

Ratecard 2025

YACHT



Yacht
20

Bornholm
Die schönsten Seiten der Sonneninsel. Großer Hafenerfahrungen

Ruderbruch
Die Lehren aus dem Untergang der Arcona. Technik-Report

Gewitter
Was tun bei Blitz und Donner? Sicherheitstipps

Internet an Bord
Starlink: Wie gut ist das Satellitensystem und was kostet es? Praxistest

Liebe auf den ersten Blick
Britisches Understatement vom Feinsten: Der trailerbare Baycruiser 21 vereint klassische Linien mit modernster Technik. Exklusivtest

BCN  **EUROPAS GRÖSSTES SEGELMAGAZIN**
Deutschland 7,90 € - Österreich 8,70 € - Schweiz 12,50 SFR
BeNeLux 9,20 € - Italien 10,70 € - Spanien 10,70 € - Frankreich 10,70 € **№. 20 • 2024**
Slowenien 10,70 € - Dänemark 89,95 DKK - Portugal (cont.) 10,70 € H074 40

BCN.

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Publisher's Data

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Siekerwall 21
D-33516 Bielefeld

Managing Director BCN

Tobias Conrad
BCN Brand Community Network GmbH
Arabellastraße 23
D-81925 München
T +49 89 9250 2621
tobias.conrad@bcn.group

Your BCN Sales contact

you can reach at
sales.anfragen@bcn.group or
bcn.group/en/contact

Print Management/Placement

Heike Schmiegede
BCN Brand Community Network GmbH
Großer Burstah 18-32
D-20457 Hamburg
T +49 40 4131 1365
heike.schmiegede@bcn.group

Ad Management/Order Management

BCN Brand Community Network GmbH
Hubert-Burda-Platz 1
D-77652 Offenburg
T +49 781 84 3751
orders@bcn.group

Frequency of publication & on sale date

biweekly, Wednesday (subject to change)

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Bielefeld, PZN 549217

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 in mm	Rate
2/1 page	Standard	420 x 280	24.485 €
1/1 page	Standard	210 x 280	12.500 €
1/2 page vertical	Standard	103 x 280	6.790 €
1/2 page horizontal	Standard	210 x 136	6.790 €
1/3 page vertical	Standard	70 x 280	5.430 €
1/3 page horizontal	Standard	210 x 95	5.430 €
1/4 page vertical	Standard	55 x 280	3.750 €
1/4 page horizontal	Standard	210 x 70	3.750 €
1/4 page normal	Standard	90 x 124 type area	3.750 €
2/1 page	Opening Spread	420 x 280	27.810 €
1/1 page	inside front cover	210 x 280	14.980 €
1/1 page	inside back cover	210 x 280	13.550 €
1/1 page	outside back cover	210 x 280	16.460 €

Ad combinations:

The reduced combination special price for the combination of advertisements is based on comparison of separate advertisement bookings. To this end, the advertisements of an advertiser with an identical product/creation in the same format must appear in all magazines in parallel issues.

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	Info
<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. Smaller booking units, e.g. according to Nielsen areas or federal states, are possible, if the minimum run is supplied. minimum run Bound inserts/Glued-on inserts: total circulation Loose inserts: 20.000 copies *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	140 €	140 €	
up to 8 pages	185 €	185 €	
up to 12 pages	210 €	210 €	
<i>Glued-on inserts</i>			
Postcard	60 €	60 €	
Booklet up to 10 g	90 €	90 €	
Sample	110 €	110 €	
<i>Loose inserts</i>			
up to 20 g	130 €	170 €	
up to 30 g	170 €	210 €	
up to 40 g	170 €	210 €	
up to 50 g	170 €	210 €	

All tariff adspecials 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 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 & 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

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	02.01.25	13.11.24	20.11.24	30.10.24
3/25	15.01.25	27.11.24	04.12.24	13.11.24
4/25	29.01.25	11.12.24	18.12.24	27.11.24
5/25	19.02.25	30.12.24	08.01.25	18.12.24
6/25	05.03.25	15.01.25	22.01.25	30.12.24
7/25	19.03.25	29.01.25	05.02.25	15.01.25
8/25	02.04.25	12.02.25	19.02.25	29.01.25
9/25	15.04.25	26.02.25	05.03.25	12.02.25
10/25	29.04.25	12.03.25	19.03.25	26.02.25
11/25	14.05.25	26.03.25	02.04.25	12.03.25
12/25	27.05.25	09.04.25	16.04.25	26.03.25
13/25	11.06.25	23.04.25	30.04.25	09.04.25
14/25	25.06.25	07.05.25	14.05.25	23.04.25
15/25	09.07.25	21.05.25	28.05.25	07.05.25
16/25	23.07.25	04.06.25	11.06.25	21.05.25
17/25	06.08.25	18.06.25	25.06.25	04.06.25
18/25	20.08.25	02.07.25	09.07.25	18.06.25
19/25	03.09.25	16.07.25	23.07.25	02.07.25
20/25	17.09.25	30.07.25	06.08.25	16.07.25
21/25	30.09.25	13.08.25	20.08.25	30.07.25
22/25	15.10.25	27.08.25	03.09.25	13.08.25
23/25	29.10.25	10.09.25	17.09.25	27.08.25
24/25	12.11.25	24.09.25	01.10.25	10.09.25
25/25	26.11.25	08.10.25	15.10.25	24.09.25
1/26	10.12.25	22.10.25	29.10.25	08.10.25

*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**
Special Issue Yacht Classic	21.05.25	26.03.25	02.04.25	12.03.25

*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
Special Issue Yacht Classic	2/1 page	Standard	420 x 280	24.485 €
	1/1 page	Standard	210 x 280	12.500 €
	1/2 page vertical	Standard	103 x 280	6.790 €
	1/2 page horizontal	Standard	210 x 136	6.790 €
	1/3 page vertical	Standard	70 x 280	5.430 €
	1/3 page horizontal	Standard	210 x 95	5.430 €
	1/4 page vertical	Standard	55 x 280	3.750 €
	1/4 page horizontal	Standard	210 x 70	3.750 €
	1/4 page normal	Standard	90 x 124 trim size	3.750 €
	2/1 page	Opening Spread	420 x 280	27.810 €
	1/1 page	inside front cover	210 x 280	14.980 €
	1/1 page	inside back cover	210 x 280	13.550 €
	1/1 page	outside back cover	210 x 280	16.460 €

Title / No.	On sale date	Closing date*	Copy date**	Special closing date**
Kieler Woche appears as an oversize-insert in Yacht #13	11.06.25	16.04.25	23.04.25	02.04.25

*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
Kieler Woche	1/1 page	Standard	190 x 300	8.405 €
	1/2 page vertical	Standard	90 x 300	4.560 €
	1/2 page horizontal	Standard	190 x 145	4.560 €
	1/3 page vertical	Standard	60 x 300	3.650 €
	1/3 page horizontal	Standard	190 x 96	3.650 €
	1/4 page vertical	Standard	43 x 300	2.520 €
	1/4 page horizontal	Standard	190 x 70	2.520 €
	2/1 page	Opening Spread	380 x 300	18.690 €
	1/1 page	inside front cover	190 x 300	10.070 €
	1/1 page	inside back cover	190 x 300	9.110 €
	1/1 page	outside back cover	190 x 300	11.065 €