

# FOCUS FIT & GESUND

## RATE CARD

**SPEZIAL | GESUNDHEIT AUF 44 SEITEN**

**FOCUS** **Weg mit den Kilos!** So gelingt der perfekte Einstieg in eine Diät | **Zentrum der Gesundheit** Wie der Darm unser Wohlbefinden steuert | **Long Covid** Was bringt eine Blutwäsche-Therapie?

# FIT UND GESUND

01 | 2022

**NATÜRLICH WOHNEN**  
TIPPS FÜR EIN ZUHAUSE OHNE SCHADSTOFFE

**Fit durch den Frühling**  
**AKTIV MIT GUTER LAUNE**  
In Schwung kommen, den Körper stärken und das Leben genießen



No. 2023 | 1

Valid from 01.01.2023

# BCN.

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

## PUBLISHER'S DATA

### **Publisher**

FOCUS Magazin Verlag GmbH  
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### **Frequency of publication & on sale date**

2 x p.a., saturday (subject to change)

### **Place of publication**

Munich, PZN 512955

### **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
1/1 page	Standard	200 x 287	36.800 €
2/1 page	Standard	400 x 287	73.600 €
1/2 page vertical	Standard	96 x 287	23.000 €
1/2 page horizontal	Standard	200 x 142	23.000 €
1/3 page vertical	Standard	66 x 287	16.700 €
1/3 page horizontal	Standard	200 x 94	16.700 €
1/1 page	outside back cover	200 x 287	42.300 €
1/1 page	inside front cover	200 x 287	42.300 €

\*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)

## SCHEDULE

The BCN topic preview tool provides you with attractive themes or specials:

No.	On sale date	Closing date*	Copy date**
1/23 with FOCUS #17/2022	22.04.2023	27.03.2023	31.03.2023
2/23 with FOCUS #52/2022	23.12.2023	27.11.2023	01.12.2023

\* Closing & cancellation date

\*\* Delivery date for printer's copies

# YOUR PERSONAL CONTACTS

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

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