

# Ratecard 2026

## Mein schöner Garten



**BCN.**

Valid from: 01.01.2026 - No.1

# Publisher's data

## Publisher

BurdaVerlag Publishing GmbH  
Hubert-Burda-Platz 1  
77652 Offenburg

## Brand Director

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## Managing Directors BCN

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## Your BCN Sales contact

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[bcn.group/ansprechpartner](mailto:bcn.group/ansprechpartner)

## Print Management/Placement

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## Ad Management/Order Management

BCN Brand Community Network GmbH  
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## Frequency of publication & on sale date

monthly, Friday (subject to change)

## Place of publication

PZN 579888, Offenburg

# 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) /<br>Type area (S) [mm] | Rate     | Additional Information |
|---------------------|----------------------------|-----------------------------------|----------|------------------------|
| double page spread  | run of magazine            | 460x297 (A)                       | 70,600 € | -                      |
| full page           | run of magazine            | 230x297 (A)                       | 35,300 € | -                      |
| 1/2 page vertical   | run of magazine            | 112x297 (A)                       | 22,000 € | -                      |
| 1/2 page horizontal | run of magazine            | 230x145 (A)                       | 22,000 € | -                      |
| 1/3 page vertical   | run of magazine            | 73x297 (A)                        | 15,100 € | -                      |
| 1/3 page horizontal | run of magazine            | 230x95 (A)                        | 15,100 € | -                      |
| 1/4 page vertical   | run of magazine            | 59x297 (A)                        | 10,200 € | -                      |
| 1/4 page square     | run of magazine            | 112x145 (A)                       | 10,200 € | -                      |
| 1/4 page horizontal | run of magazine            | 230x70 (A)                        | 10,200 € | -                      |
| full page           | inside front cover         | 230x297 (A)                       | 37,100 € | -                      |
| full page           | outside back cover         | 230x297 (A)                       | 37,100 € | -                      |
| 1/2 page horizontal | Schaufenster               | 200x128 (S)                       | 6,100 €  | -                      |
| 1/3 page vertical   | Schaufenster               | 64x259 (S)                        | 4,000 €  | -                      |
| 1/3 page square     | Schaufenster               | 132x128 (S)                       | 4,000 €  | -                      |
| 1/6 page vertical   | Schaufenster               | 64x128 (S)                        | 2,000 €  | -                      |
| full page           | run of magazine_Nielsen 1  | 230x297 (A)                       | 12,400 € | -                      |
| full page           | run of magazine_Nielsen 2  | 230x297 (A)                       | 10,700 € | -                      |
| full page           | run of magazine_Nielsen 3a | 230x297 (A)                       | 8,200 €  | -                      |
| full page           | run of magazine_Nielsen 3b | 230x297 (A)                       | 9,600 €  | -                      |
| full page           | run of magazine_Nielsen 4  | 230x297 (A)                       | 10,700 € | -                      |
| full page           | run of magazine_Ost        | 230x297 (A)                       | 10,700 € | -                      |

### Type area format:

On request.

### 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.

### 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](http://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.

### Split-run advertising:

Please enquire for latest circulation information.

Additional technical costs for plate change, etc. are not included in the indicated prices and are added to the full page price. Price on request.

We try to fulfil placement requests within our structural possibilities. Definite placement confirmation cannot be made.

Printer's copy: See technical requirements at  
<https://duon-portal.de/>

For sales operation reasons, the sales areas may differ slightly from the Nielsen areas.

**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  | circulation excl. subscription | 140 €             | -                      |
| bound inserts             | up to 4 pages  | subscription circulation       | 169 €             | -                      |
| bound inserts             | up to 4 pages  | subscription circulation only  | 237 €             | -                      |
| bound inserts             | up to 8 pages  | circulation excl. subscription | 151 €             | -                      |
| bound inserts             | up to 8 pages  | subscription circulation       | 185 €             | -                      |
| bound inserts             | up to 12 pages | subscription circulation only  | 284 €             | -                      |
| bound inserts             | up to 12 pages | circulation excl. subscription | 163 €             | -                      |
| bound inserts             | up to 12 pages | subscription circulation       | 203 €             | -                      |
| bound inserts             | up to 8 pages  | subscription circulation only  | 259 €             | -                      |
| glued-on inserts postcard | up to 10 g     | circulation excl. subscription | 100 €             | -                      |
| glued-on inserts postcard | up to 10 g     | subscription circulation       | 128 €             | -                      |
| glued-on inserts postcard | up to 10 g     | subscription circulation only  | 179 €             | -                      |
| glued-on inserts sample   | up to 20 g     | circulation excl. subscription | 111 €             | -                      |
| glued-on inserts sample   | up to 20 g     | subscription circulation only  | 203 €             | -                      |
| glued-on inserts sample   | up to 20 g     | subscription circulation       | 145 €             | -                      |
| loose inserts             | up to 20 g     | circulation excl. subscription | 145 €             | -                      |
| loose inserts             | up to 20 g     | subscription circulation       | 185 €             | -                      |
| loose inserts             | up to 20 g     | subscription circulation only  | 259 €             | -                      |
| loose inserts             | up to 30 g     | circulation excl. subscription | 151 €             | -                      |
| loose inserts             | up to 30 g     | subscription circulation       | 196 €             | -                      |
| loose inserts             | up to 30 g     | subscription circulation only  | 274 €             | -                      |
| loose inserts             | up to 40 g     | circulation excl. subscription | 157 €             | -                      |
| loose inserts             | up to 40 g     | subscription circulation       | 209 €             | -                      |
| loose inserts             | up to 40 g     | subscription circulation only  | 293 €             | -                      |
| loose inserts             | up to 50 g     | circulation excl. subscription | 163 €             | -                      |
| loose inserts             | up to 50 g     | subscription circulation       | 219 €             | -                      |
| loose inserts             | up to 50 g     | subscription circulation only  | 307 €             | -                      |

**Minimum run for all AdSpecials:**

50,000 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 |
|-----|------|---------------------|---------------|-------------|-------------------------|-------|
| 2   | 2026 | 9.1.2026            | 28.11.2025    | 28.11.2025  | 7.11.2025               | -     |
| 3   | 2026 | 6.2.2026            | 23.12.2025    | 23.12.2025  | 5.12.2025               | -     |
| 4   | 2026 | 6.3.2026            | 23.1.2026     | 23.1.2026   | 2.1.2026                | -     |
| 5   | 2026 | 10.4.2026           | 27.2.2026     | 27.2.2026   | 6.2.2026                | -     |
| 6   | 2026 | 8.5.2026            | 27.3.2026     | 27.3.2026   | 6.3.2026                | -     |
| 7   | 2026 | 12.6.2026           | 30.4.2026     | 30.4.2026   | 10.4.2026               | -     |
| 8   | 2026 | 10.7.2026           | 29.5.2026     | 29.5.2026   | 8.5.2026                | -     |
| 9   | 2026 | 7.8.2026            | 26.6.2026     | 26.6.2026   | 5.6.2026                | -     |
| 10  | 2026 | 4.9.2026            | 24.7.2026     | 24.7.2026   | 3.7.2026                | -     |
| 11  | 2026 | 9.10.2026           | 28.8.2026     | 28.8.2026   | 7.8.2026                | -     |
| 12  | 2026 | 6.11.2026           | 25.9.2026     | 25.9.2026   | 4.9.2026                | -     |
| 1   | 2027 | 4.12.2026           | 23.10.2026    | 23.10.2026  | 2.10.2026               | -     |

\*Closing & cancellation date

\*\*Delivery date for printer's copies

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