



# **RATE CARD 2024**

**BAUER ADVANCE**

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# CONTENTS

- 01** EDITORIAL CONCEPT
- 02** PUBLISHER AND GENERAL INFORMATION
- 03** DISCOUNT COMBINATIONS
- 04** TECHNICAL SPECIFICATIONS
- 05** FORMATS AND RATES
- 06** DEADLINES
- 07** CONTENT COMPASS
- 08** JUST-IN-TIME ADS
- 09** AD SPECIALS
- 10** AD SPECIALS DEADLINES
- 11** TV CREATIVE
- 12** CROSSMEDIA
- 13** CONTACTS



# EDITORIAL CONCEPT

## FIRST IN ENTERTAINMENT

- » FIRST IN ENTERTAINMENT – TV MOVIE represents great entertainment, exciting lifestyle topics and always knows what's going on.
- » Its Moviestar has given the brand an unmistakable face in print and digital for over 30 years in which time it has achieved high recognition as one of Germany's best known media brands.
- » TV MOVIE stands for innovation and plays a pioneering role in the segment. With the TV MOVIE Streaming Guide the magazine serves the growing demand for up-to-date programme listings in a compact format, combining the best of TV and streaming, with special attention paid also to media library offerings.
- » TV MOVIE is all about gripping entertainment: Whether blockbuster, US series or current sporting events, our TV experts watch, rate and recommend new highlights and classics from the history of film.
- » TV MOVIE delivers lifestyle topics from a wide variety of areas: celebrities, technology, travel, style, sport and health. The stories are well prepared with quality photography, compelling text and exclusive glances "behind the scenes".
- » Aside from the main magazine with its focus on linear TV listings, the TV MOVIE brand family comes with a further line extension: TV MOVIE DIGITAL XXL + STREAM XXL combines not only the world of classic TV and the world of pay TV in a uniquely clear manner but now also brings together the latest and best offerings from the world of streaming in a comprehensive oversize insert.
- » Through its relaxed lean-back usage atmosphere, TV MOVIE offers the ideal conditions for reception of your campaigns.
- » A further benefit: TV MOVIE is available one whole week before the actual TV schedule, is therefore used in the households for a total of three weeks. If you would like to learn more about usage of the fortnightly magazine click [here](#) for a summary of the survey.
- » Our TV MOVIE TV14 COMBINATION gives you two magazines with the highest coverage in Germany and the undisputed NUMBER ONE at the newsstand. As an advertiser you enjoy a combination discount of 15%.

### CORE AUDIENCE

TV MOVIE readers are young men and women with a good income, who are not only TV and movie enthusiasts, but enjoy life, are interested in new trends and modern lifestyle, and have the financial means to fulfil their dreams and wishes.



# PUBLISHER AND GENERAL INFORMATION

## PUBLISHER

Heinrich Bauer Verlag KG

## MARKETER

Bauer Advance KG

## ADDRESS OF ADVERTISING DEPARTMENT

TV Movie | Burchardstraße 11 | 20095 Hamburg

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**PZN** (magazine code) 517378

**FREQUENCY** fortnightly

**ON SALE** Friday

## 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)

# DISCOUNT COMBINATIONS

## TV MOVIE TV14 KOMBI



**TIP!**

Combination  
saving\*

**15%**

\* see combination rate card  
for details

## ADDITIONAL DISCOUNT

20 % discount on any further bookings in  
mein tv und ich.



# 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	204 x 261	222 x 280	72.650,-
3/4 vertical	152 x 261	161 x 280	62.480,-
2/3 vertical	134 x 261	143 x 280	58.850,-
1/2 vertical	100 x 261	109 x 280	46.500,-
1/2 horizontal	204 x 129	222 x 139	
1/3 vertical	64 x 261	73 x 280	35.360,-
1/3 horizontal	204 x 84	222 x 94	

## Special positions <sup>2</sup>

Back cover page	84.850,-
Inside front cover	79.430,-
1st full page inside	76.040,-
1/1 page Sat./Sun./holiday	76.040,-

## SPREAD FORMATS

2/1	426 x 261	444 x 280	145.300,-
1/1 (2 x 1/2 p. horizontal)	426 x 129	444 x 139	93.000,-

## Special positions <sup>2</sup>

Opening spread (Inside front cover + page 3)	158.850,-
1st double page	152.080,-

<sup>1</sup> Bleed plus 5 mm top, bottom and outside

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

Rates in €  
plus VAT if applicable

## FURTHER INFORMATION

- » Other formats on request
- » Magazine format: 222 x 280 mm
- » Multipage spreads of min. 4 pages on request
- » Ad splits, special colours, scented coating, ad special formats and foldouts on request

# DEADLINES 2024

## TV MOVIE

Issue	On sale* Friday	Calendar week	Programme start	Ad closing date	Delivery date digital data
02	05.01.2024	01	13.01.2024	29.11.2023	06.12.2023
03	19.01.2024	03	27.01.2024	13.12.2023	20.12.2023
04	02.02.2024	05	10.02.2024	29.12.2023	08.01.2024
05	16.02.2024	07	24.02.2024	15.01.2024	22.01.2024
06	01.03.2024	09	09.03.2024	29.01.2024	05.02.2024
07	15.03.2024	11	23.03.2024	12.02.2024	19.02.2024
08	28.03.2024	13	06.04.2024	23.02.2024	01.03.2024
09	12.04.2024	15	20.04.2024	07.03.2024	14.03.2024
10	26.04.2024	17	04.05.2024	21.03.2024	28.03.2024
11	10.05.2024	19	18.05.2024	04.04.2024	11.04.2024
12	24.05.2024	21	01.06.2024	17.04.2024	24.04.2024
13	07.06.2024	23	15.06.2024	30.04.2024	08.05.2024
14	21.06.2024	25	29.06.2024	16.05.2024	24.05.2024
15	05.07.2024	27	13.07.2024	03.06.2024	10.06.2024
16	19.07.2024	29	27.07.2024	17.06.2024	24.06.2024
17	02.08.2024	31	10.08.2024	01.07.2024	08.07.2024
18	16.08.2024	33	24.08.2024	15.07.2024	22.07.2024
19	30.08.2024	35	07.09.2024	29.07.2024	05.08.2024
20	13.09.2024	37	21.09.2024	12.08.2024	19.08.2024
21	27.09.2024	39	05.10.2024	26.08.2024	02.09.2024
22	11.10.2024	41	19.10.2024	06.09.2024	13.09.2024
23	25.10.2024	43	02.11.2024	20.09.2024	27.09.2024
24	08.11.2024	45	16.11.2024	02.10.2024	10.10.2024
25	22.11.2024	47	30.11.2024	17.10.2024	24.10.2024
26	06.12.2024	49	14.12.2024	04.11.2024	11.11.2024
01	20.12.2024	51	28.12.2024	18.11.2024	25.11.2024

## FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Just-in-time-Ads see **08**
- » Deadlines Ad Specials see **10**

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

# CONTENT COMPASS

**CONTENT  
COMPASS**

**BAUER ADVANCE**



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 for 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 ad closing date for the issue.
- » Editorial decisions may cause topics to change.
- » There is no competitor exclusion in the topic spread.
- » Please submit your desired placement when booking.

# JUST-IN-TIME ADS

## **BOOK AND INSERT JUST BEFORE THE MAGAZINE GOES INTO PRINT!**

<b>AD FORMAT</b>	1/1 page bw or 4c
<b>BOOKING</b>	Total circulation
<b>DEADLINE</b>	7 working days before on sale date without cancellation right
<b>DIGITAL DATA</b>	6 working days by 14 hrs before on sale date Technical specifications see <b>04</b>
<b>NO. OF ADS</b>	In each issue the number of just-in-time ads is limited
<b>PLACEMENT</b>	In the topical section without prior confirmation or agreement
<b>OTHER</b>	Complaints cannot be accepted for any variations in tone or colour

# AD SPECIALS

## LOOSE INSERTS

	Courier deliveries	Postal deliveries
max 20 g	78,-	94,-
max 30 g	83,-	104,-
max 40 g	88,-	114,-
max 50 g	93,-	126,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum: 100.000 copies
- » Smaller quantities on request
- » No partial booking of postal deliveries
- » See notes on Postal deliveries/Partial circulation

## SURCHARGES

Total postal subscription
15,-

€ per thousand copies  
plus VAT if applicable

- » No subscription surcharge if minimum quantity of courier deliveries additionally booked in same magazine issue.

## OVERSIZE INSERTS

	Courier deliveries
max 30 g	98,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum: 100.000 copies
- » Smaller quantities on request
- » Postal deliveries on request
- » See notes on Postal deliveries/Partial circulation

# AD SPECIALS

## TIP-INS

	Courier deliveries	Postal deliveries
Postcards/Coupons*	41,-	47,-
Booklet max 20 g	47,-	56,-
Product samples max 20 g	49,-	61,-

\*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 all postal deliveries (surcharge 15,-€ per thousand copies)  
or 100.000 copies courier deliveries

## BOUND INSERTS

	Courier deliveries	Postal deliveries
max 8 pages	89,-	111,-
more than 12 pages	99,-	134,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Bound inserts with more pages and gummed elements on request
- » Minimum all postal deliveries (surcharge 15,-€ per thousand copies)  
or 100.000 copies courier deliveries

# 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 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)



Ad Special-Portal

## 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

## TV MOVIE

Issue	On sale* Friday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
02	05.01.2024	01	29.11.2023	18.12.2023
03	19.01.2024	03	13.12.2023	04.01.2024
04	02.02.2024	05	29.12.2023	18.01.2024
05	16.02.2024	07	15.01.2024	01.02.2024
06	01.03.2024	09	29.01.2024	15.02.2024
07	15.03.2024	11	12.02.2024	29.02.2024
08	28.03.2024	13	23.02.2024	13.03.2024
09	12.04.2024	15	07.03.2024	26.03.2024
10	26.04.2024	17	21.03.2024	11.04.2024
11	10.05.2024	19	04.04.2024	23.04.2024
12	24.05.2024	21	17.04.2024	07.05.2024
13	07.06.2024	23	30.04.2024	23.05.2024
14	21.06.2024	25	16.05.2024	06.06.2024
15	05.07.2024	27	03.06.2024	20.06.2024
16	19.07.2024	29	17.06.2024	04.07.2024
17	02.08.2024	31	01.07.2024	18.07.2024
18	16.08.2024	33	15.07.2024	01.08.2024
19	30.08.2024	35	29.07.2024	15.08.2024
20	13.09.2024	37	12.08.2024	29.08.2024
21	27.09.2024	39	26.08.2024	12.09.2024
22	11.10.2024	41	06.09.2024	25.09.2024
23	25.10.2024	43	20.09.2024	10.10.2024
24	08.11.2024	45	02.10.2024	22.10.2024
25	22.11.2024	47	17.10.2024	07.11.2024
26	06.12.2024	49	04.11.2024	21.11.2024
01	20.12.2024	51	18.11.2024	05.12.2024

## FURTHER INFORMATION

- » Final cancellation by ad closing date
- » No guarantee can be given for reservations. Compensation claims are invalid. Existing reservations:  
Reserving party has 48 hours to commit

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

# TV CREATIVE

*BOLDLY GO WHERE NO AD HAS GONE BEFORE!*

Thrill our readers for your brand with intensively used and creative advertorials and special ad forms! All pages are individually prepared by the editors for your brand communication. Interested? Simply contact us!

## **REACH BOOSTER – SMALL FORMAT ADS IN THE LISTINGS**

Increase the impact of your TV commercials and profit from the synergy effects between Special Ads directly in the magazine listings and your TV advertising. We can place the small format ads in TV MOVIE and TV14 on the exact day you wish, e.g. on the very day your TV commercial is broadcast.

## **FAKE PROGRAMME**

Your content is prepared as a fictive content guide in the magazine. The advertorial is designed in the look & feel of a listings page and can be positioned to match the precise day, thus creating a flowing transition from the real to the fictive parts. Small motifs harmoniously integrate into the page and serve as a possible TV booster ad. Realisable in TV MOVIE and TV14

## **DOUBLE COVER**

We push you to the front: In the postal subscription your testimonial is placed on the cover before the regular cover. Attention is guaranteed! In the non-postal subscription circulation the fake cover appears behind the original cover. Design of the fake cover is undertaken by our editorial team in close consultation with the client. Advertising also appears on the inside front cover in this circulation. Realisable in TV MOVIE, TV14, TV HÖREN UND SEHEN and MEIN TV & ICH

## **REVERSIBLE COVER**

We design a customised and exclusive cover for you appearing on the back cover page as reverse opener. Following the reversible cover comes a 2-page advertorial with your content. To maintain the cover character it is important to feature a person or figure, ideally a prominent testimonial. Realisable in TV MOVIE, TV14, TV HÖREN UND SEHEN and MEIN TV & ICH

## **COUNTDOWN AD**

We count down and let all eyes fall on your highlight. A small countdown ad on at least two consecutive days – placed at the top of the listings page on the days you wish – makes a clear reference to your advertisement/advertorial. Realisable in TV MOVIE and TV14

## **WERBEN IM PROGRAMM (WIP) (ADVERTISE IN THE LISTINGS)**

Place your advertising directly in the TV listings for maximum impact: To support your TV flight we offer you the opportunity to place your product on the exact day. On the respective day's programme tips (Monday through Saturday), on the left or right page, depending on title, your ad appears in 1/4 page format. Realisable in TV HÖREN UND SEHEN, FERNSEHWOCHE and TV KLAR

# CROSSMEDIA

## CROSSMEDIA COMMUNICATION

The tight interlocking of print, online, mobile, app, newsletter and social media make TV MOVIE the ideal partner for crossmedia communication concepts. Take advantage of the synergies offered by this strong brand: Pick up the user at his personal TV Movie touchpoint.

## TVMOVIE.DE & TV MOVIE APP

Thanks to the latest responsive design, TVMovie.de automatically adapts to every end device – whether PC, tablet or smartphone. The website also impresses with a clear and modern design, its structured navigation delivering superior overview and orientation.

Users of the TV Movie App for smartphone and tablet can personalise their TV information in just a few steps by selecting only their favourite TV programmes - irrespective of whether free or pay TV.

The First in Entertainment claim also applies to the fast growing editorial part. The next Hollywood blockbuster, the favourite series, the best games or the latest Netflix hype are all part of the colourful world of entertainment brought by TV Movie, with emotion-packed stories on the screen or behind the scenes in the entertainment industry.

## MARKETING

The spectrum of our offering ranges from classic segment sponsoring and special placements to creative storytelling and native premium products with view guarantee and social media integrations. In all of these our focus is always on solutions tailored to the client across the entire portfolio and premium placement in high quality entertainment environments.

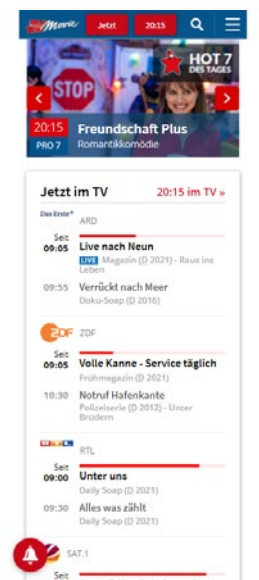
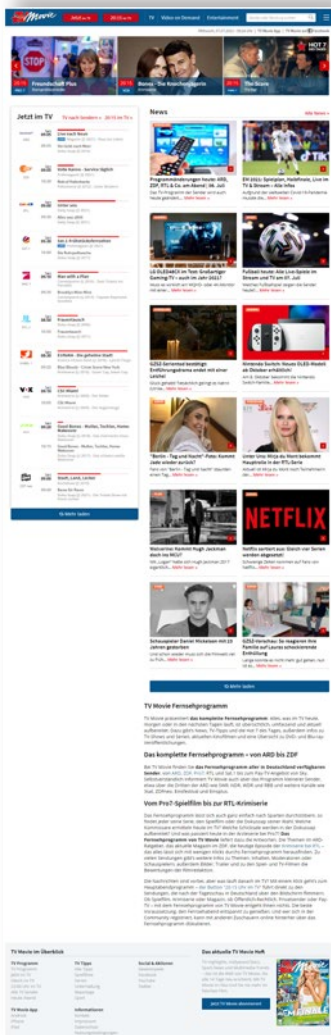
For more information please visit

<https://baueradvance.com/brands/tv-movie-de/>

Our display rate card:

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

\* Valid for all campaigns from 01.01.2024



# CONTACTS

## INTERNATIONAL SALES

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