

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

BurdaLife

ma vie

DIE KUNST, SICH ZEIT ZU NEHMEN



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Hubert Burda Media

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MAGAZINE PROFILE



MA VIE – THE ART OF TAKING TIME

With a focus on sustainability and mindfulness, ma vie invites its readers to take a short break from this increasingly fast-paced world to simply look inward and reflect: where am I in life? What new ideas inspire me? Where do I want to go?

ma vie is about traditional values, conscious consumption and quality. It's about finding a balance between Apple, Amazon and mindfulness.

Its readers are young, educated and have a high household net income. In order to meet the demands of this target group, ma vie offers an extremely high-quality appearance with special stationery extras.



MA VIE GESUND LEBEN – THE BEST MEDICINE FOR ME

ma vie Gesund leben is the health magazine for holistic health awareness.

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 provides 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

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Print run:

ma vie 120,000 copies
ma vie Gesund leben 80,000 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/

Published

ma vie 6 x yearly
ma vie Gesund leben 2 x yearly

Place of publication

Offenburg

PZN

ma vie: 506168
ma vie Gesund leben: 506447

Latest data

www.pz-online.de



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 copies electronically to www.duon-portal.de
For support please e-mail 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.



Ads can also be booked through the 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 colour or b/w	1/1 page	€ 14,900
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Discounts

By frequency

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

By volume

from 2 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, 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 insert) included in the price list. Further additional discounts by frequency, volume and 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 ad types 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		ma vie Print area size = Repro size * Width x height Bleed*	ma vie Gesund leben Print area size = Repro size* Width x height Bleed*	colour or b/w
Size in fractions of page				
1/1		213 x 277	213 x 277	14,900
1/2	upright	101 x 277	104 x 277	9,900
	across	213 x 136	213 x 136	
1/3	upright	79 x 277	75 x 277	6,560
	across	213 x 90	213 x 91	
1/4	upright	58 x 277	59 x 277	4,330
	across	213 x 67	213 x 68	
2/1**		426 x 277	426 x 277	29,800

Fixed prices

Cover page	2nd cover page	213 x 277	16,390
	4th back cover	206 x 277 (special format)***	
Opening spread	2nd cover page and page 3	426 x 277	35,760

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

Type area formats upon request

** Ads that cross the gutter should include a 4 mm margin allowance on both sides.

*** Special formats only apply to ma vie

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 (also available to download as a PDF).

SCHEDULE 2018



MA VIE

No.	CW	Month	First day of sale	Closing date and copy date for printer's copies	Closing and cancellation date* for ad/format specials, special and fixed placements
1/2018	1	January	05.01.2018	27.11.2017	13.11.2017
2	9	March	02.03.2018	23.01.2018	09.01.2018
3	18	May	27.04.2018	20.03.2018	06.03.2018
4	27	July	06.07.2018	29.05.2018	15.05.2018
5	36	September	07.09.2018	31.07.2018	17.07.2018
6	44	November	02.11.2018	25.09.2018	11.09.2018

* Reservations made in advance must be booked by these dates, after which the reservations held shall expire without replacement.

MA VIE GESUND LEBEN

No.	CW	Month	First day of sale	Closing date and copy date for printer's copies	Closing and cancellation date* for ad/format specials, special and fixed placements
1/2018	12	March	23.03.2018	14.02.18	31.01.2018
2	37	September	14.09.2018	08.08.2018	25.07.2018

* Reservations made in advance must be booked by these dates, after which the reservations held shall expire without replacement.

AD SPECIALS



Prices in Euros		Circulation excl. subscription*	Subscription circulation	
Bound inserts	up to 4 pages	105 ‰	135 ‰	
	up to 8 pages	120 ‰	160 ‰	
	up to 12 pages	135 ‰	185 ‰	
	up to 16 pages	150 ‰	210 ‰	
	more than 16 pages	please enquire		
Bound inserts with additional product		please enquire		
Glued-on inserts**			up to 10 g	up to 20 g
- Postcard/voucher		70 ‰	85 ‰	
- Booklet/poster		65 ‰	80 ‰	95 ‰
- Scented label/sample***		105 ‰	120 ‰	135 ‰
Loose inserts	up to 20 g	90 ‰	130 ‰	
	up to 30 g	105 ‰	145 ‰	
	up to 40 g	120 ‰	160 ‰	
	up to 50 g	135 ‰	175 ‰	
Print specials** and other ad specials		please enquire		

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

Smaller booking units are possible but a surcharge applies. Price upon request.

- The minimum run for bound, loose and glued-on inserts is 50,000 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.

* "Circulation excl. subscriptions" is made up of the combined print runs for the marketing segments newstand, subscription, in-flight magazines 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! Customised and cover ad specials excluded.

Cancellation date for ad specials see schedule.

Circulation may vary. **Calculations** and **delivery terms** are based on the planned 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: **Alexander Hugel IT +49 (0)781 84 27 62**

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For further information on ad specials for Hubert Burda Media titles, log onto bcn.burda.de.

YOUR PERSONAL CONTACTS



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