

# RATE CARD

## MY LIFE

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

mylife media GmbH & Co.KG  
Hubert-Burda-Platz 1  
D-77652 Offenburg

### Brand Director

Dorothe Kiefer  
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### Print Management/Placement

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Hauptstraße 127  
D-77652 Offenburg  
T +49 781 84 2762  
[alexander.hugel@adtechfactory.com](mailto:alexander.hugel@adtechfactory.com)

### Ad Management/Order Management

AdTech Factory GmbH  
Hauptstraße 127  
D-77652 Offenburg  
T +49 781 84 2708  
[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

### Frequency of publication & on sale date

2 x a month, usually on the 1st and 15th  
of the month (subject to change)

### Place of publication

München, PZN 568406

### 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 Single occupancy A or B

Format	Placement	Bleed format*	Rate
1/2 page vertical	Standard	101 x 270	12.010 €
1/2 page horizontal	Standard	203 x 130	12.010 €
1/3 page vertical	Standard	71 x 270	8.490 €
1/3 page horizontal	Standard	203 x 94	8.490 €
1/4 page vertical	Standard	56 x 270	6.470 €
1/4 page normal	Standard		6.470 €
1/4 page horizontal	Standard	203 x 74	6.470 €
1/8 page vertical	Standard		3.290 €
1/8 page normal	Standard		3.290 €
2/1 page		406 x 270	41.400 €
1/1 page		203 x 270	20.700 €

\*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 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)

## FORMATS & RATES COMBINATION A + B

Format	Placement	Bleed format*	Rate
1/2 page vertical	Standard	101 x 270	21.610 €
1/2 page horizontal	Standard	203 x 130	21.610 €
1/3 page vertical	Standard	71 x 270	15.270 €
1/3 page horizontal	Standard	203 x 94	15.270 €
1/4 page vertical	Standard	56 x 270	11.650 €
1/4 page normal	Standard		11.650 €
1/4 page horizontal	Standard	203 x 74	11.650 €
1/8 page vertical	Standard		5.910 €
1/8 page normal	Standard		5.910 €
2/1 page		406 x 270	74.520 €
1/1 page		203 x 270	37.260 €

\*width x height in mm

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### 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	Subscription circulation
<b>Bound inserts</b>	
up to 4 pages	88 €
up to 8 pages	95 €
up to 12 pages	101 €
<b>Glued-on inserts</b>	
up to 5 g	51 €
up to 10 g	57 €
up to 15 g	62 €
up to 20 g	67 €
<b>Loose inserts</b>	
up to 20 g	87 €
up to 30 g	98 €
up to 40 g	108 €
up to 50 g	119 €
up to 20 g Backingcard	109 €

Additional ad specials available on request.

Booking units from 250,000 copies are possible.

Regional control can be guaranteed via the NOWEDA central warehouse.

When booking according to the Nielsen area, it should be noted that incorrect distribution can occur in the outskirts.

Maximum bookable circulation for all AdSpecials: 1,000,000 copies. The publisher reserves the right to postpone bookings below the bookable circulation of 1,000,000 copies.

Attention: all special advertisements in my life must be published by the publisher be approved in advance in terms of content.

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](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***
1 A	03.01.22	15.11.21	15.11.21	02.11.21
2 B	15.01.22	29.11.21	29.11.21	15.11.21
3 A	01.02.22	15.12.21	15.12.21	01.12.21
4 B	15.02.22	05.01.22	05.01.22	22.12.21
5 A	01.03.22	20.01.22	20.01.22	05.01.22
6 B	15.03.22	03.02.22	03.02.22	20.01.22
7 A	01.04.22	22.02.22	22.02.22	08.02.22
8 B	16.04.22	08.03.22	08.03.22	22.02.22
9 A	02.05.22	21.03.22	21.03.22	07.03.22
10 B	16.05.22	04.04.22	04.04.22	21.03.22
11 A	01.06.22	21.04.22	21.04.22	07.04.22
12 B	15.06.22	04.05.22	04.05.22	20.04.22
13 A	01.07.22	19.05.22	19.05.22	05.05.22
14 B	15.07.22	03.06.22	03.06.22	20.06.22
15 A	01.08.22	22.06.22	22.06.22	08.06.22
16 B	15.08.22	06.07.22	06.07.22	22.06.22
17 A	01.09.22	22.07.22	22.07.22	08.07.22
18 B	15.09.22	05.08.22	05.08.22	22.07.22
19 A	01.10.22	24.08.22	24.08.22	10.08.22
20 B	15.10.22	06.09.22	06.09.22	23.08.22
21 A	02.11.22	20.09.22	20.09.22	06.09.22
22 B	15.11.22	04.10.22	04.10.22	20.09.22
23 A	01.12.22	19.10.22	19.10.22	05.10.22
24 B	15.12.22	04.11.22	04.11.22	21.10.22

\* Closing & cancellation date

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

# 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

### CEO (speaker)

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### CEO

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## BCN INTERNATIONAL SALES

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## ADTECH FACTORY GMBH

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### Print Management/

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### Print Management/

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## PUBLISHER MANAGEMENT LIFE & LIVING

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