

**tv14**

# **RATE CARD 2024**

**BAUER ADVANCE**

NO 28 | VALID FROM 01.01.2024



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# EDITORIAL CONCEPT

## TOP LISTINGS EVERY TWO WEEKS

- » Everything I want to know! TV 14 has been fulfilling this wish for over 20 years, again and again, every two weeks.
- » The special mix of infotainment and service makes tv14 the topTV guide in Germany and the best selling newsstand magazine in the world.
- » With its innovative streaming guide on every listings page, and a double page planner for media library offerings, tv14 is close to its readers' current needs, combining the best of linear television, media libraries and streaming.
- » The multifaceted infotainment spectrum includes backgrounds on TV and streaming, star and cinema news, as well as a comprehensive service section covering travel, finance, health and food, plus a large knowledge part taken from Welt der Wunder. Every issue of TV14 therefore offers premium environments for your advertising.
- » Through its relaxed lean-back usage atmosphere, TV14 offers ideal conditions for your campaign.
- » A further benefit: TV MOVIE is available one whole week before the actual TV schedule, hence is 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.
- » With the TV MOVIE TV14 COMBINATION you have 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

The tv14 readership represents a broad cross section of German society. Our readers are financially secure, keen consumers and like to look out for new things in life. Being family orientated, they enjoy cooking, are quality conscious, take pride in their living environment and are familiar with financial topics.



# PUBLISHER AND GENERAL INFORMATION

## **PUBLISHER**

Heinrich Bauer Verlag KG

## **MARKETER**

Bauer Advance KG

## **ADDRESS OF ADVERTISING DEPARTMENT**

tv14 | Burchardstraße 11 | 20095 Hamburg

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+49 40 30 19 31 02 Ad Management

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Ad Management  
anzeigen@baueradvance.com

**PZN** (magazine code) 531095

**FREQUENCY** fortnightly

**ON SALE** Thursday

## **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	68.210,-
3/4 vertical	152 x 261	161 x 280	57.870,-
2/3 vertical	134 x 261	143 x 280	54.820,-
1/2 vertical	100 x 261	109 x 280	45.000,-
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			78.360,-
Inside front cover			74.550,-
1st full page inside			71.380,-
1/1 page Sat./Sun./holiday			71.380,-
SPREAD FORMATS			
2/1	426 x 261	444 x 280	136.420,-
1/1 (2 x 1/2 p. horizontal)	426 x 129	444 x 139	90.010,-
Special positions <sup>2</sup>			
Opening spread (Inside front cover + page 3)			149.110,-
1st double page			142.760,-

<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

TV14

Issue	On sale* Thursday	Calendar week	Programme start	Ad closing date	Delivery date digital data
02	04.01.2024	1	13.01.2024	30.11.2023	05.12.2023
03	18.01.2024	3	27.01.2024	14.12.2023	19.12.2023
04	01.02.2024	5	10.02.2024	02.01.2024	05.01.2024
05	15.02.2024	7	24.02.2024	16.01.2024	19.01.2024
06	29.02.2024	9	09.03.2024	30.01.2024	02.02.2024
07	14.03.2024	11	23.03.2024	13.02.2024	16.02.2024
08	27.03.2024	13	06.04.2024	26.02.2024	29.02.2024
09	11.04.2024	15	20.04.2024	08.03.2024	13.03.2024
10	25.04.2024	17	04.05.2024	22.03.2024	27.03.2024
11	08.05.2024	19	18.05.2024	05.04.2024	10.04.2024
12	23.05.2024	21	01.06.2024	18.04.2024	23.04.2024
13	06.06.2024	23	15.06.2024	02.05.2024	07.05.2024
14	20.06.2024	25	29.06.2024	17.05.2024	23.05.2024
15	04.07.2024	27	13.07.2024	04.06.2024	07.06.2024
16	18.07.2024	29	27.07.2024	18.06.2024	21.06.2024
17	01.08.2024	31	10.08.2024	02.07.2024	05.07.2024
18	15.08.2024	33	24.08.2024	16.07.2024	19.07.2024
19	29.08.2024	35	07.09.2024	30.07.2024	02.08.2024
20	12.09.2024	37	21.09.2024	13.08.2024	16.08.2024
21	26.09.2024	39	05.10.2024	27.08.2024	30.08.2024
22	10.10.2024	41	19.10.2024	09.09.2024	12.09.2024
23	24.10.2024	43	02.11.2024	23.09.2024	26.09.2024
24	07.11.2024	45	16.11.2024	04.10.2024	09.10.2024
25	21.11.2024	47	30.11.2024	18.10.2024	23.10.2024
26	5.12.2024	49	14.12.2024	05.11.2024	08.11.2024
01	19.12.2024	51	28.12.2024	19.11.2024	22.11.2024

## 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](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 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 indicate 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>	6 working days before on sale date without cancellation right
<b>DIGITAL DATA</b>	5 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	81,-	101,-
max 30 g	86,-	112,-
max 40 g	91,-	123,-
max 50 g	96,-	134,-

€ 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	101,-

€ 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*	45,-	52,-
Booklet max 20 g	51,-	61,-
Product samples max 20 g	51,-	64,-

\*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)



## **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

TV14

Issue	On sale* Thursday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
02	04.01.2024	01	30.11.2023	18.12.2023
03	18.01.2024	03	14.12.2023	04.01.2024
04	01.02.2024	05	02.01.2024	18.01.2024
05	15.02.2024	07	16.01.2024	01.02.2024
06	29.02.2024	09	30.01.2024	15.02.2024
07	14.03.2024	11	13.02.2024	29.02.2024
08	27.03.2024	13	26.02.2024	13.03.2024
09	11.04.2024	15	08.03.2024	26.03.2024
10	25.04.2024	17	22.03.2024	11.04.2024
11	08.05.2024	19	05.04.2024	23.04.2024
12	23.05.2024	21	18.04.2024	07.05.2024
13	06.06.2024	23	02.05.2024	23.05.2024
14	20.06.2024	25	17.05.2024	06.06.2024
15	04.07.2024	27	04.06.2024	20.06.2024
16	18.07.2024	29	18.06.2024	04.07.2024
17	01.08.2024	31	02.07.2024	18.07.2024
18	15.08.2024	33	16.07.2024	01.08.2024
19	29.08.2024	35	30.07.2024	15.08.2024
20	12.09.2024	37	13.08.2024	29.08.2024
21	26.09.2024	39	27.08.2024	12.09.2024
22	10.10.2024	41	09.09.2024	25.09.2024
23	24.10.2024	43	23.09.2024	10.10.2024
24	07.11.2024	45	04.10.2024	22.10.2024
25	21.11.2024	47	18.10.2024	07.11.2024
26	05.12.2024	49	05.11.2024	21.11.2024
01	19.12.2024	51	19.11.2024	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.

## **TOPCHECK/TOP-TIP**

Whether travel, food, fashion, health or automotive – our TV experts search out viewable TV programmes matching your desired topic (real TV) and create the highlights in editorial look & feel as TopCheck/Top-Tip, beneath which your 1/2-page ad linked to the focus topic is placed. The special utility and ideal placement of the TopCheck/Top-Tip acts as a genuine eyecatcher in advance of the programming. Realisable in TV MOVIE, TV14, TV HÖREN UND SEHEN, FERNSEHWOCHE, AUF EINEN BLICK and TV KLAR

## **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

# CONTACTS

## INTERNATIONAL SALES

### BAUER ADVANCE KG

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 Director Sales  
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### GREAT BRITAIN

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 stefanie@mercury-publicity.com

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 www.bauermediapublicite.fr

### SPAIN

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### SCANDINAVIA

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### SWITZERLAND

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### ITALY

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