

ADVERTISEMENT RATE CARD NO. 7 • Valid from Jan. 1<sup>st</sup> 2017

# DONNA

[www.donna-magazin.de](http://www.donna-magazin.de)

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## DONNA – My time is now!

**DONNA** is made for adult women. It deals with the special wishes, dreams, needs, questions and demands of women over 40.

Women in this age group are beginning a new, exciting phase of life in which almost everything is possible. **DONNA** wants to accompany its readers through this stimulating time.

**DONNA** is experienced, wise and calm and is full of emotion, optimism and passion.

From **DONNA** readers can expect everything which belongs to a good women's magazine – fashion, beauty, lifestyle, interviews, psychology, partnership, health, culture, travel and service. Each issue offers an interesting mixture with a warm, emotional tone, and a generous, elegant appearance.

**DONNA** inspires women over 40 who feel secure in themselves and who are now optimistically beginning a new phase – a concept which convinces readers and which is enthusiastically received.

## PUBLISHER'S DATA

### Publisher

freundin Verlag GmbH  
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### Senior Brand Manager

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UniCredit Bank AG, Munich  
SWIFT: HYVE DE MM XXX  
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### Guaranteed Paid Circulation:

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

### Austria and Switzerland

are bookable separately upon request.

### Frequency of Publication:

monthly

### First Day of Sale:

Wednesday (Subject to change)

### Place of publication:

Munich

### PZN

580709

### Latest data

[www.pz-online.de](http://www.pz-online.de)



### Technical Data:

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

### 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. 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 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

		Price zone I 01.01. – 28.02./01.05. – 31.07./ 01.12. – 31.12.2017	Price zone II 01.03. – 30.04./ 01.08. – 30.11.2017	Average prices <sup>1</sup>
<b>Ad rates</b> colour or b/w	1/1 page	<b>€ 21,300</b>	<b>€ 22,500</b>	<b>€ 21,900</b>
<b>Discounts</b>				
<b>by frequency</b>		<b>by volume</b>	<b>turnover*</b>	
from	3 ads 3 %	from 3 pages 5 %	from 67,500	5 %
from	6 ads 5 %	from 6 pages 10 %	from 135,000	10 %
from	9 ads 10 %	from 9 pages 12 %	from 202,500	12 %
from	12 ads 15 %	from 12 pages 15 %	from 270,000	15 %
		from 18 pages 20 %	from 405,000	20 %
		from 20 pages 22 %	from 450,000	22 %

<sup>1</sup> All of the given average prices are temporarily weighted on the basis of price zone placement. They are presented as average annual prices, rounded in accordance with standard commercial practice, as needed. Advertising cannot be booked at these prices.

### \* DONNA-turnover discount

The DONNA turnover discount applies to all ads published according to the DONNA advertisement rate card. This does not include the additional technical charges or the digital platforms.

### 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			Price zone I	Price zone II	Average prices <sup>1</sup>
Size in fractions of page	Print area size = Repro size* Width x Height		01.01. - 28.02./01.05. - 31.07./ 01.12. - 31.12.2017	01.03. - 30.04./ 01.08. - 30.11.2017	
	Type area	Bleed*	color or b/w	color or b/w	color or b/w
1/1	175 x 229	215 x 267	<b>21,350</b>	<b>22,500</b>	<b>21,900</b>
1/1 (inside front or back cover page incl, placement surcharge)	175 x 229	215 x 267	<b>24,500</b>	<b>25,900</b>	<b>25,200</b>
3/4 upright	130 x 229	148 x 267	<b>17,800</b>	<b>18,700</b>	<b>18,250</b>
3/4 across	175 x 170	215 x 189			
2/3 upright	115 x 229	133 x 267	<b>15,900</b>	<b>16,900</b>	<b>16,400</b>
2/3 across	175 x 151	215 x 170			
1/2 upright	85 x 229	103 x 267	<b>14,700</b>	<b>15,500</b>	<b>15,100</b>
1/2 across	175 x 112	215 x 131			
1/3 upright	55 x 229	73 x 267	<b>10,750</b>	<b>11,450</b>	<b>11,100</b>
1/3 across	175 x 73	215 x 92			
2/1**	394 x 229	430 x 267	<b>42,600</b>	<b>45,000</b>	<b>43,800</b>
2/1** Opening Spread			<b>46,300</b>	<b>48,700</b>	<b>47,500</b>

Agreed fixed placements (e.g. as the first for a business line, commodity group, etc.) entitle the publisher to bill a placement surcharge.

<sup>1</sup> All of the given average prices are temporarily weighted on the basis of price zone placement. They are presented as average annual prices, rounded in accordance with standard commercial practice, as needed. Advertising cannot be booked at these prices.

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

\*\* The widths given apply to advertisements printed across the gutter.

## 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).

## SCHEDULE 2017

**DONNA**

	No.	Calendar week	Month	First day of sale*	Closing and cancellation date	Copy date for printer's copy	Closing and cancellation date** for Ad Specials/Format Specials, and fixed placements
PZ I	02	1	February	04.01.2017	23.11.2016	30.11.2016	09.11.2016
	03	5	March	01.02.2017	21.12.2016	28.12.2016	07.12.2016
PZ II	04	9	April	01.03.2017	19.01.2017	26.01.2017	04.01.2017
	05	14	May	05.04.2017	23.02.2017	01.03.2017	09.02.2017
PZ I	06	18	June	03.05.2017	24.03.2017	31.03.2017	10.03.2017
	07	23	July	07.06.2017	26.04.2017	03.05.2017	12.04.2017
	08	27	August	05.07.2017	24.05.2017	30.05.2017	10.05.2017
PZ II	09	31	September	02.08.2017	21.06.2017	28.06.2017	07.06.2017
	10	36	October	06.09.2017	26.07.2017	02.08.2017	12.07.2017
	11	40	November	04.10.2017	23.08.2017	30.08.2017	09.08.2017
	12	45	December	08.11.2017	27.09.2017	04.10.2017	13.09.2017
PZ I	1/2018	49	January	06.12.2017	27.10.2017	03.11.2017	13.10.2017

\* 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.

## AD SPECIALS

Prices in Euros	Circulation excl. subscription*	Subscription circulation	Abo only	
<b>Bound inserts without additional product</b>				
up to 4 pages	105 ‰	128 ‰	179 ‰	
up to 8 pages	117 ‰	142 ‰	199 ‰	
up to 12 pages	129 ‰	156 ‰	218 ‰	
up to 16 pages	144 ‰	177 ‰	248 ‰	
up to 20 pages	158 ‰	193 ‰	270 ‰	
more than 20 pages	please inquire			
<b>Special bound inserts with additional product</b>				
up to 4 pages: stitched-in inserts	120 ‰	138 ‰	193 ‰	
up to 8 pages: stitched-in inserts	155 ‰	183 ‰	256 ‰	
<b>Glued-on inserts</b>				
(Based on a 1/1 base advertisement)**	excl. Subscription	up to 10 g	up to 20 g	up to 20 g
- Postcard/Voucher	66 ‰	81 ‰	86 ‰	120 ‰
- Booklet/Poster	80 ‰	98 ‰	102 ‰	143 ‰
- Sample/Glued-on envelope	96 ‰	118 ‰	128 ‰	179 ‰
<b>Loose insert</b>				
- up to 10 g	102 ‰	126 ‰	176 ‰	
- up to 20 g	109 ‰	134 ‰	188 ‰	
- up to 30 g	117 ‰	144 ‰	202 ‰	
- up to 40 g	123 ‰	152 ‰	213 ‰	
- up to 50 g	134 ‰	165 ‰	231 ‰	
each additional 10 g	15 ‰	17 ‰	24 ‰	

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 reservation for all ad specials: 30,000 copies. The subscription edition can only be reserved in combination with at least 40,000 copies of the "EV" edition or, alternatively, on its own. The subscription only price applies to the latter.
- 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.**

\* "Circulation excl. subscriptions" consists of the combined runs for retail sale, circulating magazines, in-flight copies and others.

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

**Co-advertising** Inserts and supplements featuring different advertisers are bookable with the prior consent of the publishers.

A 20% co-advertising surcharge will be applied to the supplement, tip-in or insert price.

All ad specials will be invoiced according to the rate card. Customised and cover ad specials excluded.

If glued-on inserts/samples/loose inserts from returns require disposal, the client will take the extra costs calculated in each case.

The printing company does not inspect incoming shipments.

**Note:** for preferred closing and cancellation dates for Ad specials, please see schedule on page 5. Circulation may fluctuate.

**Calculations and delivery terms** are based on the circulation scheduled at booking confirmation.

Delivery address: Wennberg H. Großbuchbinderei GmbH, Tafinger Straße 15, 71665 Vaihingen/Enz

Booking early will help ensure the desired placing and publication dates for Ad Specials.

Call: **Tobias Albrecht** T +49. 89. 92 50. 24 38 E [tobias.albrecht@adtechfactory.com](mailto:tobias.albrecht@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

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# DONNA

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