

RATE CARD

WOHNEN & GARTEN

No. 2022

Valid from 01.01.2022



Status: 01.10.2021

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

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

Brand Director

Petra Hornberger
T +49 781 84 3352
petra.hornberger@burda.com

Print Management/Placement

Alexander Hugel
AdTech Factory GmbH
Hauptstraße 127
D-77652 Offenburg
T +49 781 84 2762
alexander.hugel@adtechfactory.com

Ad Management/Order Management

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

Frequency of publication**& on sale date**

monthly, Wednesday (subject to change)

Place of publication

Offenburg, PZN 540104

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 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/

FORMATS & RATES

Format	Placement	Bleed format*	Rate
2/1 page	Standard	450 x 280	40,000 €
1/1 page	Standard	225 x 280	20,000 €
1/2 page vertical	Standard	108 x 280	11,960 €
1/2 page horizontal	Standard	225 x 137	11,960 €
1/3 page vertical	Standard	70 x 280	8,950 €
1/3 page horizontal	Standard	225 x 89	8,950 €
1/4 page vertical	Standard	59 x 280	5,290 €
1/4 page normal	Standard	108 x 137	5,290 €
1/4 page horizontal	Standard	225 x 69	5,290 €
1/1 page	inside front cover	225 x 280	20,600 €
1/1 page	outside back cover	225 x 280	20,600 €
2/1 page	Opening Spread	450 x 280	40,600 €
1/6 page horizontal	Store Window		1,610 €
1/3 page vertical	Store Window		2,600 €
1/3 page normal	Store Window		2,600 €
1/2 page horizontal	Store Window		3,430 €

*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

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

AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation	Additional ad specials available on request.
Bound inserts			Prices apply for the booking of at least the entire domestic print run.
up to 4 pages	115 €	130 €	The publisher reserves the right to reschedule bookings with less than domestic print run.
up to 8 pages	125 €	140 €	
up to 12 pages	135 €	150 €	
Glued-on inserts			A split-run advertising surcharge of 40 % applies for booking subscription circulation only. Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For these will be charged an additional 20 % per thousand.
Postcard up to 10 g	75 €	100 €	
Booklet up to 10 g	75 €	105 €	
Booklet up to 20 g	80 €	115 €	
Sample up to 10 g	80 €	115 €	
Sample up to 20 g	85 €	120 €	A minimum run of 50.000 copies applies for all ad specials.
Loose inserts			
up to 10 g	115 €	135 €	
up to 20 g	120 €	145 €	
up to 30 g	125 €	155 €	
up to 40 g	130 €	165 €	*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 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

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

No.	On sale date	Closing date*	Copy date**	Special closing date***
02/22	12.01.22	08.12.21	08.12.21	15.11.21
03/22	09.02.22	05.01.22	05.01.22	15.12.21
04/22	16.03.22	09.02.22	09.02.22	19.01.22
05/22	20.04.22	16.03.22	16.03.22	23.02.22
06/22	18.05.22	13.04.22	13.04.22	23.03.22
07/22	15.06.22	11.05.22	11.05.22	20.04.22
08/22	13.07.22	08.06.22	08.06.22	18.05.22
09/22	17.08.22	13.07.22	13.07.22	22.06.22
10/22	14.09.22	10.08.22	10.08.22	20.07.22
11/22	12.10.22	07.09.22	07.09.22	17.08.22
12/22	09.11.22	05.10.22	05.10.22	14.09.22
01/23	14.12.22	09.11.22	09.11.22	19.10.22

* 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***
Feste & Gäste	02.03.22	26.01.22	26.01.22	05.01.22
Feste & Gäste	12.10.22	07.09.22	07.09.22	17.08.22
Weihnachtszauber	26.10.22	21.09.22	21.09.22	31.08.22

* Closing & cancellation date

** Delivery date for printer's copies

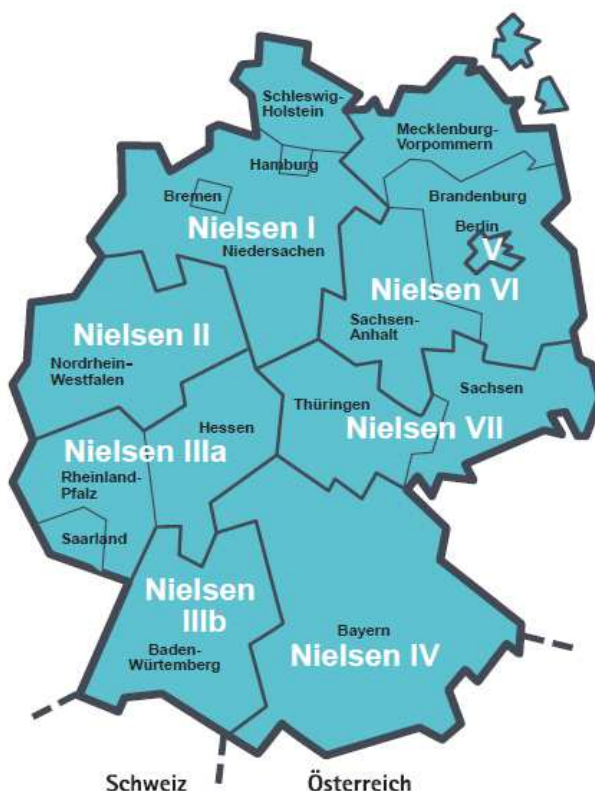
*** Closing & cancellation date for ad specials, special formats, special placements

Formats & Rates

Title	Format	Placement	Bleed Format*	Rate
Feste & Gäste Weihnachtszauber	1/1 page	Standard	225 x 280	7,000 €
Feste & Gäste Weihnachtszauber	1/2 page vertical	Standard	108 x 280	4,000 €
Feste & Gäste Weihnachtszauber	1/2 page horizontal	Standard	225 x 137	4,000 €
Feste & Gäste Weihnachtszauber	1/3 page vertical	Standard	70 x 280	3,200 €
Feste & Gäste Weihnachtszauber	1/3 page horizontal	Standard	225 x 89	3,200 €
Feste & Gäste Weihnachtszauber	1/4 page vertical		59 x 280	1,950 €
Feste & Gäste Weihnachtszauber	1/4 page horizontal	Standard	225 x 69	1,950 €
Feste & Gäste Weihnachtszauber	1/8 page vertical	Standard		960 €
Feste & Gäste Weihnachtszauber	1/8 page horizontal	Standard		960 €
Feste & Gäste Weihnachtszauber		Shopping Guide		500 €

*width x height in mm

SPLIT-RUN ADVERTISING



Area	1/1 page
Nielsen I	5,400 €
Nielsen II	5,200 €
Nielsen IIIa	3,200 €
Nielsen IIIb	3,500 €
Nielsen IV	4,200 €
East (Nielsen V bis VII)	2,700 €

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/

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

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
T + 49 89 9250 2707
burkhard.grassmann@burda.com

Ad Management/

Order Management

T +49 781 84 2708
orders@adtechfactory.com

Print Management/

Placement

Alexander Hugel
T +49 781 84 2762
alexander.hugel@adtechfactory.com

Print Management/

Production

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

PUBLISHER MANAGEMENT LIFE & LIVING

Head of Publ. Management

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

Senior Publisher Manager

Caroline Müller
T +49 781 84 3066
caroline.mueller@burda.com

Publisher Manager

Valeriya Soboleva
T +49 781 84 3493
valeriya.soboleva@burda.com