

Ratecard 2025

PETRA

Mein Leben! Mein Luxus!

petra

AUSGABE
NR.
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**IMMER TOLL
AUSSEHEN**
Die besten Tipps
der Beauty-Profis

**DIE NEUE
FASHION-WELT**
Wie Gucci und Co.
die Zukunft planen

**BESSER, LÄNGER,
SCHÖNER LEBEN**
Der Longevity-Hype

SHOPPING
GUIDE

DIE 10 WICHTIGSTEN MODE-TRENDS

GOLD-GLAMOUR +++ BOX-BAGS +++
POWERFARBE ROT +++ KARO-PRINTS

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BCN.

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6x yearly, tuesday (subject to change)

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Additional environments, special topics and specials:

bcn.group/umfeldplaner

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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*	Rate
2/1 page	Standard	396 x 274	58.800 €
1/1 page	Standard	198 x 274	29.600 €
1/2 page vertical	Standard	92 x 274	20.000 €
1/2 page horizontal	Standard	198 x 130	20.000 €
2/1 page	Opening spread	396 x 274	63.400 €
1/1 page	Inside front cover	198 x 274	33.900 €
1/1 page	Outside back cover	198 x 274	33.900 €

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: 5%.

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	Infos
<i>Bound inserts</i>			Additional ad specials available on request. 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. minimum run all type of inserts: 50.000 copies Smaller booking units, e.g. according to Nielsen areas or federal states, are possible, if the minimum run is supplied. *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	120 €	150 €	
up to 8 pages	125 €	165 €	
up to 12 pages	130 €	180 €	
<i>Glued-on inserts</i>			
Postcard up to 5 g	58 €	83 €	
Booklet up to 20 g	108 €	153 €	
Sample up to 10 g	130 €	168 €	
<i>Loose inserts</i>			
up to 20 g	115 €	152 €	
up to 30 g	120 €	162 €	
up to 40 g	125 €	182 €	
up to 50 g	130 €	202 €	

All tariff adspecials 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

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	28.01.25	10.12.24	17.12.24	26.11.24
3/25	25.03.25	04.02.25	11.02.25	21.01.25
4/25	26.05.25	08.04.25	15.04.25	25.03.25
5/25	22.07.25	03.06.25	10.06.25	20.05.25
6/25	16.09.25	29.07.25	05.08.25	15.07.25
1/26	25.11.25	07.10.25	14.10.25	23.09.25

*Closing & cancellation date

**Delivery date for printer's copies

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