

RATE CARD

FOCUS

NR. 33b

VALID FROM 01.01.2021



OUR BRAND WORLD

Networked communication in print and digital media creates the perfect environment for the successful cross-media strategies which FOCUS tailors for its customers.



PRINT:
FOCUS MAGAZIN



PRINT:
FOCUS MONEY



PRINT:
FOCUS BUSINESS



PRINT:
FOCUS GESUNDHEIT



PRINT:
ECHTE VERBRECHEN



PRINT:
FOCUS E-BIKE



PRINT:
FOCUS STYLE



PRINT:
FOCUS FIT & GESUND



DIGITAL:
FOCUS ONLINE



PRINT:
FOCUS TIERDOKTOR



EVENT:
INNER CIRCLE



EVENT:
GOLDENE UNRUH

MAGAZINE PORTRAIT

FOCUS addresses the full range of social issues like no other news magazine!
FOCUS is for people who become curious when the world changes. People who want to shape the future. Optimists who see the change as an opportunity. FOCUS helps its readers make the right decisions in times of change. A modern news magazine can convey more than just news. FOCUS provides facts, not fiction, so readers can make their own minds up. FOCUS reaches a future-oriented, educated, affluent and consumption-driven target group with a wide range of interests.



Age
53% 30-59 years

Gender
66% men

Net income
57% > 3,000 €

KEY DATA


Frequency of publication	weekly
Copy price	4.70 €
Basic rate (1/1 4c page)	57,500.00 €
Print run as of 10/19	302,981
Total readership	3,470,000

Sources: Ma 2020 II; IVW II


BRAND WEBSITE



Germany's news and utility value portal for cosmopolitan people who want results. Progressive, solution-driven and optimistic. FOCUS Online supports people with tailored, trustworthy content and offers throughout the day. We ask relevant questions, give answers, make recommendations and help make everyday life simpler with constructive approaches.

 Age
52% 20-49 years

 Gender
unisex

 Net income
47% > 3,000 €

KEY DATA

Portal name	www.focus.de
Unique users as of 06/20	26,620,000
Visits as of 06/20	199,675,987
Facebook as of 06/20	864,138
Instagram as of 06/20	562,046
Twitter as of 06/20	87,800

Sources: AGOF, June 2020

FORMATS & RATES PRINT

STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
1/1 page	187 x 238	210 x 267	57,500.00 €
2/3 page vertical	118 x 238	130 x 267	42,600.00 €
1/2 page vertical	86 x 238	98 x 267	35,900.00 €
1/2 page horizontal	187 x 117	210 x 132	35,900.00 €
1/3 page vertical	56 x 238	68 x 267	25,900.00 €
1/3 page horizontal	187 x 71	210 x 86	25,900.00 €
1/6 page vertical	56 x 117	68 x 132	17,500.00 €
1/6 page horizontal	118 x 56	130 x 72	17,500.00 €
2/1 page	396 x 238	420 x 267	115,000.00 €
2 x 1/2 horizontal across gutter	369 x 117	420 x 132	71,500.00 €
2 x 1/3 horizontal across gutter	396 x 71	420 x 86	51,700.00 €

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
Opening Spread	396 x 238	420 x 267	159,900.00 €
Inside front cover	187 x 238	210 x 267	69,100.00 €
Outside back cover	187 x 238	210 x 267	69,100.00 €
1/3 page vertical facing editor's letter	56 x 238	68 x 267	30,800.00 €
1/3 page vertical facing TOC	56 x 238	68 x 267	31,000.00 €
1/3 page vertical centred in money market	56 x 238	68 x 267	31,000.00 €

* 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/.

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
from 3 ads	2 %	3 pages	5 %
from 6 ads	4 %	6 pages	7 %
from 9 ads	6 %	9 pages	10 %
from 12 ads	8 %	12 pages	15 %
from 18 ads	10 %	18 pages	17 %
from 24 ads	12 %	24 pages	19 %

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**	TOPICS
2	09.01.21	21.12.20	23.12.20	14.12.20	Travel Finance
3	16.01.21	28.12.20	30.12.20	21.12.20	Fashion & Beauty (F&B) Indulgence
4	23.01.21	04.01.21	08.01.21	28.12.20	Travel Investment planning
5	30.01.21	11.01.21	15.01.21	04.01.21	Sustainability Cancer
6	06.02.21	18.01.21	22.01.21	11.01.21	Travel planning in 2021 Digitalization
7	13.02.21	25.01.21	29.01.21	18.01.21	Diet Smart Home
8	20.02.21	01.02.21	05.02.21	25.01.21	Heart & Circulation Watches
9	27.02.21	08.02.21	12.02.21	01.02.21	Travel Bike & Motorcycle Organics
10	06.03.21	15.02.21	19.02.21	08.02.21	Geneva Motor Show Finance Fitness
11	13.03.21	22.02.21	26.02.21	15.02.21	Middle class Allergies Book Fair (FBM)
12	20.03.21	01.03.21	05.03.21	22.02.21	Travel Diabetes STYLE Special
13	27.03.21	08.03.21	12.03.21	01.03.21	Real Estates Indulgence (Wine/Spirits)
14	03.04.21	15.03.21	19.03.21	08.03.21	Finance Kitchen
15	10.04.21	22.03.21	26.03.21	15.03.21	Sustainability Orthopedics
16	17.04.21	29.03.21	01.04.21	22.03.21	Indulgence Mobility Fit&Gesund Sp.***
17	24.04.21	01.04.21	09.04.21	29.03.21	F&B
18	30.04.21	12.04.21	16.04.21	06.04.21	Job & Career
19	08.05.21	19.04.21	23.04.21	12.04.21	Nutrition
20	15.05.21	26.04.21	30.04.21	19.04.21	Back Euro 2021 (Venues)
21	22.05.21	03.05.21	07.05.21	26.04.21	Indulgence (BBQ/Picnic)
22	29.05.21	10.05.21	14.05.21	03.05.21	Doctors List F&B
23	05.06.21	17.05.21	21.05.21	10.05.21	Technologies of the future Euro 2021
24	12.06.21	21.05.21	28.05.21	17.05.21	Laid table Euro 2021
25	19.06.21	31.05.21	04.06.21	25.05.21	Salary & Wages Euro 2021
26	26.06.21	07.06.21	11.06.21	31.05.21	Health in old age F&B
27	03.07.21	14.06.21	18.06.21	07.06.21	Healthy nutrition Brain & Nerves
28	10.07.21	21.06.21	25.06.21	14.06.21	Travel STYLE Special
29	17.07.21	28.06.21	02.07.21	21.06.21	Skin & Dermatology Olympics (Japan)
30	24.07.21	05.07.21	09.07.21	28.06.21	Olympics 2021
31	31.07.21	12.07.21	16.07.21	05.07.21	Sustainability Olympics
32	07.08.21	19.07.21	23.07.21	12.07.21	Indulgence (Summer Drinks) Cancer
33	14.08.21	26.07.21	30.07.21	19.07.21	E-Mobility F&B
34	21.08.21	02.08.21	06.08.21	26.07.21	Investments Smart Home
35	28.08.21	09.08.21	13.08.21	02.08.21	Travel Psyche
36	04.09.21	16.08.21	20.08.21	09.08.21	Indulgence Bundestag's Election
37	11.09.21	23.08.21	27.08.21	16.08.21	Pension Rehabilitation-List F&B
38	18.09.21	30.08.21	03.09.21	23.08.21	Travel STYLE Special
39	25.09.21	06.09.21	10.09.21	30.08.21	Coffee, Tea & Chocolate Flu & Cold
40	02.10.21	13.09.21	17.09.21	06.09.21	Expo Insurance Stomach & Intestine
41	09.10.21	20.09.21	24.09.21	13.09.21	Travel Smart Technology
42	16.10.21	27.09.21	01.10.21	20.09.21	Indulgence Clinic-List Book Fair
43	23.10.21	04.10.21	08.10.21	27.09.21	Retirement Provision F&B
44	30.10.21	11.10.21	15.10.21	04.10.21	Sustainability Immune system
45	06.11.21	18.10.21	22.10.21	11.10.21	Start-Ups Wellness & Care
46	13.11.21	25.10.21	29.10.21	18.10.21	Men's health Indulgence
47	20.11.21	29.10.21	05.11.21	25.10.21	Mobility of the future F&B
48	27.11.21	08.11.21	12.11.21	02.11.21	Finance Watches Heart & Circulation
49	04.12.21	15.11.21	19.11.21	08.11.21	Gift ideas Cancer I STYLE Special
50	11.12.21	22.11.21	26.11.21	15.11.21	Gift ideas Cancer II
51	18.12.21	29.11.21	03.12.21	22.11.21	Travel X-Mas Indulgence Cancer III
52 +1	27.12.21	06.12.21	17.12.21	29.11.21	Diet Good Resolutions 2022 F&B Fit&Gesund Special***

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

- * Closing & cancellation date
- ** Closing & cancellation date for ad specials, special formats, special placement
- *** Indulgence, Wellness, Health, Fitness



AD SPECIALS PRINT

PRICES PER THOUSAND
IN €

CIRCULATION EXCL. SUBSCRIPTIONS SUBSCRIPTION CIRCULATION

Bound inserts

up to 4 pages	121.00 €	141.00 €
up to 8 pages	138.00 €	166.00 €
up to 12 pages	154.00 €	192.00 €
up to 16 pages	170.00 €	217.00 €

Glued-on inserts

Postcard/check card	58.00 €	68.00 €
Booklet/poster up to 20 g	63.00 €	90.00 €
Sample up to 20 g	68.00 €	92.00 €

Loose inserts

up to 20 g	108.00 €	136.00 €
up to 30 g	112.00 €	149.00 €
up to 40 g	116.00 €	163.00 €
up to 50 g	120.00 €	177.00 €

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 30 % per thousand will be charged.

A split-run advertising surcharge of 40 % applies for booking subscription circulation only.

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.

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.

AD COMBINATIONS

The reduced combination special price for the combination of advertisements is based on a comparison of separate advertisement bookings. To this end, the advertisements of an advertiser with an identical product/creation in the same format must appear in all magazines in parallel issues.

The combination special price cannot be guaranteed for special placements and can only be applied to the formats outlined here.

	Combined discount in %
AD COMB.1: FOCUS BLUE CHIP PACK	3.00
FOCUS + FOCUS-MONEY	

AD COMBINATION RATES

FORMAT

AD COMB. 1

1/1 page	75,117.00 €
2/1 page	150,205.00 €
1/2 page vertical	46,657.00 €
1/2 page horizontal	46,657.00 €
1/3 page vertical	33,591.00 €
1/3 page horizontal	33,591.00 €
1/6 page vertical	22,834.00 €
1/6 page horizontal	22,834.00 €
2/3 page	55,630.00 €

The same discount scale (staggered repeat and quantity discount) in the FOCUS price list applies to the FOCUS BLUE CHIP PACK.

SCHEDULED SPECIALS 2021

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
FOCUS Style 01	20.03.21	22.02.21	26.02.21	15.02.21
Fit&Gesund Summer	17.04.21	22.03.21	26.03.21	15.03.21
FOCUS READY 01	15.05.21	26.04.21	30.04.21	19.04.21
FOCUS STYLE 02	10.07.21	14.06.21	18.06.21	07.06.21
FOCUS STYLE 03	18.09.21	23.08.21	27.08.21	16.08.21
FOCUS READY 02	16.10.21	27.09.21	01.10.21	20.09.21
FOCUS STYLE 04	04.12.21	08.11.21	12.11.21	02.11.21
Fit&Gesund Winter	27.12.21	29.11.21	03.12.21	22.11.21

* Closing & cancellation date

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

FORMATS & RATES

FORMAT	SPECIAL TITLE	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
1/1 page	FOCUS STYLE	217 x 312	247 x 380	27,900.00 €
Opening Spread	FOCUS STYLE		494 x 380	58,600.00 €
Inside front cover	FOCUS STYLE	217 x 312	247 x 380	30,700.00 €
Outside back cover	FOCUS STYLE	217 x 312	247 x 380	30,700.00 €
1/1 page	Fit&Gesund	175 x 252	200 x 287	33,500.00 €
1/2 page vert.	Fit&Gesund	83 x 252	96 x 287	20,900.00 €
1/1 page	FOCUS READY	175 x 252	200 x 287	19,900.00 €
1/2 page vert.	FOCUS READY	83 x 252	96 x 287	12,380.00 €

Format & prices

Further formats & prices on request.

* Width x height in mm



SCHEDULED SPECIALS 2021

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
FOCUS Style 01	27.02.2021	08.02.2021	12.02.2021	
E-BIKE Special #2	27.03.2021	08.03.2021	12.03.2021	
E-BIKE Magazin #1	03.04.2021	16.02.2021	22.02.2021	
E-BIKE Special #3	01.05.2021	12.04.2021	16.04.2021	
E-BIKE Special #4	26.06.2021	07.06.2021	11.06.2021	
E-BIKE Magazin #2	09.10.2021	24.08.2021	30.08.2021	

* Closing & cancellation date

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

FORMATS & RATES

FORMAT	SPECIAL TITLE	TYPE AREA FORMAT IN MM*	BLEED FORMAT IN MM*	RATE
2/1 page	E-BIKE Special	375 x 252	400 x 287	113.810,00 €
1/1 page	E-BIKE Special	175 x 252	200 x 287	56.900,00 €
1/2 page	E-BIKE Special	175 x 127	200 x 141	35.390,00 €
1/3 page	E-BIKE Special	53 x 252	60 x 287	25.510,00 €
2/1 page	E-BIKE Magazin	396 x 238	420 x 267	30.500,00 €
1/1 page	E-BIKE Magazin	187 x 238	210 x 267	15.250,00 €
1/2 page	E-BIKE Magazin	187 x 117	210 x 132	10.200,00 €
1/3 page	E-BIKE Magazin	56 x 238	68 x 267	8.150,00 €

* Width x height in mm

SCHEDULED SPECIALS 2021

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
FOCUS-BUSINESS #1	20.02.21	18.01.21	20.01.21	
FOCUS-BUSINESS #2	13.03.21	08.02.21	10.02.21	
FOCUS-BUSINESS #3	15.05.21	20.09.21	22.09.21	
FOCUS-BUSINESS #4	27.11.21	25.10.21	27.10.21	
TAX SPECIAL	03.04.21	01.03.21	03.03.21	
PROPERTY SPECIAL	10.04.21	08.03.21	10.03.21	
LAWYERS SPECIAL	04.09.21	02.08.21	04.08.21	

* Closing & cancellation date

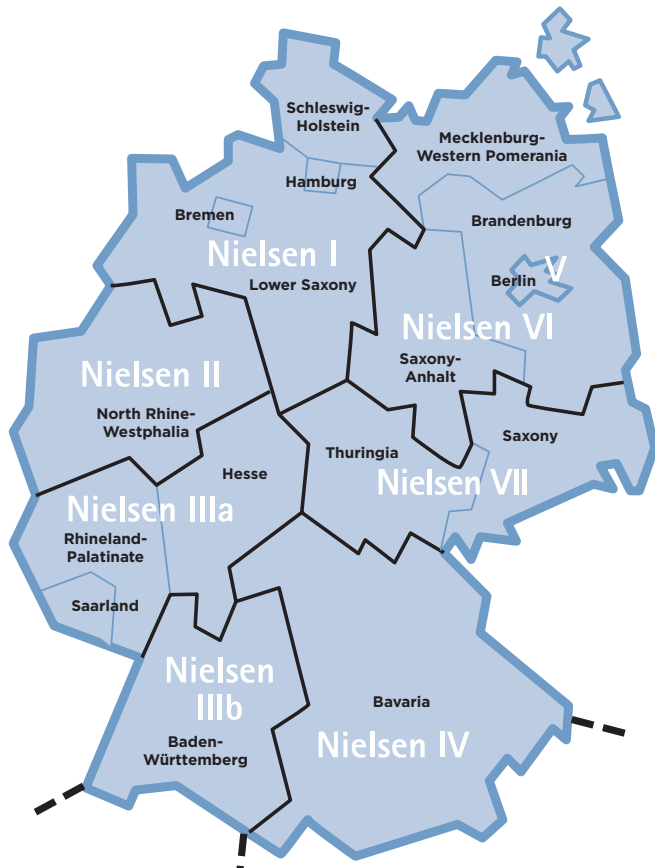
** Closing & cancellation date for ad specials, special formats, special placements

FORMATS & RATES

FORMAT	SPECIAL TITLE	TYPE AREA FORMAT IN MM*	BLEED FORMAT IN MM*	RATE
2/1 page	BUSINESS / SPECIAL	375 x 252	400 x 287	28,900.00 €
1/1 page	BUSINESS / SPECIAL	175 x 252	200 x 287	14,500.00 €
1/2 page vertical	BUSINESS / SPECIAL	83 x 252	96 x 287	9,100.00 €
1/2 page horizontal	BUSINESS / SPECIAL	175 x 127	200 x 142	9,100.00 €
1/3 page vertical	BUSINESS / SPECIAL	53 x 252	66 x 287	6,600.00 €
1/3 page horizontal	BUSINESS / SPECIAL	175 x 79	200 x 94	6,600.00 €
Inside front cover	BUSINESS / SPECIAL	175 x 252	200 x 287	16,600.00 €
outside back cover	BUSINESS / SPECIAL	175 x 252	200 x 287	16,800.00 €

* Width x height in mm

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.

For marketing reasons, minor differences between the sales areas and the Nielsen areas cannot be ruled out completely.

	Print run	1/1 page	1/2 page
N1	78.000	15,400.00 €	
N2	87.000	17,300.00 €	
N3A	70.000	14,500.00 €	
N3B	70.000	14,500.00 €	
N4	71.000	14,500.00 €	
N5	17.000	4,200.00 €	
OST	32.000	10,800.00 €	
CH	5.000	4,300.00 €	
AUST	3.000	2,700.00 €	

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.



YOUR PERSONAL CONTACTS

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weekly

On sale date

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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/.