

ABENTEUER GIBT ES NOCH

FREEMEN'S
WORLD

RATE CARD **2024**

BAUER ADVANCE

NO 4 | VALID FROM 01.01.2024



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EDITORIAL CONCEPT

FREEMEN'S WORLD – LONG LIVE ADVENTURE

POSITIONING

- » FREEMEN'S WORLD is all about freedom and adventure – big and small, at home and abroad.
- » FREEMEN'S WORLD inspires the reader, awakens dreams and stands for elaborate reportage and opulent visuals of a kind largely unknown to the German magazine market.
- » FREEMEN'S WORLD offers worlds of experience with deep exploration, entertainment, service and unconventional perspectives.
- » FREEMEN'S WORLD is full of facets, surprisingly charged with adrenaline but always focused on a respectful treatment of nature.
- » FREEMEN'S WORLD is unique and pioneering in the way it engages the true nature of man.

AUDIENCE

FREEMEN'S WORLD targets modern males, doers, heroes of the modern era. Men who, despite all the challenges, have their jobs, family, friends and hobbies all under control, and who realise their dreams, seek the kicks of adventure and can well afford to do so.

For further information on FREEMEN'S WORLD please visit:

<https://baueradvance.com/brands/freemens-world/>

ABENTEUER GIBT ES NOCH

FREEMEN'S
WORLD

PUBLISHER AND GENERAL INFORMATION

PUBLISHER

OCEAN.GLOBAL GmbH & Co. KG

MARKETER

Bauer Advance KG

ADDRESS OF ADVERTISING DEPARTMENT

FREEMEN'S WORLD | Burchardstraße 11 | 20095 Hamburg

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+49 40 30 19 31 02 Ad Management

Fax: +49 40 30 19 31 24 Ad Management

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

PZN (magazine code) 503080

FREQUENCY 6 x a year

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).

TECHNICAL SPECIFICATIONS

For our current and binding technical specifications please visit www.duon-portal.de, also available as pdf download.

DATA DELIVERY

All printing material to be submitted electronically to www.duon-portal.de.



SUPPORT

For support please email: 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



FORMATS AND RATES

FORMATS ON SINGLE PAGES			
Format	Type page (mm) Width x Height	Trim size ¹ (mm) Width x Height	Rates all colours in €
1/1	199 x 252	230 x 297	22.130,-
3/4 vertical	140 x 252	153 x 297	18.860,-
3/4 horizontal	199 x 183	230 x 198	
2/3 vertical	102 x 252	115 x 297	14.540,-
2/3 horizontal	199 x 133	230 x 148	
1/2 vertical	64 x 252	77 x 297	9.360,-
1/2 horizontal	199 x 84	230 x 99	
1/3 vertical	50 x 253	58 x 297	7.010,-
1/3 horizontal	195 x 64	230 x 75	
Special positions ²			
Inside front cover			24.310,-
Back cover page			25.400,-
Before/next to Contents/Editorial			24.310,-
Ads before page 31			22.920,-
SPREAD FORMATS			
2/1	434 x 252	460 x 297	44.260,-
Special positions ²			
Opening spread (inside front cover + page 3)			47.490,-
Double pages before page 31			45.310,-

¹ Bleed plus 5 mm top, bottom and outside

Spread formats 5 mm top and bottom, inside and outside

² Discounts and commission apply

Rates in €
plus VAT if applicable

FURTHER INFORMATION

- » Other formats on request
- » Magazine format: 230 x 297 mm
- » No guaranteed placement for fractional page ads. No guaranteed competitor exclusion or topic exclusivity
- » Ad splits, special colours, scented coating, special ad formats and foldouts on request

DEADLINES 2024

FREEMEN'S WORLD

Issue	On sale* Friday	Calendar week	Ad closing date**	Delivery date digital data
02	01.03.2024	09	23.01.2024	25.01.2024
03	26.04.2024	17	19.03.2024	21.03.2024
04	21.06.2024	25	14.05.2024	16.05.2024
05	16.08.2024	33	09.07.2024	11.07.2024
06	11.10.2024	41	03.09.2024	05.09.2024
01	06.12.2024	49	22.10.2024	24.10.2024

FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Deadlines Ad Specials see **08**

* Deadline for payment if claiming discount according to rate card

** Deadline for special positions 7 calendar days before official ad closing date

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.

AD SPECIALS

LOOSE INSERTS

	Courier deliveries	Postal deliveries
max 20 g	110,-	132,-
max 30 g	115,-	144,-
max 40 g	120,-	156,-
max 50 g	125,-	169,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum order: 30.000 copies courier deliveries

Publisher reserves the right to defer order to subsequent issues if partial print run booked.
Surcharge applies if minimum not reached, calculation based on thousand copy price courier deliveries and difference from minimum

SURCHARGES

Total postal subscription
15,-

€ per thousand copies
plus VAT if applicable

AD SPECIALS

TIP-INS

	Courier deliveries	Postal deliveries
Postcards*/Coupons	80,-	92,-
Booklet max 20 g	86,-	103,-
Product samples max 20 g	115,-	144,-

*Size and weight acc. to Deutsche Post AG

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Other tip-ins/flatsprays and higher weights on request
- » Minimum order: National printed circulation
- » Surcharge of 15% on first tip-in position

BOUND INSERTS

	Courier deliveries	Postal deliveries
max 8 pages	130,-	163,-
more than 12 pages	140,-	189,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Bound inserts with more pages and gummed elements on request
- » Minimum order: National printed circulation
- » Surcharge of 15% on first bound insert position

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 • www.bauer-extras.de

Or on request:

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



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 2024 DEADLINES

FREEMEN'S WORLD

Issue	On sale* Friday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
02	01.03.2024	09	18.12.2023	02.02.2024
03	26.04.2024	17	19.02.2024	25.03.2024
04	21.06.2024	25	15.04.2024	24.05.2024
05	16.08.2024	33	10.06.2024	19.07.2024
06	11.10.2024	41	05.08.2024	13.09.2024
01	06.12.2024	49	30.09.2024	01.11.2024

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

ADVERTORIALS

ADVERTORIALS

Advertorials are advertisements prepared individually for the client in the typical Freeman's World look & feel. Conception and realisation are conducted in close cooperation between publisher and client and/or agency.

Advertorials are labelled with the word "ANZEIGE" (advertisement) in 10pt. upper case letters.

RATES

Format	Production costs	Ad rate
2/1 page 4c	3.500,-	see 04 Formats/Rates
1/1 page 4c	2.000,-	

Rates in € plus VAT if applicable

The ad rate is discounted according to valid rate card and in consideration of existing bookings.

DESIGN COSTS

Design costs are invoiced after production (concept, layout, text, picture buying, photo production, processing).

DEADLINES

Advertorial deadlines are 5 week prior to official ad closing date.

ADVERTORIAL EXAMPLES

CROSSMEDIA



MULTIMEDIA COMPETENCE

MÄNNERSACHE.DE has the widest reach of all general-interest portals for men in Germany. FREEMEN'S WORLD is a significant contributor to contents on MÄNNERSACHE.DE with topics regularly digitally processed, featured prominently on the starting page and bundled in its own segment. With MÄNNERSACHE.DE at its side, FREEMEN'S WORLD has a competent partner offering even more crossmedia power. On MÄNNERSACHE.DE users find a broad range of topics ranging from tasty recipes and cool drinks to future mobility solutions, as well as men's grooming, the latest fashion trends, fancy upgrades for the home or holidays to dream of. Simply everything that men really want, including special features, all presented in an authentic, creative and entertaining format.

CROSSMEDIA COMMUNICATION

The interlocking nature of print, online, mobile, newsletter and social media make MÄNNERSACHE.DE and FREEMEN'S WORLD ideal partners for crossmedia communication concepts. Our offering ranges from classic topic sponsoring to creative storytelling and native premium products with view guarantee, plus social media and influencer integrations. In close collaboration with our clients we develop individual solutions across the portfolio and ensure premium placement in quality environments.

SOCIAL MEDIA COMPETENCE

MÄNNERSACHE.DE intensively and competently uses the social channels. In addition to editorial content, the latest news and information is presented, with client content prepared by the expertise of our online editors also shared here. The strong bond with all our active fans and followers helps build platforms to discuss the widest variety of men's topics.

For further information on MÄNNERSACHE.DE please visit:
<https://baueradvance.com/brands/maennersache-de/>

Our display rates:
Preise - Ad Alliance (ad-alliance.de) *

* valid for all campaigns from 01.01.2024

CONTACTS

INTERNATIONAL SALES

BAUER ADVANCE KG

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