

RATE CARD

ETF Magazin

NR. 13

VALID FROM 01.01.2021



MAGAZINE PORTRAIT

The ETF Magazine - Germany's first print medium dedicated to exchange traded funds

ETF Magazin concentrates on exchange traded funds and is a valuable guide for asset allocation with ETFs. ETF Magazine ist for the premium target group of decision-makers within institutional investors such as insurance companies, pension funds, banks, building societies, foundation, asset managers, benefit funds and local authorities.

As such, advertisers can profit from such a premium target group in the financial market with minimal wastage.



KEY DATA

Frequency of publication	quarterly
Copy price	5 €
Basic rate (1/1 4c page)	20.720 €
Print run as of xx/xx	2.000
Total readership	8.000

Sources: Publisher Information

FORMATS & RATES PRINT

STANDARD FORMATS

FORMAT	BLEED FOR- MAT IN MM*	RATE
1/1 page	210 x 297	20,720.00 €
1/2 page vertical	102 x 197	12,430.00 €
1/2 page horizontal	210 x 148	12,430.00 €
1/4 page normal	102 x 148	6,480.00 €

* 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 & RATES PRINT

SPECIAL PLACEMENTS ON REQUEST

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. 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
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		2 pages	2 %		
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		4 pages	4 %		
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SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE
1	01.03.21	02.02.21	09.02.21
2	07.06.21	11.05.21	18.05.21
3	30.08.21	03.08.21	10.08.21
4	29.11.21	02.11.21	09.11.21

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

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.



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. 37 56
orders@adtechfactory.com

Print Management/ Placement

Kai Sahlfeld
P +49 781. 84. 21 06
kai.sahlfeld@adtechfactory.com

Print Management/ Production

P +49 40. 41 31. 13 87

sammelanfragen-production@adtechfactory.com

Ad Operations/ Campaigning Digital

bcn.campaigning@burda.com

PUBLISHER MANAGEMENT

Senior Brand Manager

Manuela Löffler
T 089.9250.2619
manuela.loeffler@burda.com

PUBLISHER'S DATA

Publisher

FOCUS Magazin Verlag GmbH
Arabellastraße 23
81925 München

Senior Brand Manager

Manuela Löffler
T 089.9250.2619
manuela.loeffler@burda.com

Print Management/Placement

Kai Sahlfeld
AdTech Factory GmbH & Co. KG
Arabellastraße 27, 81925 München
P +49. 89. 92 50.

kai.sahlfeld@adtechfactory.com

Ad Management/Order Management

AdTech Factory GmbH & Co. KG
Hauptstrasse 127, 77652 Offenburg
P +49. 781. 84. 37 56

orders@adtechfactory.com

Published

quarterly

On sale date

Monday (subject to change)

Place of publication

München
PZN

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/.