

# Closer

## **RATE CARD 2024**

**BAUER ADVANCE**

NO 13 | VALID FROM 01.01.2024



# 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 ADVERTORIALS
- 12 CONTACTS



# EDITORIAL CONCEPT

CLOSER MAKES NO COMPROMISES:

## POSITIONING

- » CLOSER places its focus only on the really interesting stars and celebrities. The secret of our success: we talk to the stars, learn first hand about what really happens in their lives and create genuine feelings behind the headlines.
- » CLOSER reports on real-life stories about remarkable people like your next door neighbour. Extraordinary stories from the real world evoke true emotions and touch our readers' hearts.
- » CLOSER is the advisor and companion in all areas of daily life: We entice with delicious light meals, show wearable and affordable fashion trends and provide support for a health-conscious life.

## AUDIENCE

CLOSER is THE celebrity magazine for mid-forties' women who have a pronounced interest in our national stars and celebrities. We make our readers' hectic lives easier between job, family, friends, household and hobbies. CLOSER readers have no trouble joining the conversation and sharing the scandals. In CLOSER they find the service they need for all their questions on beauty, fashion and health. CLOSER addresses well educated working women with a high affinity toward print and digital media.

For further information on CLOSER visit:

<https://baueradvance.com/brands/closer/>

# Closer



# PUBLISHER AND GENERAL INFORMATION

## **PUBLISHER**

Heinrich Bauer Verlag KG

## **MARKETER**

Bauer Advance KG

## **ADDRESS OF ADVERTISING DEPARTMENT**

Closer | 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) 501751

**FREQUENCY** weekly

**ON SALE** Wednesday

## **BANK**

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

**VAT ID:** DE 18 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



**TIP!**  
Combination  
saving\*  
**20%**

\* Details  
see combination discount rate

# 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	23.390,-
1/2 vertical	96 x 261	103 x 280	17.950,-
1/2 horizontal	196 x 129	210 x 139	
1/3 vertical	63 x 261	70 x 280	13.170,-
1/3 horizontal	196 x 84	210 x 94	
1/4 vertical	46 x 261	53 x 280	9.880,-
1/4 horizontal	196 x 63	210 x 73	
Special positions <sup>2</sup>			
Back cover page			26.320,-
Inside front cover			26.320,-
1st full page inner section			25.130,-
SPREAD FORMATS			
2/1	406 x 261	420 x 280	47.860,-
Special positions <sup>2</sup>			
Opening spread (inside front cover + page 3)			52.650,-

<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: 210 x 280 mm
- » Ad spreads 4+ pages on request
- » Ad splits, special colours, special formats and foldouts on request

# DEADLINES

## 1st HALF YEAR 2024

### CLOSER

Issue	On sale* Wednesday	Calendar week	Ad closing date**	Delivery date digital data
02	03.01.2024	01	05.12.2023	14.12.2023
03	10.01.2024	02	12.12.2023	21.12.2023
04	17.01.2024	03	19.12.2023	02.01.2024
05	24.01.2024	04	28.12.2023	09.01.2024
06	31.01.2024	05	05.01.2024	16.01.2024
07	07.02.2024	06	12.01.2024	23.01.2024
08	14.02.2024	07	19.01.2024	30.01.2024
09	21.02.2024	08	26.01.2024	06.02.2024
10	28.02.2024	09	02.02.2024	13.02.2024
11	06.03.2024	10	09.02.2024	20.02.2024
12	13.03.2024	11	16.02.2024	27.02.2024
13	20.03.2024	12	23.02.2024	05.03.2024
14	26.03.2024	13	29.02.2024	11.03.2024
15	03.04.2024	14	06.03.2024	15.03.2024
16	10.04.2024	15	13.03.2024	22.03.2024
17	17.04.2024	16	20.03.2024	02.04.2024
18	24.04.2024	17	27.03.2024	09.04.2024
19	30.04.2024	18	04.04.2024	15.04.2024
20	07.05.2024	19	10.04.2024	19.04.2024
21	15.05.2024	20	17.04.2024	26.04.2024
22	22.05.2024	21	23.04.2024	03.05.2024
23	29.05.2024	22	30.04.2024	13.05.2024
24	05.06.2024	23	07.05.2024	17.05.2024
25	12.06.2024	24	15.05.2024	27.05.2024
26	19.06.2024	25	23.05.2024	04.06.2024
27	26.06.2024	26	31.05.2024	11.06.2024

### 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



# DEADLINES

## 2nd HALF YEAR 2024

### CLOSER

Issue	On sale* Wednesday	Calendar week	Ad closing date**	Delivery date digital data
28	03.07.2024	27	07.06.2024	18.06.2024
29	10.07.2024	28	14.06.2024	25.06.2024
30	17.07.2024	29	21.06.2024	02.07.2024
31	24.07.2024	30	28.06.2024	09.07.2024
32	31.07.2024	31	05.07.2024	16.07.2024
33	07.08.2024	32	12.07.2024	23.07.2024
34	14.08.2024	33	19.07.2024	30.07.2024
35	21.08.2024	34	26.07.2024	06.08.2024
36	28.08.2024	35	02.08.2024	13.08.2024
37	04.09.2024	36	09.08.2024	20.08.2024
38	11.09.2024	37	16.08.2024	27.08.2024
39	18.09.2024	38	23.08.2024	03.09.2024
40	25.09.2024	39	30.08.2024	10.09.2024
41	01.10.2024	40	05.09.2024	16.09.2024
42	09.10.2024	41	12.09.2024	23.09.2024
43	16.10.2024	42	19.09.2024	30.09.2024
44	23.10.2024	43	26.09.2024	08.10.2024
45	30.10.2024	44	04.10.2024	15.10.2024
46	06.11.2024	45	09.10.2024	18.10.2024
47	13.11.2024	46	16.10.2024	25.10.2024
48	20.11.2024	47	23.10.2024	05.11.2024
49	27.11.2024	48	30.10.2024	12.11.2024
50	04.12.2024	49	08.11.2024	19.11.2024
51	11.12.2024	50	15.11.2024	26.11.2024
52	18.12.2024	51	22.11.2024	03.12.2024
01	24.12.2024	52	28.11.2024	09.12.2024

### 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 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.

# 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>	5 working days before first day on sale without right of withdrawal
<b>DIGITAL DATA</b>	4 working days before first day on sale by 12 noon 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	105,-	126,-
max 30 g	110,-	138,-
max 40 g	115,-	150,-
max 50 g	120,-	162,-

€ per thousand copies plus VAT if applicable

### FURTHER INFORMATION

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

## SURCHARGES

Total subscription circulation
15-

€ per thousand copies plus VAT if applicable

### FURTHER INFORMATION

- » No surcharge if minimum circulation courier deliveries booked

## OVERSIZE INSERTS

	Courier deliveries
max 30 g	131,-

€ per thousand copies plus VAT if applicable

### FURTHER INFORMATION

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

# AD SPECIALS

## TIP-INS

	Courier circulaion	Postal deliveries
Postcards*/Coupons	60,-	69,-
Booklet max 20 g	66,-	79,-
Product samples max 20 g	100,-	125,-

\* 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
- » See notes on Postal deliveries/Partial circulation

## BOUND INSERTS

	Courier deliveries	Postal deliveries
max 8 pages	122,-	153,-
more than 12 pages	132,-	178,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Bound inserts with more pages and gummed elements on request
- » Minimum order: National print circulation
- » See notes on Postal deliveries/Partial circulation

# 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/solutions-cases/>

# AD SPECIALS DEADLINES 1/2024

## CLOSER

Issue	On sale* Wednesday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
02	03.01.2024	01	05.12.2023	15.12.2023
03	10.01.2024	02	12.12.2023	22.12.2023
04	17.01.2024	03	19.12.2023	03.01.2024
05	24.01.2024	04	28.12.2023	10.01.2024
06	31.01.2024	05	05.01.2024	17.01.2024
07	07.02.2024	06	12.01.2024	24.01.2024
08	14.02.2024	07	19.01.2024	31.01.2024
09	21.02.2024	08	26.01.2024	07.02.2024
10	28.02.2024	09	02.02.2024	14.02.2024
11	06.03.2024	10	09.02.2024	21.02.2024
12	13.03.2024	11	16.02.2024	28.02.2024
13	20.03.2024	12	23.02.2024	06.03.2024
14	26.03.2024	13	29.02.2024	12.03.2024
15	03.04.2024	14	06.03.2024	18.03.2024
16	10.04.2024	15	13.03.2024	25.03.2024
17	17.04.2024	16	20.03.2024	03.04.2024
18	24.04.2024	17	27.03.2024	10.04.2024
19	30.04.2024	18	04.04.2024	16.04.2024
20	07.05.2024	19	10.04.2024	22.04.2024
21	15.05.2024	20	17.04.2024	29.04.2024
22	22.05.2024	21	23.04.2024	06.05.2024
23	29.05.2024	22	30.04.2024	14.05.2024
24	05.06.2024	23	07.05.2024	22.05.2024
25	12.06.2024	24	15.05.2024	29.05.2024
26	19.06.2024	25	23.05.2024	05.06.2024
27	26.06.2024	26	31.05.2024	12.06.2024

### FURTHER INFORMATION

- » Final cancellation by booking deadline
- » No guarantee can be given for reservations. Compensation claims are invalid. Existing reservations: Reserving party has 48 hours to decide.

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

# AD SPECIALS DEADLINES 2/2024

## CLOSER

Issue	On sale* Wednesday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
28	03.07.2024	27	07.06.2024	19.06.2024
29	10.07.2024	28	14.06.2024	26.06.2024
30	17.07.2024	29	21.06.2024	03.07.2024
31	24.07.2024	30	28.06.2024	10.07.2024
32	31.07.2024	31	05.07.2024	17.07.2024
33	07.08.2024	32	12.07.2024	24.07.2024
34	14.08.2024	33	19.07.2024	31.07.2024
35	21.08.2024	34	26.07.2024	07.08.2024
36	28.08.2024	35	02.08.2024	14.08.2024
37	04.09.2024	36	09.08.2024	21.08.2024
38	11.09.2024	37	16.08.2024	28.08.2024
39	18.09.2024	38	23.08.2024	04.09.2024
40	25.09.2024	39	30.08.2024	11.09.2024
41	01.10.2024	40	05.09.2024	17.09.2024
42	09.10.2024	41	12.09.2024	24.09.2024
43	16.10.2024	42	19.09.2024	01.10.2024
44	23.10.2024	43	26.09.2024	09.10.2024
45	30.10.2024	44	04.10.2024	16.10.2024
46	06.11.2024	45	09.10.2024	21.10.2024
47	13.11.2024	46	16.10.2024	28.10.2024
48	20.11.2024	47	23.10.2024	06.11.2024
49	27.11.2024	48	30.10.2024	13.11.2024
50	04.12.2024	49	08.11.2024	20.11.2024
51	11.12.2024	50	15.11.2024	27.11.2024
52	18.12.2024	51	22.11.2024	04.12.2024
01	24.12.2024	52	28.11.2024	10.12.2024

### FURTHER INFORMATION

- » Final cancellation by booking deadline
- » No guarantee can be given for reservations. Compensation claims are invalid. Existing reservations: Reserving party has 48 hours to decide.

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





# CONTACTS

## INTERNATIONAL SALES

### BAUER ADVANCE KG

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 Director Sales  
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 stefanie@mercury-publicity.com

### BELGIUM/NETHERLANDS

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 1261 BB Blaricum  
 phone +31 35 685 90 15  
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 75013 Paris  
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 www.bauermediapublicite.fr

### SPAIN

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 Calle Carril de los Caleros 20-2  
 28023 Madrid  
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 stefanie.franck@nimonet.com

### SCANDINAVIA

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### SWITZERLAND

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### ITALY

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