

# MEIN SCHÖNER GARTEN

## RATE CARD



No. 2024 | 1

Valid as of 01.01.2024

# BCN.

[brand-community-network.de](http://brand-community-network.de)

# PUBLISHER'S DATA

## **Publisher**

M.I.G. Medien Innovation GmbH  
Hubert-Burda-Platz 1  
D-77652 Offenburg

## **Brand Director**

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## **Sales Director**

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## **Print Management/Placement**

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## **Ad Management/Order Management**

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Hauptstraße 127  
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[orders@bcn.group](mailto:orders@bcn.group)

## **Your BCN sales contact**

can be found under:  
[brand-community-network.com/contact](http://brand-community-network.com/contact)

## **Frequency of publication & on sale date**

weekly, friday  
(subject to change)

## **Place of publication**

Offenburg,  
PZN 534783

## **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](http://brand-community-network.com/terms-conditions)

## **Technical data:**

For current and binding technical data, log onto [duon-portal.de](http://duon-portal.de). Also available as PDF download.  
[duon-portal.de/](http://duon-portal.de/)

## **Delivery of printer's copy:**

Please upload all copies electronically to [duon-portal.de](http://duon-portal.de). For support please e-mail  
[support@duon-portal.de](mailto: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/](http://obs-portal.de/)

# FORMATS & RATES

Format	Placement	Bleed format*	Rate
2/1 page	Standard	460 x 297	67.600 €
1/1 page	Standard	230 x 297	33.800 €
1/2 page vertical	Standard	112 x 297	21.000 €
1/2 page horizontal	Standard	230 x 145	21.000 €
1/3 page vertical	Standard	73 x 297	14.500 €
1/3 page horizontal	Standard	230 x 95	14.500 €
1/4 page vertical	Standard	59 x 297	9.800 €
1/4 page normal	Standard	112 x 145	9.800 €
1/4 page horizontal	Standard	230 x 70	9.800 €
1/1 page	inside front cover	230 x 297	35.200 €
1/1 page	outside back cover	230 x 297	35.200 €
2/1 page	Opening Spread	460 x 297	69.000 €
1/6 page vertical	Store Window		2.000 €
1/3 page vertical	Store Window		3.800 €
1/3 page normal	Store Window		3.800 €
1/2 page horizontal	Store Window		5.900 €

\*width x height in mm

## 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.

## 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](http://brand-community-network.com/advertisingsolutions/print/native-ads)

## 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.

## Type area format:

On request.

## Digital rate card:

Please find the digital rate card here:

[brand-community-network.de/advertisingsolutions/digital/prices](http://brand-community-network.de/advertisingsolutions/digital/prices)

# AD SPECIALS

Rates per thousand	Circulation excl. subscriptions*	Subscription circulation
<b>Bound inserts</b>		
up to 4 pages	134 €	162 €
up to 8 pages	145 €	177 €
up to 12 pages	156 €	194 €
<b>Glued-on inserts</b>		
Postcard up to 10 g	96 €	123 €
Booklet up to 10 g	96 €	123 €
Booklet up to 20 g	101 €	134 €
Sample up to 10 g	101 €	134 €
Sample up to 20 g	106 €	139 €
<b>Loose inserts</b>		
up to 20 g	139 €	177 €
up to 30 g	145 €	188 €
up to 40 g	150 €	200 €
up to 50 g	156 €	210 €

**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.

A minimum run of 50,0000 copies applies for all ad specials.

A split-run advertising surcharge of 40 % applies for booking subscription circulation only. 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.**

#### 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 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	12.01.24	01.12.23	01.12.23	10.11.23
3/24	09.02.24	29.12.23	29.12.23	08.12.23
4/24	08.03.24	26.01.24	26.01.24	05.01.24
5/24	12.04.24	01.03.24	01.03.24	09.02.24
6/24	10.05.24	28.03.24	28.03.24	08.03.24
7/24	14.06.24	03.05.24	03.05.24	12.04.24
8/24	12.07.24	31.05.24	31.05.24	10.05.24
9/24	09.08.24	28.06.24	28.06.24	07.06.24
10/24	06.09.24	26.07.24	26.07.24	05.07.24
11/24	11.10.24	30.08.24	30.08.24	09.08.24
12/24	08.11.24	27.09.24	27.09.24	06.09.24
1/25	06.12.24	25.10.24	25.10.24	04.10.24

\* Closing & cancellation date

\*\* Delivery date for printer's copies

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

# SPECIALS

## Scheduled Specials 2024

Title	On sale date	Closing date*	Copy date**	Special closing date***
Mein schöner Garten Spezial	09.02.24	29.12.23	29.12.23	08.12.23
Mein schöner Garten Spezial	12.04.24	01.03.24	01.03.24	09.02.24
Mein schöner Garten Spezial	14.06.24	03.05.24	03.05.24	12.04.24
Mein schöner Garten Spezial	20.09.24	09.08.24	09.08.24	19.07.24
Mein schöner Garten Edition	26.04.24	15.03.24	15.03.24	23.02.24

\* Closing & cancellation date

\*\* Delivery date for printer's copies

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

## Formats & Rates

Title	Format	Placement	Bleed Format*	Rate
Mein schöner Garten Spezial	1/1 page	Standard	230 x 297	10.000 €
Mein schöner Garten Spezial	1/2 page vertical	Standard	112 x 297	6.400 €
Mein schöner Garten Spezial	1/2 page horizontal	Standard	230 x 145	6.400 €
Mein schöner Garten Spezial	1/3 page vertical	Standard	73 x 297	4.200 €
Mein schöner Garten Spezial	1/3 page horizontal	Standard	230 x 95	4.200 €
Mein schöner Garten Edition	1/1 page	Standard	175 x 250	10.000 €
Mein schöner Garten Edition	1/2 page vertical	Standard	84 x 250	6.400 €
Mein schöner Garten Edition	1/2 page horizontal	Standard	175 x 122	6.400 €
Mein schöner Garten Edition	1/3 page vertical	Standard	58 x 250	4.200 €
Mein schöner Garten Edition	1/3 page horizontal	Standard	175 x 93	4.200 €

\*width x height in mm



# SPLIT-RUN ADVERTISING



Area	1/1 page
Nielsen I	11.800 €
Nielsen II	10.300 €
Nielsen IIIa	7.800 €
Nielsen IIIb	9.200 €
Nielsen IV	10.300 €
East (Nielsen V bis VII)	10.300 €

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 1/1 price.

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/](http://duon-portal.de/)

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