

Ratecard 2025

KICKER

POKAL-SENSATION? Roos: „Es wäre eine typische FCK-Geschichte“

kicker RELEGATION **VfL und Fortuna im West-Duell**

kicker

Meister erster Klasse
Leverkusen geht ungeschlagen in die Triple-Woche: die Schale in der Hand, die Europa League vor Augen, den DFB-Pokal im Sinn

1 FC KÖLN
Zurück auf Intensiv

HENRIKSEN
So hat er Mainz gerettet

DAS ENDSPIEL-DRAMA 1999
So erlebten es die Bayern-Stars

42
15.2.2024
3,80€

100%
B
BAYER
M
LEVERKUSEN

100%
FC
KÖLN

15
15.2.2024
2,40€

HSV Polzin: Kleiner Wechsel als große Chance

kicker BVB **Historischer Haller weckt Hoffnungen**

kicker

Bayern im Teufelskreis

Die Stars stehen unter Beobachtung, alles kommt auf den Prüfstand. Doch ein Umbruch hat Tücken. Das 0:1 bei Lazio erhöht den Druck.

DFL-INVESTOR
Die Proteste. Die Zukunft.

SCHWÄBE_KÖLN
Rückhalt mit Fragezeichen

KAISERSLAUTERN
Funkel zurück auf dem Betze!

15
15.2.2024
2,40€

BCN.

No. 1 | 2025
valid from: 01.01.2025

Publisher's Data

Publisher

Olympia-Verlag GmbH
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90402 Nürnberg

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Frequency of publication & on sale date

weekly, Monday & Thursday (subject to change)

Place of publication

Nürnberg, Monday: PZN 515631
Monday Newspaper Section: PZN 500180
Thursday: PZN 554207

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 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 kicker Monday

Format	Placement	format in mm	area format in mm	Rate
2/1 page	Standard	428 x 282	440 x 305	64.930 €
1/1 page	Standard	203 x 282	220 x 305	32.465 €
3/4 page horizontal	Standard	151 x 282	161 x 305	26.297 €
3/4 page vertical	Standard	203 x 211	220 x 221	26.297 €
1/2 page horizontal	Standard	99 x 282	109 x 305	20.291 €
1/2 page vertical	Standard	203 x 141	220 x 151	20.291 €
1/3 page horizontal	Standard	64 x 282	74 x 305	14.068 €
1/3 page vertical	Standard	203 x 94	220 x 102	14.068 €
1/4 page horizontal	Standard	47 x 282	57 x 305	11.769 €
1/4 page normal	Standard	99 x 141	-	11.769 €
1/4 page vertical	Standard	203 x 70	220 x 81	11.769 €
2 x 1/2 page across gutter	Standard	428 x 141	440 x 151	40.582 €
2/1 page	Opening Spread	428 x 282	440 x 305	68.177 €
1/1 page	Inside / Outside back cover	203 x 282	220 x 305	35.712 €
1/1 page	Facing newspaper section	-	220 x 305	34.088 €

*Only possible in gravure printing

Additional formats and Ad Specials available on request.

Advertorials:

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

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.

Digital rate card:

Please find the digital rate card here:

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

Ad Specials kicker Monday*

Rates per thousand		Infos
<i>Bound inserts</i>		Additional ad specials available on request. Glued-on inserts and bound inserts can only be booked in the total circulation. For inserts, smaller booking units are possible, e.g. according to Nielsen areas.
up to 4 pages	106 €	
up to 8 pages	111 €	
up to 12 pages	116 €	
up to 16 pages	121 €	The publisher reserves the right to reschedule bookings for loose inserts.
<i>Glued-on inserts within gravure printing section**</i>		
up to 25 g	106 €	*Ad specials are not possible in kicker Thursday.
up to 30 g	111 €	
<i>Loose inserts</i>		**Prices subject to the result of the processing test run (see "Sample")
on request		

All tariff ad specials are discount-forming and discountable.

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 Media-Disposition/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

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 Kicker Monday

No.	On sale date	Closing date	Copy date**	Kicker year of football
2/25	30.12.24	02.12.24	09.12.24	
4/25	06.01.25	09.12.24	16.12.24	Bundesliga + 2. Liga
6/25	13.01.25	16.12.24	23.12.24	Bundesliga + 2. Liga
8/25	20.01.25	23.12.24	30.12.24	Bundesliga + 2. Liga
10/25	27.01.25	30.12.24	07.01.25	Bundesliga + 2. Liga/Champions League/Europa League
12/25	03.02.25	07.01.25	13.01.25	Bundesliga + 2. Liga/Champions League/Europa League
14/25	10.02.25	13.01.25	20.01.25	Bundesliga + 2. Liga
16/25	17.02.25	20.01.25	27.01.25	Bundesliga + 2. Liga/ Champions League & Europa League Play Offs
18/25	24.02.25	27.01.25	03.02.25	Bundesliga + 2. Liga/ Champions League & Europa League Play Offs
20/25	03.03.25	03.02.25	10.02.25	Bundesliga + 2. Liga
22/25	10.03.25	10.02.25	17.02.25	Bundesliga + 2. Liga/CL/Europa League, Round of sixteen first match
24/25	17.03.25	17.02.25	24.02.25	Bundesliga + 2. Liga/ CL/Europa League, round of sixteen return match
26/25	24.03.25	24.02.25	03.03.25	International break
28/25	31.03.25	03.03.25	10.03.25	Bundesliga + 2. Liga
30/25	07.04.25	10.03.25	17.03.25	Bundesliga + 2. Liga
32/25	14.04.25	17.03.25	24.03.25	Bundesliga + 2. Liga/CL/Europa League, Quarterfinal first match
34/25	22.04.25	24.03.25	31.03.25	Bundesliga + 2. Liga/CL/Europa League, Quarterfinal return match
36/25	28.04.25	31.03.25	07.04.25	Bundesliga + 2. Liga
38/25	05.05.25	07.04.25	14.04.25	Bundesliga + 2. Liga/CL/Europa League, Semifinal first match
40/25	12.05.25	14.04.25	22.04.25	Bundesliga + 2. Liga/CL/Europa League, Semifinal return match
42/25	19.05.25	22.04.25	28.04.25	Last matchday BL + 2. Liga
44/25	26.05.25	28.04.25	05.05.25	DFB-Pokal-Finale / Bundesliga- + 2. Liga-Relegation/Europa League Final
46/25	02.06.25	05.05.25	12.05.25	Champions-League-Final in Munich
48/25	10.06.25	12.05.25	19.05.25	Nations League, Final
50/25	16.06.25	19.05.25	26.05.25	
52/25	23.06.25	26.05.25	02.06.25	
54/25	30.06.25	02.06.25	10.06.25	
56/25	07.07.25	10.06.25	16.06.25	
58/25	14.07.25	16.06.25	23.06.25	
60/25	21.07.25	23.06.25	30.06.25	
62/25	28.07.25	30.06.25	07.07.25	
64/25	04.08.25	07.07.25	14.07.25	
66/25	11.08.25	14.07.25	21.07.25	
68/25	18.08.25	21.07.25	28.07.25	
70/25	25.08.25	28.07.25	04.08.25	
72/25	01.09.25	04.08.25	11.08.25	
74/25	08.09.25	11.08.25	18.08.25	
76/25	15.09.25	18.08.25	25.08.25	
78/25	22.09.25	25.08.25	01.09.25	
80/25	29.09.25	01.09.25	08.09.25	
82/25	06.10.25	08.09.25	15.09.25	
84/25	13.10.25	15.09.25	22.09.25	
86/25	20.10.25	22.09.25	29.09.25	
88/25	27.10.25	29.09.25	06.10.25	
90/25	03.11.25	06.10.25	13.10.25	
92/25	10.11.25	13.10.25	20.10.25	
94/25	17.11.25	20.10.25	27.10.25	
96/25	24.11.25	27.10.25	03.11.25	
98/25	01.12.25	03.11.25	10.11.25	
100/25	08.12.25	10.11.25	17.11.25	
102/25	15.12.25	17.11.25	24.11.25	
104/25	22.12.25	24.11.25	01.12.25	
2/26	29.12.25	01.12.25	08.12.25	

*Closing & cancellation date

**Delivery date for printer's copies

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

Formats & Rates kicker Thursday

Format	Placement	Bleed format in mm	Rate
2/1 page	Standard	428 x 282	58.406 €
1/1 page	Standard	203 x 282	29.203 €
3/4 page horizontal	Standard	151 x 282	23.654 €
3/4 page vertical	Standard	203 x 211	23.654 €
1/2 page horizontal	Standard	99 x 282	18.252 €
1/2 page vertical	Standard	203 x 141	18.252 €
1/3 page horizontal	Standard	64 x 282	12.655 €
1/3 page vertical	Standard	203 x 94	12.655 €
1/4 page horizontal	Standard	47 x 282	10.586 €
1/4 page normal	Standard	99 x 141	10.586 €
1/4 page vertical	Standard	203 x 70	10.586 €
2 x 1/2 page across the collar	Standard	428 x 141	36.504 €
2/1 page	Opening Spread	428 x 282	61.326 €
1/1 page	Outside back cover	203 x 282	32.123 €

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Schedule kicker Thursday

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3/25	02.01.25	27.12.24	
5/25	09.01.25	02.01.25	
7/25	16.01.25	09.01.25	
9/25	23.01.25	16.01.25	
11/25	30.01.25	23.01.25	
13/25	06.02.25	30.01.25	DFB-Pokal, Quarterfinal
15/25	13.02.25	06.02.25	Champions League, Play-Offs
17/25	20.02.25	13.02.25	Champions League, Play-Offs
19/25	27.02.25	20.02.25	DFB-Pokal, Quarterfinal
21/25	06.03.25	27.02.25	Champions League, round of sixteen
23/25	13.03.25	06.03.25	Champions League, round of sixteen
25/25	20.03.25	13.03.25	Nations League
27/25	27.03.25	20.03.25	Nations League
29/25	03.04.25	27.03.25	DFB-Pokal, Semifinal
31/25	10.04.25	03.04.25	Champions League, Quarterfinal
33/25	17.04.25	10.04.25	Champions League, Quarterfinal
35/25	24.04.25	17.04.25	
37/25	02.05.25	24.04.25	Champions League, Semifinal
39/25	08.05.25	02.05.25	Champions League, Semifinal
41/25	15.05.25	08.05.25	
43/25	22.05.25	15.05.25	Europa League Finale in Bilbao
45/25	30.05.25	22.05.25	Europa League Finale in Breslau
47/25	05.06.25	30.05.25	Nations League, Semifinal
49/25	12.06.25	05.06.25	
51/25	19.06.25	12.06.25	
53/25	26.06.25	20.06.25	
55/25	03.07.25	26.06.25	
57/25	10.07.25	03.07.25	
59/25	17.07.25	10.07.25	
61/25	24.07.25	17.07.25	
63/25	31.07.25	24.07.25	
65/25	07.08.25	31.07.25	
67/25	14.08.25	07.08.25	
69/25	21.08.25	14.08.25	
71/25	28.08.25	21.08.25	
73/25	04.09.25	28.08.25	
75/25	11.09.25	04.09.25	
77/25	18.09.25	11.09.25	
79/25	25.09.25	18.09.25	
81/25	02.10.25	25.09.25	
83/25	09.10.25	02.10.25	
85/25	16.10.25	09.10.25	
87/25	23.10.25	16.10.25	
89/25	30.10.25	23.10.25	
91/25	06.11.25	30.10.25	
93/25	13.11.25	06.11.25	
95/25	20.11.25	13.11.25	
97/25	27.11.25	20.11.25	
99/25	04.12.25	27.11.25	
101/25	11.12.25	04.12.25	
103/25	18.12.25	11.12.25	

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