

# eurodecor



## RATE CARD 2020



## Surplus value for your advertising

**eurodecor** is a specialist magazine for all those trading with products for the interior decoration industry

**eurodecor** supplies professional and exact information that is always state of the art

**eurodecor** is close to decision makers in the interior decoration industry, craftsmen and traders

**eurodecor** guarantees you a decisive competitive edge in the information field that brings success in practice - day by day

In brief: **eurodecor** is quite out of the ordinary – not only in its format!

also available as digital version

**Publishing**

**house:** MEININGER VERLAG GmbH  
Maximilianstr. 7-17  
67433 Neustadt  
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**Internet:** www.eurodecor.de

**Publishing**

**Frequency:** Please refer to Editorial Calendar and Schedule 2020

**Subscription Price:** € 104.65 per year  
(incl. postage + VAT)

**Terms of**

**Payment:** Immediately without discount. If paid in advance, deduct 2 % discount.

**Bank:** Sparkasse Rhein-Haardt  
IBAN: DE 22 5465 1240 0001 9261 46  
BIC: MALA DE 51DKH

**Terms of**

**Business:** The general terms and conditions for the publishing sector shall apply to all order processing (see respective order confirmation).

Sizes in Side Sections	Formats in Printing Area		Trimmed Advertisement plus 3 mm trimming of all edges		Advertisement Prices
	Width (mm)	Height (mm)	Width (mm)	Height (mm)	Colour*
1/1 page	199	286	234	315	€ 4,850
3/4 page	199	214	234	228	€ 3,900
2/3 page upright	130	286	153	315	€ 3,900
2/3 page broadside	199	189	234	203	€ 3,900
1/2 page upright	97	286	118	315	€ 3,015
1/2 page broadside	199	141	234	158	€ 3,015
1/3 page upright	62	286	84	315**	€ 2,510**
1/3 page broadside	199	93	234	107**	€ 2,510**
1/4 page upright	46	286	68	315**	€ 2,100**
1/4 page broadside	199	69	234	83**	€ 2,100**

Double Page Formats					
2/1 page	433	286	468	315	€ 9,700
2 x 1/2 page broadside	433	141	468	158	€ 6,030

Bleed-off advertisements: There must be sufficient space (at least 10 mm) between advertising text and image blocks and the trim-off in bleed-off advertisements.

\*All rates quoted are for spot colours as per Euro scale  
\*\*Trimmed Advertisement 15 %

<b>Special Formats/Special Placements (Width x Height)</b>	
Special formats and tip ins	on request
2nd/4th cover page. Format: 234 mm x 315 mm, colour	€ 5,650
Specific placement (minimum size 1/2 page) and **Trimmed Advertisement (1/3 page, 1/4 page)	15 % surcharge
Cancellation deadline for cover pages: 6 weeks before publication	

<b>Full-issue supplements</b> <i>incl. distribution costs</i>	<b>Part-issue supplements</b> <i>incl. distribution costs</i>	<b>Tip-on-cards</b> <i>incl. distribution costs</i>
up to 25 g € 2,100	up to 25 g per thsd € 370	<i>Tip-on cards on bound inserts or full-page advertisements</i>
up to 50 g € 2,600	up to 50 g per thsd € 450	Gluing costs (by machine) € 137 per thsd
up to 75 g € 3,050	over 50 g per thsd on request	Gluing costs (by hand) € 218 per thsd
up to 100 g € 3,450	Minimum circulation: 1,000 copies	
over 100 g on request	<i>Grammage of supplement paper: mind. 90g. Format: maximum 230 mm width x 310 mm height. No accordion folds. No discount on supplements and inserts.</i>	

<b>Small ads:</b>	46 mm Width	62 mm Width
per mm, b/w	€ 2.90	€ 3.80
per mm, coloured	€ 7.40	€ 9.70
<b>Classifieds/Recruitment:</b> (column width 46 mm)		
Situations vacant per mm	€ 2.30	
Situations wanted per mm	€ 1.60	
Colour surcharge: 30 %		
Box fee	€ 7.00	
Box fee Foreign	€ 8.50	

*No discount on classified ads.*

<b>Discounts</b>	<b>Series discount</b>	<b>Volume discount</b>
	3 insertions = 3 % 6 insertions = 5 % 9 insertions = 10 % 12 insertions = 15 %	1 page = 3 % 3 pages = 5 % 6 pages = 10 % 9 pages = 15 % 12 pages = 20 %
Scales for discount by frequency and volume cannot be combined.		
<b>Agency commission: 15 %</b>		

Edition	Publication Date	Advertising Deadline	Artwork Deadline	Fairs	Topics
02/2020	14/02/2020	17/01/2020	24/01/2020	<b>EuroShop, Düsseldorf:</b> 16 <sup>th</sup> – 20 <sup>th</sup> February 2020	Companies of the year 2019 Innovations from Heimtextil, Domotex, imm cologne and Südbund Wohntage
03/2020	13/03/2020	19/02/2020	26/02/2020	<b>Münchener Stofffrühling, Munich:</b> 12 <sup>th</sup> – 15 <sup>th</sup> March 2020 <b>Altenpflege, Hannover:</b> 24 <sup>th</sup> – 26 <sup>th</sup> March 2020	Trends of solar protection 2020 Elastic flooring Preview of Altenpflege Reviews of Heimtextil, Domotex, imm cologne, Ambiente and EuroShop
04/2020	17/04/2020	13/03/2020	20/03/2020	<b>architect@work, Wiesbaden:</b> Spring 2020 <b>Proposte, Como:</b> April 2020	Textil flooring + Hard carpets Wallpaper market Germany Textil culture of space
05/2020	15/05/2020	20/04/2020	27/04/2020		Parquet, laminate and patio flooring Interior solar protection, Awnings and anti-insect protection
06/2020	19/06/2020	20/05/2020	27/05/2020	<b>Tendence, Frankfurt/M.:</b> 27 <sup>th</sup> – 30 <sup>th</sup> June 2020	Object carpets Floor-laying materials and accessories Front paints Preview of Tendence
07-08/2020	17/07/2020	19/06/2020	26/06/2020		Profiles & baseboards Non-woven wallpaper & co. POS strategies Nature as our model Preview Decosit
09/2020	18/09/2020	19/08/2020	26/08/2020	<b>Südbund Wohntage, Backnang:</b> 23 <sup>th</sup> – 24 <sup>th</sup> Sept. 2020 <b>Decosit, Brussels:</b> September 2020	<b>Special: intelligent room design for health &amp; care (floors, walls and windows)</b> Modular flooring Reference objects Preview of Südbund Wohntage and Orgatec Review of Tendence
10/2020	16/10/2020	18/09/2020	25/09/2020	<b>Orgatec, Köln:</b> 27 <sup>th</sup> – 31 <sup>st</sup> Oct. 2020 <b>architect@work, Berlin:</b> 11 <sup>th</sup> – 12 <sup>th</sup> Nov. 2020	Corc flooring Plisse & Co. Screeds, fillers and primers Reviews of Südbund Wohntage and Decosit
11/2020	13/11/2020	16/10/2020	23/10/2020	<b>architect@work, Stuttgart:</b> 02 <sup>nd</sup> – 03 <sup>rd</sup> Dec. 2020	Rigid Core flooring Carpets, hard carpets and adapted carpets Rough fibre & wallpapers
12/2020 01/2021	18/12/2020	13/11/2020	23/11/2020	<b>Bau, Munich:</b> 11 <sup>th</sup> – 16 <sup>th</sup> Jan. 2021 <b>Heimtextil, Frankfurt/M:</b> 12 <sup>th</sup> – 15 <sup>th</sup> Jan. 2021 <b>Domotex, Hanover:</b> January 2021 <b>imm cologne, Cologne</b> January 2021 <b>Südbund Wohntage, Backnang:</b> 27 <sup>th</sup> – 28 <sup>th</sup> Jan. 2021 <b>Ambiente, Frankfurt:</b> February 2021	What 2021 will bring Flooring for living & property Paint trends for living area Previews of Bau, Heimtextil, Domotex, imm cologne, Südbund Wohntage and Ambiente Review of Orgatec

<b>Colour</b>	Colours from colour scale ISO 2846-1. Specific approval is advertisement required for special colours or shades that cannot be created by combining colours from the scale used. Details on request. The publishers reserve the right to also use the four-colour scale to compose decorative colours for technical reasons. Slight tone deviations are due to the tolerance range of the offset printing process.
<b>Special colours (HKS)</b>	by request Discount on colour surcharges
<b>Printing process</b>	Sheetfed offset, 70 screen colour sets
<b>Paper</b>	Envelope: 200 g/m <sup>2</sup> , wood-free, glossy, coated image print Inside: 115 g/m <sup>2</sup> , wood-free, glossy, coated image print
<b>Advertisement Design</b>	Changes to the layout or design of existing artwork will be charged to advertisers at cost price. All advertisements designed and produced by the publishers remain the property of the publishers and may only be used elsewhere with the written consent of the publishers.

### Artwork

Data to be supplied as a printable (300 dpi) PDF file and a binding galley proof in accordance with to ISO 12647-7. **The settings for the PDF file (ISO coated v2 300 %) can be downloaded from the [www.pva.de](http://www.pva.de) website.** If it is not possible to create a PDF file, then please supply a 300 dpi image file in the TIF and/or uncompressed EPS format including all the fonts used. The image data should be based on the offset print standard. Area coverage should not exceed 300 % in total. The print edition is accompanied by a digital version. The print advertisements are converted so that they can be displayed on the digital version. In isolated cases, this may lead to minor colour deviations; in view of this, complaints relating to the digital issue shall not be accepted.

### Data transfer

Printable PDF (300 dpi) via  
Email: [burkhart@meininger.de](mailto:burkhart@meininger.de)

Any work required to produce the galley proofs or for setting will be invoiced at cost. Please also take note of our conditions of business stated in the order confirmation.

### Artwork to be sent to

MEININGER VERLAG GmbH  
Mrs. Nadine Burkhart  
Maximilianstr. 7-17  
67433 Neustadt/Weinstraße  
Germany

### Supplements to be sent to

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

**eurodecor**  
HAS MAGAZIN FÜR DEN HANDEL

**ASH++NEWSFLASH++ NEWS**

eurodecor abonnieren | Webstore | als Abo lesen | Mehr Magazine

**Neuer President IVC Commercial Flooring International**

Analysten: Ivo Schütz ist neuer President IVC Commercial Flooring bei der IVC Group. Schütz verfügt über mehr als 20-jährige Jahre Erfahrung im Commercial Business in der Bodenbelagsbranche bei Tarkett, zuletzt als Geschäftsführer in Deutschland und Vice President Central Europe. 2017 wechselte er in die Holzwerkstoffbranche. Als President IVC Commercial Flooring International verantwortet er die gesamten Commercial Aktivitäten. Darüber hinaus setzt er Schwerpunkte bei der Produktentwicklung und beim Marketing, abgelehnt auf die individuellen Märkte. Die Position von Ivo Schütz sei ein klares Bekenntnis zur Unternehmensstrategie, im Commercial Business zu wachsen und dieses Geschäft international stark zu besetzen, erklärt IVC.

Die 1987 gegründete IVC Group ist ein Produzent von Teppichböden, Luxury Vinyl Tiles (LVT) und hochwertigen Vinylböden. Mit rund 2.000 Mitarbeitern und zehn Produktionsstandorten in Belgien, Luxemburg, den Vereinigten Staaten und Russland produziert die Gruppe jährlich mehr als 100 Millionen Quadratmeter Bodenbelag. Seit 2015 ist die IVC Group Teil des amerikanischen Unternehmens Mohawk Industries Inc., dem weltweit Marktführer für Bodenbeläge. Jan Vorpale, der CEO IVC Group, erklärt: „Ivo ist unser Commercial Business weiter voranzutreiben, freuen wir uns, ab sofort Ivo Schütz als President IVC Commercial Flooring International begrüßen zu können.“ (9/16)

600 x 150 px

MEHR THEMEN

... gibt es online  
= unter [www.eurodecor.de](http://www.eurodecor.de)  
= in unserem Newsbereich  
oder in unserem Heft!

**Frage & Antworten**  
Wie werden Produkte für President abbestellt?  
Schreiben Sie einfach an [info@eurodecor.de](mailto:info@eurodecor.de)

**Web-Store & Magazine**  
Informieren Sie sich über Bestellung und die Magazinepreise unter [www.eurodecor.de](http://www.eurodecor.de)

**Abbestellnummer**  
089 20000000  
089 20000000

**Abbestellnummer**  
089 20000000  
089 20000000

**Abbestellnummer**  
089 20000000  
089 20000000

**Banner in EURODECOR-Newsflash on request.**  
**Format: 600 x 150 pixel**

**Your contact for online advertisement:**  
Charlotte Diemer  
Phone: +49 (0) 63 21 / 89 08-40  
[diemer@meining.de](mailto:diemer@meining.de)

**Data supply:** Please email data by no later than one week before first placement to [burkhart@meining.de](mailto:burkhart@meining.de).

**eurodecor**  
HAS MAGAZIN FÜR DEN HANDEL

Startseite News Editorial Portrait Trend Gloss Newsflash Über uns Termine Lexikone

**Willkommen**  
Aktuelle News aus der Branche

Freitag, 5. Juli 2019 - 11:15

**Interface: neuer Vertriebsleiter D/AVI**  
Koordination der Vertriebsaktivitäten gebündelt  
Alexander Prater, seit April 2017 Verantwortlicher Deutschland bei Interface, hat zum 1. Juli zusätzlich die Leitung der Vertriebsregionen Österreich und Schweiz übernommen.

Mittwoch, 3. Juli 2019 - 19:43

**Orac Decor: Ingo Larch geht**  
Vertriebsleiter verlässt belgisches Unternehmen  
Nach mehr als 15 Jahren verlässt Vertriebsleiter Ingo Larch (Foto: Orac) zur Mitte des Jahres das belgische Unternehmen Orac Decor.

Dienstag, 2. Juli 2019 - 07:45

**Tendenz: zwei neue Online-Plattformen**  
15.000 Fachbesucher bei Konsumgütermesse  
Mit rund 15.000 Fachbesuchern ist am 1. Juli die Tendenz in Frankfurt zu Ende gegangen. Drei Tage lang präsentierten auf der Konsumgütermesse 612 aussteller Lifestyle- und Trendprodukte.

Dienstag, 25. Juni 2019 - 15:15

**„Jahresergebnis sehr positiv einzustufen“**  
Bio-Geschäftszweiger freut sich über erfrischenden Absatzrückgang  
Wie der österreichische Bodenbelagshersteller die Tendenz meldet wurde „wie auch im Vorjahr ein gutes Ergebnis erzielt und das Geschäftsjahr 2018/19 wieder sehr positiv abgeschlossen“.

Mittwoch, 19. Juni 2019 - 11:15

**FEP: 2016 war von Rückschlägen geprägt**  
Erstes Quartal 2019 bietet Anlass für leuchtendes Optimismus  
Nach drei Jahren des moderaten Wachstums beziehungsweise der Stabilisierung war der Balkenmarkt in Europa ungeachtet des guten Jahresgebnis 2018 erneut rückläufig.

Alle Meldungen >>

**Portraits**

**Tarkets Whitepaper Seniorenpflege**  
Wie man Raumdesign neu denken muss  
Bodenbelaghersteller Tarkett benennt mit Whitepaper mit dem Titel „Wie man die Lebenssituation von Demenzkranken verbessern kann, darüber hat man sich bei dem Bodenbelaghersteller Tarkett viele Gedanken gemacht – und sogar eine Broschüre für den nötigen Durchblick eingeworfen.“

**Aktuelle Ausgabe**

**SQUARE**  
250 x 250 px

**Aktuelle Ausgabe**

**06.19**  
eurodecor  
PACHTEN WIRD AN  
Das Magazin für den Handel

Wählen Sie mindestens als Print-Ausgabe und mobile Apps!

**Jetzt abonnieren**

**RECTANGLE**  
250 x 125 px

**Price for 4 weeks**

**Rectangle:**  
265 Euro

**Square:**  
365 Euro

**Technical details:** Please supply data as JPG or GIF. The maximum file size for banners is 60 KB.



## 1 Brief description

EURODECOR is a specialist magazine for all those trading with products for the interior decoration industry. This includes floor and wall coverings, paints, sun shades, wall coverings, decorative fabrics, furnishing coverings and accessories. The designated EURODECOR target group operates in retailing and wholesaling, in the interior decoration industry and crafts and trades.

The content and design of the editorial section meet the exact information requirements of the target group, offering brief, compact and clear professional information. They are presented in an optimum visual and contemporary style and give dealers the extra information and knowledge that they need for their successful daily work. The editorial programme covers information from and about the trade, news and comments on the whole industrial sector, market trends and product infos on new collections, together with lots of interviews, portraits and trade fair reports.

## 2 Official organ of

—

## 3 Publisher

Peter Meininger

## 4 Editorial staff

Birgit Jünger (Editor in chief)  
Alexander Radziwill  
Nicole Stolpmann

## 5 Sales Director

Ralf Clemens

## Sales Director Assistant

Silke Geiger

## 6 Sales Manager

Susanne Kleber

## Advertising Manager

Nathalie Brust

## Advertising Administration

Nadine Burkhart

## 7 Volume/year

49<sup>th</sup> year 2020

## Frequency

10 issues/year

## 8 Publishing house

MEININGER VERLAG GmbH

## 9 Address

67433 Neustadt an der Weinstraße  
Germany

## 10 Telephone

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

## Fax

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

## 11 Internet

www.meininger.de

## E-Mail

kleber@meininger.de  
brust@meininger.de

## 12 Publication/

### Topics Schedule

Please refer to Editorial Calendar and Schedule 2020

## 13 Selling Price

Annual subscription (incl. postage + VAT) 104.65 €

## 14 Editorial-to-advertising analysis (2018) = 10 issues

<b>Magazine format:</b>	234 mm x 315 mm
<b>Total number of pages:</b>	612 pages = 100,00 %
<b>Editorial section:</b>	542 pages = 88,56 %
<b>Advertisements:</b>	70 pages = 11,44 %
of which	
Classifieds:	0 pages
Tip-ins, bound-ins:	0 pages
Inserts (no.):	0
Part inserts (no.):	0

## 15 Analysis of editorial section content in 2018 = 542 pages

Title	10.0 pages = 1.8 %
Intro	6.6 pages = 1.2 %
Content	17.5 pages = 3.2 %
Compact	30.3 pages = 5.6 %
Magazine	60.6 pages = 11.2 %
Südbund (home textiles buying association)	20.0 pages = 3.7 %
Portrait	19.7 pages = 3.6 %
Fairs	138.3 pages = 25.5 %
Topics	122.8 pages = 22.7 %
Products/contracts	99.0 pages = 18.3 %
Service	9.7 pages = 1.8 %
Comments	3.5 pages = 0.7 %
Preview / publication data	4.0 pages = 0.7 %
	<hr/>
	542 pages = 100.0 %

**16 Circulation analysis:** Based on average copies per issue in period (1 July 2018 to 30 June 2019)

<b>Press run:</b>	7,500
<b>Total circulation:</b>	7,414

## 17 Lines of business/Sectors of industry/Specializations/Professional groups

Recipient groups	Designation as per systematic classification	
	%	Readers
- <b>Wholesale companies incl. Places of Business</b> for floor coverings, paints, home textiles, sun shades, wallpapers	8.3	618
- <b>Retailers/Contract sector/Interior decorators</b> specialist retail outlets and markets for floor coverings, paints, home textiles, sun shades, wallpapers	80.3	5,953
- <b>Specialist departments</b> for floor coverings, paints, home textiles, sun shades, wallpapers in DIY markets, furniture- and departement stores	4.2	313
- <b>Industry/manufacturers</b> incl. field service	6.2	461
- <b>Others</b> Supplier, technical colleges, associations	1.0	69
<b>Number of copies actually distributed</b>	100.0	7,414

## 18 Breakdown of geographic distribution:

Economic Region	Percentage of actually distributed copies	
	%	Copies
Federal Republic of Germany	99.3	7,360
Foreign circulation	0.7	54
<b>Total circulation</b>	100.0	7,414
<b>Nielsen-Region 1</b> Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	19.8	1,458
<b>Nielsen-Region 2</b> North Rhine Westfalia	26.3	1,936
<b>Nielsen-Region 3a</b> Hesse, Rhineland-Palatinate, Saarland	15.1	1,111
<b>Nielsen-Region 3b</b> Baden-Württemberg	12.5	920
<b>Nielsen-Region 4</b> Bavaria	17.9	1,317
<b>Nielsen-Region 5a + 5b</b> Berlin West u. Ost	4.3	316
<b>Nielsen-Region 6</b> Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt	2.5	184
<b>Nielsen-Region 7</b> Thuringia, Saxony	1.6	118
<b>DOMESTIC</b>	100.0	7,360

# Standard Terms of Acceptance for Advertisements and Inserts

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 its 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 to its scope to the foreseeable loss, this being up to the extent 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 contractual 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 advertiser transmitted 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 default, 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 or 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 in keeping and forwarding orders in 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 this respect. 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.