

ADVERTISEMENT RATE CARD NO. 2 • Valid from 1<sup>st</sup> Jan. 2017



[www.InStyle.de/instyle-men](http://www.InStyle.de/instyle-men)

Magazine Profile

Publisher's Data

Standard Rates and Discounts

Formats and Prices

Schedule 2017

Ad Specials

Your personal contacts

1

2

3

4

5

6

7

## MAGAZINE PROFILE

InStyle  
MEN



## THE STYLE OF THE STARS - FOR MEN

InStyle MEN is the essential style guide for men: Here you can find out everything about fashion, beauty and the most popular lifestyle news - naturally with the style of the stars. The magazine is aimed at the "normal" man who is interested in fashion and cosmetics but who isn't an expert.

InStyle MEN will initially appear in a bundle together with InStyle, making it an unmissable, extra-thick style package for HIM and HER. InStyle MEN will then be available from kiosks for a further month as a stand-alone.

## PUBLISHER'S DATA

### Publisher

BUNTE Entertainment Verlag GmbH  
Arabellastraße 23  
81925 Munich

### Senior Brand Manager

Tanja Biesinger  
T +49. 89. 92 50. 32 13  
E tanja.biesinger@burda.com

### Creative Services/Placement

Tanja Kautz  
AdTech Factory GmbH & Co. KG  
Hauptstraße 127  
77652 Offenburg  
T +49. 781. 84. 26 71  
E tanja.kautz@adtechfactory.com

### Ad Management/Order Management

AdTech Factory GmbH & Co. KG  
Hauptstraße 127  
77652 Offenburg  
T +49. 781. 84. 36 49  
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

### Guaranteed sold circulation:

120,000 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/](http://bcn.burda.de/service/download-center/)

### Frequency of publication

bimonthly

### First day of sale

Saturday (Subject to change)

### Place of publication

Munich

### PZN

551768

InStyle  
MEN



### Technical Data:

For current and binding technical data, log onto [www.duon-portal.de](http://www.duon-portal.de). Also available as PDF download.

### Delivery of Printer's Copy:

Delivery of Printer's Copy:  
Please deliver all copy electronically to [www.duon-portal.de](http://www.duon-portal.de)  
For support please e-mail [support@duon-portal.de](mailto:support@duon-portal.de) or call  
T +49. 40. 374117. 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](http://www.obs-portal.de)



The new market media study 'best for planning'.  
**ONE FOR ALL.**  
[www.b4p.de](http://www.b4p.de)



You can download binding technical information on ad specials and information on dates, samples and deliveries at [www.adspecial-portal.de](http://www.adspecial-portal.de)

## STANDARD RATES AND DISCOUNTS



<b>Ad rates</b>					
colour or b/w		1/1 page			€ 22,800
<b>Discounts</b>					
<b>by frequency</b>		<b>by volume</b>		<b>by turnover*</b>	
3 ads	3 %	3 pages	5 %	from 68,400 €	5 %
6 ads	5 %	6 pages	10 %	from 136,800 €	10 %
9 ads	10 %	9 pages	12 %	from 205,200 €	12 %

### \* InStyle turnover discount

The InStyle MEN turnover discount takes into account all orders published in accordance with the InStyle MEN advertisement price list. This does not include the InStyle MEN digital platforms or the additional technical charges. When you claim the InStyle MEN turnover discount, you will be ineligible for all other discount forms.

### 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. 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		Print area size = Repro size*		Prices
Size		Width x Height		
in fractions of page	Type area	Bleed*		colour or b/w
1/1		165 x 228	203 x 274	<b>22,800</b>
1/2	upright	80 x 228	99 x 274	<b>13,100</b>
	across	165 x 112	203 x 134	
1/3	upright	52 x 228	64 x 274	<b>10,100</b>
	across	165 x 73	203 x 88	
2/1**		370 x 228	406 x 274	<b>45,600</b>

### Special placements\*\*\*

Covergatefold	4 pages + techn. surcharge	<b>68,700</b> please inquire
Opening Spread***	2 <sup>nd</sup> cover page and page 3	<b>59,900</b>
Cover pages***	4 <sup>th</sup> cover page	<b>36,400</b>

\* Repro sizes + 4 mm trim on all edges. For details see technical data, log onto [www.duon-portal.de](http://www.duon-portal.de).

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

\*\*\* The inside front cover is offered exclusively as a double page together with page 3.

The publisher reserves the right to cancel cover-page reservations should a cover gatefold ad be booked.

## SCHEDULE 2017

No.	Calendar-week	Month	First day of sale*	Closing, cancellation and copy date for printer's copies	Closing and cancellation date** for Ad/Format Specials, special and fixed placements
1	10 } 10 } Bundle	<b>InStyle MEN 01/17</b> Bundle with InStyle april	11.03.2017	27.01.2017	30.12.2016
1	14	<b>InStyle MEN 01/17</b> stand-alone	08.04.2017	27.01.2017	30.12.2016
2	37 } 37 } Bundle	<b>InStyle MEN 02/17</b> Bundle with InStyle october	16.09.2017	04.08.2017	07.07.2017
2	41	<b>InStyle MEN 02/17</b> stand-alone	14.10.2017	04.08.2017	07.07.2017

\* The first day of sales is the publication date which is printed on the magazine. The magazine is not offered for retail sale (wholesaling and train station book dealers) before this date. According to contract, issues intended for other forms of sale, such as subscriptions, may be delivered a few days prior to the publication date. The publishers reserve the right to move the publication date forward, due to current circumstances, without first consulting with the advertising client.

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

## 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](http://bcn.burda.de/promotionkosten) (also as a PDF to download).

## AD SPECIALS

Prices in euros		
<b>Bound inserts</b>		
up to 4 pages	177 ‰	<b>Bound inserts:</b> 15% surcharge for the first bound insert 10% surcharge for the second bound insert
up to 8 pages	187 ‰	
up to 12 pages	197 ‰	
up to 16 pages	210 ‰	
more than 16 pages	please inquiree	
<b>Bound inserts with additional product</b>		
up to 4 pages	197 ‰	
up to 8 pages	207 ‰	
<b>Glued-on inserts*</b>		
- Postcard/Voucher	82 ‰	<b>Glued-on inserts:</b> 15% surcharge for the first glued-on insert 10% surcharge for the second glued-on insert
- Booklet/Poster	107 ‰	
- Scented label/Sample	117 ‰	
<b>Loose inserts</b>		
- up to 10 g	173 ‰	
- up to 20 g	173 ‰	
- up to 30 g	185 ‰	
- up to 40 g	185 ‰	
- up to 50 g	185 ‰	
- up to 51 g	please inquiree	
<b>Split-Specials</b>		
- <b>Geografischer Split</b> (Minimum size 1/2 page)	technical surcharges please inquiree	Distribution of two ad motifs by one advertiser throughout the desired Nielsen areas
<b>Print Specials* and other Ad Special</b>		
	please inquiree	

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: 100,000 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.**

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

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

Association inserts or supplements (shared by several advertisers) are available upon special request at 20 % binding surcharge to the insert or supplement price.

Current delivery address upon request. Products will not be inspected upon delivery at printing plant.

**Note:** for preferred closing and cancellation dates for Ad Specials, please see the schedule on page 5. **Calculations and delivery terms** are based on the print run listed in the current IVW quarterly report.

Early booking will help to ensure the best placings for your Ad special.

Call: **Tanja.Kautz** T +49. 781. 84. 26 71 E [tanja.kautz@adtechfactory.com](mailto:tanja.kautz@adtechfactory.com)

For further information on Ad Specials for Hubert Burda Media titles log on to [bcn.burda.de](http://bcn.burda.de).

## 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

**InStyle**  
**MEN**

### 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