

Ratecard 2025

BUNTE

30 - 18.7.2024 - € 4,40

BUNTE

MANUEL NEUER
Liebes-Urlaub
mit Baby
auf Mallorca

Neue Liebe -
Lena Wimmerberger &
Julian Nagelsmann

JULIAN NAGELSMANN

SCHEIDUNGS-
DRAMA
Was seine Ex
noch von
ihm fordert

RALF SCHUMACHER
Romantisches
Coming-out: Ja, ich
liebe einen Mann!

KREBSKRANKE KATE

**Sie kann
wieder
lachen!**

Trotz Chemotherapie trat die Prinzessin
schon zum zweiten Mal
öffentlich auf. Aber ihre Behandlung
wird noch Monate dauern

Shannen Doherty (+)
BRUSTKREBS -
SIE HAT IHREN GROSSEN
KAMPF VERLOREN

BCN.

No. 1 | 2025
valid from: 01.01.2025

Publisher's Data

Publisher

BurdaVerlag Publishing GmbH
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D-81825 München

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Frequency of publication & on sale date

weekly, Thursday (subject to change)

Place of publication

München, PZN 553342

Additional environments, special topics and specials:

bcn.group/umfeldplaner

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:
bcn.group/en/terms-conditions

Technical data:

For current and binding technical data, log onto duon-portal.de. Also available as PDF download.

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.

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.

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 in mm	Rate
2/1 page	Standard	430 x 289	95.800 €
1/1 page	Standard	215 x 289	47.900 €
3/4 page vertical	Standard	147 x 289	42.700 €
2/3 page vertical	Standard	133 x 289	38.200 €
2/3 page horizontal	Standard	215 x 186	38.200 €
1/2 page vertical	Standard	101 x 289	32.700 €
1/2 page horizontal	Standard	215 x 138	32.700 €
1/3 page vertical	Standard	69 x 289	25.400 €
1/3 page horizontal	Standard	215 x 91	25.400 €
4/1 page	Cover Gatefold (+technical costs)		143.100 €
2/1 page	Opening Spread	430 x 289	105.500 €
1/1 page	inside front cover	215 x 289	55.100 €
1/1 page	outside back cover	215 x 289	55.100 €
1/1 page	1st RHP ad	215 x 289	49.200 €
1/3 page vertical	facing editor's letter	69 x 289	26.300 €

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

bcn.group/en/channels/print/advertorials

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:

bcn.group/en/media-kits/media-data-digital

Ad Specials

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation	Info
<i>Bound inserts</i>			Additional ad specials available on request. Prices apply for the booking of at least the entire domestic print run. A minimum run of 140,000 copies applies for all ad specials. 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 25 % per thousand.
up to 4 pages	147 €	196 €	
up to 8 pages	174 €	229 €	
up to 12 pages	203 €	262 €	
up to 4 pages with add. product	177 €	236 €	
up to 8 pages with add. Product	209 €	274 €	
<i>Glued-on inserts</i>			*Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, in-flight and other sales.
Postcard up to 10 g	78 €	106 €	
Booklet up to 10 g	108 €	148 €	
Booklet up to 20 g	115 €	168 €	
Sample up to 10 g	127 €	174 €	
Flatspray	184 €	240 €	
<i>Loose inserts</i>			
up to 10 g	156 €	196 €	
up to 20 g	168 €	212 €	
up to 30 g	178 €	226 €	
up to 40 g	193 €	238 €	
up to 50 g	205 €	255 €	

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 IWV 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 IWV 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 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 on sale date. The samples must be delivered to BCN Brand Community Network Print Management, Hubert-Burda-Platz 1, D-77652 Offenburg, Germany

Schedule

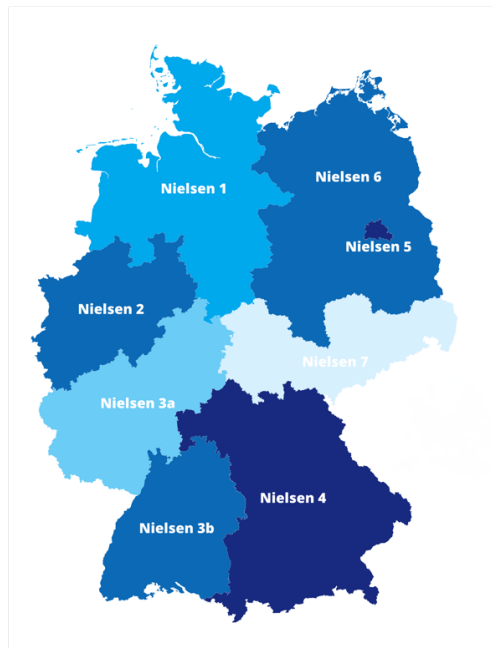
No.	On sale date	Closing date*	Copy date**	Special closing date***
2/25	02.01.25	11.12.24	11.12.24	27.11.24
3/25	09.01.25	18.12.24	18.12.24	04.12.24
4/25	16.01.25	24.12.24	24.12.24	11.12.24
5/25	23.01.25	31.12.24	31.12.24	18.12.24
6/25	30.01.25	08.01.25	08.01.25	24.12.24
7/25	06.02.25	15.01.25	15.01.25	31.12.24
8/25	13.02.25	22.01.25	22.01.25	08.01.25
9/25	20.02.25	29.01.25	29.01.25	15.01.25
10/25	27.02.25	05.02.25	05.02.25	22.01.25
11/25	06.03.25	12.02.25	12.02.25	29.01.25
12/25	13.03.25	19.02.25	19.02.25	05.02.25
13/25	20.03.25	26.02.25	26.02.25	12.02.25
14/25	27.03.25	05.03.25	05.03.25	19.02.25
15/25	03.04.25	12.03.25	12.03.25	26.02.25
16/25	10.04.25	19.03.25	19.03.25	05.03.25
17/25	16.04.25	26.03.25	26.03.25	12.03.25
18/25	24.04.25	02.04.25	02.04.25	19.03.25
19/25	30.04.25	09.04.25	09.04.25	26.03.25
20/25	08.05.25	16.04.25	16.04.25	02.04.25
21/25	15.05.25	23.04.25	23.04.25	09.04.25
22/25	22.05.25	30.04.25	30.04.25	16.04.25
23/25	28.05.25	07.05.25	07.05.25	23.04.25
24/25	05.06.25	14.05.25	14.05.25	30.04.25
25/25	12.06.25	21.05.25	21.05.25	07.05.25
26/25	18.06.25	28.05.25	28.05.25	14.05.25
27/25	26.06.25	04.06.25	04.06.25	21.05.25
28/25	03.07.25	11.06.25	11.06.25	28.05.25
29/25	10.07.25	18.06.25	18.06.25	04.06.25
30/25	17.07.25	25.06.25	25.06.25	11.06.25
31/25	24.07.25	02.07.25	02.07.25	18.06.25
32/25	31.07.25	09.07.25	09.07.25	25.06.25
33/25	07.08.25	16.07.25	16.07.25	02.07.25
34/25	14.08.25	23.07.25	23.07.25	09.07.25
35/25	21.08.25	30.07.25	30.07.25	16.07.25
36/25	28.08.25	06.08.25	06.08.25	23.07.25
37/25	04.09.25	13.08.25	13.08.25	30.07.25
38/25	11.09.25	20.08.25	20.08.25	06.08.25
39/25	18.09.25	27.08.25	27.08.25	13.08.25
40/25	25.09.25	03.09.25	03.09.25	20.08.25
41/25	01.10.25	10.09.25	10.09.25	27.08.25
42/25	09.10.25	17.09.25	17.09.25	03.09.25
43/25	16.10.25	24.09.25	24.09.25	10.09.25
44/25	23.10.25	01.10.25	01.10.25	17.09.25
45/25	30.10.25	08.10.25	08.10.25	24.09.25
46/25	06.11.25	15.10.25	15.10.25	01.10.25
47/25	13.11.25	22.10.25	22.10.25	08.10.25
48/25	20.11.25	29.10.25	29.10.25	15.10.25
49/25	27.11.25	05.11.25	05.11.25	22.10.25
50/25	04.12.25	12.11.25	12.11.25	29.10.25
51/25	11.12.25	19.11.25	19.11.25	05.11.25
52/25	17.12.25	26.11.25	26.11.25	12.11.25
53/25	23.12.25	03.12.25	03.12.25	19.11.25
1/26	31.12.25	10.12.25	10.12.25	26.11.25

*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	18.100 €
Nielsen II	21.600 €
Nielsen IIIa	16.300 €
Nielsen IIIb	17.300 €
Nielsen IV	20.100 €
East (Nielsen V bis VII)	13.700 €
Switzerland	13.700 €
Austria	13.700 €

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.