

Maxi

**RATE CARD
2024**



BAUER ADVANCE

NO 36 | VALD FROM 01.01.2024

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EDITORIAL CONCEPT

MAXI – UNMISTAKABLY MAXI

POSITIONING

- » MAXI is the lifestyle magazine for inquisitive, educated, humorous and trendy women who are looking for an inspiring time-out in these hectic and challenging times.
- » MAXI is versatile and full of surprises, shows attitude and every month offers an exciting mix of information and trends.
- » MAXI takes time, goes into depth and dedicates itself to serious subjects, though never forgets the light-hearted side, making its readers laugh again and again.
- » MAXI sees the world through the eyes of its readers. It's close to life, has a big heart, is honest and understanding – like a best girlfriend.

AUDIENCE

MAXI readers are 30 – 45 years old, therefore in one of the most important phases of a woman's life: On the one side, they are at the crossroads, faced with tough decisions about their future, whether concerning family, partnership or job. On the other side, the MAXI readership is firmly rooted and knows precisely where they are in life. It is a demanding target audience that loves authentic heroes, is keen to consume and open to anything new.

Maxi



PUBLISHER AND GENERAL INFORMATION

PUBLISHER

OCEAN.GLOBAL GmbH & Co. KG

MARKETER

Bauer Advance KG

ADDRESS OF THE ADVERTISING DEPARTMENT

Maxi | Burchardstraße 11 | 20077 Hamburg

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Ad Management
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PZN (magazine code) 548243

FREQUENCY 10 x a year

ON SALE Tuesday

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, 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)	Trim size ¹ (mm)	Rates
	Width x Height	Width x Height	all colours in €
1/1	174 x 233	210 x 275	28.270,-
3/4 vertical	131 x 233	158 x 275	25.110,-
3/4 horizontal	174 x 175	210 x 206	
2/3 vertical	116 x 233	140 x 275	23.470,-
2/3 horizontal	174 x 155	210 x 183	
1/2 vertical	87 x 233	105 x 275	19.650,-
1/2 horizontal	174 x 117	210 x 138	
1/3 vertical	58 x 233	70 x 275	13.320,-
1/3 horizontal	174 x 78	210 x 92	

Special positions ²

Back cover page	38.160,-
Inside front cover	36.750,-
Before/next to Contents/Editorial	35.340,-
Ads before page 31	37.710,-
1st Beauty/Fashion ad	31.970,-

SPREAD FORMATS

2/1	384 x 233	420 x 275	56.540,-
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Special positions ²

Opening spread (inside front cover + page 3)	76.330,-
Spreads before page 31	65.970,-

¹ Bleed plus 5 mm top, bottom and outside.

Formats on double pages 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: 210 x 275 mm
- » Pocket format: 170 x 221 mm
Printing material must be delivered in the magazine format and will be proportionally reduced to pocket format by the litho department
- » 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

MAXI

Issue	On sale* Tuesday	Calendar week	Ad closing date**	Delivery date digital data
03	06.02.2024	06	02.01.2024	04.01.2024
04	05.03.2024	10	30.01.2024	01.02.2024
05	02.04.2024	14	27.02.2024	29.02.2024
06	07.05.2024	19	02.04.2024	04.04.2024
07	04.06.2024	23	30.04.2024	02.05.2024
08 + 09	02.07.2024	27	28.05.2024	30.05.2024
10	03.09.2024	36	30.07.2024	01.08.2024
11	01.10.2024	40	27.08.2024	29.08.2024
12	05.11.2024	45	01.10.2024	02.10.2024
01 + 02	03.12.2024	49	29.10.2024	30.10.2024

FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Deadline 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 for 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 ad closing date for the issue.
- » 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	120,-	144,-
max 30 g	125,-	156,-
max 40 g	130,-	169,-
max 50 g	135,-	182,-

€ 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

Surcharge applied to quantities less than minimum

- » Calculated by thousand copy price courier subscription to reach minimum quantity.

SURCHARGES

Total postal subscription

15,-

€ per thousand copies
plus VAT if applicable

OVERSIZE INSERTS

	Courier deliveries
max 30 g	150,-

€ 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

Surcharge applied to quantities less than minimum

- » Calculated by thousand copy price courier subscription to reach minimum quantity.

AD SPECIALS

TIP-INS

	Courier deliveries	Postal deliveries
Postcards*/Coupons	90,-	104,-
Booklet max 20 g	96,-	115,-
Product samples max 20 g	125,-	156,-

* 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	135,-	169,-
more than 12 pages	145,-	196,-

€ 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

MAXI

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03	06.02.2024	06	05.12.2023	18.01.2024
04	05.03.2024	10	09.01.2024	15.02.2024
05	02.04.2024	14	06.02.2024	14.03.2024
06	07.05.2024	19	12.03.2024	18.04.2023
07	04.06.2024	23	09.04.2024	16.05.2024
08 + 09	02.07.2024	27	07.05.2024	13.06.2024
10	03.09.2024	36	09.07.2024	15.08.2024
11	01.10.2024	40	06.08.2024	12.09.2024
12	05.11.2024	45	10.09.2024	17.10.2024
01 + 02	03.12.2024	49	08.10.2024	14.11.2024

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

ADVERTORIALS

ADVERTORIALS

Advertorials are advertisements prepared individually for the client in the typical MAXI 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.

Advertorials can be combined with an online presence on WUNDERWEIB.de and also time-extended. Crossmedia rates on request.

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

bonprix.

DIESE LOOKS SIND FRESH!

Mit knalligen Farben und aufregenden Mustern leuchten wir in die neue Saison ein. So geht der perfekte Frühlingsschick über die Fein, lassen sich aber auch gerne mit Weiß und Beige mixen. Und das: Die neuen Spring-Büchchen von bonprix. Ob als eleganten Begleiter zum Büro oder als lässige Begleiter zum Shopping. Ob als lässige Begleiter zum Büro oder als eleganten Begleiter zum Shopping.

SO GEHT SHOPPING!

Wir zeigen Schritt für Schritt, wie Sie Ihre Lieblingsstücke auf dieser Seite besonders schnell und mit einem Klick entdecken und kaufen können.

1. DIESEN QR-CODE SCANNEN

2. INDISPENSIBEL KOSTENLOS LADEN

3. GANZE SEITE SCANNEN

4. KOLLEKTION ENTDECKEN

ANZEIGE

GEMEINSAME AUSZEIT DER NATUR auf der Spur

Kraft tanken, Ruhe finden und echte Verbundenheit spüren: In den Ferienparcs von Center Parcs wird dieser Wunsch inmitten unberührter Natur augenblicklich Wirklichkeit.

GENUSS FÜR ALLE SINNE

Während Sie die Natur genießen, können Sie auch kulinarische Highlights genießen. Ob die geliebte Currywurst oder das leckere Burgerfleisch.

Maxi liebt

Fun & Nature

centerparcs.de

ANZEIGE

DAS JUCKT UNS NICHT!

Mit der richtigen Pflege können Sie dafür sorgen, dass **genetische Haut** zur Ruhe kommt – auch auf dem Kopf!

FRAGEN AN DEN EXPERTEN

Dr. Philipp Stiller ist ein erfahrener Dermatologe und Hautarzt. Er hat über 20 Jahre Erfahrung in der Behandlung von Hauterkrankungen und ist Mitglied in der Deutschen Dermatologischen Gesellschaft (DDG).

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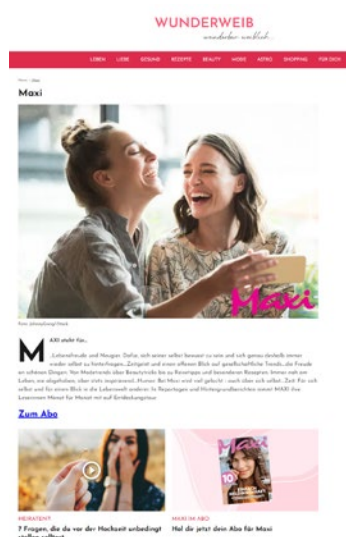
Wichtiges Info unter www.dermance.de

CROSSMEDIA

WUNDERWEIB ONLINE

Since 2009, WUNDERWEIB.de has functioned as the digital umbrella brand bringing together the print power of Bauer women's titles and translating this with its own strong voice into digital publishing. In this way, WUNDERWEIB.de adapts daily to the new needs of women and, thanks to this flexibility, always has its finger on the pulse of time.

And is remarkably successful too:



WUNDERWEIB.DE IS THE WOMEN'S COMMUNITY WITH THE WIDEST REACH IN THE GERMAN-SPEAKING REGION

WUNDERWEIB.de is available to women wherever they are in their digital worlds and enjoys high popularity in the social networks used by its loyal and continually growing community.

Editors at WUNDERWEIB.de know what's on the community's mind and offer women reliable expertise for all areas of their lives. They support and help, surprise and excite with prudently researched and professionally realised service, presenting topics relating to life and all daily matters: From fashion and beauty to health and family and further to recipes, deco tips, celebrities and horoscopes, WUNDERWEIB.de understands what interests women and helps them appreciate how wonderful the world they live in actually is.

With campaigns like #wunderbarECHT, WUNDERWEIB.de encourages users to believe in themselves, to be bold and live out every facet of their personalities, calling out for them to be authentic and GENUINE.

The WUNDERWEIB.de team aims to create a positive feeling of togetherness, for #wunderbarECHT is all about the truth - with stories that touch the heart and soul, and confessions that all users can identify with. Genuine stories from genuine women.

WUNDERWEIB MARKETING

As digital umbrella brand for more than 20 women's magazines, WUNDERWEIB.de addresses a wide female audience and produces content for a diverse range of product sectors of particular interest to women: fashion, beauty, health, food, love, lifestyle and living, amongst others.

WUNDERWEIB.de therefore offers numerous marketing opportunities for authentically placing your dedicated brand message in an appropriate environment. Our services extend from classic topic targeting to segment sponsoring, competition prizes and brand channels to native premium products with View-Guarantee or social media integrations in brand look & feel for direct user engagement.

Applying attention to detail and a precise audience know-how, working together with you our native editor team works out the most suitable realisation of your campaign contents to achieve maximum effect and thrill of WUNDERWEIB.de users!

For further information on WUNDERWEIB.de visit:

<https://baueradvance.com/our-brands-partners/>

Our Display rate list:

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

* valid for all campaigns from 01.01.2024

CONTACTS

INTERNATIONAL SALES

BAUER ADVANCE KG

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ITALY

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