

RATE CARD

CHIP

NO. 46A

VALID FROM 01.01.2021



OUR BRAND WORLD

CHIP, CHIP FOTO-VIDEO and NPhoto accompany the digital revolution on all levels. Together with CHIP Online they constitute Germany's leading tech media brand.



CHIP



CHIP FOTO-VIDEO



N! 5<A<

MAGAZINE PORTRAIT


For over 40 years CHIP reports about the digital revolution, which has not ended with the Smartphone, LTE and Windows 10. It has just started: The digitalization has expanded into all spheres of our lives and having a lasting impact on them.

CHIP covers the digital revolution from every angle

CHIP tracks the innovations in the R&D labs and presents the technological visions of each major industry and branch. At the same time, the CHIP Test Center examines how well these visions are translated into concrete products that are available on the market. Hands-on projects illustrate the optimal use of these products, as well as solutions on emerging issues which arise from a user's perspective.



 Age
Ø 39 Years

 Gender
89 % Men

 Net income
Ø 3,642 €

KEY DATA

Frequency of publication	monthly
Copy price	7.95 €
Basic rate (1/1 4c page)	18,600.00 €
Print run as of II/2019	82,102
Total readership	1,802,000

Sources: IVW II/2020, ma 2020 II

FORMATS & RATES PRINT

STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
1/1 page	190 x 250	215 x 280	18,600.00 €
2/1 page	414 x 250	430 x 280	37,200.00 €
2/3 page vertical	126 x 250	143 x 280	13,030.00 €
2/3 page horizontal	190 x 176	215 x 186	13,030.00 €
1/2 page vertical	95 x 250	107 x 280	9,760.00 €
1/2 page horizontal	190 x 125	215 x 140	9,760.00 €
1/2 page corner ad	126 x 176	142 x 185	10,690.00 €
1/3 page vertical	60 x 250	71 x 280	6,820.00 €
1/3 page horizontal	190 x 84	215 x 93	6,820.00 €
1/4 page vertical	42 x 250	53 x 280	5,350.00 €
1/4 page horizontal	190 x 62	215 x 70	5,350.00 €
1/1 page Tech Section	190 x 250	215 x 280	7,500.00 €
1/2 page Tech Section vertical	95 x 250	107 x 280	3,940.00 €
1/2 page Tech Section horizontal	190 x 125	215 x 140	3,940.00 €
1/3 page Tech Section vertical	60 x 250	71 x 280	2,750.00 €
1/3 page Tech Section horizontal	190 x 84	215 x 93	2,750.00 €
1/4 page Tech Section vertical	42 x 250	53 x 280	2,160.00 €
1/4 page Tech Section horizontal	190 x 62	215 x 70	2,160.00 €

* Width x height in mm

TRIMMING EDGE

Repro formats, bleed plus 4 mm trim on all sides. For double-page ads, a creep adjustment of 4 mm on both pages must be taken into account.

FORMATS & PRICES PRINT

SPECIAL PLACEMENTS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
Inside Front Cover	190 x 250	215 x 280	21,390.00 €
Inside Back Cover	190 x 250	215 x 280	20,460.00 €
Back Cover	190 x 250	215 x 280	22,320.00 €
1/1 page, 1st right/left hand page in magazine	190 x 250	215 x 280	20,460.00 €
Opening Spread	414 x 250	430 x 280	41,850.00 €

* Width x height in mm

ADVERTORIALS

Formats and prices for advertorials created by the editorial team (print and online) on request. For more information, please visit bcn.burda.com/advertising-solutions/print/native-ads/.

CONSECUTIVE ADS:

5 % surcharge on two or more adverts on consecutive partial-page ads.

FIXED PLACEMENTS:

Agreed fixed placements (e.g. first for a business line, commodity group, etc.) entitle the publisher to bill a placement surcharge.

TRIM

Repro formats, bleed plus 4 mm trim on all sides. For double-page ads, a creep adjustment of 4 mm on both pages must be taken into account.

FORMATS & RATES PRINT

DISCOUNTS

BY FREQUENCY	DISCOUNT	BY VOLUME	DISCOUNT
3 ads	3%	3 pages	5 %
6 ads	5 %	6 pages	10 %
9 ads	10 %	9 pages	15 %
12 ads	15 %	12 pages	20 %
15 ads	20 %	15 pages	25 %
18 ads	25 %	18 pages	30 %
24 ads	35 %	24 pages	40 %

SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	TOPICS**
02/2021	02.01.21	01.12.20	04.12.20	
03/2021	05.02.21	08.01.21	13.01.21	
04/2021	05.03.21	05.02.21	10.02.21	Special: Technology
05/2021	01.04.21	04.03.21	09.03.21	
06/2021	07.05.21	09.04.21	14.04.21	
07/2021	04.06.21	04.05.21	07.05.21	Special: Automotive/E-Mobility
08/2021	02.07.21	04.06.21	09.06.21	
09/2021	06.08.21	09.07.21	14.07.21	
10/2021	03.09.21	06.08.21	11.08.21	
11/2021	01.10.21	03.09.21	08.09.21	Special: Smart Home
12/2021	05.11.21	07.10.21	12.10.21	
01/2022	03.12.21	05.11.21	10.11.21	CHIP Xmas-Promotion

* Closing & cancellation date
Closing dates for ad specials, special formats, special placements on request
** Subject to change

AD SPECIALS PRINT

PRICES PER THOUSAND
IN €

CIRCULATION EXCL.
SUBSCRIPTIONS

SUBSCRIPTION
CIRCULATION

Bound inserts

up to 4 pages	105 €	140 €
up to 6 pages	125 €	160 €
up to 8 pages	145 €	190 €
up to 12 pages	175 €	240 €
up to 16 pages	200 €	275 €

Glued-on inserts

Postcard up to 10 g	60 €	90 €
Other Tip-ins up to 20 g	75 €	105 €
Tip-ins over 20 g	upon request	upon request

Loose inserts

up to 20 g	105 €	140 €
up to 30 g	115 €	160 €
up to 40 g	125 €	180 €
up to 50 g	135 €	200 €
over 50 g	upon request	upon request

Additional ad specials available on request.

Prices apply for the booking of at least the entire domestic print run.

Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For these, an additional 20 % per thousand will be charged.

A split-run advertising surcharge of 20 % applies for booking subscription circulation only.

Minimum booking for all ad specials: 20,000 copies.

The publisher reserves the right to reschedule bookings with less than domestic print run.

*Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales..

Calculation basis: The calculation basis is the planned circulation or IVW quarterly report upon order confirmation, exclusive of the respective e-paper copies.

All tariff ad specials are eligible for discount and count towards the annual agreement commitment.

Order and cancellation date: See "special closing dates" on page "Schedule & Topics Print"; due to limited availability, we strongly recommend booking as early as possible.

Delivered quantity: The delivered quantity is based on the planned print run or IVW quarterly report valid at the date of the order confirmation, plus 2 % surplus. In order to react to circulation fluctuations at short notice, we recommend contacting our Print Management/Placement (see "Your Personal Contacts" page) one more time before production start.

Please find the **delivery address and deadline** on the respective order confirmation. An incoming goods inspection does not take place at the printing plant.

Conditions of delivery: Ad specials must be delivered in accordance with the guidelines of the Bundesverband für Druck und Medien (German Association of Print and Media), and be clearly marked with the name of the publication and issue. Material must be delivered, carriage paid, to the address where it will be processed.

Proviso: Should any processing problems arise, completion of the circulation takes priority over ad special processing.

AdSpecial Portal: Binding technical information on Ad Specials and information on deadlines, samples and delivery for the participating objects is available for download at adspecial-portal.de.

Glued-on inserts: The basis is a 1/1 carrier advertisement.

Sample products: An additional postal fee applies to samples and objects over 2.5 mm thickness.

Samples must be presented by the closing date at the latest. For product samples 50 pieces are required up front. For all other ad specials a minimum of 5 samples are required. To be sent: AdTech Factory GmbH & Co. KG, Print Management, Hauptstraße 127, 77652 Offenburg, Germany.

AD COMBINATIONS

The reduced combination special price for the combination of advertisements is based on a comparison of separate advertisement bookings. To this end, the advertisements of an advertiser with an identical product/creation in the same format must appear in all magazines in parallel issues.

The combination special price cannot be guaranteed for special placements and can only be applied to the formats outlined here.

Combined discount in %

AD COMB.1: CHIP DIGITAL-IMAGING COMBINATION

5.00

CHIP + CHIP FOTO-VIDEO:
Reach over 1.97 Mio. Net Contacts

AD COMBINATION RATES

FORMAT

AD COMB.1

1/1 page	28,310.00 €
2/1 page	56,620.00 €
1/2 page vertical	14,858.00 €
1/2 page horizontal	14,858.00 €
1/3 page vertical	10,374.00 €
1/3 page horizontal	10,374.00 €
1/4 page vertical	8,141.50 €
1/4 page horizontal	8,141.50 €

For ad combinations the same discounts (by frequency & volume) apply according to the CHIP price list.

TECHNICAL SPECIFICATIONS PRINT



TECHNICAL DATA

For current and binding technical data, log onto duon-portal.de.

Also available as PDF download.

DELIVERY OF PRINTER'S COPY

Please deliver all copies electronically to duon-portal.de.

For support please e-mail

support@duon-portal.de

or call +49 (0)40 37 41 17 50

GENERAL LEGAL NOTICE

The warranty claims specified in the publishers' general terms and conditions apply only when the certified technical requirements and standards published in the DUON portal have been fulfilled as well as the delivery has been carried out via the DUON portal. This also holds when data are provided without proof.



ONLINE ADVERTISEMENT BOOKING

The current, binding technical advertisement bookings can also be sent via the online booking system (OBS) obs-portal.de.

YOUR PERSONAL CONTACTS

Adress Munich: Arabellastraße 23 · 81925 München

BCN

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ADTECH FACTORY GMBH & CO. KG

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Published

monthly

First day of sale

First Friday (subject to change)

Place of publication

Munich
PZN
508072

Bank accounts

Commerzbank AG
IBAN: DE54 6808 0030 0723 4120 00
BIC: DRES DEFF 680

UniCredit Bank AG
IBAN: DE19 7002 0270 0015 0249 05
BIC: HYVEDEMMXXX

Terms of payment - Print

Invoices are due in net 30 days after the invoice date. The publisher guarantees a 2 per cent discount for advance payments, provided that the invoice amount is submitted on the publication date of the issue in which the advertisement is published at the latest and no older invoices are outstanding. In the event that the payment target is exceeded, default interest pursuant to Clause 11 of the Terms and Conditions of 5 per cent is calculated based on the respective base rate pursuant to Section 1 (1) of the German Discount Rate Transition Law (Diskontsatz-Überleitungs-Gesetz – DÜG). All prices are net prices. The statutory value-added tax is added. Direct debit is possible.

Terms of payment - Digital

Invoices are due in net 30 days after the invoice date. The publisher guarantees a 2 per cent discount for payments within 14 days, provided that no older invoices are outstanding. In the event that the payment target is exceeded, default interest pursuant to Clause 11 of the Terms and Conditions of 5 per cent is calculated based on the respective base rate pursuant to Section 1 (1) of the German Discount Rate Transition Law (Diskontsatz-Überleitungs-Gesetz – DÜG). All prices are net prices. The statutory value-added tax is added. Direct debit is possible.

Terms and conditions

All ad orders are exclusively carried out pursuant to the General Terms and Conditions. These are to be requested directly from BCN or can be viewed online at bcn.burda.com/terms-conditions/.