

Ratecard 2025

FREUNDIN



BCN.

No. 1 | 2025
valid from: 01.01.2025

Publisher's Data

Publisher

freundin Verlag GmbH
Arabellstraße 23
D-81925 München

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Your BCN Sales contact

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Ad Management/Order Management

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Frequency of publication & on sale date

biweekly, Wednesday (subject to change)

Place of publication

München, PZN 558916

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.

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

Formats & Rates

| Format | Placement | Bleed format in mm | Rate |
|---------------------|--------------------|--------------------|-----------|
| 2/1 page | Standard | 430 x 267 | 100.940 € |
| 1/1 page | Standard | 215 x 267 | 50.470 € |
| 1/2 page vertical | Standard | 103 x 267 | 34.900 € |
| 1/2 page horizontal | Standard | 215 x 131 | 34.900 € |
| 1/3 page vertical | Standard | 73 x 267 | 27.200 € |
| 1/3 page horizontal | Standard | 215 x 92 | 27.200 € |
| 2/1 page | Opening spread | 430 x 267 | 135.000 € |
| 1/1 page | Inside front cover | 215 x 267 | 59.000 € |
| 1/1 page | Outside back cover | 215 x 267 | 59.000 € |

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. |
| up to 4 pages | 141 € | 201 € | 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. |
| up to 8 pages | 157 € | 218 € | |
| up to 12 pages | 175 € | 253 € | |
| up to 4 pages with additional product | 174 € | 256 € | |
| up to 8 pages with additional product | 194 € | 263 € | |
| <i>Glued-on inserts</i> | | | A minimum run of 120,000 copies applies for all ad specials. |
| Postcard up to 10 g | 76 € | 121 € | 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. |
| Sample up to 10 g | 168 € | 220 € | |
| Flatspray up to 10 g | 204 € | 270 € | |
| <i>Loose inserts</i> | | | *Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales. |
| up to 10 g | 155 € | 224 € | |
| up to 20 g | 162 € | 232 € | |
| up to 30 g | 175 € | 243 € | |
| up to 40 g | 189 € | 253 € | |
| up to 50 g | 205 € | 276 € | |

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"; 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*** |
|----------|--------------|---------------|-------------|-------------------------|
| 1-2/25 | 11.12.24 | 30.10.24 | 06.11.24 | 02.10.24 |
| 3-4/25 | 15.01.25 | 04.12.24 | 11.12.24 | 06.11.24 |
| 5/25 | 05.02.25 | 24.12.24 | 31.12.24 | 27.11.24 |
| 6/25 | 19.02.25 | 08.01.25 | 15.01.25 | 11.12.24 |
| 7/25 | 05.03.25 | 22.01.25 | 29.01.25 | 24.12.24 |
| 8/25 | 19.03.25 | 05.02.25 | 12.02.25 | 08.01.25 |
| 9/25 | 02.04.25 | 19.02.25 | 26.02.25 | 22.01.25 |
| 10/25 | 15.04.25 | 05.03.25 | 12.03.25 | 05.02.25 |
| 11/25 | 29.04.25 | 19.03.25 | 26.03.25 | 19.02.25 |
| 12/25 | 14.05.25 | 02.04.25 | 09.04.25 | 05.03.25 |
| 13/25 | 27.05.25 | 16.04.25 | 23.04.25 | 19.03.25 |
| 14/25 | 11.06.25 | 30.04.25 | 07.05.25 | 02.04.25 |
| 15/25 | 25.06.25 | 14.05.25 | 21.05.25 | 16.04.25 |
| 16-17/25 | 09.07.25 | 28.05.25 | 04.06.25 | 30.04.25 |
| 18/25 | 30.07.25 | 18.06.25 | 25.06.25 | 21.05.25 |
| 19/25 | 20.08.25 | 09.07.25 | 16.07.25 | 11.06.25 |
| 20/25 | 03.09.25 | 23.07.25 | 30.07.25 | 25.06.25 |
| 21/25 | 17.09.25 | 06.08.25 | 13.08.25 | 09.07.25 |
| 22/25 | 30.09.25 | 20.08.25 | 27.08.25 | 23.07.25 |
| 23/25 | 15.10.25 | 03.09.25 | 10.09.25 | 06.08.25 |
| 24/25 | 29.10.25 | 17.09.25 | 24.09.25 | 20.08.25 |
| 25/25 | 12.11.25 | 01.10.25 | 08.10.25 | 03.09.25 |
| 26/25 | 26.11.25 | 15.10.25 | 22.10.25 | 17.09.25 |
| 1-2/26 | 10.12.25 | 29.10.25 | 05.11.25 | 01.10.25 |

*Closing & cancellation date

**Delivery date for printer's copies

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

Specials

| Title | On sale date | Closing date* | Copy date** | Special closing date** |
|---------------|--------------|---------------|-------------|------------------------|
| Unsere Besten | on request | on request | on request | on request |
| Cover Booklet | on request | on request | on request | on request |

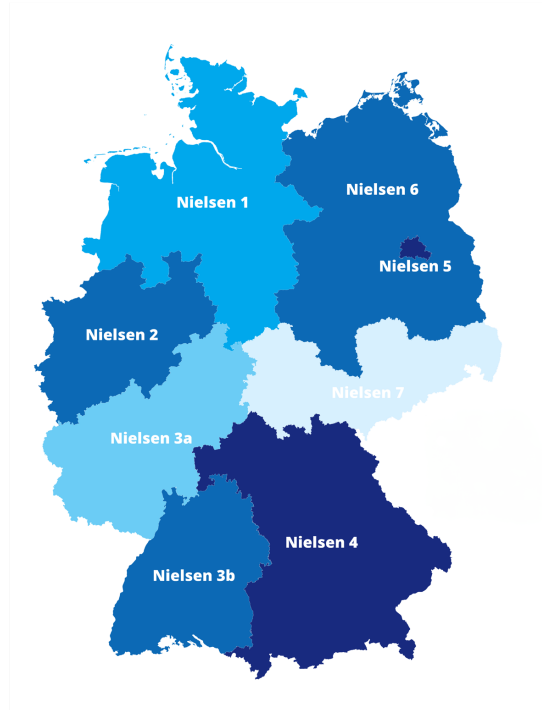
*Closing & cancellation date

**Delivery date for printer's copies

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

| Title | Format | Placement | Bleed format in mm | Rate |
|---------------|---------------------|--------------------|--------------------|------------|
| Unsere Besten | 1/1 page | Standard | 200 x 310 | 31.000 € |
| Unsere Besten | 1/2 page horizontal | Standard | 200 x 150 | 21.800 € |
| Unsere Besten | 1/2 page vertical | Standard | 92 x 310 | 21.800 € |
| Unsere Besten | 1/1 page | inside back cover | 200 x 310 | 35.600 € |
| Unsere Besten | 1/1 page | outside back cover | 200 x 310 | 35.600 € |
| Cover Booklet | | Standard | 100 x 140 | on request |

Split-Run Advertising



| Area | 1/1 page |
|-------------------------|----------|
| Nielsen I | 15.700 € |
| Nielsen II | 18.300 € |
| Nielsen IIIa | 12.400 € |
| Nielsen IIIb | 14.350 € |
| Nielsen IV | 15.700 € |
| East (Nielsen V to VII) | 12.400 € |

Please enquire for latest circulation information.

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.