

events

DAS MANAGEMENT-MAGAZIN
FÜR LIVE-KOMMUNIKATION

PROFESSIONAL KNOWLEDGE FOR EVENT ORGANISERS



MEDIA-
INFO
2019
Rate card no. 46 valid
from 1 January, 2019



events – the management magazine for live communication
– the online platform for event organisers

www.events-magazin.de

WE DISTRIBUTE CONTENT VIA ALL AVAILABLE CHANNELS!

The trade magazine events remains to be the core of our brand. Around its nucleus is wrapped a contemporary **360-degree communication** concept aiming at a clearly defined target group. Content marketing, story-telling and Native Advertising are all part of a new strategy.

A well-designed **digital communication architecture** assures daily access to meetings organisers in agencies, corporations and associations.

Our **Daily Newsletter** sends fresh input every morning at 8 o'clock sharp to interested smart phone users, whereas our **Weekly Newsletter** contains condensed info gleaned over the previous seven days. By October, 2018, more than 2,800 subscribers had been reached, thus enabling advertising clients to pinpoint their chosen target group.

Our distribution strategy is rounded off by vivid activities on communication platforms such as Facebook, LinkedIn, Twitter, Xing and Youtube.

All of these activities are united by a newly designed **events website**, which registers up to 16,000 visits and around 23,000 page views per month.

At **the Shop**, articles and eDossiers are stored for download and targeted lead generation.

Print allows you access to the heart of your traditional target group, plus the digital, keyword-optimised measures package opens up the entire market place of meetings organisers in German-speaking countries. Exclusive live events such as our own format **INSPIRE YOUR BUSINESS**, add a valuable face-to-face component and enhance the impact of any marketing solution. Just choose - or combine - your options!

More on the digitisation strategy by Ebner-Verlagsgruppe:
www.events-magazin.de/digitalisierung



**Survey about the efficiency of trade magazines
Audience analysis conducted among decision-makers in
businesses and administration:**

NEVER UNDERESTIMATE THE POWER OF A NICHE!

Trade magazines were attested a great importance for their professional lives by 73 per cent of the interviewees. This means that trade media are valued twice as high as compared to consumer magazines.

THE MULTICHANNEL AND SHOP STRATEGY BY THE TRADE MAGAZINE EVENTS

Extract digital reach:

Facebook fans: 1,089

Twitter follower: 529

Xing follower: 17,802

Views: 16,324

Page Impressions: 25,195

Newsletter subscribers: 2.913



ABOUT US:

events is a recognised trade magazine for more than 30 years and has been an informal pivot for supply and demand by the meetings industry.

Professional know-how compiled over decades plus continuity within the team ascertain competent handling of all topics related to the trade. In 2007, events was incorporated into the Ebner Verlagsgruppe (www.ebnerverlag.de), a robust publishing house – and a true pioneer of digital media transformation.

A recently optimised print run of 10,000 copies (audited by IVW) concentrates on the core of events and meetings planners in corporations, agencies and associations. Yet, our forceful online presence, now spreading over all chief channels, covers a far larger target audience. Both options combined offer advertising clients an attractive and potent mix.



Claudia Göhrmeier,
Editor in Chief



Thomas Adebahr,
Media Consultant

SEO optimised thinking, intelligent keyword strategies and a novel approach to professional communication in general render the brand events a wholesome communication platform for your campaigns.

Our target audience

Having conducted interviews amongst our readership, we defined and developed ‚personas‘ in order to channel your sales message right into the proper audience group by using SEO optimised keywords. In 2019, as in the many years before, events readers may reckon on the services of a capable, mature trade magazine that applies all present-day elements of audience communication.

events

DAS MANAGEMENT-MAGAZIN
FÜR LIVE-KOMMUNIKATION



Publication frequency:	4 x p.a.
Price per copy:	12.40 euros
Download per copy:	8.50 euros
Annual subscription print:	44.60 euros
Subscription digital:	29.70 euros
Subscription Plus (print and digital):	53.– euros

Print run audited by IVW 10,452 copies

Geographical distribution:

88,71%	Germany*
4,64%	Austria*
3,69 %	Switzerland*
2,96%	other countries*

Audience analysis*

76,8%	corporate planners
4,5%	general managers in associations
15%	agencies
2,7%	managers of travel agencies with corporate service
1,0%	managers of corporate in-house travel departments

*by our own account

THESE ARE THE „PERSONAS“ WE ADDRESS VIA ALL CHANNELS:

The „personas“ introduced here are strictly fictional – but they do represent typical specimens of our readers and users. It is their profile and their individual needs and requirements our editors have in mind when going about their research, their writing and planning.

We see to it that all contents and offerings are processed so as to match the respective persona plus the channels suitable for them. Being an advertising partner, this is most relevant for you. After all: our readers represent your potential clients!

Let us introduce to you two of the three persona types the interviews we conducted brought forward; their gender is purely random and also works vice versa.



„I cannot afford incompetence on any field with the budget I am responsible for! That’s why I always have to be on top of the information chain.“

Carl Communicator is our contact in senior management. He is director of a communication agency, Head of Events in a major enterprise, a PCO or a marketing director in charge of marketing events, incentive travel and an organiser of corporate conventions. Being an established professional player of the trade, he needs a constant overview over the market, has to be versed in the strategies of live

communication and be able to identify and evaluate a trend well ahead of time. Carl is the typical ‚influencer‘ for whom competence and relevance are substantial criteria when filtering viable information. Although he displays a strong affinity towards online media, he clearly represents your classical counterpart for print.

Peggy Planner engaged on the operative level within the meetings business, is responsible for doing the preliminary work for final decision-makers. She is a project manager in an agency or at the events department of a company or is in charge of further education in HR. Acting as an assistant to a member of the board or a secretary to a general manager, she may also be looking for reliable partners for the meetings, conventions or any other corporate event she handles. Peggy needs practical tips, the latest news on the suppliers front and professional support when



„I have to find service partners for my events as easily and as quickly as ever possible.“

having to evaluate measures or the eligibility of potential business partners. Peggy Planner is best reached via digital channels, but also resorts to print magazines when it comes to dealing with in-depth content.

THIS IS HOW NATIVE ADVERTISING WORKS / CONTENT MARKETING

Next to classical advertising, grasping a client's attention today asks for a resourceful mix of editorial content and a sales or brand message: that's what **Native Advertising / Content Marketing** is all about.

Native Advertising / Content Marketing equals storytelling. Your brand message is wrapped into an editorial story line and published on one of our platforms. Or your topic can be embedded within a general editorial context without advertising ,directly'.

Native Advertising / Content Marketing supports and helps expand the interpretational sovereignty of your enterprise within the audience relevant for you – in the look & feel of the surrounding editorial neighbourhood, be it print or digital. The credibility and reach of our brand events assures considerable exposure.

Native Advertising / Content Marketing is your royal road to reach your target group via all the relevant communication channels (print, online



and social media) - and to tackle ad blockers. It improves your brand's visibility on search engines and social media channels through SEO optimised, multimedia-based storytelling (text, image, graphics, videos).

„Content is king“ – and we are experienced specialists to address your target audience. We build the concept for your campaign, the content, your multichannel marketing, campaign management and do the reporting for

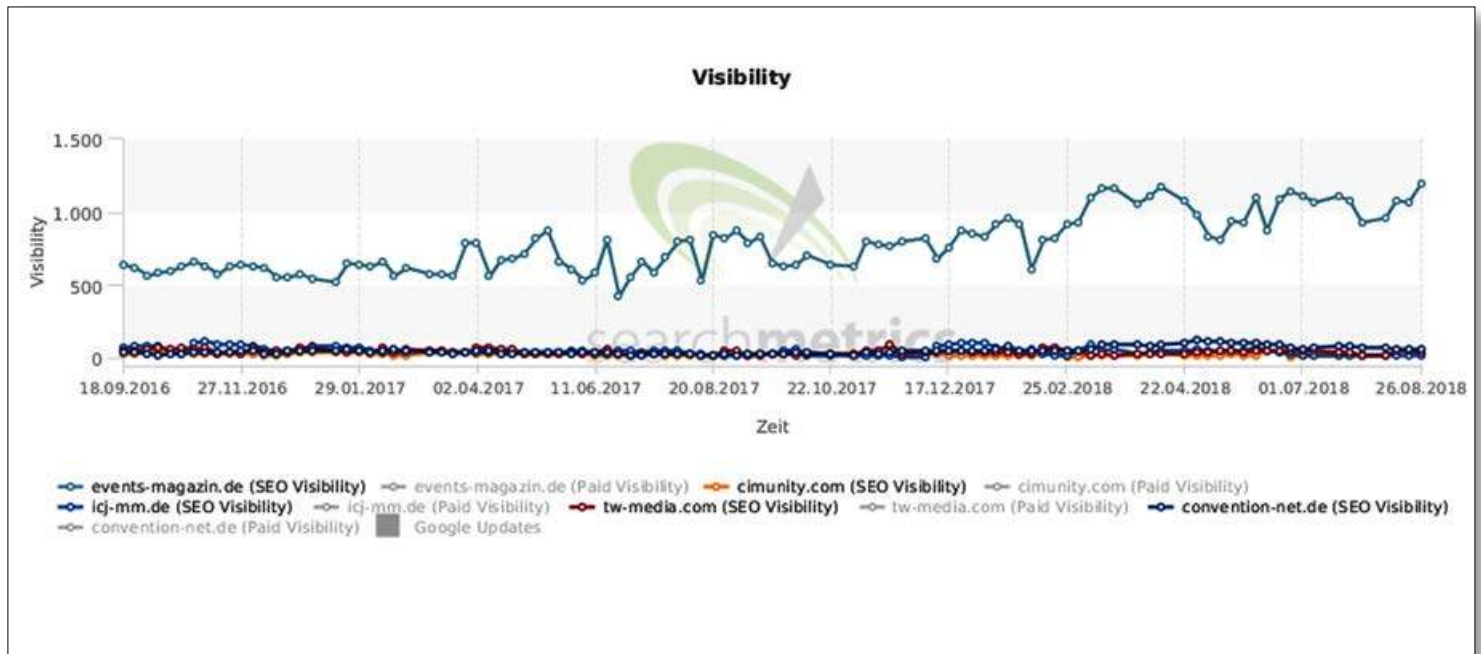
you. An all-round service by content experts for the meetings industry!

Examples for our custom-made offerings Native Advertising, 2 pages print and online
7,950.– euros

Embedded story – embedded in trade article – online and print, 1 page
4,950.– euros

HIGH VISIBILITY ON THE NET FOR YOUR SALES MESSAGE

This graph shows a neutral analysis by Searchmetrics. It attests **events** a high visibility as compared to its competitors. Key date: 28th August, 2018.



ONLINE OFFERINGS

AT A GLANCE

NEWSLETTER

Sponsored Post

max. 1,000 characters incl. spaces, 2 images, 1 link. Text forwarded is SEO optimised by our editors and will be sent in the newsletter after the publication on the homepage.

495.– euros

Sponsored Article

max. 3,500 characters incl. spaces, 4 images, 3 links integration of e.g. video, picture gallery, registration form etc.

695.– euros

Banner

Format: 580 wide x 250 high pixel, 72 dpi, JPG or GIF, max. 80 KB
Duration: 14 days

695.– euros

HOME PAGE:

Customer Content Page (CCP)

Micro website hosted on www.events-magazin.de
Max. 6 images, 4 links. Text forwarded (max. 5,000 characters) is SEO optimised by our editors, the CCP animated 6-fold via Newsletter and social media.

5,900.– euros

Online competition – generating valuable leads!

Introduction of up to 1,500 characters (to be forwarded), max. 3 images plus 3 questions. Competition will be announced in the Newsletter and in a box on our website. Reporting: number and list of opt-in participants for further commercial use. Prizes to be sponsored by client.

2,950.– euros

Video clip on Home Page

Max. 3 mins and data volume of 100 MB.
Duration: 14 days.

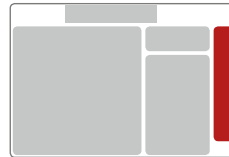
800.– euros



Superbanner

Format: 728 x 90 pixel
Placement: header bar
Duration: 14 days

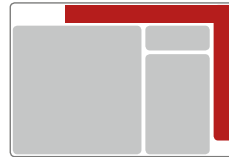
500.– euros



Skyscraper

Format: 120 x 600 pixel
Placement: right side bar
Duration: 14 days

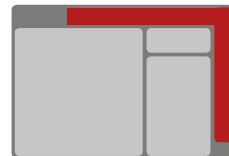
550.– euros



Hockeystick

Format: 728 x 90 + 160 x 600 pixel
Placement: Superbanner + Skyscraper
Duration: 14 days

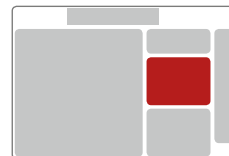
750.– euros



Wallpaper

Format: 728 x 90 + 160 x 600 pixel
Placement: Superbanner + Skyscraper plus colouring of website
Duration: 14 days

790.– euros



Medium Rectangle

Format: 300 x 250 pixel
Placement: side bar
Duration: 14 days

500.– euros



Billboard

Format: 980 x 250 pixel, max. 80 KB.
Duration: 14 days

800.– euros

AWARDED BY LEADING COMPANIES & EXECUTIVES

Awarded by brand eins

events magazine is part of the Ebner Publishing Group, which has been recently awarded as Innovator of Year 2018. This award is based on a neutral survey among 20.000 executives, 1.900 representatives of innovation driven companies and 400 experts of the Institute for Innovation and Technology in Berlin.

We are proud about this award listing us among the best companies in the category „Internet, Media & Communication. This in a row with Facebook, Google, Jung von Matt, Serviceplan, Xing and C3.

This award recognizes our forward-looking business strategies which thrive to achieve the best communication results for your marketing goals.

Besides that it is remarkable that we have been chosen as the only special interest publisher besides renowned publishing houses like Axel Springer SE, Bertelsmann SE & Co., Spiegel-Group and WeltN24 GmbH.

Thinking about your media budget for 2019? Do you want to benefit from our Early Bird packages? For bookings until November 30th, 2018, we offer a discount of 20 %. This discount is valid for individual campaign packages from 8.000,- Euros. Please ask for detailed information.



PRINT: AT A GLANCE

Publication Dates 2019

Issue	Publication Date	Booking Deadline	Artwork Deadline
1/2019	04. March 2019	12. February 2019	14. March 2019
2/2019	16. May 2019	24. April 2019	26. April 2019
3/2019	13. September 2019	21. August 2019	23. August 2019
4/2019	03. December 2019	13. November 2019	15. November 2019

Useful Contacts:



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Thomas Adebahr

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Columns:

- Management
- Destinations
- Hotels
- CongressCenters/
Locations
- Agencies
- People
- Previews / Reviews
- Directory



Publication Rate: 4 issues per year
Price per issue: 12,40 euros
Download Single Magazine: 8,50 euros
Annual Subscription: 44,60 euros
Subscription digital: 29,70 euros
Abo Plus (Print and Digital): 53,00 euros

Circulation Breakdown

Print Run (IVW audited) 10.000

Distribution per country

88,71 % Germany *
 4,64 % Austria*
 3,69 % Switzerland*
 2,96 % other countries*

Readership analysis *

76,8 % Corporate Decision Makers
 4,5 % Association Directors
 15 % Agencies
 2,7 % Head of travel agencies with corporate services
 1,0 % Corporate travel agency chief

*internal analysis

Rates and Formats

Format:

204 mm wide x 287 mm high

Type area:

179 mm wide x 263 mm high

Printing/binding process:

Web offset, adhesive binding/hotmelt

Printing materials:

Digital printing materials,
60 x 60 raster / 300 dpi

Detailed information for data transfer is provided with your order confirmation.

Inserts:

Delivery address:
F&W Mediencenter GmbH
Holzhauser Feld 2
D-83361 Kienberg

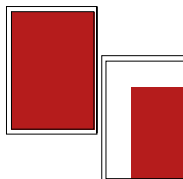
All prices are net prices –
for German customers VAT has to be added.



2/1 double spread page

Bleed W 408 x H 287

7.950,- euros



1/1 Page

Type area W 179 x H 263

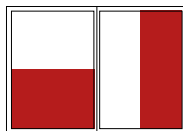
Bleed W 204 x H 287

4.900,- euros

Junior Page

W 133 x H 200

3.950,- euros



1/2 page horizontal

Type area W 179 x H 130

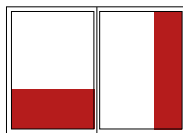
Bleed W 204 x H 145

1/2 page vertical

Type area W 88 x H 263

Bleed W 98 x H 287

2.900,- euros



1/3 page horizontal

Type area W 179 x H 100

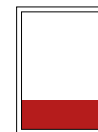
Bleed W 204 x H 110

1/3 page vertical

Type area W 57 x H 263

Bleed W 67 x H 287

2.250,- euros



1/4 page horizontal

Type area W 179 x H 65

Bleed W 204 x H 75

1.650,- euros

Bleed: Trim on each side **3 mm**

Premium Placement

2nd cover **5.750,- euros**

3rd cover **5.250,- euros**

4th cover **5.750,- euros**

Fixed Placement **+ 10 %**

Series discount

2 issues per year..... **3 %**

3 issues per year..... **5 %**

4 issues per year..... **10 %**

Volume discount

2 pages **5 %**

3 pages **8 %**

4 pages **10 %**

HOFBURG VIENNA:

Überzeugend: Event Highlights mit Big Set Ups!

Bereits zum zweiten Mal fand HP Spotlight, das größte Event von Hewlett Packard Enterprise und Intel[®], in der HOFBURG Vienna statt. In neuem Look und mit neuem Format zeigte sich die Ausstellung unter dem Motto „move next“ in einer Mischung aus Produktpräsentation und Lounge Charakter. Das offene, zwanglose Format förderte die Kommunikation und das Networking untereinander.



Der Schatzkammersaal – historische Architektur im Verbund mit modernem, zeitgemäßem Ambiente

Das Portfolio der HOFBURG Vienna, eine der ersten Adressen Europas für Kongresse, Tagungen und festliche Bankette im Herzen Wiens, sorgt mit neuen Veranstaltungs-Set-Ups für eine große Event-Vielfalt. 35 Veranstaltungsräume und Kitzplätzen für 50 bis 3.700 Personen stehen in imperialer Ambiente als zeitgemäße Plattform für Wissenstransfer und Begegnung bereit.

Galt die HOFBURG Vienna bislang als Pionier in der Wiener Kongresszene, so nimmt sie heute zusätzlich eine Vorreiterrolle bei Events im technologischen Bereich ein. Das ist auch einer der Gründe, weshalb das Pioneers[®] Event mit zahlreichen Wissenschaftlern (2.500 Teilnehmer aus 80 Ländern) bereits zum sechsten Mal zu Gast in der HOFBURG war. Für das gute Zusammenspiel von Technologie und Know-how des Veranstaltungs-Teams erhielt die Inszenierung des Vorjahres übrigens beim Bea World Festival (ehemals European Best Event Award – Goldener Elefant) in Porto den „Gold Award“ für den besten Kongress. Das ebenfalls im internationalen Kongress- und Veranstaltungszentrum realisierte Format „EventHorizon 2017“ (500 internationale Vordenker trafen First-Mover und Akteure aus dem Energie- und Blockchain-Sektor aus 36 Ländern!) wurde zudem mit dem Austrian Event Award 2017 ausgezeichnet.

Event-Architektur für große Momente und intensiven Austausch

Das Zusammenspiel großer Veranstaltungsflächen und kleinerer Einheiten bietet eine Vielfalt für die neuen Formen des Event-Set-ups. So entwickelt sich der Schatzkammersaal mit großzügigem Foyer – erreichbar über die Brunnenstiege im Schweizerhof – zum „Place-to-be“ für hochkarätige Veranstaltungen. In die Wandtäfelung eingelassene Leuchtbänder sorgen dabei für eine angenehme, blendfreie Grundbeleuchtung. Kleinere Salons punkten mit lounge-artigem Charakter, bieten Meetingpoints für ein ungezwungenes Kommunikationsambiente und Zonen für Workouts.



Das PIONEERS 2018 in der HOFBURG Vienna – auch in diesem Jahr lag der Fokus auf den neuen Zukunftstechnologien und der Wissensvermittlung für mehr als 2.500 Besucher aus der ganzen Welt.

Auch für parallel laufende Veranstaltungen ist die HOFBURG Vienna bestens gerüstet, zusätzlich zu allen Meetings, Kongressen und Events finden hier regelmäßig die Plenarsitzungen des Österreichischen Parlamentes statt.

Vorausschau 2018

Das flexible Raumangebot, die multifunktionale Bspielbarkeit und das moderne Event-Design bedienen die Herausforderungen des Marktes und unterstreichen den hohen Stellenwert der HOFBURG Viennas im internationalen Ranking. Das zeigt auch die gute Buchungslage der Kongress- und Veranstaltungssaison bis Ende 2018: Zu den Höhepunkten im Herbst zählen u. a. der 16. Österreichischer IT- und Beratertag (22.11.) der WKO und eine Reihe medizinischer Kongresse wie das FACE-Meeting (28.-30.09.). Zu den bereits vergangenen Events gehören z. B. die ROMY Gala, die alljährlich auch im Fernsehen übertragen wird, der begehrte Gourmetpreis Trophée Gourmet A la Carte 2018 (03.05.), die Ausstellung Design District 1010 (05.-07.10.) und der renommierte Silvesterball.

[5959] www.hofburg.com



Entspannte Kommunikation auf kleinem Raum

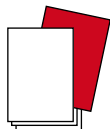


03/2018 events 69

Inserts

Loose inserts

max. W 190 x H 287 mm

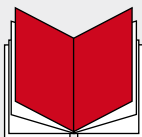


Up to 25 grams of weight **3,500,- euros**
25 to 80 grams of weight up to **5,500,- euros**
80 to 145 grams of weight up to **7,500,- euros**
Split run on request (minimum order 5,000 copies)

For a precise calculation of the costs, we need the weight and the exact size of the inserts. All prices include postal charges; discount cannot be granted. Inserts are to be delivered stacked loose on euros pallets incl. secured transport package.

Bound inserts

204 mm wide x
287 mm high, 5 mm
trim along outer edges
3,5 mm gutter,
4 mm trim at top



Volume

Up to 4 pages

Paperweight

150 g, full run

Price for full run

3,500,- euros

Price for split run

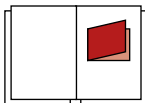
split run upon request
(minimum order 5,000 copies)

Minimum order 5,000 copies

Bound inserts must be supplied stacked and in batches ready for processing.
Extra costs for bound inserts not properly prepared: 25% per batch.

Glued inserts

Only possible in
connection with
1/1 page
advertisement



Post or reply cards, Price for full run

700,- euros

Tip-on CDs manually

3,000,- euros o/oo

All prices are exclusive of postage or shipping costs.

Conditions of delivery/samples

Loose, bound and glued inserts are to be delivered in such a way that no additional manual preparation is required. Otherwise, these extra costs will be charged to the client.

A binding sample of any insert, and if necessary a layout with size and weight specifications, must be submitted to the publisher prior to acceptance of the order. Please refer to the relevant order confirmation for quantities and delivery address.

(Delivery to the printer to be labelled: "For events, issue .../...").

All prices are net prices – for German customers VAT has to be added.

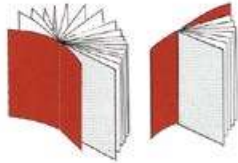


Special Types of Advertising

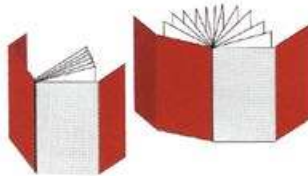
Special advertising formats require long-term planning and individual coordination of all technical factors. It is essential to make a binding reservation at an early stage. Prices and further special advertising formats on request.

„All major changes are the result of liberation from the routine of thinking and doing!“

Gatefolder oder Backfolder



2 Seiten **8.750,- euros**
jeweils 3 Seiten **9.900,- euros**



Umschlag mit French-Cover



8.250,- euros

Banderole



7.500,- euros

Advertorials and Special issues

Advertorials

Price upon request

High resolution images and text material provided by the client are edited and designed according to his wishes. All Advertorials are marked 'Advertisement', as German Press Law stipulates.

Destination Reports

and special offprints for your own marketing purposes:

Price upon request

Special issues

in magazine or individual style: Price upon request

Booklet (DIN A6, glued)

Your individual marketing tool for roadshows, workshops, exhibitions, special events etc. Price upon request.

6
DESTINATIONEN
INTERNATIONAL
CONFERENCE ON
DISASTER RECOVERY
IN 2014

Was geht, wenn nichts mehr geht ...?!

Contacts



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Editorial team/

Advertising department:

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Fax: +49 (0) 2236 - 33 66 118

www.events-magazine.com

General Manager: Dr. Günter Götz,

Gerrit Klein, Martin Metzger, Marco Parrillo

Technical Data Sheet

All advertisements have to be delivered as High Resolution PDF File.

If you deliver native File Formats we cannot guarantee accurate print production.

Exceptions

In exceptional cases it is possible to provide data in native file formats (Windows and MacOS). Costs could emerge from possible revisions, and there is no guarantee for an accurate print production. All current DTP applications on MacOS 9, Mac OS X and Windows can be used: Adobe Indesign CS, Adobe Photoshop CS, Adobe Illustrator CS.

Bleed

Bleed ads require 3 mm trim on each side.

Colours

All colours must be defined in CMYK Colour mode. When using RGB or Spot colours that have to be converted into CMYK, exact colour matching cannot be guaranteed.

Frame

All ads are published with a frame, therefore please apply a frame to all of your ads. If your ad contains a full frame background colour, no frame is required.

- All Fonts have to be supplied in any cases. Please take note of copyrights of the font provider.

- All pictures must have an output resolution of 300 dpi.
- Logos should be saved in a vector format for best results.

Costs

In case of incomplete or defective data, you will be informed about the costs of repairing and correcting the data for an accurate production.

There will be a charge of 65.00 EUR for the first 30 minutes, 80,00 EUR for each additional hour (+VAT).

High Resolution PDF Files to:

- **Email**
adebahr@events-magazine.de
- **Data Media**
Ebner Verlag GmbH & Co KG
Thomas Adebahr
Emil-Hoffmann-Str. 13
50996 Köln (Rodenkirchen)

Printing company:

F&W Mediencenter GmbH

Emil Hundseder, Kundenberater
Holzhauser Feld 2, D-83361 Kienberg
Tel. +49 (0) 8628 / 9884-37
Fax: +49 (0) 8628 / 9884-61
eh@fw-medien.de

GENERAL TERMS AND CONDITIONS FOR PRINT

1. An «advertisement purchase order» in the sense intended in the following General Terms of Business is a contract for the publication – in a printed work, and for purposes of circulation – of one or more advertisements issued by an advertiser or other space buyer.

2. In case of doubt, it is to be requested that advertisements be published within a year of the contract's being concluded. If a concluded contract grants the right to request the publication of individual advertisements, the purchase order is to be carried out within a year of the publication of the first advertisement provided that the request for the publication of the first advertisement and its actual publication, both take place within the period stated in the preceding sentence.

3. The advertising rates result from that publisher's list of advertising rates which is applicable when the contract is concluded. If the advertising rate changes after the contract has been concluded, the publisher is entitled to calculate the rate in accordance with that list of rates which is applicable at the time of publication; this does not apply to business relations with non-merchants, provided that no more than 4 months have passed between the contract's conclusion and the time of publication. Advertising agencies and advertising mediators are prohibited from passing on to their clients, in whole or in part, the commission amounts granted by the publisher.

4. If, for reasons not imputable to the publisher, a purchase order is not carried out, the client, notwithstanding any other legal obligations, is to refund to the publisher the difference between the discount granted and the discount which accords with the actual purchase, if – by reason of force majeure (e.g. war, mobilization, labour disputes or other unpredictable events) – the magazine cannot be published at all, cannot be published to its full extent or cannot be published at the proper time, the client cannot make any claims on the basis of this.

5. In calculating the amounts purchased, millimetres of depth of lines of text are, in accordance with the rate, converted into millimetres of advertisement depth.

6. Purchase orders for advertisements and inserts which it is stated are to be published exclusively in particular issues, particular editions or particular places in the publication must – if the purchase order cannot be carried out in this way – be received by the publisher early enough for it to be possible, before the copy date, to inform the client accordingly. Classified advertisements are printed in the relevant section of the classified advertisements without this having to be expressly agreed.

7. Facing matter is any advertisements at least two pages of which adjoin the editorial text and do not adjoin other advertisements. The publisher is entitled, by using the word „advertisement“ (in German: „Anzeige“), to make clearly recognizable any advertisements which, due to their editorial design, are not recognizable as advertisements.

8. The publisher reserves the right – in accordance with uniform, objectively justified principles – to reject, because of the technical form or the origin of the orders, firstly orders for advertisements, including requests for individual advertisements within a concluded contract, and secondly orders for inserts; the same applies if the content violates laws or governmental regulations or if it is unreasonable to expect the publisher to publish the material. This also applies to orders which are placed at business offices, at postal offices or with sales representatives. Orders for inserts are only binding upon the publisher after a sample of the insert has been received and the insert approved. Inserts whose format or presentation arouses in the reader the impression of being an integral part of the newspaper or magazine or which contain third-party advertisements are not accepted. The client will be informed immediately if an order is rejected.

9. The purchaser is responsible for delivering in good time either the text of the advertisement and proper documentation, or the inserts. Within the possibilities granted by the copy, the publisher will ensure the print quality customary for the title booked.

10. If the advertisement is printed wholly or partially illegibly or incorrectly, or is printed incompletely, the client has a claim either for a reduction in the rate to the extent that the purpose of the advertisement was impaired, or for a proper replacement advertisement, if the publisher allows to expire a period which was stipulated for him for the publication of the advertisement, or if the replacement advertisement is itself not in proper order, the client has a right to a rate reduction or to a cancellation of the order. No damages claims are possible which arise from positive infringement of demands, from negligence at the time of the contract's conclusion, or from tort – especially when the order is placed by telephone. Damages claims which arise because the work cannot be performed or because there is delay are limited to compensating the foreseeable damage and, where their amount is concerned, to the payment to be made for the advertisement or insert in question. This does not apply to intent or gross negligence on the part of the publisher, the publisher's legal representative or the publisher's agents. Any liability of the publisher's for damage resulting from the absence of characteristics regarding which an assurance was given remains unaffected. In commercial dealings, the publisher is, in addition, not liable for gross negligence on the part of agents; in other cases, liability is towards business people for gross negligence is, where its extent is concerned, limited to the predictable damage and is no higher than the relevant payment for the advertisement. Any claims must – except in the case of deficiencies which are not evident – be asserted within four weeks after the invoice and voucher are received.

11. Proof sheets will only be supplied if expressly requested. The client will bear the responsibility for the correctness of the proof sheets which have been sent back. The publisher will take into account all those corrections of errors of which he – within the time period stipulated in connection with the sending of the proof sheet – is informed.

12. If there are no particular regulations regarding size, the calculation of the rate will be based on what is the actual depth and is the customary depth for the type of advertisement.

13. If the client does not make an advance payment, the invoice will be sent immediately, but if possible 14 days after the advertisement is published. The invoice is to be paid within the time period which is evident from the list of advertising rates and begins from the time when the invoice is received, provided that another time period for payment or another advance payment has not been agreed upon in the individual case. Any discounts for early payment are granted in accordance with the list of rates.

14. If there is delay in payment, the publisher will, while reserving further rights, charge interest on arrears in the amount of 1% above the prevailing EZB base interest rate. If there is delay in payment, the publisher can postpone any further carrying-out of the current purchase order until payment is made and can require an advance payment for the remaining advertisements. If well-founded doubts exist as to the client's solvency, the publisher is entitled, even while a contract concluded for an advertisement is still running, and without taking into account any originally agreed due date, to make the publication of further advertisements dependent on the advance payment of the amount and on the payment of outstanding invoice amounts.

15. The publisher will, upon request, supply a voucher copy along with the invoice. Excerpts from advertisements, voucher pages, or complete voucher issues, will – depending on the type and scope of the purchase order for the advertisement – be supplied. If a voucher can no longer be obtained, it will be replaced by a legally binding certificate issued by the publisher and concerning the publication and circulation of the advertisement.

16. The client is to bear the cost of the production of copy and drawings which have been ordered, and also of any such considerable alterations to originally agreed methods of working as are requested by or are imputable to the client.

17. If the print run is reduced and a contract for more than one advertisement has been concluded, a claim for a reduction in the rate can be derived if, on the overall average of the year of insertion commencing with the first advertisement, that average print run stated either in the list of rates or in another way, or else – if no print run is stated – the average number of copies sold (in the case of trade magazines, it may be necessary to take instead the average number of copies actually circulated), in the previous calendar year is more than that in the year of insertion. A reduction in the print run is only a defect justifying a rate reduction if it amounts to: 20% for a print run of up to 50,000 copies. However, claims for a reduction in the rate are not possible if the publisher has informed the client in good time of the lowering of the print run, while offering the client the possibility of withdrawing from the contract.

18. In box-numbered advertisements, the publisher will apply, to the presentation and prompt forwarding of the offers received, the care used by a proper businessman. Registered letters and express-delivery letters arriving in response to box-numbered advertisements will be forwarded only by normal post. Items received in response to box-numbered advertisements will be kept for four weeks. Correspondence arriving which has not been picked up during this period will be destroyed. The publisher will send back valuable documents, but without being obliged to do so. In the client's interests and for the client's protection, the publisher, in order to rule out any abuse, reserves the right to open for examination purposes the offers received. The publisher is not obliged to forward any business recommendation or any offers to mediate.

19. Copy will only be sent back to the client if this is specially requested. The obligation to preserve the copy ceases three months after the purchase order has taken its course.

20. Credit items relating to discounts are deducted in connection with the first advertisement in the series. Additional charges regarding discounts are in principle not imposed until the end of the year of insertion.

21. Confirmations of placements apply only with reservation and can be modified for technical reasons. The publisher cannot be made liable in such cases.

22. The place of performance is the head office of the publisher. In commercial dealings with business people and with artificial persons in public law, and in the case of separate estates in public law, the head office of the publisher is the place of jurisdiction in the event of any claims. If claims filed by the publisher are not asserted by means of action on a debt, the place of jurisdiction is, in the case of non-merchants, determined by the latter's place of residence. If the residence or usual location of the client, and this applies also to non-merchants, is unknown at the time when the claim is filed, or if the client after the contract was concluded, has moved his place of residence, or his usual location, out of the law's jurisdiction, it has been agreed that the head office of the publisher is the place of jurisdiction.