

# LUST AUF GENUSS

## RATE CARD



No. 2023 | 1

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# BCN.

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

## PUBLISHER'S DATA

**Publisher**

BurdaVerlag Publishing GmbH  
Hubert-Burda-Platz 1  
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**Brand Director**

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**Print Management/Placement**

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**Ad Management/Order Management**

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**Frequency of publication  
& on sale date**

13x yearly, Wednesday (subject to change)

**Place of publication**

München, PZN 523603

**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
2/1 page	Standard	420 x 267	42.400 €
1/1 page	Standard	210 x 267	21.200 €
1/2 page vertical	Standard	104 x 267	13.800 €
1/2 page horizontal	Standard	210 x 132	13.800 €
1/3 page vertical	Standard	66 x 267	10.800 €
1/3 page horizontal	Standard	210 x 90	10.800 €
1/4 page vertical	Standard	54 x 267	8.900 €
1/4 page horizontal	Standard	210 x 72	8.900 €

\*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](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

### Type area format:

On request.

## AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation	Additional ad specials available on request.
<b>Bound inserts</b>			Prices apply for the booking of at least the entire domestic print run.
up to 8 pages	150 €	250 €	The publisher reserves the right to reschedule bookings with less than domestic print run.
up to 12 pages	181 €	288 €	
<b>Glued-on inserts</b>			Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For these will be charged an additional 25% per thousand.
Postcard up to 10 g	79 €	126 €	A minimum run of 50.000 copies applies for all ad specials.
Booklet up to 20 g	87 €	165 €	
Sample up to 20 g	102 €	188 €	
<b>Loose inserts</b>			*Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales.
up to 20 g	121 €	197 €	
up to 30 g	135 €	203 €	
up to 40 g	145 €	219 €	
up to 50 g	156 €	235 €	

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:**

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](http://brand-community-network.com/topic-preview-tool)

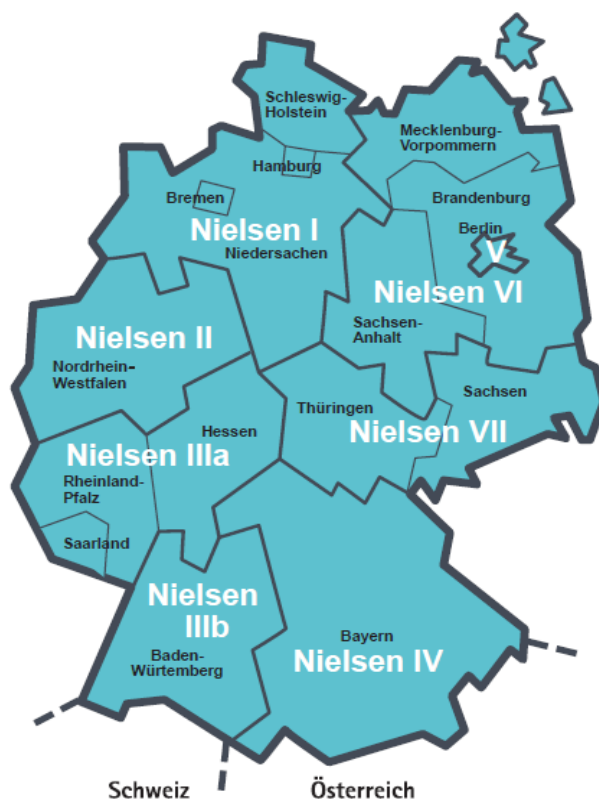
No.	On sale date	Closing date*	Copy date**	Special closing date***
1/23	14.12.22	02.11.22	02.11.22	19.10.22
2/23	11.01.23	28.11.22	28.11.22	14.11.22
3/23	08.02.23	28.12.22	28.12.22	14.12.22
4/23	08.03.23	25.01.23	25.01.23	11.01.23
5/23	05.04.23	22.02.23	22.02.23	08.02.23
6/23	03.05.23	22.03.23	22.03.23	08.03.23
7/23	31.05.23	19.04.23	19.04.23	05.04.23
8/23	28.06.23	15.05.23	15.05.23	02.05.23
9/23	26.07.23	14.06.23	14.06.23	31.05.23
10/23	23.08.23	12.07.23	12.07.23	28.06.23
11/23	20.09.23	09.08.23	09.08.23	26.07.23
12/23	18.10.23	06.09.23	06.09.23	23.08.23
13/23	15.11.23	04.10.23	04.10.23	20.09.23
1/24	13.12.23	30.10.23	30.10.23	16.10.23

\* 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	6.400 €
Nielsen II	6.400 €
Nielsen IIIa	6.400 €
Nielsen IIIb	6.400 €
Nielsen IV	6.500 €
Nielsen V	6.400 €
Nielsen VI	6.400 €
Nielsen VII	6.400 €

Please enquire for latest **circulation** information.

Additional technical costs for plate change, etc. are not included in the indicated prices and are added to the 1/1 price. Price on request.

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

### CEO BCN & ADTECH FACTORY GMBH

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### BCN INTERNATIONAL SALES

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