

ADVERTISEMENT RATE CARD NO. 2 • Valid from 1st Jan. 2017

BurdaLife

ma vie



bcn.burda.de

Hubert Burda Media

| | |
|------------------------------|---|
| Magazine Profile | 1 |
| Publisher's Data | 2 |
| Standard Rates and Discounts | 3 |
| Formats and Prices | 4 |
| Schedule 2017 | 5 |
| Ad Specials | 6 |
| Your personal contacts | 7 |

MAGAZINE PROFILE



MA VIE – THE ART OF TAKING TIME

ma vie is the inspiring magazine for women who live their lives with more awareness and want to find a good balance in their day to day – between Apple, Amazon and their own mindfulness!

ma vie is an invitation in this fast-paced world to simply look inward. And to consciously take time to be inspired by new ideas, visions and trains of thought.

ma vie is anything but the higher-faster-farther track. In ma vie we introduce you to people who take a critical look at consumption and quality and report on modern producers who manufacture their products with great love for detail.

Results from a reader survey about ma vie (issues 5/15 and 1/16):

ma vie...

„... is my source of inspiration and energy.“

„... immediately set itself apart from all other magazines; I like its positive, sensitive approach.“

„... is my own, personal, little temple of tranquillity.“



MA VIE GESUND LEBEN - BETTER UNDERSTANDING OF BODY AND SOUL

ma vie Gesund leben is the new health magazine for more self-care and holistic medicine.

ma vie Gesund leben is targeted to women who actively want to remain healthy and who view their body, mind and spirit from a holistic perspective. The magazine delivers a new, integrative perspective which combines the best of conventional medicine, natural medicine and behavioural therapy.

Ma vie Gesund leben is well-grounded in science but written for general understanding.

Ma vie Gesund leben is more of a coach than an adviser: It motivates readers to be more aware and to self-manage in the field of healthcare but without talking down to them.

PUBLISHER'S DATA

ma vie, ma vie Gesund leben

Publisher

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

Managing Director

Heike Lauber
BurdaLife
Hubert-Burda-Platz 1
77652 Offenburg
T +49. 781. 84. 51 49
E heike.lauber@burda.com

Creative Services/Placement

Alexander Hugel
AdTech Factory GmbH & Co. KG
Hauptstraße 127
77652 Offenburg
T +49. 781. 84. 27 62
E alexander.hugel@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

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

Print run:

ma vie 150.000 copies
ma vie Gesund leben 100.000 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

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/

Frequency of publication

ma vie 6 times a year
ma vie Gesund leben 2 times a year

Place of publication:

Offenburg

PZN

ma vie: 506168
ma vie Gesund leben: 506447

Latest data

www.pz-online.de



ma vie



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

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 **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

STANDARD RATES AND DISCOUNTS

Ad rates
color or b/w 1/1 page € 14,900

Discounts

by frequency

| | |
|-------|-----|
| 2 ads | 3 % |
| 4 ads | 5 % |
| 6 ads | 8 % |

by volume

| | |
|---------------|------|
| from 3 pages | 5 % |
| from 4 pages | 10 % |
| from 6 pages | 15 % |
| from 8 pages | 20 % |
| from 10 pages | 21 % |
| from 12 pages | 22 % |

Special discount

A 25 % cultural discount is accorded for ads for art and other cultural activities (exhibits, museums, other events, such as musicals, theater, opera, etc.) and also for books or audio or video recordings which are published by the advertiser. This discount also applies for ad specials (stitched-in inserts, glued-on inserts and loose inserts) as specified in the price list. Further additional discounts based on frequency, volume or turnover are excluded.

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.

FORMATS AND PRICES

Prices in euros

| Size in fractions of page | Print area size = Repro size* | | color or b/w |
|------------------------------|-------------------------------|-----------|---------------|
| | Width x Height | Bleed* | |
| 1/1 | 213 x 277 | | 14,900 |
| 1/2 | upright | 101 x 277 | 9,900 |
| | across | 213 x 136 | |
| 1/3 | upright | 79 x 277 | 6,560 |
| | across | 213 x 90 | |
| 1/4 | upright | 58 x 277 | 4,330 |
| | across | 213 x 67 | |
| 2/1** | 426 x 277 | | 29,800 |

Fixed prices

| | | | |
|------------------|------------------------------------|-------------------------------|---------------|
| Cover Gatefolder | 4 th Outside back cover | 206 x 277 (Special format)*** | 18,000 |
|------------------|------------------------------------|-------------------------------|---------------|

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

Print space formats on enquiry.

** Ads that cross the fold should include a 4mm margin allowance.

*** Special formats only apply to ma vie.

ADVERTORIAL PRINT AND ONLINE

For formats and prices of 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).

SCHEDULE 2017

MA VIE

| No. | Calendar week | Month | First day of sale | Closing, cancellation and copy date for printer's copies | Closing and cancellation date* for Ad Specials/Format Specials special and fixed placements |
|--------|---------------|-----------|-------------------|--|---|
| 1/2017 | 1 | January | 07.01.2017 | 29.11.2016 | 15.11.2016 |
| 2 | 9 | March | 03.03.2017 | 24.01.2017 | 10.01.2017 |
| 3 | 18 | May | 05.05.2017 | 28.03.2017 | 14.03.2017 |
| 4 | 27 | July | 07.07.2017 | 30.05.2017 | 16.05.2017 |
| 5 | 35 | September | 01.09.2017 | 25.07.2017 | 11.07.2017 |
| 6 | 44 | November | 03.11.2017 | 26.09.2017 | 12.09.2017 |

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

MA VIE GESUND LEBEN

| No. | Calendar week | Month | First day of sale | Closing, cancellation and copy date for printer's copies | Closing and cancellation date* for Ad Specials/Format Specials special and fixed placements |
|--------|---------------|-----------|-------------------|--|---|
| 1/2017 | 7 | March | 17.03.2017 | 08.02.2017 | 25.01.2017 |
| 2 | 37 | September | 14.09.2017 | 08.08.2017 | 25.07.2017 |

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

AD SPECIALS

| Prices in euros | | Circulation excl. subscription* | Subscription circulation | |
|---|--|---------------------------------|--------------------------|--------------|
| Bound inserts up to 4 pages up to 8 pages up to 12 pages up to 16 pages more than 16 pages | | 105 ‰ | 135 ‰ | |
| | | 120 ‰ | 160 ‰ | |
| | | 135 ‰ | 185 ‰ | |
| | | 150 ‰ | 210 ‰ | |
| | | please inquire | | |
| Stitched-in inserts with additional product | | please inquire | | |
| Glued-on inserts** - Postcard/Voucher - Booklet/Poster - Scented label/ample*** | | 70 ‰ | up to 10 g | up to 20 g |
| | | 65 ‰ | 80 ‰ | 95 ‰ |
| | | 105 ‰ | 120 ‰ | 135 ‰ |
| | | | | |
| Beilagen up to 20 g up to 30 g up to 40 g up to 50 g | | 90 ‰ | 130 ‰ | |
| | | 105 ‰ | 145 ‰ | |
| | | 120 ‰ | 160 ‰ | |
| | | 135 ‰ | 175 ‰ | |
| Print Specials** and other Ad Special | | please inquire | | |

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

Smaller runs are possible but a surcharge applies Price on request.

- The minimum run for bound, regular and glued-in inserts is 50,000 copies.

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.

* "Circulation excl. subscriptions" consists of the combined printruns for newsstand, subscription circles, in-flight copies and others.

** Based on a 1/1 page base advertisement.

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

Ad specials are invoiced by tariff with the exception of enclosures and cover ad specials.

Cancellation date for ad specials see calendar.

Circulation numbers will fluctuate. The basis for calculation and delivery is the print circulation at order confirmation.

Due to limited availability of Ad Specials, we strongly recommend booking and fixing deadlines as early as possible.

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

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

YOUR PERSONAL CONTACTS



ma vie

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.semiba@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

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