

# RATE CARD

## PLATSCH!

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  
T +49 781 84 2093  
[dorothe.kiefer@burda.com](mailto:dorothe.kiefer@burda.com)

**Print Management/Placement**

Alexander Hugel  
AdTech Factory GmbH  
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**

monthly, usually on the 1st of each month

**Place of publication**

Offenburg

**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
1/1 page	Standard	203 x 270	3.970 €
1/2 page vertical	Standard	101 x 270	2.300 €
1/2 page horizontal	Standard	203 x 130	2.300 €
1/3 page vertical	Standard	71 x 270	1.630 €
1/3 page horizontal	Standard	203 x 94	1.630 €

\*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)



# 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***
01/22	03.01.22	15.11.21	15.11.21	02.11.21
02/22	01.02.22	15.12.21	15.12.21	01.12.21
03/22	01.03.22	20.01.22	20.01.22	05.01.22
04/22	01.04.22	22.02.22	22.02.22	08.02.22
05/22	02.05.22	21.03.22	21.03.22	07.03.22
06/22	01.06.22	21.04.22	21.04.22	07.04.22
07/22	01.07.22	19.05.22	19.05.22	05.05.22
08/22	01.08.22	22.06.22	22.06.22	08.06.22
09/22	01.09.22	22.07.22	22.07.22	08.07.22
10/22	01.10.22	24.08.22	24.08.22	10.08.22
11/22	02.11.22	20.09.22	20.09.22	06.09.22
12/22	01.12.22	19.10.22	19.10.22	05.10.22

\* Closing & cancellation date

\*\* Delivery date for printer's copies

\*\*\* 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)

Burkhard Graßmann

P +49 89 9250 2707

[burkhard.grassmann@burda.com](mailto:burkhard.grassmann@burda.com)

### CEO

Michael Samak

P +49 89 9250 4670

[michael.samak@burda.com](mailto: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](mailto:silke.noak@burda.com)

### Asia

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

[jeannine.soeldner@burda.com](mailto:jeannine.soeldner@burda.com)

### Austria

Tatjana Franek

M +43 664 1275845

[tatjana.franek@burda.com](mailto:tatjana.franek@burda.com)

### France / Benelux

Marion Badolle-Feick

P +33 1 7271 2524

[marion.badolle-feick@burda.com](mailto:marion.badolle-feick@burda.com)

### Greece / Cyprus

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

[jeannine.soeldner@burda.com](mailto:jeannine.soeldner@burda.com)

### Italy

Marion Badolle-Feick

P +33 1 7271 2524

[marion.badolle-feick@burda.com](mailto:marion.badolle-feick@burda.com)

### Poland

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

[jeannine.soeldner@burda.com](mailto:jeannine.soeldner@burda.com)

### Scandinavia

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

[jeannine.soeldner@burda.com](mailto:jeannine.soeldner@burda.com)

### Spain / Portugal

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

[jeannine.soeldner@burda.com](mailto:jeannine.soeldner@burda.com)

### Switzerland

Regina Essig

P +41 44 8102 146

M +41 78 908 8720

[regina.essig@burda.com](mailto:regina.essig@burda.com)

### UK / Ireland

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

[jeannine.soeldner@burda.com](mailto:jeannine.soeldner@burda.com)

### US / Canada / Mexico

Jeannine Soeldner

P +44 20 7607 7979

M +44 7976 946 515

[jeannine.soeldner@burda.com](mailto:jeannine.soeldner@burda.com)

## ADTECH FACTORY GMBH

### CEO

(Sprecher)

Burkhard Graßmann

T + 49 89 9250 2707

[burkhard.grassmann@burda.com](mailto:burkhard.grassmann@burda.com)

### Ad Management/

Order Management

T +49 781 84 2708

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

### Print Management/

Placement

Alexander Hugel

T +49 781 84 2762

[alexander.hugel@adtechfactory.com](mailto:alexander.hugel@adtechfactory.com)

### Print Management/

Production

T +49 781 84 2320

[sammelanfragen-production@adtechfactory.com](mailto:sammelanfragen-production@adtechfactory.com)

## PUBLISHER MANAGEMENT LIFE & LIVING

### Head of Publ. Management

Sandra Janßen

T +49 89 9250 3167

[sandra.janssen@burda.com](mailto:sandra.janssen@burda.com)

### Senior Publisher Manager

Pia Bernhardt

T +49 89 9250 2082

[pia.bernhardt@burda.com](mailto:pia.bernhardt@burda.com)