















BCN - CHANNEL/VERTICAL PRICE LIST DIGITAL - VALID FROM OCTOBER 1ST 2017

CHANNEL - ROTATION ON FITTING WEBSITES

 <p>LIVING & LIFESTYLE</p>	<p>BUNTE DAS HAUS ELLE FREUNDIN INSTYLE WOHNEN & GARTEN GUTER RAT FIRST IN FOOD* MEIN SCHÖNER GARTEN SUPERILLU HARPER'S BAZAAR BURDA STYLE</p>	 <p>FOOD</p>	<p>FIRST IN FOOD* GUTER RAT BUNTE ELLE FREIZEIT REVUE FREUNDIN LISA HARPER'S BAZAAR INSTYLE WOHNEN UND GARTEN MEIN SCHÖNER GARTEN</p>
 <p>CONSUMER ELECTRONICS</p>	<p>DAS HAUS BUNTE FREUNDIN GUTER RAT INSTYLE ELLE HARPER'S BAZAAR</p>	 <p>HEALTH</p>	<p>FIRST IN FOOD* ELLE FREIZEIT REVUE FREUNDIN INSTYLE BUNTE LISA MEIN SCHÖNER GARTEN</p>
 <p>ENTERTAINMENT</p>	<p>BUNTE FIRST IN FOOD* ELLE FREUNDIN HARPER'S BAZAAR INSTYLE GUTER RAT DAS HAUS BURDA STYLE</p>	 <p>HOME + GARDEN</p>	<p>DAS HAUS FREIZEIT REVUE GUTER RAT MEIN SCHÖNER GARTEN SUPERILLU WOHNEN & GARTEN BURDA STYLE</p>
 <p>FAMILY</p>	<p>DAS HAUS BUNTE FIRST IN FOOD* FREUNDIN MEIN SCHÖNER GARTEN SUPERILLU WOHNEN & GARTEN LISA BURDA STYLE</p>	 <p>LUXURY</p>	<p>ELLE HARPER'S BAZAAR INSTYLE</p>
 <p>FASHION + BEAUTY</p>	<p>BUNTE FREUNDIN INSTYLE HARPER'S BAZAAR ELLE SUPERILLU LISA BURDA STYLE</p>	 <p>SPORT & FITNESS</p>	<p>DAS HAUS BUNTE FIRST IN FOOD* FREUNDIN MEIN SCHÖNER GARTEN SUPERILLU</p>
 <p>FINANCE</p>	<p>BUNTE GUTER RAT MEIN SCHÖNER GARTEN SUPERILLU</p>	 <p>TRAVEL</p>	<p>BUNTE DAS HAUS FIRST IN FOOD* ELLE FREIZEIT REVUE HARPER'S BAZAAR INSTYLE FREUNDIN</p>
 <p>WOMEN PREMIUM</p>	<p>ELLE HARPER'S BAZAAR INSTYLE BUNTE</p>	 <p>WOMEN</p>	<p>ELLE HARPER'S BAZAAR INSTYLE BUNTE FREUNDIN BURDA STYLE</p>

*FIRST IN FOOD includes daskochrezept.de, eat-this.org, foodboom.de, wir-essen-gesund.de and backenmachtgluecklich.de

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PRICING CHANNEL

advertising format	Price (Gross CPM in €)	
	Multiscreen Booking	One Device Booking (Desktop only or Mobile only)
	Channel	Channel
Ad Bundle (Super Banner, Skyscraper, Medium Rectangle)	35	45
Billboard	75	85
Full Background Ad	85	95
Halfpage Ad	75	85
Medium Rectangle	45	55
Outstream	75	85
Premium Ad Bundle (Billboard und Halfpage Ad)	65	75
Sitebar	75	85
Skyscraper	30	40
Superbanner	30	40
Mobile Content Ad 2:1	75	85
Mobile Content Ad 4:1	30	40
Mobile Full Background Ad	85	95
Mobile Halfpage Ad	75	85
Mobile Medium Rectangle	75	85
Mobile Outstream	75	85
Ad Bundle multiscreen (Superbanner, Skyscraper, Medium Rectangle, MCA 4:1)	35	-
Premium Ad Bundle multiscreen (Billboard, Halfpage Ad, MCA 2:1, Mobile Medium Rectangle, Mobile Halfpage Ad)	65	-

Mobile Medium Rectangle traffic from Facebook Instant Article will be included in Mobile Medium Rectangle rotations.
Not all ad formats can be played on every channel.

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VERTICAL - ROTATION WITHIN FITTING CATEGORIES ON VERTICAL WEBSITES

<p>LUXURY FASHION</p> 	<p>ELLE Fashion + Fashion Week INSTYLE Fashion HARPERS BAZAAR Fashion + Runway</p> <p>UU: 1.23 mill. Reach: 4.61 mill.</p>	<p>LUXURY BEAUTY</p> 	<p>ELLE Beauty INSTYLE Beauty HARPERS BAZAAR Beauty</p> <p>UU: 1.66 mill. Reach: 5.14 mill.</p>
<p>WOMEN FASHION</p> 	<p>ELLE Fashion + Fashion Week INSTYLE Fashion HARPERS BAZAAR Fashion + Runway FREUNDIN Mode BUNTE Fashion BURDA STYLE RoS</p>	<p>WOMEN BEAUTY</p> 	<p>ELLE Beauty INSTYLE Beauty HARPERS BAZAAR Beauty FREUNDIN Beauty BUNTE Beauty</p> <p>UU: 2.57 mill. Reach: 7.38 mill.</p>
<p>TRAVEL</p> 	<p>ELLE Traveller HARPERS BAZAAR Travel GUTER RAT Reisen WOHNEN&GARTEN Unterwegs MEIN SCHÖNER Ausflüge und Reisen GARTEN</p>	<p>FOOD</p> 	<p>FIRST IN FOOD* RoS ELLE Essen & Trinken INSTYLE Food & Drinks GUTER RAT Ernährung FREUNDIN Kochen und Diät DAS HAUS Rezepte WOHNEN&GARTEN Gastlichkeit MEIN SCHÖNER Rezepte GARTEN</p>

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PRICING VERTICAL

advertising format	Price (Gross CPM in €)	
	Multiscreen Booking	One Device Booking (Desktop only or Mobile only)
	Vertical	Vertical
Ad Bundle (Super Banner, Skyscraper, Medium Rectangle)	45	55
Billboard	85	95
Full Background Ad	95	105
Halfpage Ad	85	95
Medium Rectangle	55	65
Outstream	85	95
Premium Ad Bundle (Billboard und Halfpage Ad)	75	85
Sitebar	85	95
Skyscraper	40	50
Superbanner	40	50
Mobile Content Ad 2:1	85	95
Mobile Content Ad 4:1	40	50
Mobile Full Background Ad	95	105
Mobile Halfpage Ad	85	95
Mobile Medium Rectangle	85	95
Mobile Outstream	85	95
Ad Bundle multiscreen (Superbanner, Skyscraper, Medium Rectangle, MCA 4:1)	45	-
Premium Ad Bundle multiscreen (Billboard, Halfpage Ad, MCA 2:1, Mobile Medium Rectangle, Mobile Halfpage Ad)	75	-

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TARGETING AND ADDITIONAL SERVICES

Targeting	Geo, Browser, Device, Site (e.g. Custom Channel), User, Interest (No targeting for video)	10 € surcharge on the gross CPM in €
Frequency Cap	FC 1/24h is incl., For more limited FCs a surcharge is taken into account	10 € surcharge on the gross CPM in €
Exklusive reservation	100% Share of Voice	15 € surcharge on the gross CPM in €
Advertising creation	please inquire	
Creation of landing page	please inquire	
Minimum booking volumes	4.000 Euro net/net	

Prices (CPM, gross) are in euro and do not include VAT. BCN reserves the right to adjust prices.

Information on technical specifications within the Digital TechSpecs: bcn.burda.com/service/download-center/

Showroom of the offered advertising formats: <http://bcn.burda.de/Digital-Showroom/>

Ad delivery: bcn.campaging@burda.com

1. Termination of advertising orders must be submitted in writing or per e-mail.

The cancellation deadline is 2 weeks prior to start of campaign start, or 2 weeks prior to end of month for currently running bookings.

2. Contractor will charge a cancellation fee in the following situations: Cancellation up to 1 week prior to campaign start:

50% of net campaign value, Cancellation up to 3 workdays prior to campaign start: 80% of net campaign value
and cancellation 3 workdays prior campaign start or later: 100% of net campaign value.

Payment terms: Payment is due within 30 days of the invoice date, without deduction.

A 2% early payment discount applies to payment within 14 days of the invoice date, provided there are no older invoices overdue.