

RATE CARD

PLAYBOY

Everything that men love

NR. 1

VALID FROM 01.01.2021



OUR BRAND WORLD

PLAYBOY is one of the world's most valuable and best-known media brands. Established by the then-27-year-old Hugh Hefner in Chicago in 1953, PLAYBOY has since become a global media champion. Despite many imitations over the years, the original remains unmistakable. The world's best-known lifestyle brand has enjoyed cult status for decades – and shows no signs of relinquishing it. PLAYBOY has been captivating German readers since 1972. The German edition of the magazine was the very first to be licensed. It quickly established itself as a leading men's lifestyle media brand, and is now the world's most successful PLAYBOY edition. German PLAYBOY offers contemporary, intelligent, high-quality entertainment. Its readers, fans and followers can experience the brand live all year round, and it enjoys great success on all relevant media channels and platforms across the German-speaking world.



PRINT MAGAZIN



HOW TO BE A MAN



PLAYBOY SPECIAL



PLAYBOY SPECIAL



PLAYBOY.DE



NATIVE ADVERTISING



NEWSLETTER



FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE



GENTLEMEN'S WEEKEND



PLAYMATE OF THE YEAR AWARD



BRAND COOPERATION




MAGAZINE PORTRAIT

The world's best-known and most successful premium men's magazine offers a wide range of content covering everything men love.


Since 1972, German PLAYBOY has been a byword for outstanding, top-quality, ground-breaking action photography as well as outstanding (and award-winning) entertainment. PLAYBOY offers its readers varied, refined and sophisticated reading pleasure. Its award-winning reporting is as intelligent as it is exciting. It combines intimate, profound profiles with courageous, oft-quoted interviews. Its lifestyle content is stimulating and up-to-date, providing readers with important advice and guidance.

Today, as in the past, PLAYBOY remains an essential voice in the media landscape, advocating enlightened thinking, tolerance and independence.



 Age
63% 20-49 Years

 Gender
90% Male

 Net income
45% > 3,000 €

KEY DATA

Frequency of publication	monthly
Copy price	6,90 €
Basic rate (1/1 4c page)	29,200 €
Print run as of 09.20	ø 180,000
Total readership	730,000

Sources: MA 2020 II



MAGAZINE PORTRAIT

HOW TO BE A MAN - The PLAYBOY Gentlemen's Guide is the definitive guide for men. The PLAYBOY special edition is sumptuously produced, packed with information, and covers a wide range of subjects. In short, it gives you everything you want - even without 'revealing all'. HOW TO BE A MAN is intelligent, high-class, and thoroughly unique. And it's award-winning, too: the Special Edition won the special 'Newcomer of the Year' award at the 2019 European Publishing Awards.

The PLAYBOY Gentlemen's Guide shows there's more to great style than just following the latest fashion trends. HOW TO BE A MAN presents everything a modern man needs to learn, know, own and do.

HOW TO BE A MAN is sent to all PLAYBOY subscribers, guaranteeing a circulation of 60,000 copies.



KEY DATA

Frequency of publication	once a year
Copy price	8,90 €
Basic rate (1/1 4c page)	16,000 €
Print run as of 09.20	90,000
Total readership	N/A


Sources: Publisher information





BRAND WEBSITE



The men's paradise has a digital home, too. PLAYBOY.DE's hallmarks include a chic, streamlined structure and a sumptuous look. Thanks to its modern, lavish text and image design, the website fits seamlessly into the PLAYBOY universe, with the visual power of the PLAYBOY brand very much to the fore. The website's design is geared towards social media feeds, and provides users with a playful, intuitive navigation experience. PLAYBOY.DE is home to countless articles, videos and photo galleries focused on lifestyle in general – and on mobility, consumer electronics, watches, style, fashion, personal care, food, drink, travel and culture in particular. Its luxurious features, great profiles and oft-quoted PLAYBOY interviews are also a big part of its online presence.

 Age
52% 20-49 Jahre

 Gender
82% Male

 Net income
43% > 3,000 €

KEY DATA

Portal name	www.playboy.de
Unique users as of 08/20	370,000
Visits as of 08/20	1,895,355
Newsletter as of 09/20	85,000
Facebook as of 09/20	2,200,000
Instagram as of 09/20	303,000

Sources: AGOF and IVW II/2020, IVW 06/20



FORMATS & RATES PRINT

STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
1/1 Page	175 x 258	213 x 275	29,200.00 €
2/1 Page	392 x 258	426 x 275	58,400.00 €
1/2 Page vertical	84 x 258	101 x 275	19,000.00 €
1/2 Page horizontal	175 x 127	213 x 135	19,000.00 €
1/3 Page vertical	52 x 258	69 x 275	14,600.00 €
1/3 Page horizontal	175 x 81	213 x 88	14,600.00 €
2/3 Page vertical	112 x 258	129 x 275	23,400.00 €
2/3 Page horizontal	175 x 170	213 x 177	23,400.00 €
2 x 2/3 horizontal across gutter	392 x 170	426 x 177	52,600.00 €
2 x 1/2 horizontal across gutter	392 x 127	426 x 135	43,800.00 €
2 x 1/3 horizontal across gutter	392 x 81	426 x 88	35,000.00 €

* 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 FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
Opening Spread	392 x 258	436 x 275	73,000.00 €
1/1 next to Editorial	175 x 258	213 x 275	35,000.00 €
1/1 next to Contributors	175 x 258	213 x 275	35,000.00 €
1/1 next to First Lady	175 x 258	213 x 275	35,000.00 €
1st dps past opening spread	392 x 258	426 x 275	67,200.00 €
back cover	175 x 258	213 x 275	43,800.00 €
2nd cover page	175 x 258	213 x 275	43,800.00 €
3rd cover page	175 x 258	213 x 275	35,000.00 €

* 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. 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 3 pages	3 %		
		from 6 pages	6 %		
		from 9 pages	10 %		



SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**	TOPICS
02/21	14.01.21	11.12.20	14.12.20	20.11.20	Winter sports
03/21	11.02.21	08.01.21	11.01.21	18.12.20	Watch Special
04/21	11.03.21	05.02.21	08.02.21	15.01.21	Formula 1
05/21	15.04.21	12.03.21	15.03.21	19.02.21	Grooming
06/21	12.05.21	09.04.21	12.04.21	19.03.21	Playmate of the year
07/21	10.06.21	07.05.21	10.05.21	16.04.21	Soccer european championship
08/21	15.07.21	11.06.21	14.06.21	21.05.21	Olympic Games
09/21	12.08.21	09.07.21	12.07.21	18.06.21	Style and Luxury
10/21	09.09.21	06.08.21	09.08.21	16.07.21	Oktoberfest Special
11/21	07.10.21	03.09.21	06.09.21	13.08.21	PLAYBOY Cars
12/21	04.11.21	01.10.21	04.10.21	10.09.21	Watch Special
01/22	02.12.21	26.10.21	29.10.21	05.10.21	Gift Guide
SH 01/21	25.02.21	22.01.21	25.01.21	04.01.21	STARS / WOMEN OF PLAYBOY
SH 02/21	27.05.21	23.04.21	26.04.21	01.04.21	STARS / WOMEN OF PLAYBOY
SH 03/21	26.08.21	23.07.21	26.07.21	05.07.21	STARS / WOMEN OF PLAYBOY
SH 04/21	17.11.21	12.10.21	15.10.21	24.09.21	HOW TO BE A MAN

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	160 €	190 €
up to 8 pages	210 €	240 €
up to 12 pages	230 €	260 €
up to 16 pages	250 €	290 €

Glued-on inserts

Postcards up to 10g	59 €	69 €
Booklet up to 20g	84 €	106 €
Sample up to 20g	79 €	107 €

Loose inserts

up to 20g	150 €	170 €
up to 30g	160 €	190 €
up to 40g	170 €	210 €
up to 50g	180 €	230 €

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 30 % applies for booking subscription circulation only.

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.



SCHEDULED SPECIALS 2021

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
Special 01/21	25.02.21	22.01.21	25.01.21	04.01.21
Special 02/21	27.05.21	23.04.21	26.04.21	01.04.21
Special 03/21	26.08.21	23.07.21	26.07.21	05.07.21
HOW TO BE A MAN	17.11.21	12.10.21	15.10.21	24.09.21

* 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
1/1 page	Special (Stars, Women of Playboy)	175 x 258	213 x 275	16,000.00 €
2/1 page	Special (Stars, Women of Playboy)	392 x 258	426 x 257	32,000.00 €
1/1 page	HOW TO BE A MAN	174 x 215	213 x 257	16,000.00 €
2/1 page	HOW TO BE A MAN	391 x 215	426 x 257	32,000.00 €
Opening Spread	Special/ HOW TO BE A MAN			40,000.00 €
Back cover	Special/ HOW TO BE A MAN			24,000.00 €
2nd cover page	Special/ HOW TO BE A MAN			24,000.00 €
3rd cover page	Special/ HOW TO BE A MAN			19,200.00 €
1/1 page within the first 15 pages	Special/ HOW TO BE A MAN			19,200.00 €
2/1 page within the first 15 pages	Special/ HOW TO BE A MAN			36,800.00 €

* 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.



FORMATS & RATES DIGITAL

TYPE OF ADVERTISING	DEVICE	RUN OF SITE	CHANNEL	RUN OF NETWORK
Outstream Ad		90.00 €	80.00 €	60.00 €
Sitebar (sticky)		85.00 €	75.00 €	45.00 €
Halfpage Ad		75.00 €	65.00 €	35.00 €
Billboard		75.00 €	65.00 €	35.00 €
Wallpaper		75.00 €	65.00 €	35.00 €
Medium Rectangle		40.00 €	30.00 €	20.00 €
Fireplace		90.00 €	80.00 €	45.00 €
Understitial (Full Background Ad)		80.00 €	70.00 €	40.00 €
Hero Ad		75.00 €	65.00 €	35.00 €
Halfpage Ad/ Mobile Sticky Scroller Ad Bundle		80.00 €	70.00 €	40.00 €
Premium Ad Bundle (Billboard, Halfpage Ad)		75.00 €	65.00 €	35.00 €
Billboard/Mobile Medium Rectangle Bundle		40.00 €	30.00 €	20.00 €
IAB Ad Bundle (Superbanner, Skyscraper, Medium Rectangle)		35.00 €	25.00 €	15.00 €
Superbanner od. Skyscraper + MCA 4:1 od. MCA 6:1		30.00 €	20.00 €	10.00 €
Social Cards		85.00 €	75.00 €	45.00 €
Emoji Ad		95.00 €	85.00 €	65.00 €
Choice Ad		85.00 €	75.00 €	45.00 €
Mobile Cube Ad		50.00 €	40.00 €	25.00 €
Mobile Content Ad 2:1		35.00 €	25.00 €	15.00 €
Mobile Content Ad 4:1		25.00 €	15.00 €	10.00 €



= Multiscreen









= Mobile



= Desktop



FORMATS & RATES DIGITAL

TYPE OF ADVERTISING	DEVICE	RUN OF SITE	CHANNEL	RUN OF NETWORK
Video Wall		100.00 €	---	---
Catalogue Ad		85.00 €	75.00 €	45.00 €
Mobile Catalogue Ad		75.00 €	65.00 €	35.00 €
Sticky Scroller 100/1		80.00 €	70.00 €	40.00 €
Augmented Reality Ad		75.00 €	65.00 €	35.00 €
Gallery Ad		75.00 €	65.00 €	35.00 €
3D Ad		50.00 €	40.00 €	25.00 €



= Multiscreen



= Mobile



= Desktop

TECHNICAL SPECIFICATIONS DIGITAL

HERE YOU CAN FIND AN OVERVIEW ABOUT ALL TECHNICAL REQUIREMENTS:
bcn.burda.com/advertising-solutions/digital/advertising-formats

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.

Here you will also find a showroom of the offered advertising formats.

Advertising materials are to be sent to: 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

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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/.

