

2050

RATE CARD

Game-Changer!
In 10 Schritten
Teil des
Wandels werden

20|50



ONLINE LESEN
SCANNEN +

ZUKUNFT IST JETZT

A Gesellschaft

„Heute laisst, Boomer – packt lieber mit an“, sagt **Jella Haase**

B Umwelt

Lousy Planet: Eine Weltraise zu 8 Menschen, die uns Mut machen

C Wirtschaft

Überfressen: 50 Jahre **Grenzen des Wachstums** – und nix kapliert

D Kultur

Guter Stil? Der krasse Hype um **Secondhand-Mode**

2050.de @2050magazin

kostenlos #1 | 2022

new
& for
free



No. 2023 | 1

Valid from 01.01.2023

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

BUNTE Entertainment Verlag GmbH
Arabellastraße 23
81925 München

Print Management/Placement

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Frequency of publication & on sale date

2x per year (subject to change)

Place of publication

Munich, PZN 513936

Bank accounts:

Commerzbank AG
IBAN: DE54 6808 0030 0723 4120 00
BIC: DRES DEFF 680

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	Rate
1/1 page incl. one digital ad	24.400 €
2/1 page incl. two digital ads	48.800 €

Digital ads:

For each ad page that is booked, client receives an advertising area within the interactive e-magazine. Possible formats: Video ads, photo ads, interactive ads, music files. More on request.

Type area format:

On request.

AD SPECIALS

Format	Fixed rate
Bound inserts up to 12 pages	15.750 €
Glued-on inserts up to 20 g	4.900 €

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 30,000 copies applies for all ad specials.

All ad specials above are count towards the annual agreement commitment, not eligible for further discountable

Calculation basis:

The calculation basis is the planned circulation upon order confirmation, exclusive of the respective e-magazine.

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:

We require five definitive (original) samples, in case of product samples 50 original samples by the ad special closing date or at least 6 weeks before EVT. The samples must be delivered to 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***
1/23	21.04.23	21.02.23	28.02.23	07.02.23
2/23	16.10.23	16.08.23	23.08.23	02.08.23

* 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

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