

# RATE CARD

## ESQUIRE

No. 2

VALID FROM 01.01.2021

*Esquire*

# OUR BRAND WORLD

ESQUIRE is confident, courageous, smart and humorous. The entertainer convinces through high quality journalism, signifying an opulent visual language and guaranteed intelligent service. It breaks through social constraints and conventions, to discover new territory behind the "comfort zone".

ESQUIRE is "on the edge", best buddy and style aficionado for today's multi-faceted men.

**Esquire**

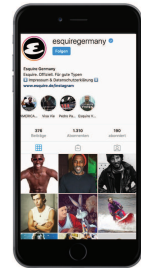
PRINT



WEBSITE



MOBILE



SOCIAL



**Esquire**

TOWNHOUSE

EVENT

# MAGAZINE PORTRAIT

ESQUIRE is the global men's inspiration since 1933 - published in over 23 countries and now also in Germany.

ESQUIRE is confident, courageous, smart and humorous. The entertainer convinces through high quality journalism, signifying an opulent visual language and guaranteed intelligent service. It breaks through social constraints and conventions, to discover new territory behind the "comfort zone".

ESQUIRE is "on the edge", best buddy and style aficionado for today's multi-faceted men.

ESQUIRE IS SMART, CASUAL FUN - ESQUIRE IS FOR GOOD GUYS!

## KEY DATA

Frequency of publication	<b>quarterly</b>
Copy price	<b>6.00 €</b>
Basic rate (1/1 4c page)	<b>23,000 €</b>
Print run	<b>140,000</b>
Total readership	<b>N/A</b>

# Esquire

Sources: Publisher's statement

# BRAND WEBSITE




ESQUIRE.de - the consistent digital translation of the global brand.

ESQUIRE.de guarantees maximum awareness and excellent journalism.


The Channels: LIFE, STYLE, NEWS and ENTERTAINMENT are showing the world of Esquire.

Editorial topics are: Fashion & Watches, Health & Beauty, Automotive, Design & Technology and News & Trends.

ESQUIRE.DE IS SMART, CASUAL FUN - ESQUIRE IS FOR GOOD GUYS!

 Age  
**54% 25-49 years**

 Gender  
**71% male**

 Net income  
**48% > 3,000 €**

## KEY DATA

Portal name	<b>www.esquire.de</b>
Unique users as of 06/20	<b>280,000</b>
Visits as of 06/20	<b>534,983</b>
Facebook as of 07/20	<b>21,254</b>
Instagram as of 07/20	<b>1,310</b>

Sources: Agof, IVW

# FORMATS & RATES PRINT

## STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
1/1 page		203 x 275	23,000.00 €
2/1 page		406 x 275	46,000.00 €

### 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.

\* Width x height in mm

# FORMATS & RATES PRINT

## SPECIAL PLACEMENTS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
Cover Gatefold 4 pages (+technical costs)		on request	118,000.00 €
Opening Spread		406 x 275	59,000.00 €
2nd campaign (2/1 page)		406 x 275	55,000.00 €
3rd campaign (2/1 page)		400 x 275	54,000.00 €
4th campaign (2/1 page)		406 x 275	53,000.00 €
5th campaign (2/1 page)		406 x 275	52,000.00 €
1/1 facing TOC		203 x 275	28,000.00 €
1/1 facing editor's letter		203 x 275	28,000.00 €
outside back cover		203 x 275	38,000.00 €

\* 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/](https://bcn.burda.com/advertising-solutions/print/advertorials/).

### 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 & RATES PRINT

## DISCOUNTS

BY FREQUENCY	DISCOUNT	BY VOLUME	DISCOUNT	BY TURNOVER	DISCOUNT
3 ads	3%	from 3 pages	5 %	69,000.00 €	5 %
6 ads	5 %	from 6 pages	10 %	138,000.00 €	10 %
9 ads	10 %	from 9 pages	12 %	207,000.00 €	12 %
12 ads	15 %	from 12 pages	15 %	267,000.00 €	15 %
		from 18 pages	20 %	414,000.00 €	20 %
		from 24 pages	22 %	552,000.00 €	22 %

### TURNOVER DISCOUNT

The turnover discount applies to all ads booked and published according to the ad rate card. The digital platforms and technical surcharges are not included. If the turnover discount is taken as a basis, other discounts do not apply.

# SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
1	11.03.21	28.01.21	04.02.21	07.01.21
2	10.06.21	29.04.21	06.05.21	08.04.21
3	16.09.21	05.08.21	12.08.21	15.07.21
4	11.11.21	30.09.21	07.10.21	09.09.21

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

## Bound inserts (15% / 10% surcharge for the 1st / 2nd bound insert)

up to 4 pages	200.00 €
up to 4 pages with product	225.00 €
up to 8 pages	235.00 €
up to 8 pages with product	260.00 €
up to 12 pages	270.00 €

## Glued-on inserts (15% / 10% surcharge for the 1st / 2nd insert)

Postcard / booklet up to 10 g	125.00 €
Postcard / booklet up to 20 g	125.00 €
Sample up to 10 g	135.00 €
Sample up to 20 g	135.00 €
Flatspray up to 10 g	175.00 €

## Loose inserts

up to 10 g	230.00 €
up to 20 g	230.00 €
up to 30 g	240.00 €
up to 40 g	240.00 €
up to 50 g	240.00 €

## 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 25 % per thousand will be charged.

Minimum booking for all ad specials: 100,000 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](http://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.

# 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).



# FORMATS & RATES DIGITAL

TYPE OF ADVERTISING	DEVICE	ROS LUXURY	CONTENT CHANNEL LUXURY	CHANNEL LUXURY
Outstream Ad		120.00 €	100.00 €	85.00 €
Sitebar (sticky)		210.00 €	180.00 €	150.00 €
Halfpage Ad		190.00 €	160.00 €	135.00 €
Billboard		190.00 €	160.00 €	135.00 €
Medium Rectangle		110.00 €	95.00 €	80.00 €
Understitial		250.00 €	215.00 €	180.00 €
Hero Ad		175.00 €	150.00 €	125.00 €
Sitebar/ Halfpage Ad Bundle		170.00 €	145.00 €	120.00 €
Premium Ad Bundle (Billboard, Halfpage Ad)		160.00 €	140.00 €	115.00 €
Billboard/Mobile Medium Rectangle Bundle		110.00 €	95.00 €	80.00 €
Social Cards		195.00 €	165.00 €	140.00 €
Emoji Ad		130.00 €	110.00 €	95.00 €
Choice Ad		195.00 €	165.00 €	140.00 €
Mobile Cube Ad		125.00 €	110.00 €	90.00 €
Catalogue Ad		210.00 €	180.00 €	150.00 €
Mobile Catalogue Ad		190.00 €	160.00 €	135.00 €
Sticky Footer Ad		200.00 €	190.00 €	180.00 €
Pre Roll		250.00 €	215.00 €	180.00 €
Gallery Ad		190.00 €	160.00 €	135.00 €



= Multiscreen



= Mobile



= Desktop

# TECHNICAL SPECIFICATIONS DIGITAL

HERE YOU CAN FIND AN OVERVIEW ABOUT ALL TECHNICAL REQUIREMENTS:  
[bcn.burda.com/advertising-solutions/digital/advertising-formats](https://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](https://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](mailto: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](mailto:burkhard.grassmann@burda.com)

### CEO

Michael Samak  
P +49 89. 92 50. 46 70  
[michael.samak@burda.com](mailto:michael.samak@burda.com)

## BCN INTERNATIONAL SALES

### Head of international Sales

Silke Noak  
P +49 89. 92 50. 46 53  
[silke.noak@burda.com](mailto:silke.noak@burda.com)

### Austria

Lena Kölle  
P +49. 89. 92 50. 31 97  
[lana.koelle@burda.com](mailto:lana.koelle@burda.com)

### Other Countries

### Hearst Advertising Managing Director

Robert Schoenmaker  
P +39. 02. 62 69. 44 41  
[rschoenmaker@hearst.it](mailto:rschoenmaker@hearst.it)

## ADTECH FACTORY GMBH & CO. KG

### CEO (speaker)

Burkhard Graßmann  
P +49 89. 92 50. 27 07  
[burkhard.grassmann@burda.com](mailto:burkhard.grassmann@burda.com)

### Ad Management/ Order Management

P +49 781. 84. 36 49  
[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

### Print Management/ Placement

Johanna Gassner  
T 0781. 84. 14 39  
[johanna.gassner@adtechfactory.com](mailto:johanna.gassner@adtechfactory.com)

### Print Management/ Production

P +49 781. 84. 26 29

[sammelanfragen-production@adtechfactory.com](mailto:sammelanfragen-production@adtechfactory.com)

Ad Operations/  
Campaigning Digital  
[bcn.campaigning@burda.com](mailto:bcn.campaigning@burda.com)

## PUBLISHER MANAGEMENT

### Head of Publisher Management

Sabine Adleff  
P +49 89. 92 50. 20 88  
[sabine.adleff@burda.com](mailto:sabine.adleff@burda.com)

### Team Lead Burda Hearst Publishing

Ilka Hoffmann  
P +49 89. 92 50. 39 76  
[ilka.hoffmann@burda.com](mailto:ilka.hoffmann@burda.com)

### Senior Publisher Manager

Alexandra von Prittwitz  
P +49 89. 92 50. 22 91  
[alexandra.vonprittwitz@burda.com](mailto:alexandra.vonprittwitz@burda.com)

# PUBLISHER'S DATA

## **Publisher**

Burda Hearst Publishing GmbH  
Arabellastraße 23  
81925 München

## **Managing Director**

Elfi Langefeld  
P +49 89. 92 50. 12 94  
[elfi.langefeld@burda.com](mailto:elfi.langefeld@burda.com)

## **Print Management/Placement**

Johanna Gassner  
AdTech Factory GmbH & Co. KG  
Arabellastraße 27, 81925 München  
P +49 89. 92 50.14 39

[johanna.gassner@adtechfactory.com](mailto:johanna.gassner@adtechfactory.com)

## **Ad Management/Order Management**

AdTech Factory GmbH & Co. KG  
Hauptstrasse 127, 77652 Offenburg  
P +49. 781. 84. 36 49

[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

## **Published**

quarterly

## **On sale date**

Thursday (subject to change)

## **Place of publication**

Munich  
PZN 511833

## **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/](http://bcn.burda.com/terms-conditions/).