

# Ratecard 2026

## ESQUIRE



**BCN.**

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# Publisher's data

## Publisher

Burda Hearst Publishing GmbH  
Arabellastr. 23  
81925 München

## Brand Director

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## Managing Directors BCN

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BCN Brand Community Network GmbH  
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## Your BCN Sales contact

You can reach at  
sales.anfragen@bcn.group or  
[bcn.group/ansprechpartner](mailto:bcn.group/ansprechpartner)

## Print Management/Placement

Johanna Gassner  
BCN Brand Community Network GmbH  
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## Ad Management/Order Management

BCN Brand Community Network GmbH  
Hubert-Burda-Platz 1  
77652 Offenburg  
+49 781 84 3756  
orders@bcn.group

## Frequency of publication & on sale date

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

## Place of publication

PZN 511833, 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](http://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](http://obs-portal.de)

# Rates & Formats

Format	Placement	Bleed (A) / Type area (S) [mm]	Rate	Additional Information
double page spread	run of magazine	406x275 (A)	55,400 €	-
full page	run of magazine	203x275 (A)	27,700 €	-
4-pages GF	cover gatefold	on request	137,000 €	plus technical additional costs
double page spread	Opening Spread	406x275 (A)	71,000 €	-
double page spread	1st DPS of the branch	406x275 (A)	66,400 €	-
double page spread	2nd campaign	406x275 (A)	65,800 €	-
double page spread	3rd campaign	406x275 (A)	64,600 €	-
double page spread	4th campaign	406x275 (A)	63,400 €	-
double page spread	5th campaign	406x275 (A)	62,300 €	-
full page	outside back cover	203x275 (A)	45,500 €	-
full page	facing editor's letter	203x275 (A)	33,500 €	-
full page	facing TOC	203x275 (A)	33,500 €	-
full page	1st 1/1 page of the branch	203x275 (A)	30,500 €	-

## 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](https://bcn.group/en/channels/print/advertorials)

## Fixed placements:

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

## Digital rate card:

Please find the digital rate card here:

<https://bcn.group/en/media-kits/media-data-digital>

# AdSpecials

Format	Volume	Placement	Rate per thousand	Additional information
bound inserts	up to 4 pages	total circulation	275 €	-
bound inserts	up to 8 pages	total circulation	325 €	-
bound inserts	up to 12 pages	total circulation	370 €	-
bound inserts with additional product	up to 4 pages	total circulation	310 €	-
bound inserts with additional product	up to 8 pages	total circulation	360 €	-
glued-on inserts flatspray	up to 10 g	total circulation	250 €	-
glued-on inserts postcard	up to 10 g	total circulation	175 €	-
glued-on inserts postcard	up to 20 g	total circulation	175 €	-
glued-on inserts sample	up to 10 g	total circulation	185 €	-
glued-on inserts sample	up to 20 g	total circulation	185 €	-
loose inserts	up to 20 g	total circulation	315 €	-
loose inserts	up to 30 g	total circulation	330 €	-
loose inserts	up to 40 g	total circulation	330 €	-
loose inserts	up to 50 g	total circulation	330 €	-

## Surcharges for AdSpecials:

15%/10% surcharge for the 1st/2nd bound or glued-on insert

## Minimum run for all AdSpecials:

55,000 copies

## AdSpecial information:

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 the domestic print run.

Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For these will be charged an additional 25 % per thousand.

Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales.

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](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.	Year	Date of publication	Closing date*	Copy date**	Special closing date***	Topic
1	2026	12.3.2026	22.1.2026	29.1.2026	30.12.2025	-
2	2026	21.5.2026	1.4.2026	9.4.2026	12.3.2026	-
3	2026	10.9.2026	23.7.2026	23.7.2026	2.7.2026	-
4	2026	12.11.2026	24.9.2026	1.10.2026	3.9.2026	-

\*Closing & cancellation date

\*\*Delivery date for printer's copies

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