

# RATE CARD

## Wohnen & Garten

NO. 10

VALID FROM 01.01.2021

*Wohnen & Garten*


# MAGAZINE PORTRAIT

The inspiration magazine **WOHNEN & GARTEN** provides ideas for a sophisticated living environment. With emotional imagery the fusion of inside and outside, of living and garden is staged. Wohnen & Garten impresses its readership anew every month and has been the circulation market leader in total sales of monthly home magazines for years.



 Age  
**53,6% 30 - 59 years**

 Gender  
**81,3% female**

 Net income  
**70,2% > 3.000 €**

## KEY DATA

Frequency of publication	<b>monthly</b>
Copy price	<b>4.50 €</b>
Basic rate (1/1 4c page)	<b>19,500 €</b>
Print run	<b>173,601</b>
Total readership	<b>460,000</b>

Sources: ma 2020 II; IVW II 2020

# FORMATS & RATES PRINT

## STANDARD FORMATS

FORMAT	TYPE AREA FORMAT IN MM*	BLEED FOR- MAT IN MM*	RATE
1/1 page	194 x 253	225 x 280	19,500.00 €
2/1 page	424 x 253	450 x 280	39,000.00 €
1/2 page vertical	95 x 253	108 x 280	11,680.00 €
1/2 page horizontal	194 x 123	225 x 137	11,680.00 €
1/3 page vertical	57 x 253	70 x 280	8,740.00 €
1/3 page horizontal	194 x 75	225 x 89	8,740.00 €
1/4 page vertical	46 x 253	59 x 280	5,160.00 €
1/4 page normal	95 x 123	108 x 137	5,160.00 €
1/4 page horizontal	194 x 55	225 x 69	5,160.00 €

\* 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
inside front cover	194 x 253	225 x 280	20,400.00 €
outside back cover	194 x 253	225 x 280	20,400.00 €
Opening Spread	424 x 253	450 x 280	39,900.00 €
Shopping Guide 1/6 Seite hoch	64 x 128		1,590.00 €
Shopping Guide 1/2 Seite horizontal	220 x 128		3,400.00 €
Shopping Guide 1/3 Seite vertical	64 x 259		2,570.00 €
Shopping Guide 1/3 Seite normal	132 x 128		2,570.00 €

\* 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/](https://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
3 ads	3 %	2 pages	3 %		
6 ads	5 %	3 pages	5 %		
9 ads	8 %	4 pages	7 %		
12 ads	10 %	6 pages	10 %		
		9 pages	15 %		
		12 pages	20 %		

### follow-up discount

Customers advertising in Wohnen & Garten receive a 30 % discount when they book a further advert in Feste & Gäste or Weihnachtszauber.

# SCHEDULE & TOPICS PRINT

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
1	16.12.20	04.11.20	04.11.20	21.10.20
2	13.01.21	02.12.20	02.12.20	18.11.20
3	10.02.21	28.12.20	28.12.20	16.12.20
4	10.03.21	27.01.21	27.01.21	13.01.21
5	14.04.21	03.03.21	03.03.21	17.02.21
6	19.05.21	07.04.21	07.04.21	24.03.21
7	16.06.21	05.05.21	05.05.21	21.04.21
8	21.07.21	09.06.21	09.06.21	26.05.21
9	18.08.21	07.07.21	07.07.21	23.06.21
10	15.09.21	04.08.21	04.08.21	21.07.21
11	13.10.21	01.09.21	01.09.21	18.08.21
12	10.11.21	29.09.21	29.09.21	15.09.21
1/22	15.12.21	03.11.21	03.11.21	20.10.21

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	110.00 €	115.00 €
up to 8 pages	120.00 €	135.00 €
up to 12 pages	130.00 €	155.00 €
up to 16 pages	140.00 €	175.00 €

## Glued-on inserts

postcard/voucher up to 10 g	70.00 €	95.00 €
booklet/poster up to 10 g	70.00 €	100.00 €
booklet/poster up to 20 g	75.00 €	105.00 €
sample up to 10 g	75.00 €	110.00 €
sample up to 20 g	80.00 €	115.00 €

## Loose inserts

up to 10 g	110.00 €	130.00 €
up to 20 g	115.00 €	140.00 €
up to 30 g	120.00 €	150.00 €
up to 40 g	125.00 €	160.00 €
up to 50 g	130.00 €	170.00 €

## 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 20 % per thousand will be charged.

A split-run advertising surcharge of 40 % 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](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.

# SCHEDULED SPECIALS 2021

NO.	ON SALE DATE	CLOSING DATE*	COPY DATE	SPECIAL CLOSING DATE**
Feste & Gäste	24.02.21	13.01.21	13.01.21	28.12.20
Feste & Gäste	13.10.21	01.09.21	01.09.21	18.08.21
Weihnachtszauber	27.10.21	15.09.21	15.09.21	01.09.21

\* 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
<b>1/1 page</b>	Feste&Gäste / Weihnachtszaub	194 x 253	225 x 280	7,000.00 €
<b>2/1 page</b>	Feste&Gäste / Weihnachtszaub	424 x 253	450 x 280	14,000.00 €
<b>1/2 page vertical</b>	Feste&Gäste / Weihnachtszaub	95 x 253	108 x 280	4,000.00 €
<b>1/2 page horizontal</b>	Feste&Gäste / Weihnachtszaub	194 x 123	225 x 137	4,000.00 €
<b>1/3 page vertical</b>	Feste&Gäste / Weihnachtszaub	57 x 253	70 x 280	3,200.00 €
<b>1/3 page horizontal</b>	Feste&Gäste / Weihnachtszaub	194 x 75	225 x 89	3,200.00 €
<b>1/4 page vertical</b>	Feste&Gäste / Weihnachtszaub	46 x 253	59 x 280	1,950.00 €
<b>1/4 page horizontal</b>	Feste&Gäste / Weihnachtszaub	194 x 55	225 x 69	1,950.00 €
<b>1/8 page vertical</b>	Feste&Gäste / Weihnachtszaub	46 x 123		960.00 €
<b>1/8 page normal</b>	Feste&Gäste / Weihnachtszaub	95 x 55		960.00 €

\* Width x height in mm



# FORMATS & RATES PRINT

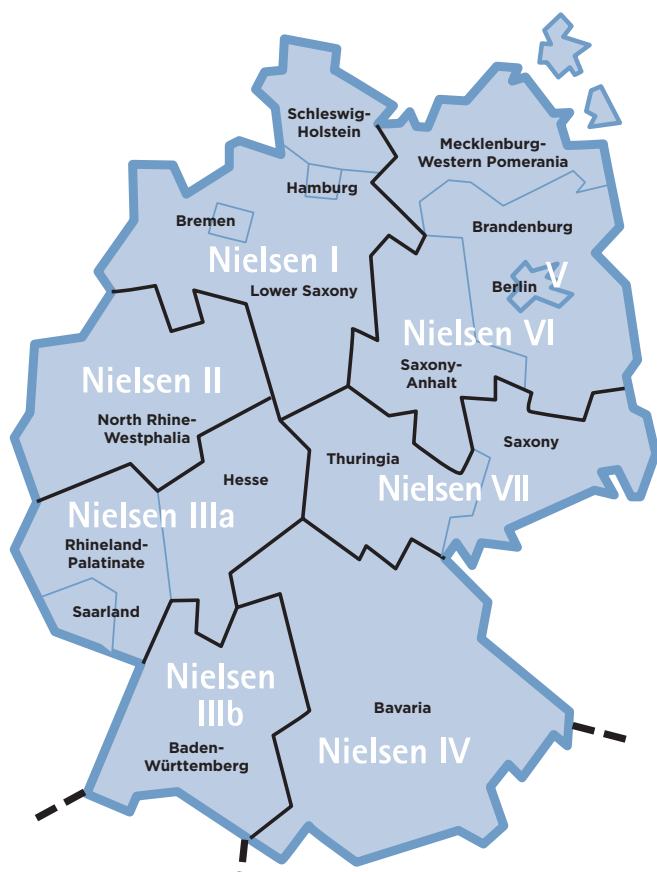
## DISCOUNTS

BY FREQUENCY	DISCOUNT	BY VOLUME	DISCOUNT	BY TURNOVER	DISCOUNT
2 ads	3 %	2 pages	3 %		
4 ads	5 %	4 pages	6 %		
		6 pages	9 %		

### follow-up Discount

Customers advertising in Wohnen & Garten receive a 30 % discount when they book a further advert in Feste & Gäste and Weihnachtszauber.

# 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](http://duon-portal.de).

For sales operation reasons, the sales areas may differ slightly from the Nielsen areas.

Additional technical costs for plate change, etc. are not included in the indicated prices and are added to the 1/1 price.

Print run\* as of 07/20

1/1 page

	Print run* as of 07/20	1/1 page
N1	53.000	5,300.00 €
N2	52.000	5,100.00 €
N3A	29.000	3,100.00 €
N3B	35.000	3,400.00 €
N4	39.000	4,100.00 €
EAST	28.000	2,600.00 €

# 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

Adress Munich: Arabellastraße 23 · 81925 München

## BCN

### CEO (speaker)

Burkhard Graßmann  
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[burkhard.grassmann@burda.com](mailto:burkhard.grassmann@burda.com)

### CEO

Michael Samak  
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## BCN INTERNATIONAL SALES

### Head of International Sales

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### US / Canada / Mexico

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## ADTECH FACTORY GMBH & CO. KG

### CEO (speaker)

Burkhard Graßmann  
P +49 89. 92 50. 27 07  
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### Ad Management/ Order Management

P +49 781. 84. 27 08  
[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

### Print Management/ Placement

Alexander Hugel  
P +49 781. 84. 27 62  
[alexander.hugel@adtechfactory.com](mailto:alexander.hugel@adtechfactory.com)

### Print Management/ Production

P +49 781. 84. 23 20  
[sammelanfragen-production@adtechfactory.com](mailto:sammelanfragen-production@adtechfactory.com)

### Ad Operations/ Campaigning Digital

[bcn.campaigning@burda.com](mailto:bcn.campaigning@burda.com)

## PUBLISHER MANAGEMENT

### Head of Publisher Management

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### Senior Publisher Manager

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### Publisher Manager

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# PUBLISHER'S DATA

## **Publisher**

M.I.G., Medien Innovation GmbH  
Hubert-Burda-Platz 1  
77652 Offenburg

## **Managing Director**

Petra Hornberger  
P +49 781. 84 33 52  
[petra.hornberger@burda.com](mailto:petra.hornberger@burda.com)

## **Print Management/Placement**

Alexander Hugel  
AdTech Factory GmbH & Co. KG  
Hauptstrasse 127  
77652 Offenburg  
P +49. 781. 84. 27 62  
[alexander.hugel@adtechfactory.com](mailto:alexander.hugel@adtechfactory.com)

## **Ad Management/Order Management**

AdTech Factory GmbH & Co. KG  
Hauptstrasse 127, 77652 Offenburg  
P +49. 781. 84. 27 08  
[orders@adtechfactory.com](mailto:orders@adtechfactory.com)

## **Published**

monthly

## **On sale date**

Wednesday (subject to change)

## **Place of publication**

Offenburg  
PZN  
540104

## **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/).