

ADVERTISEMENT RATE CARD NO. 13 • Valid from Jan. 1st 2017



For the latest information and offers please visit
burdanews.de/tvspielfilmplus

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MAGAZINE PROFILE

5 good reasons for TV SPIELFILM plus



1. Awesome reach
13 million users/month with no overlap, across all channels, 70% market share in EPG market¹

2. Intensive usage
Ø 2.8 ad contacts → 13,8 million ad contacts per issue, 69% return rate²

3. Full-day usage
Connected to users on all touch points with particularly intense usage at lunch² and prime time

4. TV schedule and film listings from one source
Programming information, trailers, TV stories, the best of media libraries and live TV

5. Awareness booster
The laid back usage atmosphere increases the awareness of its ad motifs

¹ in relation to the Top 7 digital EPGs with respect to visits online and mobile

² in relation to digital usage; source: Google Analytics

Sources: b4p 2015 III, MA2016-2, AdLift 2014, Nielsen, AdAttraction 2016

PUBLISHER'S DATA

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Guaranteed paid circulation

1,000,000 copies

Terms of payment

Net payment due within 30 days of invoice date. Discount of 2% if full payment is received by the publisher in advance of the first day of sale, provided that no previous invoices are outstanding. Late payment interest penalty as per paragraph 11 of the General Terms and Conditions will be figured according to the German Overdraft Credit Law. All prices are net prices. The legal rate of VAT will be added. Direct bank debiting is possible.

General Terms and Conditions

All orders for advertisements are handled exclusively in accordance with the publishers general terms and conditions. These can be found on the Internet at bcn.burda.de/service/download-center

Frequency of publication

Every 14 days

First day of sale

Friday (Subject to alterations)

Place of publication

Hamburg

PZN

558453

Latest data

www.burdanews.de
www.pz-online.de



TV SPIELFILM plus



Technical Data

For current and binding technical data, visit www.duon-portal.de. Also available as PDF download.

Delivery of Printer's Copy

Please deliver all copy electronically to www.duon-portal.de
For support:
E support@duon-portal.de oder
T +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 in the DUON portal have been fulfilled. This also holds when data are provided without proof.



Ads can also be booked through the **Online Booking System (OBS)**:
www.obs-portal.de



The new market media study 'best for planning' ONE FOR ALL:
www.b4p.de



You can download binding technical information on ad specials and information on dates, samples and deliveries at www.adspecial-portal.de

STANDARD RATES AND DISCOUNTS

Prices in euros	Price zone I Jan. – Feb., Jun. – Aug.	Price zone II Mar. – May, Sep. – Dec.	Average prices ¹
Size in fractions of page colour or b/w			
1/1 page	63,450	67,350	65,725
Discounts²			
by volume			
from 3 pages 3 % from 6 pages 7 % from 9 pages 10 % from 15 pages 15 %			

FORMAT AND PRICES

Prices in euros	Repro size ³ Width x Height in mm	Price zone I Jan. – Feb., Jun. – Aug.	Price zone II Mar. – Myi, Sep. – Dec.	Average prices ¹
Size in fractions of page colour or b/w				
2/1	444 x 285	126,900	134,700	131,450
1/1	222 x 285	63,450	67,350	65,725
2/3	upright 140 x 285	44,460	47,900	46,467
1/2	upright across 107 x 285 222 x 138	35,420	38,000	36,925
1/3	upright across 74 x 285 222 x 90	24,780	26,390	25,719

Further partial-page formats and prices upon request.

You can view the current media prices and advertising for the digital TV SPIELFILM plus platforms here: www.burda-forward.de/marken

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes.

These prices cannot be booked.

² Frequency discount rate upon request. Full and partial booking, discounts on total publication can be accepted for partial booking.

³ Repro sizes + 4 mm trim on all edges. For details see technical data, visit www.duon-portal.de.

SPECIAL PLACEMENTS

Prices in euros			Repro size ²	Price zone I	Price zone II	Average prices ¹
Size in fractions of page in color or b/w			Width x Height in mm	Jan. – Feb., Jun. – Aug.	Mar. – May, Sep. – Dec.	
1/1	1. 1/1 right or Sat./Su./Holiday		222 x 285	68,600	72,630	70,951
1/1	4 th Inside front cover		222 x 285	73,700	78,180	76,313
1/1	2 nd Inside front cover		222 x 285	70,250	75,030	73,038
2/1	Opening Spread	Inside front cover + page 3	444 x 285	142,970	151,530	147,963
1/3	Contents	upright	74 x 285	36,720	39,630	38,418

Special placement ³						
	Tunnel advertisement		276 x 177	98,330	104,400	101,871
	Strip advertisement	2 x 1/2 page across button	444 x 138	73,450	78,340	76,303
	TOP GUIDE- program special	1/2 page upright 1/2 page across	99 x 285 222 x 122	42,500	45,550	44,279
	TOP GUIDE tunnel advertisement		206 x 122	98,330	104,400	101,871
	1/3 page in program	across centre	222 x 76	31,520	33,820	32,862
	Banner across program listing ⁴		142 x 17	12,820	13,740	13.357

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked.

² Repro sizes + 4 mm trim on all edges. For details see technical data, visit www.duon-portal.de.

³ These formats can be accepted only to a limited extent.

⁴ Ads in this format are limited and can only be booked together with further ads resp. digital TV SPIELFILM plus ads. For other formats, please inquire.

AD SERIES

TV SPIELFILM plus also offers series advertisements for a wider and more creative presence. Prices upon inquiry.

ADVERTORIAL

For formats and prices of editorially structured advertorials (print and online) from Burda Creative Group, please see the Promotion Costs brochure. This brochure can be found online at bcn.burda.de/promotionkosten (also as a PDF to download).

Co-advertising supplement

“Co-advertising supplement” refers to the cooperative advertising by two or more advertisers using a single ad or other format or to brand clients who tie one or more retailers into their advertising campaigns. There is a standard tie-in surcharge of 20% on the regular rates.

SPLIT-RUN ADVERTISEMENTS

Go regional instead of national. With split-run ads TV SPIELFILM plus offers every chance for individually selective advertising. Your ad motifs are published in the retail and subscription circulations in a single or several selected Nielsen areas, in Austria or Switzerland.

Prices in euros 1/1 Seite farbig/sw	Price zone I Jan. – Feb., Jun. – Aug.	Price zone II Mar. – May, Sep. – Dec.	Average prices ¹
Nielsen			
I	24,480	26,650	25,746
II	30,700	33,460	32,310
IIIa	20,600	22,480	21,697
IIIb	18,970	20,700	19,979
IV	19,990	21,800	21,046
V	9,840	10,720	10,353
V-VII²	33,950	36,970	35,712
Austria	12,650	13,800	13,321
Switzerland	9,080	9,930	9,576

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked.

² Price already includes combination discount.

Basic ad format

Bleed: 1/1 page 222 x 285 mm plus 4 mm trim on all sides

Closing, copy and cancellation dates

According to current TV SPIELFILM plus schedule, see page 8.

In exceptional cases, the publisher reserves the right to shift ad position in split runs.

Technical Data

see www.duon-portal.de.

Split-run combination discount

8 % combination discount is granted for ad pages booked for one issue in several Nielsen areas.

The TV SPIELFILM plus volume discount can be applied if an ad contract for the entire TV SPIELFILM plus circulation already exists.

Print and digital targeting available

TV SPIELFILM plus offers a broad range of targeting options, across all brand touch points.

TV SPIELFILM plus is happy to put together an customised offer for you.

AD SPECIALS

Attention included

Creative special advertising increase awareness and boost interaction with the advertising material. This is why TV SPIELFILM plus provides a wide range of special advertising that are highly effective and stage your product perfectly.

We love ideas! TV SPIELFILM plus collaborates with customers to design tailor-made ad solutions. We would also be pleased to develop unique creative concepts that are finely tuned to your advertising message.

More information about our Ad Specials can be found at:
burdanews.de/tvsplus/adspecials



Your grand appearance on the cover. The half-page ad-flap is guaranteed to catch the attention of the readership.

You can use the bookmark to stay in daily contact with the reader and additionally pick up points from him based on your advertisement's utility value.



Place your advertisement in a special format, and so stand out for our readers.

AD SPECIALS

		Prices in euros		Prices apply for the booking of at least the entire domestic circulation.
		Circulation excl subscriptions ¹	Subscription circulation	
Stitched-in inserts				<ul style="list-style-type: none"> - Smaller booking units, e.g. according to Nielsen area or federal states, are possible. For these, an additional 20 % per thousand copies will be charged. - A surcharge of 25% will be added if the advertisement is placed only in the subscriber circulation. - Minimum booking for all ad specials: 100,000 copies - In case of minimum booking the publisher reserves the right to shift to a following issue.
	up to 4 pages	75 ‰	97 ‰	
	up to 8 pages	80 ‰	103 ‰	
	larger volumes	please inquire		
Glued-on inserts²				
	Postcard	34 ‰	40 ‰	
	Booklet up to 20 g	45 ‰	65 ‰	
	Samples up to 20 g ³	45 ‰	65 ‰	
Loose inserts				
	up to 20 g	70 ‰	88 ‰	
	up to 30 g	75 ‰	103 ‰	
	increased weight	please inquire		
Calculation:	Calculation based on the print run listed in the IVW Quarterly Report current at order confirmation.			
Order and cancellation deadline:	See page 8 Due to limited availability, we strongly recommend booking and fixing deadlines as early as possible.			
Delivery terms:	Delivery is based on the print run listed in the IVW Quarterly Report current at order confirmation plus 2 % surplus. In order to react to minor circulation fluctuations, we recommend contacting our Customer Service for Ad Specials (bookings) one more time before going to press.			
Delivery deadline:	Ad specials must be delivered free of charge at the latest 8 working days prior to the first day of sale and must be correctly packaged and ready for machine processing as well as clearly labelled as to magazine and issue.			
Conditions of supply:	Ad specials must be supplied in accordance with the guidelines of the Bundesverbandes für Druck und Medien (German Association of Print and Media), and be clearly marked with the name of the publication and issue. Material must be supplied, carriage paid, to the address where it will be processed.			
Delivery address:	OHL Medien Logistik GmbH & Co. KG, Marlene Straße 3, 77652 Offenburg			
Proviso:	Should any production problems arise, completion of the printing run takes priority over ad special processing.			

All ad specials are billed according to the agreed rates! This does not apply to package or cover ad specials.

¹ "Circulation excl. subscriptions" consists of the combined runs for retail sale, circulating magazines, in-flight copies and others.

² Based on a 1/1 page base advertisement.

³ Additional postage charged for samples and objects 2.5 mm and thicker (prices upon request).

Binding technical specifications for ad specials and details on dates, samples, and delivery for the participating object can now be downloaded from www.adspecial-portal.de.

For further information on Ad Specials for Hubert Burda Media titles log on to bcn.burda.de

SCHEDULE 2017

	No.	Calendar week	First day of sale	Closing, cancellation and copy date for printer's copies* colour or b/w	Closing and cancellation date ¹ for Ad/Format Specials, special and fixed placements	Programme time period	Flash ad deadlines
Price zone I	2	2	13.01.2017	09.12.2016	15.11.2016	21.01.2017 – 03.02.2017	04.01.2017
	3	4	27.01.2017	23.12.2016	29.11.2016	04.02.2017 – 17.02.2017	18.01.2017
	4	6	10.02.2017	06.01.2017	13.12.2016	18.02.2017 – 03.03.2017	01.02.2017
	5	8	24.02.2017	20.01.2017	27.12.2016	04.03.2017 – 17.03.2017	15.02.2017
Price zone II	6	10	10.03.2017	03.02.2017	10.01.2017	18.03.2017 – 31.03.2017	01.03.2017
	7	12	24.03.2017	17.02.2017	24.01.2017	01.04.2017 – 14.04.2017	15.03.2017
	8	14	06.04.2017	03.03.2017	07.02.2017	15.04.2017 – 28.04.2017	28.03.2017
	9	16	21.04.2017	17.03.2017	21.02.2017	29.04.2017 – 12.05.2017	10.04.2017
	10	18	05.05.2017	31.03.2017	08.03.2017	13.05.2017 – 26.05.2017	26.04.2017
	11	20	19.05.2017	13.04.2017	20.03.2017	27.05.2017 – 09.06.2017	10.05.2017
Price zone I	12	22	02.06.2017	28.04.2017	04.04.2017	10.06.2017 – 23.06.2017	24.05.2017
	13	24	16.06.2017	12.05.2017	18.04.2017	24.06.2017 – 07.07.2017	07.06.2017
	14	26	30.06.2017	26.05.2017	02.05.2017	08.07.2017 – 21.07.2017	21.06.2017
	15	28	14.07.2017	09.06.2017	16.05.2017	22.07.2017 – 04.08.2017	05.07.2017
	16	30	28.07.2017	23.06.2017	30.05.2017	05.08.2017 – 18.08.2017	19.07.2017
	17	32	11.08.2017	07.07.2017	13.06.2017	19.08.2017 – 01.09.2017	02.08.2017
	18	34	25.08.2017	21.07.2017	27.06.2017	02.09.2017 – 15.09.2017	16.08.2017
	19	36	08.09.2017	04.08.2017	11.07.2017	16.09.2017 – 29.09.2017	30.08.2017
Price zone II	20	38	22.09.2017	18.08.2017	25.07.2017	30.09.2017 – 13.10.2017	13.09.2017
	21	40	06.10.2017	01.09.2017	08.08.2017	14.10.2017 – 27.10.2017	27.09.2017
	22	42	20.10.2017	15.09.2017	22.08.2017	28.10.2017 – 10.11.2017	11.10.2017
	23	44	03.11.2017	29.09.2017	05.09.2017	11.11.2017 – 24.11.2017	25.10.2017
	24	46	17.11.2017	13.10.2017	18.09.2017	25.11.2017 – 08.12.2017	08.11.2017
	25	48	01.12.2017	27.10.2017	03.10.2017	09.12.2017 – 22.12.2017	22.11.2017
	26	50	14.12.2017	10.11.2017	17.10.2017	23.12.2017 – 05.01.2018	05.12.2017
	1	52	29.12.2017	24.11.2017	31.10.2017	06.01.2018 – 19.01.2018	20.12.2017

¹ Reservations made in advance must be booked by this deadline after which the reservations held will expire without exception.

PORTFOLIO OF BRANDS

Strong brands for successful communications

The BurdaNews (BN) comprises strong media brands which belong to the leading titles in their respective magazine segment. BurdaNews reaches on average **33,6 million readers*** and is indispensable for the **direct addressing of key target groups**: The readers have an above average income and education.

At Burda News include:

cinema Germany's biggest film magazine combines film and lifestyle in a unique editorial concept, on a monthly basis.

fit for fun Germany's biggest magazine for fitness and lifestyle shows that an active lifestyle is fun. It is the title with the largest range of coverage in its segment.

FOCUS The German news magazine presents the latest news and background information on politics, business, and society for the performance-oriented elite.

*Cross-media brand reach, b4p 2016

burdanews.de

DIABETES FOCUS Each issue provides sound information and definite tips for a healthier and enjoyable lifestyle - despite diabetes.

FOCUS GESUNDHEIT This magazine makes the fascinating world of medicine accessible to both patients and those interested in health. In addition, lists of doctors name the top medical experts in Germany according to their specialised fields.

FOCUS MONEY With its unique topic mix, this modern business and finance magazine convinces the decision makers in business and society.

FOCUS SPEZIAL This single-topic series offers utility journalism with a professional advisory role on the areas of expertise presented by the media brand FOCUS.

Network The magazine within a magazine provides practical background information about the new, modern business world.

FREE MEN'S WORLD FREE MEN'S WORLD is dedicated to adventure and the wide open that convinces the leaders of active lifestyle.

PLAYBOY The best-known premium lifestyle magazine offers everything that men enjoy - and therefore is the strongest magazine in its segment.

TV SCHLAU Fun with television & puzzles: TV SCHLAU is the monthly program magazine for the active middle. In its 4-week TV planner, TV SCHLAU chooses the best programs of the month from the wide programming selection.

TV SPIELFILM TV SPIELFILM and TV TODAY and their strongly frequented online and mobile websites form the cross-media brand TV SPIELFILM plus, one of the most successful brands for 360° marketing and intelligent and innovative brand staging.

The latest information about the BurdaNews can be found at burdanews.de

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