

BCN TV BOOSTER

RATE CARD



Nr 2024 | 1

Valid from 01.07.2024

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

FUNKE TV Guide GmbH
Großer Burstah 18-32
20457 Hamburg

Gong Verlag GmbH
Münchener Straße 101/09
85737 Ismaning

TV SPIELFILM Verlag GmbH
Große Elbstraße 59-63
D-22767 Hamburg

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Ad Management/Order Management

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Your BCN sales contact

can be found under:
brand-community-network.de/ansprechpartner

Frequency & on sale date

bi-weekly, thursday/friday
(subject to change)

Place of publication

Hamburg, PZN 550473: TV DIGITAL
Ismaning, PZN 590033: TV *direkt*
Hamburg, PZN 558453: TV Spielfilm Plus

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 1% 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

Guaranteed circulation:

Information on guaranteed circulation can be find here:
brand-community-network.com/landingpages/garantieauflagen/

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/

AD PACKS

For the combination of adverts, this results in a higher efficiency compared to separate
The reduced special price for ad pack bookings.

Combination requirements:

1. the advertisements of an advertiser must appear in all magazines in approximately the same issues.
2. the same format and product must be advertised for the same advertiser in all magazines.

Combination	TV Booster Kombi
TVdirekt	x
TV DIGITAL	x
TV Spielfilm Plus (TV Spielfilm, TV Spielfilm XXL, TV Today)	x
Combination discount	20%

*Price reduction in % compared to single title booking.

FORMATS & RATES

Format	Placement	TVdirekt / TV DIGITAL	TV Spielfilm Plus	Rate
		Bleed format*	Bleed format*	
2/1 page	Standard	442 x 284	444 x 285	259.000 €
1/1 page	Standard	221 x 284	222 x 285	129.500 €
1/2 page vertical	Standard	110 x 284	107 x 285	75.100 €
1/2 page horizontal	Standard	221 x 140	222 x 142	75.100 €
1/3 page vertical	Standard	77 x 284	71 x 285	52.100 €
1/3 page horizontal	Standard	221 x 96	222 x 83	52.100 €
2/1 page	Opening Spread	442 x 284	444 x 285	282.400 €
1/1 page	inside back cover	221 x 284	222 x 285	141.000 €
1/1 page	outside back cover	221 x 284	222 x 285	133.900 €
1/1 page	outside back cover	221 x 284	222 x 285	147.200 €
1/3 page	next to table of contents	77 x 284	71 x 285	70.800 €

*width x height in mm

SCHEDULE

No.	on sales date TVdirekt	on sales date TV DIGITAL	on sales date TVS+	Closing/ Copy date*	Special Closing Date**	Program period
2/24	04.01.24	05.01.24	05.01.24	01.12.23	10.11.23	13.01.24 - 26.01.24
3/24	18.01.24	19.01.24	19.01.24	15.12.23	24.11.23	27.01.24 - 09.02.24
4/24	01.02.24	02.02.24	02.02.24	29.12.23	08.12.23	10.02.24 - 23.02.24
5/24	15.02.24	16.02.24	16.02.24	12.01.24	22.12.23	24.02.24 - 08.03.24
6/24	29.02.24	01.03.24	01.03.24	26.01.24	05.01.24	09.03.24 - 22.03.24
7/24	14.03.24	15.03.24	15.03.24	09.02.24	19.01.24	23.03.24 - 05.04.24
8/24	27.03.24	28.03.24	28.03.24	23.02.24	02.02.24	06.04.24 - 19.04.24
9/24	11.04.24	12.04.24	12.04.24	08.03.24	16.02.24	20.04.24 - 03.05.24
10/24	25.04.24	26.04.24	26.04.24	22.03.24	01.03.24	04.05.24 - 17.05.24
11/24	09.05.24	10.05.24	10.05.24	05.04.24	28.03.23	18.05.24 - 31.05.24
12/24	23.05.24	24.05.24	24.05.24	19.04.24	28.03.24	01.06.24 - 14.06.24
13/24	06.06.24	07.06.24	07.06.24	03.05.24	12.04.24	15.06.24 - 28.06.24
14/24	20.06.24	21.06.24	21.06.24	17.05.24	26.04.24	29.06.24 - 12.07.24
15/24	04.07.24	05.07.24	05.07.24	31.05.24	10.05.24	13.07.24 - 26.07.24
16/24	18.07.24	19.07.24	19.07.24	14.06.24	24.05.24	27.07.24 - 09.08.24
17/24	01.08.24	02.08.24	02.08.24	28.06.24	07.06.24	10.08.24 - 23.08.24
18/24	15.08.24	16.08.24	16.08.24	12.07.24	21.06.24	24.08.24 - 06.09.24
19/24	29.08.24	30.08.24	30.08.24	26.07.24	05.07.24	07.09.24 - 20.09.24
20/24	12.09.24	13.09.24	13.09.24	09.08.24	19.07.24	21.09.24 - 04.10.24
21/24	26.09.24	27.09.24	27.09.24	23.08.24	02.08.24	05.10.24 - 18.10.24
22/24	10.10.24	11.10.24	11.10.24	06.09.24	16.08.24	19.10.24 - 01.11.24
23/24	24.10.24	25.10.24	25.10.24	20.09.24	30.08.24	02.11.24 - 15.11.24
24/24	07.11.24	08.11.24	08.11.24	04.10.24	13.09.24	16.11.24 - 29.11.24
25/24	21.11.24	22.11.24	22.11.24	18.10.24	27.09.24	30.11.24 - 13.12.24
26/24	05.12.24	05.12.24	05.12.24	31.10.24	11.10.24	14.12.24 - 27.12.24
1/25	19.12.24	20.12.24	19.12.24	15.11.24	25.10.24	28.12.24 - 10.01.25

*Closing & cancellation date, delivery date for printer's copies ** for ad specials, special formats, special placements