

# Ratecard 2025

## PLAYBOY



# BCN.

No. 1 | 2025  
valid from: 01.01.2025

## Publisher's Data

### Publisher

Kouneli Media GmbH  
Kaiser-Ludwig-Platz 5  
D-80336 München

### Brand Director

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### Managing Director BCN

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

### Print Management/Placement

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### Ad Management/Order Management

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### Frequency of publication & on sale date

monthly, thursday (subject to change)

### Place of publication

München, PZN 563318

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](https://duon-portal.de). Also available as PDF download.

### 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](https://duon-portal.de). For support please e-mail [support@duon-portal.de](mailto: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 275	67.800 €
1/1 page	Standard	213 x 275	33.900 €
1/2 page vertical	Standard	101 x 275	22.100 €
1/2 page horizontal	Standard	213 x 135	22.100 €
1/3 page vertical	Standard	69 x 275	17.000 €
1/3 page horizontal	Standard	213 x 88	17.000 €
2 x 1/2 page horizontal across gutter	Standard	426 x 135	50.900 €
2 x 1/3 page horizontal across gutter	Standard	426 x 88	40.700 €
2/1 page	Opening Spread	426 x 275	84.800 €
2/1 page	up to page 15	426 x 275	78.000 €
1/1 page	Outside back cover	213 x 275	50.900 €
1/1 page	Inside front cover	213 x 275	50.900 €
1/1 page	up to page 15	213 x 275	40.700 €

### 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)

### Consecutive Ads:

Surcharge for two and more successive page-share advertisements: 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](http://bcn.group/en/media-kits/media-data-digital)

## Ad Specials

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation	Info
<i>Bound inserts</i>			<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 50,000 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 30% per thousand.  *Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, in-flight and other sales.
up to 4 pages	188 €	224 €	
up to 8 pages	240 €	282 €	
up to 12 pages	261 €	302 €	
<i>Glued-on inserts</i>			
Postcard up to 10 g	68 €	83 €	
Sample up to 10 g	99 €	125 €	
<i>Loose inserts</i>			
up to 20 g	177 €	203 €	
up to 30 g	188 €	224 €	
up to 40 g	198 €	245 €	
up to 50 g	209 €	271 €	

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

### 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 printi

### 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,



## Schedule

No.	On sale date	Closing date*	Copy date**	Special closing date***
2/25	09.01.25	06.12.24	09.12.24	15.11.24
3/25	06.02.25	03.01.25	07.01.25	13.12.24
4/25	06.03.25	31.01.25	03.02.25	10.01.25
5/25	10.04.25	07.03.25	10.03.25	14.02.25
6/25	08.05.25	04.04.25	07.04.25	14.03.25
7/25	05.06.25	02.05.25	05.05.25	11.04.25
8/25	10.07.25	30.05.25	02.06.25	09.05.25
9/25	07.08.25	04.07.25	07.07.25	13.06.25
10/25	11.09.25	08.08.25	11.08.25	18.07.25
11/25	09.10.25	05.09.25	08.09.25	15.08.25
12/25	06.11.25	02.10.25	06.10.25	12.09.25
1/26	04.12.25	31.10.25	03.11.25	10.10.25

\*Closing & cancellation date

\*\*Delivery date for printer's copies

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

## Specials

Issue	On sale date	Closing date*	Copy date**	Special closing date**
ICONS 1	20.02.25	17.01.25	20.01.25	27.12.24
ICONS 2	28.08.25	25.07.25	28.07.25	04.07.25
HOW TO BE A MAN	20.11.25	17.10.25	20.10.25	26.09.25
DIGITAL SPECIAL	28.05.25	24.04.25	29.04.25	03.04.25

\*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
How to be a Man*	2/1 page	Standard	213 x 257	38.600 €
How to be a Man*	1/1 page	Standard	213 x 257	19.300 €
How to be a Man*	1/1 page	Outside back cover	213 x 257	29.000 €
How to be a Man*	1/1 page	Inside front cover	213 x 257	29.000 €
How to be a Man*	2/1 page	Opening Spread	426 x 257	48.300 €

\*valid for HTBM, others on request