

# PLAYBOY

## RATE CARD



No. 2024 | 1

Valid from 01.01.2024

# BCN.

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

## PUBLISHER'S DATA

**Publisher**

Kouneli Media GmbH  
Kaiser-Ludwig-Platz 5  
D-80336 München

**Brand Director**

Oliver Horn  
T +49 171 22 39 119  
[oliver.horn@kouneli-media.de](mailto:oliver.horn@kouneli-media.de)

**Brand Director BCN**

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

**Sales Director**

Susanne Müller  
T +49 89 9250 4619  
[susanne.mueller@bcn.group](mailto:susanne.mueller@bcn.group)

**Print Management/Placement**

Katja Schomaker  
Brand Community Network GmbH  
Hauptstraße 127  
D-77652 Offenburg  
T +49 781 84 2675  
[katja.schomaker@bcn.group](mailto:katja.schomaker@bcn.group)

**Ad Management/Order Management**

Brand Community Network GmbH  
Hauptstraße 127  
D-77652 Offenburg  
T +49 781 84 3751  
[orders@bcn.group](mailto:orders@bcn.group)

**Your BCN Sales Contact**

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

**Publication frequency, date of sale**

monthly, Thursday

**Publishing location**

Munich, PZN 563318

**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	426 x 275	65,000 €
1/1 page	Standard	213 x 275	32,500 €
1/2 page vertical	Standard	101 x 275	21,200 €
1/2 page horizontal	Standard	213 x 135	21,200 €
1/3 page vertical	Standard	69 x 275	16,300 €
1/3 page horizontal	Standard	213 x 88	16,300 €
2 x 1/2 page horizontal across gutter	Standard	426 x 135	48,800 €
2 x 1/3 page horizontal across gutter	Standard	426 x 88	39,000 €
1/1 page	Outside back cover	213 x 275	48,800 €
1/1 page	Inside front cover	213 x 275	48,800 €
1/1 page	until page 15	213 x 275	39,000 €
2/1 page	Opening Spread	426 x 275	81,300 €
2/1 page	until page 15	426 x 275	74,800 €

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

### Consecutive Ads:

Surcharge for two and more successive page-share advertisements: 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](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	180 €	215 €
up to 8 pages	230 €	270 €
up to 12 pages	250 €	290 €
<b>Glued-on inserts</b>		
Postcard up to 10 g	65 €	80 €
Booklet up to 10 g	95 €	120 €
Sample up to 10 g	95 €	120 €
<b>Loose inserts</b>		
up to 20 g	170 €	195 €
up to 30 g	180 €	215 €
up to 40 g	190 €	235 €
up to 50 g	200 €	260 €

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 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.

A minimum run of 50,000 copies applies for all ad specials.

\*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	11.01.24	08.12.23	11.12.23	17.11.23
3/24	08.02.24	05.01.24	08.01.24	15.12.23
4/24	07.03.24	02.02.24	05.02.24	12.01.24
5/24	11.04.24	08.03.24	11.03.24	16.02.24
6/24	08.05.24	04.04.24	08.04.24	15.03.24
7/24	06.06.24	03.05.24	06.05.24	12.04.24
8/24	11.07.24	07.06.24	10.06.24	17.05.24
9/24	08.08.24	05.07.24	08.07.24	14.06.24
10/24	12.09.24	09.08.24	12.08.24	19.07.24
11/24	10.10.24	06.09.24	09.09.24	16.08.24
12/24	07.11.24	04.10.24	07.10.24	13.09.24
1/25	05.12.24	30.10.24	04.11.24	11.10.24

\* Closing & cancellation date

\*\* Delivery date for printer's copies

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

# SPECIALS

## Special Issues

Issue	On sale date	Closing date*	Copy date**	Special closing date***
ICONS #1	22.02.24	19.01.24	22.01.24	29.12.23
ICONS #2	22.08.24	19.07.24	22.07.24	28.06.24
HOW TO BE A MAN	21.11.24	18.10.24	21.10.24	27.09.24

## Specials

Issue	On sale date	Closing date*	Copy date**	Special closing date***
ESSENTIALS Spring/Summer with Playboy #5	11.04.24	01.03.24	04.03.24	09.02.24
ESSENTIALS Fall/Winter with Playboy #10	12.09.24	02.08.24	05.08.24	12.07.24

\* 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
Special Issues**	2/1 page	Standard	213 x 257	37,000 €
Special Issues**	1/1 page	Standard	213 x 257	18,500 €
Special Issues**	1/1 page	Outside back cover	213 x 257	27,800 €
Special Issues**	1/1 page	Inside front cover	213 x 257	27,800 €
Special Issues**	2/1 page	Opening Spread	426 x 257	46,300 €
Specials	2/1 page	Standard	494 x 380	50,000 €
Specials	1/1 page	Standard	247 x 380	25,000 €
Specials	1/1 page	Outside back cover	247 x 380	50,000 €
Specials	2/1 page	Opening Spread	494 x 380	75,000 €
Specials	1/1 page	Inside front cover	247 x 380	50,000 €

\*width x height in mm

\*\*valid for HTBM, ICONS on request