

ADVERTISEMENT RATE CARD NO. 16 • Valid from Jan. 1st 2015



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FOCUS-MONEY: The modern business and financial magazine



FOCUS-MONEY is one of the strongest and most plausible brands on the highly competitive market of business and financial magazines. With a wider range than a purely financial title, the magazine offers its readers insights into the modern business world. Week after week, FOCUS-MONEY appeals to attractive target groups with its well-researched, useful information, analyses and backgrounds: leaders in industry and society.

Covering a unique range of business, politics, companies, finance, taxes, law, investments, insurance, telecommunications, cars and career, FOCUS-MONEY is unique in its field. Exciting market and product trends feature as much in the content of the business and financial

magazine as an essential knowledge of professional and private financial management. Thanks to its wealth of expertise, the editorial team is highly trusted by readers. Advertising in FOCUS-MONEY is of lasting benefit. The magazine offers specific orientation as well as the brand messages communicated in this environment.

As a media brand for business and finance, FOCUS-MONEY offers cross-media access to top potential. Its numerous offers include print, online, e-papers and events. FOCUS-MONEY enables advertisers to directly address their specific target groups through every channel.

PUBLISHER'S DATA

Publisher

FOCUS Magazin Verlag GmbH
Arabellastraße 23, 81925 Munich

Senior Brand Manager

Manuela Löffler
T +49. 89. 92 50. 26 19
E manuela.loeffler@burda.com

Rates request

Aynur Civelek
T +49. 89. 92 50. 24 39
E anzeigen@focus.de

Placement

Kai Sahlfeld
Burda Community Network GmbH
Anzeigen FOCUS-MONEY
Arabellastraße 23, 81925 Munich
T +49. 89. 92 50. 29 50
E kai.sahlfeld@burda.com

Planning

Karin Mayer / Sabrina Bleß
Burda Community Network GmbH
Hubert-Burda-Platz 1, 77652 Offenburg
T +49. 781. 84. 22 86 oder 37 52
F +49. 781. 84. 22 51
E bcn-auftraege@burda.com

Bank accounts

Commerzbank AG, Offenburg
SWIFT: DRES DE FF 680
IBAN: DE 54 6808 0030 0723 412000
Deutsche Bank, Offenburg
SWIFT: DEUT DE 6F 664
IBAN: DE 33 6647 0035 0066 500000

Guaranteed paid circulation

120,000 copies

Terms of payment

Invoices must be paid within 30 days of the invoice date, offers a discount of 2% for payment

burdanews.de

in advance, provided the invoice amount is received no later than the date the issue of FOCUS in which the advertisement appears is published, and there are no older outstanding invoices. If the required payment date is exceeded, default interest will be charged in accordance with paragraph 11 of the General Terms and Conditions, at 5% above the applicable base rate in line with § 1 subpara. 1 of the Discount Rate Transition Act (DÜG). All prices are net prices. The statutory rate of VAT will be added. Automatic debit transfer is possible.

General Terms and Conditions

All orders for advertisements are handled exclusively in accordance with the publishers general terms and conditions. These can be found on the Internet at www.burdanews.de/agb

Frequency of publication:

weekly

First day of sale:

Wednesday (Subject to change)

Place of Publication

Munich

PZN

527559

Latest Data

www.burdanews.de
www.pz-online.de



Technical Data

DieFor current and binding technical data, log onto www.duon-portal.de. Also available as PDF download.



Delivery of Printer's Copy

Please deliver all copy electronically to www.duon-portal.de
For support please e-mail

E support@duon-portal.de
T +49. 40. 37 41. 17 50

General legal notice

The warranty claims specified in the publishers' general terms and conditions apply only when the certified technical requirements and standards published in the DUON portal have been fulfilled. This also holds when data are provided without proof.



Ads can also be booked through the **Online Booking System (OBS)**: www.obs-portal.de



The new market media study 'best for planning' ONE FOR ALL.
www.b4p.de



You can download binding technical information on ad specials and information on dates, samples and deliveries at www.adspecial-portal.de

Special placements

Placements on the 2nd, 3rd, and 4th cover page only possible without coupon. There may be rival advertisements in the introductions to each section of the magazine.

STANDARD RATES AND DISCOUNTS

Prices in Euros	Price zone I Jan. – Feb., Jun. – Aug.	Price zone II Mar. – May, Sep. – Dec.	Average prices ¹
Size in fractions of page colour or b/w			
1/1 page	15,840	17,650	16,896
Special placements			
2/1 page, Opening Spread	42,770	47,655	45,625
1/1 page, 2 nd cover page	18,370	20,475	19,600
1/3 page, next to Editorial (MONEY INSIDE)	8,020	8,950	8,560
1/3 page, next to contents	8,020	8,950	8,560
1/3 page, next to MONEY WEEK	7,960	8,875	8,490
1/1 page, 1st right-hand page	17,740	19,775	18,925
2/1 page, 1st double page	34,860	38,840	37,180
1/3 page, lead story placement (placement on the 1 st or 2 nd double page following introduction of the topic)	7,820	8,710	8,340
1/1 page, lead story placement (placement on the 2 nd double page following introduction of the topic)	17,425	19,420	18,590
1/1 page, back cover	18,535	20,655	19,775

For confirmation of other selected special and fixed placements can be different prices,

FINANCIAL ADVERTISEMENTS

In the case of financial advertisements, the customer benefits from a 20% discount on the standard advertisement price.

Financial advertisements are advertisements for new issues, net results, interim reports, quarterly reports, capital increases, invitations to an annual general meeting, voting power and dividend announcements, AGM addresses, tombstones, warrant sale offers, dividends, and rights issues.

Discounts can be granted on financial advertisements.

This financial advertisement price cannot be transferred to special placements.

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked.

Discounts

by volume

from 2 pages 2 % from 4 pages 4 % from 7 pages 7 % from 10 pages 10 %

Ad Specials

from € 25,000 2 %

In addition to volume scaling for format advertisements, FOCUS-MONEY offers a sales discount scale for ad specials. These discounts are based on the gross turnover (without production costs) of each ad special within a contract year.

FOCUS BlueChip combined package

Combined advertisements in FOCUS and FOCUS-MONEY are available at a reduced FOCUS BlueChip package price compared with separate bookings. The advertisements must then appear in the same format in both magazines that are published within the same period. The price zone for each title in the combination provides the basis. This advantage of the FOCUS BlueChip package cannot be transferred to special placements.

FORMATS AND PRICES

Prices in Euros	Price zone I	Price zone II	Average prices¹
Size in fractions of page colour or b/w	Jan. – Feb., Jun. – Aug.	Mar. – May, Sep. – Dec.	
1/1 page	15,840	17,650	16,896
2/3 page, 2 columns	11,720	13,060	12,502
1/2 page, 3 columns	9,850	10,980	10,509
3/6 page, 2 columns	9,580	10,680	10,222
2/6 page, 2 columns	7,970	8,880	8,501
1/3 page, 1 column page, 3 columns	7,100	7,910	7,573
1/6 page, 1 column page, 2 columns	4,800	5,350	5,121
Formats on double pages			
2/1 page	31,680	35,300	33,792
1 2/3 page, upright across gutter	28,250	31,480	30,134
1 1/3 page, upright across gutter	23,510	26,200	25,079
2 x 2/3 page, upright portrait centered	24,260	27,030	25,876
2 x 1/2 page, across gutter	20,190	22,510	21,543
2 x 3/6 page, Tunnel ad	26,520	29,560	28,293
2 x 1/3 page, across gutter	14,560	16,220	15,528

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked

Prices for other formats and advertisement runs on request.

Combined advertisements 5% surcharge on two or more consecutive, partial page advertisements.

FORMATS AND PRICES: FOCUS-BLUECHIP-COMBINATION

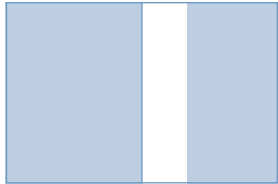
Combined advertisements in FOCUS-MONEY and FOCUS are available at the FOCUS BlueChip package prices (see page 3).

Prices in Euros	FOCUS-BlueChip-Kombi			Kombianteil FOCUS			Kombianteil FOCUS-MONEY		
	Price zone I Jan, - Feb., Jun, - Aug,	Price zone II Mar, - May, Sep, - Dec,	Average prices ¹	Price zone I Jan, - Feb., Jun, - Aug,	Price zone II Mar, - May, Sep, - Dec,	Average prices ¹	Price zone I Jan, - Feb., Jun, - Aug,	Price zone II Mar, - May, Sep, - Dec,	Average prices ¹
1/1 page	61,870	68,920	65,983	46,510	51,800	49,596	15,360	17,120	16,387
2/3 page, 2 columns	45,790	50,990	48,823	34,420	38,320	36,695	11,370	12,670	12,128
1/2 page, 3 columns	38,480	42,860	41,035	28,930	32,210	30,843	9,550	10,650	10,192
3/6 page, 2 columns	37,430	41,700	39,921	28,140	31,340	30,007	9,290	10,360	9,914
2/6 page, 2 columns	31,140	34,680	33,205	23,410	26,070	24,962	7,730	8,610	8,243
1/3 page, 1 column page, 3 columns	27,750	30,890	29,582	20,860	23,220	22,237	6,890	7,670	7,345
1/6 page, 1 column page, 2 columns	18,760	20,900	20,008	14,100	15,710	15,039	4,660	5,190	4,969
Formats on double pages									
2/1 page	123,750	137,840	131,969	93,020	103,600	99,192	30,730	34,240	32,778
1 2/3 page, upright across gutter	110,350	122,910	117,677	82,950	92,370	88,445	27,400	30,540	29,232
1 1/3 page, (1 p, + 1/3 p, upright)	91,850	102,300	97,946	69,050	76,890	73,623	22,800	25,410	24,323
2x2/3 page, upright centered	94,770	105,560	101,064	71,240	79,340	75,965	23,530	26,220	25,099
2x1/2 page, across gutter	78,880	87,870	84,124	59,300	66,040	63,232	19,580	21,830	20,893
2x1/3 page, across gutter	56,880	63,340	60,648	42,760	47,610	45,589	14,120	15,730	15,059

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked.

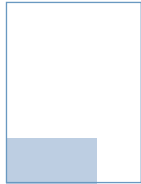
The advantage of the FOCUS-BlueChip-Combination rate can only be granted for these listed formats.

AD FORMATS

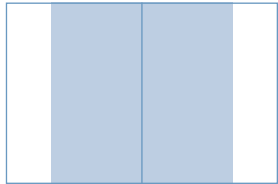


1/1 p.
P.: 187 x 238
B.: 210 x 267

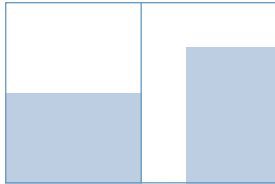
2/3 p.,
2 columns
P.: 118 x 238
B.: 130 x 267



1/6 p.,
2 columns
P.: 118 x 56
B.: 130 x 72



2 x 2/3 p., upright
P.: 258 x 238
B.: 258 x 267

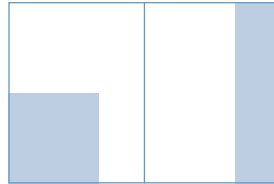


1/2 p., across
P.: 187 x 117
B.: 210 x 132

3/6 p.,
2 columns
P.: 118 x 176
B.: 130 x 192



2/1 p.
P.: 396 x 238
B.: 420 x 267

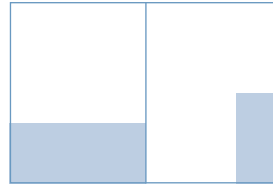


2/6 p.,
2 columns
P.: 118 x 117
B.: 130 x 132

1/3 p.,
1 column
S.: 56 x 238
B.: 68 x 267

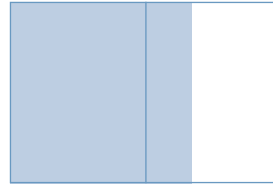


1 2/3 p.
P.: 327 x 238
B.: 339 x 267

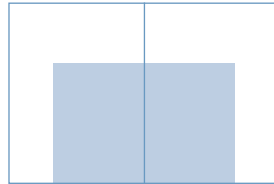


1/3 p., across
P.: 187 x 71
B.: 210 x 86

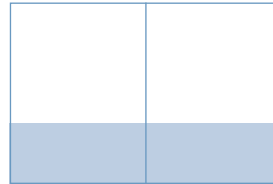
1/6 p.,
1 column
P.: 56 x 116
B.: 68 x 132



1 1/3 p.
P.: 263 x 238
B.: 275 x 267



2 x 3/6 p., Tunnel ad
P.: 258 x 191



2 x 1/3 p., across gutter
P.: 396 x 71
B.: 420 x 86

S.: Type area format
in mm
A.: Bleed format in mm

Text or image elements
close to the bleed line
should have a minimum
gap of 5 mm at the top
and bottom owing to
possible bleed tolerances
and should be displaced
by at least 10 mm from
side of the final cut
format (210 x 267)
towards the centre (to
compensate for page
taper).

AD SPECIALS

Prices in Euros	Price zone I Jan. – Feb., Jun. – Aug.		Price zone II Mar. – May, Sep. – Dec.		Average prices ¹	
	Circulation excl. subscriptions ²	Subscription circulation	Circulation excl. subscriptions ²	Subscription circulation	Circulation excl. subscriptions ²	Subscription circulation
Stitched-in inserts						
up to 4 pages	101 ‰	114 ‰	111 ‰	124 ‰	107 ‰	120 ‰
up to 8 pages	116 ‰	133 ‰	126 ‰	143 ‰	122 ‰	139 ‰
up to 12 pages	127 ‰	147 ‰	137 ‰	157 ‰	133 ‰	153 ‰
up to 16 pages	138 ‰	161 ‰	148 ‰	171 ‰	144 ‰	167 ‰
more than 20 pages	upon request	upon request	upon request	upon request	upon request	upon request
Postcards						
with minimum 1/1 page accompanying ad 1 Postcard	38 ‰	45 ‰	41 ‰	49 ‰	40 ‰	47 ‰
Glued-on inserts³						
with minimum 1/1 page carrier ad						
Postcards	44 ‰	50 ‰	50 ‰	55 ‰	48 ‰	53 ‰
Booklets, Poster	48 ‰	68 ‰	55 ‰	75 ‰	52 ‰	72 ‰
Product samples 4 up to 20 g	48 ‰	68 ‰	55 ‰	75 ‰	52 ‰	72 ‰
CD/DVD incl. packaging up to 25 g	71 ‰	92 ‰	79 ‰	101 ‰	76 ‰	97 ‰
Loose inserts						
up to 20 g	90 ‰	110 ‰	98 ‰	119 ‰	95 ‰	115 ‰
up to 30 g	94 ‰	123 ‰	102 ‰	132 ‰	99 ‰	128 ‰
up to 40 g	98 ‰	136 ‰	106 ‰	145 ‰	103 ‰	141 ‰
up to 50 g	102 ‰	149 ‰	110 ‰	158 ‰	107 ‰	154 ‰
up to 50 g ⁵	upon request	upon request	upon request	upon request	upon request	upon request
Calculation:	Calculation based on the print run listed in the IVW Quarterly Report current at order confirmation.					
Discount:	Discount according to gross turnover (excl. production costs): from € 25,000 2 %					
Order and Cancellation deadline:	See page 9/10 Due to limited availability, we strongly recommend booking and fixing deadlines as early as possible.					

Prices apply for the booking of at least the entire domestic circulation.

- Smaller booking units, e.g. according to Nielsen area or federal states, are possible.

For these, an additional 20,- €/‰ will be charged.

- Minimum booking for all ad specials: 50,000 copies

- The publisher reserves the right to shift position of an ad with smaller bookings

Delivery terms:	Delivery is based on the print run listed in the IVW Quarterly Report current at order confirmation plus 2 % surplus. In order to react to minor circulation fluctuations, we recommend contacting our Customer Service for Ad Specials (bookings) one more time before going to press.
Delivery deadline:	Ad specials must be delivered at the latest 7 working days prior to first day of sale and must be correctly packaged and ready for machine processing as well as clearly labelled as to magazine and issue.
Delivery address:	Burda Druck GmbH, Rampe Neubau, Hauptstraße 130, 77652 Offenburg
Proviso:	Should any production problems arise, completion of the printing run takes priority over ad special processing.

¹ The listed average prices are evaluated for the entire year on the basis of the calendar months and commercially calculated for presentation purposes. These prices cannot be booked.

² “Circulation excl. subscriptions” consists of the combined runs for single copy sales, magazine clubs, in-flight copies and others.

³ Based on a 1/1 page base advertisement.

⁴ Additional postage charged for samples and objects 2.5 mm and thicker (prices upon request).

⁵ For inserts over 50g a prior technical check for processing is required.

All ad specials are billed according to the agreed rates! This does not apply to package or cover ad specials.



Further information and technical details pertaining to special insert types:

www.adspecial-portal.de zum Download bereit.

Your contact for ad specials:

Media Solutions Ad Specials	Doris Stimpfig	T +49. 40. 41 31. 13 87	E doris.stimpfig@burda.com
Ad Specials – Service	Manuel Siefritz	T +49. 781. 84. 37 54	E manuel.siefritz@burda.com
Production Management	Rebecca Kaußen	T +49. 781. 84. 34 81	E rebecca.kaussen@burda.com

SCHEDULE 2015



	No.	Calendar week	First day of sale	Closing and cancellation, date for printer's copies	Closing and cancellation date ¹ for ad specials/special formats/special placements	Special topics ²
Price zone I	2	1	30. 12. 2014	17. 12. 2014	01. 12. 2014	
	3	2	07. 01. 2015	22. 12. 2014	08. 12. 2014	Investment planning 2015
	4	3	14. 01. 2015	29. 12. 2014	15. 12. 2014	Tax software 2015
	5	4	21. 01. 2015	05. 01. 2015	22. 12. 2014	Health insurance
	6	5	28. 01. 2015	12. 01. 2015	29. 12. 2014	Precious metals/raw materials
	7	6	04. 02. 2015	19. 01. 2015	05. 01. 2015	New guarantee models life insurance
	8	7	11. 02. 2015	26. 01. 2015	12. 01. 2015	Energy conservation
	9	8	18. 02. 2015	02. 02. 2015	19. 01. 2015	CFDs/trading strategies
	10	9	25. 02. 2015	09. 02. 2015	26. 01. 2015	Mobile Internet
	Price zone II	11	10	04. 03. 2015	16. 02. 2015	02. 02. 2015
12		11	11. 03. 2015	23. 02. 2015	09. 02. 2015	Riester pension plan, business travel
13		12	18. 03. 2015	02. 03. 2015	16. 02. 2015	CeBIT
14		13	25. 03. 2015	09. 03. 2015	23. 02. 2015	Counter low insurance
15		14	01. 04. 2015	16. 03. 2015	02. 03. 2015	Investment funds/ETFs
16		15	08. 04. 2015	23. 03. 2015	09. 03. 2015	Construction financing
17		16	15. 04. 2015	30. 03. 2015	16. 03. 2015	Real estate
18		17	22. 04. 2015	02. 04. 2015	23. 03. 2015	Cruises
19		18	29. 04. 2015	13. 04. 2015	30. 03. 2015	Material assets
20		19	06. 05. 2015	20. 04. 2015	07. 04. 2015	Certificates/derivatives
Price zone I	21	20	13. 05. 2015	27. 04. 2015	13. 04. 2015	Asset management
	22	21	20. 05. 2015	04. 05. 2015	20. 04. 2015	Sustainability, green investments
	23	22	27. 05. 2015	11. 05. 2015	27. 04. 2015	Insurance and provision
	24	23	03. 06. 2015	18. 05. 2015	04. 05. 2015	CFDs/trading strategies
	25	24	10. 06. 2015	22. 05. 2015	11. 05. 2015	Biometric risks
	26	25	17. 06. 2015	01. 06. 2015	18. 05. 2015	Emerging markets
	27	26	24. 06. 2015	08. 06. 2015	26. 05. 2015	Energy conservation
	28	27	01. 07. 2015	15. 06. 2015	01. 06. 2015	Regular income (dividends, interest)
	29	28	08. 07. 2015	22. 06. 2015	08. 06. 2015	Investment funds/ETFs
	30	29	15. 07. 2015	29. 06. 2015	15. 06. 2015	Precious metals/raw materials
Price zone I	31	30	22. 07. 2015	06. 07. 2015	22. 06. 2015	Future mobility
	32	31	29. 07. 2015	13. 07. 2015	29. 06. 2015	Job opportunities 2015
	33	32	05. 08. 2015	20. 07. 2015	08. 07. 2015	
	34	33	12. 08. 2015	27. 07. 2015	13. 07. 2015	
	35	34	19. 08. 2015	03. 08. 2015	20. 07. 2015	Asset generation
	36	35	26. 08. 2015	10. 08. 2015	27. 07. 2015	Certificates/derivatives

SCHEDULE 2015

	No.	Calendar week	First day of sale	Closing and cancellation, date for printer's copies	Closing and cancellation date ¹ for ad specials/special formats/special placements	Special topics ²
Price zone II	37	36	02.09.2015	17.08.2015	03.08.2015	IFA
	38	37	09.09.2015	24.08.2015	10.08.2015	Investment funds/ETFs
	39	38	16.09.2015	31.08.2015	17.08.2015	IAA
	40	39	23.09.2015	07.09.2015	24.08.2015	Legal protection insurance
	41	40	30.09.2015	14.09.2015	31.08.2015	Asset management
	42	41	07.10.2015	21.09.2015	07.09.2015	Company pensions
	43	42	14.10.2015	28.09.2015	14.09.2015	Energy conservation, construction, refurbish ments, renovations
	44	43	21.10.2015	05.10.2015	21.09.2015	Old-age poverty - not me
	45	44	28.10.2015	12.10.2015	28.09.2015	Vehicle insurance
	46	45	04.11.2015	19.10.2015	05.10.2015	Watches
	47	46	11.11.2015	26.10.2015	12.10.2015	Retirement provision
	48	47	18.11.2015	02.11.2015	19.10.2015	German wines
	49	48	25.11.2015	09.11.2015	26.10.2015	Investment funds/ETFs
	50	49	02.12.2015	16.11.2015	02.11.2015	Construction financing
	51	50	09.12.2015	23.11.2015	09.11.2015	Rürup pension
52/53	51	16.12.2015	30.11.2015	16.11.2015	Outlook 2015	
1/2016	53	30.12.2015	14.12.2015	30.11.2015		

Selected topic specials occur promptly in FOCUS. You will find additional information on the topic specials at www.burdanews.de.

¹ Reservations made in advance must be booked by these dates. After this time, the held reservations are forfeited and no alternatives offered.

² The editorial team reserves the right to change the publication date and layout of the topic specials if current events dictate. You will find additional information on the content of this and other special topics approx. 6 weeks before the first publication date at www.burdanews.de

FLASH ADS

Last minute advertisements (prior to printing) are bookable advertisements with the corresponding closing dates for artwork masters. The closing dates and terms can be downloaded from <http://bcn.burda.de/blitzanzeigen>.

TOPIC SPECIALS

Cross media, broad reach, precise target groups.



FOCUS-MONEY single-topic specials, editorial sections and topic-related special issues offer excellent quality environments for market-relevant communication for a precisely defined target group.

The advertising possibilities are as many and varied as the topics themselves. The extension of the specials to FOCUS-MONEY Online opens up the cross media route to top target groups

As part of the BurdaNews Group, FOCUS-MONEY offers its business

partners an additional benefit: advertisers can be present at about the same time in several BurdaNews titles, thereby communicating with an even broader reach. For instance, with parallel reservations for the Watches special in FOCUS-MONEY and FOCUS. Cross-linked, of course, with relevant content in the titles' online services.

Current information:
burdanews.de/focus-money/themes

For topics in FOCUS-MONEY, also see pages 9/10

FOCUS-MONEY BRAND WORLD



The cross-linked communication in print, online and mobile offers the best conditions for successful cross media strategies that FOCUS-MONEY tailors to its customers.

GERMANY'S BUSINESS AND FINANCIAL MAGAZINE

FOCUS-MONEY.DE



E-PAPERS



MAGAZINE APP



TOP EVENTS



SOCIAL MEDIA



Success with ads in the editorial team's look & feel: advertorials

ANZEIGE



Business as unusual

New York, 3. November 2014. Die Flurzeit ist nicht. Denn Sie haben gerade wunderbar geschlafen – und wagnen, die Uhr anzuhalten. In New York ist es erst 14 Uhr. Und während in Berlin langsam die Straßenlaternen die Stadt in orange-gelbes Licht tauchen, läuft Ihnen das Deckenlicht von Garuda hoch zum Strahlen bis zum Meeting. Zeit genug, sich in der Avanti Lounge am Flughafen zu gesellen. Die Preise werden sich bald erhöhen – und die letzten Stunden kurz bevor passieren zu lassen. Erst der Flug zum Flughafen – nämlich zum Flughafen Gatwick und Backen. Im Terminal durchläuft die Check-in. Doch Sie sind einfach an der Schlange. Nicht am Business Class Check-in. Am Check-in. Am Check-in beim Express in der Lounge. Zeit genug. Nach dem Pre-Boarding am Gate. Check-in am Boarding. Später das erlesene Dinner, vom Später Restaurant. Samba. Und dann von da je nach dem Bett – oder halb sich die getraut.



Entspannt einsteigen, wenigstens
Durch die strategische Partnerschaft von Garuda und Ethical Airways profitieren Sie über das koordinierte Business Class Programm hinaus von einem weltweit besten Service. In der Flurzeit sind Sie im Business Class Kabinen nach einer 'Jahres' maximalen Komfort entlang der gesamten Strecke – vom Zugang zu mehr als 500 weltweit Premium-Lounges weltweit über

individuellen Service am Fließband bis hin zu besonderen Leistungen bei Visa-Verbindungen.

Business at it's best
arbeiten in vom besten Premium Business Destinationen mit dem Business Destination Travel Award 2014* in der Kategorie 'Best Business Class Airline Europe' ausgezeichnet werden.

A high level of economic competence and plausibility – the two main characteristics that FOCUS-MONEY readers can expect of the publication. This excellent image also benefits advertisements in FOCUS-MONEY, especially if they appear in the editorial team's layout.

More information for greater transparency and plausibility

Customers can design advertorials in the editorial team's look & feel themselves or ask the publisher to provide it for them – from the idea and concept to realisation.

Advertorials are ideal, for instance, for products that require explanation with large quantities of text. This form of

communication is particularly highly recommended in the field of business and finances, since it provides more information for greater transparency, which in turn helps to generate trust in the particular target group.

The special kind of ad

Although the advertorial must be clearly identified as an advertisement, the content and form of its special design will none the less appeal with its high level of communication strength.

We will be pleased to tell you more about the possibilities offered by using advertorials to advertise successfully in FOCUS-MONEY. We look forward to hearing from you.

PORTFOLIO OF BRANDS

Strong brands for successful communications

The **BurdaNews (BN)** comprises strong media brands which belong to the leading titles in their respective magazine segment. BurdaNews reaches on average 13.17 million readers* and is indispensable for the direct addressing of key target groups: The readers have an above average income and education.

Germany's biggest film magazine combines film and lifestyle in a unique editorial concept, on a monthly basis.



Germany's biggest magazine for fitness and lifestyle shows that an active lifestyle is fun. It is the title with the largest range of coverage in its segment.



The German news magazine presents the latest news and background information on politics, business, and society for the performance-oriented elite.

*Total net coverage, MA 2014/II

burdanews.de



Each issue provides sound information and definite tips for a healthier and enjoyable lifestyle – despite diabetes.



This magazine makes the fascinating world of medicine accessible to both patients and those interested in health. In addition, lists of doctors name the top medical experts in Germany according to their specialised fields.



With its unique topic mix, this modern business and finance magazine convinces the decision makers in business and society.



This single-topic series offers utility journalism with a professional advisory role on the areas of expertise presented by the media brand FOCUS.



FREE MEN'S WORLD is dedicated to adventure and the wide open that convinces the leaders of active lifestyle.



The best-known premium lifestyle magazine offers everything that men enjoy – and therefore is the strongest magazine in its segment.



Fun with television & puzzles: TV SCHLAU is the monthly program magazine for the active middle. In its 4-week TV planner, TV SCHLAU chooses the best programs of the month from the wide programming selection.



TV SPIELFILM and TV TODAY together form the efficient booking unit TV SPIELFILM plus. It is one of the most successful cross media brands for the media among the 14-day TV guides.

The latest information about the BurdaNews can be found at burdanews.de

YOUR PERSONAL CONTACTS



BCN

Andreas Schilling
CEO
Arabellastrasse 23
81925 Munich
Germany
P +49. 89. 92 50. 27 71
E andreas.schilling@burda.com

INTERNATIONAL SALES

Tanja Gollnick
Head of International Sales
Arabellastrasse 23
81925 Munich
Germany
P +49. 89. 92 50. 46 53
E tanja.gollnick@burda.com

Asia

Peter Kennedy
Burda (Asia)
17/F 208 Wireless Road
Lumpini, Pathumwan
Bangkok 10330
Thailand
P +66. 2 651. 54 00
E pbkenne@pbkenne.com

Austria

Goran Vukota
Burda Community Network GmbH
Moolackengasse 17
1190 Vienna
Austria
P +43. 1. 23060. 3050
E goran.vukota@burda.com

Belgium

Peter Landsheere
Publicitas NV
Airway Park D
Lozenberg 23
1932 Zaventem
Belgium
P +32. 26 39. 84 32
E peterlandsheere@publicitas.com

France / Luxembourg

Marion Badolle-Feick
Burda Community Network GmbH
Business Centre, Opera-Bourse
13-15 rue Taitbout
75009 Paris
France
P +33. 1. 72 71. 25 24
E marion.badolle-feick@burda.com

UK / Ireland

Jeannine Soeldner
Burda Community Network GmbH
1 Fetter Lane
London EC4A 1BR
United Kingdom
P +44. 20. 3440. 5832
E jeannine.soeldner@burda.com

Greece / Cyprus

Christina Skiada
Permedia Athens S. A.
4, Kastorias & Messinias Street
15344 Gerakas
Greece
P +30. 21. 11. 06. 03. 50
E christina.skiada@permedia.gr

India

Miran Shah
PDM Media (India) Pvt. Ltd.
Shree Laxmi Prasad Building
Dayaldas Lane, Nehru Road
Vile Parle (East)
Mumbai - 400 057
India
P +91. 22. 611. 77. 900
E miran.shah@matrixmedia.co.in

Italy

Robert Schoenmaker
Hearst Advertising
Worldwide Italia
Via R. Bracco, 6
20159 Milano
Italy
P +39. 02. 62 69. 44 41
E rschoenmaker@hearst.it

Japan

Jiro Semba
Intergroup
Communications Ltd.
1-4-16-102 Zaimokuza
Kamakura 248-0013
Japan
P +81. 467. 25. 27 63
E jiro.semiba@bz01.plala.or.jp

Netherlands

Marc Nelisse
Publicitas BV
Frankemaheerd 2, Unit 2.35
1102 AN Amsterdam Zuid Oost
Netherlands
P +31. 20. 311. 97 10
E marc.nelisse@publicitas.com

Scandinavia

Ulrik Brostrom
JB Media International ApS
Grabrodetorv 6, 2. sal
1154 Kopenhagen
Denmark
P +45. 23. 28. 97. 63
E ubr@jbmedia.dk

Spain / Portugal

Alfredo Umlauff
SUA Comunicación
y Medios S. L.
Jaén, 2 1ºG
28020 Madrid
Spain
P +34. 9. 15 35. 80 02
E aumlauff@suacom.com

Switzerland

Goran Vukota
Burda Community Network GmbH
Balz-Zimmermann-Strasse 7
8302 Kloten
Switzerland
P +41. 44. 810. 21 46
E goran.vukota@burda.com

USA / Canada / Mexico

Salvatore Zammuto
Burda Community Network GmbH
9035 Bluffview Trace
Roswell, GA 30076
USA
P +1. 212. 884. 48 24
E salvatore.zammuto@burda.com

BCN.

WE LIVE BRANDS

Burda Community Network GmbH
Hubert-Burda-Platz 1, 77652 Offenburg, Germany
Arabellastrasse 23, 81925 Munich, Germany
bcn.burda.com

a Burda company