

# Ratecard 2025

## MYSELF



Wir machen Frauen stark

# myself

MAI 2024  
4,90 €  
110 SEITEN  
ISSN 1439-7000

**7**  
ungewöhnliche  
Beauty-Tools  
(schöner werden  
ganz easy)

**HOW TO**  
Endlich die  
perfekte  
Haarfarbe

**Zeit  
für  
guten  
Stil!**

**SOMMER IM KLEIDERSCHRANK**  
46 Trend-Teile und wo man  
sich modisch inspirieren lassen kann

**Weniger  
Stress in einer  
Woche**  
Ein Programm zum  
Runterkommen

**Essen fürs  
Immunsystem**  
Eine Expertin über  
Ernährung,  
die gesund macht

**Liebe, ein  
Leben lang**  
Wie eine Beziehung  
auf Dauer  
glücklich bleibt

**BCN.**

No. 1 | 2025  
valid from: 01.01.2025

## Publisher's Data

### Publisher

FUNKE Lifestyle GmbH  
Münchener Str. 101/09  
D-85737 Ismaning

### Managing Director BCN

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### Your BCN Sales contact

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### Print Management/Placement

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### Ad Management/Order Management

BCN Brand Community Network GmbH  
Hubert-Burda-Platz 1  
D-77652 Offenburg  
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orders@bcn.group

### Frequency of publication & on sale date

monthly, tuesday

### Place of publication

Ismaning, PZN 519742

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 & Rates

Format	Placement	Bleed format in mm	Rate
2/1 page	Standard	426 x 277	62.800 €
1/1 page	Standard	213 x 277	31.400 €
3/4 page vertical	Standard	134 x 277	26.300 €
3/4 page horizontal	Standard	213 x 184	26.300 €
1/2 page vertical	Standard	102 x 277	19.370 €
1/2 page horizontal	Standard	213 x 138	19.370 €
1/3 page vertical	Standard	70 x 277	14.880 €
1/3 page horizontal	Standard	213 x 91	14.880 €
1/4 page vertical	Standard	54 x 277	13.890 €
1/4 page horizontal	Standard	213 x 70	13.890 €
<hr/>			
4/1 page	Cover gatefold (plus additional technical costs)		112.000 €
2/1 page	Opening spread	426 x 277	84.200 €
2/1 page	1st campaign	426 x 277	73.200 €
2/1 page	2nd campaign	426 x 277	69.700 €
2/1 page	1st DPS of the branch	426 x 277	72.800 €
1/1 page	Inside back cover	213 x 277	35.200 €
1/1 page	Outside back cover	213 x 277	44.900 €
1/1 page	facing TOC 1	213 x 277	36.600 €
1/1 page	facing TOC 2	213 x 277	35.200 €
1/1 page	1/1 facing editor's letter	213 x 277	35.200 €
1/1 page	1st 1/1 page of the branch	213 x 277	36.400 €
1/1 page	1st 1/1 RHP of the branch	213 x 277	35.200 €

### 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)

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

## Ad Specials

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation	Info
<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 40,000 copies applies for all ad specials.  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 40% per thousand.  *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	123 €	160 €	
up to 4 pages, additional product	147 €	192 €	
up to 8 pages	136 €	209 €	
up to 8 pages, additional product	182 €	258 €	
up to 12 pages	149 €	240 €	
up to 16 pages	165 €	275 €	
<b>Glued-on inserts (15%/10% surcharge for the 1st/2nd bound insert)</b>			
Postcard up to 10 g	95 €	116 €	
Booklet up to 10 g	105 €	129 €	
Booklet up to 20 g	106 €	148 €	
Sample up to 10 g	119 €	141 €	
Sample up to 20 g	120 €	154 €	
<b>Beilagen</b>			
up to 20 g	129 €	156 €	
up to 30 g	138 €	169 €	
up to 40 g	145 €	181 €	
up to 50 g	157 €	198 €	

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

### 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](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***
3/25	11.02.25	13.01.25	13.01.25	30.12.24
4/25	11.03.25	10.02.25	10.02.25	27.01.25
5/25	08.04.25	10.03.25	10.03.25	24.02.25
6/25	13.05.25	09.04.25	09.04.25	26.03.25
7/25	10.06.25	08.05.25	08.05.25	24.04.25
8/25	08.07.25	05.06.25	05.06.25	22.05.25
9/25	12.08.25	14.07.25	14.07.25	30.06.25
10/25	16.09.25	18.08.25	18.08.25	04.08.25
11/25	14.10.25	12.09.25	12.09.25	29.08.25
12/25	11.11.25	13.10.25	13.10.25	29.09.25
1/26	09.12.25	10.11.25	10.11.25	27.10.25

\*Closing & cancellation date

\*\*Delivery date for printer's copies

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