

ADVERTISEMENT RATE CARD NO 65 • Valid from 1st Jan. 2019

burda
style

www.burdastyle.de

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MAGAZINE PROFILE

burda
style



BURDA STYLE - THAT'S MY STYLE.

burda style is much more than a fashion magazine. Since its first publication in 1950, burda style has become a globally renowned brand that is synonymous with sewing, patterns and DIY.

burda style is available in over 100 countries and is published in 17 different languages, all based on the German edition.

Via print, online, social media and events, burda style enables the focussed, cross-media address of target groups in the widespread, ever-growing and active **DIY community**.

In addition to sewing expertise and top-quality patterns, burda style takes readers by the hand, inspiring, informing and teaching them about fabrics and materials, processing and sewing techniques and perfect styling.

The **burda style reader places great emphasis on an individual lifestyle and a well-groomed appearance, as well as beautiful and inspiring surroundings**. burda style offers the origin and essence of fashion whilst providing information on textile culture and designers and revealing the latest trends straight from the catwalk. burda style transfers them to all areas of life: from beauty through accessories, all the way to baking and decorating.

burda style – an indispensable guide to fashion, lifestyle and creativity for 69 ears encourages fashion-conscious women of all ages to embrace their own style and individuality.

PUBLISHER'S DATA

Publisher

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Payment conditions

Payment net within 30 days of date of invoice.
2 % discount for advance payments that are received by the publisher by the first day of sale, providing no previous invoices are overdue. Interest on arrears in acc. with Para 11 of the General Terms and Conditions will be calculated at the statutory rate.
All prices are net. VAT will be added.
Bank collection procedure is accepted.

General Terms and Conditions

All advert orders are executed exclusively according to the General Terms and Conditions of the publisher.
These can be found on the Internet at bcn.burda.de/service/download-center/

burda style - internationalism

burda style is published in over 100 countries and 17 languages.

Frequency

monthly

Place of publication

Offenburg, Germany

PZN publication number

598000

Current details

www.pz-online.de



burda
style



Technical specifications:

The current and binding technical specifications can be viewed at www.duon-portal.de. Also available to download as a PDF.

Delivery of printing materials:

Please submit all print copies digitally via www.duon-portal.de
Support is available at:
support@duon-portal.de or directly from
T +49 (0)40 37 41 17 50

Legal notice

The warranty claims stipulated in the General Terms and Conditions presuppose compliance with the certified technical requirements and standards stated in the DUON portal. This also applies to data submission without proof.



Advert bookings can also be made via the online booking system (OBS): www.obs-portal.de



The first market media study that makes media convergence predictable. ONE FOR ALL
www.b4p.de



Binding technical specifications on ad specials, along with information on deadlines, drafts and submission are available to download at www.adspecial-portal.de

STANDARD RATES AND DISCOUNTS

Ad rates

colour or bw 1/1 page € 16,500

Discounts

Frequency discount

2 ads	2 %
3 ads	3 %
6 ads	8 %
9 ads	10 %
12 ads	12 %
18 ads	15 %
25 to 29 ads	20 %

Volume discount

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

Revenue*

from	33,000	3 %
from	49,500	5 %
from	99,000	10 %
from	148,500	15 %
from	198,000	20 %

* burda style revenue discount

The burda style revenue discount applies to all orders that are published in accordance with the burda style advert price list.

If the burda style revenue discount is applied, all other forms of discount are excluded. The burda style digital platforms are excluded.

Special discount

For art and culture adverts (exhibitions, museums, other events like musicals, theatre, opera, etc.), and adverts for books, image and sound carriers which are published by the advertiser's publisher, a 25 % cultural discount shall be applied. This discount is also valid for ad specials (inserts, supplements and adhesive inserts) included in the price list. Further additional discounts for frequency, volume and revenue are excluded.

Cooperative advertising supplement

A cooperative advertising supplement shall apply to adverts and special ad types by several advertisers. This is valid for collaborations between two or more advertisers and for adverts/special ad types by brand customers that involve one or more traders. The fixed supplement is 20 % of the tariff rate. Discounts may be applied.

FORMATS AND PRICES 2019

Prices in Euros			
Size in partial pages	Print format = Reproduced format* width x height		Prices
	Print space	Bleed*	
1/1	175 x 229	215 x 267	16,500
1/2	upright 2 columns	85 x 229	9,100
	across	175 x 112	
1/3	upright 1 column	55 x 229	6,200
	across	175 x 73	
1/4	upright 1 column	40 x 229	5,000
	Rectangle 2 columns	85 x 112	
	across	175 x 54	
1/8	upright 1 column	40 x 112	2,900
	across	175 x 24	
2/1**	394 x 229	430 x 267	33,000

Special placements

Opening spread	inside front cover and page 3	36,000
Covers	4 th cover page	18,100
	2 nd cover page	17,700

* Reproduced formats plus 4 mm bleed on all sides. For more information see technical specifications at www.duon-portal.de.

**For adverts that exceed the gutter, a gutter adjustment of 4 mm on both sides must be observed.

ADVERTORIAL PRINT AND ONLINE

For formats and prices for advertorials written by the editorial teams (print and online) please see the brochure **Creation price list**. This can be found online at bcn.burda.de/promotionkosten (also available to download as a PDF).

SCHEDULE 2019

No.	Calendar week	First day of sale	Advertisement closing and cancellation date	Copy date for printer's copy	Closing and cancellation date* for ad/format specials, special and fixed placements
02/2019	1	02.01.19	08.11.18	27.11.18	01.11.18
03/2019	6	06.02.19	13.12.18	09.01.19	06.12.18
04/2019	10	06.03.19	17.01.19	06.02.19	10.01.19
05/2019	15	10.04.19	21.02.19	08.03.19	14.02.19
06/2019	19	08.05.19	19.03.19	09.04.19	12.03.19
07/2019	24	12.06.19	22.04.19	10.05.19	15.04.19
08/2019	28	10.07.19	20.05.19	12.06.19	13.05.19
09/2019	32	07.08.19	20.06.19	10.07.19	13.06.19
10/2019	37	11.09.19	25.07.19	14.08.19	18.07.19
11/2019	41	09.10.19	21.08.19	10.09.19	14.08.19
12/2019	46	13.11.19	24.09.19	16.10.19	17.09.19
01/2020	50	11.12.19	23.10.19	13.11.19	16.10.19

* Advance bookings must be made before these dates. Afterwards, any pre-bookings shall expire without compensation.

Topic schedules upon request.

AD SPECIALS

Prices in Euros		Prices		
		Print run excl. subscription*	Subscription print run in connection with national print run	Subscription print run only
Inserts	up to 4 pages	84 ‰	105 ‰	147 ‰
	up to 8 pages	88 ‰	118 ‰	165 ‰
	up to 12 pages	94 ‰	131 ‰	183 ‰
	up to 16 pages	99 ‰	148 ‰	207 ‰
	more than 16 pages	upon request		
Glued-on inserts**			up to 10 g	up to 20 g
	- Postcard/voucher	52 ‰	58 ‰	69 ‰
	- Booklet/poster	58 ‰	69 ‰	80 ‰
	- Scented label/sample***	58 ‰	69 ‰	80 ‰
Supplements	up to 10 g	83 ‰	93 ‰	130 ‰
	up to 20 g	83 ‰	105 ‰	147 ‰
	up to 30 g	93 ‰	115 ‰	161 ‰
	up to 40 g	93 ‰	126 ‰	179 ‰
	up to 50 g	99 ‰	136 ‰	190 ‰
	from 50 g	upon request		
Print specials** and other ad specials upon request.				

Prices are valid for inserts in at least the complete national print run.

- Smaller insert units, e.g. acc. to Nielsen DMAs or federal states, are possible.

A partial booking surcharge of 20 %/K shall be applied for this. In the case of partial bookings following Grosso areas, the partial booking surcharge is 30 %/K.

- Minimum insert for all ad specials: 50,000 copies

For smaller volumes and subscription bookings only, the publisher reserves the right to postpone the publication of the advert.

Delivery conditions:
Ad specials must be delivered in accordance with the guidelines of the German Federal Association for Printing and Media, as well as clearly marked for the title and edition. Please see the corresponding order confirmation for delivery address and deadline.
Material must be supplied, carriage paid, to the address where it will be processed.

In the case of special inserts that are difficult to process, additional technical costs may apply.

* The "print run excl. subscription" is composed of print editions for the distribution groups EV, reading circle, in-flight copies and other.

** Base is a 1/1 carrier advertisement.

*** For product samples and objects with a thickness of more than 2.5 mm, postage fees are applied (prices upon request).

All ad specials are calculated according to tariff! Excluded here are customised and cover ad specials.

Adverts and ad specials (inserts, adhesive inserts, supplements) that contain advertising by or for third parties, require the prior written acceptance of BCN in each individual case. This shall entitle BCN to apply a joint-advertising surcharge of 20 %.

Attention: for advance advert deadlines and cancellation deadlines for ad specials, see Schedule pages 5 + 7.

The basis for calculation and delivery basis are those specified in the IVW quarterly report valid upon order confirmation.

Through prompt schedule arrangement or booking, you secure the desired publication date, even for rarely available ad specials.

Call us: **Nina Hechtberger** T +49 (0)89 92 50 14 39 E nina.hechtberger@adtechfactory.com

You can find more information on ad specials in the Hubert Burda Media titles at bcn.burda.de

PLANNED SPECIALS 2019

No.	Calendar week	First day of sale	Advertisement closing and cancellation date	Copy date for printer's copy	Closing and cancellation date* for ad/format specials, special and fixed placements
burda easy F	3	16.01.19	27.11.18	11.12.18	20.11.18
burda easy S	17	24.04.19	01.03.19	20.03.19	22.02.19
burda plus F/S	11	13.03.19	24.01.19	07.02.19	17.01.19
burda kids	8	20.02.19	03.01.19	17.01.19	27.12.18
burda accessoires	20	15.05.19	26.03.19	09.04.19	19.03.19
burda easy H	33	14.08.19	24.06.19	11.07.19	17.06.19
burda easy W	48	27.11.19	04.10.19	23.10.19	27.09.19
burda plus H/W	38	18.09.19	01.08.19	15.08.19	25.07.19
burda baby	42	16.10.19	28.08.19	11.09.19	21.08.19

* Advance bookings must be made before these dates. Afterwards, any pre-bookings shall expire without compensation.

FORMATS AND PRICES

Size in partial pages	Print format = reproduced format* width x height		Prices in euros colour or bw
	Print space	Bleed	
1/1	175 x 229	215 x 267	6,800
3/4 upright, 3 columns across	130 x 229	148 x 267	5,300
	175 x 170	215 x 189	
1/2 upright, 2 columns across	85 x 229	103 x 267	3,800
	175 x 112	215 x 131	
1/3 upright, 1 column across	55 x 229	73 x 267	2,800
	175 x 73	215 x 92	
1/4 ** upright, 1 column Rectangle 2 columns across	40 x 229	58 x 267	2,300
	85 x 112	103 x 131	
	175 x 54	215 x 73	
1/8 ** upright, 1 column across	40 x 112		1,300
	175 x 24		
1/16 ** upright, 1 column	40 x 54		900
2/1	394 x 229	430 x 267	13,600

Fixed prices

Outside back cover	2 nd cover page	7,140
	4 th back cover	7,820

* Reproduced formats plus 4 mm bleed on all sides. For more information see technical specifications at www.duon-portal.de.

** combined to form larger page areas.

PLANNED SPECIALS 2019



burda easy

Released 4x per year and addresses a young, trend-conscious target group who enjoy creating their own outfits.



burda kids

Released 1x per year and presents the most adorable looks for babies and children.



burda baby

To be released for the third time in 2019 and presents the cutest trends for babies.



burda plus

Released 2x per year and targets plus-size women who still want to show their femininity despite their dress size.



burda accessoires

Is published once a year with fabulous DIY projects for accessories from head to toe.

burda style customers can transfer their **burda style** contract discount to the special editions. A further discount of 10 % will also be applied to the gross advertising price of the special editions.

TEXT ADVERTS

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77652 Offenburg, Germany

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IBAN: DE19 7002 0270 0015 0249 05

Text adverts will be placed as classified adverts in the magazine's basic font. The first word appears in bold. Additional words in bold, italics, underlined or spacing will be counted twice.

Personal adverts

Per word **€ 6** including VAT.
No discounts. Publication only after insertion price has been paid.

Business adverts

Per word **€ 9** excluding VAT.
Minimum 10 words (tel. no., E-mail and Internet addresses are calculated as one word each).
In the case of new business relations, the first 6 adverts will only be published after advance payment of the insertion fees up to the respective advert deadline.
For online extensions at burdastyle.de, a surcharge of 20 % applies.

Discounts

(Only for business adverts booked within one year)

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

Box number fee

The national box number fee including postage is **€ 5. International postage is charged separately.**

Classified

Textiles / sewing accessories / fabrics, travel, beauty/cosmetics, health, miscellaneous.

Payment terms (for business adverts)

Invoices are payable on the first date of sale of the issue in which the advert is published, and, subject to special agreement, no later than 30 days after the first date of sale. 2 % discount for advance payments that are received by the publisher by the first day of sale, providing no previous invoices are due.

Interest on arrears in acc. with Para 11 of the General Terms and Conditions will be calculated at the statutory rate.

All prices are net. VAT will be added.

Bank collection procedure is accepted.

All other conditions as specified in the valid price list.

ONLINE, CROSSMEDIA & SOCIAL MEDIA



burdastyle.de homepage

burdastyle.de - is THE online platform for all fashion and DIY fans and offers the perfect mix of content, community and commerce!

Users with a passion for sewing and fashion, whether beginners or experienced, will find inspiration, materials, instructions, tips and tricks at burdastyle.de. All the information is presented professionally, and the offer is rounded off perfectly with video tutorials and sewing videos! In the online shop, DIY fans will not only find over 7000 burda style patterns to order or download, but sewing tools and the entire portfolio of the burda style magazine including special issues as well. The interactive community offers international users the possibility of exchanges on fashion, trends and patterns, and to share craft tips with each other. Of course, burdastyle.de is also available on mobile devices, which means it is always there for its users, wherever they are.

Display Advertising

Your display campaigns can also be booked in programmatically with absolute ease; please see pages 11 and 12.

Online concepts for advertisers along with display advertising campaigns

- Advertorial + native advertising
- Newsletter
- Competitions
- advent calendar

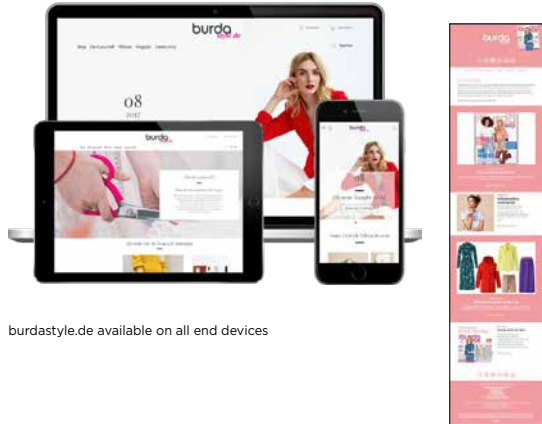
Crossmedia concepts for advertisers

Crossmedia marketing in co-operation with the brand burda style means linking the advantages of classic mass communication through a far-reaching women's magazine with the targeted possibilities of one-to-one communication via the interactive online portal burdastyle.de:

- Advertorial + native advertising
- Design competition
- Creative event
- Competition

Advertising onburdastyle.de

The current media prices and adverts for burdastyle.de can be viewed here: bcn.burda.de



burdastyle.de available on all end devices

e.g. burdastyle.de newsletter

burda style is present on the following social media channels:



		Run on Network	Run on Channel		Run on Site			
			RoC Standard	RoC Luxury	Lisa.de Freizeitrevue.de Superillu.de	Burdastyle.de Daskochrezept.de Haus.de First in Food Network Meinschoenergarten.de	Bunte.de FreundIn.de	Elle.de Instyle.de Harpersbazaar.de
Desktop	Ad Bundle	11,00 €	13,50 €		14,00 €	14,50 €	15,50 €	
	Billboard	34,50 €	41,50 €	135,00 €	43,00 €	45,00 €	48,50 €	190,00 €
	Special Advertising	74,50 €	89,50 €	200,00 €	93,00 €	97,00 €	104,50 €	280,00 €
	Halfpage Ad	34,50 €	41,50 €	135,00 €	43,00 €	45,00 €	48,50 €	190,00 €
	Medium Rectangle	12,00 €	14,50 €	100,00 €	15,00 €	15,50 €	17,00 €	140,00 €
	Outstream		51,50 €	110,00 €		56,00 €	60,00 €	155,00 €
	PreRoll					74,00 €	80,00 €	
	Sitebar (sticky)		51,50 €	150,00 €	54,00 €	56,00 €	60,00 €	210,00 €
	Skyscraper	11,00 €	13,00 €	100,00 €	14,00 €	14,50 €	15,50 €	140,00 €
	Superbanner	10,50 €	12,50 €	135,00 €	13,00 €	13,50 €	14,50 €	190,00 €
Wallpaper				43,00 €	45,00 €	48,50 €		
Multi Screen	Ad Bundle	9,00 €	10,50 €		11,00 €	11,50 €	12,50 €	
	Special Advertising	58,50 €	70,00 €	182,50 €	73,00 €	76,00 €	82,00 €	255,00 €
	Halfpage Ad	27,00 €	32,50 €	70,00 €	34,00 €	35,00 €	38,00 €	100,00 €
	Medium Rectangle	9,50 €	11,50 €	65,00 €	12,00 €	12,50 €	13,50 €	90,00 €
	Outstream		41,00 €	85,00 €		44,00 €	47,50 €	120,00 €
	Premium Ad Bundle			115,00 €				160,00 €
	PreRoll					58,50 €	63,00 €	
Mobile	Ad Bundle	8,00 €	9,50 €		10,00 €	10,50 €	11,00 €	
	Special Advertising	52,00 €	62,50 €	175,00 €	65,00 €	67,50 €	73,00 €	245,00 €
	Halfpage Ad	24,00 €	29,00 €	55,00 €	30,00 €	31,00 €	33,50 €	75,00 €
	Medium Rectangle	8,50 €	10,00 €	50,00 €	10,50 €	11,00 €	12,00 €	70,00 €
	Mobile Content Ad 2:1	7,50 €	9,00 €	65,00 €	9,50 €	10,00 €	10,50 €	90,00 €
	Mobile Content Ad 4:1	6,50 €	8,00 €	65,00 €	8,00 €	8,50 €	9,00 €	90,00 €
	Outstream		36,00 €	70,00 €		39,00 €	42,00 €	100,00 €
	PreRoll					52,00 €	56,00 €	

TARGETING AND SUPPLEMENTAL SERVICES ONLINE

Native advertisement & branded content	Native article / Video, advertorials and editorial specials on enquiry.
Targeting	E.g. Geo, browser, device, user, Interest Standard: = 1 criterion +20 % gross CPT Premium: > 1 criterion +40 % gross CPT
Frequency cap	FC 1/24h is incl., closer FC with surcharge
Exclusive reservation	Homepage events, Fixed placement on enquiry
Advertising creation	Please enquire
Creation of landing page	Please enquire
Minimum booking volumes	4.000 € net/net

Not all advertising formats can be booked on all websites.

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

Information on technical specifications can be found in the online price lists at: bcn.burda.de/service/download-center/

Showroom of available ad formats: <http://bcn.burda.de/Digital-Showroom/>

Ad material delivery to: bcn.campaging@burda.com

1. Termination of advertising orders must be submitted in writing or by e-mail.
The cancellation deadline is 2 weeks prior to start of campaign, 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: Net payment due within 30 days of invoice date.

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

YOUR PERSONAL CONTACTS

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