



# COMBI RATE CARD 2024

NEUE POST | DAS NEUE BLATT | DAS NEUE  
MACH MAL PAUSE | FREIZEITWOCHE | MINI  
AVANTI | SCHÖNE WOCHE | WOCHE HEUTE

**BAUER ADVANCE**

NO 17 | VALID FROM 01.01.2024



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# COMBINATION SAVING

## 18,7 % SAVING WHEN YOU ADVERTISE IN THE BAUER BEST AGE KOMBI

The combination rate applies to advertisements placed in all magazines for the same product in the same format and design. The ads may appear time-deferred in the nine titles over a period of nine weeks.

The agma-listed combination **BAUER BEST AGE KOMBI** comprises the titles Neue Post, DAS NEUE BLATT, das neue, mach mal Pause, FREIZEITWOCHE, Mini, Avanti, Schöne WOCHE und WOCHE HEUTE.

SAVING (GROSS) in relation to single ad placement	RATES 1/1 page all colours
1 Frequency	14.770,-
3 Frequencies	44.310,-
6 Frequencies	88.620,-

Rates in €  
plus VAT if applicable



# PUBLISHER AND GENERAL INFORMATION

## PUBLISHER

Heinrich Bauer Verlag KG

## MARKETER

Bauer Advance KG

## ADDRESS OF ADVERTISING DEPARTMENT

BAUER BEST AGE KOMBI | Burchardstraße 11 | 20095 Hamburg

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E-Mail: Head of of Magazines/Crossmedia  
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Ad Management  
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**PZN** (magazine code) 581223

**FREQUENCY** weekly

**ON SALE** Neue Post/DAS NEUE BLATT/FREIZEITWOCHE/mach mal Pause/Mini/Avanti/Schöne WOCHE/ WOCHE HEUTE\*: Wednesday | das neue: Saturday

## 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).

\* Combination saving see **01**.



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	196 x 261	210 x 280	64.190,-
3/4 vertical	146 x 261	153 x 280	49.960,-
3/4 horizontal	196 x 195	210 x 205	
1/2 vertical	96 x 261	103 x 280	34.090,-
1/2 horizontal	196 x 129	210 x 139	
1/3 vertical	63 x 261	70 x 280	23.780,-
1/3 horizontal	196 x 84	210 x 94	
1/4 vertical	46 x 261	53 x 280	18.620,-
1/4 horizontal	196 x 63	210 x 73	
Surcharge for special positions <sup>2</sup>			
Back cover page Neue Post			2.060,-
Back cover page DAS NEUE BLATT			1.690,-
SPREAD FORMATS			
2/1	406 x 261	420 x 280	128.380,-
1/1 (2 x 1/2 page horiz.)	406 x 129	420 x 139	64.190,-

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

Rates in €  
plus VAT if applicable

## MAGAZINE FORMATS

» das neue | mach mal Pause | Mini | Avanti | Schöne WOCHE | Neue Post | DAS NEUE BLATT | FREIZEITWOCHE | WOCHE HEUTE:  
210 x 280 mm

## FURTHER INFORMATION

- » Other formats on request
- » See individual rate cards for format specifications
- » Combination Saving under **01**
- » Due to inconsistent magazine formats please pay special attention to **03** Technical Specifications

# DEADLINES

## 1st HALF YEAR 2024

### BAUER BEST AGE KOMBI

Issue	On sale* Wednesday <sup>1</sup>	On sale* Saturday <sup>2</sup>	Calendar week	Ad closing date**	Delivery date digital data
02	03.01.2024	06.01.2024	01	27.11.2023	06.12.2023
03	10.01.2024	13.01.2024	02	04.12.2023	13.12.2023
04	17.01.2024	20.01.2024	03	11.12.2023	20.12.2023
05	24.01.2024	27.01.2024	04	18.12.2023	29.12.2023
06	31.01.2024	03.02.2024	05	27.12.2023	08.01.2024
07	07.02.2024	10.02.2024	06	04.01.2024	15.01.2024
08	14.02.2024	17.02.2024	07	11.01.2024	22.01.2024
09	21.02.2024	24.02.2024	08	18.01.2024	29.01.2024
10	28.02.2024	02.03.2024	09	25.01.2024	05.02.2024
11	06.03.2024	09.03.2024	10	01.02.2024	12.02.2024
12	13.03.2024	16.03.2024	11	08.02.2024	19.02.2024
13	20.03.2024	23.03.2024	12	15.02.2024	26.02.2024
14	26.03.2024	30.03.2024	13	21.02.2024	01.03.2024
15	03.04.2024	06.04.2024	14	27.02.2024	07.03.2024
16	10.04.2024	13.04.2024	15	05.03.2024	14.03.2024
17	17.04.2024	20.04.2024	16	12.03.2024	21.03.2024
18	24.04.2024	27.04.2024	17	19.03.2024	28.03.2024
19	30.04.2024	04.05.2024	18	25.03.2024	05.04.2024
20	07.05.2024	11.05.2024	19	02.04.2024	11.04.2024
21	15.05.2024	18.05.2024	20	09.04.2024	18.04.2024
22	22.05.2024	25.05.2024	21	15.04.2024	24.04.2024
23	29.05.2024	01.06.2024	22	19.04.2024	30.04.2024
24	05.06.2024	08.06.2024	23	26.04.2024	08.05.2024
25	12.06.2024	15.06.2024	24	06.05.2024	16.05.2024
26	19.06.2024	22.06.2024	25	14.05.2024	24.05.2024
27	26.06.2024	29.06.2024	26	22.05.2024	03.06.2024

#### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » See **01** Combination Saving

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

<sup>1</sup> Neue Post | DAS NEUE BLATT | FREIZEITWOCHE | mach mal Pause | Mini | Avanti | Schöne WOCHE | WOCHE HEUTE  
<sup>2</sup> das neue

# DEADLINES

## 2nd HALF YEAR 2024

### BAUER BEST AGE KOMBI

Issue	On sale* Wednesday <sup>1</sup>	On sale* Saturday <sup>2</sup>	Calendar week	Ad closing date**	Delivery date digital data
28	03.07.2024	06.07.2024	27	29.05.2024	10.06.2024
29	10.07.2024	13.07.2024	28	06.06.2024	17.06.2024
30	17.07.2024	20.07.2024	29	13.06.2024	24.06.2024
31	24.07.2024	27.07.2024	30	20.06.2024	01.07.2024
32	31.07.2024	03.08.2024	31	27.06.2024	08.07.2024
33	07.08.2024	10.08.2024	32	04.07.2024	15.07.2024
34	14.08.2024	17.08.2024	33	11.07.2024	22.07.2024
35	21.08.2024	24.08.2024	34	18.07.2024	29.07.2024
36	28.08.2024	31.08.2024	35	25.07.2024	05.08.2024
37	04.09.2024	07.09.2024	36	01.08.2024	12.08.2024
38	11.09.2024	14.09.2024	37	08.08.2024	19.08.2024
39	18.09.2024	21.09.2024	38	15.08.2024	26.08.2024
40	25.09.2024	28.09.2024	39	22.08.2024	02.09.2024
41	01.10.2024	05.10.2024	40	28.08.2024	06.09.2024
42	09.10.2024	12.10.2024	41	04.09.2024	13.09.2024
43	16.10.2024	19.10.2024	42	11.09.2024	20.09.2024
44	23.10.2024	26.10.2024	43	18.09.2024	27.09.2024
45	30.10.2024	02.11.2024	44	23.09.2024	02.10.2024
46	06.11.2024	09.11.2024	45	30.09.2024	10.10.2024
47	13.11.2024	16.11.2024	46	08.10.2024	17.10.2024
48	20.11.2024	23.11.2024	47	15.10.2024	24.10.2024
49	27.11.2024	30.11.2024	48	22.10.2024	04.11.2024
50	04.12.2024	07.12.2024	49	29.10.2024	11.11.2024
51	11.12.2024	14.12.2024	50	07.11.2024	18.11.2024
52	18.12.2024	21.12.2024	51	14.11.2024	25.11.2024
01	24.12.2024	28.12.2024	52	18.11.2024	27.11.2024

#### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » See **01** Combination Saving

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

<sup>1</sup> Neue Post | DAS NEUE BLATT | FREIZEITWOCHE | mach mal Pause | Mini | Avanti | Schöne WOCHE | WOCHE HEUTE  
<sup>2</sup> das neue



# 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.

# CONTACTS

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