

# Ratecard 2025

## ESQUIRE



BCN.

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## Publisher's Data

### **Publisher**

Burda Hearst Publishing GmbH  
Arabellastr. 23  
D-81925 München

### **Brand Director**

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### **Managing Director BCN**

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### **Your BCN Sales contact**

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[bcn.group/en/contact](https://bcn.group/en/contact)

### **Print Management/Placement**

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### **Ad Management/Order Management**

BCN Brand Community Network GmbH  
Hubert-Burda-Platz 1  
D-77652 Offenburg  
T +49 781 84 3751  
orders@bcn.group

### **Frequency of publication & on sale date**

4x yearly, thursday (subject to change)

### **Place of publication**

München, PZN 511833

Additional environments, special topics and specials:

[bcn.group/umfeldplaner](https://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](https://bcn.group/en/terms-conditions)

### **Technical data:**

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

[duon-portal.de/](https://duon-portal.de/)

### **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](https://obs-portal.de)

## Formats & Rate

Format	Placement	Bleed format in mm	Rate
2/1 page	Standard	406 x 275	54.400 €
1/1 page	Standard	203 x 275	27.200 €
4/1 page	Cover gatefold (plus technical costs)		134.500 €
2/1 page	Opening spread	406 x 275	69.700 €
2/1 page	2nd campaign	406 x 275	64.600 €
2/1 page	3rd campaign	406 x 275	63.400 €
2/1 page	4th campaign	406 x 275	62.300 €
2/1 page	5th campaign	406 x 275	61.200 €
2/1 page	1st DPS of the branch	406 x 275	65.200 €
1/1 page	1st 1/1 page of the branch	203 x 275	29.900 €
1/1 page	1/1 facing TOC	203 x 275	32.900 €
1/1 page	1/1 facing editor's letter	203 x 275	32.900 €
1/1 page	Outside back cover	203 x 275	44.700 €

### Advertorials:

Formats and prices for advertorials created by the editorial team on request. For more information, please visit

[bcn.group/en/channels/print/advertorials](http://bcn.group/en/channels/print/advertorials)

### 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](http://bcn.group/en/media-kits/media-data-digital)

## Ad Specials

Rates per thousand	Circulation excl. subscriptions*	Infos
<b>Bound inserts (15% / 10% surcharge for the 1st / 2nd bound insert)</b>		<b>Additional ad specials available on request.</b>  Prices apply for the booking of at least the entire domestic print run. The publisher reserves the right to reschedule bookings with less than domestic print run.  A minimum run of 60.000 copies applies for all ad specials.  Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For these will be charged an additional 25 % per thousand. Price on enquiry for booking subscription circulation only.  *Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales.
up to 4 pages	255 €	
up to 4 pages with additional product	285 €	
up to 8 pages	300 €	
up to 8 pages with additional product	330 €	
up to 12 pages	340 €	
<b>Glued-on inserts (15%/10% surcharge for the 1st/2nd bound insert)</b>		
Postcard up to 10 g	160 €	
Postcard up to 20 g	160 €	
Sample up to 10 g	170 €	
Sample up to 20 g	170 €	
Flatspray up to 10 g	230 €	
<b>Loose inserts</b>		
up to 20 g	290 €	
up to 30 g	305 €	
up to 40 g	305 €	
up to 50 g	305 €	

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 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"; 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 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**
1/25	13.03.25	30.01.25	06.02.25	09.01.25
2/25	15.05.25	03.04.25	10.04.25	13.03.25
3/25	11.09.25	25.07.25	01.08.25	04.07.25
4/25	13.11.25	02.10.25	09.10.25	11.09.25

\*Closing & cancellation date

\*\*Delivery date for printer's copies

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