

# COMBI RATE CARD 2024

LECKER | KOCHEN & GENIESSEN  
TINA KOCH & BACK-IDEEN | REZEPTE PUR

**BAUER ADVANCE**

NO 21 | VALID FROM 01.01.2024



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LECKER

kochen & genießen

**tina**  
Koch & Back-Ideen

REZEPTE pur





# COMBINATION SAVING

## 10% SAVING WHEN YOU ADVERTISE IN THE BAUER FOOD COMBINATION

The combination rate applies to advertisements for the same product in same format in all four magazines. The ads may appear time-deferred in different issues of the four magazines over a period of four months.

## BAUER FOOD COMBINATION - BEST VALUE FOR MONEY

With the BAUER FOOD COMBINATION you reach readers of our food magazines LECKER, kochen und genießen, tina Koch & Back-Ideen and REZEPTE pur.

Our food magazines offer top quality with

- » Paid circulation IVW II/2023: 196.410 copies
- » Reach: 1,5 mil readers MA 2023 pm II

### SAVING (GROSS)

### RATES

in relation to single ad placement	1/1 page all colours
1 Frequency	6.390,-
3 Frequencies	19.170,-
6 Frequencies	38.340,-

Rates in €  
plus VAT if applicable



# PUBLISHER AND GENERAL INFORMATION

## **PUBLISHER**

Heinrich Bauer Verlag KG

## **MARKETER**

Bauer Advance KG

## **ADDRESS OF ADVERTISING DEPARTMENT**

BAUER FOOD KOMBI | Burchardstraße 11 | 20095 Hamburg

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

**PZN** (magazine code) 588272

**FREQUENCY** monthly

**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)

# 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	Rates all colours in €
1/1	57.520,-
1/2 vertical	36.240,-
1/2 horizontal	
1/3 vertical	24.150,-
Surcharges for special positions <sup>1</sup>	
Back cover page LECKER	2.860,-
Back cover page kochen & genießen	1.500,-
Back cover page tina Koch&Back-Ideen	760,-
Inside front cover LECKER	2.290,-
Inside front cover kochen & genießen	1.500,-
Inside front cover tina Koch&Back-Ideen	760,-
SPREAD FORMATS	
2/1	115.040,-
SPECIAL FORMATS	
1/1 Special (3 x 1/1 + 1/2 page LECKER)	54.010,-
1/2 Special (3 x 1/2 + 1/1 page LECKER)	45.630,-

<sup>1</sup> Discounts and commission apply.

Rates in €  
plus VAT if applicable

## MAGAZINE FORMATS

- » LECKER: 233 x 190 mm | kochen & genießen: 210 x 280 mm
- » tina Koch&Back-Ideen: 225 x 285 mm | REZEPTE pur: 210 x 265 mm

## FURTHER INFORMATION

- » Other formats on request
- » Format details see individual titles

# DEADLINES 2024

## BAUER FOOD KOMBI

Issue	On sale * Friday <sup>1</sup>	On sale * Friday <sup>2</sup>	On sale * Friday <sup>3</sup>	Ad closing date	Deadline digital data
0	12.01.2024	26.01.2024	05.01.2024	28.11.2023	28.11.2023
03	09.02.2024	23.02.2024	02.02.2024	28.12.2023	28.12.2023
04	15.03.2024	28.03.2024	08.03.2024	02.02.2024	02.02.2024
05	12.04.2024	26.04.2024	05.04.2024	28.02.2024	28.02.2024
06	10.05.2024	24.05.2024	03.05.2024	25.03.2024	25.03.2024
07	14.06.2024	28.06.2024	07.06.2024	29.04.2024	29.04.2024
08	12.07.2024	26.07.2024	05.07.2024	31.05.2024	31.05.2024
09	09.08.2024	23.08.2024	02.08.2024	28.06.2024	28.06.2024
10	13.09.2024	27.09.2024	06.09.2024	02.08.2024	02.08.2024
11	11.10.2024	25.10.2024	04.10.2024	29.08.2024	29.08.2024
12	15.11.2024	29.11.2024	08.11.2024	01.10.2024	01.10.2024
01	13.12.2024	27.12.2024	06.12.2024	30.10.2024	30.10.2024

### FURTHER INFORMATION

» Final cancellation by ad closing date

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

<sup>1</sup> LECKER, REZEPTE pur

<sup>2</sup> kochen & genießen

<sup>3</sup> tina Koch&Back-Ideen

# 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.



# ADVERTORIALS

## ADVERTORIALS

Our editors know exactly how to thrill foodies and arouse their interest. Through an advertorial clients benefit from the inherent trust our readers have in the Bauer Food portfolio.

Advertorials are individually designed for each client by our editorial teams in look & feel of the respective title.

Conception and realisation are conducted in close cooperation between publisher and client and/or agency. Advertorials are labelled with the word "ANZEIGE" (advertisement).

## RATES

Format	Production costs	Ad rate
1/1 page 4c	2.000,-	see <b>04</b> Formats/Rates
1/2 page 4c	1.600,-	

Rates in € plus VAT if applicable

The costs for advertorials are made up of advertisement rate plus production costs. Production costs are technical costs that are neither discountable nor commissionable and subject to value added tax.

Production costs include: concept, layout, proofing, coordination and repro. Copyright fees for picture material are invoiced separately. The ad rate is based on the current rate card and in consideration of existing bookings.

## ADVERTORIAL EXAMPLES

# CROSSMEDIA LECKER.DE

## LECKER MULTIMEDIA COMPETENCE

The premium cookery portal LECKER.de is one of the biggest professional food portals and as umbrella brand bundles the total food competence of the Bauer Media Group. Responsive design allows access from all end devices such as desktop, smartphone and tablet with optimal layout. Photos in top professional quality wet the appetite for recipes and provide an appropriate framework for your product communication.

**With 4,9 mil. unique users, LECKER.de is the recipe platform for guaranteed indulgence. On LECKER.de you find innovative food videos and premium visual language.**

**LECKER.de with its topical food trends has knows the taste of the times. (AGOF 2023-03)**

## LECKER.DE OFFERS

- » more than 45.000 recipes with success guarantee
- » incomparable visuals with professional picture material
- » subject variety with clear page structure and magazine layout
- » competence in advice as well as cooking and baking ideas for novices and experienced hobby chefs
- » an intuitive search function for recipes, digital cookery books
- » cookery school videos
- » bakery school videos
- » high utility, innovative tools and "customized" recipe books
- » seasonal topic specials

## CROSSMEDIA COMMUNICATION

As crossmedia brand with print, online, mobile and apps, LECKER covers all important media channels and is the ideal partner for crossmedia communication concepts. Our offers are tailored to the client's individual needs and comprise also advice on and realisation of blogger and influencer marketing.

## SOCIAL MEDIA COMPETENCE

LECKER has the largest and most active food community on Facebook with more than 770.000 fans. Aside from Pinterest (1,16 mil. followers) LECKER is also represented on Instagram. (7/23)

More about LECKER.de at:

<https://baueradvance.com/brands/lecker-de/>

Our display rate list:

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

\* valid for all campaigns from 01.01.2024

**WWW.LECKER.DE - YOUR ONLINE PLATFORM FOR  
CREATIVE COMMUNICATION IDEAS!**



**1,16 mil.**  
PINTEREST  
FOLLOWERS

**255.000**  
INSTAGRAM  
FOLLOWERS

**770.000**  
FACEBOOK  
FANS

# CONTACTS

## INTERNATIONAL SALES

### BAUER ADVANCE KG

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