

# RATE CARD

## Esquire

No. 2022a

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# BCN.

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

## PUBLISHER'S DATA

### Publisher

Burda Hearst Publishing GmbH  
Arabellastr 23  
D-81925 München

### Brand Director

Elfi Langefeld  
P +49 89 9250 1294  
[elfi.langefeld@burda.com](mailto:elfi.langefeld@burda.com)

### Print Management/Placement

Johanna Gassner  
AdTech Factory GmbH  
Arabellastr 23  
D-81925 München  
P +49 89 9250 1439  
[johanna.gassner@adtechfactory.com](mailto:johanna.gassner@adtechfactory.com)

### Ad Management/Order Management

AdTech Factory GmbH  
Hauptstraße 127  
D-77652 Offenburg  
P +49 781 84 3751  
[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

### Frequency of publication & on sale date

quarterly, Thursday (subject to change)

### Place of publication

Munich, PZN 511833

### 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	406 x 275	48,000 €
1/1 page	Standard	203 x 275	24,000 €
4/1 page	Cover Gatefold (plus technical costs)		123,000 €
2/1 page	Opening spread	406 x 275	61,500 €
2/1 page	2nd campaign	406 x 275	57,000 €
2/1 page	3rd campaign	406 x 275	56,000 €
2/1 page	4th campaign	406 x 275	55,000 €
2/1 page	5th campaign	406 x 275	54,000 €
2/1 page	1st DPS of the branch	406 x 275	57,600 €
1/1 page	1st 1/1 page of the branch	203 x 275	26,400 €
1/1 page	1st RHP of the branch	203 x 275	25,200 €
1/1 page	1/1 page facing TOC	203 x 275	29,000 €
1/1 page	1/1 page facing editor's letter	203 x 275	29,000 €
1/1 page	Outside back cover	203 x 275	39,500 €

\*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)

### Fixed placements:

Agreed fixed placements (e.g. first for a business line, commodity group, etc.) entitle the publisher to bill a

### 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*
<b>Bound inserts (15% / 10% surcharge for the 1st / 2nd bound insert)</b>	
up to 4 pages	210 €
up to 4 pages with additional proc	235 €
up to 8 pages	245 €
up to 8 pages with additional proc	270 €
up to 12 pages	280 €
<b>Glued-on inserts (15%/10% surcharge for the 1st/2nd bound insert)</b>	
Postcard/Booklet up to 10 g	130 €
Postcard/Booklet up to 20 g	130 €
Sample up to 10 g	140 €
Sample up to 20 g	140 €
Flatspray up to 10 g	180 €
<b>Loose inserts</b>	
up to 20 g	240 €
up to 30 g	250 €
up to 40 g	250 €
up to 50 g	250 €

**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 75.000 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 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***
01/22	10.03.22	27.01.22	03.02.22	05.01.22
02/22	12.05.22	31.03.22	07.04.22	10.03.22
03/22	15.09.22	04.08.22	11.08.22	14.07.22
04/22	10.11.22	29.09.22	06.10.22	08.09.22

\* 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***
Esquire Roadtrips	09.06.22	14.04.22	21.04.22	31.03.22

\* Closing & cancellation date

\*\* Delivery date for printer's copies

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

## Formats &amp; Rates

Title	Format	Placement	Bleed Format*	Rate
Esquire Roadtrips	2/1 page	Standard	406 x 275	36,000 €
Esquire Roadtrips	1/1 page	Standard	203 x 275	18,000 €
Esquire Roadtrips	2/1 page	Opening Spread	406 x 275	50,400 €
Esquire Roadtrips	1/1 page	Outside back cover	203 x 275	23,400 €

\*width x height in mm

# 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  
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### CEO

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## BCN INTERNATIONAL SALES

### Head of International Sales

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### Other countries - Hearst Advertising

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## ADTECH FACTORY GMBH

### Geschäftsführer (Sprecher)

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### Ad Management/ Order Management

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### Print Management/ Placement

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### Print Management/ Production

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## PUBLISHER MANAGEMENT PREMIUM

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