

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

Das Haus **ideen** *Magazin*

www.haus.de

Magazine Profile

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MAGAZINE PROFILE

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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 10 x per year. 99% of Das Haus issues are bought by subscribers.

An independent editing team is responsible for seriously researched and much cited articles with details, actual tips, and creative ideas for turning dreams into reality.



DAS HAUS SPEZIAL

Das Haus Spezial is a monothematic magazine covering select topics concerning the home.



DAS HAUS IDEENMAGAZIN - FOR THE NICEST SIDES OF LIFE.

Das Haus ideen magazine reaches an attractive, creative target group: women between 30 and 59 years of age with an NHI over €2500.00 who repeatedly redesign their homes and love to try out new products.

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

MAGAZINE PROFILE



HAUS.DE

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

Haus.de consistently intermeshes all content from the magazine and supplements it online. Service-oriented tools like an infomall, expert blogs, and hosted theme forums round out its offering.



E-MAGAZINE DAS HAUS EXTRA

Informative, multimedia, and entertaining.

DAS HAUS e-magazine comes out 4x per year on a select set of topics for tablets & desktop. Users get additional information on the subject of each monothematic issue in the form of videos, generous image galleries, informational graphics and much more.

Advertisers can book full-page ads for the e-magazine. Feel free to talk with us.

PUBLISHER'S DATA

Das Haus
Das Haus ideenMagazin

Publisher

Internet Magazin Verlag GmbH
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Guaranteed paid circulation

Das Haus	1,000,000
Das Haus ideenMagazin	50,000



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 support@duon-portal.de or call T +49. 40. 37 41. 17 50
Ads can also be booked through the **Online-BookingSystem (OBS)** www.obs-portal.de



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

Bank accounts

Commerzbank AG, Offenburg,
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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.

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/

Latest date: www.pz-online.de

STANDARD RATES AND DISCOUNTS

Colour ads

1/1 page	Das Haus	€ 44,000
1/1 page	Das Haus ideenMagazin	€ 8,700
1/1 page	Das Haus Spezial	€ 9,500

Discounts

Das Haus

By frequency

from 3 ads	3 %
from 6 ads	5 %
from 9 ads	8 %
from 12 ads	10 %

By volume

from 2 pages	3 %
from 3 pages	5 %
from 4 pages	7 %
from 6 pages	10 %
from 9 Seiten	15 %
from 12 Seiten	20 %

Das Haus ideenMagazin
Das Haus Spezial

By frequency

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

By volume

from 2 pages	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 in fractions of page	Das Haus	Das Haus ideen Magazin	Das Haus Spezial
1/1	44,000	8,700	9,500
1/2	26,500	5,200	4,800
1/3	19,900	3,900	3,700
1/4 ¹⁾	15,300	-	2,900
1/8 ¹⁾	8,400	-	-
1/16 ¹⁾	4,250	-	-
1/32 ¹⁾	2,250	-	-
2/1	88,000	17,400	19,000

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) from CREATIVE WORKS, please see the Promotion Costs brochure. This brochure can be found online at bcn.burda.de/promotionkosten (also as a PDF to download).

PRINT AND REPRO FORMATS

Size in fractions of page	Das Haus				DH IdeenMagazin		Das Haus Spezial	
	Print area size Width x Height		Repro size Width x Height		Print area size = Repro size Width x Height		Print area size = Repro size Width x Height	
	Type area size	Bleed ¹⁾	Type area size	Bleed ¹⁾	Type area size	Bleed ¹⁾	Type area size	Bleed ¹⁾
1/1	192 x 246	210 x 267	196 x 258	215 x 280	148 x 201	168 x 223	175 x 234	215 x 290
1/2 upright	94 x 246	104 x 267	96 x 258	106 x 280	72 x 201	82 x 223	88 x 234	108 x 290
1/2 across	192 x 121	210 x 134	196 x 127	215 x 140	148 x 98	168 x 109	175 x 117	215 x 145
1/3 upright	60 x 246	68 x 267	62 x 258	70 x 280	46 x 201	51 x 223	58 x 234	72 x 290
1/3 across	192 x 82	210 x 86	196 x 84	215 x 90	148 x 47	168 x 58	175 x 78	215 x 97
1/4 upright single column	45 x 246	52 x 267	46 x 258	54 x 280	-	-	44 x 234	54 x 290
1/4 2 columns	94 x 121	104 x 134	96 x 127	106 x 140	-	-	88 x 117	108 x 145
1/4 across 4 columns	192 x 59	210 x 66	196 x 62	215 x 72	-	-	175 x 59	215 x 73
1/8 upright 1 column	45 x 121	-	46 x 127	-				
1/8 2 columns	94 x 59	-	96 x 62	-				
1/8 across 4 columns	192 x 27	-	196 x 29	-				
1/16 upright	45 x 59	-	46 x 62	-				
1/16 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	378 x 234	430 ²⁾ x 290

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

²⁾ Ads that cross the fold should include a 4 mm margin allowance.

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 4.

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 9.

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



FORMATS AND PRICES

Area	N01	N02	N3A	N3B	N04	Ost
Average print run ¹⁾	186,000	260,000	109,000	193,000	368,000	197,000
1/1 page	18,000	21,200	14,000	18,000	21,200	18,000
1/2 page	12,600	14,800	9,800	12,600	14,800	12,600

Partial runs focused on specific metropolitan areas are available upon request. Please contact: caroline.mueller@burda.com

¹⁾ Ø 2015; IVW

SHOP WINDOW

DasHaus

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

Fixed Formats: 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

Discounts Shop window

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

AD SPECIALS

Prices in euros		DAS HAUS	Das Haus ideenMagazin Das Haus Spezial	
		Subscription circulation ¹	Circulation excl. subscriptions ²	Subscription circulation
Bound postcard inserts				
Scope: 2 postcards		35 ‰	please inquire	
Stitched-in inserts	up to 4 pages	please inquire	90 ‰	95 ‰
	up to 8 pages	please inquire	100 ‰	115 ‰
	up to 12 pages	please inquire	110 ‰	135 ‰
	each additional 4 pages	please inquire	+10	+20
Glued-on inserts^{3,4}				
- Postcard/Voucher		75 ‰	up to 20 g	up to 20 g
- Booklet		85 ‰	50 ‰	75 ‰
- Sample		95 ‰	55 ‰	85 ‰
			60 ‰	95 ‰
Loose inserts⁴				
up to 20 g			110 ‰	90 ‰/110 ‰
up to 30 g		120 ‰	95 ‰	120 ‰
up to 40 g		130 ‰	100 ‰	130 ‰
up to 50 g		140 ‰	105 ‰	140 ‰
each additional 10 g		+10	+5	+10
More ad specials				
please inquire			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: 50.000 copies.
- Orders less than the minimum reservation will be charged an additional €20.00‰.
- 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.

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

² "Circulation excl. subscriptions" consists of the combined runs for retail sale, circulating magazines, in-flight copies and others.

³ Based on a 1/1 page base advertisement.

⁴ 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.

Cancellation date for ad specials see calendar.

Circulation may fluctuate. **Calculations and delivery terms** are based on the circulation scheduled at booking confirmation.

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

Call: **Alexander Hugel** T **+49. 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.	Calendar week	First day of sale	Closing date for advertising and print material	Closing and cancellation date ¹⁾ for Ad Specials/Format Specials, and fixed placements
1-2	2	12.01.2017	01.12.2016	17.11.2016
3	7	16.02.2017	05.01.2017	22.12.2016
4	12	23.03.2017	09.02.2017	26.01.2017
5	17	27.04.2017	16.03.2017	02.03.2017
6	22	01.06.2017	20.04.2017	06.04.2017
7-8	28	13.07.2017	01.06.2017	18.05.2017
9	33	17.08.2017	06.07.2017	22.06.2017
10	38	21.09.2017	10.08.2017	27.07.2017
11	43	26.10.2017	14.09.2017	31.08.2017
12	48	30.11.2017	19.10.2017	05.10.2017
1-2	2	11.01.2018	30.11.2017	16.11.2017

Das Haus ideenMagazin				Das Haus Spezial		
No.	Calendar week	First day of sale	Closing date for advertising and print material	Calendar week	First day of sale	Closing date for advertising and print material
1	9	02.03.2017	19.01.2017	please inquire	please inquire	please inquire
2	19	11.05.2017	30.03.2017			
3	32	10.08.2017	29.06.2017			
4	42	19.10.2017	07.09.2017			

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

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	
Ad Bundle (Super Banner, Skyscraper, Medium Rectangle)	728x90 + 160x600 + 300x250	40 40 40	50	45	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
AdBundle multiscreen (Superbanner, Skyscraper, Medium Rectangle, MCA 4:1)	728x90 + 160x600 + 300x250 + 320x75	40	50	45	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Billboard Mobile Content Ad 2:1	800x250 and 970x250, Other formats available upon request. max. 1200x250 320x150)	80 40	90	85	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Fireplace (Super Banner, twice Skyscraper and Billboard)	1040x250 + 300x600 x 300x600 + 1000x250	40 40 40 80	90	not possible	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Frame Ad (Super Banner and twice Skyscraper (sticky)	1040x250 + 300x600 x 300x600	40 40 40	90	not possible	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Halfpage Ad (sticky)	300x600	40	90	85	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Medium Rectangle	300x250	40 40	60	55	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Premium Ad Bundle (Billboard and Halfpage Ad)	1000x250 + 300x600	80 40	80	75	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Premium AdBundle multiscreen (Billboard, Halfpage Ad, MCA 2:1; Mobile Medium Rectangle)	1000x250 + 300x600 + 300x250 + 320x150	80 40	80	75	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Sitebar	Base 300x600, has to scale automatically, both vertically and horizontally	80	90	85	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Skyscraper	160x600	40 40	40	35	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Super Banner Mobile Content Ad 4:1	800x90	40	40	35	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG
Wallpaper (Super Banner and Skyscraper)	728x90 + 160x600	40 40	80	75	HTML5 iFrame or Script Re-Direct + Fallback, JPG, GIF, PNG

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. Please address questions about online marketing (and order generation) to Mr Christian Jehle, who can be reached at +49. 781. 84. 34 96 or christian.jehle@burda.com.

TARGETING AND SUPPLEMENTAL SERVICES

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/

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	HTML5 informationen
<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_kampagne@orbyd.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>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.

YOUR PERSONAL CONTACTS

BCN

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BurdaHome

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E salvatore.zammuto@burda.com

BCN.

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