

ADVERTISEMENT RATE CARD NO. 57 • Valid from 1<sup>st</sup> Jan. 2017

# freundin

[www.freundin.de](http://www.freundin.de)

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## BRAND PORTRAIT

freundin



"freundin is up to date with the modern woman's lifestyle. It is packed with things that make life both beautiful and easier: great fashion, beauty, cosmetics, delicious food and a feel-good home. It provides inspiration, support and entertainment. freundin also remembers that women are never perfect and aren't aiming to be so. It's more about enjoying life."

Nikolaus Albrecht, freundin Editor in Chief

freundin is enthusiastically read by women over 25 years of age, who are in a very exciting phase of their lives: They are beginning a career and starting a family. They are open-minded, have a large circle of friends and are generally very active, curious, living their lives to the fullest.

freundin is just like its readers – young, fresh, self-confident, stylish and constantly reinventing itself.

With a new issue every two weeks, exciting topics, and lots of information about fashion, beauty and lifestyle, we offer our readers exactly what they are looking for – an inexhaustible source of inspiration with high service character. After all, you'll find a multitude of exciting, current topics and lots of fashion, beauty and lifestyle there.

freundin accompanies its readers through a central period of their lives and its distinctive, emotional, optimistic concept places it in close proximity to its target group.

## PUBLISHER'S DATA

### Publisher

freundin Verlag GmbH  
Arabellastraße 23  
81925 Munich

### Senior Brand Manager

Andrea Reindl  
T +49. 89. 92 50. 33 18  
E andrea.reindl@burda.com

### Creative Services/Placement

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AdTech Factory GmbH & Co. KG  
Arabellastraße 27  
81925 Munich  
T +49. 89. 92 50. 28 46  
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### 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  
(BLZ 680 800 30) 7 234 120 00  
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 Paid Circulation

230,000 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 available separately upon request

### Frequency of Publication:

Every 14 days

### First Day of Sale:

Wednesday (Subject to change)

### Place of Publication:

Munich

### PZN

558916

### Latest Data

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



freundin

DUON-Portal

### 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).

**b4p** best for planning.

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

**Ad Special-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 PRINT

Ad rates		Price zone I		Price zone II		Average prices <sup>1</sup>	
		01.01. – 28.02. 31.05.–31.08./13.12.–31.12.2017		01.03. – 30.05. 01.09. – 12.12.2017			
colour or b/w	1/1 page	<b>€ 38,700</b>		<b>€ 40,700</b>		<b>€ 39,700</b>	
<b>Discounts</b>							
<b>by frequency</b>		<b>by volume</b>		<b>turnover*</b>			
3 ads	3 %	3 pages	5 %	122,100 €	5 %		
6 ads	5 %	4 pages	6 %	162,800 €	6 %		
12 ads	10 %	5 pages	7 %	203,500 €	7 %		
24 ads	15 %	6 pages	8 %	244,200 €	8 %		
52 ads	20 %	7 pages	9 %	284,900 €	9 %		
		8 pages	10 %	325,600 €	10 %		
		9 pages	12 %	366,300 €	12 %		
		10 pages	14 %	407,000 €	14 %		
		11 pages	16 %	447,700 €	16 %		
		12 pages	18 %	488,400 €	18 %		
		15 pages	20 %	610,500 €	20 %		
		18 pages	21 %	732,600 €	21 %		
		19 pages	22 %	773,300 €	22 %		
		21 pages	23 %	854,700 €	23 %		
		23 pages	25 %	936,100 €	25 %		
		26 pages	26 %	1,058,200 €	26 %		
at 28 pages please inquire				at 28 pages please inquire			

<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.

### \* freundin turnover discount

All ads and all types of insertions that are published based on the freundin Advertisement Rate Card will be taken into account when calculating the freundin turnover discount with the exception of freundin Online and any technical surcharges

### 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 RATES PRINT

Prices in Euros		Print area size = Repro size* Width x Height		Price zone I 01.01. - 28.02. 31.05. - 31.08./13.12. - 31.12.2017	Price zone II 01.03. - 30.05. 01.09. - 12.12.2017	Average prices <sup>1</sup>
Size in fractions of page	Type area	Bleed*				
1/1		175 x 229	215 x 267	<b>38,700</b>	<b>40,700</b>	<b>39,700</b>
1/1	(inside front or back cover page incl. placement surcharge)	175 x 229	215 x 267	<b>44,780</b>	<b>46,780</b>	<b>45,780</b>
3/4	upright	130 x 229	148 x 267	<b>32,110</b>	<b>33,760</b>	<b>32,940</b>
	across	175 x 170	215 x 189			
2/3	upright	115 x 229	133 x 267	<b>29,020</b>	<b>30,510</b>	<b>29,770</b>
	across	175 x 151	215 x 170			
1/2	upright	85 x 229	103 x 267	<b>25,260</b>	<b>26,550</b>	<b>25,900</b>
	across	175 x 112	215 x 131			
1/3	upright	55 x 229	73 x 267	<b>19,300</b>	<b>20,280</b>	<b>19,800</b>
	across	175 x 73	215 x 92			
1/4***	1 column	40 x 229		<b>15,500</b>	<b>16,300</b>	<b>15,900</b>
	2 columns	85 x 112				
	4 columns	175 x 54				
Island-position ad (2 columns) Placement for word ad 85 x 112 (without trim)				<b>13,640</b>	<b>14,340</b>	<b>13,990</b>
2/1**	394 x 229	430 x 267		<b>77,400</b>	<b>81,400</b>	<b>79,400</b>
2/1**	S. 2/3 Opening Spread			<b>104,470</b>	<b>109.830</b>	<b>107.150</b>

Agreed fixed placements (e.g. 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).

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

\*\*\* are filled up to make 1/2 or 1/1 advertisement sections.

# SCHEDULE 2017 PRINT



	No.	Calendar week	Dates/extra-booklets*	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	3	2		11.01.2017	02.12.2016	09.12.2016	04.11.2016
	4	4		25.01.2017	14.12.2016	21.12.2016	16.11.2016
	5	6		08.02.2017	02.01.2017	03.01.2017	30.11.2016
	6	8		22.02.2017	11.01.2017	18.01.2017	14.12.2016
Prcie zone II	7	10		08.03.2017	26.01.2017	02.02.2017	29.12.2016
	8	12		22.03.2017	09.02.2017	16.02.2017	12.01.2017
	9	14		05.04.2017	23.02.2017	01.03.2017	26.01.2017
	10	16		19.04.2017	08.03.2017	15.03.2017	09.02.2017
Prcie zone I	11	18		03.05.2017	22.03.2017	29.03.2017	23.02.2017
	12	20		17.05.2017	05.04.2017	12.04.2017	08.03.2017
	13	22		31.05.2017	19.04.2017	26.04.2017	22.03.2017
	14	24		14.06.2017	03.05.2017	10.05.2017	05.04.2017
Prcie zone I	15	26		28.06.2017	17.05.2017	24.05.2017	19.04.2017
	16	28		12.07.2017	31.05.2017	07.06.2017	03.05.2017
	17	30		26.07.2017	14.06.2017	21.06.2017	17.05.2017
	18	32		09.08.2017	28.06.2017	05.07.2017	31.05.2017
Prcie zone II	19	34		23.08.2017	12.07.2017	19.07.2017	14.06.2017
	20	36		06.09.2017	26.07.2017	02.08.2017	28.06.2017
	21	38		20.09.2017	09.08.2017	16.08.2017	12.07.2017
	22	40		04.10.2017	24.08.2017	01.09.2017	31.07.2017
Prcie zone II	23	42		18.10.2017	06.09.2017	13.09.2017	09.08.2017
	24	44		(THU) 02.11.2017	21.09.2017	28.09.2017	24.08.2017
	25	46		15.11.2017	05.10.2017	11.10.2017	06.09.2017
	26	48		29.11.2017	18.10.2017	25.10.2017	20.09.2017
PZ I	1/18	50		13.12.2017	30.10.2017	08.11.2017	05.10.2017
	2/18	52		27.12.2017	15.11.2017	22.11.2017	18.10.2017

\* Marketing material upon request, subject to change.

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

## SUPPLEMENTS PRINT

With topic- and season-oriented environments **freundin** supplements offer the highest advertency, the least waste dispersion and a long service life.

### The Supplements

are published as specials as an enclosed oversized booklet, a full-sized booklet or as a bound-in insert placed prominently at the front of the magazine. Dates upon enquiry. See the topics at [www.burda-community-network.com](http://www.burda-community-network.com) or [www.pz-online.de](http://www.pz-online.de).

#### Basic prices\*

1/1 page € 26,400

1/2 page € 18,400

1/3 page € 14,900

#### Special Offer

When an ad with the same motif and size is booked in parallel issues of the main magazine and the supplement, a discount of 40% is granted for the supplement ad. This offer replaces the closing discount for the supplement. Special-offer ads are not counted toward other discounts.

#### Exclusive placement supplement

Please inquire.

\* For additional ad sizes please inquire. Special discount, see page 3.

## AD SPECIALS PRINT

### The outstanding appearance in freundin: Ad-Specials.

Ad Specials are taken into account in the freundin turnover discount with the exception of technical surcharges.

#### PRICES IN EUROS

	Circulation exc subscriptions*	Subscription circulation		Ab only
<b>Bound inserts without additional product</b>				
up to 4 pages	90 ‰	109 ‰		153 ‰
up to 8 pages	100 ‰	119 ‰		167 ‰
up to 12 pages	112 ‰	138 ‰		193 ‰
up to 16 pages	127 ‰	154 ‰		216 ‰
up to 20 pages	141 ‰	166 ‰		233 ‰
more than 20 pages	please inquire			
<b>Special bound inserts with additional product</b>				
up to 4 pages: stitched-in inserts	111 ‰	139 ‰		194 ‰
up to 8 pages: stitched-in inserts	123 ‰	142 ‰		199 ‰
<b>Glued-on inserts</b> (Based on a 1/1 base advertisement)**				
	excl. Subscription	up to 10 g	up to 20 gg	
- Postcard/Voucher	48 ‰	66 ‰	73 ‰	101 ‰
- Booklet/Poster	77 ‰	96 ‰	101 ‰	142 ‰
- Sample/Glued-on envelope	88 ‰	100 ‰	113 ‰	158 ‰
<b>Loose insert</b>				
up to 10 g	93 ‰	122 ‰		170 ‰
up to 20 g	97 ‰	125 ‰		175 ‰
up to 30 g	104 ‰	131 ‰		183 ‰
up to 40 g	113 ‰	138 ‰		194 ‰
up to 50 g	122 ‰	150 ‰		209 ‰
each additional 10 g	11 ‰	19 ‰		27 ‰
<b>Loose inserts in metropolitan areas</b>				
	Available upon special agreement. We would be happy to make you a customized offer.			
<b>Loose inserts with additional product</b>				
	technical surcharges established after checking			
<b>Print Specials and other Ad Specials</b>				
	please inquire			

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: 70,000 copies The subscription edition can only be reserved in combination with at least 70,000 copies of the newsstand sale 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.**



### Split-Specials

#### - Mechanical split

(1/2 page minimum)

single colour:

suppl. colours: per page/motif

multi-colour:

technical surcharges

please inquire

please inquire

please inquire

#### - Geographical split

(1/2 page minimum)

single colour:

suppl. colours: per page/motif

multi-colour:

technical surcharges

please inquire

please inquire

please inquire

Even distribution of two ad motifs by one advertiser throughout the entire circulation.

Distribution of two ad motifs by one advertiser throughout the desired Nielsen areas.

\* "Circulation excluding subs" is made up of the circulation issues for the marketing segments EV, reading circles, in-flight magazines and others.

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

Stitched-in inserts and supplements shared by several advertisers are available upon request at a 20 % **binding surcharge** to the insert or supplement price.

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

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.

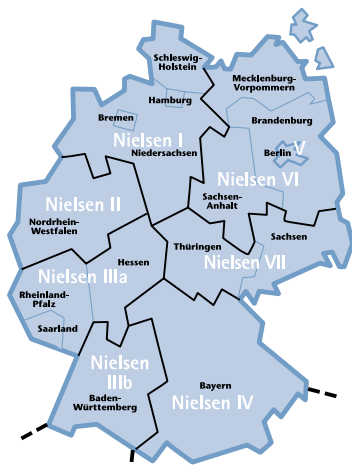
Call: **Johanna Eppert, T +49. 89. 92 50. 28 46, E johanna.eppert@adtechfactory.com**

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

## 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).

## SPLIT-RUN ADVERTISING



### General conditions

Split-run advertising according to Nielsen areas is possible for every issue.

### Right to shift ad position

We reserve the right to shift ad position in unforeseen emergency situations.

### Prescribed positions

cannot be confirmed for structural reasons. We try to fulfill position requests as often as possible. For all other conditions see General Terms and Conditions.

### Discounts

see page 3.

See page 3 for **freundin turnover** discount.

Ads from an order for different split-run advertising for an issue are discounted jointly. Ads from an order for the total edition can be included when calculating the order volumes

partial editions. The reverse effect on the total edition is not possible for volume discount. Alternatively, turnover from a partial edition booking may be included in the turnover discount.

**Austria** and **Switzerland** can be booked separately upon request.

**For technical data**, log on to [www.duon-portal.de](http://www.duon-portal.de).

The publishers have the right to produce regional editions according to the corresponding local practices.

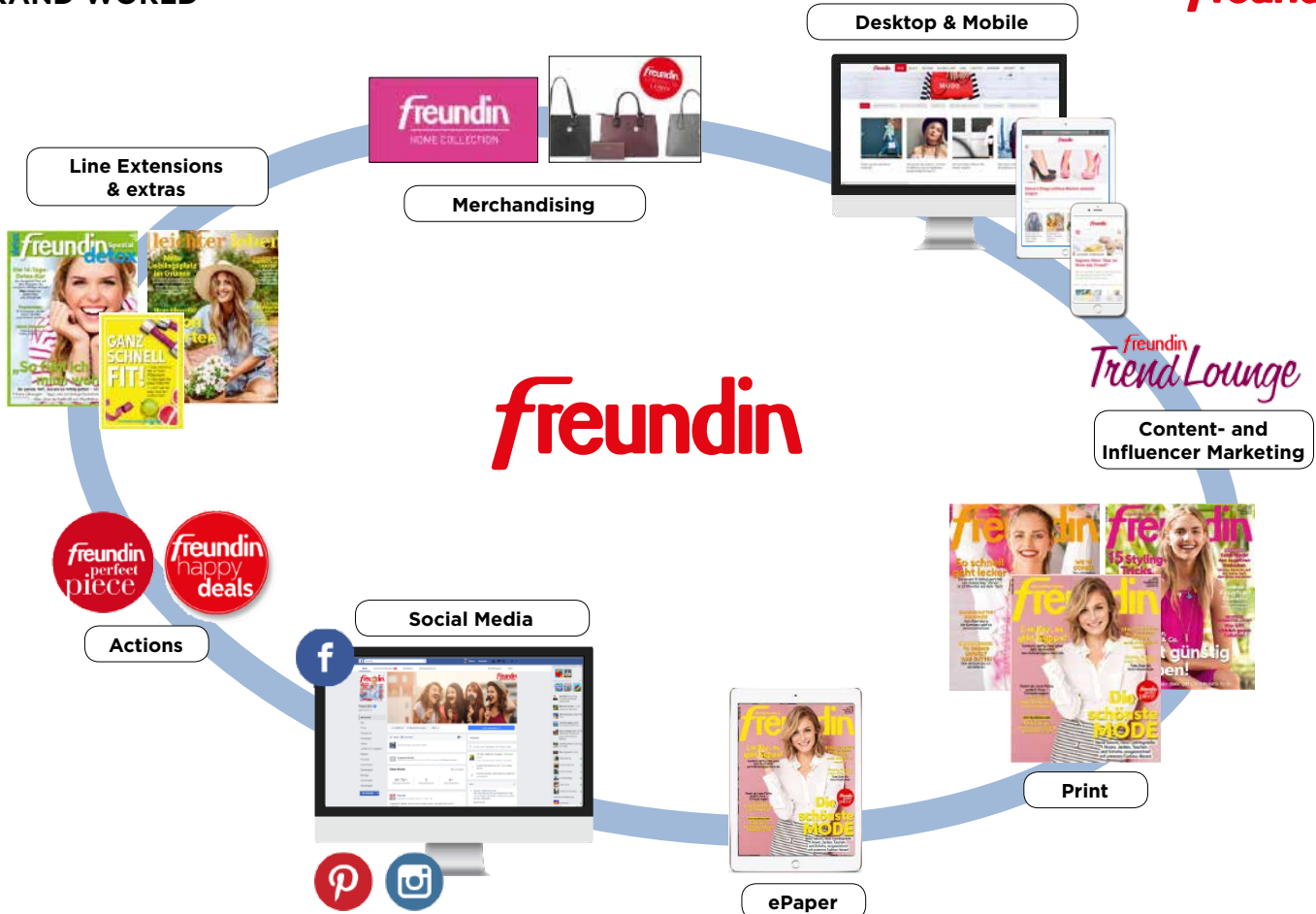
**First day of sale, ad closing and cancellation date** as well as copy date for printer's copy are listed in the current schedule.

For sales operation reasons, the sales areas may differ slightly from the Nielsen areas.

## Formats and Rates

Geographical splits according to Nielsen areas Print edition*	Nielsen I	Nielsen II	Nielsen IIIa	Nielsen IIIb	Nielsen IV	Ost V+VI+ VII
	59,461	79,591	48,601	61,912	6,146	38,807
<b>1/1 page</b> colour	<b>9,528</b>	<b>14,395</b>	<b>10,822</b>	<b>9,631</b>	<b>12,220</b>	<b>7,663</b>
<b>3/4 page</b> colour	<b>7,908</b>	<b>11,948</b>	<b>8,982</b>	<b>7,994</b>	<b>10,143</b>	<b>6,361</b>
<b>1/2 page</b> colour	<b>6,193</b>	<b>9,357</b>	<b>7,034</b>	<b>6,260</b>	<b>7,943</b>	<b>4,981</b>

\* IVW II 2016, please inquire for latest information



## FREUNDIN TREND LOUNGE INFLUENCER GENERATING RELEVANT CONTENT FOR YOUR BRAND

Influencers are integrated through multiple channels in word of mouth, content creation and content sharing campaigns to increase sales and deliver valuable insights.



### AUTHENTIC INFLUENCER

Real people with real friends and not commercial channels test and recommend products, create and share content.

**Convince influencers and they become buyers and influence their environment with their opinion.**



### USER-CONTENT

Influencers share and create content through desired social channels.

They are engaged and experienced, write reviews, post photos and videos and come up with creative content.

**Without payment or bonus system!**



### INDIVIDUAL RELATIONSHIP MANAGEMENT:

Individual relationship management: We support our members through one-on-one dialogue and moderate and steer all campaigns.

**Trained journalists transport the campaign into an editorial context.**



### SOCIAL SPREADING

Through their social channels, blogs and evaluation platforms, the fitting influencers spread their content.

**The freundin brand ensures additional reach across all channels.**

## freundin Trend Lounge

**You can compose your target group with pinpoint accuracy from the freundin Trend Lounge community and its 63,500 members:**

According to demographic criteria, as well as their activity and reach in the social web.

What sets our members apart?

- We're excited by everything that life offers and we're especially interested in the areas of lifestyle and beauty.
- We are cosmopolitan and have a large circle of friends.

# MULTISCREEN DISPLAY ADVERTISING - SITE RESERVATION

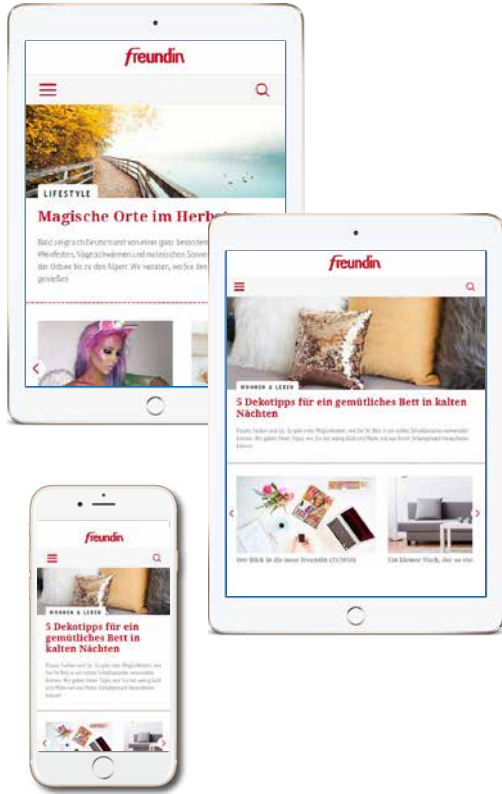


## SITE RESERVATION

Benefit from the charisma of freundin, claim your place in the fitting environment and exploit the large-format multiscreen staging.

# MULTISCREEN DISPLAY ADVERTISING - PROGRAMATIC

freundin



## PROGRAMATIC

You can use Private Deals to book freundin.de directly and point your campaigns in the direction of maximum transparency.

## FORMS OF ADVERTISING ONLINE - VALID FROM 18.11.2016



Forms of advertising	Formats	Filesize KB	Price (Gross CPM in €)		Media
			Run of Channel	Run of Site	
Full Background Ad   Mobile Full Background Ad	Specifications chart on 18 et seq.		100	95	Delivery as per specifications chart on 18 et seq.
Billboard   Mobile Content Ad 2:1	1000x250   320x150	80   40	90	85	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Halfpage Ad (sticky)	300x600	40	90	85	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Sitebar (sticky)	Basis 300x600, has to scale automati- cally, both vertically and horizontally	100	90	85	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Outstream/Inread (Mobile)	Standard format: 16:9 (640 x 360 Pixel), or alternatively, 4:3 (640 x 480 Pixel). Other formats available upon request.	max. 10 MB	90	85	Submission form for Re-Direct videos: VAST or VPAID Re-Direct. Hosting upon request: Submission form: MP4 (H.264 baseline), bitrate 750
PreRoll multiscreen	Standard format: 16:9 (640 x 360 Pixel), or alternatively, 4:3 (640 x 480 Pixel). Other formats available upon request.	max. 10 MB	not possible	85	Submission form for Re-Direct videos: VAST or VPAID Re-Direct. Hosting upon request: Submission form: MP4 (H.264 baseline), bitrate 750
Premium Ad Bundle (Billboard and Halfpage Ad (sticky))	1000x250 + 300x600	80   40	80	75	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Medium Rectangle (sticky)   Mobile Medium Rectangle	300x250	40   40	60	55	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Ad Bundle (Super Banner, Skyscraper (sticky), Medium Rectangle (sticky))	1000x90 + 200x600 + 300x250	40   40   40	50	45	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Skyscraper (sticky)	200x600	40	40	35	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Super Banner   Mobile Content Ad 4:1	1000x90   320x75	40   40	40	35	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct

Prices (CPM, gross) are in euro and do not include VAT. BCN reserves the right to adjust prices.  
Please supply the advertising material to [bcn.campaigning@burda.com](mailto:bcn.campaigning@burda.com).

## MULTISCREEN FIXED PLACEMENT ONLINE



Multiscreen fixed placement - Billboard + MCA 2:1 - Halfpage Ad + MCA 2:1		Forecast volume	Gross fixed price*
<b>Beauty</b>			
<b>1 week</b>			
freundin.de	Non-exclusive	154.000	14,000 €
freundin.de	exclusive (100% SoV)	154.000	16,000 €
<b>Cooking &amp; Diet</b>			
<b>1 week</b>			
freundin.de	Non-exclusive	168.000	16,000 €
freundin.de	exclusive (100% SoV)	168.000	18,000 €
<b>Love</b>			
<b>1 week</b>			
freundin.de	Non-exclusive	294.000	27,000 €
freundin.de	exclusive (100% SoV)	294.000	31,000 €

\* Eligible for discounts and AE



## TARGETING AND SUPPLEMENTAL SERVICES ONLINE

Targeting surcharge 1	Geo, Browser, Device, Site, Site colouring	2 segments included (e.g. geo and device)	€ 5 surcharge on the gross CPM in €
Targeting surcharge 2	Segment 1: Cookie & User (Soziodemographic, Interest, Purchase Intent), Segment 2: Contextual	2 segments included (Cookie & User & Contextual)	€ 8,50 surcharge on the gross CPM in €
Exclusive reservation	100% Share of Voice		15% surcharge
fixed placement			no surcharge
Frequency Cap			free
Advertising creation			please inquire
Creation of landing page			please inquire
Minimum booking volumes	4.000 Euro net/net		

Prices (CPM, gross) are in euro and do not include VAT. BCN reserves the right to adjust prices. Information on technical specifications can be found under the online price lists at: [bcn.burda.de/service/download-center/](http://bcn.burda.de/service/download-center/)

1. Termination of advertising orders must be submitted in writing or per e-mail.  
The cancellation deadline is 2 weeks prior to start of campaign start, or 2 weeks prior to end of month for currently running bookings.
2. Contractor will charge a cancellation fee in the following situations:  
Cancellation up to 1 week prior to campaign start: 50% of net campaign value,  
Cancellation up to 3 workdays prior to campaign start: 80% of net campaign value and  
cancellation 3 workdays prior campaign start or later: 100% of net campaign value.

Payment terms: Payment is due within 30 days of the invoice date, without deduction.  
A 2% early payment discount applies to payment within 14 days of the invoice date, provided there are no older invoices overdue.

## ADDITIONAL INFORMATION ONLINE

General Information	Flash file informations	HTML5 informations
<p>Delivery: 5 workdays prior to campaign start            Tracking by third party provider: yes            Third Party Provider Day: yes            File parameters: See table            Questions/delivery to:            bcn.campaigning@burda.com</p> <p>Sound allowed: No            User-initiated sound: No            Background clickable: No            Backgroundcolor: No            Background image: No            Close window: No            Expansion possible: No</p> <p>Other standards may apply to individual forms of advertising after consultation.</p>	<p>Flash version: 8            Action script version: 2            Clicktag: getURL(clicktag, clicktarget)</p> <p>The “clicktarget” should be set to “_blank”.            Max. flash size: See table            Max. flash time: 30 sec. at 15 fps            Max. repetitions: 2            Fallback file type: JPG PNG GIF            Fallback file size: See table</p> <p>Fallback starting file: Given that there is an energy-saving function in Safari which can prevent the animation of flash advertising from launching automatically, we recommend choosing an eye-catching image as the first frame of the swf file.</p>	<p>HTML5 allowed: yes            There is no current standard for the file size of HTML5 ads, so we request that you do not exceed the predefined file size of 100%.</p> <p>Fallback file type: JPG PNG GIF            Fallback file size: See table</p> <p>We only accept third-party hosting.</p>

The most recent price lists apply.

All MEW advertising can be submitted in doubled resolution for better rendering on retina displays.

Example: Medium rectangle 600x500 is then rendered to 300x250 in the submission. Please take the weight limit of the advertising into account.

## TECHNICAL SPECIFICATIONS FULL BACKGROUND AD ONLINE

Gallery video	Gallery image	Image video	Poster ad image
<ul style="list-style-type: none"> <li>- 5 x 3 Images for the Gallery</li> <li>- Video at least 818x460px (mp4, mov), maximum 200MB</li> <li>- The video is always the first slide in a gallery video.</li> </ul>	<ul style="list-style-type: none"> <li>- 5 x 3 Images for the gallery</li> </ul>	<ul style="list-style-type: none"> <li>- 3 x image</li> <li>- Video at least 818x460px (mp4, mov), maximum 200MB</li> </ul>	<ul style="list-style-type: none"> <li>- 3 x image</li> </ul>

**The following applies to all images:**

**- Images must be supplied in these three formats: 1920x1920, 1080x1920, 1920x1080.**

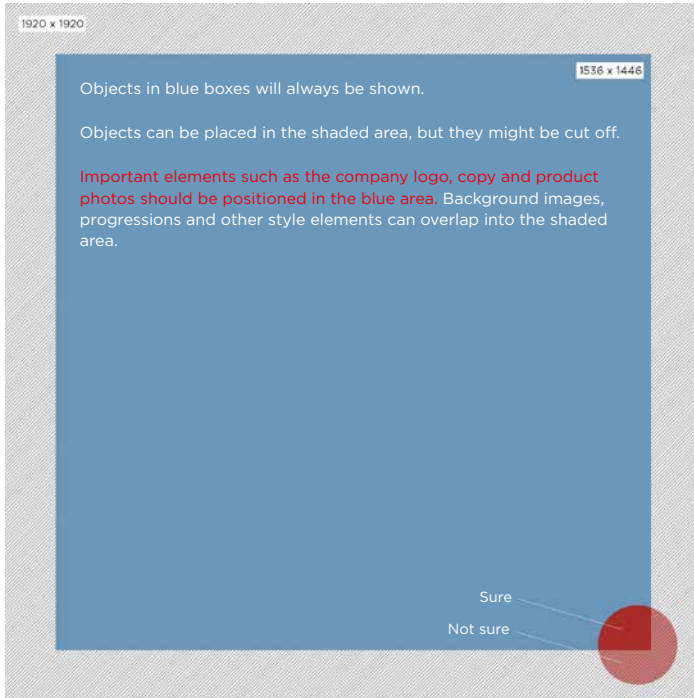
- Image files have a max. size of 300KB.
- Images must be supplied as high resolution JPG files.
- Any videos used must be aligned as follows: Center/Top, Center/Bottom or Center/Center
- The alignment between the videos and the image must be the same for all three formats.

The full background ad is hosted through BCN.

If any additional special products are desired, please contact us directly.

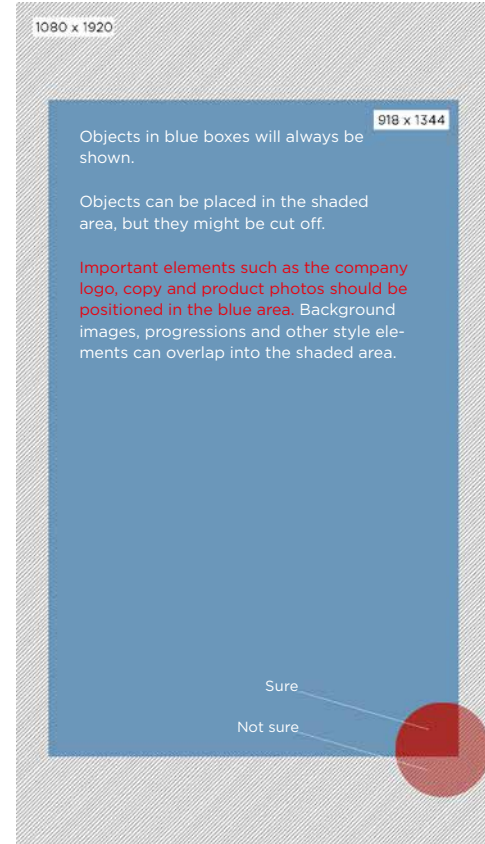
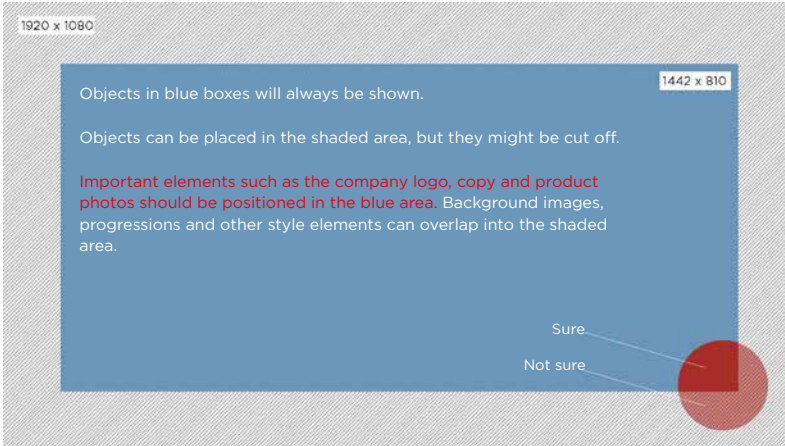
## LAYOUT DETAILS FULL BACKGROUND AD

### Full Background Ad

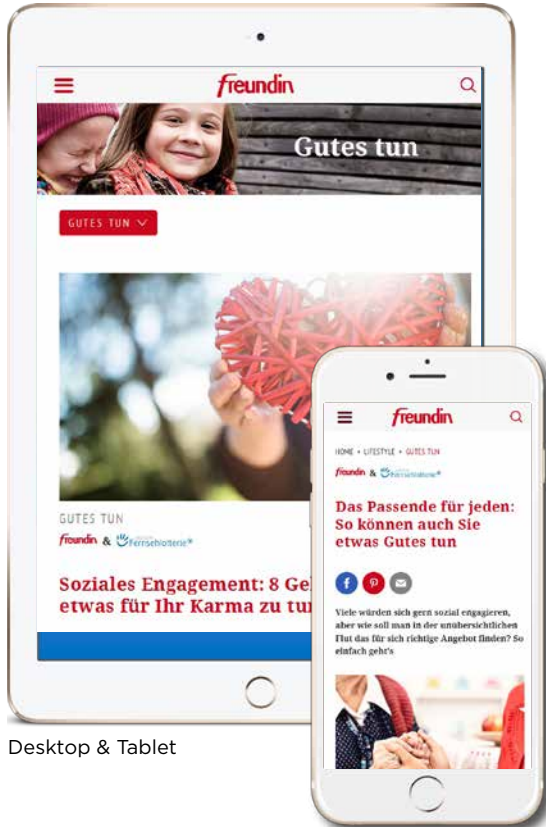


## LAYOUT DETAILS FULL BACKGROUND AD

### Full Background Ad



## AD SPECIALS DIGITAL NATIVE ADVERTISING



Desktop & Tablet

Mobile

The principle is that native advertising links the **USPs** of the **media brands** with the customer's message. The focus is on the **added value** for the user.

We communicate our customers' message **authentically within the editorial content** which interests the users of freundin.de.

A **contextual relationship** between the editorial and advertising content emerges which creates a uniform overall impact to inform, entertain and inspire users.

We are confident about the quality of our premium content that we guarantee its reach in terms of number of views. Our native concepts encompass everything from classic content to video content to multifaceted, social media communication solutions for sophisticated customers.

Package prices start at € 10,500  
(including social media components and guaranteed number of views)

## AD SPECIALS DIGITAL EDITORIAL SPECIALS

freundin



Desktop & Tablet

Mobile

**Become an exclusive sponsoring partner for select Editorial specials at [freundin.de](https://www.freundin.de).**

(Sample execution: Mother's Day)

### **Editorial specials:**

- Detox
- Food
- Easter
- Mother's Day
- Weddings
- Travel
- Gifts
- Christmas
- Individual sponsoring
- etc.

**freundin**

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ANZEIGE



Schuh-Abo für ein Jahr gewinnen!  
**Gabor**  
UNWIDERSTEHLICH

**Gewinnen Sie mit Gabor Ihr persönliches Schuh-Abo!**

**Jetzt mitspielen:** Suchen Sie sich jeden Monat ein Paar Lieblingsschuhe aus der aktuellen Gabor-Kollektion aus – ein ganzes Jahr lang! Einfach die Gewinnspielfrage auf der Gabor Website beantworten und mit ein bisschen Glück gewinnen.

Die aktuelle Gabor Herbst-/Winterkollektion 2016/17 bietet Ihnen für jeden Look die passenden Lieblingsschuhe!

Teilen Sie aktuelle Fashion-Trends, Ereignisse und Aktionen mit über 56.000 Followern auf unserer Facebook-Seite. Lassen Sie sich von der unwiderstehlichen Welt der Gabor Schuhe inspirieren!

Unser Gabor Online-Magazin bietet Ihnen topaktuelle News, Trends, Styling-Tipps und vieles mehr. Welcher Schuh passt zu welchem Stil, wie werden Accessoires modisch kombiniert und wie können Sie den Look der Stars zu Ihrem individuellen Style machen – darauf gibt es jede Menge Antworten und Anregungen.

Nutzen Sie Ihre Gewinnchance auf ein unwiderstehliches Jahr mit Ihrem persönlichen Schuh-Abo von Gabor. Wir wünschen Ihnen viel Glück!

**JETZT MITMACHEN**



**STANDALONE NEWSLETTER**

Newsletters designed according to customer specifications with customer’s advertising content and co-branding elements from freundin.de for remarkable brand authenticity.

It’s also possible to integrate it into the editorial newsletter. (Gabor sample execution)

**ADVERTORIAL**

Editorially appealing advertising content with display ads in fixed positions. Interactive integration options for raffles, videos etc. (Garnier sample execution)

freundin

**freundin & GARNIER FRUCTIS**

HOME • BEAUTY

ANZEIGE

Superhaare + Superfood = Supertag

f
p
✉

Sechs freundin-Leserinnen mit extrem trockenen Haaren freuten sich über einen perfekten Verwöhntag in München. Sie bekamen nicht nur eine individuelle Beratung von Garniers Haarexperten Benjamin Becher, sondern auch gesundes Superfood Schönheit von innen

Fructis - Verwöhntag in München

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# YOUR PERSONAL CONTACTS



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