

RATE CARD

Das Haus

NO. 05

VALID FROM 01.01.2021

Das Haus

OUR BRAND WORLD

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.



PRINT



DIGITAL


MAGAZINE PORTRAIT


DAS HAUS

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 Age
26,7% 50-59 years

 Gender
49% Male

 Net income
63% > 3,000 €

KEY DATA

Frequency of publication	10 x per year
Copy price	1.99 €
Basic rate (1/1 4c page)	44,000 €
Print run	707,713
Total readership	860,000

Sources: ma 2020 II; IVW II 2020

BRAND WEBSITE



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.



Age
35% 20-39 years



Gender
52% male



Net income
41% > 4,000 €

KEY DATA

Portal name	www.haus.de
Unique users as of 06/20	1,090,000
Visits as of 06/20	1,818,314
Newsletter as of 07/20	23,244
Facebook as of 07/20	36,337
Instagram as of 07/20	25,400

Sources: IVW June 2020, AGOF daily digital facts June 2020

FORMATS & RATES PRINT

STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
1/1 page	196 x 258	215 x 280	44,000.00 €
2/1 page	408 x 258	430 x 280	88,000.00 €
1/2 page vertical	96 x 258	106 x 280	26,500.00 €
1/2 page horizontal	196 x 127	215 x 140	26,500.00 €
1/3 page vertical	62 x 258	70 x 280	19,900.00 €
1/3 page horizontal	196 x 84	215 x 90	19,900.00 €
1/4 page vertical	46 x 258	54 x 280	15,300.00 €
1/4 page normal	96 x 127	106 x 140	15,300.00 €
1/4 page horizontal	196 x 62	215 x 72	15,300.00 €
1/8 page vertical	46 x 127		8,400.00 €
1/8 page normal	96 x 62		8,400.00 €
1/8 page horizontal	196 x 29		8,400.00 €

TRIMMING EDGE

Repro formats, bleed plus 4 mm trim on all sides.

* Width x height in mm

FORMATS & RATES PRINT

SPECIAL PLACEMENTS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
Window Display 1/16 vertical	58 x 116		4,700.00 €

* Width x height in mm

ADVERTORIALS

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/advertorials/.

CONSECUTIVE ADS:

5 % 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.

FORMATS & RATES PRINT

DISCOUNTS

BY FREQUENCY	DISCOUNT	BY VOLUME	DISCOUNT	BY TURNOVER	DISCOUNT
3 ads	3 %	2 pages	3 %		
6 ads	5 %	3 pages	5 %		
9 ads	8 %	4 pages	7 %		
12 ads	10 %	6 pages	10 %		
		9 pages	15 %		
		12 pages	20 %		

SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
1-2	14.01.21	03.12.20	03.12.20	19.11.20
3	18.02.21	04.01.21	04.01.21	21.12.20
4	25.03.21	11.02.21	11.02.21	28.01.21
5	29.04.21	18.03.21	18.03.21	04.03.21
6	02.06.21	21.04.21	21.04.21	07.04.21
7-8	15.07.21	31.05.21	31.05.21	17.05.21
9	19.08.21	08.07.21	08.07.21	24.06.21
10	23.09.21	12.08.21	12.08.21	29.07.21
11	28.10.21	16.09.21	16.09.21	02.09.21
12	02.12.21	21.10.21	21.10.21	07.10.21

The BCN topic preview tool provides you with further attractive themes or specials:
<https://bcn.burda.com/topic-preview-tool/>

* 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 bound partner postcards
up to 4 pages
up to 8 pages
up to 12 pages

please enquire
please enquire
please enquire
please enquire

Glued-on inserts

postcard/voucher up to 10 g
booklet/poster up to 10 g
booklet/poster up to 20 g
sample up to 10 g
sample up to 20 g

80.00 €
80.00 €
90.00 €
90.00 €
100.00 €

Loose inserts

up to 10 g
up to 20 g
other weights

115.00 €
125.00 €
please enquire

Additional ad specials available on request.

Prices apply for the booking of at least the entire domestic print run.

Smaller booking units, e.g. according to Nielsen areas or federal states, are possible. For these, an additional 20 % per thousand will be charged.

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

The publisher reserves the right to reschedule bookings with less than domestic print run.

*Circulation excl. subscriptions is made up of the combined print runs for the circulation segments newsstand, subscription circles, inflight and other sales.

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 "special closing dates" on page "Schedule & Topics Print"; due to limited availability, we strongly recommend booking as early as possible.

Delivered quantity: The delivered quantity is based on the planned print run or IVW quarterly report valid at the date of the order confirmation, plus 2 % surplus. In order to react to circulation fluctuations at short notice, we recommend contacting our Print Management/Placement (see "Your Personal Contacts" page) one more time before production start.

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

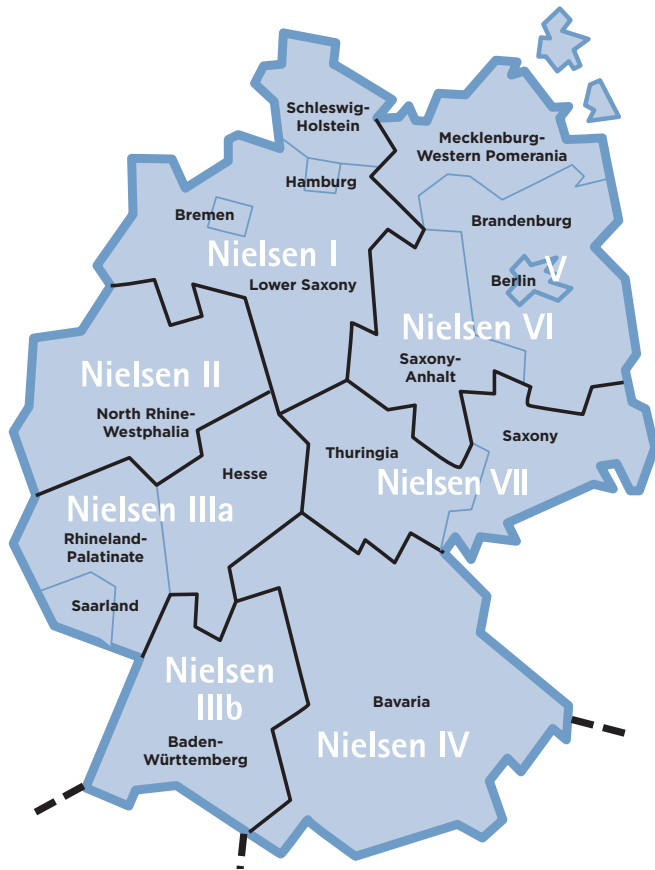
AdSpecial Portal: Binding technical information on Ad Specials and information on deadlines, samples and delivery for the participating objects is available for download at adspecial-portal.de.

Glued-on inserts: The basis is a 1/1 carrier advertisement.

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

Samples must be presented by the closing date at the latest. For product samples 50 pieces are required up front. For all other ad specials a minimum of 5 samples are required. To be sent: AdTech Factory GmbH & Co. KG, Print Management, Hauptstraße 127, 77652 Offenburg, Germany.

SPLIT-RUN ADVERTISING



Split-run advertising according to Nielsen areas is only possible after agreement.

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

We try to fulfil **placement requests** within our structural possibilities. Definite placement confirmation cannot be made.

Closing, cancellation and delivery date for printer's copies: See "Formats & Rates Print" page

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

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

Additional technical costs for plate change, etc. are not included in the indicated prices and are added to the 1/1 price.

Print run* as of 07/20

1/1 page

	Print run* as of 07/20	1/1 page
N1	123.000	14,200.00 €
N2	153.000	17,300.00 €
N3A	79.000	10,300.00 €
N3B	129.000	14,200.00 €
N4	222.000	17,300.00 €
EAST	57.000	8,500.00 €

TECHNICAL SPECIFICATIONS PRINT



TECHNICAL DATA

For current and binding technical data, log onto duon-portal.de.

Also available as PDF download.

DELIVERY OF PRINTER'S COPY

Please deliver all copies electronically to duon-portal.de.

For support please e-mail

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.



FORMATS & RATES DIGITAL

TYPE OF ADVERTISING	DEVICE	RUN OF SITE	CHANNEL	RUN OF NETWORK
Outstream Ad		90.00 €	80.00 €	60.00 €
Sitebar (sticky)		85.00 €	75.00 €	45.00 €
Halfpage Ad		75.00 €	65.00 €	35.00 €
Billboard		75.00 €	65.00 €	35.00 €
Wallpaper		75.00 €	65.00 €	35.00 €
Medium Rectangle		40.00 €	30.00 €	20.00 €
Fireplace		90.00 €	80.00 €	45.00 €
Understitial		80.00 €	70.00 €	40.00 €
Hero Ad		75.00 €	65.00 €	35.00 €
Sitebar/ Halfpage Ad Bundle		80.00 €	70.00 €	40.00 €
Premium Ad Bundle (Billboard, Halfpage Ad)		75.00 €	65.00 €	35.00 €
Billboard/Mobile Medium Rectangle Bundle		40.00 €	30.00 €	20.00 €
IAB Ad Bundle (Superbanner, Skyscraper, Medium Rectangle)		35.00 €	25.00 €	15.00 €
Superbanner od. Skyscraper + MCA 4:1 od. MCA 6:1		30.00 €	20.00 €	10.00 €
Social Cards		85.00 €	75.00 €	45.00 €
Emoji Ad		95.00 €	85.00 €	65.00 €
Choice Ad		85.00 €	75.00 €	45.00 €
Mobile Cube Ad		50.00 €	40.00 €	25.00 €
Mobile Content Ad 2:1		35.00 €	25.00 €	15.00 €
Mobile Content Ad 4:1		25.00 €	15.00 €	10.00 €
Pre Roll		100,00 €	90,00 €	85,00 €



= Multiscreen



= Mobile



= Desktop

FORMATS & RATES DIGITAL

TYPE OF ADVERTISING	DEVICE	RUN OF SITE	CHANNEL	RUN OF NETWORK
Video Wall		100.00 €	---	---
Catalogue Ad		85.00 €	75.00 €	45.00 €
Mobile Catalogue Ad		75.00 €	65.00 €	35.00 €
Sticky Scroller 100/1		80.00 €	70.00 €	40.00 €
Sitebar/ Halfpage Ad Bundle		75.00 €	65.00 €	35.00 €
Gallery Ad		75.00 €	65.00 €	35.00 €



= Multiscreen



= Mobile



= Desktop

TECHNICAL SPECIFICATIONS DIGITAL

HERE YOU CAN FIND AN OVERVIEW ABOUT ALL TECHNICAL REQUIREMENTS:
bcn.burda.com/advertising-solutions/digital/advertising-formats

NATIVE ADVERTISEMENT & BRANDED CONTENT

Native articles/videos, advertorials and editorial specials on request.

TARGETING

E.g. Geo, Browser, Device, User, Interest

Standard : =2 criteria +20 % gross CPM, maximum 5 €

Premium : >2 criteria +40 % gross CPM, maximum 15 €

FREQUENCY CAP

FC 1 per day included, stricter FC on request.

EXCLUSIVE BOOKINGS

Homepage events, fixed placements on request.

SOCIAL On request.

NEWSLETTER On request.

EVENTS AND SPECIAL PRODUCTIONS On request.

EXCLUSION OF WEBSITES FROM ROTATIONS OR OF DEVICES FROM MULTISCREEN BUNDLES

Additional 5 € on the gross CPM per website/device

CREATION OF ADVERTISING MEDIA

On request.

CREATION OF LANDING PAGE

On request.

MINIMUM ORDER AMOUNT

4.000 € net/net

Not all ad formats are available at every website.

Prices (CPM, gross) in Euro do not include VAT. BCN reserves the right to change prices.

Specifics regarding technical specifications are available in the Digital TechSpecs section under bcn.burda.com/advertising-solutions/digital/advertising-formats.

Here you will also find a showroom of the offered advertising formats.

Advertising materials are to be sent to: bcn.campaigning@burda.com

1. Notice of termination must be given in writing or by e-mail. Cancellation Policy: 2 weeks prior to campaign start. In the case of campaigns that are already running: 2 weeks until the end of the month.
2. Cancellation fees will be applied in the following cases: cancellation more than 1 week before campaign start: 50 % of net campaign volume; cancellation more than 3 days before campaign start: 80 % of net campaign volume; cancellation less than 3 days before campaign start: 100 % of net campaign volume.

YOUR PERSONAL CONTACTS

Adress Munich: Arabellastraße 23 · 81925 München

BCN

CEO (speaker)

Burkhard Graßmann
P +49 89. 92 50. 27 07
burkhard.grassmann@burda.com

CEO

Michael Samak
P +49 89. 92 50. 46 70
michael.samak@burda.com

BCN INTERNATIONAL SALES

Head of International Sales

Silke Noak
P +49. 89. 92 50. 46 53
silke.noak@burda.com

Asia

Lena Kölle
P +49. 89. 92 50. 31 97
lena.koelle@burda.com

Austria

Lena Kölle
P +49. 89. 92 50. 31 97
lena.koelle@burda.com

France / Benelux

Marion Badolle-Feick
P +33. 1. 72 71. 25 24
marion.badolle-feick@burda.com

Greece / Cyprus

Lena Kölle
P +49. 89. 92 50. 31 97
lena.koelle@burda.com

Italy

Lena Kölle
P +49. 89. 92 50. 31 97
lena.koelle@burda.com

Poland

Lena Kölle
P +49. 89. 92 50. 31 97
lena.koelle@burda.com

Scandinavia

Lena Kölle
P +49. 89. 92 50. 31 97
lena.koelle@burda.com

Spain / Portugal

Lena Kölle
P +49. 89. 92 50. 31 97
lena.koelle@burda.com

Switzerland

Regina Essig
P +41. 44. 81 02. 14 6
regina.essig@burda.com

UK / Ireland

Jeannine Soeldner
P +44. 20. 38 37. 84 21
jeannine.soeldner@burda.com

US / Canada / Mexico

Jeannine Soeldner
P +44. 20. 38 37. 84 21
jeannine.soeldner@burda.com

ADTECH FACTORY GMBH & CO. KG

CEO (speaker)

Burkhard Graßmann
P +49 89. 92 50. 27 07
burkhard.grassmann@burda.com

Ad Management/ Order Management

P +49 781. 84. 27 08
orders@adtechfactory.com

Print Management/ Placement

Alexander Hugel
P +49 781. 84. 27 62
alexander.hugel@adtechfactory.com

Print Management/ Production

P +49 781. 84. 23 20

sammelanfragen-production@adtechfactory.com

Ad Operations/ Campaigning Digital

bcn.campaigning@burda.com

PUBLISHER MANAGEMENT

Head of Publisher Management

Sandra Janßen
P +49 89. 92 50. 31 67
sandra.janssen@burda.com

Senior Publisher Manager

Caroline Müller
P +49 781. 84. 30 66
caroline.mueller@burda.com

Publisher Manager

Valeriya Soboleva
P +49 781. 84. 34 93
valeriya.soboleva@burda.com

PUBLISHER'S DATA

Publisher

Internet Magazin Verlag GmbH
Arabellastraße 23
81925 München

Managing Director

Petra Hornberger
P +49 781. 84 33 52
petra.hornberger@burda.com

Print Management/Placement

Alexander Hugel
AdTech Factory GmbH & Co. KG
Hauptstrasse 1 27
77652 Offenburg
P +49. 781. 84. 27 62
alexander.hugel@adtechfactory.com

Ad Management/Order Management

AdTech Factory GmbH & Co. KG
Hauptstrasse 127, 77652 Offenburg
P +49. 781. 84. 27 08
orders@adtechfactory.com

Published

10 x per year

On sale date

Thursday (subject to change)

Place of publication

München
PZN
557518

Bank accounts

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

UniCredit Bank AG
IBAN: DE19 7002 0270 0015 0249 05
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/.