

# VITAL

## RATE CARD



No. 2023 | 3

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# BCN.

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

## PUBLISHER'S DATA

### Publisher

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

### Print Management/Placement

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### Frequency of publication & on sale date

6x yearly, tuesday (subject to change)

### Place of publication

Speyer, PZN 540184

### 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 2 per cent 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	400 x 264	41.900 €
1/1 page	Standard	200 x 264	20.950 €
3/4 page vertical	Standard	140 x 264	18.600 €
3/4 page horizontal	Standard	200 x 191	18.600 €
2/3 page vertical	Standard	126 x 264	17.200 €
2/3 page horizontal	Standard	200 x 170	17.200 €
1/2 page vertical	Standard	98 x 264	14.300 €
1/2 page horizontal	Standard	200 x 129	14.300 €
1/3 page vertical	Standard	65 x 264	12.200 €
1/3 page horizontal	Standard	200 x 85	12.200 €
1/4 page vertical	Standard	50 x 264	11.100 €
1/4 page horizontal	Standard	200 x 66	11.100 €
2 x 1/2 page horizontal across gutter	Standard	400 x 129	28.600 €
2/1 page	Opening Spread	400 x 264	51.700 €
1/1 page	inside front cover	200 x 264	22.200 €
1/1 page	outside back cover	200 x 264	22.200 €

\*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 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](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	98 €	133 €
up to 8 pages	103 €	158 €
up to 12 pages	108 €	183 €
<b>Glued-on inserts</b>		
Postcard up to 5 g	53 €	78 €
Booklet up to 20 g	103 €	148 €
Sample up to 10 g	125 €	163 €
<b>Loose inserts</b>		
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: 80.000 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 (see "Your Personal Contacts" page) 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](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 AdTech Factory Print Management, Hauptstrasse 127, 77652 Offenburg, Germany

# SCHEDULE

The BCN topic preview tool provides you with attractive themes or specials:

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

No.	On sale date	Closing date*	Copy date**	Special closing date***
2/23	01.02.23	12.12.22	27.12.22	28.11.22
3/23	04.04.23	13.02.23	01.03.23	30.01.23
4/23	07.06.23	14.04.23	02.05.23	31.03.23
5/23	02.08.23	13.06.23	29.06.23	30.05.23
6/23	02.10.23	11.08.23	28.08.23	28.07.23
1/24	05.12.23	16.10.23	30.10.23	02.10.23

\* Closing & cancellation date

\*\* Delivery date for printer's copies

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

# SPECIALS

## Scheduled Specials 2023

Title	On sale date	Closing date*	Copy date**	Special closing date***
Green-Extra	04.04.23	30.01.23	15.02.23	16.01.23
Health-Extra	02.10.23	26.07.23	14.08.23	12.07.23

\* 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

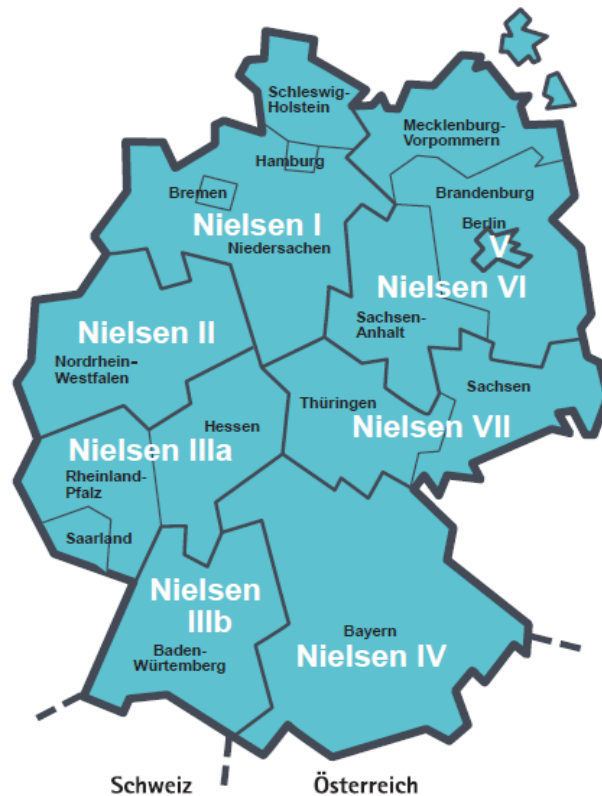
Title	Format	Placement	Bleed Format*	Rate
Extra**	1/1 Seite	Standard	180 x 300	31.480 €
	1/2 Seite vertical	Standard	87 x 300	20.900 €
	1/2 Seite horizontal	Standard	180 x 147	20.900 €
	1/3 Seite vertical	Standard	60 x 300	16.700 €

\*width x height in mm

\*\* will also appear in FÜR SIE. Price applies to both placements.

Green-Extra in FÜR SIE 10/23, Health-Extra in FÜR SIE 23/23

# SPLIT-RUN ADVERTISING



Area	1/1 page
Nielsen I	7.200 €
Nielsen II	6.000 €
Nielsen IIIa	4.600 €
Nielsen IIIb	6.100 €
Nielsen IV	7.500 €
Nielsen I + II	11.200 €
Nielsen IIIa + IIIb + IV	13.800 €
Nielsen IIIb + IV	13.000 €
Nielsen V, VI, VII	4.000 €

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

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

# YOUR PERSONAL CONTACTS

Here you can find an overview about all contacts:

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

## CEO BCN & ADTECH FACTORY GMBH

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