

Ratecard 2026

ADAC Motorwelt



BCN.

Valid from: 01.01.2026 - No.1

Publisher's data

Publisher

BurdaVerlag GmbH
Arabellastr. 23
81925 München

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Your BCN Sales contact

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Ad Management/Order Management

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Frequency of publication & on sale date

Thursday, 4 x p.a. (subject to change)

Place of publication

PZN 526137, München

General Information

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

Terms of payment can be found in the terms and conditions.

Terms & 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.
<https://www.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 +49 403 74 11750.

Online advertisement booking

The current, binding technical advertisement bookings can also be sent via the online booking system: obs-portal.de

Rates & Formats

Format	Placement	Bleed (A) / Type area (S) [mm]	Rate	Additional Information
double page spread	run of magazine	430x280 (A)	147,600 €	-
full page	run of magazine	215x280 (A)	73,800 €	-
1/2 page vertical	run of magazine	100x280 (A)	44,900 €	-
1/2 page horizontal	run of magazine	215x136 (A)	44,900 €	-
1/3 page vertical	run of magazine	70x280 (A)	32,400 €	-
full page	inside front cover	215x280 (A)	88,600 €	-
full page	outside back cover	215x280 (A)	88,600 €	-

Type area format:

On request

Native Ads:

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: 10%.

Fixed placements:

Agreed fixed placements (e.g. first for a business line, commodity group, etc.) entitle the publisher to bill a placement surcharge.

AdSpecials

Format	Volume	Placement	Rate per thousand	Additional information
bound inserts	up to 4 pages	total circulation	74 €	-
bound inserts	up to 8 pages	total circulation	80 €	-
bound inserts	up to 12 pages	total circulation	87 €	-
glued-on inserts postcard	up to 10 g	total circulation	37 €	-
loose inserts	up to 20 g	total circulation	63 €	-
loose inserts	up to 30 g	total circulation	76 €	-
loose inserts	up to 40 g	total circulation	89 €	-
loose inserts	up to 50 g	total circulation	103 €	-

Minimum run for all AdSpecials:

The smallest possible booking unit is the complete booking of an entire regional area.

Areas and print-run on request.

AdSpecial information:

Additional ad specials available on request.

The prices apply to the booking of at least one entire regional area.

Please enquire for latest circulation information.

Partial insertion surcharge: 25%

We must reserve the right to postpone in case of unforeseen situations.

All tariff ad specials are eligible for discount and count towards the annual agreement commitment.

Additional AdSpecial information:

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 & 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.	Year	Date of publication	Closing date*	Copy date**	Special closing date***	Topic
1	2026	5.2.2026	24.11.2025	24.11.2025	27.10.2025	-
2	2026	13.5.2026	11.3.2026	11.3.2026	11.2.2026	-
3	2026	20.8.2026	18.6.2026	18.6.2026	21.5.2026	-
4	2026	19.11.2026	17.9.2026	17.9.2026	20.8.2026	-

*Closing & cancellation date

**Delivery date for printer's copies

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