

**tina bella Laura**  
KOMBINATION

**Alles**  
für die  
**Frau**

# COMBI RATE CARD 2024

TINA | BELLA | LAURA  
ALLES FÜR DIE FRAU

**BAUER ADVANCE**

NO 38 | VALID FROM 01.01.2024



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**tina** bella

**Laura**

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Frau**





# COMBINATION SAVING

## 4,49 % SAVING WHEN YOU ADVERTISE IN THE TINA BELLA LAURA ALLES FÜR DIE FRAU COMBINATION

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

### SAVING (GROSS)

### RATES

in relation to single ad placement	1/1 page all colours
1 Frequency	3.760,-
3 Frequencies	11.280,-
6 Frequencies	22.560,-

Rates in €  
plus VAT if applicable.



# PUBLISHER AND GENERAL INFORMATION

## **PUBLISHER**

Heinrich Bauer Verlag KG

## **MARKETER**

Bauer Advance KG

## **ADDRESS OF ADVERTISING DEPARTMENT**

tina bella Laura Alles für die Frau KOMBINATION | Burchardstraße 11 | 20095 Hamburg

Tel.: +49 40 30 19 30 48 Head of Magazines/Crossmedia  
+49 40 30 19 31 02 Ad Management

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

**PZN** (magazine code) 591851

**FREQUENCY** weekly

**ON SALE** tina/bella/Laura: Wednesday | Alles für die Frau: 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).



Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e.V.  
(German Audit Bureau of Circulation)

# DISCOUNT COMBINATIONS

## EXTRA DISCOUNT:

20% discount on any further bookings in mein tv & ich.



# 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	
Page format	Rates all colours in €
1/1	79.930,-
3/4 vertical	68.730,-
3/4 horizontal	
1/2 vertical	52.140,-
1/2 horizontal	
1/3 vertical	41.860,-
1/3 horizontal	
1/4 vertical	32.390,-
1/4 horizontal	
Surcharges for special positions <sup>2</sup>	
Back cover page tina plus	4.710,-
Back cover page Laura	1.800,-
Back cover page Alles für die Frau	1.860,-
Inside front cover tina plus	4.710,-
Inside front cover Laura	1.800,-
SPREAD FORMATS	
2/1	159.860,-
1/1 (2 x 1/2 p. horizontal)	79.930,-

<sup>2</sup> Discounts and commission apply.

Rates in €  
plus VAT if applicable

## MAGAZINE FORMATS

- » tina: 225 × 285 mm
- » bella | Laura: 210 × 280 mm
- » Alles für die Frau: 225 × 285 mm

## FURTHER INFORMATION

- » Other formats on request
- » Format details: see individual titles
- » Ad splits, special colours, scented coating, special ad formats and foldouts on request

# DEADLINES

## 1st HALF YEAR 2024

### TINA BELLA LAURA ALLES FÜR DIE FRAU KOMBINATION

Issue	On sale* Wednesday <sup>1</sup>	On sale* Friday <sup>2</sup>	Calendar week	Ad closing date**	Delivery dates digital data
02	03.01.2024	05.01.2024	01	30.11.2023	05.12.2023
03	10.01.2024	12.01.2024	02	07.12.2023	12.12.2023
04	17.01.2024	19.01.2024	03	14.12.2023	19.12.2023
05	24.01.2024	26.01.2024	04	21.12.2023	28.12.2023
06	31.01.2024	02.02.2024	05	02.01.2024	05.01.2024
07	07.02.2024	09.02.2024	06	09.01.2024	12.01.2024
08	14.02.2024	16.02.2024	07	16.01.2024	19.01.2024
09	21.02.2024	23.02.2024	08	23.01.2024	26.01.2024
10	28.02.2024	01.03.2024	09	30.01.2024	02.02.2024
11	06.03.2024	08.03.2024	10	06.02.2024	09.02.2024
12	13.03.2024	15.03.2024	11	13.02.2024	16.02.2024
13	20.03.2024	22.03.2024	12	20.02.2024	23.02.2024
14	26.03.2024	28.03.2024	13	26.02.2024	29.02.2024
15	03.04.2024	05.04.2024	14	01.03.2024	06.03.2024
16	10.04.2024	12.04.2024	15	08.03.2024	13.03.2024
17	17.04.2024	19.04.2024	16	15.03.2024	20.03.2024
18	24.04.2024	26.04.2024	17	22.03.2024	27.03.2024
19	30.04.2024	03.05.2024	18	28.03.2024	04.04.2024
20	07.05.2024	10.05.2024	19	05.04.2024	10.04.2024
21	15.05.2024	17.05.2024	20	12.04.2024	17.04.2024
22	22.05.2024	24.05.2024	21	18.04.2024	23.04.2024
23	29.05.2024	31.05.2024	22	25.04.2024	30.04.2024
24	05.06.2024	07.06.2024	23	02.05.2024	07.05.2024
25	12.06.2024	14.06.2024	24	10.05.2024	15.05.2024
26	19.06.2024	21.06.2024	25	17.05.2024	23.05.2024
27	26.06.2024	28.06.2024	26	27.05.2024	31.05.2024

#### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Booking deadlines for Ad Specials: see individual titles
- » Just-in-time Ads: see **08**

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

<sup>1</sup> tina | bella | Laura  
<sup>2</sup> Alles für die Frau

# DEADLINES

## 2nd HALF YEAR 2024

### TINA BELLA LAURA ALLES FÜR DIE FRAU KOMBINATION

Issue	On sale* Wednesday <sup>1</sup>	On sale* Friday <sup>2</sup>	Calendar week	Ad closing date**	Delivery dates digital data
28	03.07.2024	05.07.2024	27	04.06.2024	07.06.2024
29	10.07.2024	12.07.2024	28	11.06.2024	14.06.2024
30	17.07.2024	19.07.2024	29	18.06.2024	21.06.2024
31	24.07.2024	26.07.2024	30	25.06.2024	28.06.2024
32	31.07.2024	02.08.2024	31	02.07.2024	05.07.2024
33	07.08.2024	09.08.2024	32	09.07.2024	12.07.2024
34	14.08.2024	16.08.2024	33	16.07.2024	19.07.2024
35	21.08.2024	23.08.2024	34	23.07.2024	26.07.2024
36	28.08.2024	30.08.2024	35	30.07.2024	02.08.2024
37	04.09.2024	06.09.2024	36	06.08.2024	09.08.2024
38	11.09.2024	13.09.2024	37	13.08.2024	16.08.2024
39	18.09.2024	20.09.2024	38	20.08.2024	23.08.2024
40	25.09.2024	27.09.2024	39	27.08.2024	30.08.2024
41	01.10.2024	04.10.2024	40	02.09.2024	05.09.2024
42	09.10.2024	11.10.2024	41	09.09.2024	12.09.2024
43	16.10.2024	18.10.2024	42	16.09.2024	19.09.2024
44	23.10.2024	25.10.2024	43	23.09.2024	26.09.2024
45	30.10.2024	01.11.2024	44	30.09.2024	04.10.2024
46	06.11.2024	08.11.2024	45	04.10.2024	09.10.2024
47	13.11.2024	15.11.2024	46	11.10.2024	16.10.2024
48	20.11.2024	22.11.2024	47	18.10.2024	23.10.2024
49	27.11.2024	29.11.2024	48	25.10.2024	30.10.2024
50	04.12.2024	06.12.2024	49	05.11.2024	08.11.2024
51	11.12.2024	13.12.2024	50	12.11.2024	15.11.2024
52	18.12.2024	20.12.2024	51	19.11.2024	22.11.2024
01	24.12.2024	27.12.2024	52	25.11.2024	28.11.2024

#### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Booking deadlines for Ad Specials: see individual titles
- » Just-in-time Ads: see **08**

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

<sup>1</sup> tina | bella | Laura

<sup>2</sup> Alles für die Frau



# 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**

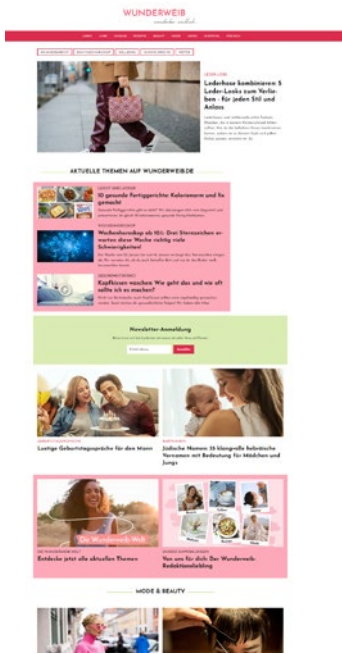
<b>AD FORMAT</b>	1/1 page bw or 4c
<b>BOOKING</b>	Total circulation
<b>DEADLINE</b>	See respective rate cards tina plus   Laura   Alles für die Frau
<b>DIGITAL DATA</b>	See respective rate cards tina plus   Laura   Alles für die Frau
<b>NO. OF ADS</b>	In each issue the number of just-in-time ads is limited
<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

# 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 topics relating to service, 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 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 campaigns from 01.01.2024

# CONTACTS

## INTERNATIONAL SALES

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