

**COSMOPOLITAN**

**RATE CARD  
2024**



**BAUER ADVANCE**

NO 43 | VALID FROM 01.01.2024

# CONTENTS

- 01 EDITORIAL CONCEPT
- 02 PUBLISHER AND GENERAL INFORMATION
- 03 TECHNICAL SPECIFICATIONS
- 04 FORMATS AND RATES
- 05 DEADLINES
- 06 CONTENT COMPASS
- 07 AD SPECIALS
- 08 AD SPECIALS DEADLINES
- 09 ADVERTORIALS
- 10 CROSSMEDIA
- 11 CONTACTS



# EDITORIAL CONCEPT

COSMOPOLITAN – FUN.FEARLESS.FEMALE.

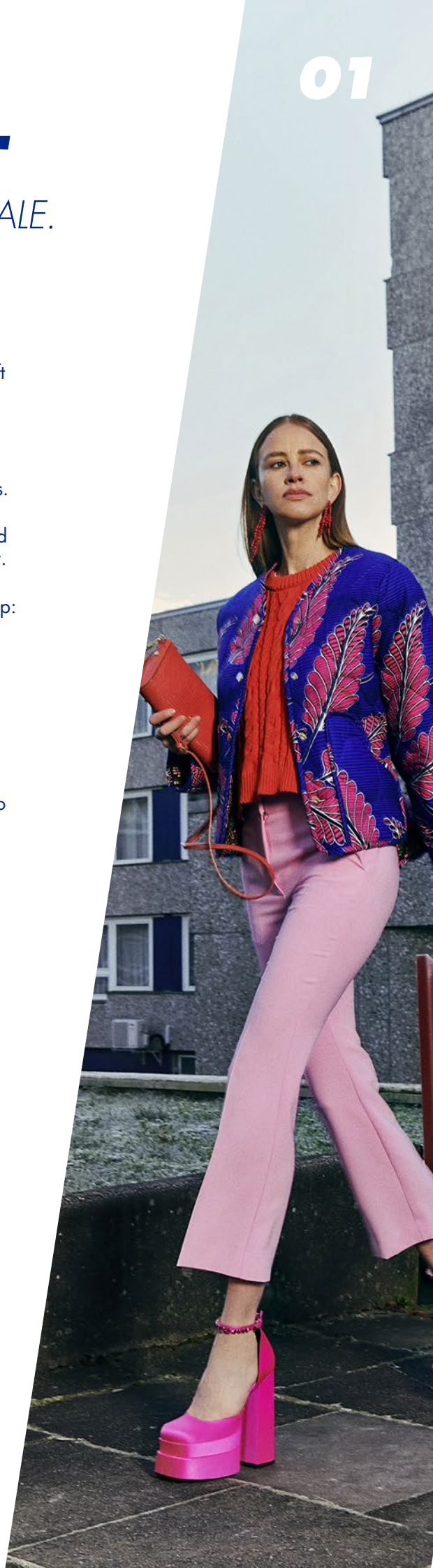
## POSITIONING

- » COSMOPOLITAN is the world's best known premium brand.
- » COSMOPOLITAN reflects like no other women's magazine the Female Shift megatrend and addresses the changes in our society, where women play an equal role in shaping the future.
- » COSMOPOLITAN loves flaws, breaks, rough edges and imperfections - because, well, perfection is simply boring. It encourages and emboldens women of today to lead their lives according to their own desires and rules. And celebrates role models in this field through #SupportHer.
- » COSMOPOLITAN is "FUN.FEARLESS.FEMALE." and inspires, surprises and provokes its readers, but always in an intelligent and sophisticated manner. It's a fun magazine.
- » COSMOPOLITAN is leader in the topics beauty, career, love and friendship: it has deep dimensions whilst keeping a subtle humour. Its positioning is unique and clear!

## AUDIENCE

COSMOPOLITAN thrills 20–49 year-old women who are self-assured, accomplish a great deal in their day to day but want to lead happy, fulfilled lives with all the trappings. The audience is composed of affluent females who love to try out new things and have a passion for fashion and beauty, on top of a successful career. Just how Cosmo icon Helen Gurley Brown puts it: "Looks and brains do go together!"

# COSMOPOLITAN



# PUBLISHER AND GENERAL INFORMATION

## **PUBLISHER**

Heinrich Bauer Verlag KG

## **MARKETER**

Bauer Advance KG

## **ADDRESS OF ADVERTISING DEPARTMENT**

COSMOPOLITAN | Burchardstraße 11 | 20095 Hamburg

Tel.: +49 40 30 19 30 48 Head of Magazines/Crossmedia  
+49 40 30 19 31 02 Ad Management

Fax: +49 40 30 19 31 24 Ad Management

E-Mail: Head of Magazines/Crossmedia  
michael.linke@baueradvance.com  
Ad Management  
anzeigen@baueradvance.com

**PZN** (magazine code) 569511

**FREQUENCY** monthly

**ON SALE** Tuesday

## **BANK**

HypoVereinsbank München, IBAN: DE72 7002 0270 0665 8974 43, BIC: HYVEDEMMXXX

**VAT ID.** DE 118 90 81 49

## **TERMS OF PAYMENT**

Invoices are issued on the first day of sale.

Payment is due within 30 days from invoice date without deduction. 2% discount is granted for prepayment received by the publisher prior to first day on sale, provided no other amounts are outstanding. In case of default in payment or deferment, interest on arrears will be charged at prevailing bank interest rates for current account overdrafts.

## **TERMS OF BUSINESS**

Advertising orders are subject to the "General Terms and Conditions for Advertisements and other Forms of Advertising in Magazines" – see separate rate sheet or visit: <https://baueradvance.com/agb/>

The placement of an advertisement in the print version of a magazine automatically includes, if available, its digital versions (online magazine).



Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e.V.  
(German Audit Bureau of Circulation)

# TECHNICAL SPECIFICATIONS

For our current and binding technical specifications please visit [www.duon-portal.de](http://www.duon-portal.de), also available as pdf download.

## **DATA DELIVERY**

All printing material to be submitted electronically to [www.duon-portal.de](http://www.duon-portal.de).



## **SUPPORT**

For support please email:  
[support@duonportal.de](mailto:support@duonportal.de)

or call: **+49 40 37 41 17 50**

## **ONLINE BOOKING**

Ad bookings can also be submitted via the online booking system (OBS): [www.obs-portal.de](http://www.obs-portal.de)



# FORMATS AND RATES

FORMATS ON SINGLE PAGES			
Format	Type page (mm) Width x Height	Trim size <sup>1</sup> (mm) Width x Height	Rates all colours in €
1/1	161 x 225	202 x 270	43.130,-
2/3 2 columns	105 x 225	120 x 270	36.030,-
1/2 vertical	78 x 225	93 x 270	30.240,-
1/2 horizontal	161 x 110	202 x 130	
1/3 vertical	50 x 225	65 x 270	20.310,-
1/3 horizontal	161 x 72	202 x 92	

**Limited availability for fractional page ads.**

**Due to limited placement opportunities for fractional ads we cannot guarantee all placements. This includes both editorial environment and left/right placement.**

Special positions <sup>2</sup>	
Back cover page	60.380,-
In front of/next to Contents/Editorial	56.070,-
First ad in Beauty section	49.600,-
First ad in Fashion section	49.600,-
Ads before page 41	51.760,-

SPREAD FORMATS			
2/1	374 x 225	404 x 270	86.260,-

Special positions <sup>2</sup>	
Opening spread (inside front cover + page 3)	120.760,-
Double pages before page 41	103.510,-

<sup>1</sup> Bleed plus 5 mm top, bottom and outside  
 Formats on double pages 5 mm top and bottom, inside and outside.  
 All bleed endangered text and image elements must be placed at least 10 mm from trimming edge.

<sup>2</sup> Discounts and commission apply.

<sup>3</sup> When creating ads with gutter bleed a binding allowance on each side must be considered.  
 Please drag texts 4 mm from gutter, for overflow images 3 mm per page are recommended.

Rates in €  
 plus VAT if applicable

## FURTHER INFORMATION

- » Other formats on request
- » Magazine format: 202 x 270 mm
- » Pocket format: 168 x 223 mm
- » Printing material must be delivered in the magazine format and will be proportionally reduced to pocket format by the litho department
- » Ad splits, special colours, scented coating, special ad formats and foldouts on request

# DEADLINES 2024

## COSMOPOLITAN

Issue	On sale* Tuesday	Calendar week	Ad closing date**	Delivery date digital data
03	06.02.2024	06	22.12.2023	02.01.2024
04	05.03.2024	10	24.01.2024	30.01.2024
05	09.04.2024	15	26.02.2024	01.03.2024
06	06.05.2024	19	21.03.2024	27.03.2024
07+08	11.06.2024	24	25.04.2024	02.05.2024
09	06.08.2024	32	26.06.2024	02.07.2024
10	03.09.2024	36	24.07.2024	30.07.2024
11	08.10.2024	41	27.08.2024	02.09.2024
12	05.11.2024	45	20.09.2024	26.09.2024
01	10.12.2024	49	28.10.2024	05.11.2024

### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Deadline Ad Specials see **08**
- » Reservations for special positions expire if no written order placed two weeks before ad closing.
- » Should an advertising client place an order for a special position that has already been reserved, this position will be released to the new client if the original client fails to book within three working days.

\* Deadline for payment if claiming discount according to rate card

\*\* Deadline for special positions: 7 calendar days before official ad closing

# CONTENT COMPASS

**CONTENT  
COMPASS**

**BAUER ADVANCE**



[baueradvance.com/  
content-compass](https://baueradvance.com/content-compass)

## **LOOKING FOR SUITABLE ENVIRONMENTS AND SEGMENTS FOR YOUR CAMPAIGN?**

Our new "CONTENT COMPASS" tool gives you a comprehensive overview of planned editorial topic environments in our print and digital brands.

## **NOW YOU'VE FOUND THE PERFECT TOPIC ENVIRONMENT FOR YOUR COMMUNICATION, PLEASE PAY ATTENTION TO THE FOLLOWING:**

- » Final confirmation of environment can only be given on the respective issue's ad closing date.
- » Editorial decisions may cause topics to change.
- » There is no competitor exclusion in the topic spread.
- » Please indicate your desired placement when booking.



# AD SPECIALS

## LOOSE INSERTS

	Courier deliveries	Postal deliveries	Subscription only
max 20 g	220,-	264,-	375,-
max 30 g	225,-	281,-	399,-
max 40 g	230,-	299,-	425,-
max 50 g	235,-	317,-	450,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum: 30.000 copies in courier deliveries
- » No partial booking of postal deliveries
- » See notes on Postal deliveries/Partial circulation

## OVERSIZE INSERTS

	Courier deliveries
max 30 g	275,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum: 30.000 copies
- » Postal deliveries on request
- » See notes on Postal deliveries/Partial circulation

# AD SPECIALS

## TIP-INS

	Courier deliveries	Postal deliveries
Postcards/Coupons*	150,-	173,-
Booklet max 20 g	156,-	187,-
Product samples max 20 g	177,-	221,-

\* Size and weight acc. to Deutsche Post AG

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Other tip-ins and higher weights on request
- » Minimum order: National print circulation
- » Surcharge of 15% on opening spread tip-in and first tip-in position (after opening spread)

## BOUND INSERTS

	Courier deliveries	Postal deliveries
max 8 pages	225,-	281,-
more than 12 pages	235,-	317,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Bound inserts with more pages and gummed elements on request
- » Minimum order: National print circulation
- » Surcharge of 15% on first bound insert position

# AD SPECIALS

## **PRICES**

Prices for Ad Specials may rise if they inconvenience processing. Ad Specials combined with other titles are possible by arrangement. Weight-related postal charges levied on subscription circulation are included in these prices. Additional postal charges are applied to product samples and objects with a thickness more than 2,5 mm.

## **CIRCULATION**

Calculation and delivery of Ad Specials are based on print circulation figures at order confirmation.

## **COURIER DELIVERIES**

The courier delivered circulation is title-dependent and comprises print circulation for the distribution channels retail, reader circles, airport copies and others, excl. E-Paper.

## **POSTAL DELIVERIES**

Sole booking of postal deliveries (subscription only) is possible for inserts and tip-ins on request.

## **PARTIAL CIRCULATION**

The publisher reserves the right to defer orders for partial circulation to a subsequent issue. If minimum order quantity is not reached, the rate is calculated on basis of minimum order quantity.

## **CIRCULATION CHECK**

Sales and distribution logistics may cause slight deviations from agreed coverage areas. Circulation booked for Ad Specials is subject to fluctuation, therefore exact quantity required must be verified on booking.

## **SPLIT**

Splits are possible for a surcharge and in consideration of minimum order quantities. Splits can only be considered if announced in advance up to 4 weeks before booking deadline.

Further information:

[www.baueradvance.com](http://www.baueradvance.com) • [www.bauer-extras.de](http://www.bauer-extras.de)

Or on request:

[adspecials@baueradvance.com](mailto:adspecials@baueradvance.com)

## **TECHNICAL PROCEDURE AND DELIVERY**

Delivery address and deadlines are indicated in the respective order confirmation. No checks are conducted at printer. Advance notice of delivery must be given in good time by email. Binding technical information, deadlines and delivery requirements can be downloaded from:

[www.adspecial-portal.de](http://www.adspecial-portal.de)



## **PRINT SERVICE**

If required the publisher will handle production of Ad Specials. Prices on request.

Visit our homepage for more information on our extended services:

<https://baueradvance.com/de/solutions-cases/>

# AD SPECIALS 2024 DEADLINES

## COSMOPOLITAN

Issue	On sale* Tuesday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
03	06.02.2024	06	22.11.2023	09.01.2024
04	05.03.2024	10	25.12.2023	06.02.2024
05	09.04.2024	15	27.01.2024	08.03.2024
06	06.05.2024	19	20.02.2024	05.04.2024
07+08	11.06.2024	24	26.03.2024	13.05.2024
09	06.08.2024	32	27.05.2024	09.07.2024
10	03.09.2024	36	24.06.2024	06.08.2024
11	08.10.2024	41	28.07.2024	09.09.2024
12	05.11.2024	45	21.08.2024	04.10.2024
01	10.12.2024	49	28.09.2024	12.11.2024

### FURTHER INFORMATION

- » Final cancellation by booking deadline
- » Reservations for Ad Specials expire if no written booking order is placed two weeks before deadline
- » Should another client place an order for an Ad Special already reserved by a client publisher reserves the right to accept this order if original client fails to book within three working days.

\* Deadline for payment if claiming discount according to rate card

# ADVERTORIALS

## ADVERTORIALS

Advertorials are advertisements prepared individually for the client in the typical COSMOPOLITAN look & feel. Conception and realisation are conducted in close cooperation between publisher and client and/or agency.

Advertorials are labelled with the word "ANZEIGE" (advertisement) and "COMOPOLITAN-PROMOTION" in 10pt. upper case letters.

Advertorials can be combined with an online presence on cosmopolitan.de and time extended. Crossmedia rates on request.

## RATES

Format	Production costs	Ad rate
2/1 page 4c	3.500,-	see <b>04</b> Formats/Rates
1/1 page 4c	2.000,-	

Rates in € plus VAT if applicable

The ad rate is discounted according to valid rate card and in consideration of existing bookings.

## DESIGN COSTS

Design costs are invoiced after production (concept, layout, text, picture buying, photo production, processing).

## DEADLINES

Advertorial deadlines are 5 week prior to official ad closing date.

## ADVERTORIAL EXAMPLES

COSMOPOLITAN-PROMOTION ANZEIGE

### HAPPY NEW (JOB-)YEAR

Remote Work und Digitalisierung haben die Job-Welt auf den Kopf gestellt – wer jetzt sein Skillset erweitert und sich weiterbildet, kann 2023 den Karriere-Boost starten

**SKILLSET INDIVIDUELL ERWEITERN**  
Die Chancen im Jahr 2023 sind groß, aber es sind auch die Herausforderungen, die Sie erwarten müssen. Mit der richtigen Weiterbildung können Sie Ihre Fähigkeiten erweitern und Ihre Karriere vorantreiben. Die besten Möglichkeiten sind in der Weiterbildung zu finden. Die besten Möglichkeiten sind in der Weiterbildung zu finden.

**WEITERBILDUNGEN WERDEN ENEV WERTVOLLEN VORSPRUNG VERSCHAFFEN.**

Barbara Wittmann, Content Managerin

Wissen ist das Fundament für den Erfolg. Investieren Sie in Ihre Weiterbildung, um Ihre Fähigkeiten zu erweitern und Ihre Karriere vorantreiben zu können.

www.linkedin.com

COSMOPOLITAN-PROMOTION ANZEIGE

bonprix.

### DIESE LOOKS SIND FRESH!

Mit knalligen Farben und aufregenden Mustern trauen wir in die neue Saison ein. So geht der perfekte Frühlingsschick

**W**ie und wann Sie diese Looks kombinieren, ist Ihnen überlassen. Die Looks sind so vielseitig, dass Sie sie auch in der Stadt tragen können. Die Looks sind so vielseitig, dass Sie sie auch in der Stadt tragen können.

**SO GEHT SHOPPING!**  
Wer einen Lieblingslook auf dieser Seite gefunden hat, kann ihn direkt über den QR-Code scannen und sich den Look bestellen.

DEINEN QR-CODE SCANNEN

SHOPPING KOSTENLOS LADEN

GANZE SEITE SCANNEN

KOLLEKTION ENTCODEN

COSMOPOLITAN PROMOTION ANZEIGE

### HELLO, SUMMERBEAUTY!

Ob Shopping und Relaxing in der City, Sunset auf dem Strand oder Sonnenbaden auf dem Balkon. Unsere Haut braucht jetzt eine besondere Pflege. Better you are prepared!

**GET READY FOR THE SUN**  
Es geht um mehr als nur um die Haut. Es geht um die Freude an der Sonne. Es geht um die Freude an der Sonne.

**CHILL-TIME**  
Nach einem heißen Tag in der Sonne braucht die Haut eine besondere Pflege. Die Haut braucht eine besondere Pflege.

**HIGHTECH FÜR UNSERE GESICHTSHAUT**

**Fresh-Care**  
Die Haut braucht eine besondere Pflege. Die Haut braucht eine besondere Pflege.

**YONSEHAUT**  
Produktionskosten: 100,- €

# CROSSMEDIA

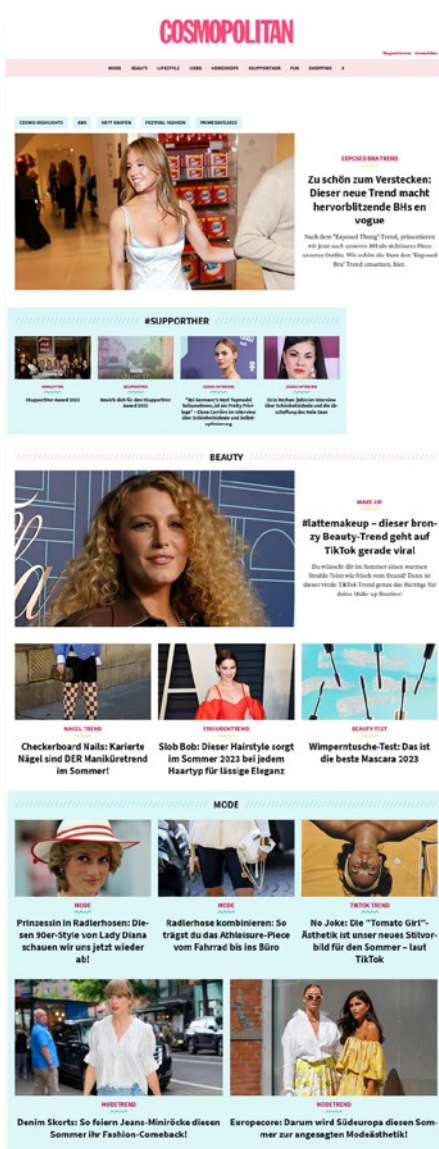
## COSMOPOLITAN.de ONLINE

COSMOPOLITAN.de – that's Premium Content on the button, fully tuned to the needs of millennial women, encouraging them to go their own way with determination and confidence.

Following its empowering maxim Fun.Fearless.Female, COSMOPOLITAN.de offers a surprising topic mix and is the personal coach for all areas of life: beauty & fashion at the highest level, the ultimate career guide for ambitious women, trendsetter in culture and lifestyle, unabashed expert for partnership and sex.

On our social media channels we interact with the community using innovative, highly recognisable formats and with a focus on moving images in regular Instagram video series we sharpen our profile and stand heads above our competitors.

Whether on our website, in the social networks or in our newsletter, thanks to an excellent understanding of the audience the relevant content they are searching is played out to users in real time.



COSMOPOLITAN.de uses its reach of millions to take a stand and charge the diverse opinions and stories of the community in with emotional storytelling. Our society is diverse - the same is true of COSMOPOLITAN.de.

As lead brand for female engagement COSMOPOLITAN.de with its #supporther Initiative since 2018 has been encouraging women across all channels to help and stand up for each other. The aim is to create space for activism and active engagement, also to promote interactive exchange. By doing this COSMOPOLITAN.de provides a stage for inspiring women and their stories, at the same time putting socially relevant topics on the agenda.

## COSMOPOLITAN MARKETING

COSMOPOLITAN is 360° brand with close editorial cooperation between print, digital and social. This interlocking relationship opens up a multitude of possibilities for crossmedia marketing offers ranging from classic topic sponsoring and product tests to brand channels, native premium products with view guarantee and social media integrations. Benefit from the positive brand transfer effect our premium brand has on your product and craft your campaign with creative storytelling on COSMOPOLITAN.de. On desktop, mobile or social, we activate your customers where it matters most.

More about COSMOPOLITAN.de on:

<https://baueradvantage.com/de/brands/brands-detail/cosmopolitan-online.html>

Our display rate list:

**Preise - Ad Alliance (ad-alliance.de) \***

\* valid for all campaigns from 01.01.2024

# CONTACTS

## INTERNATIONAL SALES

### BAUER ADVANCE KG

Benjamin Schulze  
 Director Sales  
 Burchardstraße 11  
 20095 Hamburg  
 Germany  
 Tel: +49 211 31 06 08 13

### GREAT BRITAIN

Stefanie Stroh-Begg  
 Mercury Publicity  
 99 Gray's Inn Road  
 London, WC1X 8TY  
 mobile +44 (0)7798 665 395  
 stefanie@mercury-publicity.com

### BELGIUM/NETHERLANDS

Gjalt Dijkstra  
 IMS – International Media Sales  
 Dwarslaan 51  
 1261 BB Blaricum  
 phone +31 35 685 90 15  
 mobile +31 625 003820  
 g.dijkstra@imsales.nl

### FRANCE

Raela Aldea  
 BAUER MEDIA REGIE  
 7 rue Watt  
 75013 Paris  
 phone + 33 1 47 70 90 62  
 raela.aldea@bauermedia.fr  
 www.bauermediapublicite.fr

### SPAIN

Stefanie Franck  
 Next International Media Opportunities  
 Calle Carril de los Caleros 20-2  
 28023 Madrid  
 phone +34 917 144 765  
 mobile +34 699 883 838  
 stefanie.franck@nimonet.com

### SCANDINAVIA

Ulrik Brostrøm  
 Partner  
 JB Media International ApS  
 Gråbrødretorv 6, 2nd floor  
 1154 Copenhagen K.  
 Denmark  
 phone +45 23 28 97 63  
 ubr@jbmedia.dk  
 www.jbmedia.dk

### SWITZERLAND

Philippe Girardot  
 Phoenix Media SA  
 P.a. Comptabilis  
 Routes des Jeunes 9  
 1227 Les Acacias-Geneva  
 phone +41 76 524 70 34  
 Philippe@phoenix-media.ch

### ITALY

Carlo Tagliabue  
 INTERNATIONAL MEDIA LAB LTD  
 Via G. Washington 79  
 I - 20146 Milano  
 phone +39 335 6150497  
 CT@intmedialab.com