

# MEDIA DATA

## Product selection and prices

Price list no. 88a | Valid from 1 January 2024 - Nielsen II



The voice of the west.

For 1,838,000<sup>1</sup> people from the Rhineland it is essential – a voice to be heard nationwide.

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



<sup>1</sup>With a net reach of 1.838 million readers and users, the Rheinische Post is the no. 1 cross-media subscription newspaper in the Rhineland. Source: best for planning 2023 I; Net reach of the administrative districts of Düsseldorf and Cologne: Rheinische Post complete edition (LpW), rp-online (NpW) und rp-online mobile (NpW).



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



Contact



More information



Special topics



Advertise

**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 acceptance:** 0211 505-2222  
**Online-Advertisement acceptance:** rp-online.de/anzeigen

**Bank details:** Deutsche Bank  
**BIC:** DEUTDE33XXX  
**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. 17)

**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 over 100 mm ad volume will be linked to your website in the ePaper at a price of € 15.00/ad (plus VAT, eligible for contract and AE). This excludes advertisements in the district edition BBV and in special publications as well as notices, tenders, auctions, bankruptcies, settlements, funeral notices and obituaries.

**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 € 27.00 (plus VAT) for the obligatory online extension of the print advert in the RP Mourning portal, which is not discountable.

**Box number fee:** € 7.73 (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
- For cancellation two days before the publication/  
print date: 30% of the order value
- For cancellation the day before the publication/  
print date: 50% of the order value

#### Print discounts:

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

The print discounts shown are granted for advertisements published within one year (discount conclusion). The period begins with the appearance of the first advertisement. If business area or district editions or other publisher's publications are booked with their own prices, a separate transaction must be made for the relevant edition.

#### Online discounts:

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

The online discounts mentioned can be granted within a single campaign. Further discounts are not possible. Classified portal advertisements are excluded from these discounts.

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. Our 300 journalists thus enrich the lives of over 1,838,000 inhabitants of North Rhine-Westphalia<sup>1</sup> from our central editorial office in Düsseldorf or in local teams. We are also courageous and opinionated in our commitment beyond that, being very close to the federal political events with our Berlin office day in day out. However, we are not just 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 is successful in our media, we like to provide you with facts, from the circulation to the reach. Do you need more information to plan your campaign, for example on our readers’ educational background or acceptance among professionals and managers? We are happy to provide you with a detailed target group analysis.

#### Rheinische Post

(daily newspaper, complete edition)<sup>1</sup>

##### Reach

758,000 readers per edition

##### Decision-makers

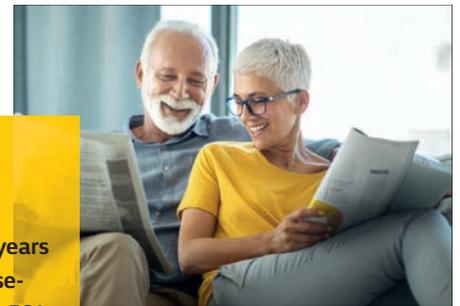
68,000 readers per edition

##### Circulation

Nationwide: fifth-biggest subscription newspaper

In the Rhineland: Highest circulation daily newspaper with 219,622 copies sold<sup>2</sup>

Men: 50%  
Women: 50%  
Average age: 56 years  
Average net household income<sup>3</sup>: € 3,581



#### Rheinische Post

(news portal, on desktop and mobile)<sup>1</sup>

##### Reach

776,000 users per day

##### Decision-makers

89,000 users per day

##### Page views per month

Leader among the regional portals: 57.91 million<sup>4</sup>

Men: 57%  
Women: 43%  
Average age: 44 years  
Average net household income<sup>3</sup>: € 3,652



#### Social media

(RP news portal users per day who use Facebook or Instagram)<sup>1</sup>

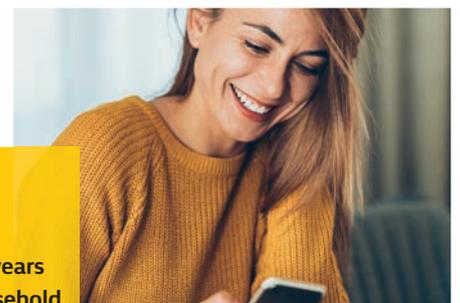
##### Range

327,000 users per day

##### Decision-makers

34,000 users per day

Men: 59%  
Women: 41%  
Average age: 41 years  
Average net household income<sup>3</sup>: € 3,617



Bundle: Desktop + Mobile	Base price (cost per thousand)			Local price (cost per thousand)		
	Website	Section/Region	Rotation <sup>1</sup>	Website	Section/Region	Rotation <sup>1</sup>
Billboard	36.32	35.02	32.42	30.87	29.77	27.56
Content Ad	20.11	18.81	16.22	17.09	15.99	13.78
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
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
Mobile	Website	Section/Region	Rotation <sup>1</sup>	Website	Section/Region	Rotation <sup>1</sup>
Cube Ad	16.80	15.75	13.65	14.28	13.38	11.60
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

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



#### Content Ad

Desktop: 300 × 250  
Mobile: 300 × 100



#### Fireplace Ad

Desktop: 1182 × 250 + 200 × 600  
+ 200 × 600 | Mobile: 300 × 100



#### Half-page Ad

Desktop: 300 × 600  
Mobile: 300 × 250



#### Skyscraper

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



#### Wallpaper

Desktop: 805 × 110 + 200 × 600 or  
970 × 250 + 200 × 600 | Mobile: 300 × 150

### Mobile



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



**Rubbel Ad**  
300 × 250



**Slider Ad**  
300 × 250



**Sticky Ad**  
320 × 100



**Understitial Ad**  
300 × 480



#### Contact

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



#### More information

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

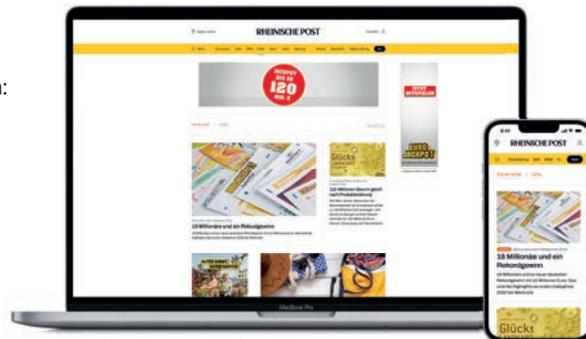
All prices in € plus VAT.

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 advert is placed in the editorial section 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  
Local 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
Fotos <sup>1</sup> pro Bild	29.00	29.00	25.00	25.00

Cost per thousand	Grundpreis			Ortspreis		
	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

**i 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.

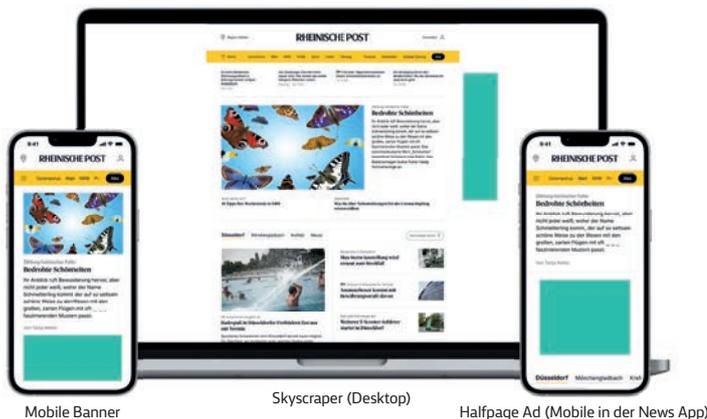
<sup>1</sup>plus Travel expenses <sup>2</sup>The teaser will be displayed alternately on different page types depending on availability until the agreed contact performance is achieved.

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+/News App”

Behind the paywall, around 35,000 RP+ subscribers<sup>1</sup> as well as other “complete package” users access the paid and almost ad-free RP+ to see detailed news, in-depth reports - and your product or company presentation. In combination, your advertising appears in our news app, which has 89,000 users<sup>1</sup>. This is premium advertising in a package in the middle of our quality journalism with four presentation options:



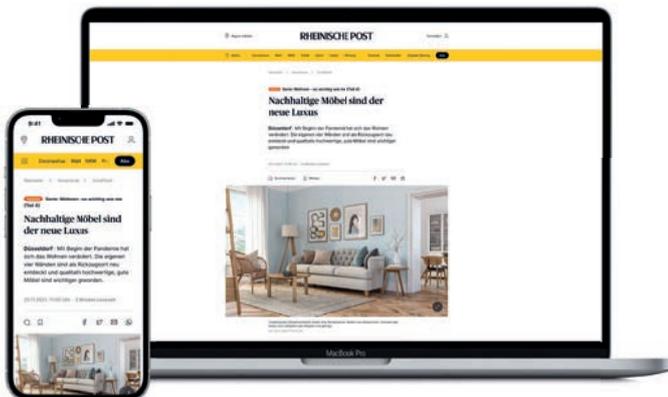
### Display advertising

- Skyscraper (Desktop): 200 × 600 pixels
- Mobile Banner: 300 × 100 pixels
- Half-page Ad (Mobile in the News App): 300 × 600 pixels

### Cost per thousand

Base price € 29.56

Local price € 25.12



### Online advertorial

- 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
- Announced with a picture-text teaser in the editorial environment
- Expandable with photo series, video integrations, social media links and other tools to increase the interaction and information content

### Cost per thousand

Base price € 15.76

Local price € 13.40

Prices plus production costs, see page 7

### 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. In them, we offer your company a special audiovisual presentation space, the pre-roll video:

- Obligatory start as opener (by clicking on the news item)
- Waiting for the video contribution guarantees high user involvement
- Includes countdown to keep inner focused participation

### Cost per thousand

Base price € 30.00

Local price € 26.00



#### Contact

digitalvermarktung@rheinische-post.de



#### More information

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 08/2023

All prices in € plus VAT.

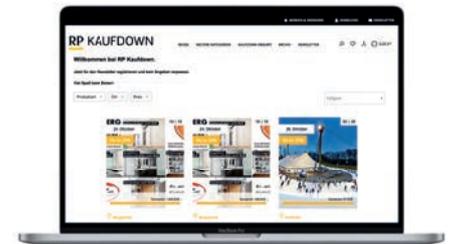
For football fans, bargain hunters and Rhineland enthusiasts: we offer special interest portals to various communities – and advertising space for your company that appeals exactly to your target group.

## RP Kaufdown

In auctions prices go up, but with RP Kaufdown they go down: Our reverse auction is used by over 11,825 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 do this, we advertise the goods or services in advance, along with their retail price. 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. On our two platforms, “FuPa-Niederrhein” and “FuPa Mittelrhein”, up to 175,000 visits and over 2.5 million page impressions can be achieved on match days.<sup>2</sup> Whether it's by header sponsoring, advertorial in the editorial section, with the Liga partnerships or in the social media channels, you'll reach over 75,000 followers on the two Facebook channels, and almost 8,000 on Instagram.<sup>2</sup>

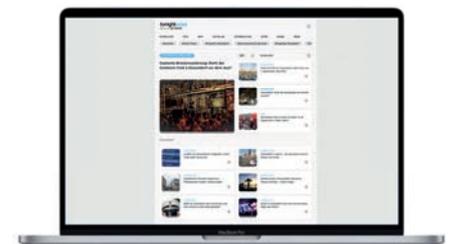


## tonightNEWS

Run by Rhineland connoisseurs who make their users sports connoisseurs, celebrity connoisseurs, football connoisseurs and festival connoisseurs: the portal tonightNEWS. 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



**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 103,552 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 34,970 recipients<sup>1</sup>.

## 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 106,855 recipients<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 5,614 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. 153,684 recipients are reached<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 7,985 subscribers<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. It reaches 26,672 recipients per day<sup>1</sup>.

## RP Start-up update

Exciting start-up news: Every Friday, our business journalists report on the North Rhine-Westphalian start-up scene, reaching 1,802 recipients<sup>1</sup>.

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	750.00	637.50	517.50	439.88
Rheinpegel	Month	550.00	467.50	330.00	280.50
RP Start-up update	Quarter	500.00	425.00	345.00	293.25
RP Final whistle	6 match days	2,040.00	1,734.00	1,407.60	1,196.46
Fohlenfutter	Week	185.00	157.25	126.50	107.53
18fümmenneunzich	Week	185.00	157.25	126.50	107.53



### 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 09/2023 (publisher's 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.

## Brunch

New as of 12/2023: Anything goes at brunch – the main thing is that it tastes good. Helene Pawlitzki talks to top chefs and culinary experts about recipes and products with the best qualities. A podcast for everyone who likes to invest in special moments.



30 minutes

Publication: Saturday

👇 New reaches on request

## Rheinpegel

What moves Düsseldorf? Helene Pawlitzki talks about it: 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

👇 11,213 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

👇 22,612 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

👇 5,568 Downloads and streams<sup>1</sup>

Podcast	Frequency	Sponsoring		Native spot	
		Base price	Local price	Base price	Local price
Brunch	4	937.40	796.79	1,090.00	926.50
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, 09/2023 (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 479,990 followers<sup>1</sup>, we offer the higher-level account @rheinischepost. 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 47,275 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	47,275	1,035.00	880.00

### @meinduesseldorf on Instagram (takeover account)

The profile @meinduesseldorf is popular with its almost 34,650 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	34,650	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 editions, from Mondays to Sundays, we offer you three attention-grabbing types of presence:

### Interstitial

- In the complete edition, THE SUNDAY 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: PDF, size 325 × 480 mm (width x height)



Interstitial  
Verein Tiergarten Kleve e.V.

### 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 € 156.40 | Local price € 132.90

On the one hand, we charge the interstitial at the weekly price of the edition in question, on the other hand we apply the CPT to the ePaper circulation.

### 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 day		Price per week	
		Base price	Local price	Base price	Local price
Complete edition (without BBV)	29,054	2,964.70	2,520.00	11,858.82	10,080.00
D Düsseldorf	10,844	1,324.84	1,126.11	5,299.41	4,504.50
NGZ Neuss-Grevenbroicher Zeitung	3,381	394.05	334.94	1,576.23	1,339.80
MG Mönchengladbach	3,401	441.61	375.37	1,766.47	1,501.50
VIE Viersen	1,469	190.23	161.70	760.94	646.80
KR Krefeld	1,980	244.58	207.90	978.34	831.59
DU Duisburg	563	81.52	69.29	326.11	277.20
KLE Kleve	1,578	210.61	179.02	842.47	716.10
GEL Geldern	1,091	149.47	127.05	597.87	508.19
MO Moers	1,363	176.65	150.15	706.58	600.59
WES Wesel-Dinlaken	967	129.08	109.72	516.34	438.89
OP Rhein-Wupper	1,400	169.84	144.36	679.41	577.50
BM Bergische Morgenpost	535	67.94	57.75	271.76	231.00
SM-RS Solingen-Remscheid	482	67.94	57.75	271.76	231.00

All prices including offsite link, minimum booking volume: € 200.00, Occupancy of business area editions is possible upon request. In addition, 82,954 “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> IWW 2nd quarter 2023, covers sold; <sup>3</sup> Publisher information 11/2023

All prices in € plus VAT.

### Communication solutions

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

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

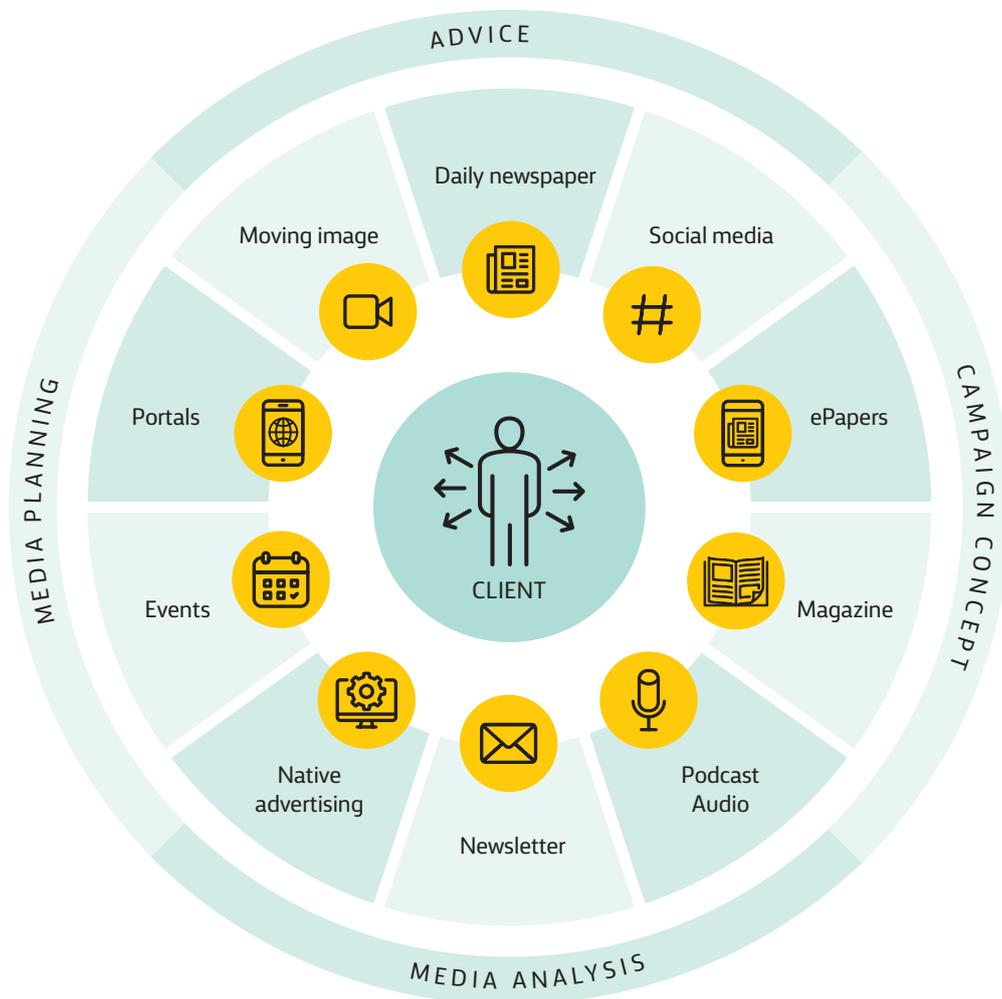
That is why we focus intensively on your requirements and develop individual solutions that accurately convey your message. Our process begins with an intensive exchange with you and the respective media consultants. We want to understand your company and share your vision in order to develop the best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

# CROSS-MEDIA ADVERTISING CIRCULATION AREA

15

Price list no. 88a  
Valid from 1st January 2024

	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

16

Price list no. 88a  
Valid from 1st January 2024

	ZIS-No. <sup>1</sup>	Covers sold	Covers distributed
<b>Complete edition</b>	100247	219,622	225,408
<b>Business area editions</b>			
WR-D Düsseldorf	104530	88,354	90,467
WR-NS Niederrhein-South	104525	50,299	51,498
WR-NN Niederrhein-North	105294	64,924	66,722
WR-BL Bergisches Land	104524	16,045	16,721
<b>District editions</b>			
D Düsseldorf	101381	63,320	64,875
NGZ Neuss-Grevenbroicher Zeitung	100506	25,034	25,592
MG Mönchengladbach	101656	24,484	25,071
VIE Viersen	100804	11,487	11,716
KR Krefeld	101833	14,328	14,711
DU Duisburg	101657	3,332	3,629
KLE Kleve	105303	12,951	13,368
GEL Geldern	101347	8,910	9,133
MO Moers	100546	9,991	10,344
WES Wesel-Dinslaken	103131	6,686	7,113
BBV Bocholter-Borkener Volksblatt	101721	23,054	23,135
OP Rhein-Wupper	100932	8,924	9,249
BM Bergische Morgenpost	105304	4,314	4,450
SM-RS Solingen-Remscheid	105305	2,807	3,022

Circulation: IVW 2nd quarter 2023 (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

17

Price list no. 88a  
Valid from 1st January 2024

Complete edition	Prices	
	per mm	Text section per mm
	32.53	130.12

Base price				
Business area editions		Running text per line	per mm	Text section per mm
WR-D	Düsseldorf	15.09	10.92	43.67
WR-NS	Niederrhein-South	10.87	7.80	31.20
WR-NN	Niederrhein-North	16.28	10.70	42.82
WR-BL	Bergisches Land	6.40	4.53	18.12

Local prices				
Business area editions		Running text per line	per mm	Text section per mm
WR-D	Düsseldorf	12.83	9.28	37.12
WR-NS	Niederrhein-South	9.24	6.63	26.52
WR-NN	Niederrhein-North	13.84	9.10	36.40
WR-BL	Bergisches Land	5.44	3.85	15.40

Obituaries are charged at the above commercial mm price. Except for the Düsseldorf business area edition, where the local price is € 11.14 per mm and the base price is € 13.11 per mm including the obligatory extension to the Düsseldorfer Anzeiger. Further information on page 4.

### Front page placements



#### Bottom right-hand corner space ad<sup>1</sup>

2 columns (105 mm width) ×  
100 mm height

Complete edition: **€ 26,024.00**

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: **€ 11,710.80**

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 **€ 121.60**

Local price **€ 103.40**

Prices per 1,000 copies, excluding production (possible via the publisher). The booking units and print runs for inserts apply (p. 21). Tip-on products are not discounted.



#### Tip-on sticker

76 mm width × 76 mm height  
Placement on front page, above the fold  
Base price **€ 121.60**

Local price **€ 103.40**

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. 21). Tip-on products are not discounted.

**CLICKABLE PRINT ADVERTS:** orders over 100 mm volume are compulsorily linked to your website in the ePaper for a price of € 15.00 per advert, see page 4 for further information.

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

**i** More information  
rp-media.de

**S** Special topics  
rp-media.de

**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 <sup>1</sup>**Calculation** number of text columns × ad height × text part mm price All prices in € plus VAT.

# CROSS-MEDIA ADVERTISING

## DISTRICT EDITIONS

18

Price list no. 88a  
Valid from 1st January 2024

District editions		Base price		
		per line	per mm	Text section per mm
D	Düsseldorf	12.85	8.10	32.42
NGZ	Neuss-Grevenbroicher Zeitung	7.39	4.75	19.01
MG	Mönchengladbach	6.85	4.49	17.98
VIE	Viersen	4.12	2.63	10.54
KR	Krefeld	4.12	2.63	10.54
DU	Duisburg	2.54	1.50	6.02
KLE	Kleve	3.88	2.71	10.82
GEL	Geldern	3.42	2.38	9.51
MO	Moers	3.42	2.38	9.51
WES	Wesel-Dinslaken	2.87	1.85	7.39
BBV	Bocholter-Borkener Volksblatt	4.66	2.59	9.66
OP	Rhein-Wupper	3.41	2.30	9.22
BM	Bergische Morgenpost	3.15	2.20	8.80
SM-RS	Solingen-Remscheid	2.58	1.54	6.16

District editions		Local price		
		per line	per mm	Text section per mm
D	Düsseldorf	10.92	6.89	27.56
NGZ	Neuss-Grevenbroicher Zeitung	6.28	4.04	16.16
MG	Mönchengladbach	5.82	3.82	15.28
VIE	Viersen	3.50	2.24	8.96
KR	Krefeld	3.50	2.24	8.96
DU	Duisburg	2.16	1.28	5.12
KLE	Kleve	3.30	2.30	9.20
GEL	Geldern	2.91	2.02	8.08
MO	Moers	2.91	2.02	8.08
WES	Wesel-Dinslaken	2.44	1.57	6.28
BBV	Bocholter-Borkener Volksblatt	3.96	2.20	8.21
OP	Rhein-Wupper	2.90	1.96	7.84
BM	Bergische Morgenpost	2.68	1.87	7.48
SM-RS	Solingen-Remscheid	2.19	1.31	5.24

Obituaries are charged at the above commercial mm price. Except for the Düsseldorf district edition, where the local price is € 8.27 per mm and the base price is € 9.73 per mm including the obligatory extension to the Düsseldorfer Anzeiger. Further information on page 4.

**CLICKABLE PRINT ADVERTS:** orders over 100 mm volume are compulsorily linked to your website in the ePaper for a price of € 15.00 per advert, see page 4 for further information.



### Contact

mediaberatung@rheinische-post.de



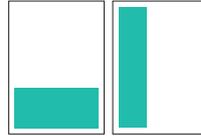
### More information

rp-media.de

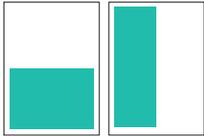
### Placement in the text part



**1/1 page**  
7 columns (325 mm width) × 480 mm height  
Complete edition: € 109,300.80



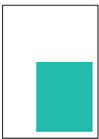
**1/3 page**  
7 columns (325 mm width) × 160 mm height (landscape) or  
2 columns (105 mm width) × 480 mm height (portrait)  
Complete edition: € 36,433.60 (landscape)  
Complete edition: € 36,531.19 (portrait)



**1/2 page**  
7 columns (325 mm width) × 240 mm height (landscape) or  
3 columns (160 mm width) × 480 mm height (portrait)  
Complete edition: € 54,650.40 (landscape)  
Complete edition: € 54,780.52 (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: € 27,325.20 (landscape)  
Complete edition: € 27,390.26 (corner)



**1,000 format, junior page**  
4 columns (215 mm width) × 250 mm height (portrait)  
Complete edition: € 38,060.10



**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: € 648.00

### 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

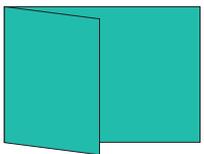
	Minimum height	Maximum height
2 columns (105 mm width)	360 mm	380 mm
3 columns (160 mm width)	240 mm	380 mm
4 columns (215 mm width)	180 mm	380 mm
5 columns (270 mm width)	145 mm	380 mm

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

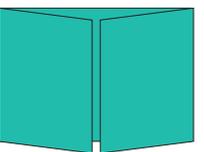
**Calculation in the text part** Please note the conversion factor of 1.17: Number of text columns × 1.17 × Advertisement height × mm price; Number of text columns: 6.

Full width advertisements are charged with 7 columns × advert height × mm price.

### Super-Panorama



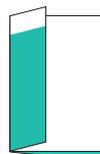
**XL**  
Type area:  
4 × 1/1 page  
1 × double page spread (centrefold inside)



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

The booking units and print runs for inserts apply (p. 21). 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

**CLICKABLE PRINT ADVERTS:** orders over 100 mm volume are compulsorily linked to your website in the ePaper for a price of € 15.00 per advert, see page 4 for further information.



### 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.

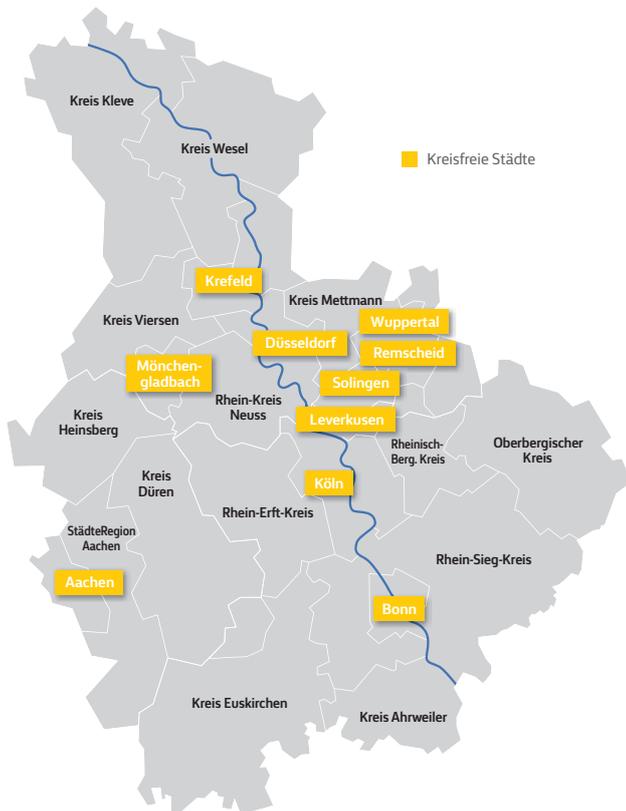
# CROSS-MEDIA ADVERTISING

## LARGEST CONSUMER METROPOLIS IN EUROPE

20

Price list no. 88a  
Valid from 1st January 2024

The ACN combination booking unites the local leading 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)		627,400	639,538
ACN complete subscription newspapers (excluding Express)		587,736	599,730
Aachener Zeitung	100605	72,710	73,593
General-Anzeiger Bonn	100050	51,772	53,163
Rheinische Post incl. Bocholter-Borkener Volksblatt	100247	219,622	225,408
Westdeutsche Zeitung plus with Solinger Tageblatt and Remscheider General-Anzeiger	101183	69,901	72,288
Kölner Stadt-Anzeiger / Kölnische Rundschau	102161	173,731	175,278
Express Gesamt	100348	39.664	39.808

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



### Contact

sales@rheinische-post.de

Circulation of the individual publishers: IVW 2nd quarter 2023 (Monday to Saturday), including ePaper editions. The ACN circulation figures are the sum of the individual publishers' circulations.

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

# CROSS-MEDIA ADVERTISING INSERTS

21

Price list no. 88a  
Valid from 1st January 2024

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	119.90	138.70	156.40	172.80
Local price	101.90	117.90	132.90	146.90

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

## Cross-media editions

Edition	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>Complete edition</b>	241,130	204,400	36,730	264,530	227,800	36,730
<b>District edition</b>						
D Düsseldorf	70,943	60,100	10,843	82,043	71,200	10,843
NGZ Neuss-Grevenbroicher Zeitung	27,081	23,700	3,381	29,581	26,200	3,381
MG Mönchengladbach	26,801	23,400	3,401	29,801	26,400	3,401
VIE Viersen	12,369	10,900	1,469	13,569	12,100	1,469
KR Krefeld	15,580	13,600	1,980	16,780	14,800	1,980
DU Duisburg	3,963	3,400	563	4,363	3,800	563
KLE Kleve	14,078	12,500	1,578	14,778	13,200	1,578
GEL Geldern	9,691	8,600	1,091	10,491	9,400	1,091
MO Moers	10,863	9,500	1,363	11,463	10,100	1,363
WES Wesel-Dinslaken	7,567	6,600	967	7,967	7,000	967
BBV Bocholter-Borkener Volksblatt	24,377	16,700	7,677	24,377	16,700	7,677
OP Rhein-Wupper	9,900	8,500	1,400	10,900	9,500	1,400
BM Bergische Morgenpost	4,735	4,200	535	4,935	4,400	535
SM-RS Solingen-Remscheid	3,182	2,700	482	3,482	3,000	482



**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 2023

All prices in € plus VAT.

## Jobs & careers

Our printed job market as a regional job engine: Real future prospects are published on our Jobs&Careers pages with your job advertisements, from local workshops to international companies. We deepen special professional topics in our regular editorial topic specials.

## You expand your reach across media

With every print ad you benefit from additional online advertising on our regional portals rp-stellenmarkt.de or azubi-nrw.de. As an optional reach upgrade, we offer the premium ad with additional payout on Stellenanzeigen.de at a special price. Further reach features on page 22.

## Employer branding

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

**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.

## Showreel video job advertisement



## Print-Online-Combination

Print	Base price			Local price		
	1st line	per additional line	per mm	1st line	per additional line	per mm
<b>Jobs &amp; careers</b>						
Complete edition	135.02	36.02	21.53	129.62	30.62	18.30
WR-D Düsseldorf	113.06	14.06	10.78	110.95	11.95	9.17
WR-NS Niederrhein-South	109.71	10.71	6.54	108.10	9.10	5.56
WR-NN Niederrhein-North	113.06	14.06	9.02	110.95	11.95	7.67
WR-BL Bergisches Land	105.33	6.33	3.80	104.38	5.38	3.23

Advertisements are compulsorily published for at least € 159.00 as a print-online combination – from the first day of publication (in the newspaper) for 30 days at rp-stellenmarkt.de. The online extension is included in the price per ad for a flow set (for € 99.00 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 Düsseldorfer Anzeiger.

Online renewal	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	159,00	199,00	159,00	199,00
<b>Premium</b> Regio + stellenanzeigen.de	1	565,00	625,00	170,00	210,00

**CLICKABLE PRINT ADVERTS:** orders over 100 mm volume are compulsorily linked to your website in the ePaper for a price of € 15.00 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 ad**  
rp-online.de/anzeigen

## RP STELLENMARKT

Attract the best employees, invest in the future of the Rhineland: We concentrate on our region – and are also very familiar with the local economic and labour market. You can benefit from this in our job exchange rp-stellenmarkt.de. Use these strengths with your digital job offer and your employer portrait!

## Reach upgrades

### stellenanzeigen.de

With our digital premium products, you can benefit from a nationwide display on stellenangebote.de, one of the largest career portals in Germany. Use the active reach management (Smart Reach 2.0) for demand-oriented display in the media network with top-class specialist partner websites from stellenangebote.

### [IT-JOBS]

The specialist portal with the unique “matching machine”, which delivers precisely tailored hit lists thanks to its self-learning algorithm. The job exchange was specifically tailored to the needs of IT learners.



The portal focuses on North Rhine-Westphalia and offers Schoolchildren and students information about industries, job profiles, application forms and training positions. That is why the portal is ideal for employers who specifically target young people in our state



Generate more reach through our network partners and also reach passively searching applicants. The national job exchange uses intelligent system technology to distribute your job offer in the most successful channels and also displays it in social networks via Socialreach.

## Multi-posting

Optimise the visibility of your job advertisement by displaying it in additional advertising media. Choose between different package offers. More information on rp-media.de

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 oder azubi-nrw.de	1	385,00	425,00	199,00	259,00
<b>Premium</b> Regio + stellenanzeigen.de	1	1.125,00	1.250,00	210,00	270,00

Additional prices for quotas and multiposting packages can be found in the respective media data at rp-media.de/digital/classifieds

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
Video view on the start page Video job advertisement and employer video <sup>1</sup>	rp-stellenmarkt.de	30 days	150.00
		90 days	298.00
Regio Refresh	rp-stellenmarkt.de or azubi-nrw.de	1x	35.00
Job portal	jobblitz.de	30 days	350.00
		60 days	399.00
Job portal with an industry focus	it-jobs.de	30 days	415.00
		60 days	455.00

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



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



**More information**  
rp-media.de



**Place your ad**  
rp-online.de/anzeigen

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	36.05	15.05	13.59	33.79	12.79	11.55
WR-D Düsseldorf	35.06	14.06	10.78	32.95	11.95	9.17
WR-NS Niederrhein-South	31.71	10.71	6.54	30.10	9.10	5.56
WR-NN Niederrhein-North	35.06	14.06	9.02	32.95	11.95	7.67
WR-BL Bergisches Land	27.33	6.33	3.80	26.38	5.38	3.23

Advertisements are compulsorily published for € 21.00 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	29.95
10	30 days	149.00
25	30 days	299.50
50	30 days	499.00
100	30 days	799.00

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.  
**€ 599.00/month**

### 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.  
**€ 399.00/year plus property adverts**

**CLICKABLE PRINT ADVERTS:** orders over 100 mm volume are compulsorily linked to your website in the ePaper for a price of € 15.00 per advert, see page 4 for further information.

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

**i** More information  
rp-media.de

**S** Special topics  
rp-media.de

**✍** Place your ad  
rp-online.de/anzeigen

Advertising deadlines for print-online combination Saturday edition: Thur, 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.

### Travel market

Reise & Welt	Base price		Local price	
	per line	per mm	per line	per mm
Complete edition	20.00	15.98	17.00	13.58

Designed advertisements are obligatorily published in combination with the Düsseldorfer Anzeiger.

#### Saturday-Wednesday combination

If the pages Travel & Relaxation (Wednesdays) and Travel & World (Saturdays) are booked consecutively, a 50% discount will be granted on the second advertisement (with the same motif, size and colour).

#### “Travel destination of the week” and “Region of the week”

Present your ad at a discounted fixed price on Saturdays, prominently at the beginning of the Reise & Welt section. Advertise in print with the “Travel destination of the week”; and in the news portal with the “Region of the week”.

Format: 3 columns (138.34 mm width) × 100 mm height

“Travel destination of the week”	Base price € 1,279.00	Local price € 1,087.00
“Region of the week”	Base price € 1,922.00	Local price € 1,634.00

### Events market

Edition	Base price	Local price
	per mm	per mm
Events in the complete edition	32.53	32.53
Culture <sup>1</sup> in the complete edition	13.59	11.55
Events or culture in the Düsseldorf district edition	8.10	6.89

It is possible to book business area editions (p. 17) and other district editions (p. 18).

<sup>1</sup>Prices only apply to ads in the sections “Art” and “Culture” (in the text section, without a minimum size and conversion rate).

**CLICKABLE PRINT ADVERTS:** orders over 100 mm volume are compulsorily linked to your website in the ePaper for a price of € 15.00 per advert, see page 4 for further information.

 <b>Contact</b> classifieds@rheinische-post.de	 <b>More information</b> rp-media.de	 <b>Special topics</b> rp-media.de	 <b>Place your ad</b> rp-online.de/anzeigen
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**Advertising deadlines** Travel market: Saturday edition: Tues, 12 pm; Wednesday edition: Tues, 10 am; Events market: Monday to Friday edition: Previous day, 12 pm; Saturday edition: Wed, 2 pm

**Format specifications** 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

All prices in € plus VAT.

### Marketplace, Education or Marriage Market, Car & Mobile

	Base price		Local price	
	per line	per mm	per line	per mm
Complete edition	15.05	13.59	12.79	11.55

### Marketplace

	Base price		Local price	
	per line	per mm	per line	per mm
WR-D Düsseldorf	14.06	10.78	11.95	9.17
WR-NS Niederrhein-South	10.71	6.54	9.10	5.56
WR-NN Niederrhein-North	14.06	9.02	11.95	7.67
WR-BL Bergisches Land	6.33	3.80	5.38	3.23

Designed advertisements in the Düsseldorf business area edition are mandatory and published in combination with the Düsseldorfer Anzeiger.

### Reduced price fixed formats in the complete edition

Format	Marketplace		Education or Marriage Market		Car & Mobile	
	Base price	Local price	Base price	Local price	Base price	Local price
1 column × 15 mm	94.64	80.50	68.24	58.00	-	-
1 column × 20 mm	124.61	106.00	89.41	76.00	-	-
1 column × 30 mm	184.56	157.00	131.76	112.00	-	-
1 column × 40 mm	-	-	-	-	294.12	250.00
1 column × 50 mm	304.47	259.00	216.47	184.00	-	-
2 columns × 50 mm	605.41	515.00	429.41	365.00	570.59	485.00

Marketplace fixed formats are obligatorily published in combination with the Düsseldorfer Anzeiger.

**CLICKABLE PRINT ADVERTS:** orders over 100 mm volume are compulsorily linked to your website in the ePaper for a price of € 15.00 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 ad**  
rp-online.de/anzeigen

**Advertisement deadlines** Saturday edition: Thur, 1.30 pm; Marriage market Saturday edition: Wed, 2 pm; Wednesday edition: Tues, 10 am

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

**Millimetre prices** apply to black and white and 4 colour 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.

# CONTENT MARKETING

## MOVING IMAGE

27

Price list no. 88a  
Valid from 1st January 2024

Text or video? Text and video! Video is ideal for further highlighting the company's appearance, product or job advertisement – strong and short, in line with our changing viewing habits. Whether placed on YouTube, integrated into our news portal, on social media or on your website: make the most of the advertising potential to generate traffic, increase sales or move people. We produce a wide range of formats, from image and explainer films and infomercials to event documentation, always including design and planning. In addition, we also offer live streaming for panel discussions, press conferences, product presentations and seminars.



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



More information  
[rp-media.de](https://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 2024	Price 1/2 page
<b>Regional print magazines</b>			
Düsseldorf goes out!	20,000	September	2,600.00
1895 Fortuna	12,000	July or August	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	1,407.00

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

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

## Content

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

## Print, layout and digital

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

## Marketing and cost efficiency

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

## Distribution and sales

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

## Extract from our portfolio



### Chamber of Industry and Commerce Magazine

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



### Meerbusch location

Magazine of the economic development of the city of Meerbusch



Schaffrath Inside Employee magazine of the Schaffrath group



### das tor

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



### Sonnenseiten und Sonnenbande

Customer and employee magazine of the traditional Düsseldorf company Sonnen Herzog



### Mein Areal

The location magazine at the Böhler area



### Contact

kundenservice-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 50 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). The exception is when a function such as Smart-Downloading (Eyeblaster) 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

## 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-Heerdt.

**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

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Price list no. 88a  
Valid from 1st January 2024

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

**Foreign Contacts**

Rheinische Post Medien GmbH  
Stefan Groh  
Zülpicher Straße 10  
D-40196 Düsseldorf  
Phone: +49 (0) 211 505-2088  
Fax: +49 (0) 211 505100-2088  
E-mail: sales@rheinische-post.de

**Foreign Contacts Travel**

Rheinische Post Medien GmbH  
Andrea Zadow  
Zülpicher Straße 10  
D-40196 Düsseldorf  
Phone: +49 (0) 211 505-2965  
Fax: +49 (0) 211 505100-2965  
E-mail: 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)