

RATE CARD

LISA TREND KOMBI

No. 2022b

Valid from 01.07.2022



Status: 01.06.2022

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher:

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

Offenburg

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Frequency of publication & on sale date

weekly
Wednesday/Friday

Place of publication

Offenburg
PZN: 500015

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

Online advertisement booking:

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

RATES & FORMATS

Bleed format*	LISA	FRAU IM TREND	Rate
2/1 page	446 x 310	446 x 287	88,400 €
1/1 page	223 x 310	223 x 287	41,200 €
3/4 page	167 x 310	164 x 287	35,300 €
2/3 page vertical	148 x 310	146 x 287	32,100 €
2/3 page horizontal	223 x 206	223 x 189	32,100 €
1/2 page vertical	110 x 310	109 x 287	30,000 €
1/2 page horizontal	223 x 155	223 x 141	30,000 €
1/3 page vertical	74 x 310	72 x 287	21,900 €
1/3 page horizontal	223 x 103	223 x 93	21,900 €
1/4 page vertical	56 x 310	53 x 287	17,300 €
1/4 page horizontal	223 x 78	223 x 69	17,300 €

*width x height in mm

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

Requirements:

1. 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.
2. The combination special price cannot be guaranteed for special placements and can only be applied to the formats outlined here.

Discount in %

5.3%

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

Fixed placements:

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

Consecutive Ads:

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

10%

SCHEDULE

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

brand-community-network.com/topic-preview-tool

No.	On sale date LISA	On sale date FIT	Closing/ copy date*	Special closing date**
2/22	05.01.22	07.01.22	15.12.21	19.11.21
3/22	12.01.22	14.01.22	22.12.21	26.11.21
4/22	19.01.22	21.01.22	29.12.21	03.12.21
5/22	26.01.22	28.01.22	05.01.22	10.12.21
6/22	02.02.22	04.02.22	12.01.22	17.12.21
7/22	09.02.22	11.02.22	19.01.22	24.12.21
8/22	16.02.22	18.02.22	26.01.22	31.12.21
9/22	23.02.22	25.02.22	02.02.22	07.01.22
10/22	02.03.22	04.03.22	09.02.22	14.01.22
11/22	09.03.22	11.03.22	16.02.22	21.01.22
12/22	16.03.22	18.03.22	23.02.22	28.01.22
13/22	23.03.22	25.03.22	02.03.22	04.02.22
14/22	30.03.22	01.04.22	09.03.22	11.02.22
15/22	06.04.22	08.04.22	16.03.22	18.02.22
16/22	12.04.22	14.04.22	22.03.22	25.02.22
17/22	20.04.22	22.04.22	23.03.22	04.03.22
18/22	27.04.22	29.04.22	30.03.22	11.03.22
19/22	04.05.22	06.05.22	06.04.22	18.03.22
20/22	11.05.22	13.05.22	13.04.22	25.03.22
21/22	18.05.22	20.05.22	20.04.22	01.04.22
22/22	25.05.22	27.05.22	27.04.22	08.04.22
23/22	01.06.22	03.06.22	04.05.22	14.04.22
24/22	08.06.22	10.06.22	11.05.22	22.04.22
25/22	15.06.22	17.06.22	18.05.22	29.04.22
26/22	22.06.22	24.06.22	25.05.22	06.05.22
27/22	29.06.22	01.07.22	01.06.22	13.05.22
28/22	06.07.22	08.07.22	08.06.22	20.05.22
29/22	13.07.22	15.07.22	15.06.22	27.05.22
30/22	20.07.22	22.07.22	22.06.22	03.06.22
31/22	27.07.22	29.07.22	29.06.22	10.06.22
32/22	03.08.22	05.08.22	06.07.22	17.06.22
33/22	10.08.22	12.08.22	13.07.22	24.06.22
34/22	17.08.22	19.08.22	20.07.22	01.07.22
35/22	24.08.22	26.08.22	27.07.22	08.07.22
36/22	31.08.22	02.09.22	03.08.22	15.07.22
37/22	07.09.22	09.09.22	10.08.22	22.07.22
38/22	14.09.22	16.09.22	17.08.22	29.07.22
39/22	21.09.22	23.09.22	24.08.22	05.08.22
40/22	28.09.22	30.09.22	31.08.22	12.08.22
41/22	05.10.22	07.10.22	07.09.22	19.08.22
42/22	12.10.22	14.10.22	14.09.22	26.08.22
43/22	19.10.22	21.10.22	21.09.22	02.09.22
44/22	26.10.22	28.10.22	28.09.22	09.09.22
45/22	02.11.22	04.11.22	05.10.22	16.09.22
46/22	09.11.22	11.11.22	12.10.22	23.09.22
47/22	16.11.22	18.11.22	19.10.22	30.09.22
48/22	23.11.22	25.11.22	26.10.22	07.10.22
49/22	30.11.22	02.12.22	02.11.22	14.10.22
50/22	07.12.22	09.12.22	09.11.22	21.10.22
51/22	14.12.22	16.12.22	15.11.22	28.10.22
52/22	20.12.22	22.12.22	22.11.22	04.11.22
01/23	28.12.22	30.12.22	30.11.22	11.11.22

* Closing, cancellation and delivery date for printer's copies

** Closing and cancellation date for ad specials, format specials, preferential and fixed placements

YOUR PERSONAL CONTACTS

Here you can find an overview about all contacts:

brand-community-network.com/contact

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