

**inTouch**  
**Closer**  
*Kombi*

# COMBI RATE CARD 2024

INTOUCH | CLOSER

**BAUER ADVANCE**

NO 4 | VALID FROM 01.01.2024



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**inTouch** Closer

# COMBINATION SAVINGS

## 20% SAVING WHEN YOU ADVERTISE IN THE INTOUCH CLOSER COMBI

The combination rate applies to advertisements for the same product in same format and visual element in both magazines. The ads may appear time-deferred in different issues of the two magazines over a period of two weeks.

SAVING (GROSS) in relation to single ad placement	RATES 1/1 page all colours
1 Frequency	10.750,-
3 Frequencies	32.250,-
6 Frequencies	64.500,-

Rates in €  
plus VAT if applicable



# PUBLISHER AND GENERAL INFORMATION

## **PUBLISHER**

Heinrich Bauer Verlag KG

## **MARKETER**

Bauer Advance KG

## **ADDRESS OF ADVERTISING DEPARTMENT**

InTouch Closer Kombi | 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  
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**PZN** (magazine code) 512460

**FREQUENCY** weekly

**ON SALE** Wednesday

## **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	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	43.000,-
1/2 vertical	96 x 261	103 x 280	32.250,-
1/2 horizontal	196 x 129	210 x 139	
1/3 vertical	63 x 261	70 x 280	23.650,-
1/3 horizontal	196 x 84	210 x 94	
1/4 vertical	46 x 261	53 x 280	17.740,-
1/4 horizontal	196 x 63	210 x 73	
Surcharges for special positions <sup>2</sup>			
Back cover page InTouch			2.980,-
Back cover page Closer			2.390,-
Inside front cover InTouch			2.980,-
Inside front cover Closer			2.390,-
1st full page inner section I InTouch			1.490,-
1st full page inner section Closer			1.200,-
SPREAD FORMATS			
2/1	432 x 258	450 x 285	86.000,-
Surcharges for special positions <sup>2</sup>			
Opening spread (inside front cover + page 3) InTouch			5.960,-
Opening spread (inside front cover + page 3) Closer			4.790,-

<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

# DEADLINES

## 1st HALF YEAR 2024

### INTOUCH CLOSER KOMBI

Issue	On sale* Wednesday <sup>1,2</sup>	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 **07**

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

<sup>1</sup> Closer

<sup>2</sup> InTouch

# DEADLINES

## 2nd HALF YEAR 2024

### INTOUCH CLOSER KOMBI

Issue	On sale* Wednesday <sup>1,2</sup>	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

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<sup>1</sup> Closer

<sup>2</sup> InTouch



# 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>	See individual rate cards for InTouch or Closer
<b>DIGITAL DATA</b>	See individual rate cards for InTouch or Closer

# CONTACTS

## INTERNATIONAL SALES

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