

ADVERTISEMENT RATE CARD NO. 3a • Valid from 1st Jan. 2018



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

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## THE STYLE OF THE STARS - FOR MEN

InStyle MEN is the essential style guide for men: here, one can find out everything about fashion, beauty and the latest 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 appears both as an extra-thick style package in a bundle together with InStyle, and as a stand-alone available from newsagents.

## PUBLISHER'S DATA

### Publisher

BUNTE Entertainment Verlag GmbH  
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IBAN: DE 54 6808 0030 0723 412000  
UniCredit Bank AG, Munich  
SWIFT: HYVE DE MM XXX  
IBAN: DE19 7002 0270 0015 0249 05

### Planned print run:

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 statutory provisions.

All prices are net prices.

The legal rate of VAT will be added.

Direct bank debiting is possible.

### General terms and conditions

All orders for advertisements are handled exclusively in accordance with the publisher's general terms and conditions.

You will find them on the Internet at [bcn.burda.de/service/download-center/](http://bcn.burda.de/service/download-center/)

### Published

2x yearly

### First day of sale

Saturday (subject to change)

### Place of publication:

Munich

### PZN

551768

**InStyle**  
MEN

DUON-Portal 

### 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:

Please deliver all copies 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 (0)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 delivered without proof.



active booking system

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

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AdSpecial-Portal

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>		1/1 page		<b>€ 23,300</b>	
<b>Discounts</b>					
<b>by frequency</b>		<b>by volume</b>		<b>turnover discount*</b>	
3 ads	3%	3 pages	5%	from € 69,900	5%
6 ads	5%	6 pages	10%	from € 139,800	10%
9 ads	10%	9 pages	12%	from € 209,700	12%

### \* InStyle MEN turnover discount

The InStyle MEN turnover discount takes into account all orders published in accordance with the InStyle MEN advertisement rate card. The InStyle MEN digital platforms and the technical surcharges are not included. If the InStyle MEN turnover discount is applied, all other forms of discount are excluded.

### Special discount

A 25% cultural discount is accorded for ads for art and other cultural activities (exhibits, museums, other events, such as musicals, theatre, opera, etc.) and also for books or audio or video recordings which are published by the advertiser. This discount is also valid for ad specials (bound inserts, loose inserts and glued-on inserts) included 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 types run by several advertisers. 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* Width x height Bleed	Prices colour or b/w
1/1	212 x 285	<b>23,300</b>
1/2 upright	104 x 285	<b>13,300</b>
1/2 across	212 x 140,5	
1/3 upright	68 x 285	<b>10,300</b>
1/3 across	212 x 93	
2/1**	424 x 285	<b>46,600</b>

### Special placements\*\*\*

Cover gatefold	4 pages + techn. surcharges	<b>70,000</b> please enquire
Opening spread***	2nd cover page and page 3	<b>61,000</b>
Cover pages***	4th back cover	<b>37,100</b>

\* Repro sizes plus 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 gutter should include a 4 mm margin allowance on both sides.

\*\*\* The 2nd cover page is offered exclusively as a double page together with page 3.

The publisher reserves the right to withdraw reserved cover pages in the event of a cover gatefold.

## SCHEDULE 2018

No.	Calendar week	Month	First day of sale*	Closing and cancellation date	Delivery date for printer's copies	Closing and cancellation date** for ad/format specials, special and fixed placements
1	10	} Bundle InStyle MEN 01/18 Bundle with InStyle April	10.03.2018	26.01.2018	02.02.2018	29.12.2017
	10					
1	10	InStyle MEN 01/18 stand-alone	10.03.2018	26.01.2018	02.02.2018	29.12.2017
2	37	} Bundle InStyle MEN 02/18 Bundle with InStyle October	15.09.2018	03.08.2018	10.08.2018	06.07.2018
	37					
2	37	InStyle MEN 02/18 stand-alone	15.09.2018	03.08.2018	10.08.2018	06.07.2018

\* The first day of sale is the publication date 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 circulation, such as subscriptions, may be delivered a few days prior to the publication date. The publisher reserves 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 these dates, after which the reservations held shall expire without replacement.

## ADVERTORIAL PRINT AND ONLINE

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

## AD SPECIALS

Prices in Euros		
<b>Bound inserts</b>		
up to 4 pages	<b>185</b> %	<b>Bound inserts:</b>
up to 8 pages	<b>195</b> %	15% surcharge for the 1st bound insert
up to 12 pages	<b>205</b> %	10% surcharge for the 2nd bound insert
up to 16 pages	<b>218</b> %	
more than 16 pages	please enquire	
<b>Bound inserts with additional product</b>		
up to 4 pages	<b>205</b> %	
up to 8 pages	<b>215</b> %	
<b>Glued-on inserts*</b>		
- Postcard/voucher	<b>86</b> %	<b>Glued-on inserts:</b>
- Booklet/poster	<b>112</b> %	15% surcharge for the 1st glued-on insert
- Scented label/sample	<b>122</b> %	10% surcharge for the 2nd glued-on insert
<b>Loose inserts</b>		
- up to 10 g	<b>181</b> %	
- up to 20 g	<b>181</b> %	
- up to 30 g	<b>194</b> %	
- up to 40 g	<b>194</b> %	
- up to 50 g	<b>194</b> %	
- from 51 g	please enquire	
<b>Split specials</b>		
- <b>Geographical split</b> (minimum size 1/2 page)	techn. surcharges please enquire	Distribution of two ad motifs by one advertiser throughout the desired Nielsen areas
<b>Print specials* and other ad specials</b> please enquire		

Prices apply for the booking of at least the entire print run.

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

For these, an additional 20% will be charged.

- Minimum booking for ad specials:  
100,000 copies

### Conditions of delivery:

Ad specials must be delivered in accordance with the guidelines of the Bundesverband für Druck und Medien (German Association of Print and Media), and be clearly marked with the name of the publication and issue. The order confirmation lists the address and date for delivering material.

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

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

Ad specials are invoiced by tariff! Customised and cover ad specials excluded.

Bound and loose inserts from several advertisers are possible upon prior agreement with the publisher, with a co-advertising supplement of 20% on the bound, glued-on and loose insert price.

Delivery address: ask for current details. No incoming goods inspection is carried out in the printing office.

**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 valid on the day of order confirmation.

Due to limited availability of ad specials, we strongly recommend booking and fixing dates as early as possible for your desired publication date.

Call: **Christoph Claus** T +49 (0)781 84 28 66 E [christoph.claus@adtechfactory.com](mailto:christoph.claus@adtechfactory.com)

[For further information on ad specials for Hubert Burda Media titles, log onto \[bcn.burda.de\]\(http://bcn.burda.de\).](#)

## YOUR PERSONAL CONTACTS

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**InStyle**  
**MEN**

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