

RATE CARD

PLAYBOY

No. 2022c

Valid from 01.07.2022



Status: 01.06.2022

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

Kouneli Media GmbH
Kaiser-Ludwig-Platz 5
D-80336 München

Brand Director

Oliver Horn
T +49 171 22 39 119
oliver.horn@kouneli-media.de

Print Management/Placement

Johanna Gassner
AdTech Factory GmbH
Arabellastrasse 23
D-81925 München
T +49 89 9250 1439
johanna.gassner@adtechfactory.com

Ad Management/Order Management

AdTech Factory GmbH
Hauptstraße 127
D-77652 Offenburg
T +49 781 84 3756
orders@adtechfactory.com

**Frequency of publication
& on sale date**

monthly, Thursday

Place of publication

München, PZN 563318

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
2/1 page	Standard	426 x 275	62,000 €
1/1 page	Standard	213 x 275	31,000 €
2/3 page vertical	Standard	129 x 275	24,800 €
2/3 page horizontal	Standard	213 x 177	24,800 €
1/2 page vertical	Standard	101 x 275	20,200 €
1/2 page horizontal	Standard	213 x 135	20,200 €
1/3 page vertical	Standard	69 x 275	15,500 €
1/3 page horizontal	Standard	213 x 88	15,500 €
<hr/>			
2 x 2/3 page horizontal across gutter	Standard	426 x 177	55,800 €
2 x 1/2 page horizontal across gutter	Standard	426 x 135	46,600 €
2 x 1/3 page horizontal across gutter	Standard	426 x 88	37,200 €
<hr/>			
Placement			
1/1 page	Outside back cover	213 x 275	46,500 €
2/1 page	Opening Spread	426 x 275	77,500 €
1/1 page	Inside front cover	213 x 275	46,500 €
1/1 page	Inside back cover	213 x 275	37,200 €
1/1 page	past page 15	213 x 275	37,200 €
2/1 page	past page 15	426 x 275	71,300 €

*width x height in mm

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

AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation
Bound inserts		
up to 4 pages	170 €	200 €
up to 8 pages	220 €	250 €
up to 12 pages	240 €	270 €
Glued-on inserts		
Postcard up to 10 g	62 €	73 €
Booklet up to 10 g	89 €	112 €
Sample up to 10 g	83 €	113 €
Loose inserts		
up to 20 g	160 €	180 €
up to 30 g	170 €	200 €
up to 40 g	180 €	220 €
up to 50 g	190 €	240 €

Additional ad specials available on request.

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

The publisher reserves the right to reschedule bookings with less than domestic print run.

A split-run advertising surcharge of 40 % applies for booking subscription circulation only. Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For these will be charged an additional 30% per thousand.

A minimum run of 50,000 copies applies for all ad specials.

*Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales.

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

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

No.	On sale date	Closing date*	Copy date**	Special closing date***
02/22	13.01.22	10.12.21	14.12.20	19.11.21
03/22	10.02.22	07.01.22	10.01.22	17.12.21
04/22	10.03.22	04.02.22	07.02.22	14.01.22
05/22	14.04.22	11.03.22	14.03.22	18.02.22
06/22	12.05.22	08.04.22	11.04.22	18.03.22
07/22	09.06.22	06.05.22	09.05.22	15.04.22
08/22	14.07.22	10.06.22	13.06.22	20.05.22
09/22	11.08.22	08.07.22	11.07.22	17.06.22
10/22	08.09.22	05.08.22	08.08.22	15.07.22
11/22	13.10.22	09.09.22	12.09.22	19.08.22
12/22	10.11.22	07.10.22	10.10.22	16.09.22
01/23	08.12.22	04.11.22	07.11.22	14.10.22

* Closing & cancellation date

** Delivery date for printer's copies

*** Closing & cancellation date for ad specials, special formats, special placements

SPECIALS

Specials 2022

Title	On sale date	Closing date*	Copy date**	Special closing date***
Special "STARS" 01/22	24.02.22	21.01.22	24.01.22	30.12.21
ESSENTIALS 01/22	10.03.22	04.02.22	07.02.22	14.01.22
Special "STARS" 02/22	25.05.22	22.04.22	25.04.22	01.04.22
Special "STARS" 03/22	25.08.22	22.07.22	25.07.22	01.07.22
ESSENTIALS 02/22	08.09.22	05.08.22	08.08.22	15.07.22
HOW TO BE A MAN 01/22	17.11.22	14.10.22	17.10.21	23.09.22

* Closing & cancellation date

** Delivery date for printer's copies

*** Closing & cancellation date for ad specials, special formats, special placements

Formats & Rates

Title	Format	Placement	Bleed Format*	Rate
Special (u.a. HowToBeAMan)	2/1 page	Standard	426 x 275	35,000 €
Special (u.a. HowToBeAMan)	1/1 page	Standard	213 x 275	17,500 €
Special (u.a. HowToBeAMan)	1/1 page	Outside back cover	213 x 275	26,300 €
Special (u.a. HowToBeAMan)	1/1 page	Inside front cover	213 x 275	43,800 €
Special (u.a. ESSENTIALS)	2/1 page	Standard	494 x 380	50,000 €
Special (u.a. ESSENTIALS)	1/1 page	Standard	247 x 380	25,000 €
Special (u.a. ESSENTIALS)	1/1 page	Outside back cover	247 x 380	50,000 €
Special (u.a. ESSENTIALS)	2/1 page	Opening Spread	494 x 380	75,000 €
Special (u.a. ESSENTIALS)	1/1 page	Inside front cover	247 x 380	50,000 €

*width x height in mm

YOUR PERSONAL CONTACTS

Here you can find an overview about all contacts:

brand-community-network.com/contact

BCN CLIENT SERVICES

CEO

Burkhard Graßmann

P +49 89 9250 2707

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

Greece / Cyprus

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

jeannine.soeldner@burda.com

Spain / Portugal

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

jeannine.soeldner@burda.com

Asia

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

jeannine.soeldner@burda.com

Italy

Marion Badolle-Feick

P +33 1 7271 2524

marion.badolle-feick@burda.com

Switzerland

Regina Essig

P +41 44 8102 146

M +41 78 908 8720

regina.essig@burda.com

Austria

Tatjana Franek

M +43 664 1275845

tatjana.franek@burda.com

Poland

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

jeannine.soeldner@burda.com

UK / Ireland

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

jeannine.soeldner@burda.com

France / Benelux

Marion Badolle-Feick

P +33 1 7271 2524

marion.badolle-feick@burda.com

Scandinavia

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

jeannine.soeldner@burda.com

US / Canada / Mexico

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

jeannine.soeldner@burda.com

ADTECH FACTORY GMBH

CEO

Burkhard Graßmann

T + 49 89 9250 2707

burkhard.grassmann@burda.com

Ad Management/ Order Management

T +49 781 84 3756

orders@adtechfactory.com

Print Management/ Placement

Johanna Gassner

T +49 89 9250 1439

johanna.gassner@adtechfactory.com

Print Management/ Production

T +49 40 4131 1387

sammelanfragen-production@adtechfactory.com

PUBLISHER MANAGEMENT

Senior Publisher Manager

Antonia Ernst

+49 151 5385 1681

antonia.ernst@burda.com

Senior Publisher Manager

Marius Engler

T +49 89 9250 2573

marius.engler@burda.com