

# PRICE LIST

**ma vie**

**NO. 5**

**VALID FROM 01.01.2020**

**ma vie**

DIE KUNST, SICH ZEIT ZU NEHMEN

# MAGAZINE PORTRAIT

## MA VIE - THE ART OF TAKING TIME


With its focus on sustainability and mindfulness, ma vie invites its readers to take a short break from this increasingly fast-paced world to simply look inward and reflect: where am I in life? Which new ideas inspire me? Where do I want to go? ma vie is about traditional values, conscious consumption and quality. It's about finding a balance between Apple, Amazon and mindfulness.

Its readers are young, educated and have a high household net income. In order to meet the demands of this target group, ma vie offers an extremely high-quality appearance with special extras.


NEW: ma vie stands for consequent sustainability:

Since may 2019 ma vie consists of 100% recycling paper including extras such as wrapping paper and post cards!



 Age  
**20-49 years**

 Gender  
**Women**

 Net income  
**> 2.500 €**

## KEY DATA

Frequency of publication	<b>bi-monthly</b>
Copy price	<b>5,95 €</b>
Base price (1/1 4c page)	<b>14.900 €</b>
Print run	<b>60.000</b>
Total readership	<b>n/a</b>

Sources: Publisher information

# FORMATS & PRICES PRINT

## STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	PRICE
1/1 page	on request	213 x 277	14,900.00 €
2/1 page	on request	426 x 277	29,800.00 €
1/2 page vertical	on request	101 x 277	9,900.00 €
1/2 page horizontal	on request	213 x 136	9,900.00 €
1/3 page vertical	on request	79 x 277	6,560.00 €
1/3 page horizontal	on request	213 x 90	6,560.00 €
1/4 page vertical	on request	58 x 277	4,330.00 €
1/4 page horizontal	on request	213 x 67	4,330.00 €

\* Width x height in mm

### TRIMMING EDGE

Repro formats, bleed plus 4 mm trim on all sides. For double-page ads, a creep adjustment of 4 mm on both pages must be taken into account.

# FORMATS & PRICES PRINT

## SPECIAL PLACEMENTS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	PRICE
inside front cover	on request	213 x 277	16,390.00 €
outside back cover (special format)	on request	206 x 277	16,390.00 €
opening spread	on request	426 x 277	35,760.00 €

inside front cover and opening spread can only be

booked after consulting the publisher

\* Width x height in mm

### NATIVE ADS

Formats and prices for advertorials created by the editorial team (print and online) on request. For more information, please visit [bcn.burda.com/advertising-solutions/print/native-ads/](https://bcn.burda.com/advertising-solutions/print/native-ads/).

### CONSECUTIVE ADS:

10 % surcharge on two or more adverts on consecutive partial-page ads.

### FIXED PLACEMENTS:

Agreed fixed placements (e.g. first for a business line, commodity group, etc.) entitle the publisher to bill a placement surcharge.

### TRIM

Repro formats, bleed plus 4 mm trim on all sides. For double-page ads, a creep adjustment of 4 mm on both pages must be taken into account.

# FORMATS & PRICES PRINT

## DISCOUNTS

BY FREQUENCY	DISCOUNT	BY VOLUME	DISCOUNT	BY TURNOVER	DISCOUNT
-	-	from 2 pages	5 %	-	-
-	-	from 4 pages	10 %	-	-
-	-	from 6 pages	15 %	-	-

### Special discount

A 25 % cultural discount is accorded for ads for art and other cultural activities (exhibits, museums, other events, such as musicals, theatre, opera, etc.) and also for books or audio or video recordings which are published by the advertiser.

# SCHEDULE & TOPICS PRINT

NO.	FIRST DAY OF SALE	CLOSING DATE*	DELIVERY DATE FOR PRINTER'S COPIES	SPECIAL CLOSING DATE**	TOPICS
1	10.01.20	03.12.19	03.12.19	19.11.19	winter
2	13.03.20	04.02.20	04.02.20	21.01.20	spring
3	15.05.20	07.04.20	07.04.20	24.03.20	summer
4	10.07.20	02.06.20	02.06.20	19.05.20	holiday
5	11.09.20	04.08.20	04.08.20	21.07.20	autumn
6	13.11.20	06.10.20	06.10.20	22.09.20	christmas

\* Closing & cancellation date

\*\* Closing & cancellation date for ad specials, special formats, special placements

# AD SPECIALS PRINT

PRICES PER THOUSAND  
IN €

CIRCULATION EXCL.  
SUBSCRIPTIONS      SUBSCRIPTION  
CIRCULATION

## Bound inserts

up to 4 pages	106.00 €	136.00 €
up to 8 pages	121.00 €	161.00 €
up to 12 pages	136.00 €	186.00 €
up to 16 pages	151.00 €	211.00 €
other page volumes	on request	

## Glued-on inserts

Postcard/Voucher up to 10 g	71.00 €	86.00 €
Booklet/Poster up to 10 g	66.00 €	81.00 €
Booklet/Poster up to 20 g	66.00 €	96.00 €
Sample up to 10 g	106.00 €	121.00 €
Sample up to 20 g	106.00 €	136.00 €

## Loose inserts

up to 20 g	91.00 €	131.00 €
up to 30 g	106.00 €	146.00 €
up to 40 g	121.00 €	161.00 €
up to 50 g	136.00 €	176.00 €
other weights	on request	

## Additional ad specials available on request.

Prices apply for the booking of at least the entire domestic circulation.

Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For split-run advertising there will be calculated no surcharge.

Minimum booking for all ad specials: 50,000 copies.

The publisher reserves the right to reschedule domestic circulation bookings.

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

**Calculation basis:** The calculation basis is the planned circulation or IVW quarterly report upon order confirmation, exclusive of the respective e-paper copies.

**All tariff ad specials are eligible for discount and count towards the annual agreement commitment.**

**Order and cancellation date:** See "Schedule & Topics Print" page; due to limited availability, we strongly recommend booking as early as possible.

**Delivered quantity:** The delivered quantity is based on the print run listed in the IVW Quarterly Report current at order confirmation plus 2 % surplus. In order to react to circulation fluctuations at short notice, we recommend contacting our Creative Services (see "Your Personal Contacts" page) one more time before going to press.

Please find the **delivery address and deadline** on the respective order confirmation. An incoming goods inspection does not take place in the printing plant.

**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. Material must be delivered, carriage paid, to the address where it will be processed.

**Proviso:** Should any processing problems arise, completion of the circulation takes priority over ad special processing.

**AdSpecial Portal:** Binding technical information on Ad Specials and information on deadlines, samples and delivery for the participating objects is available for download at [adspecial-portal.de](https://adspecial-portal.de).

**Stickers:** The basis is a 1/1 carrier advertisement.

**Sample products:** An additional postal fee applies to samples and objects over 2.5 mm thick.

**Samples** must be presented by the closing date at the latest. For sample products 50 samples, all others at least five are to be sent to Creative Services (see publisher information).

# TECHNICAL SPECIFICATIONS PRINT



## TECHNICAL DATA

For current and binding technical data, log onto [duon-portal.de](http://duon-portal.de).

Also available as PDF download.

## DELIVERY OF PRINTER'S COPY

Please deliver all copies electronically to [duon-portal.de](http://duon-portal.de).

For support please e-mail

[support@duon-portal.de](mailto:support@duon-portal.de)

or call +49 (0)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 as well as the delivery has been carried out via the DUON portal. This also holds when data are provided without proof.

## ONLINE ADVERTISEMENT BOOKING

The current, binding technical advertisement bookings can also be sent via the online booking system (OBS) [obs-portal.de](http://obs-portal.de).





# YOUR PERSONAL CONTACTS

Adress Munich: Arabellastraße 23 · 81925 München

## BCN

### CEO (speaker)

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### CEO

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## BCN INTERNATIONAL SALES

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## ADTECH FACTORY GMBH & CO. KG

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### Creative Services/ Placement

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# PUBLISHER'S DATA

## **Publisher**

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## **Published**

bi-monthly

## **First day of sale**

Friday (subject to change)

## **Place of publication**

Offenburg  
PZN  
506168

## **Bank accounts**

Commerzbank AG  
IBAN: DE54 6808 0030 0723 4120 00  
BIC: DRES DEFF 680

UniCredit Bank AG  
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BIC: HYVEDEMMXXX

## **Terms of payment - Print**

Invoices are due in net 30 days after the invoice date. The publisher guarantees a 2 per cent discount for advance payments, provided that the invoice amount is submitted on the publication date of the issue in which the advertisement is published at the latest and no older invoices are outstanding. In the event that the payment target is exceeded, default interest pursuant to Clause 11 of the Terms and Conditions of 5 per cent is calculated based on the respective base rate pursuant to Section 1 (1) of the German Discount Rate Transition Law (Diskontsatz-Überleitungs-Gesetz - DÜG). All prices are net prices. The statutory value-added tax is added. Direct debit is possible.

## **Terms of payment - Digital**

Invoices are due in net 30 days after the invoice date. The publisher guarantees a 2 per cent discount for payments within 14 days, provided that no older invoices are outstanding. In the event that the payment target is exceeded, default interest pursuant to Clause 11 of the Terms and Conditions of 5 per cent is calculated based on the respective base rate pursuant to Section 1 (1) of the German Discount Rate Transition Law (Diskontsatz-Überleitungs-Gesetz - DÜG). All prices are net prices. The statutory value-added tax is added. Direct debit is possible.

## **Terms and conditions**

All ad orders are exclusively carried out pursuant to the General Terms and Conditions. These are to be requested directly from BCN or can be viewed online at [bcn.burda.com/terms-conditions/](http://bcn.burda.com/terms-conditions/).