

**tina plus**

# **RATE CARD 2024**

**BAUER ADVANCE**

NO 16 | VALID FROM 01.01.2024



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# EDITORIAL CONCEPT

## TINA PLUS: AUTHENTIC, EMOTIONAL, DISTINCTIVE

tina plus brings the two brands tina and bella together in an attractive package, providing high coverage at a favourable price. The two titles work complementary, their editorial concepts each addressing a distinctive audience. Reaching 1,92 mil. women (MA 2023 II) tina plus is one of the biggest advertising media for female target audiences.

### TINA POSITIONING

The best sides of life

tina is the original in the women's weekly segment and as quality leader stands out through journalistic excellence and its unique insights into the target audience. tina shines its spotlight on the significant questions and concerns of the new 40+ generation. tina weeds its way through the jungle of information, shows attitude in current issues and provides a forum for the powerful female mainstream in society.

"In times when everyone feels they have to comment, tina says what's right," (Sabine Ingwersen, tina editor-in-chief).

Exclusive productions, authentic reportage, future-orientated initiatives and a premium, modern layout build the foundation for its integrity. Aside from the classic subjects beauty & fashion, health & food, advice and travel, tina is the real life expert for the over forties woman.

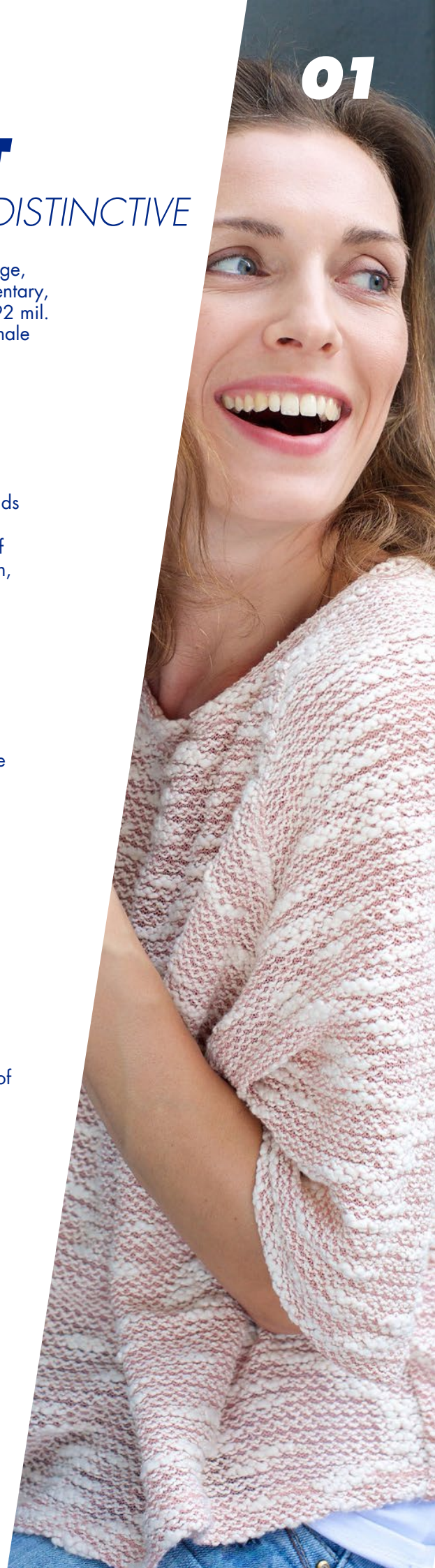
### BELLA POSITIONING

That makes me feel good

bella, the weekly feelgood magazine, number one for body & soul, with its unique positioning in the women's weekly segment, is conceived for the conscious-living 40+ female. bella regularly covers topics promoting sustainability and welcomes the active woman into the world of wellbeing, giving her time to spend on herself.

Editorial content focuses on wellbeing and personal gratification in the form of health and fitness, fashion & beauty, nutrition and wellness, life & reportage, travel & dreams.

**tina**plus



# COMBINATIONS

tina plus is at the heart of our women's combinations, comprising the two main titles tina and bella. In addition to tina plus, the combinations tina/bella/Laura and tina/bella/Laura/Alles für die Frau can also be booked. The titles' editorial concepts are clearly differentiated and conceived to complement each other, with all four magazines together reaching the 30 - 59 year-old age group, but each addressing a specific audience according to its individual needs and interests.

Through fine-tuned dialogue with the target audience, our magazine portfolio gives advertisers the possibility to achieve a high coverage of 2,63 mil with one insertion (MA2023 II).

With the attractive rate combination for our four weekly women's magazines you have one of the biggest platforms for making an impression on the mature female target audience!

For further information please refer to the combination rate card.



# PUBLISHER AND GENERAL INFORMATION

## **PUBLISHER**

Heinrich Bauer Verlag KG

## **MARKETER**

Bauer Advance KG

## **ADDRESS OF ADVERTISING DEPARTMENT**

tina plus | 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) 533361

**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

## TINA BELLA LAURA KOMBINATION



**TIP!**  
Combination  
saving\*

**3,27%**

\* see combination rate card for details

## TINA BELLA LAURA ALLES FÜR DIE FRAU KOMBINATION



**TIP!**  
Combination  
saving\*

**4,49%**

\* see combination rate card for details

## ADDITIONAL DISCOUNT

20 % discount on any further bookings in mein tv und 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

TINA

BELLA

FORMATS ON SINGLE PAGES					
Page format	Type page (mm) Width x Height	Trim size <sup>1</sup> (mm) Width x Height	Type page (mm) Width x Height	Trim size <sup>1</sup> (mm) Width x Height	Rates all colours in €
1/1	206 x 258	225 x 285	196 x 261	210 x 280	47.090,-
3/4 vertical	153 x 258	163 x 285	146 x 261	153 x 280	40.350,-
3/4 horizontal	206 x 192	225 x 205	196 x 195	210 x 205	
1/2 vertical	101 x 258	111 x 285	96 x 261	103 x 280	33.860,-
1/2 horizontal	206 x 128	225 x 141	196 x 129	210 x 139	
1/3 vertical	66 x 258	76 x 285	63 x 261	70 x 280	25.510,-
1/3 horizontal	206 x 83	225 x 96	196 x 84	210 x 94	
1/4 vertical	48 x 258	58 x 285	46 x 261	53 x 280	19.940,-
1/4 horizontal	206 x 62	225 x 75	196 x 63	210 x 73	
Special positions <sup>2</sup>					
Back cover page					51.800,-
Inside front cover					51.800,-
SPREAD FORMATS					
2/1	432 x 258	450 x 285	406 x 261	420 x 280	94.180,-
1/1 (2 x 1/2 p. horiz.)	432 x 128	450 x 141	406 x 129	420 x 139	47.090,-

<sup>1</sup> Bleed plus 5 mm top, bottom and outside.<sup>2</sup> Discounts and commission applyRates in €  
plus VAT if applicable

## FURTHER INFORMATION

- » Other formats on request
- » Magazine format: tina: 225 x 285 mm | bella: 210 x 280 mm
- » Ad splits, special colours, scented coating, ad special formats and foldouts on request



# DEADLINES

## 1st HALF YEAR 2024

### TINA PLUS

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

#### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Just-in-time Ads see **10**
- » Deadlines Ad Specials see **12**

\* Zahlungstermin bei Inanspruchnahme des Skontos lt. Preisliste

# DEADLINES

## 2nd HALF YEAR 2024

### TINA PLUS

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

#### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Just-in-time Ads see **10**
- » Deadlines Ad Specials see **12**

\* Zahlungstermin bei Inanspruchnahme des Skontos lt. Preisliste

# SPECIAL ISSUES

The popular and highly successful tina special issues are published eight times a year, each remaining at the newsstand for several weeks. In the special issues the editorial team picks up on the latest trends and lovingly showcases them in tina's customary opulent visual language. Creative home ideas, the latest garden trends, health tips and the tastiest diet recipes are prepared in the highest quality. New as of 2024 is the special "Home".



## FORMATS ON SINGLE PAGES

Format	Type page (mm) Width x Height	Trim size <sup>1</sup> (mm) Width x Height	Rates all colours
1/1	196 x 261	210 x 280	10.850,-

<sup>1</sup> Bleed plus 5mm top, bottom and outside

Rates in €  
plus vat if applicable

## FURTHER INFORMATION

» Magazine format: 210 x 280 mm

## DEADLINES TINA SPECIAL ISSUES

Issue	On sale	Featured topic	CW	Ad closing date	Copy deadline
01	09.01.2024	Slim 2024	02	27.11.2023	06.12.2023
02	20.02.2024	Creative home	08	11.01.2024	22.01.2024
03	19.03.2024	Garden	12	08.02.2024	19.02.2024
04	14.05.2024	Home	20	02.04.2024	11.04.2024
05	11.06.2024	Slim summer	24	26.04.2024	08.05.2024
06	27.08.2024	Creative home	35	18.07.2024	29.07.2024
07	30.09.2024	Advent	40	21.08.2024	30.08.2024
08	19.11.2024	Astro	47	08.10.2024	17.10.2024

# 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>	8 working days before on sale date without cancellation right
<b>DIGITAL DATA</b>	7 working days by 10.00 hrs before on sale date Technical specifications see <b>05</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	76,-	91,-
max 30 g	81,-	101,-
max 40 g	86,-	112,-
max 50 g	91,-	123,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum: 50.000 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 subscription surcharge if minimum quantity of courier deliveries additionally booked.

## OVERSIZE INSERTS

	Courier deliveries
max 30 g	95,-

€ per thousand copies  
plus VAT if applicable

### FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum: 50.000 copies
- » Postal deliveries on request
- » See notes on Postal deliveries/Partial circulation

# AD SPECIALS

## TIP-INS

	Courier deliveries	Postal deliveries
Postcards/Coupons *	46,-	53,-
Booklet max 20 g	52,-	62,-
Product samples max 20 g	56,-	70,-

\*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 100.000 copies
- » No partial booking of postal deliveries
- » See notes on Postal deliveries/Partial circulation

## BOUND INSERTS

	Courier deliveries	Postal deliveries
max 8 pages	74,-	93,-
more than 12 pages	84,-	113,-

€ per thousand copies  
plus VAT if applicable

## FURTHER INFORMATION

- » Bound inserts with more pages and gummed elements on request
- » Minimum order 100.000 copies
- » No partial booking of postal deliveries
- » 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

## TINA PLUS

Issue	On sale* Wednesday	Calendar week	Booking deadline Ad Specials	Delivery date Ad Specials
02	03.01.2024	01	16.11.2023	14.12.2023
03	10.01.2024	02	23.11.2023	21.12.2023
04	17.01.2024	03	30.11.2023	02.01.2024
05	24.01.2024	04	07.12.2023	09.01.2024
06	31.01.2024	05	19.12.2023	16.01.2024
07	07.02.2024	06	26.12.2023	23.01.2024
08	14.02.2024	07	02.01.2024	30.01.2024
09	21.02.2024	08	09.01.2024	06.02.2024
10	28.02.2024	09	16.01.2024	13.02.2024
11	06.03.2024	10	23.01.2024	20.02.2024
12	13.03.2024	11	30.01.2024	27.02.2024
13	20.03.2024	12	06.02.2024	05.03.2024
14	26.03.2024	13	12.02.2024	11.03.2024
15	03.04.2024	14	16.02.2024	15.03.2024
16	10.04.2024	15	23.02.2024	22.03.2024
17	17.04.2024	16	01.03.2024	02.04.2024
18	24.04.2024	17	08.03.2024	09.04.2024
19	30.04.2024	18	14.03.2024	15.04.2024
20	07.05.2024	19	22.03.2024	19.04.2024
21	15.05.2024	20	29.03.2024	26.04.2024
22	22.05.2024	21	04.04.2024	03.05.2024
23	29.05.2024	22	11.04.2024	13.05.2024
24	05.06.2024	23	18.04.2024	21.05.2024
25	12.06.2024	24	26.04.2024	28.05.2024
26	19.06.2024	25	03.05.2024	04.06.2024
27	26.06.2024	26	13.05.2024	11.06.2024

### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » 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

## TINA PLUS

Issue	On sale* Wednesday	Calendar week	Booking deadline Ad Specials	Delivery date Ad Specials
28	03.07.2024	27	21.05.2024	18.06.2024
29	10.07.2024	28	28.05.2024	25.06.2024
30	17.07.2024	29	04.06.2024	02.07.2024
31	24.07.2024	30	11.06.2024	09.07.2024
32	31.07.2024	31	18.06.2024	16.07.2024
33	07.08.2024	32	25.06.2024	23.07.2024
34	14.08.2024	33	02.07.2024	30.07.2024
35	21.08.2024	34	09.07.2024	06.08.2024
36	28.08.2024	35	16.07.2024	13.08.2024
37	04.09.2024	36	23.07.2024	20.08.2024
38	11.09.2024	37	30.07.2024	27.08.2024
39	18.09.2024	38	06.08.2024	03.09.2024
40	25.09.2024	39	13.08.2024	10.09.2024
41	01.10.2024	40	19.08.2024	16.09.2024
42	09.10.2024	41	26.08.2024	23.09.2024
43	16.10.2024	42	02.09.2024	30.09.2024
44	23.10.2024	43	09.09.2024	08.10.2024
45	30.10.2024	44	16.09.2024	15.10.2024
46	06.11.2024	45	20.09.2024	18.10.2024
47	13.11.2024	46	27.09.2024	25.10.2024
48	20.11.2024	47	04.10.2024	05.11.2024
49	27.11.2024	48	11.10.2024	12.11.2024
50	04.12.2024	49	22.10.2024	19.11.2024
51	11.12.2024	50	29.10.2024	26.11.2024
52	18.12.2024	51	05.11.2024	03.12.2024
01	24.12.2024	52	11.11.2024	09.12.2024

### FURTHER INFORMATION

- » Final cancellation by ad closing date
- » 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 are advertisements custom-designed for each client which offer the client a platform perfectly aligned in visual appeal and tonality to the environment of the specific title. Conception and realisation are undertaken in close collaboration between publisher and client or agency. Advertorials are labelled with the word "Anzeige" (advertisement).

The costs for advertorial ads are composed of the ad rate plus production costs. Production costs are technical costs which do not entitle discounts or commission. Value Added Tax will be charged if applicable. Production costs include: concept, layout, coordination and reproduction. Any extra costs for photos, copyright fees etc. will be invoiced separately. The ad rate is entitled to discounts according to the valid rate card and within the existing contracts.

Format	Production costs	Rates
2/1 page 4c	3.500,-	see <b>06</b> Format/Rates
1/1 page 4c	2.000,-	
1/2 page 4c	1.600,-	
1/3 page 4c	1.200,-	
1/4 page 4c	1.000,-	

Production costs for smaller formats on request

**Wir lieben's lässig**  
Mit sanften Farben und lockeren Schnitten starten wir jetzt in den Frühling

**Einzigartig family**  
Einzigartig family  
Lindnerstraße 44  
Hugo-Bohring-Platz 1  
80024 Garching/Lehrn  
www.einzigartig-family.com

**Hallo, Sommer**  
Entdecken Sie die neuen Sonnenbrillen in erdigen Nuancen. Mit den dunklen Gläsern eignen sie sich perfekt für den modernen Safari-Look

**KLASSIKER**  
Der edle Klassiker harmonisiert besonders gut mit moderner Eleganz.  
Fielmann SF 016 016

**VERSCHLEISST**  
Mit diesem dunklen Rahmen harmonisieren die erdigen Nuancen harmonisch miteinander und harmonisch.  
Fielmann SF 016 016

**KLASSIKER**  
Der edle Klassiker harmonisiert besonders gut mit moderner Eleganz.  
Fielmann SF 016 016

**fielmann**

**Du siehst aber jung aus!**  
Ris ullis ditis et andelen dele a anim archli trossundis sap icae odicuntios ut facepud

**SUPERFOOD**  
Aufbau. Bessere gute gut in den meisten Fällen. Es ist ein sehr interessantes Produkt, das viele Vorteile hat. Es ist ein sehr interessantes Produkt, das viele Vorteile hat. Es ist ein sehr interessantes Produkt, das viele Vorteile hat.

**tina plus**  
tina plus  
tina plus  
tina plus

**Tossincant adigash itru videlle stitru bea id que Fet tung in bold etat, cor?**

**GESICHTSMASSAGE**  
Aufbau. Bessere gute gut in den meisten Fällen. Es ist ein sehr interessantes Produkt, das viele Vorteile hat. Es ist ein sehr interessantes Produkt, das viele Vorteile hat. Es ist ein sehr interessantes Produkt, das viele Vorteile hat.

# 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

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