

# MY LIFE SENIOREN

## RATE CARD



No. 2023 | 1

Valid from 01.01.2023

**BCN.**

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

## PUBLISHER'S DATA

### **Publisher**

mylife media GmbH & Co.KG  
Hubert-Burda-Platz 1  
D-77652 Offenburg

### **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**

monthly, usually on the 1st of each month

### **Place of publication**

Offenburg

### **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)

### **Guaranteed circulation:**

Information on guaranteed circulation can be find here:

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

### **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
1/2 page vertical	Standard	101 x 270	3.200 €
1/2 page horizontal	Standard	203 x 130	3.200 €
1/3 page vertical	Standard	71 x 270	2.300 €
1/3 page horizontal	Standard	203 x 94	2.300 €
1/4 page vertical	Standard	56 x 270	1.700 €
1/4 page normal	Standard	104 x 133	1.700 €
1/4 page horizontal	Standard	203 x 74	1.700 €
1/8 page vertical	Standard		900 €
1/8 page normal	Standard		900 €
2/1 page		406 x 270	11.200 €
3/4 page horizontal		203 x 196	4.700 €
1/1 page		203 x 270	5.600 €

\*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: 10%

### 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)

## DISCOUNTS

by frequency	discount	by volume	discount
from 6 ads	3%	from 2 pages	3%
from 12 ads	5%	from 4 pages	5%
from 15 ads	10%	from 6 pages	10%
from 18 ads	12%	from 8 pages	12%
from 21 ads	15%	from 10 pages	15%
from 24 ads	17%	from 12 pages	17%

### Follow-up discount

When booking my life Senioren, a 10% follow-up discount is granted, provided the same format

The ad will also appear in my life in the senior year. The subsequent discount is consecutive to the printing or volume scale of the special issue applied.

# AD SPECIALS

Rates per thousand	Subscription circulation	Additional ad specials available on request.
<b>Loose inserts</b>		Prices apply for the booking of at least the entire domestic print run.
up to 20 g	92 €	The publisher reserves the right to reschedule bookings with less than domestic print run.
up to 30 g	104 €	
up to 40 g	115 €	A minimum run of 30,000 copies applies for all ad specials.
up to 50 g	126 €	

## Bound-in inserts / tip-ons and backing card: on request

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 [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	02.01.23	16.11.22	16.11.22	02.11.22
2/23	01.02.23	14.12.22	14.12.22	30.11.22
3/23	01.03.23	18.01.23	18.01.23	04.01.23
4/23	01.04.23	23.02.23	23.02.23	08.02.23
5/23	02.05.23	22.03.23	22.03.23	08.03.23
6/23	01.06.23	19.04.23	19.04.23	05.04.23
7/23	01.07.23	17.05.23	17.05.23	03.05.23
8/23	01.08.23	21.06.23	21.06.23	07.06.23
9/23	01.09.23	19.07.23	19.07.23	05.07.23
10/23	02.10.23	23.08.23	23.08.23	09.08.23
11/23	01.11.23	19.09.23	19.09.23	06.09.23
12/23	01.12.23	18.10.23	18.10.23	04.10.23

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

## CEO BCN & ADTECH FACTORY GMBH

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## BCN INTERNATIONAL SALES

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