

# RATE CARD

## ELLE ACCESSOIRES

No. 2022b

Valid from 01.07.2022



Status: 01.06.2022

**BCN.**

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

## PUBLISHER'S DATA

**Publisher**

Burda Hearst Publishing GmbH  
 Arabellastraße 23  
 D-81925 München

**Brand Director**

Elfi Langefeld  
 P +49 89 9250 1294  
[elfi.langefeld@burda.com](mailto:elfi.langefeld@burda.com)

**Print Management/Placement**

Gudrun Nauder  
 AdTech Factory GmbH  
 Arabellastraße 23  
 D-81925 München  
 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 3751  
[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

**Frequency of publication  
& on sale date**

2x yearly, Wednesday (subject to change)

**Place of publication**

Munich, PZN 511222

**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:**

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)

**Guaranteed circulation:**

Information on guaranteed circulation can be found here:

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

**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	Placement	Bleed format*	Rate
2/1 page	Standard	406 x 275	43,600 €
1/1 page	Standard	203 x 275	21,800 €
2/1 page	Opening Spread	406 x 275	60,900 €
1/1 page	Outside back cover	203 x 275	28,100 €

\*width x height in mm

### Ad combinations:

The reduced combination special price for the combination of advertisements is based on 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.

### Advertorials:

Formats and prices for advertorials created by the editorial team on request. For more information, please visit [brand-community-network.com/advertisingsolutions/print/native-ads](http://brand-community-network.com/advertisingsolutions/print/native-ads)

### Consecutive Ads:

Surcharge on two or more adverts on consecutive partial-page ads: 10%

### Fixed placements:

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

### Type area format:

On request.

### Digital rate card:

Please find the digital rate card here:

[brand-community-network.de/advertisingsolutions/digital/prices](http://brand-community-network.de/advertisingsolutions/digital/prices)

# AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*
<b>Bound inserts (15%/10% surcharge for the 1st/2nd bound insert)</b>	
up to 4 pages	228 €
up to 4 pages with additional produc	260 €
up to 8 pages	271 €
up to 8 pages with additional produc	292 €
up to 12 pages	302 €
<b>Glued-on inserts (15%/10% surcharge for the 1st/2nd bound insert)</b>	
Postcard / booklet up to 10 g	143 €
Postcard / booklet up to 20 g	143 €
Sample up to 10 g	154 €
Sample up to 20 g	154 €
Flatspray up to 10 g	196 €
<b>Loose inserts</b>	
up to 20 g	265 €
up to 30 g	276 €
up to 40 g	276 €
up to 50 g	276 €

Additional ad specials available on request.

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

A minimum run of 70.000 copies applies for all ad specials.

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

**Calculation basis:**

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

**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***
01/22	28.09.22	03.08.22	10.08.22	20.07.22

\* 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

Burkhard Graßmann

P +49 89 9250 2707

[burkhard.grassmann@burda.com](mailto:burkhard.grassmann@burda.com)

## BCN INTERNATIONAL SALES

### Head of International Sales

Silke Noak

P +49 89 9250 4653

M +49 151 526 38 646

[silke.noak@burda.com](mailto:silke.noak@burda.com)

### Austria

Tatjana Franek

M +43 664 1275845

[tatjana.franek@burda.com](mailto:tatjana.franek@burda.com)

### Other countries - Lagardère Global Advertising

Julian Daniel

P +33 1 4134 9051

[juliandaniel@lagardere-active.com](mailto:juliandaniel@lagardere-active.com)

## ADTECH FACTORY GMBH

### CEO

Burkhard Graßmann

P + 49 89 9250 2707

[burkhard.grassmann@burda.com](mailto:burkhard.grassmann@burda.com)

### Ad Management/ Order Management

P +49 781 84 3751

[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

### Print Management/ Placement

Gudrun Nauder

P +49 89 9250 2132

[gudrun.nauder@adtechfactory.com](mailto:gudrun.nauder@adtechfactory.com)

### Print Management/ Production

P +49 781 84 2629

[sammelanfragen-production@adtechfactory.com](mailto:sammelanfragen-production@adtechfactory.com)

## PUBLISHER MANAGEMENT PREMIUM

### Head of Publ. Management

Sabine Adleff

P +49 89 9250 2088

[sabine.adleff@burda.com](mailto:sabine.adleff@burda.com)

### Senior Publisher Manager

Ilka Hoffmann

P +49 89 9250 3976

[ilka.hoffmann@burda.com](mailto:ilka.hoffmann@burda.com)

### Publisher Manager

Patricia Loehr

P +49 89 9250 1862

[patricia.loehr@burda.com](mailto:patricia.loehr@burda.com)