




















RATECARD – DIGITAL MEDIA

















CPM in Euro

Formats	Device	Run of Site	Channel	Run of Network	ROS Luxury	Channel Luxury
Pre Roll	Multiscreen 	100	90	60	200	160
Event 100% Share of Voice	Multiscreen 	100	--	--	290	--
Outstream	Multiscreen 	90	80	60	120	85
Sitebar	Desktop 	85	75	45	210	150
Social Cards	Mobile 	85	75	45	195	140
Sitebar / Halfpage Ad	Multiscreen 	80	70	40	200	180
Sticky Footer Ad	Multiscreen 	80	70	40	200	180
Understitial	Multiscreen 	80	70	40	250	180
Billboard	Desktop 	75	65	35	190	135
Gallery Ad	Multiscreen 	75	65	35	190	135
Halfpage Ad	Multiscreen 	75	65	35	190	135
Premium Ad Bundle	Multiscreen 	75	65	35	160	115
Hero Ad*	Multiscreen 	65	--	--	175	125
Billboard / Medium Rectangle	Multiscreen 	40	30	20	110	80
Medium Rectangle	Multiscreen 	40	30	20	110	80
Mobile Content Ad 2:1	Mobile 	35	25	15	--	--
Ad Bundle	Multiscreen 	35	25	15	--	--
Superbanner / MCA 2:1	Multiscreen 	30	20	10	--	--
Mobile Content Ad 4:1 / 6:1	Mobile 	25	15	10	--	--

* Only available on Elle.de, Esquire.de, Freundin.de, Harpersbazaar.de, Instyle.de.

RATECARD – DIGITAL MEDIA

CPM in Euro

Formats	Device		Netdokter.de	Netdokter.at	Netdokter.ch
Pre Roll	Multiscreen		100	100	165
Keyword targeting (exclusive) / Topic targeting	Multiscreen		108	package price	package price
Sitebar	Desktop		85	85	140
Social Cards	Mobile		85	85	140
Sitebar / Halfpage Ad	Multiscreen		80	80	130
Understitial	Multiscreen		80	80	130
Billboard	Desktop		75	75	125
Gallery Ad	Multiscreen		75	75	125
Halfpage Ad	Multiscreen		75	75	125
Premium Ad Bundle	Multiscreen		75	75	125
Billboard / Medium Rectangle	Multiscreen		40	40	65
Medium Rectangle	Multiscreen		40	40	65
Mobile Content Ad 2:1	Mobile		35	35	60
Ad Bundle	Multiscreen		35	35	60
Superbanner / MCA 2:1	Multiscreen		30	30	50
Mobile Content Ad 4:1 / 6:1	Mobile		25	25	40

RATECARD – DIGITAL MEDIA

Native Advertisement & Branded Content	Native Article / Video, Advertorials and editorial specials on request.
Targeting	For example Geo, Browser, Device, User, Interest Standard: =2 segments – surcharge of 5€ of the gross CPM Premium: >2 segments – surcharge of 15€ of the gross CPM
Frequency Cap	FC 1 per day included , other FC on request
Exclusive Bookings	Homepage Events on request
Exclusion of websites from rotations or of devices from multiscreen bundles	Surcharge of 5€ of the gross CPM per Website / Device
Creation of advertising media	On request
Creation of Landing Pages	On request
Minimum order amount	4.000 € net/net

Not all ad formats are available at every Webpage.

Prices (CPM, gross) in Euro do not include VAT. BCN reserves the right for price changes.

Specifics regarding technical specifications available in the Digital TechSpecs section under: <https://bcn.burda.de/werbeloesungen/digital/werbeformate/>

Showroom for ad formats:

<https://bcn.burda.de/werbeloesungen/digital/werbeformate>

Delivery of advertising media to: bcn.campaigning@burda.com

1. Notice of termination must be given in writing or by e-mail. Cancellation Policy: 2 weeks prior to campaign start. In case of campaigns already running 2 weeks until the end of month.
2. Cancellation fees will be applied in the following cases: Cancellation within 1 week to campaign start: 50% of net campaign Volume, cancellation 3 days to campaign start: 80% of net campaign volume and cancellation within 3 days to campaign start: 100% of net campaign volume.

Terms of payment: All invoices are payable within 14 days by receipt of the invoice.