

WEINWIRTSCHAFT



DONNÉES MÉDIA 2012



1 Profil du magazine

WEINWIRTSCHAFT



PROCHE DE VOUS – ET TOUJOURS PRESENT

WEINWIRTSCHAFT est le premier magazine allemand spécialisé (en exemplaires vendus) s'adressant aux professionnels de l'achat et de la vente de vins (contrôlé par iwv, la société allemande de vérification de la diffusion des supports publicitaires).

WEINWIRTSCHAFT conçu et réalisé par des professionnels crée l'opinion, analyse les tendances et anticipe.

WEINWIRTSCHAFT est un média indispensable pour toute stratégie de communication du décideur responsable.

WEINWIRTSCHAFT est d'une importance considérable pour l'activité des ventes de producteurs et importateurs.

WEINWIRTSCHAFT est le numéro 1 du vin en Allemagne.

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Mode de parution: bimensuel, le vendredi

Tarifs: Abonnement € 186,20

Conditions de paiement: Règlement immédiat sans escompte. 2 % d'escompte pour les paiemantes d'avance et les prélèvements bancaires

Coordonnées bancaires: Sparkasse Rhein-Haardt
Compte n° 1 926 146, code banque 546 512 40

Conditions contractuelles: L'exécution des commandes est soumise aux conditions générales dans le secteur de l'édition (df. la confirmation de commande respective)

Dimension exprimée en portions de page	Formats des surfaces d'impression		Annonces rognées à vif (Pleine page) plus 3 mm de rogne sur tous les Côtés		Pix des annonces	
	Largeur (mm)	Hauteur (mm)	Largeur (mm)	Hauteur (mm)	noir et blanc	couleur*
1/1 page	185	260	210	297	€ 3.250	€ 4.535
3/4 de page	137	260	151	297	€ 2.510	€ 3.815
2/3 de page	120	260	135	297	€ 2.415	€ 3.710
1/2 page, format horizontal	185	128	210	149	€ 1.825	€ 3.145
1/2 page, format vertical	90	260	104	297	€ 1.825	€ 3.145
1/3 de page, format horizontal	185	84	210	106	€ 1.240	€ 2.370
1/3 de page, format vertical	58	260	72	297	€ 1.240	€ 2.370
1/4 de page, format horizontal	185	62	210	84	€ 1.080	€ 1.890
1/4 de page, format vertical	90	128	-	-	€ 1.080	€ 1.890
1/4 de page 1 colonne	43	260	57	297	€ 1.080	€ 1.890
1/8 de page, format horizontal	185	30	-	-	€ 580	€ 1.340
1/8 de page, format vertical	90	62	-	-	€ 580	€ 1.340

Formats sur pages doubles

2/1 de page	396	260	420	297	€ 6.400	€ 9.070
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Annonces rognées à vif: Pour les annonces rognées à vif, les éléments de texte et d'images importants pour l'effet publicitaire doivent se situer à une distance suffisante des côtés à rogne (au moins 10 mm).

*Les Prix s'entendent pour couleurs décoratives de la gamme europe.

Dossiers et Spéciaux	sur demande
Prix pour emplacement préférentiel (Format: plus 3 mm de rogne sur tous les Côtés)	couleur
Première de couverture. Format: 210 mm x 221 mm (Condition indispensable: l'exclusivité lors de la première publication).	€ 5.050
4 ^e de couverture. Format: 210 mm x 297 mm	€ 4.925
2 ^e couverture ou face éditorial. Format: 210 mm x 297 mm	€ 4.925
Exigences de placement (grandeur minimum 1/2 page)	Majoration de 15 %

(Délai de résiliation pour page-couverture 6 semaines avant date de parution)

Encarts à diffusion complète <i>incl. les frais de distribution</i>	Tip-on-cards <i>incl. les frais de distribution</i>	Suppléments publicitaires
Jusqu' à 25 g € 2.550	Cartes postales collées sur encarts ou annonces pleine page	4 pages € 3.575
Jusqu' à 50 g € 3.250	Coûts de collage (à la machine) € 125 par mille	8 pages € 6.595
Jusqu' à 75 g € 3.675	Coûts de collage (à la main) € 195 par milles	
Jusqu' à 100 g € 4.060		
au-déla 100 g sur demande	Grammage du papier d'encart: 90 g minimum. Pas de pli en accordéon. Il n'y a pas de rabais sur les encarts détachés, agrafés ou collés.	

Petites annonces: (largeur de colonne 43 mm)	
par mm, N&B	€ 4,40
par mm, couleur	€ 10,00
Annonces occasionnelles:	
Offre d'emploi par mm	€ 3,30
Autres annonces classifiées, par mm	€ 3,50
Supplément couleur 25 %	
Taxe annonce chiffrée	€ 7,00
Taxe annonce chiffrée Etranger	€ 8,50

Remises	Nombre de commandes	Barème de quantité
	3 annonces = 5 %	1 page = 3 %
	6 annonces = 10 %	3 pages = 5 %
	12 annonces = 15 %	6 pages = 10 %
	24 annonces = 20 %	9 pages = 15 %
		12 pages = 20 %
Les rabais de fréquence et de volume ne sont pas cumulables. Commission de médiateur: 15 %		

Les annonces classifiées ne peuvent pas faire l'objet de remise.

Numéro	Date de parution	Date limite de remise des annonces	Date limite de remise des documents d'impression	Thèmes principaux/articles	Rubriques permanentes:
1	06.01.2012	16.12.2011	21.12.2011	Les 100 meilleurs vins 2011 Hesse rhénane	<ul style="list-style-type: none"> - Panorama - Magazine - Entreprises & personnes - Titres & Themes - Service & support - Dégustations <ul style="list-style-type: none"> · Commerce de l'alimentation · Commerce spécialisé - Marchés & prix <ul style="list-style-type: none"> · Prix du vin en cubitainer en Allemagne · Prix du vin en cubitainer en Europe - Comptes rendus de dégustation <ul style="list-style-type: none"> · Les nouveautés à mettre en rayon <p>Salons et manifestations</p> <p>Millésime Bio, Montpellier 23.01. - 25.01.2012</p> <p>Salon des Vins de Loire, Angers 05.02. - 07.02.2012</p> <p>BioFach, Nuremberg 15.02. - 18.02.2012</p> <p>Vinissud, Montpellier 20.02. - 22.02.2012</p> <p>ProWein, Düsseldorf 04.03. - 06.03.2012</p> <p>Vinitaly, Vérone 25.03. - 28.03.2012</p> <p>Alimentaria, Barcelone 26.03. - 29.03.2012</p> <p>BARZONE, Berlin 22.05. - 23.05.2012</p> <p>LIWF, Londres 22.05. - 24.05.2012</p> <p>VieVinum, Vienne 02.06. - 04.06.2012</p> <p>Cape Wine Show, Le Cap 23.09. - 25.09.2012</p>
2	20.01.2012	06.01.2012	11.01.2012	Grèce – Les grands exportateurs Languedoc Allemagne – Pays du pinot	
3	03.02.2012	20.01.2012	25.01.2012	BioFach 2012 – Premier compte rendu Importations directes Le développement durable, un sujet tendance	
4	17.02.2012	03.02.2012	08.02.2012	Numéro spécial ProWein 2012 Top 100 du secteur vitivinicole	
5	02.03.2012	17.02.2012	22.02.2012	Actualités ProWein	
6	16.03.2012	02.03.2012	07.03.2012	Numéro spécial Vinitaly 2012 Italie : - Le marché - Zoom sur les régions	
7	30.03.2012	16.03.2012	21.03.2012	Le marché du riesling Cooler & Co – Les cocktails à base de vin Frioul	
8	13.04.2012	30.03.2012	04.04.2012	Analyse de marché : les vins d'outre-mer Vin pétillant, Secco & Co Moselle	
9	27.04.2012	13.04.2012	18.04.2012	Les meilleures ventes d'Espagne Rosé Trentin	
10	11.05.2012	27.04.2012	02.05.2012	Boire léger : les vins à faible teneur en alcool Bordeaux Abruzzes	
11	25.05.2012	11.05.2012	16.05.2012	Dossier : Autriche – VieVinum Numéro spécial salon Dornfelder – Un cépage de caractère	
12	08.06.2012	25.05.2012	30.05.2012	Australie Prosecco Spumante Rioja	
13	22.06.2012	08.06.2012	13.06.2012	Les découvertes du marché grec Palatinat – Les grands distributeurs privés Émilie-Romagne	
14	06.07.2012	22.06.2012	27.06.2012	Dossier : les coopératives allemandes Prosecco Frizzante Grappa	
15	20.07.2012	06.07.2012	11.07.2012	Les meilleures coopératives françaises Le vin chaud Les vins blancs d'Espagne	
16	03.08.2012	20.07.2012	25.07.2012	Les meilleures coopératives italiennes Pays de Bade – Les grands distributeurs privés	
17	17.08.2012	03.08.2012	08.08.2012	Analyse de marché : l'Afrique du Sud L'Europe de l'Est, un marché captivant La logistique	
18	31.08.2012	17.08.2012	22.08.2012	Numéro spécial achats d'automne Analyse de marché : L'Espagne Emballages & cadeaux	
19	14.09.2012	31.08.2012	05.09.2012	Zoom sur le marché du mousseux Chili Le Sud-Ouest de la France	
20	28.09.2012	14.09.2012	19.09.2012	Dossier : les vins bios Palatinat Vénétie	
21	12.10.2012	28.09.2012	03.10.2012	Les vins de marque Wurtemberg Languedoc-Roussillon Sicile	
22	26.10.2012	12.10.2012	17.10.2012	Les mousseux haut de gamme du monde entier Argentine Toscane	
23	09.11.2012	26.10.2012	31.10.2012	Champagne Pays de Bade Bag-in-box & Co	
24	23.11.2012	09.11.2012	14.11.2012	Basse-Autriche Franconie Ribera del Duero	
25	07.12.2012	23.11.2012	28.11.2012	Portugal Rhône Piémont	
26	21.12.2012	07.12.2012	12.12.2012	Californie Bourgogne Pouilles, Calabre, Basilicate & Campanie	

Annonces en couleur Couleurs de l'échelle ISO 2846-1. Les couleurs spéciales ou les teintes ne pouvant être obtenues par surimpression de couleurs issues de l'échelle utilisée requièrent des accords particuliers. Détails sur demande. L'éditeur se réserve le droit de réaliser, pour raisons techniques, des couleurs décoratives à partir de la quadrichromie. Les faibles écarts de teinte s'expliquent par la plage de tolérances du procédé d'impression offset.

Couleurs spéciales (HKS) par couleur 715 €
Les suppléments de couleur peuvent faire l'objet de rabais.

Procédé d'impression Offset, gamme de clichés en couleur trame 70

Papier
Couverture:
135 g sans bois, blanc brillant, couché impression d'illustrations
Intérieur:
80 g presque sans bois, blanc mat, couché, impression d'illustrations

Structure des annonces Pour toute modification du document de base, le pris coûtant sera facturé. Toute annonce conçue et élaborée par notre maison demeure la propriété de la maison d'édition et ne pourra être utilisée qu'après autorisation de l'éditeur.

Documents d'impression La fourniture des données doit se faire sous forme de fichier imprimable (300 dpi) au format PDF et être accompagnée d'une épreuve papier ferme en conformité avec la norme ISO 12647-7. Les configurations pour le format PDF peuvent être téléchargées sur le site Internet www.pva.de. Si le format PDF n'est pas possible, il convient d'envoyer les données-image en 300 dpi sous forme de fichiers TIF et/ou de fichiers EPS non comprimés comprenant toutes les polices utilisées. Le standard d'impression offset constituera la ligne directrice sours-jacente pour les données-image. La couverture de surface ne doit pas dépasser 300 % au total.

Transmission de données

Printable PDF (300 dpi) via
Courriel : geiger@meininger.de

Les travaux d'épreuves et de composition nécessaires sont facturés au prix de revient. Veuillez tenir compte des conditions générales de vente données dans la confirmation de commande.

Adresse Documents d'impression

MEININGER VERLAG GmbH
Madame Silke Geiger
Maximilianstr. 7-17
D-67433 Neustadt/Weinstraße
Germany

Adresse d'expédition Encarts

pva, Druck und Medien-Dienstleistungen GmbH
Monsieur Klotz
Industriestr. 15
D-76829 Landau/Pfalz
Germany

Touchez votre cœur de cible de manière actuelle et moderne.

Durée de réservation minimum : 4 semaines, respectivement à partir du lundi.

Format	Dimensions en pixels	Prix de base pour de 4 semaines	Semaine supplémentaire
Bannière horizontale	468 x 60	€ 580,00	€ 145,00
Skyscraper	120 x 600	€ 480,00	€ 120,00

Remises sur volume:	Performance :
5 – 8 semaines: 3 % de remise	Impressions de papes par mois: 8.761 (mai 2011)
9 – 12 semaines: 5 % de remise	Visits par mois: 3.450 (mai 2011)
À partir de 13 semaines : 10 % de remise	

Votre interlocutrice pour la fourniture des données :

Silke Geiger

Tél.: +49 (0) 63 21 / 89 08-72, eMail: geiger@meininger.de

Les données doivent être envoyées à geiger@meininger.de au plus tard une semaine avant la première date de mise en ligne.

Caractéristiques techniques :

Merci de bien vouloir fournir les fichiers au format JPG ou GIF.

La taille de fichier ne doit pas excéder 60 Ko pour chaque bannière.

Possibilité de publicité dans la lettre d'information WEINWIRTSCHAFT sur demande.



Bannerformate

Bannière horizontale :

Cette bannière apparaît du site web. Il s'agit d'un format idéal pour la communication directe de messages publicitaires simples au contenu informatif.

Dimensions : 468 x 60 pixels.

Skyscraper :

Le skyscraper est un format publicitaire vertical, placé à droite des contenus rédactionnels. Cette surface permet de donner un maximum d'informations et se prête parfaitement à la représentation graphique des contenus. Dimensions : 120 x 600 pixels.

1 Présentation sommaire

WEINWIRTSCHAFT est le premier magazine allemand spécialisé (en exemplaires vendus) s'adressant aux professionnels de l'achat et de la vente de vins (contrôlé par ivw, la société allemande de vérification de la diffusion des supports publicitaires). Le commerce des vins et alcools, les importateurs concernés ainsi que les acheteurs du commerce alimentaire représentent les groupes cibles de nos lecteurs. WEINWIRTSCHAFT, en tant que miroir du marché des vins, constitue un indicateur indispensable avant toute décision professionnelle. Pour les initiés, il est considéré comme la source d'informations la plus fiable et la mieux fondée pour le commerce.

2 Organisme	–
3 Gérant	Peter Meininger
4 Rédaction	Dr. Hermann Pilz (Redacteur en chef) Franz Jürgen Haas, Sascha Speicher, Clemens Gerke
5 Annonces	Ralf Clemens (Directeur) Jörg Sievers (Direction d'annoces) Heide Auer (Direction d'annoces) Bettina Braun (Secrétariat)
6 Année de fondation	1903
Périodicité	Bimensuel, le vendredi
7 Maison d'édition	MEININGER VERLAG GmbH
8 Adresse	Maximilianstraße 7–17 D-67433 Neustadt an der Weinstraße Germany
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10 Télécopieur	+ 49 (0) 63 21 / 89 08–80
11 Internet	www.meininger.de
eMail	clemens@meininger.de

12 Calendrier des thèmes/ dates de parution

voir liste des thèmes et calendrier 2012

13 Tarifs

186,20 €

14 Analyse quantitative 2010

= 26 numéros

Format du magazine:

DIN A 4

Nombre total de pages:

1.604 pages = 100,0 %

Part rédactionnelle:

1.176 pages = 73,3 %

Annonces:

428 pages = 26,7 %

dont annonces occasionnelles

22 pages

pages spéciales:

0 pages

encarts:

16


dossiers

0

15 Analyse de contenu de la partie rédactionnelle 2010= 1.176 pages

Magazine	131 pages =	11,14 %
- articles de fond, salons, événements, interviews express		
Spectre	92 pages =	7,82 %
- nouveautés, professions & carrières, calendrier, infos express		
Humeur	26 pages =	2,21 %
Titres & sujets	456 pages =	38,78 %
- reportages, articles en profondeur, table ronde, régions Marchés		
Service & Support	151 pages =	12,84 %
- dégustations, marketing/analyses de marché, reportages sur des villes		
Entreprises et personnes	54 pages =	4,59 %
Éditorial	26 pages =	2,21 %
Sommaire	27 pages =	2,30 %
Marchés et prix	91 pages =	7,74 %
Enquête	26 pages =	2,21 %
Dossier	96 pages =	8,16 %

1.176 pages = 100,0 %

16 Contrôle de diffusion: 

17 Analyse de la diffusion: - Exemplaires par numéro moyenne annuelle (du 1er juillet 2010 au 30 juin 2011)

Tirage:	7.039
Diffusion effective:	6.944
	2.732 abonnements
	80 autre vente
Numéros vendus:	2.812
Spécimens:	4.132
	95 reste, archives et numéro justificatif

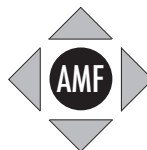
18 Analyse géographique de diffusion:

Espace économique	Cote de diffusion effective	
	Pourcentage	Exemplaires
Allemagne fédérale	93,4	6.486
Etranger	6,6	458
Diffusion effective	100,0	6.944
Nielsen-région 1	9,4	611
Nielsen-région 2	13,2	860
Nielsen-région 3a	41,1	2.663
Nielsen-région 3b	18,5	1.203
Nielsen-région 4	12,5	808
Nielsen-région 5	1,8	119
Nielsen-région 6	1,5	95
Nielsen-région 7	2,0	127
	100,0	6.486

19 Branches/Secteurs économiques/Specialisations/Catégories professionnelles

WEINWIRTSCHAFT s'adresse aux décideurs responsables de services achat et vente du négoce de vins, vins mousseux et Champagnes

No. de répertoire	Groupe de destinataires Dénomination conforme au répertoire des secteurs économiques de la Direction général des statistiques	Part effective de distribution	
		Pourcentage	Nombre de lecteurs
	Commerce de vins et alcools	47,1	3.271
	dont		
4118	a) cavistes	36,6	2.542
4316	b) importateurs	10,5	729
4111	Petites et grandes surfaces	3,0	208
4311	Caves coopératives	41,9	2.910
	Représentants, commissionnaires	3,0	208
	Administrations, associations, écoles, industrie, banques	5,0	347
	Total	100,0	6.944



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.