

RATE CARD

ADAC MOTORWELT

No. 2022

Valid from 01.01.2022



Status: 01.10.2021

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

Brand Community Network GmbH
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D-81925 München

Print Management/Placement

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Ad Management/Order Management

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**Frequency of publication
& on sale date**

quarterly

Place of publication

München, PZN 526137

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	430 x 280	123.400 €
1/1 page	Standard	215 x 280	61.700 €
2/3 page vertical	Standard	130 x 280	45.700 €
1/2 page vertical	Standard	215 x 136	38.400 €
1/2 page horizontal	Standard	100 x 280	38.400 €
1/3 page vertical	Standard	70 x 280	27.700 €
2 x 1/2 page horizontal across gutter	Standard	430 x 136	76.800 €

Placements			
2/1 page	Opening Spread	430 x 280	170.700 €
1/1 page	outside back cover	215 x 280	73.700 €
1/1 page	inside front cover	215 x 280	73.700 €
1/1 page	1st page facing editor's letter	215 x 280	70.520 €
1/1 page	1st RHP ad	215 x 280	73.700 €
1/1 page	1st DPS after intro	430 x 280	135.100 €

*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

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***
main issue				
01/22	10.03.22	10.01.22	10.01.22	13.12.21
02/22	02.06.22	28.03.22	28.03.22	28.02.22
03/22	01.09.22	27.06.22	27.06.22	30.05.22
04/22	17.11.22	19.09.22	19.09.22	22.08.22
regional magazines				
01/22	10.03.22	03.01.22	03.01.22	
02/22	02.06.22	21.03.22	21.03.22	
03/22	01.09.22	22.06.22	22.06.22	
04/22	17.11.22	12.09.22	12.09.22	

* Closing & cancellation date

** Delivery date for printer's copies

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

AD SPECIALS

Rates per thousand

Bound inserts

up to 4 pages	61 €
up to 8 pages	67 €
up to 12 pages	73 €

Glued-on inserts

Postcard up to 10 g	31 €
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Loose inserts

up to 20 g	53 €
up to 30 g	63 €
up to 40 g	75 €
up to 50 g	87 €

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.
Bound inserts / loose inserts:
The smallest possible booking unit is the entire occupancy of a complete regional area. For these will be charged an additional 30 % per thousand.

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.

SPLIT-RUN ADVERTISING



Zoning subject to reservation

areas	average print run*
Bayern	699.313
Berlin-Brandenburg	244.807
Mittelrhein/Pfalz/Saarland	263.623
Niedersachsen/Sachsen-Anhalt	390.027
Nordbaden	103.787
Ostwestfalen-Lippe/Westfalen/Nordrhein	792.460
Sachsen/Thüringen/Hessen	474.337
Schleswig-Holstein/Hansa/Weser-Ems	460.740
Südbaden/Württemberg	415.007

*Publisher information

Please enquire for latest circulation information.

The prices are valid for the occupancy of at least the complete print run.

Bound inserts / loose inserts:

The smallest possible booking unit is the entire occupancy of a complete regional area. For these will be charged an additional 30 % per thousand.

We reserve the right to reschedule in unforeseeable circumstances.

We try to fulfil placement requests within our structural possibilities. Definite placement confirmation cannot be made.

Closing, cancellation and delivery date for printer's copies: See "Formats & Rates Print" page.

Printer's copy: See technical requirements at

duon-portal.de/

REGIONAL MAGAZINES

With the ADAC MOTORWELT, regional magazines are also published as enclosed special editions - these focus particularly on regional and local content and offers.

Title

- Der Norden [Schleswig-Holstein/Hansa/Weser-Ems]
- Nordrhein-Westfalen [Ostwestfalen-Lippe/Westfalen/Nordrhein]
- Mittelrhein/Pfalz/Saarland - **appears only 3 times in 2022**
- Südbaden/Württemberg
- Bayern [Nordbayern und Südbayern]
- Berlin-Brandenburg [Berlin und Brandenburg]
- Sachsen/Thüringen/Hessen

The regional magazines are published with varying scope and circulation depending on the area.



Formats & Rates

Formats	Regional magazine	Placement	Bleed Format*	Rate
1/1 page	Der Norden	Standard	180 x 240	12.400 €
1/1 page	Nordrhein-Westfalen	Standard	180 x 240	21.300 €
1/1 page	Mittelrhein/Pfalz/Saarland	Standard	180 x 240	7.100 €
1/1 page	Südbaden/Württemberg	Standard	180 x 240	11.200 €
1/1 page	Bayern	Standard	180 x 240	18.800 €
1/1 page	Berlin-Brandenburg	Standard	180 x 240	6.600 €
1/1 page	Sachsen/Thüringen/Hessen	Standard	180 x 240	12.800 €
1/2 page	all regions	Standard	180 x 120	on request

*width x height in mm

We try to realise **placement requests** within the framework of structural possibilities.

Advertising deadline, cancellation and artwork deadlines: see deadlines, page 4.

Printing process: Inside rotogravure, cover offset

YOUR PERSONAL CONTACTS

Here you can find an overview about all contacts:

brand-community-network.com/contact

BCN CLIENT SERVICES

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