

LISTINO TARIFFE PUBBLICITARIE 2012





ATTUALE E SEMPRE PRESENTE

DER DEUTSCHE WEINBAU è una rivista specializzata diretta alle aziende vitivinicole che commercializzano da sole i propri prodotti, alle aziende produttrici di uve e di vino in botte, agli enotecnici e ai direttori di cantine nonché alle cooperative vinicole.

DER DEUTSCHE WEINBAU è un'autorevole rivista che tratta tutte le questioni riguardanti la politica vitivinicola, la coltivazione delle uve da vino, l'enotecnica e il marketing.

DER DEUTSCHE WEINBAU è lo strumento base attraverso il quale è possibile comunicare con importanti figure del settore.

DER DEUTSCHE WEINBAU gioca un ruolo importante per il successo delle vendite realizzate da produttori e prestatori di servizi.

Casa Editrice: **MEININGER VERLAG GmbH**
Maximilianstr. 7-17
67433 Neustadt
Germany

Telefono: +49 (0) 63 21 / 89 08-0

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Telefax: +49 (0) 63 21 / 89 08-80

Internet: www.meininger.de

eMail: auer@meininger.de

Agente esclusivo Ediconsult Internazionale
pubblicità in Italia: Piazza fontane Marose 3
16 123 Genova

Telefono: +39/010/58 36 84
Telefax: +39/010/56 65 78
eMail: wine@ediconsult.com

Termine di pubblicazione quindicinale. esce il venerdì
consegna: (vedere calendario editoriale 2012)

Prezzo in Abbonamento annuale € 111,20
abbonamento:

Condizioni di Sconto del 2 % in caso di pagamento anticipato o per detrazione
pagamento: RI.BA. 30 giorni fine mese data fattura

Provvigione di 15 % (estero incluso)
mediazione

Condizioni generali di vendita: vigono le condizioni generali di vendita della Casa Editrice e/o della Concessionaria Italiana

Formato annuncio	Misure in gabbia		Misure al vivo* più rifilatura di 3 mm su tutti i lati		Prezzo	
	b (mm)	h (mm)	b (mm)	h (mm)	bn	colori**
1/1 pagina	185	260	210	297	€ 2.770	€ 4.220
3/4 pagina	137	260	151	297	€ 2.120	€ 3.600
2/3 pagina verticale	114	260	135	297	€ 1.850	€ 3.340
2/3 pagina orizzontale	185	175	210	194	€ 1.850	€ 3.340
1/2 pagina verticale	90	260	104	297	€ 1.410	€ 2.895
1/2 pagina orizzontale	185	128	210	149	€ 1.410	€ 2.895
1/3 pagina verticale	58	260	72	297	€ 930	€ 2.080
1/3 pagina orizzontale	185	84	210	106	€ 930	€ 2.080
1/4 pagina verticale	90	128	-	-	€ 750	€ 1.525
1/4 Seite a 1 colonna	43	260	55	297	€ 750	€ 1.525
1/8 pagina verticale	90	62	-	-	€ 420	€ 1.195
1/8 pagina orizzontale	185	30	210	41	€ 420	€ 1.195

Misure doppia pagina

2/1 pagina	396	260	420	297	€ 5.540	€ 8.440
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Annunci formato al vivo: Gli elementi di testo e le immagini ad alto contenuto pubblicitario degli annunci con formato al vivo devono avere un margine sufficiente dalla rifilatura (almeno 10 mm).

* +3 mm per il refilo su ogni lato
** Prezzi per colori secondo lo standard europeo

Posizioni speciali (b mm x h mm)	a colori
Prima di copertina (Condizione speciale, senza ulteriori sconti possibili)	€ 2.895
Seconda + quarta di copertina 1/1 pagina (Condizione speciale, senza ulteriori sconti possibili)	€ 2.895
Supplemento posizionamenti preferenziali (formato minimo 1/2 pagina)	Sovraprezzo del 15 %

(Termine di storno per la prima pagina, 6 settimane prima della pubblicazione)

Inserti sciolti <i>incl. costi di distribuzione</i>	Inserti incollati <i>incl. costi di distribuzione</i>	Inserti cuciti
fino a 25 g € 2.130	Cartoline incollate su inserti cuciti o su annunci a pagina intera	4 pagg. € 3.350
fino a 50 g € 2.800	Costi d'incollatura (a macchina) € 125 ogni 1000	8 pagg. € 6.150
fino a 75 g € 3.270	Costi d'incollatura (a mano) € 195 ogni 1000	
fino a 100 g € 3.640		
oltre 100 g su richiesta	<i>Grammatura della carta degli inserti: min 90 g. Piegatura a fisarmonica non ammessa. Non vengono concessi sconti per inserti sciolti o cuciti.</i>	

Repertorio Fornitori:	
per ogni registrazione al mese (necessaria conclusione per almeno 6 numeri)	€ 100,00
Ordine annuale (= 12 numeri)	10 % sconto
Registrazione in 3 rubriche	10 % sconto
Riempitivi per mm	€ 3,00
offerte / ricerche di impiego per mm	€ 2,40
ulteriori annunci classificati per mm	€ 2,70
Addebito per casella postale estero	€ 7,00
(Largh. colonna 43 mm)	€ 8,50

Sconti	per ripetizione	per quantità
	3 inserzioni = 5 % 6 inserzioni = 10 % 12 inserzioni = 15 % 24 inserzioni = 20 %	1 pagina = 3 % 3 pagine = 5 % 6 pagine = 10 % 9 pagine = 15 % 12 pagine = 20 %
Non è possibile combinare sconti per ripetizioni e sconti per quantità. Commissione d'Agenzia 15 %		

Non possono essere concessi sconti sugli annunci classificati.

Numero	Data di pubblicazione	Chiusura ordini	Consegna impianti di stampa	Argomenti	Rubriche fisse
01/2012	13.01.2012	02.01.2012	05.01.2012	Agrartage Nieder-Olm (Giornate dell'agricoltura Nieder-Olm) Weinbautage Neustadt (Giornate vitivinicole Neustadt)	<ul style="list-style-type: none"> - <i>Der Oenologe</i> - Attualità - Informazioni su aziende - Profilo aziendale, interviste - Mercato dei produttori - Magazin - Politica - Articoli specializzati su: vitivinicoltura enotecnica commercializzazione
02/2012	27.01.2012	13.01.2012	18.01.2012	Architettura Piegatura e legatura	
03/2012	10.02.2012	27.01.2012	01.02.2012	Tappi alternativi Analisi del vino	
04/2012	24.02.2012	10.02.2012	15.02.2012	Tappi in sughero naturale Viticoltura in pendenza	
05/2012	09.03.2012	24.02.2012	29.02.2012	Veste grafica ed etichettatura Concimazione	
06/2012	23.03.2012	09.03.2012	14.03.2012	Speciale: Difesa fitosanitaria	
07/2012	05.04.2012	23.03.2012	28.03.2012	Concimazione fogliare Confezioni alternative	
08/2012	20.04.2012	05.04.2012	12.04.2012	Presse Protezione antigrandine	
09/2012	04.05.2012	20.04.2012	25.04.2012	Viticoltura sostenibile Sistemi di fissaggio	
10/2012	18.05.2012	04.05.2012	09.05.2012	Trattori da vigneto Sfogliatura e taglio delle foglie	
11/2012	01.06.2012	21.05.2012	23.05.2012	Selezione delle uve Pompe enologiche	
12/2012	15.06.2012	01.06.2012	06.06.2012	Sostanze per trattamenti enologici Igiene in cantina	
13/2012	29.06.2012	15.06.2012	20.06.2012	Botti, barriques e serbatoi DDW Regio (Palatinato)	
14/2012	13.07.2012	29.06.2012	04.07.2012	Controllo della fermentazione e sistemi di refrigerazione Macchine vendemmiatrici e tecniche di vendemmia	
15/2012	27.07.2012	13.07.2012	18.07.2012	Chips & Co. Dealcolizzazione	
16-17/2012	24.08.2012	10.08.2012	15.08.2012	Speciale: Acquisti autunnali 2012	Fiere/manifestazioni
18/2012	07.09.2012	24.08.2012	29.08.2012	Confezioni regalo Spumante e vino frizzante	Rhein Hessische Agrartage Nieder-Olm (Giornate dell'agricoltura Nieder-Olm) 23 - 27 gennaio 2012
19/2012	21.09.2012	07.09.2012	12.09.2012	Software e database gestionali per il settore enologico Veicoli commerciali	BioFach, Norimberga 15 - 18 febbraio 2012
20/2012	05.10.2012	21.09.2012	26.09.2012	Sistemi duali di smaltimento Energie alternative	ProWein, Düsseldorf 04 - 08 marzo 2012
21/2012	19.10.2012	08.10.2012	10.10.2012	Rivestimenti di pavimenti e drenaggio Costruzione di stabilimenti e magazzini	Brau Beviale, Norimberga 14 - 16 novembre 2012
22/2012	02.11.2012	19.10.2012	24.10.2012	Tappi e capsule Potatura della vite	MUNDUS VINI 24 -26 agosto 2012 31 agosto - 02 settembre 2012
23/2012	16.11.2012	02.11.2012	07.11.2012	Filtrazione Piantamento a nuovo	MUNDUS VINI/BioFach 11 - 12 dicembre 2012
24/2012	30.11.2012	16.11.2012	21.11.2012	Imbottigliamento Protezione antigelo	
25-26/2012	14.12.2012	29.11.2012	05.12.2012	Retrospectiva 2012	

Inserzioni a colori	Colori della scala cromatica ISO 2846-1. Colori speciali o tonalità non realizzabili con la sovrastampa dei colori della scala cromatica utilizzata necessitano un accordo particolare. Dettagli verranno forniti su richiesta. La casa editrice si riserva di realizzare colori speciali anche dalla scala di quadricromia se dovesse essere necessario per motivi tecnici. Leggere differenze di tonalità sono dovute alle tolleranze del procedimento di stampa offset.
Colori speciali (HKS)	per colore 715 € Possono essere concessi sconti sui supplementi colore
Stampa	Rotativa offset a foglio, lotto colori retino autotipico 70 linee
Carta	Copertina: 135 g/m ² carta senza legno bianca, lucida, patinata per stampa d'arte Interno: 80 g/m ² carta offset quasi senza legno, bianca opaca, per stampa d'arte
Realizzazione materiale di stampa	Ogni produzione, correzione o modifica di inserzioni pubblicitarie, comporterà l'addebito del prezzo di costo. Ogni inserzione progettata e prodotta da questa Casa Editrice, rimane di proprietà della medesima e potrà essere utilizzata su altre testate solamente dietro ad autorizzazione scritta dell'Editore.
Materiale di stampa	Consegna dei dati in formato PDF stampabile (300 dpi) e prova di stampa in conformità alla norma ISO 12647-7. Le impostazioni per generare file PDF sono scaricabili al sito Internet www.pva.de . Se non è possibile generare file in PDF: dati immagine con risoluzione 300 dpi in formato TIF e/o formato EPS non compresso insieme a tutti i fonts utilizzati. Standard di base per i dati immagine è quello della stampa offset. L'area di copertura non deve superare complessivamente il 300%.

Trasmissione dati	Printable PDF (300 dpi) via eMail: keck@meininger.de I lavori necessari per le bozze e la composizione vengono calcolati al prezzo di costo. Si prega di osservare anche le Condizioni generali riportate sulla conferma d'ordine.
Indirizzo di stampa	MEININGER VERLAG GmbH Signora Marianne Keck Maximilianstr. 7-17 67433 Neustadt/Weinstraße Germany
Indirizzo	pva, Druck und Medien-Dienstleistungen GmbH Signore Klotz Industriestr. 15 76829 Landau/Pfalz Germany

Per raggiungere in modo diretto e attuale il target specifico!

Durata minima: 4 settimane, con inizio sempre di lunedì.

Formato	Dimensioni in pixel	Prezzo base per 4 settimane	Ulteriore settimana
Full-Banner	468 x 60	€ 540,00	€ 135,00
Banner laterale	234 x 60	€ 380,00	€ 95,00

Sconti scaglionati per durata:		Paramenti:	
5 – 8 settimane:	3 % di sconto	Pl al mese:	10.871 (maggio 2011)
9 – 12 settimane:	5 % di sconto	Visite al mese:	3.270 (maggio2011)
Dalla 13 ^a settimana:	10 % di sconto		

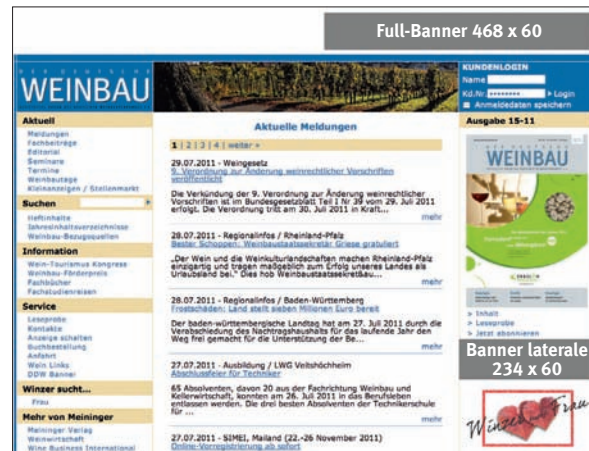
Dati tecnici

Si prega di consegnare i dati in formato JPG oppure GIF. Il peso del file per un banner non deve superare i 60 KB.

Persona di contatto per la consegna dei dati:

Silke Geiger
Tel: +49 (0) 63 21 / 89 08-72
eMail: geiger@meininger.de

I dati dovranno essere inviati al più tardi una settimana prima della prima data di pubblicazione al seguente indirizzo eMail.



Formati banner

Full banner

Il full banner viene posizionato nella testata del sito web. Anche grazie alla sua posizione è il formato ideale per la comunicazione diretta di messaggi pubblicitari semplici ed informativi. Formato: 468 x 60 pixel.

Banner laterale:

Il banner laterale è uno dei formati pubblicitari online più efficaci e più diffusi. Si tratta di un formato economico che grazie alle sue dimensioni può essere usato per testi ed immagini. Formato: 234 x 60 pixel.

1 Breve descrizione

La rivista „DER DEUTSCHE WEINBAU“, organo ufficiale dell'Associazione dei viticoltori tedeschi e delle sue associazioni membro, rappresenta un'irrinunciabile fonte d'informazione per tutti gli argomenti attinenti alla viticoltura ed una valida guida in campo di marketing, tecniche di coltivazione e vinificazione. Nella sua funzione di bollettino di ATW, DER DEUTSCHE WEINBAU è la rivista più autorevole in tutti i settori della ricerca e sviluppo.

In ogni due numeri (una volta al mese) DER DEUTSCHE WEINBAU contiene inoltre "DER OENOLOGE", il bollettino d'informazione dell'associazione degli enologi tedeschi e dei laureati presso la facoltà di viticoltura e tecnologia delle bevande di Geisenheim. DER DEUTSCHE WEINBAU è quindi la piattaforma informativa numero uno sia per i pratici che per i dirigenti del settore della viticoltura, dell'enologia e della tecnologia delle bevande.

2 Organo Organo ufficiale dell'Associazione dei viticoltori tedeschi e delle sue associazioni membro

3 Curatore Deutscher Weinbauverband e.V., Bonn

4 Redazione Dr. Rudolf Nickenig (responsabile)
Manfred Wirbals, Franziska Tschöcke

5 Direzione pubblicità Ralf Clemens (Direttore)
Heide Auer (Marketing Pubblicità)

6 Annata 67. annata 2012
Pubblicazione pubblicazione quindicinale, esce il venerdì

7 Casa Editrice MEININGER VERLAG GmbH
Maximilianstr. 7 - 17

8 Indirizzo 67433 Neustadt an der Weinstraße/Germany

9 Telefono +49 (0) 63 21/89 08-71

10 Telefax +49 (0) 63 21/89 08-80

11 Internet www.der-deutsche-weinbau.de

eMail auer@meininger.de

12 Programma redazionale e date di pubblicazioni vedere argomenti e programma 2012

13 Prezzi Abbonamento annuale
111,20 €


14 Contenuto 2010 = 24 numeri
DIN A 4

Formato della rivista:
Totale pagine: 1.058 pagine = 100 %
Parte redazionale: 822,5 pagine = 77,7 %
Parte relativa alle inserzioni: 235,5 pagine = 22,3 %

di cui
Annunci di lavoro/
Riempitivi: 27 pagine
Inseriti cuciti: 0 pagine
Inseriti sciolti: 24
di cui a tiratura parziale 1

15 Analisi della parte redazionale 2010 (822,5 pagine)

Sommario, »lo Sapevate?«	36	pagine =	4,4 %
Editoriale	24	pagine =	2,9 %
Mercato del vino sfuso	12	pagine =	1,5 %
Attualità	119	pagine =	14,4 %
Viticultura	121	pagine =	14,7 %
Enotecnica	123	pagine =	15,0 %
Marketing	101	pagine =	12,2 %
Der Oenologe	96	pagine =	11,7 %
Regio	72	pagine =	8,8 %
ATW (Gruppo di Lavoro Tedesco per la Tecnica Viticola)	5	pagine =	0,6 %
Intervista	9	pagine =	1,1 %
Dall'industria	25	pagine =	3,0 %
Ritratto	17	pagine =	2,1 %
Inchieste, forum di discussione	22	pagine =	2,7 %
Politica	24	pagine =	2,9 %
Pro & Contra	4	pagine =	0,5 %
Calendario	4,5	pagine =	0,5 %
Note redazionali	8	pagine =	1,0 %
			822,5 pagine = 100,0 %

16 Accertamento tiratura:	
17 Analisi della Tiratura:	Esemplari per numero su media annuale (1. luglio 2010 bis 30. giugno 2011)
Tiratura:	8.000
Tiratura effettivamente distribuita:	7.910
Abbonamenti:	4.808
Esemplari vendite:	5.477

90 Rimanenze, Archivio e Copie saggio

18 Analisi geografica della diffusione:

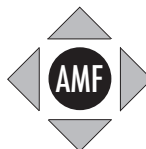
Aree di mercato	Percentuali della tiratura effettivamente diffusa	
	Percentuale	Esemplari
Repubblica Federale Tedesca	94,4	7.469
Estero	5,6	441
tiratura effettivamente diffusa	100,0	7.910
Area Nielsen 1	0,9	70
Schleswig-Holstein, Hamburg, Bremen, Niedersachsen		
Area Nielsen 2	1,8	135
Nordrhein-Westfalen		
Area Nielsen 3a	62,2	4.642
Hessen, Rheinland-Pfalz, Saarland		
Area Nielsen 3b	24,4	1.826
Baden-Württemberg		
Area Nielsen 4	7,7	572
Bayern		
Area Nielsen 5a + 5b	1,5	114
Berlin West u. Ost		
Area Nielsen 6	0,8	61
Mecklenburg-Vorpommern, Brandenburg, Sachsen-Anhalt		
Area Nielsen 7	0,7	49
Thüringen, Sachsen		
Totale distribuzione nazionale	100,0	7.469

19 Brancha/settore economico/rami/gruppi professionali

DER DEUTSCHE WEINBAU si rivolge agli esperti che operano nei settori economici e presso istituti di ricerca che trattano coltivazione, affinamento e commercializzazione di vini e bevande a base di succo d'uva.

Categorie di destinatari	quota dei numeri effettivamente distribuiti	
	percentuale	destinatari
- aziende che commercializzano in proprio i loro prodotti, commercianti di vino in botte, aziende vitivinicole	84,0	6.641
- cooperative vitivinicole	5,1	408
- cantine	5,4	428
- industrie, istituti di ricerca e formazione, associazioni, autorità, vari	5,5	433
totale	100,0	7.910

I dati (20 grandezza dell'unità economica, 21 posizione/funzione/professione in azienda, 22 formazione scolastica/formazione professionale, 23 età e 24 grandezza del comune) non sono stati rilevati in quanto non influiscono sul rendimento di questa rivista.



1. For the purpose of the General Terms and Conditions of Business set forth below, an „Advertisement Order” is the contract made between the publishing house and the customer relating to the publication of one or more advertisements or other advertising media (hereinafter together called “Advertisements”) by advertisers or other promoters (hereinafter together called “Advertisers”) in a magazine or newspaper with the aim of dissemination.

2. A “Closing” is a contract for the publication of several advertisements, with due consideration of the discounts that are to be granted to the Advertiser in accordance with the price list. Each publication is performed upon call by the customer. No discounts will be granted to enterprises of which the business purposes include placing Advertisement Orders for several Advertisers to obtain a joint discount. If a right to call each advertisement is granted in a Closing, the Order must be completed within one year of publication of the first advertisement, insofar as the first advertisement is called and published within one year of the contract being made.

3. If an Order pursuant to Nos. 1 and 2 is not performed due to circumstances for which the publishing house is not responsible, the customer must reimburse to the publishing house the difference between the discount granted and the one corresponding with the actual purchase made, this being without prejudice to any other legal obligations. If nothing has been agreed to the contrary, the customer has a retrospective claim to the discount corresponding to his actual purchase of advertisements within one year.

4. For calculation of purchased quantities, text millimetre lines will be converted into advertisement millimetres in accordance with the price.

5. Orders for advertisements and external supplements which are only to be published or included in certain issues or certain editions or at certain locations in the publication must be received by the publishing house in due time for the customer to be notified before the advertising deadline if the order cannot be performed in this way. Classified advertisements will be printed under the appropriate heading without any express agreement to this effect being required.

Confirmations of placement are issued subject to reservation and placements can be changed for technical reasons. The publishing house cannot be held liable in such cases.

6. Text-section advertisements are advertisements which are adjoined on at least three sides by text and not other advertisements. If advertisements are of a design that is not identifiable as advertising, they will be clearly marked with the word “advertisement” by the publishing house.

7. The publishing house reserves the right to reject advertisements - including separate calls as part of a Closing - and orders for supplements if the following applies:

- their content breaches the law or public-authority regulations or
- the Deutscher Werberat (German Advertising Standards Council) has objected to their content in complaint proceedings or
- the publishing house cannot reasonably be expected to publish them in view of their content, design, origin or technical form or
- they are advertisements containing advertising of or for third parties.

Orders for other advertising media will only become binding for the publishing house upon submission and approval of the sample.

Advertisements containing advertising of or for third parties (co-operative advertising) are subject in each single case to prior written acceptance by the publishing house. Such acceptance entitles the publishing house to make an extra charge for co-operative advertising.

Supplements of which the format or design gives the reader the impression of being part of the newspaper or magazine or which contain external advertisements can be rejected by the publishing house for such reasons. The customer will be notified immediately of the rejection of an advertisement or other advertising medium.

8. Solely the customer is responsible for on-time supply and flawless quality of suitable artwork or other advertising media. If artwork for advertisements is supplied in a digital form, the customer must ensure that it is as required, in particular that it complies with the publishing house's format or technical specifications and is provided in due time before the start of publication.

Before digital transmission of artwork, the customer must ensure that the transmitted data is free from computer viruses. If the publishing house discovers a computer virus in a file that has been transmitted, it will delete the file without the customer being able to base any claims on such action. The publishing house reserves the right to make damages claims against the customer if it has suffered a loss as a result of such computer viruses transmitted by the customer.

The customer shall pay the costs incurred by the publishing house for any artwork amendments requested by the customer or for which said customer is responsible. The features and quality of the advertisements or other advertising media are agreed to be those customary for the respective item pursuant to the data given in the price list and in the confirmation of order, this being as far as possible in view of the artwork provided. This only applies insofar as the customer meets the publishing house's specifications for preparation and supply of artwork.

9. Artwork will only be returned to the customer by special request. The publishing house's obligation to keep the artwork ends three months after initial publication of the advertisement.

10. If publication of the advertisement does not comply with the contractually agreed features and quality or performance, the customer shall have a claim to a reduction in payment or to a non-defective substitute advertisement or to substitute publication of the other advertising medium but only to the extent to which the purpose of the advertisement or the other advertising medium was adversely affected. The publishing house has the right to refuse a substitute advertisement or substitute publication if

- this involves an amount of work which, in view of the content of the contractual obligation and the principles of good faith, is grossly out of proportion with the customer's interest in performance or
- this would only be possible for the publishing house at a disproportionately high cost.

If the publishing house fails to place the substitute advertisement or publish the other advertising medium within the reasonable period that it has been allowed or if the substitute advertisement or publication is again defective, the customer has a right to a reduction in payment or rescission of the order. The order cannot be rescinded in the event of minor defects in the advertisement or publication of the other advertising medium. Any notices relating to non-apparent defects must be submitted within one year of the beginning of the statutory limitation period.

Damages claims resulting from a positive breach of obligation, culpa in contrahendo or an unlawful act are ruled out, including in the event of placement of an order by telephone; damages claims resulting from impossibility of performance and default are limited to compensation for the foreseeable loss and the amount is restricted to the remuneration payable for the relevant advertisement or supplement. This does not apply to intent and gross negligence on the part of the publishing house, its legal representatives and its vicarious agents. Liability of the publishing house for losses due to the lack of warranted features is not prejudiced. In addition, in commercial transactions, the publishing house will not be liable for gross negligence of vicarious agents either; in other cases, liability to merchants for gross negligence is limited in its scope to the foreseeable loss, this being up to the amount of the relevant advertisement payment.

The publishing house is liable in accordance with legal regulations for claims under the Product Liability Act and for injury to life, body or health. Notices of defects - except for non-apparent defects - must be submitted within four weeks of receipt of the invoice and proof. All claims made against the publishing house based on breaches of contractual obligations are subject to a time limitation of one year as of the statutory start of the period of limitation, unless they are due to action with intent.

11. Test proofs will only be supplied upon express request. The customer is responsible for the correctness of the returned test proofs. The publishing house will make all the corrections of which it is notified by the advertising deadline or within the period allowed when the test proofs were sent.

12. If no special size rulings apply, invoice calculation will be based on the actual printing height as customary for the type of advertisement.

13. The invoice must be paid within the period stated in the price list, unless a different payment period or an advance payment has been agreed in writing in individual cases. Possible discounts for early payment will be granted as per the price list. Any discount credits and subsequent discount debits will not be made until the end of the advertising year in all cases.

14. In the event of payment default or deferral, customary bank interest rates and the costs of collection will be charged. In the event of payment default, the publishing house can postpone continued performance of the ongoing order until payment has been made and can require advance payment of the remaining advertisements.

If there is justified reason to doubt the customer's solvency, the publishing house has the right, even during the term of a Closing, to make the publication of further advertisements dependent on advance payment of the sum by the advertising deadline and on settlement of outstanding invoiced amounts, irrespective of the payment date originally agreed.

15. The publishing house will supply an advertisement proof on request. Depending on the type and scope of the Advertisement Order, advertisement extracts, tear sheets or complete sample copies will be supplied. If a proof is no longer available, it will be replaced by legally binding confirmation by the publishing house that the advertisement was published and disseminated.

16. Pursuant to Sentence 2, a reduction in the print run in the event of a Closing covering several advertisements can justify a claim for price reduction if the overall average of the advertising year, beginning with the first advertisement, falls short of the guaranteed print run. A reduction in the print run only constitutes a defect justifying a price reduction if and to the extent that

- it amounts to at least 20 % for a guaranteed print run of up to 50,000 copies,
- it amounts to at least 15 % for a guaranteed print run of over 50,000 copies.

A reduction in the print run for the reasons given in Number 23 will not taken into account. The guaranteed print run is the average print run specified in the price list or in some other way or, if no print run has been specified, the average print run sold in the previous calendar year (for specialist magazines, the average print run actually circulated, if applicable).

Any additional claims for price reductions relating to Closings are ruled out if the publishing house notified the customer of the drop in the print run in due time for said customer to be able to rescind the contract before the advertisement was published.

17. For box number advertisements, the publishing house will apply the due care expected of a business professional to keeping and forwarding offers on time. Registered and express letters sent in reply to box number advertisements will only be forwarded by standard post. Incoming post for box number advertisements will be kept for four weeks. Any letters not collected during this time will be destroyed. The publishing house will return valuable documents but has no obligation to do so.

In an individual agreement, the publishing house can be granted the right, as the customer's representative, to open the incoming offers instead and in the declared interest of the customer. No letters in excess of the acceptable DIN A4 format or products or book and catalogue consignments or packages will be forwarded or accepted. However, acceptance and forwarding can be agreed in exceptional cases if the customer pays the charges/costs thus incurred.

18. The law of the Federal Republic of Germany applies to the Advertisement Order.

The place of performance is the seat of business of the publishing house.

In business transactions with merchants, legal bodies and special assets under public law, the legal venue for filing legal action is the seat of business of the publishing house. If publishing house claims are not asserted in dunning proceedings, the legal venue for non-merchants shall be determined by their place of residence.

If the residence or customary whereabouts of the customer, including non-merchants, is not known when the legal action is filed or if the customer has moved his residence or customary whereabouts outside the jurisdiction of the law since the contract was made, the publishing house's seat of business is agreed to be the legal venue.

19. Advertising agents and agencies have an obligation to comply with the publishing house's price list in their offers, contracts and invoices for Advertisers.

20. Price changes for Advertisement Orders already placed are effective for entrepreneurs if they are announced by the publishing house at least one month before publication of the advertisement or other advertising medium. The customer holds a right of rescission if prices are increased. The right of rescission must be exercised in writing within 14 days of receipt of notification of the price increase.

21. If a joint discount is claimed for affiliated enterprises, written evidence of the group status of the Advertiser will be required. Affiliated enterprises for the purpose of this provision are enterprises between which there is a capital participation of at least 50 per cent.

For incorporated companies, group status is to be shown by confirmation by an auditor or submission of the latest business report; for business partnerships, such status is to be shown by submission of an excerpt from the Trade Register. Such evidence must be furnished by no later than the end of the advertising year. Evidence submitted at a later date cannot be recognised in retrospect. Group discounts are always subject to the express written confirmation of the publishing house.

Group discounts are only granted for the duration of membership of the group. Termination of group membership must be reported immediately; group discounting ends with termination of group membership.

22. The customer warrants that he possesses all the necessary rights for placement of the advertisement. The customer is solely responsible for the content and for the legal acceptability of both the written and pictorial material provided for advertising and the supplied advertising media. Within the scope of the Advertisement Order, said customer will hold the publishing house harmless in respect of all claims of third parties which may arise for reason of a breach of legal regulations, in particular a breach of competitive and copyright law. In addition, the publishing house will be held harmless in respect of the costs of necessary legal defence. The customer has an obligation to support the publishing house in good faith with its legal defence against third parties, by providing information and documents.

The customer undertakes to pay the costs of publication of any necessary counterstatement at the advertising rate applicable at the time.

The customer assigns to the publishing house all the utilisation, property protection and other rights under copyright law required for use of advertising in print and online media of all kinds, including the internet, such rights being in particular the right of reproduction, dissemination, assignment, broad-casting, making publicly available, removal from a database and call. Said assignment is made to the extent necessary for performance of the order in terms of both time and content. The above rights are assigned without any geographical restriction in all cases.

23. In the event of operational disruptions or in cases of force majeure, illegal labour disputes, unlawful seizure, traffic disruptions, a general shortage of raw materials or energy and similar - both in the publishing house's operations and in external operations which the publishing house uses to meet its obligations -, the publishing house has a claim to full payment of the published advertisements, provided that the published product was supplied by the publishing house with 80 % of the print run sold on average in the last four quarters or warranted in some other way. If smaller quantities were supplied by the publishing house, the invoice amount will be reduced in the same ratio as that of the guaranteed sold or warranted print run to the print run actually supplied.

24. In compliance with Section 33 of the Bundesdatenschutzgesetz (BDSG; Federal Data Protection Act), we advise that the necessary customer and delivery data is stored with the help of electronic data processing for the purposes of the business relationship.