

ADVERTISEMENT RATE CARD NO. 2 • Valid from 1st Jan. 2018

Das Haus **ideen** *Magazin*

www.haus.de

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MAGAZINE PROFILE



DAS HAUS BUILDING. HOME. LIVING A NICER LIFE.

Das Haus is the modern guide for the topics of building, the home and living a nicer life. The magazine appears 10x per year. 99% of Das Haus issues are bought by subscribers. An independent editorial team is responsible for seriously researched and much cited articles with details, actual tips and creative ideas for turning dreams into reality.



HAUS.DE

Haus.de offers extensive content for the areas of living & furnishing, building & renovating, and the garden.

Haus.de consistently interlinks all topics from the magazine and supplements them online. In the sections building, refurbishing, garden, furnishing, SmartHome and money & legal issues, users find informative articles with solution suggestions and tips for the use and design of their own homes.



DAS HAUS IDEENMAGAZIN - FOR THE NICE SIDES OF LIFE

Das Haus ideenMagazin reaches an attractive, creative target group: women between 30 and 59 years of age with an NHI over €2,500 who repeatedly redesign their homes and love to try out new products.

Das Haus ideenMagazin offers creativity in a handy pocket-sized format with the most beautiful seasonal décor ideas for the home and garden.

PUBLISHER'S DATA

Das Haus
Das Haus ideenMagazin

Publisher

Internet Magazin Verlag GmbH
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Guaranteed sold circulation

Das Haus	980,000
Das Haus ideenMagazin	50,000

DUON-Portal 

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
Ads can also be booked through the **Online Booking System (OBS)**: www.obs-portal.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.

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BurdaHome

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

For a print copy of the general terms and conditions and payment conditions applying to order processing, please contact the publisher, or log on to bcn.burda.de/service/download-center.

Latest data: www.pz-online.de

STANDARD RATES AND DISCOUNTS

Colour ads			
1/1 page	Das Haus	€	44,000
1/1 page	Das Haus ideenMagazin	€	8,800
Discounts			
Das Haus		Das Haus ideenMagazin	
by frequency		by volume	
from 3 ads	3%	from 2 pages	3%
from 6 ads	5%	from 3 pages	5%
from 9 ads	8%	from 4 pages	7%
from 12 ads	10%	from 6 pages	10%
		from 9 pages	15%
		from 12 pages	20%
by frequency		by volume	
from 2 ads	3%	from 2 pages	3%
from 4 ads	5%	from 3 pages	10%
		from 4 pages	15%
		from 6 pages	20%

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.

AD PRICES

Prices in Euros		
Size	Das Haus	Das Haus ideenMagazin
in fractions of page		
1/1	44,000	8,800
1/2	26,500	5,300
1/3	19,900	4,000
1/4 ¹⁾	15,300	-
1/8 ¹⁾	8,400	-
1/16 ¹⁾	4,250	-
1/32 ¹⁾	2,250	-
2/1	88,000	17,600

¹⁾ Small ads are supplemented to half or three-quarter page advertisement items.

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 as a PDF to download).

PRINT AREA AND REPRO SIZES

Size in fractions of page	Das Haus				DH ideenMagazin		
	Print area size Width x height		Repro size Width x height		Print area size = repro size Width x height		
	Type area	Bleed ¹⁾	Type area	Bleed ¹⁾	Type area	Bleed ¹⁾	
1/1	192 x 246	210 x 267	196 x 258	215 x 280	148 x 201	168 x 223	
1/2	upright	94 x 246	104 x 267	96 x 258	106 x 280	72 x 201	82 x 223
	across	192 x 121	210 x 134	196 x 127	215 x 140	148 x 98	168 x 109
1/3	upright	60 x 246	68 x 267	62 x 258	70 x 280	46 x 201	51 x 223
	across	192 x 82	210 x 86	196 x 84	215 x 90	148 x 47	168 x 58
1/4	upright 1 column	45 x 246	52 x 267	46 x 258	54 x 280	-	-
	2 columns	94 x 121	104 x 134	96 x 127	106 x 140	-	-
	across 4 columns	192 x 59	210 x 66	196 x 62	215 x 72	-	-
1/8	upright 1 column	45 x 121	-	46 x 127	-		
	2 columns	94 x 59	-	96 x 62	-		
	across 4 columns	192 x 27	-	196 x 29	-		
1/16	upright	45 x 59	-	46 x 62	-		
	across	94 x 27	-	96 x 29	-		
1/32		45 x 27	-	46 x 29			
2/1		400 x 246	420 x 267	408 x 258	430 x 280	318 x 201	336 ²⁾ x 223

¹⁾ Repro sizes plus 4 mm trim on all edges. For details see technical data, log onto www.duon-portal.de.

²⁾ Ads that cross the gutter should include a 4 mm margin allowance on both sides.

SPLIT-RUN ADVERTISING

Split-run advertising according to Nielsen areas is possible in all issues upon agreement with the publisher.

We reserve the **right to reschedule** in unforeseeable circumstances.

We try to realise **placement wishes** within our structural possibilities. Definite placement confirmation cannot be made.

Discounts: see page 4.

Ad volume from orders for the entire circulation can be considered when calculating the discount for the split runs, but not the other way round.

Closing, cancellation and delivery date for printer's copies: see page 8.

Printer's copy: see technical requirements at www.duon-portal.de.



FORMATS AND PRICES

Area	N01	N02	N3A	N3B	N04	East
Print run ¹⁾	177,000	218,000	113,000	187,000	317,000	77,000
1/1 page	18,000	20,000	14,000	18,000	20,000	14,000
1/2 page	12,600	14,000	9,800	12,600	14,000	9,800

Split-run advertising focused on specific metropolitan areas is available upon request. Please contact us: caroline.mueller@burda.com

¹⁾ Ø 2016; IVW

WINDOW DISPLAY

DasHaus

Costs: €4,700 (incl. online integration www.haus.de)

Fixed format: 1/6 page upright: Print area size: 57 mm width x 111 mm height,
Repro size: 58 mm width x 116 mm height

Printer's copy: digital via www.duon-portal.de

Window display

3 ads	=	5%
6 ads	=	10%
10 ads	=	15%

Prices in Euros	DAS HAUS		Das Haus ideenMagazin		Prices apply for the booking of at least the entire domestic circulation.
	Subscription circulation ¹		Circulation excl. subscription ²	Subscription circulation	
Bound postcard inserts	Scope: 2 postcards	40 ‰	please enquire		<ul style="list-style-type: none"> - 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 all ad specials: 50,000 copies. - Orders less than the minimum booking will be charged an additional €20/‰. - The publisher reserves the right to reschedule with smaller bookings. <p>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 deadline for delivering material.</p> <p>Material must be delivered, carriage paid, to the address where it will be processed.</p>
Bound inserts	up to 4 pages	please enquire	95 ‰	100 ‰	
	up to 8 pages	please enquire	105 ‰	120 ‰	
	up to 12 pages	please enquire	115 ‰	140 ‰	
	each additional 4 pages	please enquire	+10	+20	
Glued-on inserts^{3, 4}		up to 20 g		up to 20 g	
	- Postcard/voucher	80 ‰	55 ‰	80 ‰	
	- Booklet	90 ‰	60 ‰	90 ‰	
	- Sample	100 ‰	65 ‰	100 ‰	
Loose inserts⁴	up to 20 g	115 ‰	95 ‰	115 ‰	
	up to 30 g	125 ‰	100 ‰	125 ‰	
	each additional 10 g	please enquire	+5	+10	
More ad specials	please enquire	please enquire			

¹ The subscription circulation is the same as the total circulation.

² "Circulation excl. subscriptions" is made up of the combined print runs for the marketing segments newstand, subscription, in-flight magazines and others.

³ Based on a paid 1/1 page base advertisement.

⁴ 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 deadlines as early as possible for your desired publication date.

Call: **Alexander Hugel T +49 (0)781 84 27 62 E alexander.hugel@adtechfactory.com**

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

SCHEDULE

Das Haus				
No.	CW	First day of sale	Closing date for advertising and printer's copy	Closing and cancellation date ¹ for ad/format specials, special and fixed placements
1-2	2	11.01.18	30.11.17	16.11.17
3	7	15.02.18	04.01.18	21.12.17
4	12	22.03.18	08.02.18	25.01.18
5	17	26.04.18	15.03.18	01.03.18
6	22	30.05.18	18.04.18	04.04.18
7-8	28	12.07.18	29.05.18	17.05.18
9	33	16.08.18	05.07.18	21.06.18
10	38	20.09.18	09.08.18	26.07.18
11	43	25.10.18	13.09.18	30.08.18
12	48	29.11.18	18.10.18	04.10.18
1-2/19	2	10.01.19	29.11.18	15.11.18

Das Haus ideenMagazin			
No.	CW	First day of sale	Closing date for advertising and printer's copy
1	9	01.03.18	18.01.18
2	19	09.05.18	28.03.18
3	32	09.08.18	28.06.18
4	42	18.10.18	06.09.18

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

FORMS OF ADVERTISING ONLINE

Form of advertising	Price (Gross CPM in €)									
	Multiscreen reservation					One Device reservation (Desktop only or Mobile only)				
	Category	Run of Site	Vertical	Channel	Run of Network	Category	Run of Site	Vertical	Channel	Run of Network
Ad Bundle (Superbanner, Skyscraper, Medium Rectangle)	50	45	45	35	20	60	55	55	45	30
Billboard	90	85	85	75	60	100	95	95	85	70
Fireplace	90	-	-	-	-	100	-	-	-	-
Frame Ad	90	-	-	-	-	100	-	-	-	-
Halfpage Ad	90	85	85	75	60	100	95	95	85	70
Medium Rectangle	60	55	55	45	30	70	65	65	55	40
Outstream	-	85	85	75	60	-	95	95	85	70
"Premium Ad Bundle (Billboard and Halfpage Ad)"	80	75	75	65	40	90	85	85	75	50
Sitebar	90	85	85	75	60	100	95	95	85	70
Skyscraper	45	40	40	30	15	55	50	50	40	25
Superbanner	45	40	40	30	15	55	50	50	40	25
Wallpaper	80	75	-	-	-	90	85	-	-	-
Mobile Content Ad 2:1	90	85	85	75	60	100	95	95	85	70
Mobile Content Ad 4:1	45	40	40	30	15	55	50	50	40	25
Mobile Medium Rectangle	90	85	85	75	60	100	95	95	85	70
Mobile Outstream	90	85	85	75	60	100	95	95	85	70
Ad Bundle multiscreen (Superbanner, Skyscraper, Medium Rectangle, MCA 4:1)	50	45	45	35	20	-	-	-	-	-
Premium Ad Bundle multiscreen (Billboard, Halfpage Ad, MCA 2:1, Mobile Medium Rectangle)	80	75	75	65	40	-	-	-	-	-

Prices (CPM, gross) are in Euros and do not include VAT. BCN reserves the right to adjust prices.

TARGETING AND SUPPLEMENTAL SERVICES ONLINE

Targeting	Geo, Browser, Device, Site (e.g. Custom Channel), User, Interest (no targeting possible with video)	€10 surcharge on the gross CPM in €
Frequency Cap	FC 1/24h is incl., closer FC with surcharge	€10 surcharge on the gross CPM in €
Frequency Cap	100% Share of Voice	€15 surcharge on the gross CPM in €
Advertising creation	please enquire	
Creation of landing page	please enquire	
Minimum booking volumes	4,000 Euros net/net	

Not all advertising forms can be reserved on all websites. An overview can be found on the following page.

Prices (CPM, gross) are in Euros and do not include VAT. BCN reserves the right to adjust prices.

Information on technical specifications can be found in the online price lists at: bcn.burda.de/service/download-center/
 Showroom of available ad formats: <http://bcn.burda.de/Digital-Showroom/>

Ad material delivery to: bcn.campagining@burda.com

- 1 Termination of advertising orders must be submitted in writing or by e-mail.
 The cancellation deadline is 2 weeks prior to start of campaign, 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.

Terms of payment: Net payment due within 30 days of invoice date.

A 2% early payment discount applies to payment within 14 days of the invoice date, provided there are no older invoices overdue.

ONLINE ADVERTISING/CROSS-MEDIA

Das Haus

Das Haus NEWSLETTER | FORUM | SHOP | SCHAUFENSTER | E-MAGAZINE | ABO

BAUEN | MODERNISIEREN | GARTEN | EINRICHTEN | LEBEN | SMART HOME | GELD & RECHT

BAUEN / BAUPLANUNG / HAUS-MODERNISIEREN & UMGEBENDES LÖSUNGEN

präsentiert von **herocal**

Haus modernisieren: 5 Aufgaben, 5 geniale Lösungen

Bis zu einer gelungenen Sanierung geht es immer darum, zwei Welten miteinander zu verbinden. Um den einzigartigen Charme Ihres Altbaus zu bewahren, sollten technische und energetische Modernisierungsmaßnahmen auch ästhetisch eine stimmige Ergänzung zum Stil Ihres Hauses darstellen.

Sein Können macht sich bezahlt

ADVERTORIAL

Embedded in the look & feel of haus.de, we implement your story. In addition to a comprehensive article, the advertorial can be enhanced by image galleries and video links.

Das Haus NEWSLETTER | FORUM | SHOP | SCHAUFENSTER | E-MAGAZINE | ABO

BAUEN | MODERNISIEREN | GARTEN | EINRICHTEN | LEBEN | SMART HOME | GELD & RECHT

Wallbox für 678 Euro zu gewinnen

Sie interessieren sich für ein E-Auto und brauchen eine Tankstelle am Haus? Dann machen Sie bei unserem Gewinnspiel mit!

Mitmachen und Gewinnen!
Schnell und sicher - das ist die komfortable innogy eBox. Für das Laden moderner Elektro-Autos ist eine Wallbox ein Muss. Die Installation erfolgt ohne großen Aufwand. Sie erfolgt leicht in die bestehende Hausinstallation integrieren und in Einfahrt oder Garage anbringen. So fließt der Strom immer dann, wenn das Elektro-Auto parkt. Idealerweise kommt der Strom vom eigenen Dach.
Vertrauen Sie auf die Glück und machen Sie mit dieser Verlosung innogy scheidet zwei Teilnehmern je eine Wallbox.
Der Gewinn besteht ausschließlich aus dem Gerät (Wert 678 Euro) - ohne Zubehör, Elektroarbeiten, Vorfahrt. Für die Montage müssen Sie selbst einen Elektriker beauftragen.

DAS KÖNNTE SIE AUCH INTERESSIEREN

Das Wichtigste zur Pflege

COMPETITION

The competition is implemented in the look & feel of haus.de The customer delivers the finished competition copy incl. prize description. The editorial team creates the competition in coordination with the customer. The prize is issued by the customer.

Das Haus NEWSLETTER | FORUM | SHOP | SCHAUFENSTER | E-MAGAZINE | ABO

BAUEN | MODERNISIEREN | GARTEN | EINRICHTEN | LEBEN | SMART HOME | GELD & RECHT

Alle, was eine praktische Leitfaden für den Sommer - Problemlos, natürlich, schnell - bekommen Sie hier.

Das Newsletter von **Das Haus**

BAUEN • WOHNEN • SCHÖNER LEBEN

BAUEN | WOHNEN | GARTEN | SELBSTMADEREN | GELD & RECHT

Gartnern im Mai

Jetzt machen wir es uns im Garten richtig schön. Wir bereiten die Erde vor, geben einen Umdreh, setzen lang geduldet Garten-Gesetz in die Tat um - und genießen den Sommerabend ausgiebig.

DAS KÖNNTE SIE AUCH INTERESSIEREN

Vase mit Zopfmuster

Modern - klassisch - frisch. Eine Vase, die nicht nur schön ist, sondern auch ein praktisches Accessoire in Ihrem Wohnzimmer.

NEWSLETTER

The DAS HAUS editorial team informs its readers about current topics related to building and living in a weekly online newsletter. Customer integration with links via banner or content ad is possible.

YOUR PERSONAL CONTACTS

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