

FOCUS

RATE CARD

AUSGABE 12 | 16. März 2023 | € 4,90

DAS MAGAZIN // HIER SIND DIE FAKTEN // SEIT 1993

FOCUS

**40 Seiten
MODE & STIL**
Vikinger Olafsson
spielt auf der Klaviatur
der Classic Couture,
Mode in dystopischen
Zeiten und die
Geheimnisse des
Simon de Pury



**Banken
Beben**
Was nach dem
Kollaps der Silicon
Valley Bank droht

**McKinsey
Report**
Wie das mächtigste
Netzwerk der Welt
sich selbst berät



DIE DIÄT- REVOLUTION

SPRITZ DICH SCHLANK?
Neue Medikamente für den Kampf
gegen Hüftgold und Adipositas

No. 2024 | 2

Valid from 01.01.2024

BCN.

brand-community-network.com

PUBLISHER'S DATA

Publisher

FOCUS Magazin Verlag GmbH
Arabellastraße 23
81925 München

Head of Marketing

Anastasia Preisser
T +49 89 9250 3669
Anastasia.Preisser@burda.com

Brand Director 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

Doris Braß
Brand Community Network GmbH
Arabellastraße 21
D-81925 München
T +49 89 9250 2452
doris.brass@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

Publication frequency, day of release

weekly, Friday

Publishing location

Munich, PZN 568406

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	420 x 267	129.400 €
1/1 page	Standard	210 x 267	64.700 €
2/3 page vertical	Standard	130 x 267	48.200 €
1/2 page vertical	Standard	98 x 267	40.600 €
1/2 page horizontal	Standard	210 x 132	40.600 €
1/3 page vertical	Standard	68 x 267	29.500 €
1/3 page horizontal	Standard	210 x 86	29.500 €
1/6 page vertical	Standard	68 x 132	19.700 €
1/6 page horizontal	Standard	130 x 72	19.700 €
2/1 page	Opening Spread	420 x 267	180.000 €
1/1 page	inside front cover	210 x 267	77.800 €
1/1 page	outside back cover	210 x 267	77.800 €
1/3 page vertical	next to content	68 x 267	35.000 €

*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

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	Additional ad specials available on request.
Bound inserts			Prices apply for the booking of at least the entire domestic print run.
up to 4 pages	154 €	202 €	The publisher reserves the right to reschedule bookings with less than domestic print run.
up to 8 pages	176 €	238 €	
up to 12 pages	197 €	275 €	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 30% per thousand.
up to 16 pages	217 €	311 €	
Glued-on inserts			A minimum run of 100,000 copies applies for all ad specials.
Postcard up to 10 g	74 €	98 €	*Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales.
Booklet up to 10 g	74 €	98 €	
Booklet up to 20 g	80 €	129 €	
Sample up to 10 g	86 €	131 €	
Sample up to 20 g	101 €	147 €	
Sample up to 30 g	115 €	163 €	
Loose inserts			
up to 20 g	137 €	196 €	
up to 30 g	143 €	213 €	
up to 40 g	148 €	233 €	
up to 50 g	153 €	253 €	

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

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	05.01.2024	18.12.23	22.12.23	08.12.23
3/24	13.01.2024	22.12.23	29.12.23	15.12.23
4/24	20.01.2024	29.12.23	05.01.24	22.12.23
5/24	27.01.2024	08.01.24	12.01.24	29.12.23
6/24	03.02.2024	15.01.24	19.01.24	05.01.24
7/24	09.02.2024	22.01.24	26.01.24	12.01.24
8/24	16.02.2024	29.01.24	02.02.24	19.01.24
9/24	23.02.2024	05.02.24	09.02.24	26.01.24
10/24	01.03.2024	12.02.24	16.02.24	02.02.24
11/24	08.03.2024	19.02.24	23.02.24	09.02.24
12/24	15.03.2024	26.02.24	01.03.24	16.02.24
13/24	22.03.2024	04.03.24	08.03.24	23.02.24
14/24	28.03.2024	11.03.24	15.03.24	01.03.24
15/24	05.04.2024	18.03.24	22.03.24	08.03.24
16/24	12.04.2024	25.03.24	28.03.24	15.03.24
17/24	19.04.2024	28.03.24	05.04.24	22.03.24
18/24	26.04.2024	08.04.24	12.04.24	28.03.24
19/24	03.05.2024	15.04.24	19.04.24	05.04.24
20/24	10.05.2024	22.04.24	26.04.24	12.04.24
21/24	17.05.2024	29.04.24	03.05.24	19.04.24
22/24	24.05.2024	06.05.24	10.05.24	26.04.24
23/24	31.05.2024	13.05.24	17.05.24	03.05.24
24/24	07.06.2024	17.05.24	24.05.24	10.05.24
25/24	14.06.2024	27.05.24	31.05.24	17.05.24
26/24	21.06.2024	03.06.24	07.06.24	24.05.24
27/24	28.06.2024	10.06.24	14.06.24	31.05.24
28/24	05.07.2024	17.06.24	21.06.24	07.06.24
29/24	12.07.2024	24.06.24	28.06.24	14.06.24
30/24	19.07.2024	01.07.24	05.07.24	21.06.24
31/24	26.07.2024	08.07.24	12.07.24	28.06.24
32/24	02.08.2024	15.07.24	19.07.24	05.07.24
33/24	09.08.2024	22.07.24	26.07.24	12.07.24
34/24	16.08.2024	29.07.24	02.08.24	19.07.24
35/24	23.08.2024	05.08.24	09.08.24	26.07.24
36/24	30.08.2024	12.08.24	16.08.24	02.08.24
37/24	06.09.2024	19.08.24	23.08.24	09.08.24
38/24	13.09.2024	26.08.24	30.08.24	16.08.24
39/24	20.09.2024	02.09.24	06.09.24	23.08.24
40/24	27.09.2024	09.09.24	13.09.24	30.08.24
41/24	04.10.2024	16.09.24	20.09.24	06.09.24
42/24	11.10.2024	23.09.24	27.09.24	13.09.24
43/24	18.10.2024	30.09.24	04.10.24	20.09.24
44/24	25.10.2024	07.10.24	11.10.24	27.09.24
45/24	31.10.2024	14.10.24	18.10.24	04.10.24
46/24	08.11.2024	21.10.24	25.10.24	11.10.24
47/24	15.11.2024	28.10.24	31.10.24	18.10.24
48/24	22.11.2024	04.11.24	08.11.24	25.10.24
49/24	29.11.2024	11.11.24	15.11.24	31.10.24
50/24	06.12.2024	18.11.24	22.11.24	08.11.24
51/24	13.12.2024	25.11.24	29.11.24	15.11.24
52-1/25	20.12.2024	02.12.24	06.12.24	22.11.24

* Closing & cancellation date

** Delivery date for printer's copies

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

SPLIT-RUN ADVERTISING



Area	1/1 page
Nielsen I	17.300 €
Nielsen II	19.400 €
Nielsen IIIa	16.200 €
Nielsen IIIb	16.200 €
Nielsen IV	16.200 €
East (Nielsen V bis VII)	12.100 €

Please enquire for latest **circulation** information.

Minimum circulation **100,000** copies plus additional technical costs depending on placement.

Split-run advertising according to Nielsen areas is only possible in straight magazine numbers after agreement. We reserve the right to reschedule in unforeseeable circumstances.

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.