

RATE CARD

TV SPIELFILM PLUS

NR. 17

VALID FROM 01.01.2021



OUR BRAND WORLD

The TV SPIELFILM plus stands for passion in television and streaming. With its 15.06 Mio. users (source b4p 2019III) it is the biggest cross-media brand among german TV guides. With the concentrated experience of over 30 years of editorial work in the TV environment, TV SPIELFILM plus readers trust the recommendation of this publication.

It is the ultimate guide for linear TV and video on demand. The crossmedia reach goes from print to digital over our own podcasts, the streaming website "streampicker.de" as well as the Jupiter Award event and the video consumption study "Screens in Motion".



PRINT



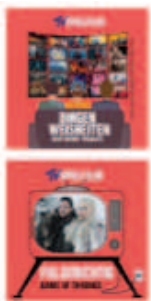
DIGITAL



NEWSLETTER



SOCIAL MEDIA



PODCASTS



ONLINE STREAMING GUIDE



EVENTS



STUDIES



BRANDS YOU LOVE

MAGAZINE PORTRAIT

Emotions are transported best via television. We therefore create fitting environments for almost any topic. With the tv programm schedule it is possible to target the reader on the exact day you want to launch a product or push a sales event.

TV SPIELFILM plus is more than just a TV guide. Exclusive reports, current news, health, nutrition, sports and knowledge topics are the environments for your brand message - always with an up-to-date TV programm for the next 14 days.

With 2.7 contacts per ad (source: MA 2020 II) the TV SPIELFILM PLUS communicates your campaign message with a high awareness to the reader.

TV SPIELFILM plus includes the following premium TV guides: TV SPIELFILM, TV SPIELFILM XXL and TV TODAY.



Age
71% 20-59 Jahre

Gender
51% Men

Net income
53% > 3,525 €

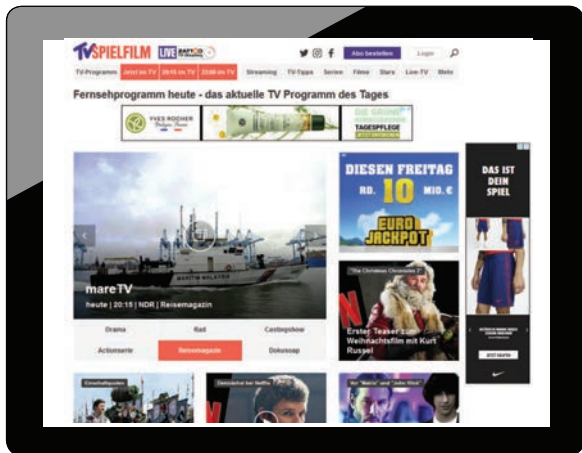


KEY DATA

Frequency of publication	every 14 days
Copy price	1,95 €
Basic rate (1/1 4c page)	69.000,00 €
Print run as of xx/xx	811,414
Total readership	5,240,000

Sources: ma 2020 II; IVW II 2020

BRAND WEBSITE




TV SPIELFILM plus provides the fastest digital tv guide with the best overview of all broadcasters. With its journalistic guide for movies and tv shows, including trailers, background information, news and reviews TV SPIELFILM plus shows the user where to find the best content to watch in linear TV and on-demand platforms.


For your campaign boost on a launch day, a countdown based on the TV schedule, branding campaigns or native ads in editorial context, improved with our targeting options on genres, broadcasters or demographics we display your ads to the right audience.

All of the digital services of TV SPIELFILM plus are part of the marketing portfolio of BurdaForward Advertising.

You can find the price list for digital-only campaigns at www.burda-forward.de/advertising/preise.

 Age
66% 20-49 Jahre

 Gender
55% female

 Net income
43% > 3,000 €

KEY DATA

Portal name	www.tvspielfilm.de & www.tvtoday.de
Unique users as of 06/20	10,090,000
Visits as of 06/20	67,107,864
Page Impressions of 06/20	240,525,097
Facebook as of 07/20	326,626
Newsletter as of 07/20	236,841

Sources: AGOF digital facts 2020 - 06, GG 16+; IVW 2020 - 06; Newsletter = publisher information; Facebook

FORMATS & RATES PRINT

STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
2/1 page	-	444 x 285	137,900.00 €
1/1 page	192 x 255	222 x 285	69,000.00 €
2/3 page horizontal	-	222 x 164	49,050.00 €
2/3 page vertical	-	140 x 285	49,050.00 €
1/2 page vertical	-	107 x 285	38,910.00 €
1/2 page horizontal	-	222 x 142	38,910.00 €
1/3 page vertical	-	71 x 285	27,030.00 €
1/3 page horizontal	-	222 x 83	27,030.00 €
1/6 page corner ad in TV-programme "Categories"	10 x 74	110 x 83	33,930.00 €
1/9 page corner ad in TV-programme "Film"	63 x 74	73 x 83	23,880.00 €
Banner Prime Time	424 x 13	-	39,620.00 €
Banner Programme Listing	-	45 x 14	13,960.00 €

* Width x height in mm

TRIMMING EDGE

Repro formats, bleed plus 4 mm trim on all sides.

FORMATS & RATES PRINT

SPECIAL PLACEMENTS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
opening spread	n/a	444 x 285	155,180.00 €
outside back cover	n/a	222 x 285	80,070.00 €
Inside Front Cover	n/a	222 x 285	76,840.00 €
1st RHP ad	n/a	222 x 285	74,380.00 €
1/1 facing Saturday /Sunday /Holiday	n/a	222 x 285	74,380.00 €
1/3 page vertical facing TOC	n/a	71 x 285	40,260.00 €
1/3 page horizontal underneath TOC	n/a	222 x 83	40,260.00 €
1/3 page horizontal center in programme	n/a	222 x 71	34,640.00 €
1/1 page Programme Event	n/a	222 x 285	80,070.00 €
TOP Guide 1/2 page vertical	n/a	109 x 285	46,280.00 €
TOP Guide 1/2 page horizontal	n/a	222 x 142	46,280.00 €
TOP Guide 1/3 page horizontal	n/a	222 x 83	32,430.00 €

* 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	BY TURNOVER	DISCOUNT
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		3 ads	3 %		
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		6 ads	7%		
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		9 ads	10%		
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		12 ads	15%		
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SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**	TOPICS
01/21	23.12.20	19.11.20	19.11.20	26.10.20	02.01.2021 - 15.01.2021
02/21	08.01.21	03.12.20	03.12.20	09.11.20	16.01.2021 - 29.01.2021
03/21	22.01.21	17.12.20	17.12.20	23.11.20	30.01.2021 - 12.02.2021
04/21	05.02.21	31.12.20	31.12.20	07.12.20	13.02.2021 - 26.02.2021
05/21	19.02.21	14.01.21	14.01.21	21.12.20	27.02.2021 - 12.03.2021
06/21	05.03.21	28.01.21	28.01.21	04.01.21	13.03.2021 - 26.03.2021
07/21	18.03.21	11.02.21	11.02.21	18.01.21	27.03.2021 - 09.04.2021
08/21	01.04.21	25.02.21	25.02.21	01.02.21	10.04.2021 - 23.04.2021
09/21	16.04.21	11.03.21	11.03.21	15.02.21	24.04.2021 - 07.05.2021
10/21	29.04.21	25.03.21	25.03.21	01.03.21	08.05.21 - 21.05.2021
11/21	14.05.21	08.04.21	08.04.21	15.03.21	22.05.2021 - 04.06.2021
12/21	28.05.21	22.04.21	22.04.21	29.03.21	05.06.2021 - 18.06.2021
13/21	11.06.21	06.05.21	06.05.21	12.04.21	19.06.2021 - 02.07.2021
14/21	25.06.21	20.05.21	20.05.21	26.04.21	03.07.2021 - 16.07.2021
15/21	09.07.21	02.06.21	02.06.21	10.05.21	17.07.2021 - 30.07.2021
16/21	23.07.21	17.06.21	17.06.21	21.05.21	31.07.2021 - 13.08.2021
17/21	06.08.21	01.07.21	01.07.21	07.06.21	14.08.2021 - 27.08.2021
18/21	20.08.21	15.07.21	15.07.21	21.06.21	28.08.2021 - 10.09.2021
19/21	03.09.21	29.07.21	29.07.21	05.07.21	11.09.2021 - 24.09.2021
20/21	17.09.21	12.08.21	12.08.21	19.07.21	25.09.2021 - 08.10.2021
21/21	01.10.21	26.08.21	26.08.21	02.08.21	09.10.2021 - 22.10.2021
22/21	15.10.21	09.09.21	09.09.21	16.08.21	23.10.2021 - 05.11.2021
23/21	29.10.21	23.09.21	23.09.21	30.08.21	06.11.2021 - 19.11.2021
24/21	12.11.21	07.10.21	07.10.21	13.09.21	20.11.2021 - 03.12.2021
25/21	26.11.21	21.10.21	21.10.21	27.09.21	04.12.2021 - 17.12.2021
26/21	09.12.21	04.11.21	04.11.21	11.10.21	18.12.2021 - 31.12.2021
01/22	23.12.21	18.11.21	18.11.21	25.10.21	01.01.2021 - 14.02.2021
02/22	07.01.22	02.12.21	02.12.21	08.11.21	15.01.2022 - 28.01.2022

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	80.00 €	10300 €
up to 8 pages	85,00 €	109.00 €
up to 12 pages	92.00 €	126.00 €
up to 16 pages	97.00 €	142.00 €

Glued-on inserts

Postcard / Voucher up to 10g	37.00 €	45.00 €
Booklet / Poster up to 20g	48.00 €	68.00 €
sample up to 20g	50.00 €	71.00 €

Loose inserts

up to 20g	75.00 €	94.00 €
up to 30g	81.00 €	109.00 €
up to 40g	86.00 €	127.00 €
up to 50g	92.00 €	145.00 €

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 xx % per thousand will be charged.

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

Minimum booking for all ad specials: 99,999 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.

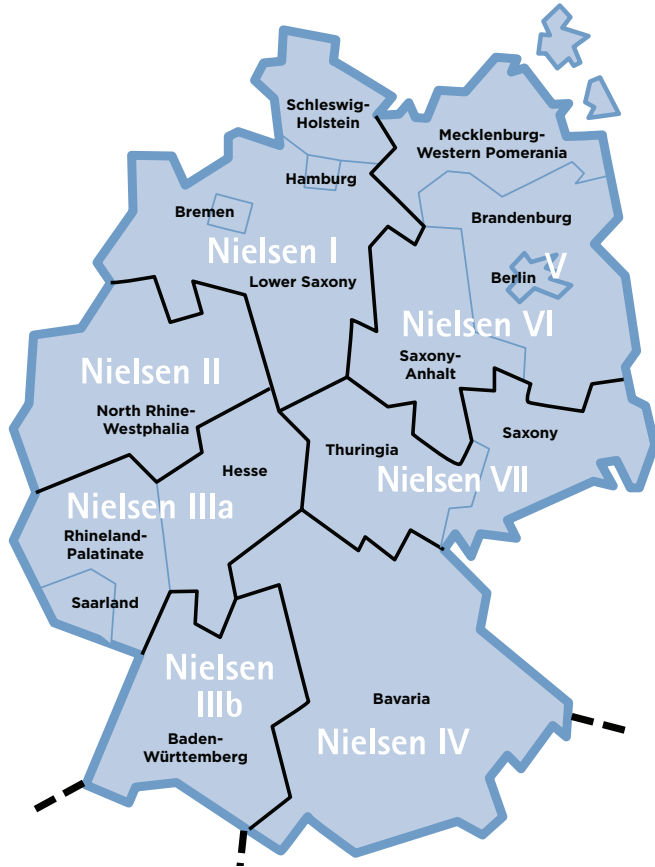
The combination special price cannot be guaranteed for special placements and can only be applied to the formats outlined here.

	Combined discount in %
BUNDLE 1: SCREENS (CINEMA) AD PACK FOR TV SPIELFILM PLUS + CINEMA. VALID FOR PART-PAGE FORMATS (1/2 PAGE & 1/3 PAGE)	5.00
BUNDLE 2: SCREENS (SERIES) AD PACK FOR TV SPIELFILM PLUS + CINEMA + SERIENMAGAZIN. VALID FOR PART-PAGE FORMATS (1/2 PAGE & 1/3 P.)	7.50

AD COMBINATION RATES

FORMAT	AD COMB. 1	AD COMB. 2
1/2 page vertical	46,860.00 €	53,360.00 €
1/2 page horizontal	46,860.00 €	53,360.00 €
1/3 page vertical	32,600.00 €	36,980.00 €
1/3 page horizontal	32,600.00 €	36,980.00 €

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.

Print run*

1/1 page

1/2 page

N1	27,070.00 €
N2	33,990.00 €
N3A	22,840.00 €
N3B	21,030.00 €
N4	22,150.00 €
N5	10,890.00 €
5-7	37,560.00 €

CH 14,020.00 €

AT 10,090.00 €

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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Published

monthly

On sale date

Saturday (subject to change)

Place of publication

München
PZN
558443

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/.