

# RATE CARD

## LISA KOCHEN & BACKEN

No. 2022a

Valid from 01.01.2022



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# BCN.

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

## PUBLISHER'S DATA

**Publisher**

M.I.G Medien Innovation GmbH  
Hubert-Burda-Platz 1  
D-77652 Offenburg

**Brand Director**

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**Print Management/Placement**

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**Ad Management/Order Management**

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[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

**Frequency of publication  
& on sale date**

10x yearly, Wednesday (subject to change)

**Place of publication**

Offenburg, PZN 533030

**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)

**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	460 x 290	29.380 €
1/1 page	Standard	230 x 290	14.690 €
1/2 page vertical	Standard	113 x 290	9.549 €
1/2 page horizontal	Standard	230 x 143	9.549 €
1/3 page vertical	Standard	74 x 290	7.492 €
1/3 page horizontal	Standard	230 x 94	7.492 €
1/4 page vertical	Standard	55 x 290	6.317 €
1/4 page horizontal	Standard	230 x 70	6.317 €

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

# AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation
<b>Bound inserts</b>		
up to 8 pages	88 €	111 €
up to 12 pages	93 €	121 €
<b>Glued-on inserts</b>		
Postcard up to 10 g	49 €	65 €
Booklet up to 20 g	55 €	78 €
Sample up to 20 g	55 €	67 €
<b>Loose inserts</b>		
up to 20 g	88 €	111 €
up to 30 g	93 €	116 €
up to 40 g	103 €	131 €
up to 50 g	113 €	146 €

## 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 these will be charged an additional 25 % per thousand. Price on enquiry for booking subscription circulation only.

\*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

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)

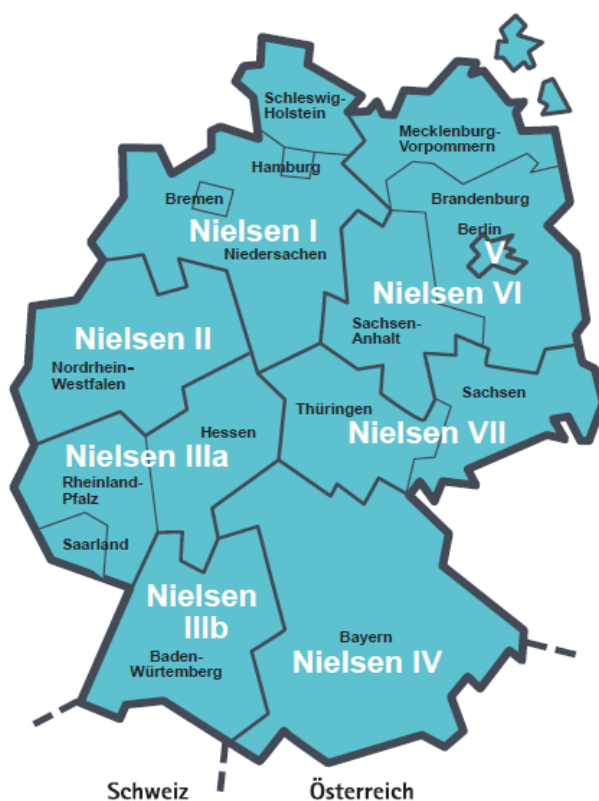
No.	On sale date	Closing date*	Copy date**	Special closing date***
03/22	26.01.22	28.12.21	28.12.21	14.12.21
04/22	02.03.22	01.02.22	01.02.22	18.01.22
05/22	13.04.22	15.03.22	15.03.22	01.03.22
06/22	25.05.22	26.04.22	26.04.22	12.04.22
07-08/22	29.06.22	29.05.22	29.05.22	15.05.22
09/22	03.08.22	05.07.22	05.07.22	21.06.22
10/22	07.09.22	09.08.22	09.08.22	26.07.22
11/22	12.10.22	13.09.22	13.09.22	30.08.22
12/22	17.11.22	19.10.22	19.10.22	05.10.22
01-02/23	21.12.22	22.11.22	22.11.22	08.11.22

\* Closing & cancellation date

\*\* Delivery date for printer's copies

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

# SPLIT-RUN ADVERTISING



Area	1/1 page
Nielsen I	8.717 €
Nielsen II	8.717 €
Nielsen IIIa	8.717 €
Nielsen IIIb	8.717 €
Nielsen IV	8.717 €
Nielsen V	8.717 €
Nielsen VI	8.717 €
Nielsen VII	8.717 €

Please enquire for latest **circulation** information.

Additional technical costs for plate change, etc. are not included in the indicated prices and are added to the 1/1 price  
Price on request

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/](http://duon-portal.de/)

For sales operation reasons, the sales areas may differ slightly from the Nielsen areas.

# 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

<b>CEO (speaker)</b>	<b>CEO</b>
Burkhard Graßmann	Michael Samak
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<a href="mailto:burkhard.grassmann@burda.com">burkhard.grassmann@burda.com</a>	<a href="mailto:michael.samak@burda.com">michael.samak@burda.com</a>

## BCN INTERNATIONAL SALES

<b>Head of International Sales</b>	<b>Asia</b>	<b>Austria</b>	<b>France / Benelux</b>
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M +49 151 526 38 646	M +44 7976 946 515	<a href="mailto:tatjana.franek@burda.com">tatjana.franek@burda.com</a>	<a href="mailto:marion.badolle-feick@burda.com">marion.badolle-feick@burda.com</a>
<a href="mailto:silke.noak@burda.com">silke.noak@burda.com</a>	<a href="mailto:jeannine.soeldner@burda.com">jeannine.soeldner@burda.com</a>		
<b>Greece / Cyprus</b>	<b>Italy</b>	<b>Poland</b>	<b>Scandinavia</b>
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<a href="mailto:jeannine.soeldner@burda.com">jeannine.soeldner@burda.com</a>		<a href="mailto:jeannine.soeldner@burda.com">jeannine.soeldner@burda.com</a>	<a href="mailto:jeannine.soeldner@burda.com">jeannine.soeldner@burda.com</a>
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P +44 20 7607 7979	P +41 44 8102 146	P +44 20 7607 7979	P +44 20 7607 7979
M +44 7976 946 515	M +41 78 908 8720	M +44 7976 946 515	M +44 7976 946 515
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## ADTECH FACTORY GMBH

<b>CEO (speaker)</b>	<b>Ad Management/ Order Management</b>	<b>Print Management/ Placement</b>	<b>Print Management/ Production</b>
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## PUBLISHER MANAGEMENT FOOD

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