

RATE CARD

FOCUS-BUSINESS

No. 2022a

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BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

BurdaVerlag Data Publishing GmbH,
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Frequency of publication

& on sale date
4 x p.a., Saturday (subject to change)

Place of publication

Munich, PZN 508290

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

Technical data:

For current and binding technical data, log onto duon-portal.de. Also available as PDF download.
duon-portal.de/

Delivery of printer's copy:

Please upload all copies electronically to duon-portal.de. For support please e-mail 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/

FORMATS & RATES

Format	Placement	Bleed format*	Rate
1/1 page	Standard	200 x 287	15,800 €
2/1 page	Standard	400 x 287	31,600 €
1/2 page vertical	Standard	96 x 287	9,900 €
1/2 page horizontal	Standard	200 x 142	9,900 €
1/3 page vertical	Standard	66 x 287	7,200 €
1/3 page horizontal	Standard	200 x 94	7,200 €
1/1 page	inside front cover	200 x 287	18,000 €
1/1 page	inside back cover	200 x 287	18,200 €
1/3 page vertical	facing TOC	66 x 287	8,000 €
1/3 page vertical	facing editor's letter	66 x 287	8,000 €
1/1 page	1st RHP ad	200 x 287	17,300 €
2 x 1/2 page horizontal across gutter	Standard	400 x 142	19,800 €
2 x 1/3 page horizontal across gutter	Standard	400 x 94	14,300 €
2/1 page	Opening Spread	400 x 287	42,400 €
2/1 page	1st DPS	400 x 287	34,500 €

*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

Consecutive Ads:

Surcharge on two or more adverts on consecutive partial-page ads: 5%

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

SCHEDULE

The BCN topic preview tool provides you with attractive themes or specials: brand-community-network.com/topic-preview-tool

No.	On sale date	Closing date*	Copy date**	Special closing date***
01/22	19.02.2022	24.01.2022	26.01.2022	
02/22	15.10.2022	19.09.2022	21.09.2022	
03/22	26.11.2022	31.10.2022	02.11.2022	

* 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

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