

# RATE CARD

## 2050

No. 2022b

Valid from 01.07.2022

Game-Changer! In 10 Schritten Teil des Wandels werden

# 20|50

ZUKUNFT IST JETZT

SCANNEN

A. Coesherhaft	B. Umwelt	C. Wirtschaft	D. Kultur
Alte Welt, Neues – jetzt	Land, Meer, Fluss, Stadt, Wald	Ökonomie, Ökologie, Ökonomie	Culturelle Erneuerung

FSM | @FSM | 2022

**& new for free**

Status: 01.06.2022

# BCN.

[brand-community-network.com](https://brand-community-network.com)

## PUBLISHER'S DATA

### **Publisher**

M.I.G. Medien Innovation GmbH  
Hubert-Burda-Platz 1  
D-77652 Offenburg

### **Print Management/Placement**

Gudrun Nauder  
AdTech Factory GmbH  
Arabellastraße 23  
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P +49 89 9250 2132  
[gudrun.nauder@adtechfactory.com](mailto:gudrun.nauder@adtechfactory.com)

### **Ad Management/Order Management**

AdTech Factory GmbH  
Hauptstraße 127  
D-77652 Offenburg  
T +49 781 84 2708  
[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

### **Frequency of publication & on sale date**

2x per year (subject to change)

### **Place of publication**

Munich, PZN 513936

### **Bank accounts:**

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

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 and conditions:**

All ad orders are exclusively carried out pursuant to the General Terms and Conditions. These have to be requested directly from BCN or can be viewed online at:

[brand-community-network.com/terms-conditions](http://brand-community-network.com/terms-conditions)

### **Technical data:**

For current and binding technical data, log onto [duon-portal.de](http://duon-portal.de). Also available as PDF download.

[duon-portal.de/](http://duon-portal.de/)

### **Delivery of printer's copy:**

Please upload all copies electronically to [duon-portal.de](http://duon-portal.de). For support please e-mail [support@duon-portal.de](mailto:support@duon-portal.de) or call +49 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 on 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-portal.de/](http://obs-portal.de/)

## FORMATS & RATES

Format	Rate
1/1 page incl. one digital ad	24,400 €
2/1 page incl. two digital ads	48,800 €

**Digital ads:**

For each ad page that is booked, client receives an advertising area within the interactive e-magazine. Possible formats: Video ads, photo ads, interactive ads, music files. More on request.

**Type area format:**

On request.

## AD SPECIALS

Format	Fixed rate
<b>Bound inserts</b> up to 12 pages	12,732 €
<b>Glued-on inserts</b> up to 20 g	4,138 €

### Additional ad specials available on request.

Prices apply for the booking of at least the entire domestic print run.  
The publisher reserves the right to reschedule bookings with less than domestic print run.

A minimum run of 30,000 copies applies for all ad specials.

**All ad specials above are count towards the annual agreement commitment, not eligible for further discountable**

#### Calculation basis:

The calculation basis is the planned circulation upon order confirmation, exclusive of the respective e-magazine.

#### 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.

#### Delivery address and deadline:

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. The material must be delivered, carriage paid, to the address where it will be processed.

#### 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.

#### 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](http://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:

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, Print Management, Hauptstraße 127, 77652 Offenburg, Germany.

## SCHEDULE

The BCN topic preview tool provides you with attractive themes or specials:

[brand-community-network.com/topic-preview-tool](http://brand-community-network.com/topic-preview-tool)

No.	On sale date	Closing date*	Copy date**	Special closing date***
1/22	22.04.22	28.02.22	07.03.22	07.02.22
2/22	17.10.22	22.08.22	29.08.22	01.08.22

\* Closing & cancellation date

\*\* Delivery date for printer's copies

\*\*\* Closing & cancellation date for ad specials, special formats, special placements

# YOUR PERSONAL CONTACTS

Here you can find an overview about all contacts:

[brand-community-network.com/contact](http://brand-community-network.com/contact)

## BCN CLIENT SERVICES

### CEO

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## BCN INTERNATIONAL SALES

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