

# RATE CARD

## FRAU IM TREND

No. 2022

Valid from 01.01.2022



Status: 01.10.2021

# BCN.

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

# PUBLISHER'S DATA

## Publisher

Burda Senator Verlag GmbH  
Hurbert-Burda-Platz 1  
D-77652 Offenburg

## Brand Director

Heike Lauber  
P +49 781 84 5149  
[heike.lauber@burda.com](mailto:heike.lauber@burda.com)

## Print Management/Placement

Gregor Dörflinger  
AdTech Factory GmbH  
Hauptstraße 127  
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[gregor.doerflinger@adtechfactory.com](mailto:gregor.doerflinger@adtechfactory.com)

## Ad Management/Order Management

AdTech Factory GmbH  
Hauptstraße 127  
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P +49 781 84 2708  
[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

## Frequency of publication & on sale date

weekly, friday (subject to change)

## Place of publication

Offenburg, PZN 562729

## 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)

## Guaranteed circulation:

Information on guaranteed circulation can be find here:

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

## 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 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/](http://obs-portal.de/)

# FORMATS & RATES

Format	Placement	Bleed format*	Rate
2/1 page	Standard	446 x 287	39,600 €
1/1 page	Standard	223 x 287	19,800 €
3/4 page vertical	Standard	164 x 287	16,960 €
2/3 page vertical	Standard	146 x 287	15,400 €
2/3 page horizontal	Standard	223 x 189	15,400 €
1/2 page vertical	Standard	109 x 287	14,390 €
1/2 page horizontal	Standard	223 x 141	14,390 €
1/3 page vertical	Standard	72 x 287	10,530 €
1/3 page horizontal	Standard	223 x 93	10,530 €
1/4 page vertical	Standard	53 x 287	8,300 €
1/4 page horizontal	Standard	223 x 69	8,300 €
2/1 page	Opening Spread	446 x 287	47,520 €
1/1 page	Inside front cover	223 x 287	21,780 €
1/1 page	Outside back cover	223 x 287	21,780 €

\*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](http://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

## Type area format:

On request.

## Digital rate card:

Please find the digital rate card here:

[brand-community-network.de/advertisingsolutions/digital/prices](http://brand-community-network.de/advertisingsolutions/digital/prices)

# AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation
<b>Bound inserts</b>		
up to 4 pages	per request	per request
up to 8 pages	per request	per request
up to 12 pages	per request	per request
bound partner postcards	per request	per request
<b>Glued-on inserts</b>		
Postcard up to 10 g	per request	per request
Booklet up to 10 g	per request	per request
Booklet up to 20 g	per request	per request
Sample up to 10g	per request	per request
Sample up to 20g	per request	per request
<b>Loose inserts</b>		
up to 20 g	69 €	89 €
up to 30 g	76 €	99 €
up to 40 g	80 €	109 €
up to 50 g	85 €	119 €

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

Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For split-run advertising there will be calculated no surcharge.

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

### 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](http://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](http://brand-community-network.com/topic-preview-tool)

No.	On sale date	Closing date*	Copy date**	Special closing date***
2/22	07.01.22	17.12.21	17.12.21	19.11.21
3/22	14.01.22	24.12.21	24.12.21	26.11.21
4/22	21.01.22	31.12.21	31.12.21	03.12.21
5/22	28.01.22	07.01.22	07.01.22	10.12.21
6/22	04.02.22	14.01.22	14.01.22	17.12.21
7/22	11.02.22	21.01.22	21.01.22	24.12.21
8/22	18.02.22	28.01.22	28.01.22	31.12.21
9/22	25.02.22	04.02.22	04.02.22	07.01.22
10/22	04.03.22	11.02.22	11.02.22	14.01.22
11/22	11.03.22	18.02.22	18.02.22	21.01.22
12/22	18.03.22	25.02.22	25.02.22	28.01.22
13/22	25.03.22	04.03.22	04.03.22	04.02.22
14/22	01.04.22	11.03.22	11.03.22	11.02.22
15/22	08.04.22	18.03.22	18.03.22	18.02.22
16/22	14.04.22	24.03.22	24.03.22	25.02.22
17/22	22.04.22	01.04.22	01.04.22	04.03.22
18/22	29.04.22	08.04.22	08.04.22	11.03.22
19/22	06.05.22	14.04.22	14.04.22	18.03.22
20/22	13.05.22	22.04.22	22.04.22	25.03.22
21/22	20.05.22	29.04.22	29.04.22	01.04.22
22/22	27.05.22	06.05.22	06.05.22	08.04.22
23/22	03.06.22	13.05.22	13.05.22	14.04.22
24/22	10.06.22	20.05.22	20.05.22	22.04.22
25/22	17.06.22	27.05.22	27.05.22	29.04.22
26/22	24.06.22	03.06.22	03.06.22	06.05.22
27/22	01.07.22	10.06.22	10.06.22	13.05.22
28/22	08.07.22	17.06.22	17.06.22	20.05.22
29/22	15.07.22	24.06.22	24.06.22	27.05.22
30/22	22.07.22	01.07.22	01.07.22	03.06.22
31/22	29.07.22	08.07.22	08.07.22	10.06.22
32/22	05.08.22	15.07.22	15.07.22	17.06.22
33/22	12.08.22	22.07.22	22.07.22	24.06.22
34/22	19.08.22	29.07.22	29.07.22	01.07.22
35/22	26.08.22	05.08.22	05.08.22	08.07.22
36/22	02.09.22	12.08.22	12.08.22	15.07.22
37/22	09.09.22	19.08.22	19.08.22	22.07.22
38/22	16.09.22	26.08.22	26.08.22	29.07.22
39/22	23.09.22	02.09.22	02.09.22	05.08.22
40/22	30.09.22	09.09.22	09.09.22	12.08.22
41/22	07.10.22	16.09.22	16.09.22	19.08.22
42/22	14.10.22	23.09.22	23.09.22	26.08.22
43/22	21.10.22	30.09.22	30.09.22	02.09.22
44/22	28.10.22	07.10.22	07.10.22	09.09.22
45/22	04.11.22	14.10.22	14.10.22	16.09.22
46/22	11.11.22	21.10.22	21.10.22	23.09.22
47/22	18.11.22	28.10.22	28.10.22	30.09.22
48/22	25.11.22	04.11.22	04.11.22	07.10.22
49/22	02.12.22	11.11.22	11.11.22	14.10.22
50/22	09.12.22	18.11.22	18.11.22	21.10.22
51/22	16.12.22	24.11.22	24.11.22	28.10.22
52/22	22.12.22	01.12.22	01.12.22	04.11.22
1/23	30.12.22	09.12.22	09.12.22	11.11.22

\* Closing & cancellation date

\*\* Delivery date for printer's copies

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

# SPECIALS

## Scheduled Specials 2022

Title	On sale date	Closing date*	Copy date**	Special closing date***
Frau im Trend Ostern	per request			
Frau im Trend Advent	per request			

\* 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
Ostern/Advent	1/1 page	Standard	per request	9,900 €
Ostern/Advent	1/2 page	Standard	per request	6,930 €

\*width x height in mm

# 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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## BCN INTERNATIONAL SALES

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## ADTECH FACTORY GMBH

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## PUBLISHER MANAGEMENT LIFE & LIVING

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