

RATE CARD

FREIZEIT REVUE

NO. 2

VALID FROM 01.01.2021



OUR BRAND WORLD

FREIZEIT REVUE – THE NO. 1 FOR GOOD ENTERTAINMENT

FREIZEIT REVUE has been synonymous with entertainment and handy advice for life in the highly relevant and brand-aware group of people aged 50 and older since 1970. The magazine features exciting and entertaining articles on celebrities and exhibits tremendous competence in publishing puzzles, health tips, cooking and travel, which is evident in its numerous, very successful line extensions.



FREIZEIT REVUE



PUZZLE MAGAZINES



HOROSCOPE SPECIAL



ADVENT SPECIAL



EASTER SPECIAL



ROYAL SPECIAL



NEWSLETTER



MAGAZINE PORTRAIT

FREIZEIT REVUE - The No. 1 magazine for leisure and great entertainment

FREIZEIT REVUE is the largest weekly entertainment magazine for women in Germany offering the best quality for its readers. Consumers spend more money in retail stores on this magazine than on any other women's magazine: EUR 42 million in 2019 - a very high regard for this brand.



Age
80% 50 and over

Gender
70% Women

Net income
62.4% > 2,000 €

KEY DATA

Frequency of publication	weekly
Copy price	1.90 €
Basic rate (1/1 4c page)	22,250.00 €
Sold copies	543,498
Total readership	1,900,000

Sources: ma 20 II, IVW II 20

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	22,250.00 €
3/4 page vertical	146 x 258	156 x 280	18,770.00 €
2/3 page vertical	129 x 258	138 x 280	16,840.00 €
2/3 page horizontal	196 x 171	215 x 182	16,840.00 €
1/2 page vertical	96 x 258	106 x 280	13,070.00 €
1/2 page horizontal	196 x 127	215 x 140	13,070.00 €
1/3 page vertical	62 x 258	72 x 280	8,710.00 €
1/3 page horizontal	196 x 83	215 x 93	8,710.00 €
1/4 page vertical	46 x 258	56 x 280	6,540.00 €
1/4 page normal	96 x 127		6,540.00 €
1/4 page horizontal	196 x 62	215 x 72	6,540.00 €
2/1 page	408 x 258	430 x 280	44,500.00 €

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
inside front cover	196 x 258	215 x 280	24,480.00 €
outside back cover	196 x 258	215 x 280	24,480.00 €
Opening Spread	408 x 258	430 x 280	53,400.00 €

* 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:

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.

FORMATS & RATES PRINT

DISCOUNTS

BY FREQUENCY	DISCOUNT	BY VOLUME	DISCOUNT	BY TURNOVER	DISCOUNT
from 6 ads	3 %	from 3 pages	3 %	-	-
from 12 ads	5 %	from 6 pages	6 %	-	-
from 18 ads	7 %	from 9 pages	9 %	-	-
from 24 ads	9 %	from 12 pages	12 %	-	-

SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**	TOPICS
2	05.01.21	04.12.20	04.12.20	20.11.20	
3	13.01.21	11.12.20	11.12.20	27.11.20	
4	20.01.21	18.12.20	18.12.20	04.12.20	
5	27.01.21	24.12.20	24.12.20	11.12.20	
6	03.02.21	31.12.20	31.12.20	18.12.20	
7	10.02.21	08.01.21	08.01.21	24.12.20	
8	17.02.21	15.01.21	15.01.21	31.12.20	
9	24.02.21	22.01.21	22.01.21	08.01.21	
10	03.03.21	29.01.21	29.01.21	15.01.21	
11	10.03.21	05.02.21	05.02.21	22.01.21	
12	17.03.21	12.02.21	12.02.21	29.01.21	
13	24.03.21	19.02.21	19.02.21	05.02.21	
14	30.03.21	26.02.21	26.02.21	12.02.21	
15	07.04.21	05.03.21	05.03.21	19.02.21	
16	14.04.21	12.03.21	12.03.21	26.02.21	
17	21.04.21	19.03.21	19.03.21	05.03.21	
18	28.04.21	26.03.21	26.03.21	12.03.21	
19	05.05.21	01.04.21	01.04.21	19.03.21	
20	12.05.21	09.04.21	09.04.21	26.03.21	
21	19.05.21	16.04.21	16.04.21	01.04.21	
22	26.05.21	23.04.21	23.04.21	09.04.21	
23	02.06.21	30.04.21	30.04.21	16.04.21	
24	09.06.21	07.05.21	07.05.21	23.04.21	
25	16.06.21	14.05.21	14.05.21	30.04.21	
26	23.06.21	21.05.21	21.05.21	07.05.21	
27	30.06.21	28.05.21	28.05.21	14.05.21	
28	07.07.21	04.06.21	04.06.21	21.05.21	
29	14.07.21	11.06.21	11.06.21	28.05.21	
30	21.07.21	18.06.21	18.06.21	04.06.21	
31	28.07.21	25.06.21	25.06.21	11.06.21	
32	04.08.21	02.07.21	02.07.21	18.06.21	
33	11.08.21	09.07.21	09.07.21	25.06.21	
34	18.08.21	16.07.21	16.07.21	02.07.21	
35	25.08.21	23.07.21	23.07.21	09.07.21	
36	01.09.21	30.07.21	30.07.21	16.07.21	
37	08.09.21	06.08.21	06.08.21	23.07.21	
38	15.09.21	13.08.21	13.08.21	30.07.21	
39	22.09.21	20.08.21	20.08.21	06.08.21	
40	29.09.21	27.08.21	27.08.21	13.08.21	
41	06.10.21	03.09.21	03.09.21	20.08.21	
42	13.10.21	10.09.21	10.09.21	27.08.21	
43	20.10.21	17.09.21	17.09.21	03.09.21	
44	27.10.21	24.09.21	24.09.21	10.09.21	
45	03.11.21	01.10.21	01.10.21	17.09.21	
46	10.11.21	08.10.21	08.10.21	24.09.21	
47	17.11.21	15.10.21	15.10.21	01.10.21	
48	24.11.21	22.10.21	22.10.21	08.10.21	
49	01.12.21	29.10.21	29.10.21	15.10.21	
50	08.12.21	05.11.21	05.11.21	22.10.21	
51	15.12.21	12.11.21	12.11.21	29.10.21	
52	21.12.21	19.11.21	19.11.21	05.11.21	
1/22	29.12.21	26.11.21	26.11.21	12.11.21	

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 placements

AD SPECIALS PRINT

PRICES PER THOUSAND
IN €

CIRCULATION EXCL. SUBSCRIPTIONS SUBSCRIPTION CIRCULATION

Bound inserts

up to 4 pages	54.00 €	71.00 €
up to 8 pages	59.00 €	81.00 €
up to 12 pages	64.00 €	91.00 €
up to 16 pages	69.00 €	101.00 €
up to 4 pages bound partner postcards	52.00 €	62.00 €

Glued-on inserts

Postcard up to 10 g	40.00 €	51.00 €
Booklet up to 10 g	46.00 €	57.00 €
Booklet up to 20 g	46.00 €	64.00 €
Sample up to 10 g	51.00 €	62.00 €
Sample up to 20 g	51.00 €	69.00 €

Loose inserts

up to 20 g	66.00 €	87.00 €
up to 30 g	71.00 €	97.00 €
up to 40 g	76.00 €	107.00 €
up to 50 g	81.00 €	117.00 €

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 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 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 %
BWP:	BURDA WEEKLY POWER FREIZEIT REVUE, FREIZEIT SPASS, GLÜCKS REVUE, neue woche, Viel Spaß, SUPERillu, Frau im Trend, LISA, BUNTE	15.00
BSEW:	BURDA SUPER EINTERTAINMENT WOMEN FREIZEIT REVUE, FREIZEIT SPASS, GLÜCKS REVUE, neue woche, Viel Spaß, SUPERillu, Frau im Trend, LISA	17.00
BSET:	BURDA SUPER EINTERTAINMENT TREND FREIZEIT REVUE, FREIZEIT SPASS, GLÜCKS REVUE, neue woche, Viel Spaß, SUPERillu, Frau im Trend	14.00
BEW	BURDA ENTERTAINMENT WOMEN FREIZEIT REVUE, FREIZEIT SPASS, GLÜCKS REVUE, neue woche, Viel Spaß, Lisa, Frau im Trend	14.00
BEK	BURDA ENTERTAINMENT KOMBI FREIZEIT REVUE, FREIZEIT SPASS, GLÜCKS REVUE, neue woche, Viel Spaß	14.00
BSF	BURDA SUPER FREIZEIT FREIZEIT REVUE, GLÜCKS REVUE, SUPERillu	7.00
BFT:	BURDA FREIZEIT TRIO FREIZEIT REVUE, FREIZEIT SPASS, GLÜCKS REVUE	5.00



ANZEIGENKOMBINATIONEN PREISE

FORMAT	BWP	BSEW	BSET	BSF
1/1 page	136,770.00 €	99,440.00 €	85,470.00 €	50,660.00 €
3/4 page vertical	117,980.00 €	84,320.00 €	72,320.00 €	42,740.00 €
2/3 page vertical	105,830.00 €	75,950.00 €	65,020.00 €	38,330.00 €
2/3 page horizontal	105,830.00 €	75,950.00 €	65,020.00 €	38,330.00 €
1/2 page vertical	88,240.00 €	63,010.00 €	52,520.00 €	29,760.00 €
1/2 page horizontal	88,240.00 €	63,010.00 €	52,520.00 €	29,760.00 €
1/3 page vertical	63,050.00 €	43,550.00 €	35,790.00 €	19,840.00 €
1/3 page horizontal	63,050.00 €	43,550.00 €	35,790.00 €	19,840.00 €
1/4 page vertical	47,150.00 €	33,340.00 €	27,180.00 €	14,880.00 €
1/4 page normal	47,150.00 €	33,340.00 €	27,180.00 €	14,880.00 €
1/4 page horizontal	47,150.00 €	33,340.00 €	27,180.00 €	14,880.00 €
2/1 page	273,540.00 €	198,880.00 €	170,940.00 €	101,320.00 €
Inside front cover	153,140.00 €	109,390.00 €	94,010.00 €	55,720.00 €
Outside back cover	153,140.00 €	109,390.00 €	94,010.00 €	55,720.00 €
Opening Spread	323,370.00 €	238,660.00 €	205,120.00 €	121,580.00 €

For ad packs the same discounts (by frequency & volume) apply according to the price list of FREIZEIT REVUE.

ANZEIGENKOMBINATIONEN PREISE

FORMAT	BEW	BEK	BFT
1/1 page	80.630,00 €	46.540,00 €	34.980,00 €
3/4 page vertical	68.460,00 €	39.270,00 €	29.510,00 €
2/3 page vertical	61.730,00 €	35.220,00 €	26.470,00 €
2/3 page horizontal	61.730,00 €	35.220,00 €	26.470,00 €
1/2 page vertical	52.120,00 €	27.340,00 €	20.550,00 €
1/2 page horizontal	52.120,00 €	27.340,00 €	20.550,00 €
1/3 page vertical	36.350,00 €	18.320,00 €	13.700,00 €
1/3 page horizontal	36.350,00 €	18.320,00 €	13.700,00 €
1/4 page vertical	27.960,00 €	13.670,00 €	10.280,00 €
1/4 page normal	27.960,00 €	13.670,00 €	10.280,00 €
1/4 page horizontal	27.960,00 €	13.670,00 €	10.280,00 €
2/1 page	161.260,00 €	93.080,00 €	69.960,00 €
Inside front cover	88.690,00 €	51.200,00 €	38.480,00 €
Outside back cover	88.690,00 €	51.200,00 €	38.480,00 €
Opening Spread	193.500,00 €	111.700,00 €	83.950,00 €

For ad packs the same discounts (by frequency & volume) apply according to the price list of FREIZEIT REVUE.

SCHEDULED SPECIALS 2021

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
EASTER - March	on request			
ADVENT - September	on request			
HOROSCOPE - October	on request			
ROYAL - tbd	on request			

* 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	EASTER/ADVENT/ROYAL	on request		9,850.00 €
1/2 page	EASTER/ADVENT/ROYAL	on request		5,420.00 €
1/1 page	HOROSCOPE	on request		2,600.00 €
1/2 page	HOROSCOPE	on request		1,300.00 €

* Width x height in mm

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)

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CEO

Michael Samak
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BCN INTERNATIONAL SALES

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ADTECH FACTORY GMBH & CO. KG

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Ad Operations/ Campaigning Digital

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Publisher Manager

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PUBLISHER'S DATA

Publisher

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Ad Management/Order Management

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Published

weekly

On sale date

Wednesday (subject to change)

Place of publication

Offenburg
PZN
552487

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/.

Guaranteed circulation

You can find information on guaranteed circulation at bcn.burda.com/landingpages/guaranteed-circulation/.