✓
<b>Out-of-Home job adverts<sup>4</sup></b> on over 1,000 screens <sup>3</sup> in the distribution area	×	×	×	✓
<b>Short video production</b> for the Out-of-Home job offer	×	×	×	✓
<b>Package price (base price)</b>	531.77	1,375.88	1,697.06	3,461.76
<b>Package price (local price)</b>	500.00	1,300.00	1,600.00	3,100.00

## Recruiter packages

With the "Recruiter packages" offers, we provide you with the opportunity to select your customised portal compilation according to topic and position. We multiply the reach of your advert by placing it beyond the selected portals into new communities in order to find your new employees there in a targeted manner.

Portals <sup>5</sup>	Allrounder	Young Professionals	Blue-Collar	IT and natural sciences
rp-stellenmarkt.de	✓	✓	✓	✓
stellenanzeigen.de	✓	✓	✓	✓
yourfirm.de	✓	✓	✓	✓
regio-jobanzeiger.de	✓	×	✓	×
it-jobs.de	×	×	×	✓
jobblitz.de	×	✓	✓	✓
<b>Package price<sup>6</sup></b>	1,710.00	1,480.00	1,935.00	1,730.00



**Contact**  
classifieds@rheinische-post.de



**More information**  
rp-media.de



**Place your advertisement**  
rp-online.de/Anzeigen

Every advert on stellenanzeige.de is transferred exclusively to the job exchange of the Federal Employment Agency for display. According to the terms of use of the Federal Employment Agency, it may not be transmitted there in parallel, either independently or via another job portal.

<sup>1</sup>30 days run time; <sup>2</sup>Run times: Package M 30 days, from package L: 60 days; <sup>3</sup>Run time of the campaign min. 10 days; <sup>4</sup>60,000 visual contacts with targeting optimised for your target group; <sup>5</sup> 60-day duration of the ad per occupied portal; <sup>6</sup>All prices are AE-eligible.

All prices in € plus VAT.

Our real estate market offers diverse types of advertising. What they all have in common is that they are mainly published across media, in our daily newspaper and our portal rp-immobilienmarkt.de. This focuses on our region, additionally brings suppliers, service providers, investors and buyers together, and publishes expert knowledge.

## Print-Online-Combination

Real estate & money, business connections & capital	Base price			Local price		
	1st line	per additional line	per mm	1st line	per additional line	per mm
Complete edition	37.20	15.35	13.86	34.90	13.05	11.78
WR-D Düsseldorf	36.19	14.34	10.96	34.04	12.19	9.32
WR-NS Niederrhein-South	32.77	10.92	6.67	31.13	9.28	5.67
WR-NN Niederrhein-North	36.19	14.34	9.20	34.04	12.19	7.82
WR-BL Bergisches Land	28.31	6.46	3.87	27.34	5.49	3.29

Advertisements are compulsorily published for € 21.85 as a print-online combination – from the first day of publication (in the newspaper) for 30 days at rp-immobilienmarkt.de. The online renewal is included in the price per ad for running text and must be added to the mm price for designed adverts. The online price is not discountable, but it is agency commission compatible. Designed advertisements in the Düsseldorf business area edition are mandatory and published in combination with the Düsseldorfer Anzeiger.



Because everyone needs a home: Our portal rp-immobilienmarkt.de provides you with a wide range of presentation and advertising options for your real estate offers, always with an eye on our region. Because we are connected to it and so are our users.

## Online only

Frequency	Run time per edition	Price
1	30 days	33.53
10	30 days	59.00
25	30 days	99.00
50	30 days	149.00
100	30 days	199.00

When booking several frequencies in one package, the advertisements can be accepted within one year.

## Flat rate

Unlimited advertising online: thanks to the monthly fixed amount, the flat rate offers full cost control with high flexibility.  
€ 159.00/month



Place online-only advert  
rp-immobilienmarkt.de

## Additional features

Feature	Duration	Price
Top real estate	30 days	15.00
Highlight advert	30 days	7.50
Provider profile	365 days	199.00
Top provider	365 days	95.00

Further additional features on request

## Projects

Your own subchannel: Present your real estate project – with property details, photo galleries and floor plans.  
€ 49.00/year plus property adverts

**CLICKABLE PRINT ADVERTS:** Bookings with a volume of 100 mm or more are compulsorily linked to your website in the ePaper at a price of € 25.00 per advert, see page 4 for further information.



Contact  
classifieds@rheinische-post.de



More information  
rp-media.de



Special topics  
rp-media.de



Place your advertisement  
rp-online.de/Anzeigen

Advertising deadlines for print-online combination Saturday edition: Thu., 1:30 pm; Wednesday edition: Tues, 10 am Advertising deadlines Online only 2 working days before publication  
Format specifications Type area: 325 mm width, 480 mm height; advertising columns: width 45 mm, number 7  
Millimetre prices Apply to black and white and 4c advertisements; line prices only in black and white

All prices in € plus VAT.

# CLASSIFIEDS

## OTHER CLASSIFIED ADVERTISING

27

Price list no. 89  
Valid from 1 January 2025

	Base price		Local price	
	per line	per mm	per line	per mm
<b>Travel &amp; World<sup>1</sup></b>				
Complete edition	20.40	16.26	17.34	13.82
<b>Events &amp; Appointments<sup>2</sup></b>				
Culture <sup>3</sup> in the complete edition	15.35	13.86	13.05	11.78
Events or culture in the Düsseldorf district edition	13.11	8.27	11.14	7.03
<b>Marketplace, Education &amp; Coaching, Dating &amp; Contacts, Car &amp; Mobile</b>				
Complete edition	15.35	13.86	13.05	11.78

<sup>1</sup>Designed advertisements are obligatorily published in combination with the Düsseldorfischer Anzeiger. <sup>2</sup>It is possible to assign complete editions, business area editions (p. 18) and other district editions (p. 19). <sup>3</sup>Prices apply only to advertisers in the "Art" and "Culture" sections (in the text section, without minimum size and conversion factor).

### Reduced price fixed formats in the complete edition

Format	Marketplace <sup>4</sup> , Car & Mobile		Education & Coaching Dating & Contacts	
	Base price	Local price	Base price	Local price
1 column × 15 mm	95.81	81.50	69.41	59.00
1 column × 20 mm	126.96	108.00	91.76	78.00
1 column × 30 mm	186.92	159.00	134.12	114.00
1 column × 50 mm	309.18	263.00	221.18	188.00
2 columns × 50 mm	613.65	522.00	437.65	372.00

<sup>4</sup>Marketplace festival formats are obligatorily published in combination with the Düsseldorfischer Anzeiger.

### Multiposting for travel adverts

Optimise the visibility of your offer by displaying it on other Rheinische Post advertising channels e.g. on social media. We have put together a selection of attractive package offers for you. Contact us or find more packages at [rp-media.de](http://rp-media.de)



### Components

	Basic S	Basic L	Premium S	Premium XL
Print advert in the travel section of the RP and in the Düsseldorfischer Anzeiger	per 100 mm	per 200 mm	per 150 mm	per 840 mm
Social ad with link to customer website	✓	✓	✓	✓
Advert in the RP ePaper Sunday newspaper	✗	✗	✗	✗
Digital out-of-home campaign (incl. production of the animated image advert)	✗	✗	30,000 AIs	50,000 AIs
<b>Package price (base price)</b>	735.00	1,764.00	2,470.00	7,882.00
<b>Package price (local price)</b>	625.00	1,500.00	2,100.00	6,700.00

**SMART AD:** In addition to a print advert of 100 mm or more, a digital Smart Ad is booked on [rp-online.de](http://rp-online.de), further information on page 14.

**CLICKABLE PRINT ADVERTS:** Bookings with a volume of 100 mm or more are compulsorily linked to your website in the ePaper at a price of € 25.00 per advert, further information on page 4.

**Contact**  
[classifieds@rheinische-post.de](mailto:classifieds@rheinische-post.de)

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

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

**Place your advertisement**  
[rp-online.de/Anzeigen](http://rp-online.de/Anzeigen)

**Advertisement deadlines** Saturday edition: Thu., 1:30 pm; Wednesday edition: Tue., 10:00; except Events & Appointments: Monday to Friday edition: Previous day, 12 pm; Saturday edition: Wed., 2 pm;

Travel & World: Saturday edition: Tuesday 12 pm; Dating & Contacts Saturday edition: Wed., 2 pm

**Format details** Type area: 325 mm width, 480 mm height; advertisement columns: width 45 mm, number 7

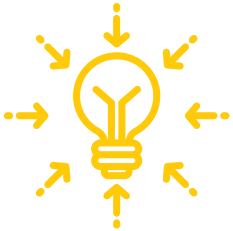
**Millimetre prices** Apply to black and white and 4c advertisements; line prices only in black and white

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

All prices in € plus VAT.

### Moving image - Our film, your success!

Use the powerful advantages of moving images to inspire your target group and get to the heart of your message. Memorable, emotional and authentic. Whether image film, social media clip, event documentation or animation - we make versatile moving image formats that fulfil your requirements and wishes - from the idea to the final cut and beyond.



CONCEPT DESIGN



PRODUCTION



DISTRIBUTION

### Advantages of moving images in your communication

- **Greater attention:** Moving image content attracts the attention of your target group much more than pure text formats.
- **Emotional attachment:** Moving images make it possible to arouse emotions and build a stronger bond with your brand.
- **More information:** Complex issues can be communicated in a clear and easily understandable way using moving images.
- **Broader reach:** Videos can be distributed via various platforms such as social media, websites and email marketing and thus reach a large target group.



Watch the showreel now!

We are also happy to advise you on the integration of videos into the digital world of the Rheinische Post Mediengruppe. Contact us for your customised moving image project!



Contact  
bewegtbild@rheinische-post.de



More information  
rp-media.de

From the exquisite Düsseldorf restaurant guide to the regional who's who to the "Viva la Vida" on 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 <sup>1</sup>	Publication dates 2025	Direct price 1/2 page
<b>Regional print magazines</b>			
Düsseldorf goes out!	20,000	September	2,600.00
1895 Fortuna	12,000	summer	1,720.00
<b>National print magazines</b>			
Mallorca goes out!	35,000	May	3,140.00
Mallorca at a glance!	35,000	October	3,140.00
<b>Distribution/target group title</b>			
top magazine DÜSSELDORF	10,000	March, June, September, December	1,400.00

We would be happy to advise you personally about other format options and create an individual advertising concept for you.  
Cover pages, special forms of advertising and inserts on request



Contact  
magazine@rheinische-post.de



More information  
rp-media.de

## Online

**Advertising media sizes:** You can find the overview on page 6.

**File size:** The file size should not exceed 150 KB for mobile or 150 KB for desktop (HTML5, JPG and GIF) per advertising medium (the wallpaper corresponds to 2 and the Fireplace Ad 3 advertising mediums). This also applies to advertising material that is delivered via 3rd party redirects (third-party providers). An exception is when a function such as Smart Downloading is used.

**File format:** GIF, JPG and HTML5

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

**File transfer:** werbemittel@rheinische-post.de

### Additional 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.



### More information

rp-media.de

## Print

### Advertisements

**Type area:** 325 × 480 mm (width × height)

**1 page:** 3,360 mm

**Panorama advertisements:** 675 mm (width) including 25 mm gutter

#### Column widths:

**Classified advertisement section:** 1 column = 45.00 mm, 2 columns = 91.67 mm,

3 columns = 138.34 mm, 4 columns = 185.01 mm, 5 columns = 231.68 mm, 6 columns = 278.35 mm, 7 columns = 325.00 mm

**Text section:** 1 column = 50.00 mm, 2 columns = 105.00 mm, 3 columns = 160.00 mm, 4 columns = 215.00 mm, 5 columns = 270.00 mm, 6 columns = 325.00 mm

**Basic font:** 6 point in the advertisement section = 2.256 mm

**Print method:** Offset rotary printing according to ISO standard

12647/3 **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.

**Colours:** RGB data without a profile are assigned the sRGB colour space and this is converted relatively colourmetrically 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.

**Line widths:** Minimum 0.15 mm (0.5 point) positive line, minimum 0.20 mm (0.8 point) negative line

**QR code:** A minimum format of 25×25 mm and a resolution of 300 dpi are recommended for the legibility of QR code images in newspaper printing.

**File transfer:** mediaberatung@rheinische-post.de (FTP on request)

### 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 dates for inserts:** Mondays to Saturdays by arrangement

**Last delivery date:** 4 days before insertion

**Delivery:** Free to the door, sorted by type and with a visible delivery note stating the quantity delivered and the object. For delivery in a box, the number of boxes and the number of inserts in the box must be stated. Deliveries must be made separately according to the publishers; in the case of bookings with more than one insertion, the circulation quantity per edition and publication day must be shown on a delivery note. Delivery shall be made in a total delivery quantity, in the case of delivery on pallets exclusively on Euro pallets (no disposable pallets) without film packaging in accordance with the regulation for transport packaging or cross lashing. Stacking per layer 8-10 cm height; not stapled: min. 50-piece layers, stapled: min. 25-piece layers.

**Delivery address:** Rheinische Post, Pressehaus Düsseldorf, Insert reception, Zülpicher Strasse 10, 40549 Düsseldorf.

**Delivery by parcel service:** Registration stating the delivery quantity, motif, object and date required. The technical requirements for Euro pallets with leaflet inserts from the Rheinisch-Bergische Druckerei apply.

Further information can be found at: [www.rheinisch-bergische-druckerei.de/produkte/technische-richtlinien](http://www.rheinisch-bergische-druckerei.de/produkte/technische-richtlinien)

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

**Sample of the supplement:** 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

# INFORMATION

## GENERAL TERMS AND CONDITIONS

31

Price list no. 89  
Valid from 1 January 2025

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, 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, multimedia content and online classified adverts. 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.) 2nd 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 abovementioned 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 and 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. For full-page advertisements next to text and for corner advertisements in the editorial section, the conversion factor of 1.17 (1 text column = 1.17 advertising columns) is used to determine the total millimetre quantity.
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. When creating the "Smart Ad", the publisher or its subcontractors shall, at their own discretion, enhance and supplement the online ad and the landing page with data and images from the advertiser's website or social media profiles in order to upgrade the print content. The publisher or its contractors shall be granted a right of use for the respective services, the nature and scope of which enables the intended use. In the event of termination of individual services, the respective right of use transferred shall end. The advertiser shall grant the publisher and its subcontractors, as far as possible, a free, worldwide, non-exclusive, non-transferable right of use to all texts and images and other content required for the provision of services for the duration of the contract. Should a transfer of rights not be possible in individual cases, the advertiser shall indemnify the publisher and its contractors against all third-party claims and shall compensate them for damages and the necessary expenses incurred in connection with the infringement of third-party rights.
16. 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 the first proof has been sent, the client requests changes that are not due to a deviation of the proof from the order, the publisher shall charge the client a flat rate 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.
17. The publisher shall supply an advertisement voucher with the invoice, depending on the type and size of the advertisement. Every advertisement is printed on the invoice, either in its original size or scaled depending on the actual advertisement size. 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.
18. 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.
19. 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. You can issue Rheinische Post with a SEPA basic mandate to collect your payment. 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.
20. 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.
21. 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.
22. The publisher is entitled to publish advertisements booked for the print edition in other print and online media (e.g. rp-online.de, bbv-net.de, stellenanzeigen.de, RP Trauer or the portals managed by Classmarkets GmbH) 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.
23. 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.
24. Local prices, as shown in the price list, are only granted for corresponding directly placed advertisements from companies based in the circulation area.
25. 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.
26. 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 12 months after publication of the corresponding advertisement. Otherwise, the statutory warranty periods apply.
27. 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.
28. 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.
29. 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 an advertising agency places 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.
30. The client agrees that it can be informed about changes to these terms and conditions on the homepage (rp-media.de). 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 fulfillment is Düsseldorf. The place of jurisdiction for legal action against merchants, legal entities under public law or special funds under public law is Düsseldorf.
31. 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/datenschutzerklaerung

## Foreign Contacts

Rheinische Post Medien GmbH  
Stefan Groh  
Zülpicher Straße 10  
D-40549 Düsseldorf  
Postal address: Rheinische Post Medien GmbH,  
40196 Düsseldorf

Phone: +49 (0) 211 505-2088  
Fax: +49 (0) 211 505100-2088  
E-mail: [sales@rheinische-post.de](mailto:sales@rheinische-post.de)

## Foreign Contacts Travel

Rheinische Post Medien GmbH  
Andrea Zadow  
Zülpicher Straße 10  
D-40549 Düsseldorf  
Postal address: Rheinische Post Medien GmbH,  
40196 Düsseldorf

Phone: +49 (0) 211 505-2965  
Fax: +49 (0) 211 505100-2965  
E-mail: [reisemarkt@rheinische-post.de](mailto:reisemarkt@rheinische-post.de)

Rheinische Post  
Pressehaus Düsseldorf  
40196 Düsseldorf  
Telephone: 0211 505-2426  
Fax: 0211 505-1003003  
Email: [mediaberatung@rheinische-post.de](mailto:mediaberatung@rheinische-post.de)



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