

RATE CARD

PLATSCH!

No. 2022b

Valid from 01.07.2022



Status: 01.06.2022

BCN.

brand-community-network.com



PUBLISHER'S DATA

Publisher

mylife media GmbH & Co.KG
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**Frequency of publication
& on sale date**

monthly, usually on the 1st of each month

Place of publication

Offenburg

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	203 x 270	4,200 €
1/2 page vertical	Standard	101 x 270	2,400 €
1/2 page horizontal	Standard	203 x 130	2,400 €
1/3 page vertical	Standard	71 x 270	1,700 €
1/3 page horizontal	Standard	203 x 94	1,700 €

*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: 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

DISCOUNTS

by frequency	discount	by volume	discount
from 6 ads	3%	from 2 pages	3%
from 12 ads	5%	from 4 pages	5%
from 15 ads	10%	from 6 pages	10%
from 18 ads	12%	from 8 pages	12%
from 21 ads	15%	from 10 pages	15%
from 24 ads	17%	from 12 pages	17%

Follow-up discount

When booking Platsch!, a 10% follow-up discount is granted, provided the same format

The ad will also appear in my life in the senior year. The subsequent discount is consecutive to the painting or volume scale of the special issue applied.



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	03.01.22	15.11.21	15.11.21	02.11.21
02/22	01.02.22	15.12.21	15.12.21	01.12.21
03/22	01.03.22	20.01.22	20.01.22	05.01.22
04/22	01.04.22	22.02.22	22.02.22	08.02.22
05/22	02.05.22	21.03.22	21.03.22	07.03.22
06/22	01.06.22	21.04.22	21.04.22	07.04.22
07/22	01.07.22	19.05.22	19.05.22	05.05.22
08/22	01.08.22	22.06.22	22.06.22	08.06.22
09/22	01.09.22	22.07.22	22.07.22	08.07.22
10/22	01.10.22	24.08.22	24.08.22	10.08.22
11/22	02.11.22	20.09.22	20.09.22	06.09.22
12/22	01.12.22	19.10.22	19.10.22	05.10.22

* 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

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