

2026 Einschaltpreise in €

2026 Klassische Werbung: Preis pro Sekunde in €

PG	Jan.	Feb.	Mrz.	Apr.	Mai	Juni	Juli	Aug.	Sept.	Okt.	Nov.	Dez.	Ø Jahr
7	365	420	439	409	376	253	246	246	383	435	461	432	372
8	394	454	474	442	406	273	265	265	414	470	498	466	402
9	435	502	524	488	448	302	293	293	457	519	551	515	444
10	456	525	549	512	470	316	307	307	479	544	577	539	465
11	503	580	605	564	518	349	339	339	528	600	636	595	513
12	529	610	637	594	545	367	356	356	556	632	670	626	540
13	550	634	662	617	567	381	370	370	578	656	696	651	561
14	582	671	701	653	600	404	392	392	612	695	737	689	594
15	606	698	729	680	624	420	408	408	637	723	766	717	618
16	662	763	797	743	682	459	446	446	695	790	837	783	675
17	682	786	821	766	703	473	459	459	717	814	863	807	696
18	726	837	874	815	748	504	489	489	763	867	919	860	741
19	794	915	956	891	818	551	535	535	834	948	1.004	940	810
20	835	963	1.005	937	861	579	562	562	878	997	1.056	988	852
21	870	1.003	1.048	977	897	604	586	586	915	1.039	1.101	1.030	888
22	914	1.054	1.101	1.026	942	634	616	616	961	1.092	1.157	1.082	933
23	959	1.106	1.155	1.077	989	666	646	646	1.008	1.145	1.214	1.136	979
24	992	1.144	1.194	1.113	1.022	688	668	668	1.042	1.184	1.255	1.174	1.012
25	1.058	1.220	1.274	1.188	1.091	734	713	713	1.112	1.264	1.339	1.253	1.080
26	1.103	1.271	1.328	1.238	1.136	765	743	743	1.159	1.316	1.395	1.305	1.125
27	1.135	1.309	1.366	1.274	1.170	787	764	764	1.193	1.355	1.436	1.343	1.158
28	1.171	1.350	1.410	1.315	1.207	813	789	789	1.231	1.398	1.482	1.386	1.195

2026 Klassische Werbung: Preis für 15 Sekunden in €

PG	Jan.	Feb.	Mrz.	Apr.	Mai	Jun	Jul	Aug.	Sept.	Okt.	Nov.	Dez.	Ø Jahr
7	5.475	6.300	6.585	6.135	5.640	3.795	3.690	3.690	5.745	6.525	6.915	6.480	5.580
8	5.910	6.810	7.110	6.630	6.090	4.095	3.975	3.975	6.210	7.050	7.470	6.990	6.030
9	6.525	7.530	7.860	7.320	6.720	4.530	4.395	4.395	6.855	7.785	8.265	7.725	6.660
10	6.840	7.875	8.235	7.680	7.050	4.740	4.605	4.605	7.185	8.160	8.655	8.085	6.975
11	7.545	8.700	9.075	8.460	7.770	5.235	5.085	5.085	7.920	9.000	9.540	8.925	7.695
12	7.935	9.150	9.555	8.910	8.175	5.505	5.340	5.340	8.340	9.480	10.050	9.390	8.100
13	8.250	9.510	9.930	9.255	8.505	5.715	5.550	5.550	8.670	9.840	10.440	9.765	8.415
14	8.730	10.065	10.515	9.795	9.000	6.060	5.880	5.880	9.180	10.425	11.055	10.335	8.910
15	9.090	10.470	10.935	10.200	9.360	6.300	6.120	6.120	9.555	10.845	11.490	10.755	9.270
16	9.930	11.445	11.955	11.145	10.230	6.885	6.690	6.690	10.425	11.850	12.555	11.745	10.125
17	10.230	11.790	12.315	11.490	10.545	7.095	6.885	6.885	10.755	12.210	12.945	12.105	10.440
18	10.890	12.555	13.110	12.225	11.220	7.560	7.335	7.335	11.445	13.005	13.785	12.900	11.115
19	11.910	13.725	14.340	13.365	12.270	8.265	8.025	8.025	12.510	14.220	15.060	14.100	12.150
20	12.525	14.445	15.075	14.055	12.915	8.685	8.430	8.430	13.170	14.955	15.840	14.820	12.780
21	13.050	15.045	15.720	14.655	13.455	9.060	8.790	8.790	13.725	15.585	16.515	15.450	13.320
22	13.710	15.810	16.515	15.390	14.130	9.510	9.240	9.240	14.415	16.380	17.355	16.230	13.995
23	14.385	16.590	17.325	16.155	14.835	9.990	9.690	9.690	15.120	17.175	18.210	17.040	14.685
24	14.880	17.160	17.910	16.695	15.330	10.320	10.020	10.020	15.630	17.760	18.825	17.610	15.180
25	15.870	18.300	19.110	17.820	16.365	11.010	10.695	10.695	16.680	18.960	20.085	18.795	16.200
26	16.545	19.065	19.920	18.570	17.040	11.475	11.145	11.145	17.385	19.740	20.925	19.575	16.875
27	17.025	19.635	20.490	19.110	17.550	11.805	11.460	11.460	17.895	20.325	21.540	20.145	17.370
28	17.565	20.250	21.150	19.725	18.105	12.195	11.835	11.835	18.465	20.970	22.230	20.790	17.925

2026 Klassische Werbung: Preis für 20 Sekunden in €

PG	Jan.	Feb.	Mrz.	Apr.	Mai	Jun	Jul	Aug.	Sept.	Okt.	Nov.	Dez.	Ø Jahr
7	7.300	8.400	8.780	8.180	7.520	5.060	4.920	4.920	7.660	8.700	9.220	8.640	7.440
8	7.880	9.080	9.480	8.840	8.120	5.460	5.300	5.300	8.280	9.400	9.960	9.320	8.040
9	8.700	10.040	10.480	9.760	8.960	6.040	5.860	5.860	9.140	10.380	11.020	10.300	8.880
10	9.120	10.500	10.980	10.240	9.400	6.320	6.140	6.140	9.580	10.880	11.540	10.780	9.300
11	10.060	11.600	12.100	11.280	10.360	6.980	6.780	6.780	10.560	12.000	12.720	11.900	10.260
12	10.580	12.200	12.740	11.880	10.900	7.340	7.120	7.120	11.120	12.640	13.400	12.520	10.800
13	11.000	12.680	13.240	12.340	11.340	7.620	7.400	7.400	11.560	13.120	13.920	13.020	11.220
14	11.640	13.420	14.020	13.060	12.000	8.080	7.840	7.840	12.240	13.900	14.740	13.780	11.880
15	12.120	13.960	14.580	13.600	12.480	8.400	8.160	8.160	12.740	14.460	15.320	14.340	12.360
16	13.240	15.260	15.940	14.860	13.640	9.180	8.920	8.920	13.900	15.800	16.740	15.660	13.500
17	13.640	15.720	16.420	15.320	14.060	9.460	9.180	9.180	14.340	16.280	17.260	16.140	13.920
18	14.520	16.740	17.480	16.300	14.960	10.080	9.780	9.780	15.260	17.340	18.380	17.200	14.820
19	15.880	18.300	19.120	17.820	16.360	11.020	10.700	10.700	16.680	18.960	20.080	18.800	16.200
20	16.700	19.260	20.100	18.740	17.220	11.580	11.240	11.240	17.560	19.940	21.120	19.760	17.040
21	17.400	20.060	20.960	19.540	17.940	12.080	11.720	11.720	18.300	20.780	22.020	20.600	17.760
22	18.280	21.080	22.020	20.520	18.840	12.680	12.320	12.320	19.220	21.840	23.140	21.640	18.660
23	19.180	22.120	23.100	21.540	19.780	13.320	12.920	12.920	20.160	22.900	24.280	22.720	19.580
24	19.840	22.880	23.880	22.260	20.440	13.760	13.360	13.360	20.840	23.680	25.100	23.480	20.240
25	21.160	24.400	25.480	23.760	21.820	14.680	14.260	14.260	22.240	25.280	26.780	25.060	21.600
26	22.060	25.420	26.560	24.760	22.720	15.300	14.860	14.860	23.180	26.320	27.900	26.100	22.500
27	22.700	26.180	27.320	25.480	23.400	15.740	15.280	15.280	23.860	27.100	28.720	26.860	23.160
28	23.420	27.000	28.200	26.300	24.140	16.260	15.780	15.780	24.620	27.960	29.640	27.720	23.900

2026 Klassische Werbung: Preis für 30 Sekunden in €

PG	Jan.	Feb.	Mrz.	Apr.	Mai	Jun	Jul	Aug.	Sept.	Okt.	Nov.	Dez.	Ø Jahr
7	10.950	12.600	13.170	12.270	11.280	7.590	7.380	7.380	11.490	13.050	13.830	12.960	11.160
8	11.820	13.620	14.220	13.260	12.180	8.190	7.950	7.950	12.420	14.100	14.940	13.980	12.060
9	13.050	15.060	15.720	14.640	13.440	9.060	8.790	8.790	13.710	15.570	16.530	15.450	13.320
10	13.680	15.750	16.470	15.360	14.100	9.480	9.210	9.210	14.370	16.320	17.310	16.170	13.950
11	15.090	17.400	18.150	16.920	15.540	10.470	10.170	10.170	15.840	18.000	19.080	17.850	15.390
12	15.870	18.300	19.110	17.820	16.350	11.010	10.680	10.680	16.680	18.960	20.100	18.780	16.200
13	16.500	19.020	19.860	18.510	17.010	11.430	11.100	11.100	17.340	19.680	20.880	19.530	16.830
14	17.460	20.130	21.030	19.590	18.000	12.120	11.760	11.760	18.360	20.850	22.110	20.670	17.820
15	18.180	20.940	21.870	20.400	18.720	12.600	12.240	12.240	19.110	21.690	22.980	21.510	18.540
16	19.860	22.890	23.910	22.290	20.460	13.770	13.380	13.380	20.850	23.700	25.110	23.490	20.250
17	20.460	23.580	24.630	22.980	21.090	14.190	13.770	13.770	21.510	24.420	25.890	24.210	20.880
18	21.780	25.110	26.220	24.450	22.440	15.120	14.670	14.670	22.890	26.010	27.570	25.800	22.230
19	23.820	27.450	28.680	26.730	24.540	16.530	16.050	16.050	25.020	28.440	30.120	28.200	24.300
20	25.050	28.890	30.150	28.110	25.830	17.370	16.860	16.860	26.340	29.910	31.680	29.640	25.560
21	26.100	30.090	31.440	29.310	26.910	18.120	17.580	17.580	27.450	31.170	33.030	30.900	26.640
22	27.420	31.620	33.030	30.780	28.260	19.020	18.480	18.480	28.830	32.760	34.710	32.460	27.990
23	28.770	33.180	34.650	32.310	29.670	19.980	19.380	19.380	30.240	34.350	36.420	34.080	29.370
24	29.760	34.320	35.820	33.390	30.660	20.640	20.040	20.040	31.260	35.520	37.650	35.220	30.360
25	31.740	36.600	38.220	35.640	32.730	22.020	21.390	21.390	33.360	37.920	40.170	37.590	32.400
26	33.090	38.130	39.840	37.140	34.080	22.950	22.290	22.290	34.770	39.480	41.850	39.150	33.750
27	34.050	39.270	40.980	38.220	35.100	23.610	22.920	22.920	35.790	40.650	43.080	40.290	34.740
28	35.130	40.500	42.300	39.450	36.210	24.390	23.670	23.670	36.930	41.940	44.460	41.580	35.850