

# RATE CARD

## FOOD KASSENSCHLAGER

No. 2022a

Valid from 01.07.2022



KASSENSCHLAGER

Status: 01.06.2022

# BCN.

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

# PUBLISHER'S DATA

## **Publisher**

Hubert Burda Media Holding  
Kommanditgesellschaft  
München  
Arabellastraße 23  
D-81925 München

## **Offenburg**

Hauptstraße 130  
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## **Print Management/Placement**

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## **Place of publication**

Offenburg  
PZN:  
594857 Meine Familie & ich  
523603 Lust auf Genuss  
503760 das schmeckt!

## **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)

## **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

## **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/)

# AD COMBINATIONS

The reduced combination special price for the combination of advertisements is based on a comparison of separate advertisement bookings.

## Requirements:

1. The advertisements of an advertiser with an identical product/creation in the same format must appear in all magazines in parallel issues.
2. The combination special price cannot be guaranteed for special placements and can only be applied to the formats outlined here.

Ad combinations	Discount*	Meine Familie & ich	Meine Familie & ich books	das schmeckt!	Lust auf Genuss
Kassenschlager	20%	x	x	x	x

\*Price reduction in % compared to single title allocation.

# RATES

<b>Format</b>	<b>Kassenschlager</b>
1/1 page	56,100 €

**Further information can be found in the media data.**

## **Advertorials:**

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

## **Consekutive Ads:**

Surcharge on four 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.

# 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)

## Meine Familie & ich

## das schmeckt!

## Lust auf Genuss

No.	On Sale Date	Closing/ copy date*	Special closing date **	On Sale Date	Closing/ copy date*	Special closing date **	On Sale Date	Closing/ copy date*	Special closing date **
2/22	12.01.22	01.12.21	17.11.21	12.01.22	01.12.21	17.11.21	12.01.22	01.12.21	17.11.21
3/22	09.02.22	29.12.21	15.12.21	09.02.22	29.12.21	15.12.21	09.02.22	29.12.21	15.12.21
4/22	09.03.22	26.01.22	12.01.22	09.03.22	26.01.22	12.01.22	09.03.22	26.01.22	12.01.22
5/22	06.04.22	23.02.22	09.02.22	06.04.22	23.02.22	09.02.22	06.04.22	23.02.22	09.02.22
6/22	04.05.22	23.03.22	09.03.22	04.05.22	23.03.22	09.03.22	04.05.22	23.03.22	09.03.22
7/22	01.06.22	20.04.22	06.04.22	01.06.22	20.04.22	06.04.22	01.06.22	20.04.22	06.04.22
8/22	29.06.22	18.05.22	04.05.22	29.06.22	18.05.22	04.05.22	29.06.22	18.05.22	04.05.22
9/22	27.07.22	15.06.22	01.06.22	27.07.22	15.06.22	01.06.22	27.07.22	15.06.22	01.06.22
10/22	24.08.22	13.07.22	29.06.22	24.08.22	13.07.22	29.06.22	24.08.22	13.07.22	29.06.22
11/22	21.09.22	10.08.22	27.07.22	21.09.22	10.08.22	27.07.22	21.09.22	10.08.22	27.07.22
12/22	19.10.22	07.09.22	24.08.22	19.10.22	07.09.22	24.08.22	19.10.22	07.09.22	24.08.22
13/22	16.11.22	05.10.22	21.09.22	16.11.22	05.10.22	21.09.22	16.11.22	05.10.22	21.09.22
1/23	14.12.22	02.11.22	19.10.22	14.12.22	02.11.22	19.10.22	14.12.22	02.11.22	19.10.22

## Meine Familie & ich books

No.	On Sale Date	Closing/ copy date*	Special closing date **
01+02/22	12.01.22	02.11.21	19.10.21
03+04/22	09.02.22	30.11.21	16.11.21
05+06/22	09.03.22	28.12.21	14.12.21
07+08/22	06.04.22	25.01.22	11.01.22
09+10/22	04.05.22	22.02.22	08.02.22
11+12/22	01.06.22	22.03.22	08.03.22
13+14/22	29.06.22	19.04.22	05.04.22
15+16/22	27.07.22	17.05.22	03.05.22
17+18/22	24.08.22	14.06.22	31.05.22
19+20/22	21.09.22	12.07.22	28.06.22
21+22/22	19.10.22	09.08.22	26.07.22
23+24/22	16.11.22	06.09.22	23.08.22
25+26/22	14.12.22	30.09.22	16.09.22

\* Closing & cancellation date, delivery date for printer's

\*\* 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

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