

FOCUS

RATE CARD



No. 2023 | 1

Valid from 01.01.2023

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

FOCUS Magazin Verlag GmbH
Arabellastraße 23
81925 München

Brand Director

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Frequency of publication & on sale date

weekly, saturday (subject to change)

Place of publication

München, PZN 568406

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

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	Placement	Bleed format*	Rate
2/1 page	Standard	420 x 267	125.000 €
1/1 page	Standard	210 x 267	62.500 €
2/3 page vertical	Standard	130 x 267	46.600 €
1/2 page vertical	Standard	98 x 267	39.200 €
1/2 page horizontal	Standard	210 x 132	39.200 €
1/3 page vertical	Standard	68 x 267	28.500 €
1/3 page horizontal	Standard	210 x 86	28.500 €
1/6 page vertical	Standard	68 x 132	19.000 €
1/6 page horizontal	Standard	130 x 72	19.000 €
2/1 page	Opening Spread	420 x 267	173.900 €
1/1 page	inside front cover	210 x 267	75.200 €
1/1 page	outside back cover	210 x 267	75.200 €
1/3 page vertical	facing editor's letter	68 x 267	33.800 €
1/3 page horizontal	facing TOC	68 x 267	33.800 €

*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

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

AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation
Bound inserts		
up to 4 pages	148 €	189 €
up to 8 pages	169 €	223 €
up to 12 pages	189 €	257 €
up to 16 pages	209 €	290 €
Glued-on inserts		
Postcard up to 10 g	71 €	91 €
Booklet up to 10 g	71 €	91 €
Booklet up to 20 g	77 €	120 €
Sample up to 10 g	83 €	123 €
Sample up to 20 g	97 €	138 €
Sample up to 30 g	111 €	153 €
Loose inserts		
up to 20 g		
up to 30 g	132 €	183 €
up to 40 g	138 €	199 €
up to 50 g	142 €	218 €

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 split-run advertising surcharge of 40 % applies for booking subscription circulation only. Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For these will be charged an additional 30% per thousand.

A minimum run of 100,000 copies applies for all ad specials.

*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

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

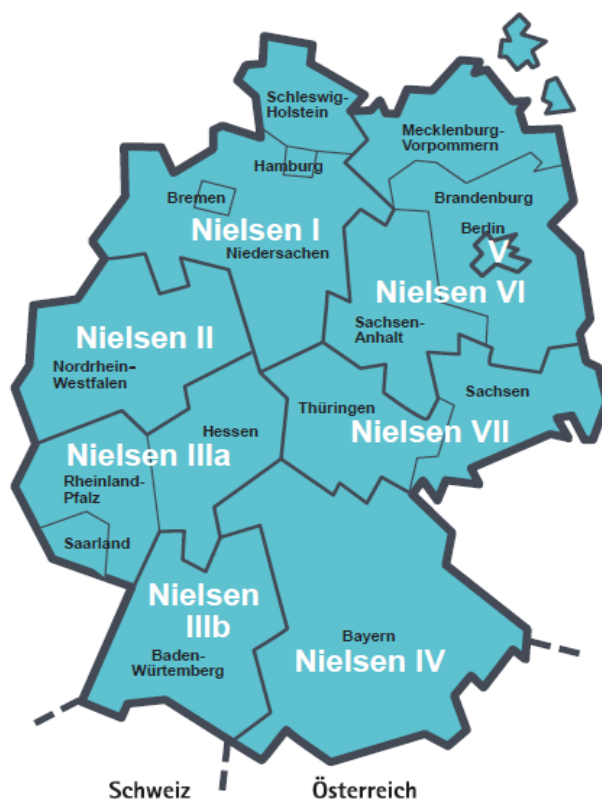
No.	On sale date	Closing date*	Copy date**	Special closing date***
2/23	07.01.2023	19.12.2022	23.12.2022	09.12.2022
3/23	14.01.2023	23.12.2022	30.12.2022	16.12.2022
4/23	21.01.2023	02.01.2023	05.01.2023	23.12.2022
5/23	28.01.2023	09.01.2023	13.01.2023	30.12.2022
6/23	04.02.2023	16.01.2023	20.01.2023	05.01.2023
7/23	11.02.2023	23.01.2023	27.01.2023	13.01.2023
8/23	18.02.2023	30.01.2023	03.02.2023	20.01.2023
9/23	25.02.2023	06.02.2023	10.02.2023	27.01.2023
10/23	04.03.2023	13.02.2023	17.02.2023	03.02.2023
11/23	11.03.2023	20.02.2023	24.02.2023	10.02.2023
12/23	18.03.2023	27.02.2023	03.03.2023	17.02.2023
13/23	25.03.2023	06.03.2023	10.03.2023	24.02.2023
14/23	01.04.2023	13.03.2023	17.03.2023	03.03.2023
15/23	08.04.2023	20.03.2023	24.03.2023	10.03.2023
16/23	15.04.2023	27.03.2023	31.03.2023	17.03.2023
17/23	22.04.2023	03.04.2023	06.04.2023	24.03.2023
18/23	29.04.2023	06.04.2023	14.04.2023	31.03.2023
19/23	06.05.2023	17.04.2023	21.04.2023	07.04.2023
20/23	13.05.2023	24.04.2023	28.04.2023	14.04.2023
21/23	20.05.2023	28.04.2023	05.05.2023	21.04.2023
22/23	27.05.2023	08.05.2023	12.05.2023	28.04.2023
23/23	03.06.2023	15.05.2023	19.05.2023	05.05.2023
24/23	10.06.2023	22.05.2023	26.05.2023	12.05.2023
25/23	17.06.2023	26.05.2023	02.06.2023	19.05.2023
26/23	24.06.2023	05.06.2023	09.06.2023	26.05.2023
27/23	01.07.2023	12.06.2023	16.06.2023	02.06.2023
28/23	08.07.2023	19.06.2023	23.06.2023	09.06.2023
29/23	15.07.2023	26.06.2023	30.06.2023	16.06.2023
30/23	22.07.2023	03.07.2023	07.07.2023	23.06.2023
31/23	29.07.2023	10.07.2023	14.07.2023	30.06.2023
32/23	05.08.2023	17.07.2023	21.07.2023	07.07.2023
33/23	12.08.2023	24.07.2023	28.07.2023	14.07.2023
34/23	19.08.2023	31.07.2023	04.08.2023	21.07.2023
35/23	26.08.2023	07.08.2023	11.08.2023	28.07.2023
36/23	02.09.2023	14.08.2023	18.08.2023	04.08.2023
37/23	09.09.2023	21.08.2023	25.08.2023	11.08.2023
38/23	16.09.2023	28.08.2023	01.09.2023	18.08.2023
39/23	23.09.2023	04.09.2023	08.09.2023	25.08.2023
40/23	30.09.2023	11.09.2023	15.09.2023	01.09.2023
41/23	07.10.2023	18.09.2023	22.09.2023	08.09.2023
42/23	14.10.2023	25.09.2023	29.09.2023	15.09.2023
43/23	21.10.2023	02.10.2023	06.10.2023	22.09.2023
44/23	28.10.2023	09.10.2023	13.10.2023	29.09.2023
45/23	04.11.2023	16.10.2023	20.10.2023	06.10.2023
46/23	11.11.2023	23.10.2023	27.10.2023	13.10.2023
47/23	18.11.2023	30.10.2023	03.11.2023	20.10.2023
48/23	25.11.2023	06.11.2023	10.11.2023	27.10.2023
49/23	02.12.2023	13.11.2023	17.11.2023	03.11.2023
50/23	09.12.2023	20.11.2023	24.11.2023	10.11.2023
51/23	16.12.2023	27.11.2023	01.12.2023	17.11.2023
52-1/24	23.12.2023	04.12.2023	08.12.2023	24.11.2023

* Closing & cancellation date

** Delivery date for printer's copies

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

SPLIT-RUN ADVERTISING



Area	1/1 page
Nielsen I	16.700 €
Nielsen II	18.700 €
Nielsen IIIa	15.600 €
Nielsen IIIb	15.600 €
Nielsen IV	15.600 €
East (Nielsen V bis VII)	11.700 €

Please enquire for latest **circulation** information.

Split-run advertising according to Nielsen areas is only possible in straight magazine numbers after agreement. We reserve the right to reschedule in unforeseeable circumstances.

We try to fulfil placement requests within our structural possibilities. Definite placement confirmation cannot be made.

Closing, cancellation and delivery date for printer's copies: See "Formats & Rates Print" page.

Printer's copy: See technical requirements at

duon-portal.de/

For sales operation reasons, the sales areas may differ slightly from the Nielsen areas.

YOUR PERSONAL CONTACTS

Here you can find an overview about all contacts:

brand-community-network.com/contact

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