

ADVERTISEMENT RATE CARD NO. 6 • Valid from 1st Jan. 2017

BurdaHome

LIVING

Wohnen & Garten

WOHNEN
Träume

GARTEN
Träume

Lisa Wohnen
& DEKORIEREN

**Frau
im
Trend** **WOHNEN**
& Wohlfühlen

home & style

bcn.burda.de

Hubert Burda Media

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MAGAZINE PROFILE

Wohnen & Garten



WOHNEN & GARTEN - THE INSPIRATIONAL MAGAZINE

In times when home and garden become more and more important as a private world of wellbeing, Wohnen & Garten celebrates stylish homes full of atmosphere. In opulent and emotional pictures this magazine merges indoors and outdoors, home, garden and hospitality into a vibrant mix.

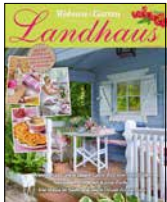
Refined interior decoration, tips and advice, garden design or outstanding recipes for entertaining guests and festivities - Wohnen & Garten presents the most beautiful ideas for an upmarket world of living in the classic style.

Wohnen & Garten appeals to a top income readership from established social strata that value a stylish ambience in home and garden.



WOHNEN & GARTEN - ONLINE

WOHNEN-UND-GARTEN.de is a website providing special lifestyle inspiration for discerning readers, which attracts an active community of followers. WOHNEN-UND-GARTEN.de targets internet users who want to create a stylish atmosphere in the home and garden. Besides home and garden reportages, useful advice and design topics, visitors can enjoy browsing through an extensive gallery for inspiration. The community zone gives users the chance to share opinions and tips about different home and garden subjects.



WOHNEN & GARTEN LANDHAUS

Contents:
Country-style home, gardening, food and drink, and creative ideas



FESTE & GÄSTE

Contents:
Entertaining, recipes and festive decorations for Easter, spring, summer, autumn, advent and Christmas

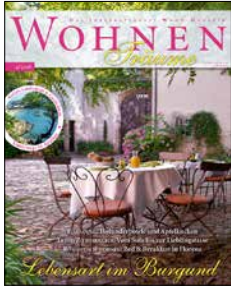


SOMMERLUST/WEIHNACHTSZAUBER

Contents:
Home, lifestyle and entertaining for summer and Christmas

MAGAZINE PROFILE

WOHNEN *Träume* GÄRTEN *Träume* home & style



WOHNENTRÄUME – THE INTERNATIONAL INTERIOR DECORATION MAGAZINE

Wohnen Träume is the premium magazine for sophisticated interior trends and top quality home accessories aimed at a sophisticated target group with the means to adapt this high profile interior style for their homes.

Coverage of international homes and interiors, up-to-date furniture, kitchen and bathroom trends, first-class explorations of cultural history, the most beautiful colours and fabrics as well as attractive accessories and arrangements make up the magazines highly appealing range of topics.



GARTENTRÄUME – THE INTERNATIONAL GARDEN MAGAZINE

Garten Träume is the exclusive premium magazine for a sophisticated target group that see their garden as a stage for their creativity and an extension of their elevated style of living.

Garten Träume presents international gardens and garden culture, unusual plant portraits and decoration arrangements with high class accessories. The range of topics is completed by hospitality and entertaining as well as select garden events.



HOME & STYLE – THE STYLE MAGAZINE FOR YOUTHFUL LIVING

home & style is the magazine for the modern lifestyle and trendy, feel-good interior design! With a broad variety of topics and a clear layout, the magazine comes off as lively and rich in ideas for its curious, design-loving readership.

home & style offers readers a broad range of topics falling into ten categories, from home stories and trends to DIY, decorating, style & fashion all the way to food and travel.

MAGAZINE PROFILE

Lisa Wohnen
& DEKORIEREN

Lisa
Romance
Wohnen & Dekorieren

Frau im Trend
WOHNEN
& Wohlfühlen



LISA WOHNEN & DEKORIEREN – THE YOUNG AND CREATIVE HOME MAGAZINE

Lisa Wohnen & Dekorieren presents every month the whole world of living with new furniture trends, vibrant coverage of homes, ideas for entertaining guests and hospitality and useful information on various subjects such as homebuilding or insurance. Whether kitchen, bathroom, living room or children's room:

The Lisa world of living is young, modern, creative, colourful - and full of emotional warmth. Lisa Wohnen & Dekorieren appeals to a new generation of home and lifestyle magazine readers: young, often still in the nest-building or family stages, with an above average income and an outstanding interest in home decorating and furnishing, design and creativity.



LISA ROMANCE – EINE LIAISON VOLLER HARMONIE

We bring 100 pages of romance into our readers' homes; our interpretation of the country style is modern, young and creative - just like our readers.

Coverage of international homes and interiors, up-to-date furniture, kitchen and bathroom trends, first-class explorations of cultural history, the most beautiful colours and fabrics as well as attractive accessories and arrangements make up the magazines highly appealing range of topics.



FRAU IM TREND WOHNEN & WOHLFÜHLEN – THE SERVICE HOME-MAGAZINE

Six times per year Frau im Trend Wohnen & Wohlfühlen offers many tips and inspirations on how to turn accommodation into an inviting home where family and guests can feel comfortable.

Frau im Trend Wohnen & Wohlfühlen shows the entire scope of home-related topics:

Frau im Trend Wohnen & Wohlfühlen covers the whole spectrum of homes and lifestyle:

- professional furnishing recommendations for living room, kitchen, bath-, bed- and children's room
- up-to-date furniture and design news and decorating tips
- reports on homes and interior with many ideas and inspirations
- hospitality: tips and recipes for entertaining guests and festivities
- easy to follow creative ideas

Publisher's Data

Wohnen & Garten

Lisa Wohnen & Dekorieren

Frau im Trend Wohnen & Wohlfühlen, home & style

Publisher

M.I.G., Medien Innovation GmbH
Hubert-Burda-Platz 1
77652 Offenburg

Managing Director

Malte Schwerdtfeger
Hubert-Burda-Platz 1
77652 Offenburg
T +49. 781. 84. 33 52
E malte.schwerdtfeger@burda.com

Senior Brand Management

Alexandra Voigt
T +49. 781. 84. 22 12
E alexandra.voigt@burda.com

Corinna Hankel-Lohrenz

T +49. 781. 84. 34 10
E corinna.lohrenz@burda.com

Creative Services/Placement

AdTech Factory GmbH & Co. KG
Hauptstraße 127, 77652 Offenburg

Wohnen & Garten / Home & Style

Alexander Hugel
T +49. 781. 84. 27 62
E alexander.hugel@adtechfactory.com

Lisa Wohnen & Dekorieren/Frau im Trend Wohnen & Wohlfühlen

Maria Münchenbach
T +49. 781. 84. 36 37
E maria.muenchenbach@adtechfactory.com

Ad Mangement/Order Management

AdTech Factory GmbH & Co. KG
Hauptstraße 127, 77652 Offenburg
T +49. 781. 84. 27 08
E orders@adtechfactory.com

Guaranteed paid circulation

Wohnen & Garten	240,000 copies
Lisa Wohnen & Dekorieren	180,000 copies
Frau im Trend	
Wohnen & Wohlfühlen	70,000 copies

Circulation

Home & Style	100,000 copies
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WohnenTräume, GartenTräume

Publisher

Burda Senator Verlag GmbH
Hubert-Burda-Platz 1, 77652 Offenburg

Managing Director

Malte Schwerdtfeger
Hubert-Burda-Platz 1, 77652 Offenburg
T +49. 781. 84. 33 52
E malte.schwerdtfeger@burda.com

Senior Brand Management

Alexandra Voigt
T +49. 781. 84. 22 12
E alexandra.voigt@burda.com

Creative Services/Placement

AdTech Factory GmbH & Co. KG
Hauptstraße 127, 77652 Offenburg

WohnenTräume

Marion Rapp
T +49. 781. 84. 23 20
E marion.rapp@adtechfactory.com

GartenTräume

Kai Sahlfeld
T +49. 89. 92 50. 29 50
E kai.sahlfeld@adtechfactory.com

Ad Management / Order Management

AdTech Factory GmbH & Co. KG
Hauptstraße 127, 77652 Offenburg
T +49. 781. 84. 27 08
E orders@adtechfactory.com

Guaranteed paid circulation

WohnenTräume	40,000 copies
GartenTräume	40,000 copies



Technical Data:

For current and binding technical data, log onto 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 please e-mail support@duon-portal.de or call T +49. 40. 37 41. 17 50



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



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

Bank accounts

Commerzbank AG, Offenburg,
SWIFT: DRES DE FF 680, IBAN: DE 54 6808 0030 0723 412000
UniCredit Bank AG, Munich
SWIFT: HYVE DE MM XXX, IBAN: DE19 7002 0270 0015 0249 05

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

For a print copy of the General Terms and Conditions applying to order processing please contact the publisher, or log on to bcn.burda.de/service/download-center/

Latest data: www.pz-online.de

STANDARD RATES AND DISCOUNTS

Colour ads

1/1 page	Wohnen & Garten	€ 18,100	1/1 page	Lisa Wohnen & Dekorieren	€ 13,400
1/1 page	Wohnen & Garten Landhaus	€ 6,900	1/1 page	Lisa Romance	€ 8,700
1/1 page	Feste & Gäste	€ 6,900	1/1 page	Frau im Trend Wohnen & Wohlfühlen	€ 5,700
1/1 page	Sommerlust/Weihnachtszauber	€ 6,900	1/1 page	home & style	€ 15,100
1/1 page	WohnenTräume	€ 9,600	1/1 page		
1/1 page	GartenTräume	€ 9,600	1/1 page		

Discounts

Wohnen & Garten
Lisa Wohnen & Dekorieren

WohnenTräume
GartenTräume
Wohnen & Garten Landhaus
Feste & Gäste
Sommerlust/Weihnachtszauber

Frau im Trend Wohnen & Wohlfühlen
Lisa Romance
home & style

by frequency

from	3 ads	3 %
from	6 ads	5 %
from	9 ads	8 %
from	12 ads	10 %

by volume

from	2 pages	3 %
from	3 pages	5 %
from	4 pages	7 %
from	6 pages	10 %
from	9 pages	15 %
from	12 pages	20 %

by frequency

from	2 ads	3 %
from	4 ads	5 %
from	6 ads	8 %

by volume

from	2 pages	5 %
from	3 pages	10 %
from	4 pages	15 %
from	6 pages	20 %

Co-advertising supplement:

A co-advertising supplement will be charged for adverts and special ad formats run by more than one advertiser. This applies to joint projects involving two or more advertisers, and to adverts/special advertising by brand customers that incorporate one or more distributors. The supplement represents 20% of the listed rate. It is eligible for discounts and can also count towards discounts.

Addition discount:

Customers advertising in Wohnen & Garten receive a 30% discount when they book a further advert in Wohnen & Garten special issues (Landhaus, Feste & Gäste, Sommerlust/Weihnachtszauber).

AD PRICES

Prices in Euros				
Size in fractions of page	Wohnen & Garten	WohnenTräume GartenTräume	Wohnen & Garten Landhaus, Feste & Gäste, Sommerlust, Weihnachtszauber	
1/1	18,100	9,600	6,900	
1/2	10,700	5,800	3,950	
1/3	8,100	4,250	3,150	
1/4 ¹⁾	4,800	3,350	1,900	
1/8 ¹⁾	2,600	1,450	950	
1/16 ¹⁾	1,250	670	480	
1/32 ¹⁾	650	390	280	
2/1	36,200	19,200	13,800	

Prices in Euros				
Size in fractions of page	Lisa Wohnen & Dekorieren	Frau im Trend Wohnen & Wohlfühlen	Lisa Romance	home & style
1/1	13,400	5,700	8,700	15,100
1/2	8,200	3,500	5,200	10,100
1/3	6,400	2,850	3,900	-
1/4 ¹⁾	3,800	1,650	-	-
2/1	26,800	11,400	17,400	30,200

Other formats on request.

¹⁾ Small adds are supplemented to half or three quarter page advertisement items.

ADVERTORIAL PRINT AND ONLINE

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

PRINT AREA SIZE- AND REPRO SIZE

	Wohnen & Garten WohnenTräume/GartenTräume Wohnen & Garten Landhaus, Feste & Gäste Sommerlust/Weihnachtszauber	Lisa Wohnen & Dekorieren	Frau im Trend Wohnen & Wohlfühlen	Lisa Romance	home & style					
Size in fractions of page	Print area size = Repro size Width x Height		Print area size = Repro size Width x Height		Print area size = Repro size Width x Height		Print area size = Repro size Width x Height		Print area size = Repro size Width x Height	
	Type area size	Bleed ¹⁾	Type area size	Bleed ¹⁾	Type area size	Bleed ¹⁾	Type area size	Bleed ¹⁾	Type area size	Bleed ¹⁾
1/1	191 x 253	225 x 280	220 x 290	230 x 300	210 x 290	230 x 300	185 x 260	215 x 290	192 x 263	213 x 275
1/2 upright	94 x 253	106 x 280	109 x 290	113 x 300	102 x 290	112 x 300	90 x 260	105 x 290	97 x 263	104 x 275
1/2 across	192 x 125	225 x 138	220 x 144	230 x 148	210 x 143	230 x 148	185 x 128	215 x 143	192x 131	213 x 135
1/3 upright	55 x 253	70 x 280	72 x 290	78 x 300	67 x 290	77 x 300	59 x 260	74 x 290	-	-
1/3 across	192 x 82	225 x 92	220 x 95	230 x 99	-	-	185 x 86	215 x 101	-	-
1/4 upright 1 column	47 x 253	56 x 280	52 x 290	59 x 300	48 x 290	59 x 300	-	-	-	-
1/4 2 columns	94 x 125	106 x 138	109 x 144	113 x 148	102 x 143	112 x 148	-	-	-	-
1/4 across 4 columns	193 x 63	225 x 69	220 x 70	230 x 77	210 x 69	230 x 74	-	-	-	-
1/8 upright 1 column	47 x 125	-	-	-	-	-	-	-	-	-
1/8 2 columns	94 x 60	-	-	-	-	-	-	-	-	-
1/16 upright	45 x 60	-	-	-	-	-	-	-	-	-
1/16 across	94 x 28	-	-	-	-	-	-	-	-	-
1/32	45 x 28	-	-	-	-	-	-	-	-	-
2/1	418 x 253	450 ²⁾ x 280	448 x 290	460 ²⁾ x 300	440 x 290	460 ²⁾ x 300	400 x 260	430 ²⁾ x 290	388 x 263	430 ²⁾ x 275

¹⁾ Repro sizes + 4 mm trim on all edges. For details see technical data, log onto www.duon-portal.de.

²⁾ Ads that cross the fold should include a 4 mm margin allowance on both pages.

SPECIAL FORMATS

SHOPPING GUIDE



Only for retailers, galleries, interior decorators, designers, hotels and restaurants.

Fixed size: 1/6 S. high (64 mm wide x 128 mm high)

Price per advertisement: Wohnen & Garten: € 1,500 including online integration

Additional services: delivery up to 50 editions, each € 2.00

Price per advertisement: WohnenTräume / GartenTräume: € 880

Additional service: delivery up to 50 editions, each € 4.00

Shopping guide discount rates

2 ads =	5 %
3 ads =	10 %
4 ads =	15 %
5 ads =	20 %
6 ads =	25 %
from 12 ads =	30 %

CLASSIFIED ADVERTISEMENTS



Classified ads are set in the magazines basic font with the first word printed bold. Other words printed in bold or in capitals are counted double.

Telephone numbers, email and web addresses are each counted as one word. In the case of new business contacts, the first three advertisements are published only after advance payment up to their respective closing dates.

Price per word: € 4,70 plus VAT, minimum volume € 47 (corresponding to ten words).

Photos: If required photos without text or logo can be included in the classified ad.

Print format: 46 mm wide, the height can vary and is billed according to mm.

Price per mm height € 6.40 plus VAT.

Discounts (for bookings within a reporting year)

from 6 ads = 5 %

from 12 ads = 10 %

SPLIT RUN

Split runs based on Nielsen regions are available in every edition of Das Haus and Wohnen & Garten for ad sizes 1/1 page 4c and over.

Please contact us at: caroline.mueller@burda.com

AD SPECIALS

Prices in Euros		Wohnen & Garten, W&G Landhaus, W&G Sonderhefte WohnenTräume, GartenTräume, Lisa, Wohnen & Dekorieren, Lisa Romance, Frau im Trend Wohnen & Wohlfühlen, home & style		Wohnen & Garten only Subscription circulation ²⁾	
		Circulation excl. subscriptions ¹⁾	Subscription circulation		
Stitched-in inserts	up to 4 pages	90 %	95 %	135 %	
	up to 8 pages	100 %	115 %	160 %	
	up to 12 pages per 4 additional pages	110 % +10	135 % +20	185 % +25	
Glued-on inserts^{3), 4)}			up to 20 g	up to 20 g	
	- Postcard/Banker's card	50 %	75 %	105 %	
	- Booklet	55 %	85 %	120 %	
	- Sample	60 %	95 %	135 %	
	Glued-on inserts of 20,1 g	please inquire			
Loose inserts⁴⁾					
	up to 10 g	90 %	110 %	155 %	
	up to 20 g	95 %	120 %	170 %	
	up to 30 g	100 %	130 %	185 %	
	up to 40 g	105 %	140 %	200 %	
	for each additional 10 g	+5	+10	+15	
Backing Card	up to 30 g from 30 g	120 % please inquire	150 %	220 %	
Other Ad Specials	please inquire				

Prices apply for the booking of at least the entire domestic circulation.

- Smaller booking units, e.g. according to Nielsen area or federal states are possible.

For these, an additional 20,- € % will be charged.

- Minimum booking for all ad specials: 50.000 copies.

- In case the booking volume lies below the minimum booking capacity, a surcharge of 20, - € % will incur.

- The publisher reserves the right to shift position of an ad with smaller bookings

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. The contract agreement lists the address and deadline for supplying material.

Material must be supplied, carriage paid, to the address where it will be processed.

1) "Circulation excluding subs" is made up of the circulation issues for the marketing segments retail sales, reading circles, in-flight magazines and others.

2) This sum already includes the surcharge for a partial print run.

3) Based on a 1/1 page base advertisement.

4) Additional postage charged for samples and objects 2.5 mm and more thick (prices upon request).

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

Upon agreement with the publisher, stitched-in and glued-on inserts may be shared by several advertisers, with a surcharge of 20 % on the insert price.

Note: for preferred closing and cancellation dates for Ad Specials, please see the schedule on page 12 and 13. **Calculations and delivery terms** are based on the print run listed in the current IVW quarterly report.

Booking early will help ensure the best placings for your Ad Special.

Call:

Wohnen & Garten/Home & Style

Lisa Wohnen & Dekorieren/Frau im Trend Wohnen & Wohlfühlen

WohnenTräume

GartenTräume

Alexander Hugel

T +49. 781. 84. 27 62

E alexander.hugel@adtechfactory.com

Maria Münchenbach

T +49. 781. 84. 36 37

E maria.muenchenbach@adtechfactory.com

Marion Rapp

T +49. 781. 84. 23 20

E marion.rapp@adtechfactory.com

Kai Sahlfeld

T +49. 89. 92 50. 29 50

E kai.sahlfeld@adtechfactory.com

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

TOPICS SCHEDULES

Wohnen & Garten

Sections:

Living & furnishing:

Subjects:

Wohnen & Garten offers stylish design tips for the home and living. Furnishing ideas in the Mediterranean, romantic, modern or Scandinavian style. It presents furniture and accessories in the country look and design suggestions for the kitchen, bathroom, living room or bedroom.

Hospitality:

All you need to know about cooking, baking, and making preserves. Festive seasonal table decorations, fine tablecloths, quality tableware, cutlery and a great many recipes.

Garden:

Wohnen & Garten presents private gardens and market gardens that are a feast for the eyes, provides ideas for garden design, tips for trips, and interesting themes. Fascinating plant portraits, the most important gardening equipment, green trends, or the most beautiful garden furniture.

Lifestyle and way of living:

On the way to the most beautiful cities and regions. We discover the way of living and nature there, and gain our inspiration from insider tips on restaurants, shopping addresses, art and culture.

Creative:

Easy décor ideas you can make yourself from blossoms, leaves and beautiful fabrics - with a flick of the wrist.

Sections:

Reports on living:

Exclusive insights into private villas, homes and city dwellings all over the world.

Furnishing:

We show how you can individually highlight whole rooms or individual furniture and generate an opulent atmosphere with fabrics, lighting and colours.

Trend:

This focuses on colour schemes, new fabrics, forms and combinations of styles.

Kitchen and bathroom:

We present furnishing examples and elegant design ideas for surfaces, fittings and storage space.

Accessories:

Those small, fine details that serve to accentuate. Cushions, pictures, lamps and other decorations.

Shopping & on the go:

We present charming hotels, shops and restaurants from Europe's loveliest towns and cities.

Lifestyle:

Experience culture, treat yourself to luxury and take the time to celebrate special events and traditions.

Crafts:

In manufactories and studios, we learn how precious fabrics, porcelain and furniture are created.

Hospitality:

Festive dinners, picnics, seasonal delights with suitable recipes and table decorations.

Sections:

Garden reports and design:

Subjects:

Exclusive international gardens and parks. From classic and baroque to modern gardens - you'll find lots of style elements and valuable design tips.

Plants:

Detailed plant portraits from a new perspective and tips on care and use.

Garden culture:

Detailed portraits present famous garden architects and designers, cultivators and gardeners, their philosophy and their workplaces.

Practice/technology and accessories:

We present top quality gardening equipment. In addition, the current trends for exclusive garden furniture, winter gardens, pavilions, greenhouses.

Hospitality:

Opulent outdoor feasts, celebrations and ideas for seasonal decorations.

Gourmet garden:

Seasonal fruit and vegetables, herbs and spices and a great range of recipes.

On the go:

Many tips for trips to gardens and parks, market gardens, tree nurseries, garden festivals and exhibitions as well as vent dates. We take you with us on our travels to the most beautiful regions where we discover hotels, restaurants, fine cafés or furnishing stores.

*WOHNEN
Träume*

*GARTEN
Träume*

TOPICS SCHEDULES

Sections:	Subjects:
Trend:	Living and colour trends with reference to the month: A rich kaleidoscope of lifestyle products, designer furniture, accessories, fabrics and wallpapers reflects a trendy style.
Advice:	Competent advice, practical professional tips and furnishing examples for the kitchen, bathroom, lights, floors and bedroom take the reader by the hand and show how you can optimise your home and generate a lot of atmosphere with the minimum of effort.
Special :	Living inspirations from our neighbouring countries and the most beautiful holiday regions: typical colours, traditional furniture and exciting ideas for your own home.
Creative:	Everything for you to do yourself: Décor with flowers of the season, table decorations, suggestions for the children's room, making furniture and renovating old. In every edition: 8 collector's cards with detailed instructions.
Do it yourself:	Renovating, laying floors, wallpapering, modernising – tips and ideas for creative DIYers!
Reports:	Reportages about constructing houses, renovating old homes, extensions, conversions. Plus beautiful prefabricated homes.
Hospitality:	Invitations to celebrate & enjoy: seasonal recipes, complemented by accessories for fine dining.
Garden & Room plants:	Inspirations for your own green oasis – whether garden or balcony, for outside or inside.

Sections:	Subjects:
Harmonious furnishings:	Create a value-for-money feel-good atmosphere quickly and easily. Furniture for the small budget, beautiful accessories, tasteful home textiles show that you can furnish your home cosily with little effort.
Clever furnishings:	Tips for the whole home, optimizing storage space, getting organised. Advice on lighting, flooring, converting loft space.
Creative furnishings:	Wall designs with paints and wallpapers, furniture converted to great effect, window décor, loving crafts, pretty flower arrangements, ideas for the children's room – imaginative suggestions for DIYers because sawing, painting and sewing are fun!
Relishing:	Recipes of the season, prepared quickly and easily and exciting table décor.

Sections:	Subjects:
Home-Stories:	How our readers live
Living:	Youthful, urban and trendy inspiration for the home
Fashion & Style:	Home decorating styles to imitate, enhanced with additional shopping tips from the area of fashion & beauty
DIY:	Everyone has some do-it-yourself talent – we show you quick & stylish projects
Deco & Style:	Change your world as you like – we offer you the inspiration to do it
Design-News:	New design elements at a glance
Food:	Delicious recipes for eating with friends
Travel:	Discover the metropolises of our world

SCHEDULE

<i>Wohnen & Garten</i>					Lisa Wohnen & DEKORIEREN				Frau Trend WOHNEN & Wohlfühlen			
No.	CW	First day of sale	Closing, and copy date for printer's copies	Closing ¹⁾ and cancellation Ad-Specials/Format-Specials Preferential/fixed placements	CW	First day of sale	Closing, and copy date for printer's copies	Closing ¹⁾ and cancellation Ad-Specials/Format-Specials Preferential/fixed placements	CW	First day of sale	Closing, and copy date for printer's copies	Closing ¹⁾ and cancellation Ad-Specials/Format-Specials Preferential/fixed placements
1	50	14.12.2016	02.11.2016	19.10.2016	49	07.12.2016	26.10.2016	12.10.2016	2	11.01.2017	25.11.2016	11.11.2016
2	2	11.01.2017	30.11.2016	16.11.2016	1	04.01.2017	23.11.2016	09.11.2016	11	15.03.2017	01.02.2017	18.01.2017
3	6	08.02.2017	28.12.2016	14.12.2016	5	01.02.2017	19.12.2016	05.12.2016	20	17.05.2017	31.03.2017	17.03.2017
4	10	08.03.2017	25.01.2017	11.01.2017	9	01.03.2017	18.01.2017	04.01.2017	29	19.07.2017	06.06.2017	23.05.2017
5	15	12.04.2017	01.03.2017	15.02.2017	14	05.04.2017	22.02.2017	08.02.2017	38	13.09.2017	02.08.2017	19.07.2017
6	19	10.05.2017	29.03.2017	15.03.2017	18	03.05.2017	20.03.2017	06.03.2017	46	08.11.2017	25.09.2017	11.09.2017
7	24	14.06.2017	03.05.2017	19.04.2017	23	07.06.2017	24.04.2017	10.04.2017				
8	28	12.07.2017	31.05.2017	17.05.2017	27	05.07.2017	22.05.2017	08.05.2017				
9	33	16.08.2017	05.07.2017	21.06.2017	31	02.08.2017	21.06.2017	07.06.2017				
10	37	13.09.2017	02.08.2017	19.07.2017	36	06.09.2017	26.07.2017	12.07.2017				
11	42	18.10.2017	06.09.2017	23.08.2017	40	04.10.2017	22.08.2017	08.08.2017				
12	46	15.11.2017	04.10.2017	20.09.2017	44	02.11.2017	19.09.2017	05.09.2017				
1	51	20.12.2017	08.11.2017	25.10.2017	49	06.12.2017	24.10.2017	10.10.2017				

WOHNEN <i>Träume</i>					GARTEN <i>Träume</i>				home & style			
No.	CW	First day of sale	Closing, and copy date for printer's copies	Closing ¹⁾ and cancellation Ad-Specials/Format-Specials Preferential/fixed placements	CW	First day of sale	Closing, and copy date for printer's copies	Closing ¹⁾ and cancellation Ad-Specials/Format-Specials Preferential/fixed placements	CW	First day of sale	Closing, and copy date for printer's copies	Closing ¹⁾ and cancellation Ad-Specials/Format-Specials Preferential/fixed placements
1	1	04.01.2017	23.11.2016	09.11.2016	8	22.02.2017	11.01.2017	28.12.2016	3	11.01.2017	10.11.2016	27.10.2016
2	10	08.03.2017	25.01.2017	11.01.2017	20	17.05.2017	05.04.2017	22.03.2017	12	15.03.2017	16.01.2017	02.01.2017
3	19	10.05.2017	29.03.2017	15.03.2017	34	23.08.2017	12.07.2017	28.06.2017	20	17.05.2017	16.03.2017	02.03.2017
4	27	05.07.2017	24.05.2017	10.05.2017	48	29.11.2017	18.10.2017	04.10.2017	28	12.07.2017	11.05.2017	27.04.2017
5	35	30.08.2017	19.07.2017	05.07.2017					36	13.09.2017	17.07.2017	03.07.2017
6	44	02.11.2017	21.09.2017	07.09.2017					45	08.11.2017	08.09.2017	25.08.2017

¹⁾ Ad submission deadline is also the deadline for cancellation. Reservations made in advance must be booked by this deadline after which the reservations held will expire without exception.

SCHEDULE SPECIAL EDITIONS

No.	CW	Wohnen & Garten Landhaus		CW	Feste & Gäste		CW	Sommerlust, Weihnachtszauber	
		First day of sale	Closing, and copy date for printer's copies ¹⁾		First day of sale	Closing, and copy date for printer's copies ¹⁾		First day of sale	Closing, and copy date for printer's copies ¹⁾
1	1	04.01.2017	23.11.2016	7	15.02.2017	04.01.2017	25	21.06.2017	10.05.2017
2	9	01.03.2017	18.01.2017	40	04.10.2017	23.08.2017	43	25.10.2017	13.09.2017
3	17	26.04.2017	15.03.2017						
4	26	28.06.2017	17.05.2017						
5	35	23.08.2017	12.07.2017						
6	44	02.11.2017	21.09.2017						

No.	CW	Lisa Romance	
		First day of sale	Closing, and copy date for printer's copies ¹⁾
1	4	25.01.2017	13.12.2016
2	16	19.04.2017	07.03.2017
3	25	21.06.2017	08.05.2017
4	34	23.08.2017	13.07.2017
5	43	25.10.2017	13.09.2017

¹⁾ Advertising closing and cancellation date for ad specials/format specials/preferential and fixed placements 8 weeks before the first day of sale.

FORMS OF ADVERTISING ONLINE - VALID FROM 18.11.2016

FORMS OF ADVERTISING	Formats	Filesize KB	Price (Gross CPM in €)		Media
			Run of Channel	Run of Site	
Billboard	800x250	80	90	85	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Halfpage Ad	300x600	40	90	85	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Sitebar	Basis 300x600, has to scale automatically, both vertically and horizontally	100	90	85	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Premium Ad Bundle (Billboard und Halfpage Ad)	800x250 + 300x600	80 40	80	75	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Medium Rectangle	300x250	40	60	55	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Ad Bundle (Super Banner, Skyscraper, Medium Rectangle)	800x90 + 200x600 + 300x250	40 40 40	50	45	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Skyscraper	200x600	40	40	35	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Super Banner	800x90	40	40	35	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct

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

Please address questions about online marketing (and order generation) to Mr Christian Jehle, ' who can be reached at +49. 781. 84. 34 96 or christian.jehle@burda.com.

TARGETING AND SUPPLEMENTAL SERVICES ONLINE

Targeting surcharge 1	Geo, Browser, Device, Site, Site colouring	2 segments included (e.g. geo and device)	€ 5 surcharge on the gross CPM in €
Targeting surcharge 2	Segment 1: Cookie & User (Soziodemographic, Interest, Purchase Intent), Segment 2: Contextual	2 segments included (Cookie & User & Contextual)	€ 8,50 surcharge on the gross CPM in €
Exclusive reservation	100% Share of Voice		15% Surcharge
Fixed placement			no Surcharge
Frequency Cap			free
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 can be found under the online price lists at: <http://bcn.burda.de/service/download-center/>

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.

ADDITIONAL INFORMATION ONLINE

General Information	Flash file information	HTML5 information
<p>Delivery: 5 workdays prior to campaign start Tracking by third party provider: yes Third Party Provider Day: yes File parameters: See table Questions/delivery to: bcn_kampagne@orbyd.com</p> <p>sound allowed: No User-initiated sound: No Background clickable: No Backgroundcolor: No Background image: No Close window: No Expansion possible: No</p> <p>Other standards may apply to individual forms of advertising after consultation.</p>	<p>Flash version: 8 Action script version: 2 Clicktag: getURL(clicktag, clicktarget)</p> <p>The "clicktarget" should be set to "_blank". Max. flash size: See table Max. flash time: 30 sec. at 15 fps Max. repetitions: 2 Fallback file type: JPG PNG GIF Fallback file size: See table</p> <p>Fallback starting file: Given that there is an energy-saving function in Safari which can prevent the animation of flash advertising from launching automatically, we recommend choosing an eye-catching image as the first frame of the swf file.</p>	<p>HTML5 allowed: yes There is no current standard for the file size of HTML5 ads, so we request that you do not exceed the predefined file size of 100%.</p> <p>Fallback file type: JPG PNG GIF Fallback file size: See table</p> <p>We only accept third-party hosting.</p>

The most recent price lists apply.

YOUR PERSONAL CONTACTS

BCN

Burkhard Graßmann (Sprecher),
Michael Samak, Stefan Zarnic
CEOs
Arabellastrasse 23
81925 Munich
Germany
P +49. 89. 92 50. 46 70/ -46 67
E burkhard.grassmann@burda.com,
michael.samak@burda.com,
stefan.zarnic@burda.com

INTERNATIONAL SALES

Silke Noak
Head of International Sales
Arabellastrasse 23
81925 Munich
Germany
P +49. 89. 92 50. 46 53
E silke.noak@burda.com

Asia

Massimo Monti
Burda Media Asia
5th Floor, K S House, 118 Shapur Jat
New Delhi - 110049
India
P +91. 88. 2667. 31 11
E massimo.monti@hubertburdamedia.in

Austria

Christina Bresler
Burda Community Network
International GmbH
Mooslackengasse 17
1190 Vienna
Austria
P +49. 151. 52. 63. 95 08
E christina.bresler@burda.com

Belgium

Sylvie Hertveldt
Publicitas NV
Airway Park D
Lozenberg 23
1932 Zaventem
Belgium
P +32. 26. 39. 84 21
E sylvie.hertveldt@publicitas.com

France / Luxembourg

Marion Badolle-Feick
Burda Community Network
International GmbH
Business Centre, Opera-Bourse
13-15 rue Taitbout
75009 Paris
France
P +33. 1. 72 71. 25 24
E marion.badolle-feick@burda.com

UK / Ireland

Jeannine Soeldner
Burda Community Network
International GmbH
1 Fetter Lane
London EC4A 1BR
United Kingdom
P +44. 20. 3440. 58 32
E jeannine.soeldner@burda.com

Greece / Cyprus

Christina Skiada
Permedia Athens S.A.
64B, Kifissias Avenue
15125 Maroussi
Greece
P +30. 211. 10. 60. 352
E christina.skiada@permedia.gr

India

Miran Shah
PDM Media (India) Pvt. Ltd.
Shree Laxmi Prasad Building
Dayaldas Lane, Nehru Road
Vile Parle (East)
Mumbai - 400 057
India
P +91. 22. 611. 77. 900
E miran.shah@matrixmedia.co.in

Italy

Robert Schoenmaker
Hearst Advertising Worldwide Italia
Via R. Bracco, 6
20159 Milano
Italy
P +39. 02. 62 69. 44 41
E rschoenmaker@hearst.it

Japan

Jiro Semba
Intergroup
Communications Ltd.
1-4-16-102 Zaimokuza
Kamakura 248-0013
Japan
P +81. 467. 25. 27 63
E jiro.semba@bz01.plala.or.jp

Netherlands

Jacomien van Doorn
Publicitas BV
Naritaweg 127-137, 3rd Floor
1043 BS Amsterdam
Netherlands
P +31. 203. 11. 97 17
E jacomien.vandoorn@publicitas.com

Scandinavia

Ulrik Brostrom
JB Media International ApS
Grabrodetorv 6, 2. sal
1154 Copenhagen
Denmark
P +45. 23. 28. 97 63
E ubr@jbmedia.dk

Spain / Portugal

Mónica de los Ríos
Hearst Magazines Spain
Calle Santa Engracia, 23
28010 Madrid
Spain
P +34. 91. 728. 92 50
E mdelosrios@hearst.es

BurdaHome

Switzerland

Goran Vukota
Burda Community Network
International GmbH
Balz-Zimmermann-Strasse 7
8302 Kloten
Switzerland
P +41. 44. 810. 21 46
E goran.vukota@burda.com

USA / Canada / Mexico

Salvatore Zammuto
Burda Community Network
International GmbH
9035 Bluffview Trace
Roswell, GA 30076
USA
P +1. 212. 884. 48 24
E salvatore.zammuto@burda.com

BCN.

Burda Community Network GmbH
Hubert-Burda-Platz 1, 77652 Offenburg
Arabellastraße 23, 81925 Munich
bcn.burda.de

AdTech
Factory

AdTech Factory GmbH & Co. KG
Hauptstraße 127, 77652 Offenburg
Große Elbstraße 59-63, 22767 Hamburg
Arabellastraße 27, 81925 Munich
www.adtechfactory.com