

happinez

**RATE CARD
2024**

BAUER ADVANCE

NO 15 | VALID FROM 01.01.2024



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EDITORIAL CONCEPT

HAPPINEZ IS BEYOND LUXURY

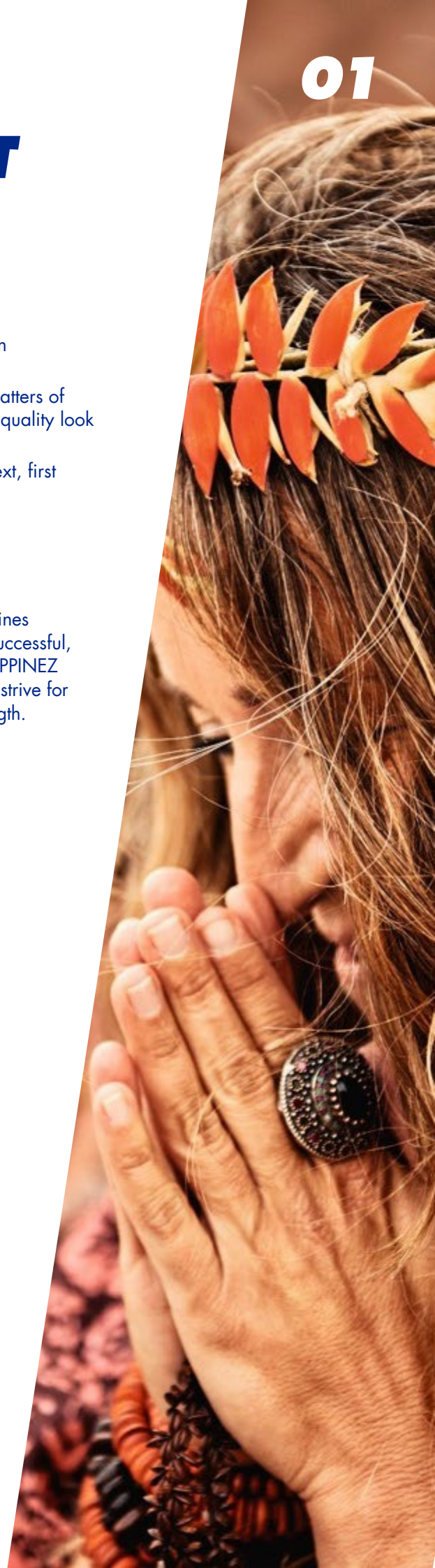
POSITIONING

- » HAPPINEZ is the first and most successful new luxury mindstyle magazine in Germany.
- » HAPPINEZ introduces its readers to a wide range of topics and ideas on matters of wisdom, psychology and spirituality in an easy-to-understand format with a quality look and feel.
- » HAPPINEZ provides inspiration through reportage, interviews, discerning text, first class authors, excellent photos and outstanding layouts.
- » HAPPINEZ – the mindstyle magazine with wellbeing in its genes.

AUDIENCE

HAPPINEZ caters for a strong opinion-shaping female target group that combines material consumption with a new form of luxury. Readers are independent, successful, influential, educated, flexible, very individual and have multiple interests. HAPPINEZ is the perfect companion for successful people who already have lots, but still strive for what everyone wants: meaning, time, composure, contentment and inner strength.

happinez



PUBLISHER AND GENERAL INFORMATION

PUBLISHER

Heinrich Bauer Verlag KG

MARKETER

Bauer Advance KG

ADDRESS OF ADVERTISING DEPARTMENT

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Ad Management
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PZN (magazine code) 530922

FREQUENCY 8 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) Width x Height	Trim size ¹ (mm) Width x Height	Rates all colours in €
1/1	190 x 256	230 x 297	23.140,-
1/2 vertical	93 x 256	108 x 297	16.200,-
1/2 horizontal	190 x 126	230 x 147	
1/3 vertical	60 x 256	75 x 297	10.870,-
1/3 horizontal	190 x 82	230 x 103	

Special positions ²

Back cover page	31.330,-
Inside front cover	27.770,-
1st full page inner section	27.770,-

Due to limited placement opportunities for fractional page ads we cannot guarantee all placements. This includes both editorial environment and left/right placement.

SPREAD FORMATS

2/1	430 x 256	460 x 297	46.280,-
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Special positions ²

Opening spread (inside front cover + page 3)	62.800,-
Double pages before page 31	55.540,-

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: 230 x 297 mm
- » Ad splits, special colours, scented coating, special ad formats and foldouts on request

DEADLINES 2024

HAPPINEZ

Issue	On sale* Tuesday	Calendar week	Ad closing date	Delivery date digital data
02	02.01.2024	01	20.11.2023	22.11.2023
03	20.02.2024	08	11.01.2024	15.01.2024
04	09.04.2024	15	27.02.2024	29.02.2024
05	21.05.2024	21	08.04.2024	10.04.2024
06	02.07.2024	27	22.05.2024	24.05.2024
07	20.08.2024	35	11.07.2024	15.07.2024
08	08.10.2024	41	28.08.2024	30.08.2024
01	26.11.2024	48	15.10.2024	17.10.2024

FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Deadline Ad Specials see **09**

* 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.

SPECIAL ISSUE

HAPPINEZ EXTRA

Once every year an extra issue is published that focuses on a topic very close to our readers' hearts. The extra is sent to all subscribers and is on sale at the newsstand.

Printed circulation 60.000 copies

RATES

FORMATS ON SINGLE PAGES	
Page size	Rates in € all colours
1/1	15.000,-
1/2	9.000,-



DEADLINES

Issue	On sale	CW	Ad closing	Digital data
01	05.11.2024	45	24.09.2024	26.09.2024

AD SPECIALS

LOOSE INSERTS

	Courier deliveries	Postal deliveries	Subscription only
max 20 g	133,-	160,-	224,-
max 30 g	138,-	173,-	242,-
max 40 g	143,-	186,-	260,-
max 50 g	148,-	200,-	280,-

€ 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

OVERSIZE INSERTS

	Courier deliveries
max 30 g	166,-

€ 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*	88,-	101,-
Booklet max 20 g	94,-	113,-
Product samples max 20 g	123,-	154,-

* 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
- » Surcharge of 15% on opening spread tip-in and first tip-in position (after opening spread)

BOUND INSERTS

	Courier deliveries	Postal deliveries
max 8 pages	128,-	160,-
more than 12 pages	138,-	186,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Bound inserts with more pages and gummed elements on request
- » Minimum order: National print 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

HAPPINEZ

Issue	On sale* Tuesday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
02	02.01.2024	01	21.10.2023	29.11.2023
03	20.02.2024	08	12.12.2023	22.01.2024
04	09.04.2024	15	28.01.2024	07.03.2024
05	21.05.2024	21	09.03.2024	17.04.2024
06	02.07.2024	27	22.04.2024	03.06.2024
07	20.08.2024	35	11.06.2024	22.07.2024
08	08.10.2024	41	29.07.2024	06.09.2024
01	26.11.2024	48	15.09.2024	24.10.2024

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 happinez 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 a native article in the happy blog 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

happinez for your skin

ANTHONY'S SKINCARE

ANTI-AGE ULTRA SENSITIV TAGECREME

Die Lieblingspflege sensibler Haut

Zeig deine Haut, die wenn sie gestraut ist? Mit der sanften Kraft der Natur bringst du sie wieder in Balance

U nser Haut wird gern als Spiegel der Seele betrachtet. Und so werden wir auch nicht, wenn empfindliches Reaktionsvermögen sensible Hauten haben. Psychische oder physische Belastung lässt dann leicht die Reizorgane, die Haut, reagieren. Die empfindliche Haut ist gestört, sie kann sich nicht so ganz selbst regulieren. Sie ist überempfindlich, sie reagiert zu empfindlich auf Reize, die für andere Menschen harmlos sind. Sie reagiert zu empfindlich auf Produkte, die speziell für die sensible Haut entwickelt wurden, und die Hautreaktionen können besonders unangenehm sein. Die natürlichen Inhaltsstoffe Alverde Sensitiv und Alverde Ultra Sensitiv sind sanft und schonen die empfindliche Haut. Sie helfen, die Haut wieder in Balance zu bringen und sie wieder zu sich selbst zu finden.

happinez

Baden im Glück Auf ins Home-Spa

Auch im heimischen Bad kann man Wellness-Elemente integrieren und so die Haut und Lust gleichermaßen zum Zeltang erheitern

EXTRA-TIPP

Naturwunder Wurzeln

PARSA

Der Kraftstoff für die Zukunft

Let's Go Beyond Zero - wie Toyotas Vision einer nachhaltigen Zukunft für alle zur Realität wird

100% Wasserstoff. Null Emissionen.

Das neue Toyota Modell für die Zukunft. Die Wasserstoff-Technologie ermöglicht eine emissionsfreie Fahrt. Vergleichen Sie immer mit dem neuesten Modell. Toyota ist nicht nur ein Unternehmen, sondern ein Lebensstil. Ein Lebensstil, der die Zukunft mit sich bringt. Ein Lebensstil, der die Zukunft mit sich bringt. Ein Lebensstil, der die Zukunft mit sich bringt.

toyota.de/beyond-zero

CROSSMEDIA

HAPPINEZ ONLINE

On our website magazin.happinez.de users find inspiring articles on topics such as mindfulness, sustainability, yoga, psychology and wellness. Further offerings include regular shopping tips, tests and themed specials.

On the happi blog, the editorial part of the webshop, users find inspiring articles on the subjects spirituality, mindfulness, yoga, psychology and wellness.

HAPPINEZ MARKETING

HAPPINEZ is Germany's first and most successful mindstyle magazine. As print and online content originates from the same editorial board, it is ideal for realising 360° crossmedia campaigns. Aside from a native article, competitions or exclusive newsletter inclusion, we can also realise comprehensive social media integration for your brand.

Via our social media channels we are tightly networked with our constantly growing digital community. On Instagram in particular, our predominantly female followers are highly interactive and show above-average engagement.

The positive halo effects generated by our credible mindstyle brand offers ideal conditions for an authentic brand story for your product.

Further information on HAPPINEZ at:

<https://baueradvance.com/brands/happinez-de/>

The screenshot displays the Happinez website interface. At the top, the logo 'happinez' is centered, with a search icon and a shopping cart icon to its right. Below the logo is a horizontal navigation bar with the following menu items: HOME, HIGHLIGHTS, SCHMUCK, ACCESSOIRES, KRISTALLE, WOHNEN, RÄUCHERN, YOGA & SELF CARE, LESEN & SCHREIBEN, MAGAZIN, and A&O. Underneath the navigation bar is a row of seven circular icons representing different content categories: Astrologie, Mind & Meditation, Spiritualität, Body & Yoga, Kristalle, Family & Kids, and Schöne Welt. The main content area features four article teasers, each with a large image and a short headline:

- Der verbindende Vollmond im Steinbock: Dein Mond Guide für den 13. Juli 2022** (Image: A large, glowing full moon in a dark sky, framed by a circular stone archway.)
- Niksen – Balance durch Nichtstun** (Image: A person wearing a straw hat and a patterned dress sitting in a large, circular, woven basket, looking out over a scenic landscape.)
- Gewinne ein exklusives Mini-Sabbatical** (Image: A person sitting on a wooden bench, looking out over a calm body of water at sunset.)
- Hier finden Körper, Geist und Seele zueinander** (Image: Two people walking on a paved path through a lush green lawn towards a modern building.)

CONTACTS

INTERNATIONAL SALES

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