

RATE CARD

LISA TREND KOMBI

No. 2022

Valid from 01.01.2022



Status: 01.10.2021

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher:

Hubert Burda Media Holding
Kommanditgesellschaft
München
Arabellastraße 23
D-81925 München

Offenburg

Hauptstraße 130
D-77652 Offenburg

Print Management/Placement

AdTech Factory GmbH
Hauptstraße 127
D-77652 Offenburg
P +49 781 84 3731
gregor.doerflinger@adtechfactory.com

Ad Management/Order Management

AdTech Factory GmbH
Hauptstraße 127
D-77652 Offenburg
P +49 781 84 2708
orders@adtechfactory.com

Frequency of publication & on sale date

weekly
Wednesday/Friday

Place of publication

Offenburg
PZN: 500015

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

Online advertisement booking:

The current, binding technical advertisement bookings can also be sent via the online booking system:
obs-portal.de/

RATES & FORMATS

Bleed format*	LISA	FRAU IM TREND	Rate
2/1 page	446 x 310	446 x 287	77,740 €
1/1 page	223 x 310	223 x 287	38,870 €
3/4 page	167 x 310	164 x 287	33,290 €
2/3 page vertical	148 x 310	146 x 287	30,240 €
2/3 page horizontal	223 x 206	223 x 189	30,240 €
1/2 page vertical	110 x 310	109 x 287	28,260 €
1/2 page horizontal	223 x 155	223 x 141	28,260 €
1/3 page vertical	74 x 310	72 x 287	20,660 €
1/3 page horizontal	223 x 103	223 x 93	20,660 €
1/4 page vertical	56 x 310	53 x 287	16,300 €
1/4 page horizontal	223 x 78	223 x 69	16,300 €

*width x high in mm

The reduced combination special price for the combination of advertisements is based on a comparison of separate advertisement bookings.

Requirements:

1. 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.
2. The combination special price cannot be guaranteed for special placements and can only be applied to the formats outlined here.

Discount in %

5.2%

Further information can be found in the media data.

Advertorials:

Formats and prices for advertorials created by the editorial team on request. For more information, please visit brand-community-network.de/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.

Consecutive Ads:

Surcharge on two or more adverts on consecutive partial-page ads:

10%

SCHEDULE

The BCN topic preview tool provides you with attractive themes or specials:

brand-community-network.com/topic-preview-tool

No.	On sale date LISA	On sale date FIT	Closing/ copy date*	Special closing date**
2/22	05.01.22	07.01.22	15.12.21	19.11.21
3/22	12.01.22	14.01.22	22.12.21	26.11.21
4/22	19.01.22	21.01.22	29.12.21	03.12.21
5/22	26.01.22	28.01.22	05.01.22	10.12.21
6/22	02.02.22	04.02.22	12.01.22	17.12.21
7/22	09.02.22	11.02.22	19.01.22	24.12.21
8/22	16.02.22	18.02.22	26.01.22	31.12.21
9/22	23.02.22	25.02.22	02.02.22	07.01.22
10/22	02.03.22	04.03.22	09.02.22	14.01.22
11/22	09.03.22	11.03.22	16.02.22	21.01.22
12/22	16.03.22	18.03.22	23.02.22	28.01.22
13/22	23.03.22	25.03.22	02.03.22	04.02.22
14/22	30.03.22	01.04.22	09.03.22	11.02.22
15/22	06.04.22	08.04.22	16.03.22	18.02.22
16/22	12.04.22	14.04.22	22.03.22	25.02.22
17/22	20.04.22	22.04.22	30.03.22	04.03.22
18/22	27.04.22	29.04.22	06.04.22	11.03.22
19/22	04.05.22	06.05.22	13.04.22	18.03.22
20/22	11.05.22	13.05.22	20.04.22	25.03.22
21/22	18.05.22	20.05.22	27.04.22	01.04.22
22/22	25.05.22	27.05.22	04.05.22	08.04.22
23/22	01.06.22	03.06.22	11.05.22	14.04.22
24/22	08.06.22	10.06.22	18.05.22	22.04.22
25/22	15.06.22	17.06.22	25.05.22	29.04.22
26/22	22.06.22	24.06.22	01.06.22	06.05.22
27/22	29.06.22	01.07.22	08.06.22	13.05.22
28/22	06.07.22	08.07.22	15.06.22	20.05.22
29/22	13.07.22	15.07.22	22.06.22	27.05.22
30/22	20.07.22	22.07.22	29.06.22	03.06.22
31/22	27.07.22	29.07.22	06.07.22	10.06.22
32/22	03.08.22	05.08.22	13.07.22	17.06.22
33/22	10.08.22	12.08.22	20.07.22	24.06.22
34/22	17.08.22	19.08.22	27.07.22	01.07.22
35/22	24.08.22	26.08.22	03.08.22	08.07.22
36/22	31.08.22	02.09.22	10.08.22	15.07.22
37/22	07.09.22	09.09.22	17.08.22	22.07.22
38/22	14.09.22	16.09.22	24.08.22	29.07.22
39/22	21.09.22	23.09.22	31.08.22	05.08.22
40/22	28.09.22	30.09.22	07.09.22	12.08.22
41/22	05.10.22	07.10.22	14.09.22	19.08.22
42/22	12.10.22	14.10.22	21.09.22	26.08.22
43/22	19.10.22	21.10.22	28.09.22	02.09.22
44/22	26.10.22	28.10.22	05.10.22	09.09.22
45/22	02.11.22	04.11.22	12.10.22	16.09.22
46/22	09.11.22	11.11.22	19.10.22	23.09.22
47/22	16.11.22	18.11.22	26.10.22	30.09.22
48/22	23.11.22	25.11.22	02.11.22	07.10.22
49/22	30.11.22	02.12.22	09.11.22	14.10.22
50/22	07.12.22	09.12.22	16.11.22	21.10.22
51/22	14.12.22	16.12.22	23.11.22	28.10.22
52/22	20.12.22	22.12.22	29.11.22	04.11.22
01/23	28.12.22	30.12.22	07.12.22	11.11.22

* Closing, cancellation and delivery date for printer's copies

** Closing and cancellation date for ad specials, format specials, preferential and fixed placements

YOUR PERSONAL CONTACTS

Here you can find an overview about all contacts:

brand-community-network.com/contact

BCN CLIENT SERVICES

CEO (speaker)

Burkhard Graßmann
P +49 89 9250 2707
burkhard.grassmann@burda.com

CEO

Michael Samak
P +49 89 9250 4670
michael.samak@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

Asia

Jeannine Soeldner
P +44 20 7607 7979
M +44 7976 946 515
jeannine.soeldner@burda.com

Austria

Tatjana Franek
M +43 664 1275845
tatjana.franek@burda.com

France / Benelux

Marion Badolle-Feick
P +33 1 7271 2524
marion.badolle-feick@burda.com

Greece / Cyprus

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

Poland

Jeannine Soeldner
P +44 20 7607 7979
M +44 7976 946 515
jeannine.soeldner@burda.com

Scandinavia

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

Switzerland

Regina Essig
P +41 44 8102 146
M +41 78 908 8720
regina.essig@burda.com

UK / Ireland

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 (speaker)

Burkhard Graßmann
P + 49 89 9250 2707
burkhard.grassmann@burda.com

Ad Management/ Order Management

P +49 781 84 2708
orders@adtechfactory.com

Print Management/ Placement

Gregor Dörflinger
P +49 781 84 3731
gregor.doerflinger@adtechfactory.com

Print Management/ Production

P +49 781 84 2320
sammelanfragen-production@adtechfactory.com

PUBLISHER MANAGEMENT LIFE & LIVING

Head of Publ. Management

Sandra Janßen
P +49 89 9250 3167
sandra.janssen@burda.com

Senior Publisher Manager

Jörg Ullrich
P +49 781 84 2101
joerg.ullrich@burda.com

Publisher Manager

Monja Gieschen
P +49 30 75 44 30 6025
monja.gieschen@burda.com