

FOCUS STYLE

RATE CARD



No. 2024 | 2

Valid from 01.01.2024

BCN.

brand-community-network.com

PUBLISHER'S DATA

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Your BCN Sales contact

you can find under:
brand-community-network.com/contact

Frequency of publication, day of release

5x a year, Friday (Changes reserved)

Place of publication

Munich, PZN 511237

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
1/1 page	Standard	247 x 380	33.900 €
2/1 page	Opening Spread (2/1 page after Flipcover)	494 x 380	71.300 €
2/1 page	after Opening Spread	494 x 380	69.100 €
2/1 page	Standard	494 x 380	67.800 €
1/1 page	outside back cover	247 x 380	38.500 €
1/1 page	inside front cover	247 x 380	38.500 €

*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

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

SCHEDULE

No.	On sale date	Closing date*	Copy date**	Special closing date***
1/24 <i>published with Focus #12/24</i>	15.03.24	12.02.24	16.02.24	15.01.24
2/24 <i>published with Focus #27/24</i>	28.06.24	27.05.24	31.05.24	29.04.24
3/24 <i>published with Focus #37/24</i>	06.09.24	05.08.24	09.08.24	08.07.24
4/24 <i>published with Focus #44/24</i>	25.10.24	23.09.24	27.09.24	26.08.24
5/24 <i>published with Focus #51/24</i>	13.12.24	11.11.24	15.11.24	14.10.24

* Closing & cancellation date

** Delivery date for printer's copies

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