

ADVERTISEMENT RATE CARD NO. 19 • Valid from Jan. 1st 2017



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Magazine Profile

1

Publisher's Data

2

Standard Rates and Discounts

3

Formats and Prices

4

FOCUS-BlueChip-Combi

5

Ad Formats

6

Ad Specials

7

Schedule 2017

9

Brand World

11

Advertorials

12

BurdaNews

13

Your Personal Contacts

14

MAGAZINE PROFILE



FOCUS-MONEY: The modern business and financial magazine



Every week, FOCUS MONEY provides its readers with valuable and wellfounded insights into the modern business world – in every aspect. The magazine covers a unique range of topics:

- the latest business, political and corporate news,
- essential knowledge and advice on finances, tax, law, insurance and careers,
- exciting market and product trends on everything to do with telecommunications and cars.

FOCUS-MONEY appeals in competition with other business and financial publications as a credible and strong brand.

This editorial concept – combined with the tremendous experience of the editorial team – guarantees FOCUS-MONEY the interest and trust of an attractive readership: decision-makers in business and society need serious and useful information in their daily professional lives and to plan their personal wealth. This magazine scores with a higher coverage compared with other, purely financial publications.

As a media brand for business and finance, FOCUS-MONEY offers cross-media access to top potential. Its numerous offers include print, online, e-papers and events. FOCUS-MONEY enables advertisers to directly address their specific target groups through every channel.

PUBLISHER'S DATA

Publisher

FOCUS Magazin Verlag GmbH
Arabellastraße 23, 81925 Munich

Senior Brand Manager FOCUS-MONEY

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Rates request

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E anzeigen@focus.de

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BIC: DRES DEFF 680
UniCredit Bank AG, Munich
IBAN: DE19 7002 0270 0015 0249 05
BIC: HYVEDEMMXXX

Guaranteed paid circulation

120,000 copies

Terms of payment

Invoices must be paid within 30 days of the invoice date, FOCUS-MONEY offers a discount of 2% for payment in advance, provided the

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invoice amount is received no later than the date the issue of FOCUS in which the advertisement appears is published, and there are no older outstanding invoices. If the required payment date is exceeded, default interest will be charged in accordance with section 11 of the General Terms and Conditions, at 5% above the applicable base rate in line with section 1 subpara. 1 of the Discount Rate Transition Act (DÜG). All prices are net prices. The statutory rate of VAT will be added. Automatic debit transfer is possible.

General Terms and Conditions

All orders for advertisements are handled exclusively in accordance with the publishers general terms and conditions. These can be found on the Internet at bcn.burda.de/service/download-center

Frequency of publication:

weekly

First day of sale:

Wednesday (Subject to change)

Place of Publication

Munich

PZN

527559

Latest Data

www.burdanews.de
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 copy electronically to www.duon-portal.de For support please e-mail E.support@duon-portal.de or 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



The new market media study 'best for planning' ONE FOR ALL. www.b4p.de



You can download binding technical information on ad specials and information on dates, samples and deliveries at www.adspecial-portal.de

Special placements

Placements on the 2nd, 3rd, and 4th cover page only possible without coupon. There may be rival advertisements in the introductions to each section of the magazine.

STANDARD RATES AND DISCOUNTS

Prices in Euros	Price zone I Jan. – Feb., Jun. – Aug.	Price zone II Mar. – May, Sep. – Dec.	Average prices ¹
Size in fractions of page colour or b/w			
1/1 page	16,960	18,540	17,882
Special placements			
2/1 page, Opening Spread	45,810	50,060	48,289
1/1 page, 2 nd cover page	19,670	21,510	20,743
1/3 page, next to Editorial (MONEY INSIDE)	8,590	9,400	9,063
1/3 page, next to contents	8,590	9,400	9,063
1/3 page, next to MONEY WEEK	8,530	9,320	8,991
1/1 page, 1 st right-hand page	19,020	20,790	20,050
2/1 page, 1 st double page	37,340	40,810	39,364
1/3 page, lead story placement (placement on the 1 st or 2 nd double page following introduction of the topic)	8,370	9,150	8,825
1/1 page, lead story placement (placement on the 2 nd double page following introduction of the topic)	18,660	20,400	19,675
1/1 page, back cover	19,860	21,700	20,933
For confirmation of other selected special and fixed placements can be different prices.			

FINANCIAL ADVERTISEMENTS

In the case of financial advertisements, the customer benefits from a 20% discount on the standard advertisement price.

Financial advertisements are advertisements for new issues, net results, interim reports, quarterly reports, capital increases, invitations to an annual general meeting, voting power and dividend announcements, AGM addresses, tombstones, warrant sale offers, dividends, and rights issues.

Discounts can be granted on financial advertisements.

This financial advertisement price cannot be transferred to special placements.

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked.

Discounts

by volume

from 2 pages	2 %
from 4 pages	4 %
from 7 pages	7 %
from 10 pages	10 %

Co-advertising supplement

A co-advertising supplement refers to the cooperative advertising by two or more advertisers using a single ad or other format or to brand clients who tie one or more retailers into their advertising campaigns. There is a standard tie-in surcharge of 20% on the regular rates.

FORMATS AND PRICES

Prices in Euros	Price zone I Jan. – Feb., Jun. – Aug.	Price zone II Mar. – May, Sep. – Dec.	Average prices¹
Size in fractions of page colour or b/w			
1/1 page	16,960	18,540	17,882
2/3 page, 2 columns	12,560	13,720	13,237
1/2 page, 3 columns	10,550	11,540	11,128
3/6 page, 2 columns	10,260	11,220	10,820
2/6 page, 2 columns	8,540	9,330	9,001
1/3 page, 1 column	7,600	8,310	8,014
page, 3 columns			
1/6 page, 1 column	5,140	5,620	5,420
page, 2 columns			
Formats on double pages			
2/1 page	33,920	37,080	35,763
2 x 1/2 page, upright across gutter	21,100	23,080	22,090
2 x 3/6 page, tunnel advertisement	28,410	31,060	29,956
2 x 1/3 page, across gutter	15,200	16,620	15,910

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked.

Prices for other formats and advertisement series on enquiry.

Ad combinations: surcharge of 5 % for two or more consecutive part-page advertisements.

FORMATS AND PRICES: FOCUS-BLUECHIP-COMBI

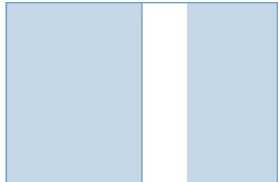
The combination of advertisements in FOCUS and FOCUS MONEY provides the FOCUS BlueChip combined price.

Prices in euros	FOCUS-BlueChip-Combi			Combined share FOCUS			Combined share FOCUS-MONEY		
	Price zone I Jan. - Feb., Jun. - Aug.	Price zone II Mar. - May, Sep. - Dec.	Average prices ¹	Price zone I Jan. - Feb., Jun. - Aug.	Price zone II Mar. - May, Sep. - Dec.	Average prices ¹	Price zone I Jan. - Feb., Jun. - Aug.	Price zone II Mar. - May, Sep. - Dec.	Average prices ¹
1/1 page	64,560	71,620	68,678	48,110	53,640	51,335	16,450	17,980	17,343
2/3 page, 2 columns	47,810	52,980	50,826	35,630	39,670	37,986	12,180	13,310	12,839
1/2 page, 3 columns	40,180	44,540	42,723	29,950	33,350	31,933	10,230	11,190	10,790
3/6 page, 2 columns	39,080	43,330	41,559	29,130	32,450	31,066	9,950	10,880	10,493
2/6 page, 2 columns	32,510	36,050	34,575	24,230	27,000	25,845	8,280	9,050	8,729
1/3 page, 1 column page, 3 columns	28,960	32,110	30,798	21,590	24,050	23,025	7,370	8,060	7,773
1/6 page, 1 column page, 3 columns	19,590	21,720	20,833	14,600	16,270	15,574	4,990	5,450	5,258
Formats on double pages									
2/1 page	129,120	143,250	137,363	96,220	107,280	102,672	32,900	35,970	34,691
2 1/2 page, across gutter	80,380	89,090	85,461	59,910	66,700	63,871	20,470	22,390	21,590
2 1/3 page, across gutter	57,920	64,210	61,589	43,180	48,090	46,044	14,740	16,120	15,545
2 3/6 page, tunnel advertisement	108,210	79,420	91,416	80,650	49,290	62,356	27,560	30,130	29,059

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked.

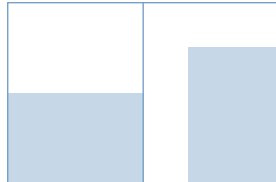
FOCUS BlueChip combination: The combination of advertisements in FOCUS and FOCUS MONEY provides the reduced FOCUS BlueChip combination rate. Advertisements must appear in parallel issues of both magazines in the same format. The valid price zone of the title in the combination applies. The advantage of the FOCUS BlueChip combination cannot be applied to special placements, and can only be used with the formats listed here.

ADVERTISEMENT FORMATS



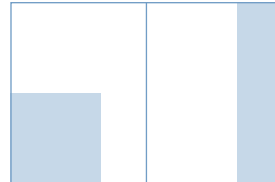
1/1 p.
P.: 187 x 238
BF.: 210 x 267

2/3 p., 2 columns
P.: 118 x 238
BF.: 130 x 267



1/2 p., quer
P.: 187 x 117
BF.: 210 x 132

3/6 p., 2 columns
P.: 118 x 176
BF.: 130 x 192



2/6 p., 2 columns
P.: 118 x 117
BF.: 130 x 132

1/3 p., 1 column
P.: 56 x 238
BF.: 68 x 267

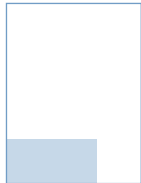


1/3 p., quer
P.: 187 x 71
BF.: 210 x 86

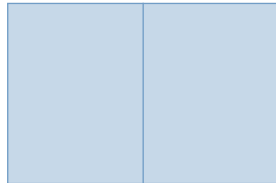
1/6 p., 1 column
P.: 56 x 116
BF.: 68 x 132

P.: Print area size
BF.: Bleed format
in mm

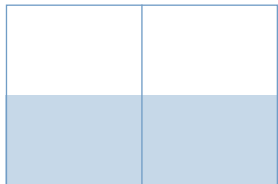
Bleed-endangered text or artwork should be positioned at least 5 mm away from upper and lower edges to allow for trimming tolerances, and at least 10 mm from side edges of final trimmed format (210 x 267 mm) in case of shortened pages in copy centre.



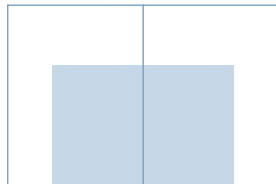
1/6 p., 2 columns
P.: 118 x 56
BF.: 130 x 72



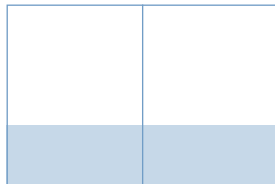
2/1 p.
P.: 396 x 238
BF.: 420 x 267



2 x 1/2 p., across gutter
P.: 396 x 117
BF.: 420 x 132



2 x 3/6 p., tunnel advertisement
BF.: 258 x 191



2 x 1/3 p., across gutter
P.: 396 x 71
BF.: 420 x 86

AD SPECIALS

Prices in Euros	Circulation excl. subscriptions ¹	Subscription circulation	Prices apply for the booking of at least the entire domestic circulation. <ul style="list-style-type: none"> - Smaller booking units, e.g. according to Nielsen area or federal states, are possible. For these, an additional 30 €/‰ will be charged. - Minimum booking for all ad specials: 50,000 copies - The publisher reserves the right to shift position of an ad with smaller bookings. 	
Stitched-in inserts				
4-sided	160 ‰	180 ‰		
8-sided	170 ‰	200 ‰		
larger sizes	please inquire			
Glued-on inserts²				
Postcards	51 ‰	56 ‰		
Booklet up to 20 g	58 ‰	80 ‰		
Samples up to 20 g ³	58 ‰	80 ‰		
Loose inserts				
up to 20 g	155 ‰	175 ‰		
up to 30 g	165 ‰	195 ‰		
higher weights	please inquire			
Calculation:	Calculation based on the print run listed in the IVW Quarterly Report current at order confirmation.			
Order and Cancellation deadline:	See page 9/10 Due to limited availability, we strongly recommend booking and fixing deadlines as early as possible.			
Delivery terms:	Delivery is based on the print run listed in the IVW quarterly report current at order confirmation plus 2 % surplus. In order to react to minor circulation fluctuations, we recommend contacting our customer service for Ad Specials (bookings) one more time before going to press.			
Delivery deadline:	Ad specials must be delivered free of charge at the latest 7 working days prior to the first day of sale and must be correctly packaged and ready for machine processing as well as clearly labelled as to magazine and issue.			
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. Material must be supplied, carriage paid, to the address where it will be processed.			
Delivery address:	Burda Druck GmbH, Rampe Neubau, Hauptstraße 130, 77652 Offenburg			
Proviso:	Should any production problems arise, completion of the printing run takes priority over ad special processing.			

All ad specials are billed according to the agreed rates! This does not apply to package or cover ad specials.

¹ "Circulation excl. subscriptions" consists of the combined runs for retail sale, circulating magazines, in-flight copies and others.

² Based on a 1/1 page base advertisement.

³ Additional postage charged for samples and objects 2.5 mm and thicker (prices upon request).

AD SPECIALS



Binding technical specifications for ad specials and details on dates, samples, and delivery can now be downloaded from www.adspecial-portal.de.

Your contact for ad specials:

Media Solutions Ad Specials

Doris Stimpfig

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E doris.stimpfig@burda.com

Creative Services/Production

Natalie Buic

T +49. 781. 84. 32 68

E natalie.buic@burda.com

For further information on Ad Specials for Hubert Burda Media titles log on to bcn.burda.de.

ADVERTORIAL PRINT AND ONLINE

For formats and prices of editorially structured advertorials (print and online) from Burda Creative Group, 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 2017

	No.	Calendar-week	First day of sale	Closing and cancellation, date for printer's copies	Closing and cancellation date ¹ for ad specials/special formats/special placements	Special topics ²
Price zone I	2	1	04.01.2017	12.12.2016	28.11.2016	
	3	2	11.01.2017	23.12.2016	12.12.2016	
	4	3	18.01.2017	02.01.2017	19.12.2016	
	5	4	25.01.2017	09.01.2017	23.12.2016	Investment planning 2017
	6	5	01.02.2017	16.01.2017	02.01.2017	Health insurance
	7	6	08.02.2017	23.01.2017	09.01.2017	
	8	7	15.02.2017	30.01.2017	16.01.2017	
	9	8	22.02.2017	06.02.2017	23.01.2017	Real estate, starter homes, modular homes, solid-built homes Tax software 2017
	Price zone II	10	9	01.03.2017	13.02.2017	30.01.2017
11		10	08.03.2017	20.02.2017	06.02.2017	Energy conservation
12		11	15.03.2017	27.02.2017	13.02.2017	Geneva Motor Show
13		12	22.03.2017	06.03.2017	20.02.2017	Riester pension plan, business travel
14		13	29.03.2017	13.03.2017	27.02.2017	CEBIT
15		14	05.04.2017	20.03.2017	06.03.2017	Invest in gold and silver
16		15	12.04.2017	27.03.2017	13.03.2017	Investment funds/ETFs
17		16	19.04.2017	03.04.2017	20.03.2017	Construction financing
18		17	26.04.2017	10.04.2017	27.03.2017	Wealth management
19		18	03.05.2017	13.04.2017	03.04.2017	Counter low interest rates
20		19	10.05.2017	24.04.2017	10.04.2017	Real estate
21		20	17.05.2017	28.04.2017	13.04.2017	Material assets
22		21	24.05.2017	08.05.2017	24.04.2017	Certificates/derivatives
23		22	31.05.2017	15.05.2017	28.04.2017	The new luxury trends
Price zone I		24	23	07.06.2017	22.05.2017	08.05.2017
	25	24	14.06.2017	29.05.2017	15.05.2017	Counter low interest rates
	26	25	21.06.2017	02.06.2017	22.05.2017	Biometric risks
	27	26	28.06.2017	12.06.2017	29.05.2017	Industry 4.0/Internet of things
	28	27	05.07.2017	19.06.2017	02.06.2017	Energy conservation
	29	28	12.07.2017	26.06.2017	12.06.2017	Regular income (dividends, interest)
	30	29	19.07.2017	03.07.2017	19.06.2017	Investment funds/ETFs
	31	30	26.07.2017	10.07.2017	26.06.2017	Precious metals/raw materials
	32	31	02.08.2017	17.07.2017	03.07.2017	Future mobility
	33	32	09.08.2017	24.07.2017	10.07.2017	
	34	33	16.08.2017	31.07.2017	17.07.2017	
	35	34	23.08.2017	07.08.2017	24.07.2017	
	36	35	30.08.2017	14.08.2017	31.07.2017	Asset building

SCHEDULE 2017

No.	Calendar week	First day of sale	Closing and cancellation, date for printer's copies	Closing and cancellation date ¹ for ad specials/special formats/special placements	Special topics ²
37	36	06.09.2017	21.08.2017	07.08.2017	Certificates/derivatives
38	37	13.09.2017	28.08.2017	14.08.2017	Real estate
39	38	20.09.2017	04.09.2017	21.08.2017	Investment funds/ETFs
40	39	27.09.2017	11.09.2017	28.08.2017	Fleet management and company cars
41	40	04.10.2017	18.09.2017	04.09.2017	Expo Real 2017
42	41	11.10.2017	25.09.2017	11.09.2017	Asset management
43	42	18.10.2017	02.10.2017	18.09.2017	Company pensions
44	43	25.10.2017	09.10.2017	25.09.2017	Energy conservation, construction, refurbishments, renovations
45	44	01.11.2017	16.10.2017	02.10.2017	Old-age poverty - without me?
46	45	08.11.2017	23.10.2017	09.10.2017	Vehicle insurance
47	46	15.11.2017	30.10.2017	16.10.2017	Watches
48	47	22.11.2017	06.11.2017	23.10.2017	Retirement provision
49	48	29.11.2017	13.11.2017	30.10.2017	CFDs/trading strategies
50	49	06.12.2017	20.11.2017	06.11.2017	Investment funds/ETFs
51	50	13.12.2017	27.11.2017	13.11.2017	Construction financing
52-1	51	20.12.2017	04.12.2017	20.11.2017	Rürup pension
2	1	03.01.2018	18.12.2017	04.12.2017	

Selected topic specials occur promptly in FOCUS. You will find additional information on the topic specials at www.burdanews.de.

¹ Reservations made in advance must be booked by these dates. After this time, the held reservations are forfeited and no alternatives offered.

² The editorial team reserves the right to change the publication date and layout of the topic specials if current events dictate.

You will find additional information on the content of this and other special topics approx. 6 weeks before the first publication date at www.burdanews.de.

FLASH ADS

Last minute advertisements (prior to printing) are bookable advertisements with the corresponding closing dates for artwork masters. The closing dates and terms can be downloaded from bcn.burda.de/blitzanzeigen.

FOCUS-MONEY BRAND WORLD



The cross-linked communication in print, online and mobile offers the best conditions for successful cross media strategies that FOCUS-MONEY tailors to its customers.

GERMANY'S BUSINESS AND FINANCIAL MAGAZINE

FOCUS-MONEY.DE



E-PAPER



MAGAZIN APP



TOP-EVENTS



SOCIAL MEDIA



Success with ads in the editorial team's look & feel: advertorials

ANZEIGE



Business as unusual

New York, 3. Februar 20 Uhr. Die Februarzeit macht. Dass Sie haben gerade wiederhergestellt – und weggenom-
men, die Sie annehmen. In New York ist es seit 24 Uhr. Und
während in Berlin langsam die Straßenlaternen die Stadt in orange-
gelbes Licht tauchen, läuft Ihnen das Hochrechnen von Google hoch
zwei Stunden bis zum Meeting. Zeit genug, sich in der Avanti Lounge
eine Erfrischung zu gönnen, die Preise werden sich nicht zu verringern –
und die letzten Stunden Ihre Koffer passieren zu lassen. Erst der Flug
zum Flughafen – nämlich zum Flughafen Gatwick und Backen, der Vier-
stündige Flug ins London am Check-in. Doch Sie sind einfach an der
Schlange, weil am Business Class Lounge gespart. Am Flughafen
beim Einsteigen in der Lounge Zeit geben. Nach dem Pre-Boarding
am Gate. Checkpoint zum Abflug. Später das umarmende Willkommen
Sofort Entschleunigung. Und dann, wenn die ja noch davon. Letzt-
lich hat sich die getraut.



**Entspannt einsteigen,
weniger kostenintensiv.**
Durch die strategische Partnerschaft von
schweizer und Ethical Airways profitieren Sie
über die koordinierte Business Class Pro-
gramme hinaus von einem weltweit weltwe-
dem Streckennetz. Es bietet Ihnen kurzen
Reisezeiten nach Australien, Indien, Indonesien,
Malaysia, Singapur und Vietnam. Die
schönsten Verbindungen ab Düsseldorf sind
Stuttgart nach Sydney sowie ab Düsseldorf

und München nach Melbourne. Zusätzlich
statten Flugzeuge beider Airlines ab Berlin,
Düsseldorf, München, Frankfurt und Stuttgart
denk zu weiteren Verbindungen.

Jeder Gast ist der beste Gast
Bei schweizer und Ethical genießen Sie als
Business Class Kunde nach einer „Ethical“
maximalen Komfort entlang der gesamten
Reise – von Zürich zu mehr als 500
weltweit Premium-Lounges weltweit über
individuellen Service am Fließband bis hin zu
einzigartigen Leistungen bei Visa-Verbindungen.

Business at it's best
schweizer ist vom britischen Pathway zum
Business Destination mit dem Business
Destination Travel Award 2014* in der Ka-
τηγοrie „Best Business Class Airline Europe“
ausgezeichnet worden.

A high level of economic competence and reliability – the two main characteristics that FOCUS-MONEY readers can expect of the publication. This excellent image also benefits advertorials in FOCUS-MONEY, especially if they appear in the editorial team's layout.

More information for greater transparency and reliability

Customers can design advertorials through the editorial team's look & feel section themselves, or ask the publisher to provide it for them – all the way from idea and concept and realisation.

Advertorials are ideal, for instance, for products that require explanation with large quantities of text. This form of

communication is particularly highly recommended in the field of business and finances, since it provides more information for greater transparency, which in turn helps to generate trust in the particular target group.

A unique kind of ad

Although the advertorial must be clearly identified as an advertisement, the content and form of its special design will none the less appeal with its high level of communication strength.

We would be pleased to tell you more about the possibilities offered by using advertorials to advertise successfully in FOCUS-MONEY. We look forward to hearing from you.

PORTFOLIO OF BRANDS

Strong brands for successful communications

The BurdaNews (BN) comprises strong media brands which belong to the leading titles in their respective magazine segment. BurdaNews reaches on average 28,1 million readers* and is indispensable for the direct addressing of key target groups: The readers have an above average income and education.

BurdaNews comprises:

cinema Germany's biggest film magazine combines film and lifestyle in a unique editorial concept, on a monthly basis.

fit Germany's biggest magazine for fitness and lifestyle shows that an active lifestyle is fun. It is the title with the largest range of coverage in its segment.

FOCUS The German news magazine presents the latest news and background information on politics, business, and society for the performance-oriented elite.

DIABETES Each issue provides sound information and definite tips for a healthier and enjoyable lifestyle – despite diabetes.

FOCUS GESUNDHEIT This magazine makes the fascinating world of medicine accessible to both patients and those interested in health. In addition, lists of doctors name the top medical experts in Germany according to their specialised fields.

FOCUS MONEY With its unique topic mix, this modern business and finance magazine convinces the decision makers in business and society.

FOCUS SPEZIAL This single-topic series offers utility journalism with a professional advisory role on the areas of expertise presented by the media brand FOCUS.

Network The magazine within a magazine provides practical background information about the new, modern business world.

FREE MEN'S FREE MEN'S WORLD is dedicated to adventure and the wide open that convinces the leaders of active lifestyle.

PLAYBOY The best-known premium lifestyle magazine offers everything that men enjoy – and therefore is the strongest magazine in its segment.

tv schlau Fun with television & puzzles: TV SCHLAU is the monthly program magazine for the active middle. In its 4-week TV planner, TV SCHLAU chooses the best programs of the month from the wide programming selection.

TV SPIELFILM With their highly frequent online and mobile presence, TV SPIELFILM and TV TODAY constitute the 360° media brand TV SPIELFILM plus – one of the most successful crossmedia brands in the market for intelligent and innovative brand staging.

The latest information about the BurdaNews can be found at burdanews.de

*Cross-media brand reach, b4p 2016

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