

ADVERTISEMENT RATE CARD NO. 56 • Valid from 1<sup>st</sup> Jan. 2017



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

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## MAGAZINE PROFILE

**BUNTE**



Nothing fascinates people as much as people. When it comes to stars and royals, **BUNTE** is the leading media brand for premium people journalism in Germany. Personal interviews, private home stories and thrilling events, **BUNTE** offers you exclusive looks into the lives of celebrities.

No other people-focused medium reaches more people than **BUNTE**. Advertisers benefit from the power of the printed magazine and its digital presence to activate its readership and sway their opinions. **BUNTE** turns products into brands and brands into stars.

**BUNTE** has been appealing to a broad target group for decades with a name that stands as a guarantee of premium journalism. Moreover, in the digital realm, **BUNTE.de** is aimed at a social media-loving target group which wants information around the clock.

With the largest crossmedia brand in the German people segment, you reach your target group across all channels: print, online, mobile, social media, events and web-TV formats, making you part of the most important social trends.

## PUBLISHER'S DATA

### Publisher

BUNTE Entertainment Verlag GmbH  
Arabellastraße 23  
81925 Munich

### Head of Brand Management

**BUNTE, freundin, DONNA**  
**Senior Brand Manager BUNTE**  
Meike Nevermann  
T +49. 89. 92 50. 37 74  
E meike.nevermann@burda.com

### Creative Services/Placement

Christoph Claus  
AdTech Factory GmbH & Co. KG  
Hauptstraße 127  
77652 Offenburg  
T +49. 781. 84. 28 66  
E christoph.claus@adtechfactory.com

### Ad Management / Order Management

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Hauptstraße 127  
77652 Offenburg  
T +49. 781. 84. 36 49  
E orders@adtechfactory.com

### Bank accounts

Commerzbank AG, Offenburg  
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

### 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.

### Guaranteed paid circulation

420.000 copies

### Frequency of publication:

weekly

### First day of sale:

Thursday (Subject to change)

### Place of publication:

Munich

### PZN:

553342

### Latest date:

www.pz-online.de



### 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 printing documents 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-BookingSystem (OBS)**  
[www.obs-portal.de](http://www.obs-portal.de)



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



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).

### 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/)

### Media events:

STARnetONE, an enterprise of Burda Intermedia Publishing GmbH, realises popular events like the new faces award, the Charity Night TRIBUTE TO BAMBI, and BAMBI itself, Germany's largest society event. STARnetONE realises these events as crossmedia platforms and markets them.

### Contact:

Frank Pfeiffer  
T +49. 30. 44 03. 78 22  
F +49. 30. 44 03. 78 79  
E [pfeiffer@starnetone.de](mailto:pfeiffer@starnetone.de)



### BUNTE online:

One platform for crossmedia advertising is the internet offer from BUNTE, [www.BUNTE.de](http://www.BUNTE.de). Together with the print medium BUNTE it offers the opportunity for multi-media communication in a successful journalistic environment.

### Contact:

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## STANDARD RATES AND DISCOUNTS

Ad prices colour or b/w		Price zone I		Price zone II		Average prices <sup>1</sup>
		29.12.2016 - 31.01.2017, 01.06.2017- 30.08.2017		01.02.2017 - 31.05.2017, 31.08.2017 - 31.12.2017		€ 37,300
1/1 page		€ 35,900		€ 38,050		
<b>Discounts</b>						
<b>By frequency</b>		<b>By volume</b>		<b>Turnover*</b>		
from	3 ads 2 %	from	3 pages 5 %	from	114,150 €	5 %
from	6 ads 4 %	from	6 pages 7 %	from	228,300 €	7 %
from	9 ads 6 %	from	9 pages 10 %	from	342,450 €	10 %
from	12 ads 8 %	from	12 pages 15 %	from	380,500 €	11 %
from	18 ads 10 %	from	18 pages 17 %	from	418,550 €	12 %
from	24 ads 12 %	from	24 pages 19 %	from	456,600 €	15 %
from	48 ads 15 %			from	684,900 €	17 %
				from	913,200 €	19 %

<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.

### \* BUNTE turnover discount

BUNTE turnover discount applies to all ads published according to the BUNTE Advertisement Rate Card except BUNTE Online and technical surcharges. No other discounts are applicable to prices calculated on the BUNTE turnover discount.

### 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 PRICES

Prices in Euros		Print area size = Repro size* Width x Height		Price zone I 29.12.2016 – 31.01.2017, 01.06.2017 – 30.08.2017	Price zone II 01.02.2017 – 31.05.2017, 31.08.2017 – 31.12.2017	Average prices <sup>1</sup>
Size in fractions of page		Type area size	Bleed*			
1/1		192 x 251	215 x 289	<b>35,900</b>	<b>38,050</b>	<b>37,300</b>
2/3	upright	120 x 251	133 x 289	<b>28,670</b>	<b>30,400</b>	<b>29,800</b>
	across	192 x 171	215 x 186			
1/2	upright	89 x 251	101 x 289	<b>22,940</b>	<b>24,410</b>	<b>23,900</b>
	across	192 x 122	215 x 138			
1/3	upright single column	57 x 251	69 x 289	<b>17,800</b>	<b>18,870</b>	<b>18,500</b>
	across	192 x 75	215 x 91			
1/4	upright single column	41 x 251	53 x 289	<b>12,790</b>	<b>13,570</b>	<b>13,300</b>
	two columns	89 x 122	101 x 138			
	across four columns	192 x 55	215 x 71			
2/1		406 x 251	430 x 289	<b>71,800</b>	<b>76,100</b>	<b>74,600</b>

### Special placements

Covergatefold	4 pages	<b>109,500</b>	<b>116,080</b>	<b>113,800</b>
	+ technical surcharge	<b>19,400</b>	<b>19,400</b>	<b>19,400</b>
Opening Spread		<b>81,110</b>	<b>85,990</b>	<b>84,300</b>
2 <sup>nd</sup> / 4 <sup>th</sup> cover page		<b>42,230</b>	<b>44,780</b>	<b>43,900</b>
First right page		<b>37,930</b>	<b>40,180</b>	<b>39,400</b>
1/3 page next to Editorial		<b>19,050</b>	<b>20,200</b>	<b>19,800</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 details see technical data, log onto [www.duon-portal.de](http://www.duon-portal.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).

## SCHEDULE 2017 PRINT

	No.	Calendar week	First day of sale	Closing, cancellation and copy date for printer's copies	Closing, cancellation and copy date* for ad specials/special formats/preferential and fixed placements
PZ I	1	52	29.12.2016	07.12.2016	23.11.2016
	2	1	05.01.2017	14.12.2016	30.11.2016
	3	2	12.01.2017	21.12.2016	07.12.2016
	4	3	19.01.2017	28.12.2016	14.12.2016
	5	4	26.01.2017	04.01.2017	21.12.2016
PZ II	6	5	02.02.2017	11.01.2017	28.12.2016
	7	6	09.02.2017	18.01.2017	04.01.2017
	8	7	16.02.2017	25.01.2017	11.01.2017
	9	8	23.02.2017	01.02.2017	18.01.2017
	10	9	02.03.2017	08.02.2017	25.01.2017
	11	10	09.03.2017	15.02.2017	01.02.2017
	12	11	16.03.2017	22.02.2017	08.02.2017
	13	12	23.03.2017	01.03.2017	15.02.2017
	14	13	30.03.2017	08.03.2017	22.02.2017
	15	14	06.04.2017	15.03.2017	01.03.2017
	16	15	12.04.2017	22.03.2017	08.03.2017
	17	16	20.04.2017	29.03.2017	15.03.2017
	18	17	27.04.2017	05.04.2017	22.03.2017
	19	18	04.05.2017	12.04.2017	29.03.2017
	20	19	11.05.2017	19.04.2017	05.04.2017
	21	20	18.05.2017	26.04.2017	12.04.2017
	22	21	24.05.2017	03.05.2017	19.04.2017
	PZ I	23	22	01.06.2017	10.05.2017
24		23	08.06.2017	17.05.2017	03.05.2017
25		24	14.06.2017	24.05.2017	10.05.2017
26		25	22.06.2017	31.05.2017	17.05.2017
27		26	29.06.2017	07.06.2017	24.05.2017
28		27	06.07.2017	14.06.2017	31.05.2017
29		28	13.07.2017	21.06.2017	07.06.2017
30		29	20.07.2017	28.06.2017	14.06.2017
31		30	27.07.2017	05.07.2017	21.06.2017
32		31	03.08.2017	12.07.2017	28.06.2017
33		32	10.08.2017	19.07.2017	05.07.2017
34		33	17.08.2017	26.07.2017	12.07.2017
35		34	24.08.2017	02.08.2017	19.07.2017
36		35	31.08.2017	09.08.2017	26.07.2017

## SCHEDULE 2017 PRINT

No.	Calendar week	First day of sale	Closing, cancellation and copy date for printer's copies	Closing, cancellation and copy date* for ad specials/special formats/preferential and fixed placements
37	36	07.09.2017	16.08.2017	02.08.2017
38	37	14.09.2017	23.08.2017	09.08.2017
39	38	21.09.2017	30.08.2017	16.08.2017
40	39	28.09.2017	06.09.2017	23.08.2017
41	40	05.10.2017	13.09.2017	30.08.2017
42	41	12.10.2017	20.09.2017	06.09.2017
43	42	19.10.2017	27.09.2017	13.09.2017
44	43	25.10.2017	04.10.2017	20.09.2017
PZ II 45	44	02.11.2017	11.10.2017	27.09.2017
46	45	09.11.2017	18.10.2017	04.10.2017
47	46	16.11.2017	25.10.2017	11.10.2017
48	47	23.11.2017	30.10.2017	18.10.2017
49	48	30.11.2017	08.11.2017	25.10.2017
50	49	07.12.2017	15.11.2017	30.10.2017
51	50	14.12.2017	22.11.2017	08.11.2017
52	51	20.12.2017	29.11.2017	15.11.2017
1/2018	52	28.12.2017	06.12.2017	22.11.2017

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

## 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](http://bcn.burda.de/blitzanzeigen).

## AD SPECIALS PRINT

Prices in Euros	Circulation excl. subscription*	Subscription print run in conjunction with domestic print run	Subscription only
<b>Stitched-in inserts</b>			
up to 4 pages	103 ‰	122 ‰	170 ‰
up to 8 pages	123 ‰	144 ‰	201 ‰
up to 12 pages	141 ‰	166 ‰	232 ‰
up to 16 pages	161 ‰	190 ‰	266 ‰
up to 20 pages	175 ‰	207 ‰	290 ‰
more than 20 pages	please inquire		
<b>Stitched-in inserts with additional product</b>			
up to 4 pages	124 ‰	147 ‰	205 ‰
up to 8 pages	146 ‰	172 ‰	240 ‰
<b>Glued-on inserts**</b>		up to 10 g	up to 20 g
- Postcard/Voucher	55 ‰	68 ‰	95 ‰
- Booklet/Poster	75 ‰	93 ‰	130 ‰
- Sample***/Scented label	87 ‰	110 ‰	154 ‰
<b>Loose inserts</b>			
up to 10 g	101 ‰	122 ‰	170 ‰
up to 20 g	110 ‰	132 ‰	184 ‰
up to 30 g	117 ‰	141 ‰	197 ‰
up to 40 g	125 ‰	149 ‰	209 ‰
up to 50 g	131 ‰	156 ‰	218 ‰
for each additional 10 g	10 ‰	10 ‰	14 ‰
<b>Loose inserts in metropolitan areas</b>	Available upon special agreement. We would be happy to make you a customized offer		

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: 80,000 copies The subscription edition can only be reserved in combination with at least 120,000 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****- Geographical split**

(Minimum size 1/2 page)

technical surcharges

please inquire

**-Mechanical split**

(Minimum size 1/2 page)

please inquire

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

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

**Print Specials\*\* and other ad special please inquire.**

\* "Circulation excl. subscriptions" consists of the combined runs for retail sale, circulating magazines, in-flight copies 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).

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

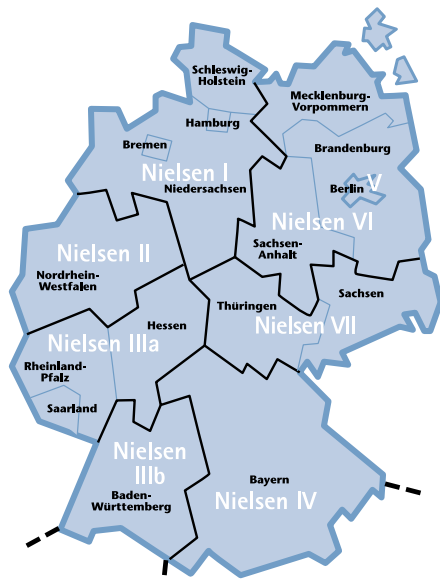
Upon agreement with the publisher, stitched-in and glued-on inserts may be shared by several advertisers, with a surcharge of 20 % on the insert price.

**Note:** for preferred closing and cancellation dates for ad specials, please see the schedule on page 5-6. **Calculations** and delivery terms are based on the print run listed in the current IVW quarterly report.

Booking early will help ensure the best placings for your ad special.

Call: **Christoph Claus** T **+49. 781. 84. 28 66** E **christoph.claus@adtechfactory.com**For further information on ad specials for Hubert Burda Media titles log onto [bcn.burda.de](http://bcn.burda.de)

## SPLIT-RUN ADVERTISING



**Split-run advertising** according to Nielsen areas is possible in even magazine numbers only, upon agreement with the publisher.

We reserve the **right to shift position** of an ad in extreme situations.

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

**Discounts:** see page 3.

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

**Closing, cancellation and copy date for**

**printer's copies:** see page 5/6.

**Printing type:** Offset

**Technical requirements for copy:**  
www.duon-portal.de.

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

## FORMATS AND PRICES

Area	N01	N02	N3A	N3B	N04	East
Average print run*	91,084	116,728	83,177	87,349	112,572	46,558
1/1 page**	<b>14,320</b>	<b>17,050</b>	<b>14,630</b>	<b>14,080</b>	<b>15,950</b>	<b>8,800</b>

Smaller format adverts may be accepted as a split run upon request.

\* IVW II 2016, please inquire for latest information

\*\* Formats for partial pages on page 4.

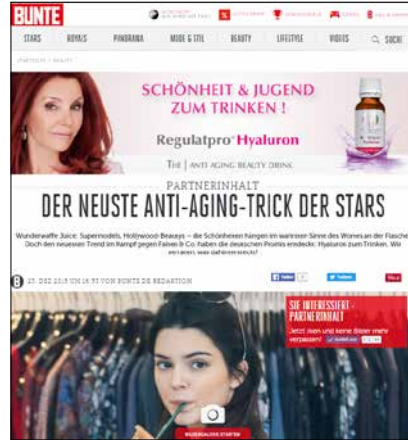
## ONLINE ADVERTISING/CROSSMEDIA



### Homepage event

The homepage event at **BUNTE.de** guarantees the maximum level of attention for one day.

Your large format product advertisement will be presented in a quality editorial environment to a solvent target group.



### Native Advertising

We communicate our customers' message authentically within the editorial content which interests the users of **BUNTE.de**. A contextual relationship between the editorial and advertising content emerges which creates a uniform overall impact to inform and entertain users and animate them to join in.

Native advertising creates relevance, authenticity and credibility for your brand.



### Branded Channel

Become an exclusive broadcaster on a **BUNTE.de** channel, and place yourself and your brand in a receptive environment.

## 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 15 et seq.		100	95	Delivery as per specifications chart on 15 et seq.
Billboard   Mobile Content Ad 2:1	980x250 + 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 automatically, 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
Frame Ad (Super Banner and twice Skyscraper (sticky))	1200x250 + 160x600 + 160x600 The skyscrapers are linked to the sides and 1200px must be left between the skyscrapers for the page content.	80   40   40	90	not possible	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Wallpaper (Super Banner and Skyscraper)	1200x90 + 160x600 and 980x90 + 160x600. Both formats must be submitted for the super banner.	40   40	80	75	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Premium Ad Bundle (Bill- board and Halfpage Ad)	980x250 + 300x600	80   40	80	75	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
Medium Rectangle   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)	980x90 + 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	980x90   320x75	40   40	40	35	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL or Re-Direct
AdBundle multiscreen	980x90 + 200x600 + 300x250 + 320 x 75	40	50	45	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL oder Re-Direct
Premium AdBundle multiscreen	980x250 + 300x600 + 300 x 250	80 or. 40	80	75	JS or I-Frame Re-Direct, Flash, Image, HTML5 only as I-Frame-URL oder 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>Stars</b>			
<b>1 day</b>			
BUNTE.de	Non-exclusive	740,000	67,000 €
BUNTE.de	exclusive (100% SoV)	740,000	77,000 €
<b>Royals</b>			
<b>1 day</b>			
BUNTE.de	Non-exclusive	550,000	50,000 €
BUNTE.de	exclusive (100% SoV)	550,000	57,000 €
<b>Entertainment</b>			
<b>1 day</b>			
BUNTE.de	Non-exclusive	180,000	17,000 €
BUNTE.de	exclusive (100% SoV)	180,000	19,000 €
<b>Beauty</b>			
<b>1 day</b>			
BUNTE.de	Non-exclusive	220,000	20,000 €
BUNTE.de	exclusive (100% SoV)	220,000	23,000 €

\* 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
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:  <a href="mailto:bcn.campaigning@burda.com">bcn.campaigning@burda.com</a></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: <code>getURL(clicktag, clicktarget)</code></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

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 Ggallery</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.

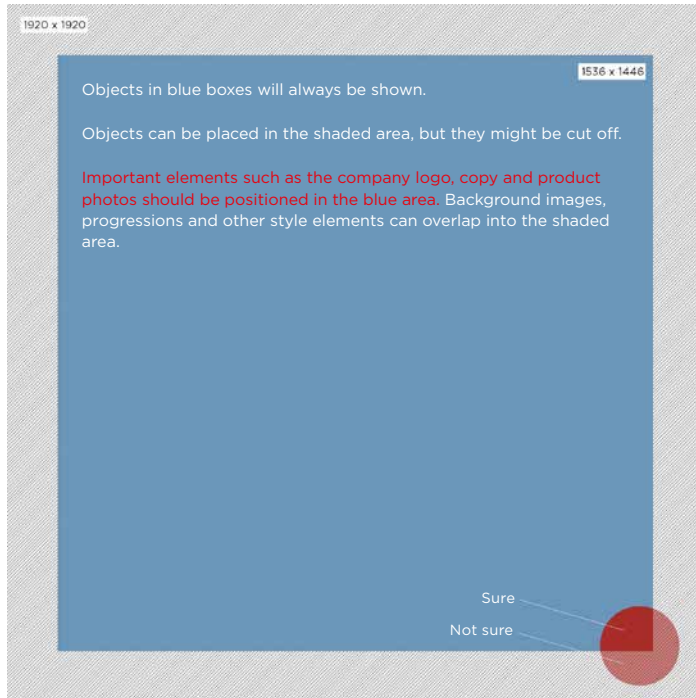
The full background ad is hosted through BCN. There is a flat-rate production fee of 450 euro n/n for the full background ad. This includes hosting and the technical setup of the advertising.

Prerequisite: it must be submitted according to the listed specifications.



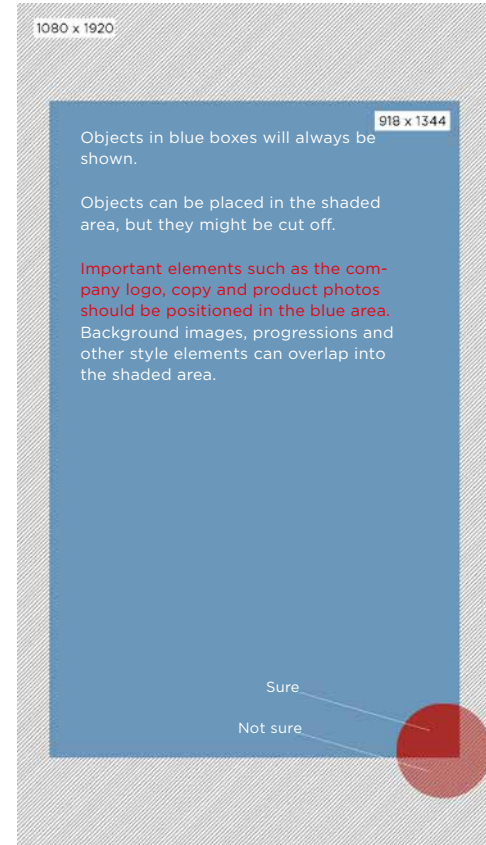
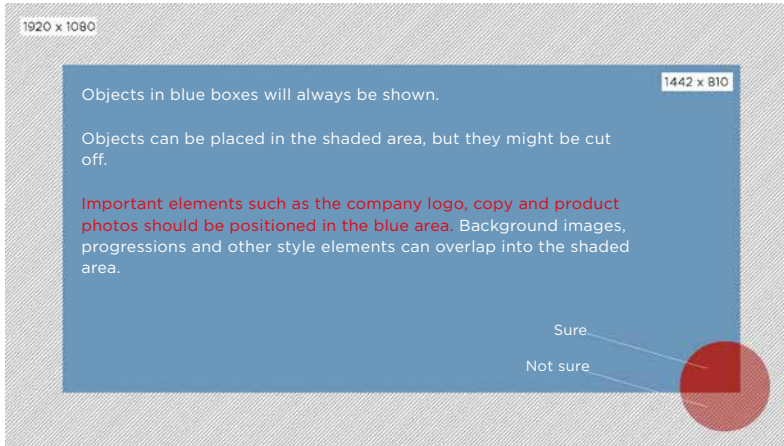
## LAYOUT DETAILS FULL BACKGROUND AD

### Full Background Ad



## LAYOUT DETAILS FULL BACKGROUND AD

### Full Background Ad



## BUNTE VIP 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 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 BUNTE brand ensures additional reach across all channels.**



**You can compose your target group with pinpoint accuracy from the BUNTE VIP LOUNGE community and its 5,000 members.**

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

What sets our members apart?

We're interested in luxury and lifestyle and love brand name products. We follow the latest trends in the fields of fashion, beauty and nutrition.

[www.BUNTE-viplounge.de](http://www.BUNTE-viplounge.de)

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