

Ratecard 2026

myself

Exklusiv: Gewinne, die man nicht kaufen kann

myself

SEPTEMBER 2025
5,20 €
DEUTSCHLAND
5,70 € ÖSTERREICH
9,90 € SCHWEIZ

**Weiblich,
elegant,
stilvoll**
Die wichtigsten
Mode-Trends
im Herbst

Amore!
Italiens heißester
Koch über seine
„Mamma mia“-
Rezepte

1, 2, 3, wir!
Über die Lust, Dinge
wieder gemeinsam
zu erleben

**Glücklich
von Kopf
bis Fuß**
Warum wir jetzt mehr
„Das gönne ich mir“-Momente
brauchen **PLUS** Beauty-Produkte,
die happy machen

Mein Chemnitz
Die Hotspots der
Kulturhauptstadt

**Mit dem
Fahrrad nach
Seoul**
(aus Liebe)

**Den Vagus-Nerv
stärken und
gelassener werden**

ABENTEUER

MEDIZIN



Publisher's data

Publisher

FUNKE Lifestyle GmbH
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85737 Ismaning

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Ad Management/Order Management

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Frequency of publication & on sale date

Tuesday, 10 x p.a. (subject to change)

Place of publication

PZN 519742, Ismaning

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	426x277 (A)	63,800 €	-
full page	run of magazine	213x277 (A)	31,900 €	-
3/4 page vertical	run of magazine	134x277 (A)	26,720 €	-
3/4 page horizontal	run of magazine	213x184 (A)	26,720 €	-
1/2 page vertical	run of magazine	102x277 (A)	19,680 €	-
1/2 page horizontal	run of magazine	213x138 (A)	19,680 €	-
1/3 page vertical	run of magazine	70x277 (A)	15,120 €	-
1/3 page horizontal	run of magazine	213x91 (A)	15,120 €	-
1/4 page vertical	run of magazine	54x277 (A)	14,110 €	-
1/4 page horizontal	run of magazine	213x70 (A)	14,110 €	-
4-pages GF	cover gatefold	on request	112,000 €	plus technical additional costs
double page spread	Opening Spread	426x277 (A)	85,500 €	-
double page spread	2nd campaign	426x277 (A)	74,300 €	-
double page spread	3rd campaign	426x277 (A)	70,800 €	-
double page spread	1st DPS of the branch	426x277 (A)	74,000 €	-
full page	1st 1/1 page of the branch	213x277 (A)	37,000 €	-
full page	1st 1/1 RHP of the branch	213x277 (A)	35,700 €	-
full page	facing editor's letter	213x277 (A)	35,700 €	-
full page	facing TOC 1	213x277 (A)	37,200 €	-
full page	facing TOC 2	213x277 (A)	35,700 €	-
full page	inside back cover	213x277 (A)	35,700 €	-
full page	outside back cover	213x277 (A)	45,600 €	-

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.

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	136 €	-
bound inserts	up to 4 pages	subscription circulation	176 €	-
bound inserts	up to 4 pages	subscription circulation only	246 €	-
bound inserts	up to 8 pages	circulation excl. subscription	150 €	-
bound inserts	up to 8 pages	subscription circulation	230 €	-
bound inserts	up to 8 pages	subscription circulation only	322 €	-
bound inserts	up to 12 pages	circulation excl. subscription	164 €	-
bound inserts	up to 12 pages	subscription circulation	264 €	-
bound inserts	up to 12 pages	subscription circulation only	370 €	-
bound inserts	up to 16 pages	circulation excl. subscription	182 €	-
bound inserts	up to 16 pages	subscription circulation	303 €	-
bound inserts	up to 16 pages	subscription circulation only	424 €	-
bound inserts with additional product	up to 4 pages	circulation excl. subscription	162 €	-
bound inserts with additional product	up to 4 pages	subscription circulation	212 €	-
bound inserts with additional product	up to 4 pages	subscription circulation only	297 €	-
bound inserts with additional product	up to 8 pages	circulation excl. subscription	201 €	-
bound inserts with additional product	up to 8 pages	subscription circulation	284 €	-
bound inserts with additional product	up to 8 pages	subscription circulation only	398 €	-
glued-on inserts booklet	up to 10 g	circulation excl. subscription	116 €	-
glued-on inserts booklet	up to 10 g	subscription circulation	142 €	-
glued-on inserts booklet	up to 10 g	subscription circulation only	199 €	-
glued-on inserts booklet	up to 20 g	circulation excl. subscription	117 €	-
glued-on inserts booklet	up to 20 g	subscription circulation	163 €	-
glued-on inserts booklet	up to 20 g	subscription circulation only	228 €	-
glued-on inserts postcard	up to 10 g	circulation excl. subscription	105 €	-
glued-on inserts postcard	up to 10 g	subscription circulation	128 €	-

Format	Volume	Placement	Rate per thousand	Additional information
glued-on inserts postcard	up to 10 g	subscription circulation only	179 €	-
glued-on inserts sample	up to 10 g	circulation excl. subscription	131 €	-
glued-on inserts sample	up to 10 g	subscription circulation	156 €	-
glued-on inserts sample	up to 10 g	subscription circulation only	218 €	-
glued-on inserts sample	up to 20 g	circulation excl. subscription	132 €	-
glued-on inserts sample	up to 20 g	subscription circulation	170 €	-
glued-on inserts sample	up to 20 g	subscription circulation only	238 €	-
loose inserts	up to 20 g	circulation excl. subscription	142 €	-
loose inserts	up to 20 g	subscription circulation	172 €	-
loose inserts	up to 20 g	subscription circulation only	241 €	-
loose inserts	up to 30 g	circulation excl. subscription	152 €	-
loose inserts	up to 30 g	subscription circulation	186 €	-
loose inserts	up to 30 g	subscription circulation only	260 €	-
loose inserts	up to 40 g	circulation excl. subscription	160 €	-
loose inserts	up to 40 g	subscription circulation	200 €	-
loose inserts	up to 40 g	subscription circulation only	280 €	-
loose inserts	up to 50 g	circulation excl. subscription	173 €	-
loose inserts	up to 50 g	subscription circulation	218 €	-
loose inserts	up to 50 g	subscription circulation only	305 €	-

Surcharges for AdSpecials:

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

Minimum run for all AdSpecials:

40,000 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.

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

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
3	2026	10.2.2026	9.1.2026	9.1.2026	19.12.2025	-
4	2026	10.3.2026	6.2.2026	6.2.2026	16.1.2026	-
5	2026	14.4.2026	11.3.2026	11.3.2026	18.2.2026	-
6	2026	11.5.2026	8.4.2026	8.4.2026	18.3.2026	-
7/8	2026	16.6.2026	12.5.2026	12.5.2026	21.4.2026	-
9	2026	11.8.2026	10.7.2026	10.7.2026	19.6.2026	-
10	2026	15.9.2026	14.8.2026	14.8.2026	24.7.2026	-
11	2026	13.10.2026	10.9.2026	10.9.2026	20.8.2026	-
12	2026	10.11.2026	8.10.2026	8.10.2026	17.9.2026	-
1	2027	15.12.2026	12.11.2026	12.11.2026	22.10.2026	-

*Closing & cancellation date

**Delivery date for printer's copies

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