

# RATE CARD

## GRAZIA

No. 2022

Valid from 01.01.2022



Status: 20.04.2022

# BCN.

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

## PUBLISHER'S DATA

**Publisher**

Klambt Style-Verlag GmbH & Co. KG  
Gänsemarkt 24  
D-20354 Hamburg

**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

**Print Management/Placement**

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AdTech Factory GmbH  
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P +49 781 84 2866  
[christoph.claus@adtechfactory.com](mailto:christoph.claus@adtechfactory.com)

**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.

**Ad Management/Order Management**

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**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)

**Frequency of publication  
& on sale date**

weekly, thursday (subject to change)

**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/)

**Place of publication**

Speyer, PZN 586097

**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	450 x 290	45.700 €
1/1 page	Standard	225 x 290	22.900 €
1/2 page vertical	Standard	113 x 290	14.400 €
1/2 page horizontal	Standard	225 x 145	14.400 €
2/1 page	Opening Spread	450 x 290	53.500 €
1/1 page	outside back cover	225 x 290	26.700 €

\*width x height in mm

### 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:

5%

### 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)

# AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation
<b>Bound inserts</b>		
up to 4 pages	167 €	218 €
up to 8 pages	178 €	231 €
up to 12 pages	196 €	255 €
<b>Glued-on inserts</b>		
Postcard up to 10 g	84 €	110 €
Booklet up to 10 g	84 €	110 €
Sample up to 10 g	132 €	173 €
<b>Loose inserts</b>		
up to 20 g	194 €	238 €
up to 30 g	208 €	257 €
up to 40 g	227 €	279 €
up to 50 g	243 €	299 €

**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.

Smaller booking units, e.g. according to Nielsen areas or federal states, are possible, if the minimum run is supplied.

minimum run  
Bound inserts/Glued-on inserts 80.000 copies  
Loose inserts: 30.000 copies

\*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.

# TERMINE

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***
02/22	06.01.22	16.12.21	16.12.21	08.11.21
03/22	13.01.22	30.12.21	30.12.21	15.11.21
04/22	20.01.22	05.01.22	05.01.22	22.11.21
05/22	27.01.22	13.01.22	13.01.22	29.11.21
06/22	03.02.22	20.01.22	20.01.22	06.12.21
07/22	10.02.22	27.01.22	27.01.22	13.12.21
08/22	17.02.22	03.02.22	03.02.22	20.12.21
09/22	24.02.22	08.02.22	08.02.22	23.12.21
10/22	03.03.22	17.02.22	17.02.22	03.01.22
11/22	10.03.22	24.02.22	24.02.22	10.01.22
12/22	17.03.22	03.03.22	03.03.22	17.01.22
13/22	24.03.22	08.03.22	08.03.22	21.01.22
14-15/22	31.03.22	08.03.22	08.03.22	21.01.22
16/22	13.04.22	31.03.22	31.03.22	14.02.22
17/22	21.04.22	07.04.22	07.04.22	21.02.22
18/22	28.04.22	14.04.22	14.04.22	28.02.22
19/22	05.05.22	21.04.22	21.04.22	07.03.22
20/22	12.05.22	28.04.22	28.04.22	14.03.22
21/22	19.05.22	05.05.22	05.05.22	21.03.22
22/22	25.05.22	12.05.22	12.05.22	28.03.22
23/22	02.06.22	19.05.22	19.05.22	04.04.22
24/22	09.06.22	25.05.22	25.05.22	11.04.22
25/22	16.06.22	25.05.22	25.05.22	11.04.22
26/22	23.06.22	09.06.22	09.06.22	25.04.22
27-28/22	30.06.22	09.06.22	09.06.22	25.04.22
29/22	14.07.22	30.06.22	30.06.22	16.05.22
30/22	21.07.22	07.07.22	07.07.22	23.05.22
31/22	28.07.22	14.07.22	14.07.22	30.05.22
32/22	04.08.22	21.07.22	21.07.22	07.06.22
33/22	11.08.22	28.07.22	28.07.22	13.06.22
34/22	18.08.22	04.08.22	04.08.22	20.06.22
35/22	25.08.22	11.08.22	11.08.22	27.06.22
36/22	01.09.22	18.08.22	18.08.22	04.07.22
37/22	08.09.22	23.08.22	23.08.22	08.07.22
38/22	15.09.22	01.09.22	01.09.22	18.07.22
39/22	22.09.22	08.09.22	08.09.22	25.07.22
40-41/22	29.09.22	08.09.22	08.09.22	25.07.22
42/22	13.10.22	29.09.22	29.09.22	15.08.22
43/22	20.10.22	06.10.22	06.10.22	22.08.22
44/22	27.10.22	11.10.22	11.10.22	26.08.22
45/22	03.11.22	20.10.22	20.10.22	05.09.22
46/22	10.11.22	27.10.22	27.10.22	12.09.22
47/22	17.11.22	03.11.22	03.11.22	19.09.22
48/22	24.11.22	08.11.22	08.11.22	23.09.22
49/22	01.12.22	17.11.22	17.11.22	04.10.22
50/22	08.12.22	24.11.22	24.11.22	10.10.22
51/22	15.12.22	01.12.22	01.12.22	17.10.22
1/23	22.12.22	01.12.22	01.12.22	17.10.22

Issues # 14-15, # 27-28, # 40-41 and # 1/23 are Collector's Issues. Issues # 9, # 13, # 37, # 44 and # 48 are Big Issues.

\* 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***
<b>Collectors Issue:</b> new unique and high end issues with a collective character. Monothematic edition that distinguishes itself from the regular editions through size, amount of pages as well as an even higher quality layout. With its extravagant design, GRAZIA can compete with any coffee table book.				
# 14-15/22	31.03.22	08.03.22	08.03.22	21.01.22
# 27-28/22	30.06.22	09.06.22	09.06.22	25.04.22
# 40-41/22	29.09.22	08.09.22	08.09.22	25.07.22
# 1/23	22.12.22	01.12.22	01.12.22	17.10.22

**Big Issue:** with a focus on fashion, luxury and beauty the big issues are the highlight editions in every year. The special XXL size makes it an absolute eye catcher and really BIG.

09/22 / fashion	24.02.22	08.02.22	08.02.22	23.12.21
13/22 / beauty	24.03.22	08.03.22	08.03.22	21.01.22
37/22 / fashion	08.09.22	23.08.22	23.08.22	08.07.22
44/22 / beauty	27.10.22	11.10.22	11.10.22	26.08.22
48/22 / luxury	24.11.22	08.11.22	08.11.22	23.09.22

\* 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
Collectors Issue	2/1 page	Standard	450 x 290	48.000 €
Collectors Issue	1/1 page	Standard	225 x 290	24.000 €
Collectors Issue	1/2 page vertical	Standard	113 x 290	15.200 €
Collectors Issue	1/2 page horizontal	Standard	225 x 145	15.200 €
Collectors Issue	2/1 page	Opening Spread	450 x 290	56.200 €
Collectors Issue	1/1 page	outside back cover	225 x 290	28.300 €
Big Issue	2/1 page	Standard	476 x 327	48.000 €
Big Issue	1/1 page	Standard	238 x 327	24.000 €
Big Issue	1/2 page vertical	Standard	119 x 327	15.200 €
Big Issue	1/2 page horizontal	Standard	238 x 164	15.200 €
Big Issue	2/1 page	Opening Spread	476 x 327	56.200 €
Big Issue	1/1 page	outside back cover	238 x 327	28.300 €

\*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)

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