

FÜR SIE

RATE CARD



No. 2024 | 1

Valid from 01.01.2024

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

Klamt Style-Verlag GmbH & Co. KG
Gänsemarkt 24
D-20354 Hamburg

Managing Directors BCN

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

Sales Director

Susanne Müller
T +49 89 9250 4619
susanne.mueller@bcn.group

Print Management/Placement

Heike Schmiedeke
Brand Community Network GmbH
Große Elbstraße 59-63
D-22767 Hamburg
P +49 40 4131 1365
heike.schmiedeke@bcn.group

Ad Management/Order Management

Brand Community Network GmbH
Hauptstraße 127
D-77652 Offenburg
T +49 781 84 3751
orders@bcn.group

Your BCN sales contact

can be found under:
brand-community-network.com/contact

Frequency of publication & on sale date

biweekly, wednesday
(subject to change)

Place of publication

Speyer, PZN 598609

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:

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:
brand-community-network.com/terms-conditions

Technical data:

For current and binding technical data, log onto duon-portal.de. Also available as PDF download.
duon-portal.de/

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.

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.

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*	Rate
2/1 page	Standard	430 x 268	73,000 €
1/1 page	Standard	215 x 268	36,500 €
3/4 page vertical	Standard	151 x 268	32,100 €
3/4 page horizontal	Standard	215 x 194	32,100 €
2/3 page vertical	Standard	135 x 268	29,800 €
1/2 page vertical	Standard	104 x 268	25,500 €
1/2 page horizontal	Standard	215 x 134	25,500 €
1/3 page vertical	Standard	73 x 268	21,500 €
1/3 page horizontal	Standard	215 x 91	21,500 €
1/4 page vertical	Standard	55 x 268	19,400 €
1/4 page horizontal	Standard	215 x 67	19,400 €
2/1 page	Opening Spread	430 x 268	93,300 €
1/1 page	inside front cover	215 x 268	41,500 €
1/1 page	outside back cover	215 x 268	41,500 €

*width x height in mm

Advertorials:

Formats and prices for advertorials created by the editorial team on request. For more information, please visit brand-community-network.com/advertisingsolutions/print/native-ads

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:

brand-community-network.de/advertisingsolutions/digital/prices

AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation
Bound inserts		
up to 4 pages	98 €	133 €
up to 8 pages	103 €	158 €
up to 12 pages	108 €	183 €
Glued-on inserts		
Postcard up to 5 g	53 €	78 €
Booklet up to 20 g	103 €	148 €
Sample up to 10 g	125 €	163 €
Loose inserts		
up to 20 g	110 €	147 €
up to 30 g	115 €	157 €
up to 40 g	120 €	177 €
up to 50 g	125 €	197 €

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: 120.000 copies
Loose inserts: 50.000 copies

*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.

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

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 EVT. The samples must be delivered to Brand Community Network Print Management, Hauptstrasse 127, 77652 Offenburg, Germany

SCHEDULE

No.	On sale date	Closing date*	Copy date**	Special closing date***
2/24	03.01.24	15.11.23	29.11.23	31.10.23
3/24	17.01.24	29.11.23	13.12.23	15.11.23
4/24	31.01.24	13.12.23	27.12.23	29.11.23
5/24	14.02.24	27.12.23	10.01.24	13.12.23
6/24	28.02.24	10.01.24	24.01.24	27.12.23
7/24	13.03.24	24.01.24	07.02.24	10.01.24
8/24	26.03.24	07.02.24	21.02.24	24.01.24
9/24	10.04.24	21.02.24	06.03.24	07.02.24
10/24	24.04.24	06.03.24	20.03.24	21.02.24
11/24	07.05.24	20.03.24	03.04.24	06.03.24
12/24	22.05.24	03.04.24	17.04.24	20.03.24
13/24	05.06.24	17.04.24	30.04.24	03.04.24
14/24	18.06.24	30.04.24	15.05.24	17.04.24
15/24	03.07.24	15.05.24	29.05.24	30.04.24
16-17/24	17.07.24	29.05.24	12.06.24	15.05.24
18/24	07.08.24	19.06.24	03.07.24	05.06.24
19/24	28.08.24	10.07.24	24.07.24	26.06.24
20/24	11.09.24	24.07.24	07.08.24	10.07.24
21/24	24.09.24	07.08.24	21.08.24	24.07.24
22/24	09.10.24	21.08.24	04.09.24	07.08.24
23/24	23.10.24	04.09.24	18.09.24	21.08.24
24/24	06.11.24	18.09.24	02.10.24	04.09.24
25/24	20.11.24	02.10.24	16.10.24	18.09.24
26/24-1/25	03.12.24	16.10.24	30.10.24	02.10.24

* Closing & cancellation date

** Delivery date for printer's copies

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

SPECIALS

Scheduled Specials 2024

Title	No.	On sale date	Closing date*	Copy date**	Special closing date***
Green-Extra I	10/24	24.04.24	26.01.24	09.02.24	12.01.24
Green-Extra II	20/24	11.09.24	12.07.24	26.07.24	28.06.24
Health-Extra	23/24	23.10.24	25.07.24	08.08.24	11.07.24

* Closing & cancellation date

** Delivery date for printer's copies

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

The extras are designed as eye-catching oversize inserts and comprise 24 pages.

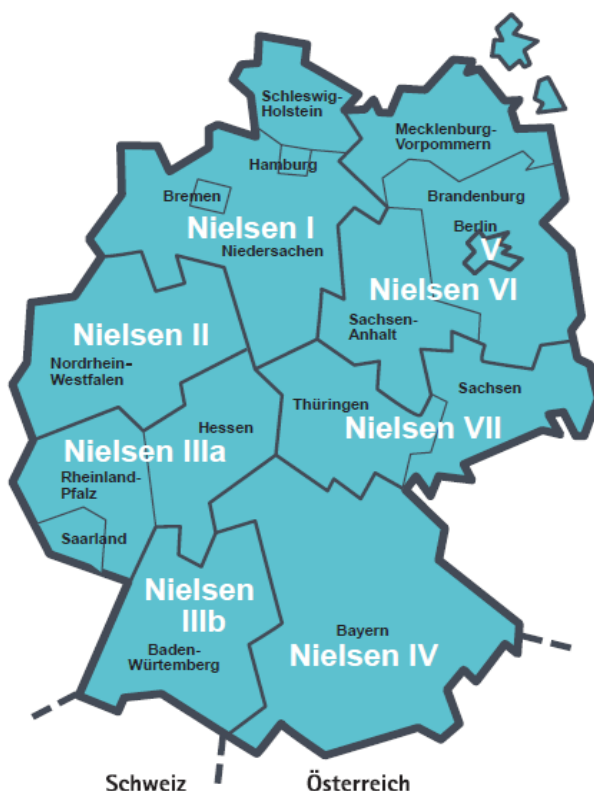
Formats & Rates

Title	Format	Placement	Bleed Format*	Rate
Green-Extra I	1/1 Seite	Standard	180 x 310	21,680 €
	1/2 Seite vertical	Standard	87 x 310	15,500 €
	1/2 Seite horizontal	Standard	180 x 152	15,500 €
	1/3 Seite vertical	Standard	60 x 310	13,000 €
Green-Extra I, Health-Extra**	1/1 Seite	Standard	180 x 310	32,600 €
	1/2 Seite vertical	Standard	87 x 310	21,600 €
	1/2 Seite horizontal	Standard	180 x 152	21,600 €
	1/3 Seite vertical	Standard	60 x 310	17,300 €

*width x height in mm

** will also appear in VITAL. Price applies to both placements.
Green-Extra I in VITAL 03/24, Health-Extra in VITAL 6/24

SPLIT-RUN ADVERTISING



Area	1/1 page
Nielsen I	13,500 €
Nielsen II	16,400 €
Nielsen IIIa	10,300 €
Nielsen IIIb	11,800 €
Nielsen IV	14,400 €
Nielsen I + II	23,900 €
Nielsen IIIa + IIIb + IV	27,600 €
Nielsen IIIb + IV	20,100 €
Nielsen V, VI, VII	9,500 €

Please enquire for latest **circulation** information.

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

Closing, cancellation and delivery date for printer's copies: See "Formats & Rates Print" page.

Printer's copy: See technical requirements at

duon-portal.de/

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