

# INTOUCH

# RATE CARD 2024

**BAUER ADVANCE**

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# EDITORIAL CONCEPT

## MORE THAN JUST HOT GOSSIP

InTouch sees everything – and also has the guts to talk about it! Young stars, international celebs? The latest gossip and romantic escapades amongst VIPs? InTouch is THE celebrity magazine for women aged 18-39 years.

As agenda-setter, InTouch shows current fashion trends and beauty highlights, informs about entertainment and provides exciting day-to-day tips in its extensive, creative life hacks. Stars open their doors, reveal their most effective workouts and their most delicious food ideas.

InTouch is pure emotion, presents attitude, humour and inspiration. With this unique concept, InTouch makes every week exciting and is the medium with most reach amongst the young female target audience.

### **INTOUCH CROSSMEDIA POWER**

In addition to the weekly magazine, InTouch Online is the seamless continuation of the brand in the Internet and on the smartphone.

Direct, fast, emotional – InTouch Online is THE people portal for young women. What star styles are in the news? Which TV show is everyone in Germany talking about at the moment? No magazine is closer to VIPs and the readers' interests. Exclusive stories, enlightening interviews and entertaining snapshots make the daily mix for InTouch Online. Our team lives and loves online and always has its fingers on the target audience's pulse, offering far more than gossip, but inspiration, fun and positive vibes. Our social channels are on the ball too when it comes to feeding the very latest news and live reports from the red carpet to our subscribers and followers on all social channels. InTouch is in direct and constant dialogue with a large and responsive community.

For further information on InTouch visit:

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

# inTouch



# PUBLISHER AND GENERAL INFORMATION

## PUBLISHER

Heinrich Bauer Verlag KG

## MARKETER

Bauer Advance KG

## ADDRESS OF ADVERTISING DEPARTMENT

InTouch | 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) 582775

**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)

# 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	29.820,-
1/2 vertical	96 x 261	103 x 280	22.340,-
1/2 horizontal	196 x 129	210 x 139	
1/3 vertical	63 x 261	70 x 280	16.390,-
1/3 horizontal	196 x 84	210 x 94	
1/4 vertical	46 x 261	53 x 280	12.290,-
1/4 horizontal	196 x 63	210 x 73	
Special positions <sup>2</sup>			
Back cover page			32.800,-
Inside front cover			32.800,-
1st full page inner section			31.310,-
SPREAD FORMATS			
2/1	406 x 261	420 x 280	59.640,-
Special positions <sup>2</sup>			
Opening spread (inside front cover + page 3)			65.600,-

<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 splits, special colours, special formats and foldouts on request

# DEADLINES

## 1st HALF YEAR 2024

### INTOUCH

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**
- » Ad Specials deadlines see **10**

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



# DEADLINES

## 2nd HALF YEAR 2024

### INTOUCH

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**
- » Ad Specials deadlines 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 postal subscription
15,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » No surcharge if minimum circulation added to courier deliveries.

## 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
- » Postal deliveries on request
- » See notes on Postal deliveries/Partial circulation

# AD SPECIALS

## TIP-INS

	Courier deliveries	Postal deliveries
Postcards*/Coupons	63,-	72,-
Booklet max 20 g	69,-	83,-
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/flatsprays and higher weights on request
- » Minimum order: National printed 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 printed 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

## INTOUCH

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 commit

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

# AD SPECIALS DEADLINES 2/2024

## INTOUCH

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 commit

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

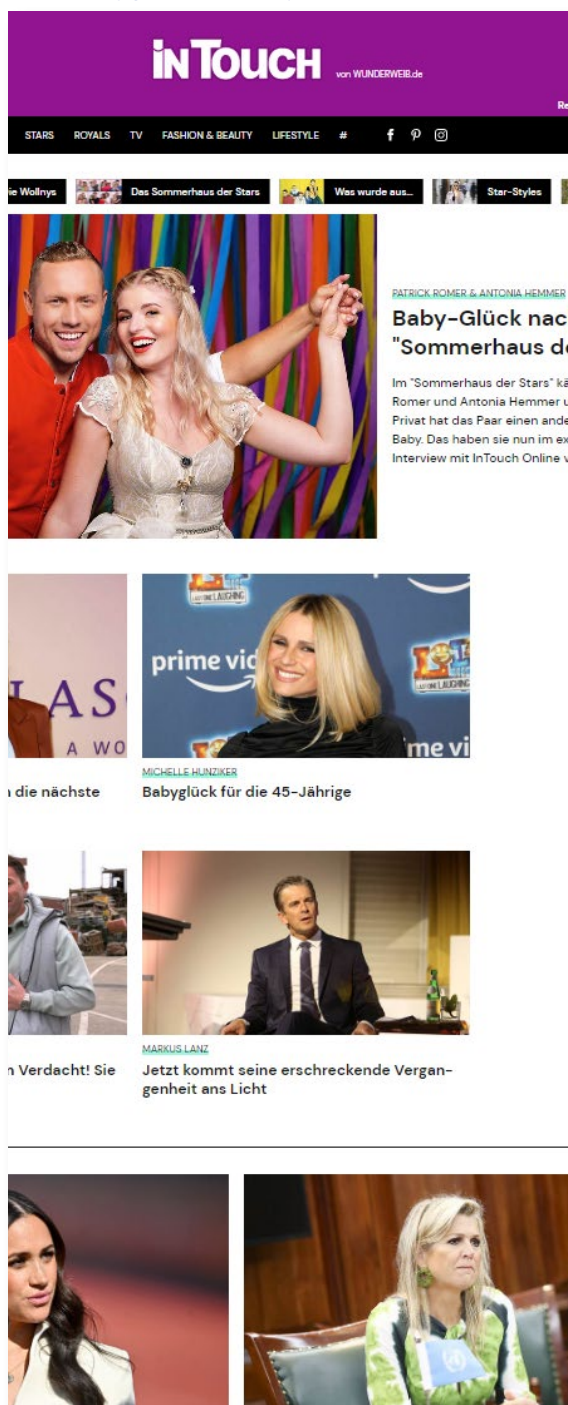




# CROSSMEDIA

## INTOUCH ONLINE

As a 360° brand InTouch not only convinces in the print format, but also in digital and social – across all touchpoints InTouch is the NO. 1 Celebrity Brand for young women in Germany. The InTouch online editorial board lives and loves online and always has its fingers on the pulse of the moment and stands side by side with the target audience. Our team knows what interests InTouch users have: We cover everything from exclusive stories, exciting interviews to entertaining snapshots of in the world of stars, fashion, beauty & lifestyle. InTouch Online is direct, quick and full of emotion. But far more than gossip, it's inspiration, fun and reassuringly life-affirming.



As THE medium of orientation for young women in Germany, InTouch Online serves the community on all channels with entertaining and carefully prepared content – and does so with passion. Both on the website and on Facebook, Instagram, Pinterest and YouTube, InTouch Online thrills its fans and followers, and is always within their reach.

## INTOUCH MARKETING

Our users are absolute InTouch "Brand-Lovers" – together with you we reach the young female audience where their attention is most focused. The InTouch community is communicative, stylish, confident, in addition to being keen clickers and shoppers.

That makes InTouch the ideal partner for your crossmedia campaigns online, in print and in social. We offer a wide spectrum of services to place your brand message in the suitable environment. We design customised concepts combining the expertise of our online and print editorial teams with reach, quality and topicality.

Our portfolio extends from classic advertorials in print to affinity topic targetings and segment sponsoring to creative storytelling concepts with our native premium products in digital, or also individual social media integrations in brand look & feel for direct user engagement, gladly with influencer participation.

We implement crossmedia campaigns for maximum audience impact in line with your objectives and ideas.

Further information on INTOUCH-ONLINE.de at:

<https://baueradvance.com/brands/intouch-magazin-de>

Our display rates:

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

\* valid for all campaigns from 01.01.2024

# CONTACTS

## INTERNATIONAL SALES

### BAUER ADVANCE KG

Benjamin Schulze  
 Director Sales  
 Burchardstraße 11  
 20095 Hamburg  
 Germany  
 Tel: +49 211 31 06 08 13

### GREAT BRITAIN

Stefanie Stroh-Begg  
 Mercury Publicity  
 99 Gray's Inn Road  
 London, WC1X 8TY  
 mobile +44 (0)7798 665 395  
 stefanie@mercury-publicity.com

### BELGIUM/NETHERLANDS

Gjalt Dijkstra  
 IMS – International Media Sales  
 Dwarslaan 51  
 1261 BB Blaricum  
 phone +31 35 685 90 15  
 mobile +31 625 003820  
 g.dijkstra@imsales.nl

### FRANCE

Raela Aldea  
 BAUER MEDIA REGIE  
 7 rue Watt  
 75013 Paris  
 phone + 33 1 47 70 90 62  
 raela.aldea@bauermedia.fr  
 www.bauermediapublicite.fr

### SPAIN

Stefanie Franck  
 Next International Media Opportunities  
 Calle Carril de los Caleros 20-2  
 28023 Madrid  
 phone +34 917 144 765  
 mobile +34 699 883 838  
 stefanie.franck@nimonet.com

### SCANDINAVIA

Ulrik Brostrøm  
 Partner  
 JB Media International ApS  
 Gråbrødretorv 6, 2nd floor  
 1154 Copenhagen K.  
 Denmark  
 phone +45 23 28 97 63  
 ubr@jbmedia.dk  
 www.jbmedia.dk

### SWITZERLAND

Philippe Girardot  
 Phoenix Media SA  
 P.a. Comptabilis  
 Routes des Jeunes 9  
 1227 Les Acacias-Geneva  
 phone +41 76 524 70 34  
 Philippe@phoenix-media.ch

### ITALY

Carlo Tagliabue  
 INTERNATIONAL MEDIA LAB LTD  
 Via G. Washington 79  
 I - 20146 Milano  
 phone +39 335 6150497  
 CT@intmedialab.com