

# MEDIAPACK

# 2011

## Der Handel.

Das Wirtschaftsmagazin für Handelsmanagement





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# PUBLISHING DETAILS

**PUBLISHER:** ..... Deutscher Fachverlag GmbH  
**ADDRESS:** ..... Anzeigenabteilung Der Handel  
Mainzer Landstraße 251  
60326 Frankfurt am Main

**POSTAL ADDRESS:** ..... 60264 Frankfurt am Main  
**INTERNET:** ..... www.derhandel.de  
**TELEPHONE:** ..... +49 69 75 95-01  
**FACSIMILE:** ..... +49 69 75 95-18 30

**ADVERTISING MANAGER:** ..... Ernst-Ludwig Schneider +49 69 75 95-18 34  
**ADVERTISING SERVICES:** ..... Renate Szep +49 69 75 95-17 46

You will find the addresses and phone numbers of our sales representatives on the back of this media pack.

**PUBLISHED:** ..... Monthly  
**SUBSCRIPTION RATES:** ..... Yearly subscription      Germany € 47.00 incl. sales fees  
Abroad € 49.50 incl. sales fees  
Individual sales price      € 4.60 plus postage and packing and VAT

**VOLUME:** ..... Vol. 40, 2011

**BANKERS:** ..... Frankfurter Sparkasse, a/c no. 34 926, sort code 500 502 01, SWIFT BIC HELADEF 1822  
Commerzbank, Frankfurt am Main, a/c no. 586 555 500, sort code 500 400 00 SWIFT BIC COBADEFF

**PAYMENT TERMS:** ..... Discount of 3% on prepayment, providing no other invoices are outstanding.  
Discount of 2% on payment made within 14 days. Net sum due within 30 days of invoice date.

**GENERAL TERMS AND CONDITIONS:** ..... Due processing of all space orders subject to Publisher's Standard Terms and Conditions (see page 19).

**Der Handel.**  
Das Wirtschaftsmagazin für Handelsmanagement

# THE TRADE MAGAZINE FOR SME DECISION-MAKERS

The business magazine Der Handel provides in-depth and up-to-date monthly reporting on political and economic topics of interest to the retail sector. Der Handel also acts as an advisor with real-world expertise for its readership, which is made up chiefly of mid-sized businesses, covering the fields of IT, finance, fleet management, and HR. In each issue, the magazine provides detailed background information on topics of special focus – from marketing strategies to shop design and layout to ensuring the financial security of a business.

In doing so, Der Handel offers top decision makers (business owners, executives, and managers) comprehensive information they can use to successfully manage mid-sized businesses.

### THE DEPARTMENTS OF DER HANDEL:

Retail & Policymaking | Companies & Markets | Technology & Web |  
Cars & Fleets | Finance & Law | Careers & Human Resources



# ONLINE HANDEL

## THE BUSINESS MAGAZINE FOR E-COMMERCE

The magazine Online Handel is aimed at sellers and manufacturers who want to launch a successful e-commerce operation or expand their business. The magazine shows which businesses can benefit from opening their own shops, which services it is a good idea to outsource, and how business owners and managers can successfully put social media and mobile shopping to work for them. In addition to information on current trends in e-commerce, the magazine also publishes special issues that provide practical tips. Topics include shop software, marketing, and law, along with logistics, fulfillment, and payment practices.

### PUBLICATION DATES :

#### ISSUE 1/2011

PD 02.05.2011

CD 13.04.2011

CD copy material

20.04.2011

#### ISSUE 2/2011

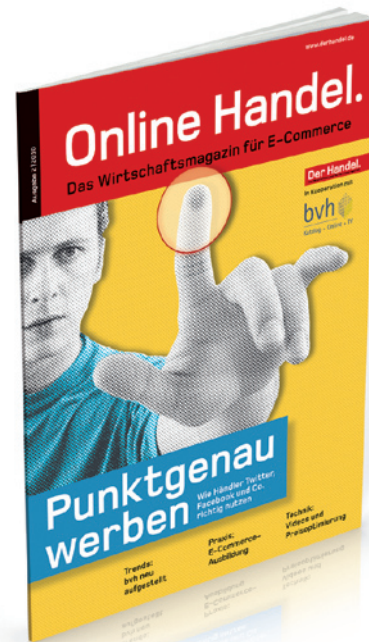
PD 28.09.2011

CD 09.09.2011

CD copy material

16.09.2011

### IN COLLABORATION WITH:



## THE ONLINE PORTAL WITH THE LATEST NEWS FROM THE RETAIL SECTOR



derhandel.de, the online news platform for the retail industry, complements the print edition of Der Handel by providing daily wrap-ups of news and background stories. As well as reporting on all issues of relevance to retailing and related sectors, the editorial team also produces special dossiers on key themes such as IT, financing and fleets. Articles from the print edition are available in full on the website, and use of the entire range of online services – including access to the archive – is free of charge. Current positions of interest to industry professionals are to be found in the Jobs section, and other features include a picture gallery and sections giving users a chance to vote on selected topics. Information on the LAE reach and audience analysis and the ipm market study can be found under “Studies”.

## NATURALLY, YOU CAN USE WWW.DERHANDEL.DE AS A PLACE TO ADVERTISE YOUR OWN PRODUCTS AND SERVICES. BANNER FORMATS AND RATES ARE AVAILABLE ON REQUEST FROM:

Business Advertising GmbH  
Kronprinzenstr. 82-84  
40217 Düsseldorf  
Internet: [www.businessad.de](http://www.businessad.de)

Telephone +49 211 179 347-50  
Facsimile +49 211 179 347-57  
e-mail [werbung@businessad.de](mailto:werbung@businessad.de)

## THE WEEKLY NEWS PROGRAM FOR MID-SIZED BUSINESSES

Mittelstand.TV appears as a weekly video podcast on derhandel.de and other Internet portals aimed at mid-sized businesses. Every Monday, the program provides current news coverage of important topics affecting mid-sized businesses that week or in the next week. In just three minutes, the program provides a compact overview of developments in politics and business and a list of important trade fairs and other events.

**WANT TO USE ADVERTISING TO RAISE YOUR PROFILE?  
THEN TAKE THE OPPORTUNITY TO PLACE A PRE-ROLL AD  
BEFORE THE PROGRAM STARTS.**

**FURTHER INFORMATION PROVIDED UPON REQUEST.  
CONTACT:**

Business Advertising GmbH  
Kronprinzenstr. 82-84  
40217 Düsseldorf  
Internet: [www.businessad.de](http://www.businessad.de)

Telephone +49 211 179 347-50  
Facsimile +49 211 179 347-57  
e-mail [werbung@businessad.de](mailto:werbung@businessad.de)



## PUBLICATION DATES & FEATURED TOPICS

ISSUE	PUBLISHED ON	AD CLOSING	ORIGINATION BY	TOPICS & THEMES
02/11	09.02.11	25.01.11	28.01.11	Euro Shop 26.02.-02.03.2011 IT for retailers, storefitting
03/11	09.03.11	18.02.11	25.02.11	Company cars for small and mid-sized businesses Fleet management: common theme of handwerk magazin and Der Handel
04/11	06.04.11	18.03.11	25.03.11	Company succession / Business start-ups: funding & support programmes, financing models
<b>Special Edition 01/11</b>	<b>02.05.11</b>	<b>13.04.11</b>	<b>20.04.11</b>	<b>Online Handel: marketing, technics, online shop improvement</b>
05/11	04.05.11	15.04.11	21.04.11	Telecommunication trends: common theme of handwerk magazin and Der Handel
06/11	08.06.11	20.05.11	27.05.11	Transporters

## PUBLICATION DATES & FEATURED TOPICS

ISSUE	PUBLISHED ON	AD CLOSING	ORIGINATION BY	TOPICS & THEMES
07-08/11	13.07.11	24.06.11	01.07.11	Coverage and provision for entrepreneurs Handel Inside: E-Commerce
09/11	07.09.11	19.08.11	26.08.11	IAA Commercial Vehicles Tradeshow 15.09.-25.09.2011
<b>Special Edition 2/11</b>	<b>28.09.11</b>	<b>09.09.11</b>	<b>16.09.11</b>	<b>Online Handel: payments, creditworthiness, logistics, security</b>
10/11	05.10.11	16.09.11	23.09.11	Back office: common theme of handwerk magazin and Der Handel
11/11	02.11.11	14.10.11	21.10.11	Banks and financial institutions: from classical financing to leasing
12/11	01.12.11	11.11.11	18.11.11	Insurances for companies
01/12	29.12.11	09.12.11	16.12.11	Software solutions for small and mid-sized businesses

# ADVERTISING RATES – SIZES & FORMATS

INSIDE PAGES	
SIZE IN FRACTION OF PAGE	coloured/bw in EUR
1/1	14,500,-
2/3 portrait	9,670,-
2/3 landscape	9,670,-
1/2 portrait	7,250,-
1/2 landscape	7,250,-
1/3 portrait	4,835,-
1/3 landscape	4,835,-
1/4 landscape	3,650,-
POSITIONS WITH GUTTER BLEED	
2/1	29,000,-
1 2/3	24,170,-
1 1/3	19,335,-
Fireplace ad	23,790,-
COVER PAGES	
Inside front or outside back (IFC/OBC)	15,600,-
Inside back cover (IBC)	14,500,-
SPECIAL PLACEMENT	
1/3 vertical next to editorial	5,300,-
1/3 horizontal unter table of content	5,300,-

VOLUME DISCOUNTS	
From 3 pages	3 %
From 6 pages	7 %
From 9 pages	10 %
From 12 pages	15 %
From 15 pages	17 %
From 18 pages	20 %

FREQUENCY DISCOUNTS	
3 insertions	3 %
6 insertions	5 %
9 insertions	10 %

## CLASSIFIEDS

mm-rate, irrespective of colour: EUR 7.50

## CREATIVE ADVERTISING FORMS

You will find further sizes on:  
[www.derhandel.de](http://www.derhandel.de)

## FURTHER INFORMATION:

Ernst-Ludwig Schneider +49 69 75 95-18 34  
Julia Grötzner +49 69 75 95-18 33

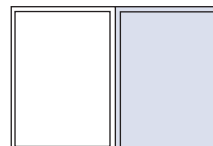
Size:  
**DPS**



Type area:  
Bleed:\*

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W 410,0 mm x H 280,0 mm

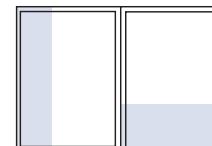
Size:  
**FULL PAGE**



Type area:  
Bleed:\*

W 181,5 mm x H 264,5 mm  
W 205,0 mm x H 280,0 mm

Size:  
**1/3 PAGE**



portrait  
landscape

Type area:  
Bleed:\*

Type area:  
Bleed:\*

W 53,0 mm x H 264,5 mm  
W 66,5 mm x H 280,0 mm

W 181,5 mm x H 83,5 mm  
W 205,0 mm x H 94,0 mm

Size:  
**1 2/3 PAGES**



Type area:  
Bleed:\*

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W 339,5 mm x H 280,0 mm

Size:  
**2/3 PAGE**



portrait  
landscape

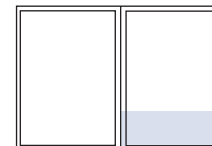
Type area:  
Bleed:\*

Type area:  
Bleed:\*

W 121,0 mm x H 264,5 mm  
W 134,5 mm x H 280,0 mm

W 181,5 mm x H 173,5 mm  
W 205,0 mm x H 184,0 mm

Size:  
**1/4 PAGE**

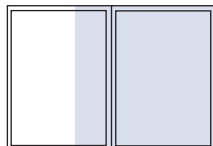


landscape

Type area:  
Bleed:\*

W 181,5 mm x H 61,0 mm  
W 205,0 mm x H 71,5 mm

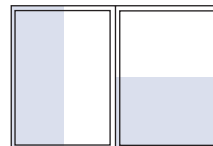
Size:  
**1 1/3 PAGES**



Type area:  
Bleed:\*

W 258,0 mm x H 264,5 mm  
W 271,5 mm x H 280,0 mm

Size:  
**1/2 PAGE**



portrait  
landscape

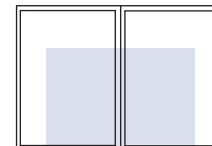
Type area:  
Bleed:\*

Type area:  
Bleed:\*

W 87,0 mm x H 264,5 mm  
W 100,5 mm x H 280,0 mm

W 181,5 mm x H 128,5 mm  
W 205,0 mm x H 139,0 mm

Size:  
**FIRESIDE AD**



Type area:  
Bleed:\*

W 224,0 mm x H 173,5 mm  
W 224,0 mm x H 184,0 mm

\* ALLOW FOR 4 MM TRIM PER EDGE IN THE CASE OF BLEED ADS,  
TEXT ONLY IN THE TYPE AREA.

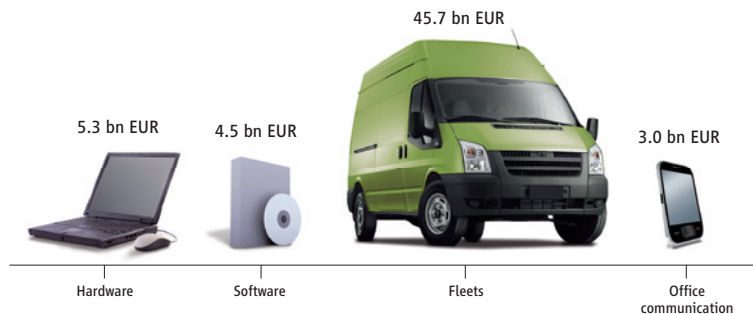
# INVESTMENT POTENTIALS IN GERMANY'S "MITTELSTAND"\*

ipm<sup>5</sup>  
Investitionspotenziale  
Mittelstand

Discover the mid-sized business segment and the opportunities it offers – with the ipm<sup>5</sup>, the joint market study published by Der Handel and handwerk magazin. Learn everything you need to know about where mid-sized businesses are planning to invest in the next two years. With detailed information on corporate structures, investment areas, investment volumes, brand preferences, and financing. The ipm<sup>5</sup> also supplies key pieces of information on companies, such as size, legal form, and number of employees. Extensive information has been collected for the business areas of IT, fleet management, technical office communication, and e-commerce.

The survey covers managing directors of mid-sized companies with annual sales of between EUR 500,000 and 50 million. It was conducted from February to May 2010, with a case number of 1,014 interviews net.

**FOR MORE INFORMATION, PLEASE SEE:  
WWW.IPM-STUDIE.DE**



191 bn EUR is the investment sum of the wholesale and retail trade over the next two years.

**A COOPERATIVE STUDY BY:**

**Der Handel.**  
Das führende Magazin für den Einzelhandel

**handwerk**  
magazin  
Das unternehmerische Organ

\* Definition of "Mittelstand": mid-sized business with minimum annual sales of EUR 500.000 up to EUR 50 million.

# THE MITTELSTANDSKOMBI: YOUR DIRECT WAY TO YOUR TARGET GROUP

The MittelstandsKombi is a combination of **Der Handel** and **handwerk magazin** which is countable in the LAE, a readership analysis of decision-makers in management and admin. Through MittelstandsKombi you can reach the majority of decision-makers in small and mid-sized firms as both titles are focusing the important branches trade, handcraft and manufacturing industry. The MittelstandsKombi is a high-performance partner for you to reach the target group small and mid-sized businesses and make use of a favourable CPM.

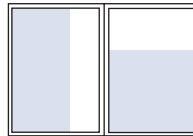
You'll get a combined ad discount of 5%.

Size:  
**DPS**



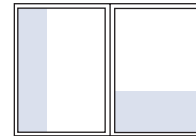
Der Handel: T W 383,0 mm x H 264,5 mm  
B W 410,0 mm x H 280,0 mm  
handwerk magazin: T W 380,0 mm x H 228,0 mm  
B W 420,0 mm x H 280,0 mm  
4c: 51,557 EUR

Size:  
**2/3 PAGE**



Der Handel: T W 121,0 mm x H 264,5 mm portrait  
T W 181,5 mm x H 173,5 mm landscape  
handwerk magazin: T W 114,0 mm x H 228,0 mm portrait  
B W 134,0 mm x H 280,0 mm portrait  
4c: 17,813 EUR

Size:  
**1/3 PAGE**



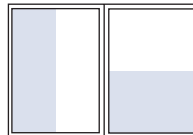
Der Handel: T W 53,0 mm x H 264,5 mm portrait  
T W 181,5 mm x H 83,5 mm landscape  
handwerk magazin: T W 54,0 mm x H 228,0 mm portrait  
T W 173,0 mm x H 76,0 mm landscape  
4c: 8,906 EUR

Size:  
**FULL PAGE**



Der Handel: T W 181,5 mm x H 264,5 mm  
B W 205,0 mm x H 280,0 mm  
handwerk magazin: T W 173,0 mm x H 228,0 mm  
B W 210,0 mm x H 280,0 mm  
4c: 26,695 EUR

Size:  
**1/2 PAGE**



Der Handel: T W 87,0 mm x H 264,5 mm portrait  
T W 181,5 mm x H 128,5 mm landscape  
handwerk magazin: T W 87,0 mm x H 228,0 mm portrait  
T W 173,0 mm x H 114,0 mm landscape  
4c: 13,348 EUR

Size:  
**1/4 PAGE**



Der Handel: T W 181,5 mm x H 61,0 mm landscape  
handwerk magazin: T W 87,0 mm x H 114,0 mm portrait  
T W 173,0 mm x H 57,0 mm landscape  
4c: 6,698 EUR

T = Type area

B = Bleed (4 mm trim per outer edge Der Handel and 3 mm trim per outer edge handwerk magazin)

These prices do not include the volume and frequency discounts.

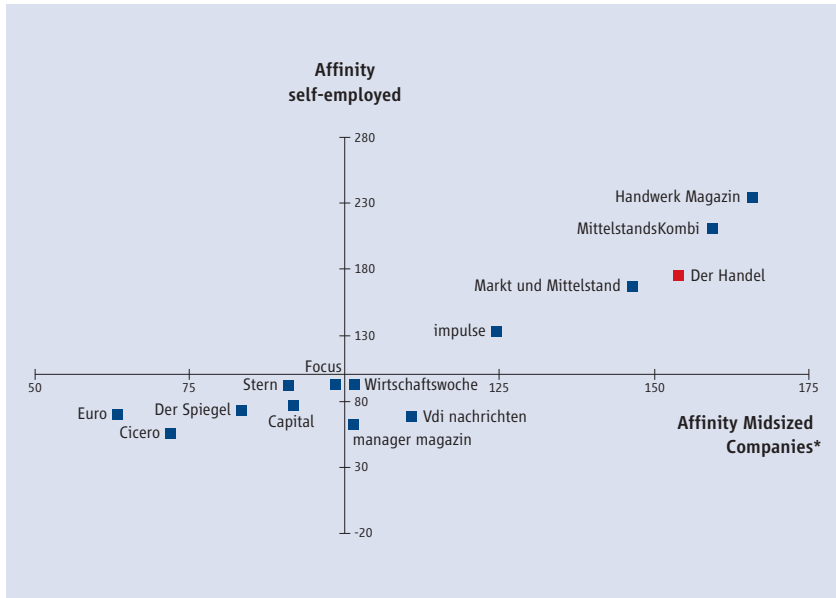
**WE SHALL BE HAPPY TO MAKE YOU AN INDIVIDUAL OFFER.  
YOUR CONTACT PERSON:**

Julia Grötzner, e-mail [groetzner@derhandel.de](mailto:groetzner@derhandel.de), telephone +49 69 75 95-1833

**MittelstandsKombi**

# POSITIONING & CIRCULATION

Positioning of selected business magazines and newspapers



## CIRCULATION:

IVW II/2010

84,215 total circulation

71,906 total net paid circulation

of which

42,719 subscriptions

29,187 other sales

















12,309 complimentary copies

The Readership Analysis of Decision-Makers in Management and Admin (LAE 2009) shows Der Handel to reach 115,000 decision-makers each month.

Source: LAE 2009

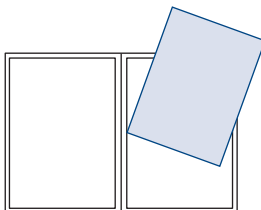
\* Def.: Self-employed persons and executive staff in companies with an annual turnover of EUR 500,000 up to 50 million EUR

# READER PROFILE

AGE	THOUSANDS	%	INDEX 100
< 29 years	5	3.9	 181
30 - 39 years	27	23.2	 111
40 - 49 years	47	41.2	 106
50 - 59 years	29	25.4	90 
> 60 years	7	6.3	63 
<b>PERSONAL ANNUAL EARNINGS</b>			
< 80,000 EUR	63	54.5	96 
> 80,000 EUR	52	45.5	 105
<b>PROFESSIONAL STATUS</b>			
Self-employed	42	36.2	 172
Manager	67	57.9	 105
<b>SIZE OF ENTERPRISE/EMPLOYEES</b>			
< 99 employees	72	62.4	 114
100 - 999 employees	27	23.0	 114
> 1000 employees	16	13.9	82 
<b>TURNOVER</b>			
< 2 million EUR	32	27.4	 142
2 - 10 million EUR	28	24.4	 155
10 - 50 million EUR	21	18.4	 149
> 50 million EUR	26	22.4	88 

## INSERTS

Inserts are loose printed materials placed inside the magazine. They must be made available to the Publisher in processable form.



Insert rates are calculated on the basis of the weight of the insert per each 1'000 copies or part thereof:\*

- > Up to 25 g per item (incl. postage) 153,- EUR
- > Up to 50 g per item (incl. postage) 188,- EUR
- > Higher weights on application

Booking Options: Inserts can be booked to appear in the entire printrun or a part thereof. The minimum run is 30,000 copies.

Insert sizes:

- > Minimum size W 105 mm x H 148 mm
- > Maximum size W 190 mm x H 260 mm
- > Special sizes on application

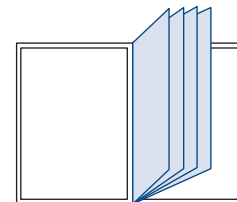
Weight of paper:

- > Two-page insert (single page) not less than 150 g/m<sup>2</sup>
- > Multipage insert 70 g/m<sup>2</sup>

Technical note: Multipage inserts are placed inside the book with the closed page to the back. Zigzag-folded inserts cannot be processed. Postcards must be placed sideways on the left edge and be pasted down with an adhesive strip.

## BOUND-INS

Bound-ins are printed materials bound into the actual pages of the magazine. They must be made available to the Publisher in processable form.



Bound-in rates are calculated on the basis of the number of pages in the insert per each '000 copies or part thereof

- > four-page bound-in (not less than 80 g/m<sup>2</sup>) 163,- EUR
- > eight-page bound-in 188,- EUR
- > twelve-page bound-in 198,- EUR
- > further sizes on application

Booking options: Inserts can be booked to appear in the entire printrun or a part thereof.

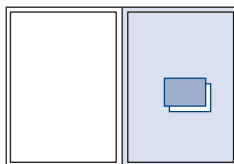
Insert sizes: Bound-ins are to be supplied in an untrimmed, folded format of W 219 x H 290 mm (10 mm bottom fold). Trimmed final size is W 205 x H 280 mm.

Technical note: Bound-ins with tip-on postcard can be processed only if postcard is attached parallel to gutter.

\*For printed inserts and objects up to 2 mm no postage will be charged. Enclosed objects from 3 mm to 30 mm require increased forward expenses (price on enquiry).

## TIP-ONS

Tip-ons are attached to a basic advertisement in manner enabling them to be easily peeled off.  
Minimum booking: 1 page.



Possible forms of tip-on include:

- > Postcards or other rectangular, unfolded printed matter and empty envelopes (flap sealed)
- > Envelopes containing material (flap sealed)
- > DIN-A-6 brochures or computer disk/CD-ROM
- > Other formats on request

Advice:

- > CDs have to be enclosed in a paper sleeve.
- > Maximum weight for DIN A6 brochures / booklets: 25g.

Tip-on rates are calculated on the basis of the weight and nature of the tip-on material, and its processability per each '000 copies or part thereof

- |  |            |
|--|------------|
| > Postcards (two sides) (incl. postage)  | 90,- EUR*  |
| > Postcards (four sides) (incl. postage) | 100,- EUR* |
| > Special formats                        | 160,- EUR* |

Tip-on sizes:

- |                               |                     |
|-------------------------------|---------------------|
| > Minimum size                | W 60 mm x H 80 mm   |
| > Maximum size                | W 145 mm x H 200 mm |
| > Special size on application |                     |

Weight of paper:

The weight of the paper used for unfolded printed material should not exceed 170g/m<sup>2</sup>. The maximum weight for filled envelopes is 20g.

## PLEASE NOTE

For loose inserts, bound-ins and tip-ons, samples must be presented when placing an order. Orders shall be considered binding by Publisher only following presentation and approval of the sample. Neither commission nor discounts are payable on postage or the costs of technical processing.

## DISCOUNTS

on loose inserts, bound-ins and tip-ons, and special insertion types:

- |                     |    |                      |    |
|---------------------|----|----------------------|----|
| > from 30,000.- EUR | 2% | > from 120,000.- EUR | 5% |
| > from 60,000.- EUR | 3% | > from 250,000.- EUR | 7% |

## DELIVERY ADDRESS

Societätsdruck WVD Westdeutsche Verlags- und Druckerei GmbH  
Warenannahme Akzidenz,  
Kurfürstenstr. 4-6, 64546 Mörfelden-Walldorf,  
marking each mailing: Der Handel, Ausgabe (=Issue) no. ...

Samples to: Deutscher Fachverlag GmbH, Der Handel,  
Renate Szep, Mainzer Landstr. 251, 60326 Frankfurt/Main

\*For printed inserts and objects up to 2 mm no postage will be charged.  
Enclosed objects from 3 mm to 30 mm require increased forward expenses (price on enquiry).

**PRINT- AND BINDINGPROCESS:**

Cover: Sheet-fed offset,  
Inside: Job web offset  
with heatset drying,  
wire-stitched

**COLOURS:**

In accordance with Europa-Skala,  
DIN 16539, Offset

**INK SEQUENCE:**

Black, cyan, magenta, yellow

**SCREEN WIDTH:**

70 screen

**SCREEN ANGLE:**

Yellow 0°, cyan 15°,  
magenta 45°, black 75°

**PAPER QUALITY:**

Cover: Art print, wood-free, glossy  
Inside: Art print, medium-fine,  
matt-coated (LWC)

**INCREASE IN TONAL VALUES:**

Color:  
40% field: 16% (tolerance +/- 4%)  
80% field: 11% (tolerance +/- 3%)  
Minor deviations in tonal value are  
due to the customary tolerance range  
in web offset printing.  
Black:  
40% field: 19% (tolerance +/- 4%)  
80% field: 13% (tolerance +/- 3%)

**ORIGINATION:**

We require digital data prepared  
to PSO LWC standard, FOGRA46L  
on CD-ROM with digital contract  
proof/ reference proof (simulation  
of actual paper used to print copies  
of Der Handel) and corresponding  
colorimetrics.

# GENERAL TERMS & CONDITIONS

1. „Advertising order“, in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement of an advertiser or other space buyer in a printed publication for purposes of circulation.

2. In the event of doubt, advertisements are to be requisitioned for publication within one year after the conclusion of the contract. According to the contract the advertiser has the right to requisition advertisements within the time period of the contract, beyond the number of advertisements originally agreed upon.

3. The prices of the advertisements are consequent on the Publisher's Advertising Rate Card in effect at the time the contract is concluded. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price in effect according to the price list valid at the time of publication; this does not apply to business transactions with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the contract and the time of publication. Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the Publisher wholly or in part to their clients.

4. If order should not be carried out owing to circumstances for which the Publisher is not responsible, then the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. If the non-fulfilment of the contract is caused by force majeure within the limitations of the Publisher's risk, then the client has no claim for reimbursement.

5. In the calculation of quantities ordered, millimetres of text lines shall be converted into millimetres of advertisement corresponding to the price.

6. Orders for advertisements and advertising supplements which are placed with the declared intention of being published only in specific issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough that the Advertiser can be informed before the closing date if the order cannot be executed in this manner. Rubricated advertisements shall be printed in the respective column, and do not require an express agreement to this effect.

7. Text advertisements are advertisements having at least two sides bordering on text and not on other advertisements. The Publisher is entitled to mark with the word „Advertisment“ those advertisements whose editorial design is such that they are not readily recognizable as advertisements.

8. The Publisher reserves the right to refuse advertising orders – including individual requisitions under the terms of a transaction – and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the publication is unacceptable to the Publisher. This also applies to orders placed with agencies, receiving offices or representatives. Advertising supplement orders are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising supplements which in form or appearance give the reader the impression that they are an integral part of the newspaper or magazine, or which contain outside advertising, shall not be accepted. The Advertiser will be informed immediately if an order is refused.

9. The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data or the advertising supplements. The Publisher will immediately apply for new printing data if the originals are found to be unsuitable or damaged.

10. If the advertisement is printed in such a way that it is unreadable, either wholly or in part, or if it is incorrect, or incomplete the client has the right to claim for either a reduction of the fee or a newly placed advertisement, but only to the extent that the purpose of the advertisement has been compromised. If the Publisher should exceed a reasonable period of time set for the publication of the substitute advertisement or if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemity claims from positive breach of obligation, negligence in contracting and tort are excluded – especially in the case of orders placed by telephone; indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives and its vicarious agents. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected. Furthermore, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the remuneration for the advertisement in question. Complaints must be put forward within 4 weeks of receiving the invoice and receipt – unless the defects are not obvious.

11. Proofs shall be delivered only when expressly requested. The Advertiser shall bear the responsibility for the correctness of the returned proofs. The Publisher shall take into account all error corrections of which it shall be informed within the period set at the time of forwarding the proofs.

12. If no specific size is stipulated, the actual print size customary for the type of advertisement will be used as a basis for invoicing.

13. In the event that the Advertiser does not make an advance payment, the invoice will be sent immediately, if possible, however, 14 days after the publication of the advertisement. The invoice is to be paid within the period evident from the price list, beginning from the time of receipt of the invoice, unless, in individual cases, another method of payment has been agreed upon or an advance payment has been made. Any discounts for advance payment shall be granted in accordance with the price list.

14. Interest and collection expenses will be charged if there is a delay in payment or a respite. In the event of default, the Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements. If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

15. Upon request, the Publisher shall deliver a specimen of the advertisement with the invoice. Depending on the type and size of the advertisement, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be procured, a legally binding certification from the Publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

16. The Advertiser shall bear the costs for the production of ordered printing data and drawings, and for considerable changes in previously determined versions, which the Advertiser may request or be responsible for.

17. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or – if no circulation amount is stated – is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation shall grant the right to a price reduction only if it amounts to

- 20 % for a circulation of up to 50,000
- 15 % for a circulation of up to 100,000
- 10 % for a circulation of up to 500,000
- 5 % for a circulation of more than 500,000

Claims to price reductions are excluded, however, if the Publisher has informed the Advertiser in due time of the drop in circulation and has offered the Advertiser the choice of withdrawing from the contract.

18. In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies to keyed advertisements shall be kept for 4 weeks. Replies which are not collected within this period shall be destroyed. The Publisher shall return valuable documents without being obligated to do so. The publisher can be granted the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the customer. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages, will be excluded from onward transmission and will not be accepted. Any acceptance or onward transmission can, however, be agreed by way of exception if the customer bears the charges/costs incurred as a result.

19. Printing data shall be returned to the Advertiser only if expressly requested. The obligation to save them shall end three months after the order has expired.

20. Discount credit notes and supplementary discount charges shall principally not take place until the end of the insertion year.

21. Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the Publisher may not be made liable.

22. The place of fulfilment is the principal place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence. It shall be agreed that the place of jurisdiction shall be the principal place of business of the Publisher if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser's place of residence or customary place of abode should be moved outside the purview of the law after closing the contract.

# CONTACT PERSONS

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