

# RATE CARD

**ma vie**

**NO. 6**

**VALID FROM 01.01.2021**

**ma vie**  
DIE KUNST, SICH ZEIT ZU NEHMEN

**BCN.**  
a Burda company

[bcn.burda.com](http://bcn.burda.com)

# MAGAZINE PORTRAIT

## MA VIE – THE ART OF TAKING TIME

With its focus on sustainability and mindfulness, ma vie invites its readers to take a short break from this increasingly fast-paced world to simply look inward and reflect: where am I in life? Which new ideas inspire me? Where do I want to go? ma vie is about traditional values, conscious consumption and quality. It's about finding a balance between Apple, Amazon and mindfulness.

Its readers are young, educated and have a high household net income. In order to meet the demands of this target group, ma vie offers an extremely high-quality appearance with special extras.

NEW: ma vie stands for consequent sustainability:

Since may 2019 ma vie consists of 100% recycling paper including extras such as wrapping paper and post cards!



Age  
20-49 years

Gender  
Women

Net income  
> 2,500 €

## KEY DATA

|                          |            |
|--------------------------|------------|
| Frequency of publication | bi-monthly |
| Copy price               | 5.95 €     |
| Basic rate (1/1 4c page) | 14,900 €   |
| Print run                | 60,000     |
| Total readership         | n/a        |

Sources: Publisher information

# FORMATS & RATES PRINT

## STANDARD FORMATS

| FORMAT              | TYPE AREA<br>FORMAT IN MM* | BLEED FOR-<br>MAT IN MM* | RATE        |
|---------------------|----------------------------|--------------------------|-------------|
| 1/1 page            | on request                 | 213 x 277                | 14,900.00 € |
| 2/1 page            | on request                 | 426 x 277                | 29,800.00 € |
| 1/2 page vertical   | on request                 | 101 x 277                | 9,900.00 €  |
| 1/2 page horizontal | on request                 | 213 x 136                | 9,900.00 €  |
| 1/3 page vertical   | on request                 | 79 x 277                 | 6,560.00 €  |
| 1/3 page horizontal | on request                 | 213 x 90                 | 6,560.00 €  |
| 1/4 page vertical   | on request                 | 58 x 277                 | 4,330.00 €  |
| 1/4 page horizontal | on request                 | 213 x 67                 | 4,330.00 €  |

\* 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

| FORMAT   | TYPE AREA<br>FORMAT IN MM* | BLEED FOR-<br>MAT IN MM* | RATE        |
|--|----------------------------|--------------------------|-------------|
| inside front cover   | on request                 | 213 x 277                | 16,390.00 € |
| outside back cover (special format)  | on request                 | 206 x 277                | 16,390.00 € |
| opening spread   | on request                 | 426 x 277                | 35,760.00 € |
| inside front cover and opening spread can only be<br>booked after consulting the publisher | on request                 |                          |             |

\* 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/).

### 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. 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 |
|--------------|----------|--------------|----------|-------------|----------|
| -            | -        | from 2 pages | 5 %      | -           | -        |
| -            | -        | from 4 pages | 10 %     | -           | -        |
| -            | -        | from 6 pages | 15 %     | -           | -        |

### Special discount

A 25 % cultural discount is accorded for ads for art and other cultural activities (exhibits, museums, other events, such as musicals, theatre, opera, etc.) and also for books or audio or video recordings which are published by the advertiser.

# SCHEDULE & TOPICS PRINT

| NO. | ON SALE DATE | CLOSING DATE* | COPY DATE | SPECIAL CLOSING DATE** | TOPICS    |
|-----|--------------|---------------|-----------|------------------------|-----------|
| 1   | 15.01.21     | 08.12.20      | 08.12.20  | 24.11.20               | winter    |
| 2   | 12.03.21     | 02.02.21      | 02.02.21  | 19.01.21               | spring    |
| 3   | 07.05.21     | 30.03.21      | 30.03.21  | 16.03.21               | summer    |
| 4   | 09.07.21     | 01.06.21      | 01.06.21  | 18.05.21               | holiday   |
| 5   | 10.09.21     | 03.08.21      | 03.08.21  | 20.07.21               | autumn    |
| 6   | 12.11.21     | 05.10.21      | 05.10.21  | 21.09.21               | christmas |

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      | 106,00 €   | 138,00 € |
| up to 8 pages      | 121,00 €   | 163,00 € |
| up to 12 pages     | 136,00 €   | 188,00 € |
| up to 16 pages     | 151,00 €   | 213,00 € |
| other page volumes | on request |          |

## Glued-on inserts

|                             |          |          |
|-----------------------------|----------|----------|
| Postcard/Voucher up to 10 g | 71,00 €  | 88,00 €  |
| Booklet/Poster up to 10 g   | 66,00 €  | 83,00 €  |
| Booklet/Poster up to 20 g   | 66,00 €  | 98,00 €  |
| Sample up to 10 g           | 106,00 € | 123,00 € |
| Sample up to 20 g           | 106,00 € | 138,00 € |

## Loose inserts

|               |            |          |
|---------------|------------|----------|
| up to 20 g    | 91,00 €    | 133,00 € |
| up to 30 g    | 106,00 €   | 148,00 € |
| up to 40 g    | 121,00 €   | 163,00 € |
| up to 50 g    | 136,00 €   | 178,00 € |
| other weights | on request |          |

## 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](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).





# YOUR PERSONAL CONTACTS

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## BCN

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### CEO

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## ADTECH FACTORY GMBH & CO. KG

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# PUBLISHER'S DATA

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## **Published**

bi-monthly

## **On sale date**

Friday (subject to change)

## **Place of publication**

Offenburg,  
PZN 506168

## **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/).