

Getränke Zeitung



RATE CARD 2020



1 Magazine profile

Getränke Zeitung



The periodical for the beverage sector

GETRÄNKE ZEITUNG, which is published every 14 days, is the leading specialist publication for all decision makers in the beverage sector – regardless of whether they work in industry, beverage wholesale or food retail. GZ provides up-to-date and accurate information on all the relevant topics and people in the sector.

GZ's regular sections:

Opinion and Analysis:

Viewpoints are obtained and referenced, facts are classified, connections and relationships are explained, markets are analysed and guest commentators are offered a forum.

Current News:

The latest news from the beverage sector is presented in a concise and highly informative manner on one page in cooperation with www.getraenke-zeitung.de.

Market Reports:

Readers are given market reports on all the relevant beverage segments. These include background reports, graphics, figures, data, facts and short interviews.

GZ Interview:

Readers get to read relevant information and background stories from decision makers in the beverage sector presented in interview form.

On-site:

The editors visit companies at their headquarters to report "live" on current events and happenings.

New Products and Promotions: This section focuses on brand-new products and current promotions at stores.

The members of the Team Beverage receive GETRÄNKE ZEITUNG in an edition of 500 copies. These are forwarded by the individual Team Beverage companies exclusively to their premium customers in trade and above all in the gastronomy sector. Team Beverage is the leading national association group of specialised beverage wholesalers, with its headquarters in Hamburg.

also available as digital version

Other MEININGER publications



Publishing house:	MEININGER VERLAG GmbH Maximilianstr. 7-17 67433 Neustadt/Germany	Contact:	Administration: Miriam Raffel +49 (0) 63 21 / 89 08-48 raffel@meininger.de
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		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	310	440	330	465	€ 6,430
1/2 page upright	153	440	165	465	€ 4,830
1/2 page broadside	310	220	330	233	€ 4,830
DIN A 4	210	297	–	–	€ 4,830
1/3 page upright	101	440	110	465	€ 3,900
1/3 page broadside	310	150	330	155	€ 3,900
1/4 page upright	153	220	–	–	€ 3,420
1/4 page broadside	310	110	–	–	€ 3,420
1/6 page	48	440	–	–	€ 2,930

Double Page Formats					
2/1 page	640	440	660	465	€ 12,860
2 x 1/2 page	640	220	660	233	€ 9,660

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*

Special Formats/Special Placements (Width x Height)	Colour
Top of page, left and right next to newspaper title. Format: 72 mm x 60 mm, per ad	€ 1,800
Bottom right-hand corner of front or back page. Format: 153 mm x 95 mm	€ 3,190
Page 2, bottom bar. Format: 1/4 page 310 mm x 110 mm	€ 4,250
Specific placement (minimum size 1/2 page):	increase 15 %
4-page enclosures, banderole, QR code on front cover and other advertising options	on request (www.meininger.de)

Full-issue supplements <i>incl. distribution costs</i>	Part-issue supplements <i>incl. distribution costs</i>	Tip-on-cards <i>incl. distribution costs</i>
up to 25 g € 2,990	up to 25 g per thsd € 350	<i>Tip-on cards on bound inserts or full-page advertisements</i>
up to 50 g € 3,850	up to 50 g per thsd € 425	Gluing costs (by machine) € 137 per thsd
up to 75 g € 4,200	over 50 g per thsd on request	Gluing costs (by hand) € 218 per thsd
up to 100 g € 4,550	Minimum circulation: 1,000 copies	
over 100 g on request	<i>Grammage of supplement paper: mind. 90 g. Format: max. 320 mm x 225 mm, min. 105 mm x 148 mm. No accordion folds. No discount on supplements.</i>	

Small ads (column width 48 mm, minimum length 40 mm)	
per mm, b/w	€ 3.00
per mm, coloured	€ 6.80
Job market	
Situations vacant per mm, B/W / Colour	€ 2.45 / € 4.60
Situations wanted per mm, B/W / Colour	€ 2.35 / € 4.40
Box fee	€ 7.00
Box fee Foreign	€ 8.50

No discount on classified ads.

Discounts	Series discount	Volume discount
	3 insertions = 3 % 6 insertions = 5 % 12 insertions = 10 % 24 insertions = 15 %	1 page = 3 % 3 pages = 5 % 6 pages = 10 % 12 pages = 15 % 24 pages = 20 %
Scales for discount by frequency and volume cannot be combined. Agency commission: 15 %		

Edition	Publication date	Advertising deadline	Artwork deadline	Fairs/ Events	Major topics
					AFB = alcohol-free beverages; B = beer; S = spirits; W/SW = wine/sparkling wine; T/E = technic/equipment
1-2/2020	16/01/2020	20/12/2019	08/01/2020		„Beverage of the Year“ and „Innovation of the Year“ – the winners 2019 AFB: Water & wine concepts B: Beer market 2020
03/2020	30/01/2020	08/01/2020	22/01/2020	BIOFACH, Nuremberg 12/02 – 15/02/2020	Trade fair preview INTERGASTRA & BIOFACH AFB/B/S & W/SW: Start-up concepts B: Kölsch S: Gin T/E: Transport fleet
04/2020	13/02/2020	22/01/2020	05/02/2020	INTERGASTRA, Stuttgart 15/02 – 19/02/2020	AFB: World of water B: New beer mixes S: Semi-bitter and bitter spirits B/S & W/SW: Promotion – Eastern topsellers
05/2020	27/02/2020	05/02/2020	19/02/2020		Trade fair preview INTERNORGA & ProWein AFB: Energy-Drinks B: German style Weißbier/Weizenbier INTERGASTRA report
06/2020	12/03/2020	19/02/2020	04/03/2020	INTERNORGA, Hamburg 13/03/ – 17/03/2020 ProWein, Dusseldorf 15/03 – 17/03/2020	Special: European Soccer Championship 2020 AFB: Juices B: Traditional southern German beers S: Korn W/SW: Cider
07/2020	26/03/2020	04/03/2020	18/03/2020		AFB/B & W/SW: Aromes B: Beer promotion T/E: Workwear INTERNORGA report ProWein report
08/2020	09/04/2020	18/03/2020	01/04/2020	Vinitaly, Verona 19/04 – 22/04/2020	AFB: Maté beverages B: Pils W/SW: Italian wines T/E: On-Packs/promotion items Hot drinks
09/2020	23/04/2020	01/04/2020	15/04/2020		AFB: Juice and mineral water mixes B: Shandy S: Vodka W/SW: Oversea wines
10/2020	07/05/2020	15/04/2020	29/04/2020		Special: National october festival concepts AFB: Iced tea W/SW: German wines T/E: Cooling systems
11/2020	20/05/2020	29/04/2020	13/05/2020		Special: Made in Germany AFB: Bitters B: Helles S: International Rum
12/2020	04/06/2020	13/05/2020	27/05/2020		AFB: Lemonades B: Non-alcoholic beers S: Aniseed spirits W/SW: Greek wines
13/2020	18/06/2020	27/05/2020	10/06/2020		AFB: Imported water B: International premium brands AFB/S: Syrup W/SW: Wines from Eastern Europe
14/2020	02/07/2020	10/06/2020	24/06/2020		AFB: Coke & Coke mixes B: Speciality beers S: Aromatised spirits W/SW: Wine and sparkling wine cocktails
15-16/2020	16/07/2020	24/06/2020	08/07/2020		AFB & B: Containers S: Aquavit & Kümmel W/SW: Alcohol-free concepts T/E: Logistics
17/2020	13/08/2020	22/07/2020	05/08/2020		Special issue on innovations & trends AFB/B/S&W/SW: Premium drinks S: Premixes W/SW: Mulled wine T/E: Glass concepts
18/2020	27/08/2020	05/08/2020	19/08/2020		AFB: Filler B: Malztrunk S: Tequila & cachaça W/SW: French wines
19/2020	10/09/2020	19/08/2020	02/09/2020		Special: EDP – Trade solutions Fair preview IAA AFB: Water plus concepts B: Dark beer and Schwarzbier S: Liqueurs
20/2020	24/09/2020	02/09/2020	16/09/2020	IAA Nutzfahrzeuge, Hannover 24/09 – 30/09/2020	AFB: Summer summary 2020 B: Regionality S: Brandy & cognac S & W/SW: Promotion – Christmas gift ideas W/SW: Lines of wine
21/2020	08/10/2020	16/09/2020	30/09/2020	SIAL, Paris 18/10 – 22/10/2020	AFB: Healing water S: Whisk(e)y W/SW: Apple and fruit wines IAA report
22/2020	22/10/2020	30/09/2020	14/10/2020		AFB: Herbal lemonades B: Bock & festival beers S: Specialities from the coast W/SW: Champagne
23/2020	05/11/2020	14/10/2020	28/10/2020	BrauBeviale, Nuremberg 10/11 – 12/11/2020 FORUM VINI, Munich 13/11 – 15/11/2020	Trade fair preview BrauBeviale AFB: Still waters B: Kellerbier S: Fruit brand
24/2020	19/11/2020	28/10/2020	11/11/2020	Get.In., Frankfurt a. M. 24/11 – 25/11/2020	AFB: Hits for kids S: Fun spirits W/SW: Sparkling wine national/international
25/2020	03/12/2020	11/11/2020	25/11/2020		Year review special issue: What happened in the beverages industry in 2020? S: Traditional rum BrauBeviale report
26/2020	17/12/2020	25/11/2020	09/12/2020		AFB: organic/vegan drinks B: catering concepts S: Grappa W/SW: Spanish wines

Subject to change without notice

Regular features:

- current market research results
- trends and new developments in all beverage sectors
- representative price index
- job market
- new products/campaigns
- trade reports

With regular supplement MEININGER MAGAZIN

Colour advertisements Colours from colour scale ISO 2846-1. Specific approval is 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.

Special colours (HKS) by request
Discount on colour surcharges

Printing process Sheetfed offset, 70 screen colour sets

Paper 80 g/m², with small amount of wood, gloss photo printing

Advertisement Design 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 binding galley proof in accordance with ISO 12647-7. **The settings for the PDF file (ISO coated v2 300%) can be downloaded from the 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
raffel@meiningerverlag.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. Miriam Raffel
Maximilianstr. 7-17
67433 Neustadt/Weinstraße
Germany

Supplements to be sent to
pva, Druck und Medien-Dienstleistungen GmbH
Mr. Klotz
Industriestr. 15
76829 Landau/Pfalz
Germany

Advertorial

Wintzer Kreams Let's Twist

Der Wintzerjahrgang 2012 bietet der Wintzer Kreams die reichhaltige Ernteerzeugung. Und zwar mit einem lachenden und strahlenden Auge. Mit Energie und viel Holz verleiht. Mit dem Qualitätserleben der 2012 können wir uns bedanken unsere Hochzeiten. Spezialitäten werden können. Die Umstellung unserer unteren konsequenten Weg. Für Ende April verziehen die Wintzer Kreams in Deutschland ein Umstellung von 17 Prozent im Vergleich zum vergangenen Jahr.

Einmal mehr mit einem deutlich überproportionalen Wachstum bei der Serie ist einmal mehr ein wenig durch die geringe Ernteerzeugung in 2012, denn die Ernte war fast 2012 die niedrigste der letzten 20 Jahre. Dennoch gibt Holz für eine hohe, vorjährige Ernteerzeugung. Aus Heuriger Sicht können wir bei der Ernteerzeugung Absatzentwicklung gerade über die Kunden. Das heißt wir sind auf eine gute 2013. Nach ist es natürlich viel zu früh, um optisch von einer großen Ernte 2013 ausgehen zu können. Doch die ersten Klagen hat die Reparatur mit einem geringen. Ein langer Winter, jedoch ohne Frostschäden, und gleichzeitig ein milder Winter und im Frühjahr führen zu einem perfekten, gleichzeitigen Ausbruch, wie ihn die Wintzer im Dezember lange nicht erlebt haben. Auch die Gefahr von Spätkönnen scheint weitgehend gebannt.

Es sieht also so aus, als könnten die Wintzer Kreams ihre Erträge, insbesondere Kreams und ihr Fachhandel- und Gastronomiebereich, stabilisieren. Diese Ergebnisse laufen lassen. Mit dem Jahrgang 2012 gibt es in beiden Fällen eine bedauerliche Neuerung. Die kompletten Serien- und Einzelstücke Kreams für die qualifizierten Lebensmittelhersteller und -verkäufer werden mit dem gerade erfolgten Übergangswert auf Schraubverschluss umgestellt.

Als Anhänger einer ausnahmslos und nachfolgenden Produktion haben sich die Wintzer Kreams bewusst sehr lange Zeit gelassen mit dieser Entscheidung und am Naturals nachgelassen. Letztlich hat der Wunsch des Herstellers, nach dem traditionellen Verfahren den Ausschlag für den Umstieg gegeben. Für die klassisch Hochlager Weiß- und auch Rotweine haben wir den Schraubverschluss in puncto Qualitätssicherung und Conversion zu einem Produktvorteil, begründet die Wintzer Kreams ihre Entscheidung. Die Umstellung von den Einmaligkeitskramen zur Wintzer Grainer Weißer und Kreams Profiling. Dieser wird die in Zukunft ausgeben. Roboter, sollen jedoch weiterhin mit Hochleistungs- und Hochleistungs verschlossen werden. Für das zum Schraubverschluss wurde auch die Ausstattung von Hochleistungs- und Hochleistungs verschlossen werden. Für das zum Schraubverschluss wurde auch die Ausstattung von Hochleistungs- und Hochleistungs verschlossen werden. Für das zum Schraubverschluss wurde auch die Ausstattung von Hochleistungs- und Hochleistungs verschlossen werden.

Mehr als 20.000 Besucher pilgerten Jahr für Jahr zur Sanktbräu 13

Die vier Jahre lang stattfindende Dänische Kurier sieht ein neues Stütz

Wintzer Kreams AG
Sanktbräu 13 A 2000 Krems
www.wintzerkreams.at, Tel. +43 (0) 2742 20011

FULLSERVICE: The professional production of your advertorials is guaranteed by the editorial and design expertise of the Meininger Verlag.

You, as the client, only supply the basic information – raw text and images. Our editorial and design departments assume text preparation and layout. Coordination and approval of advertorial upon agreement.

Data supply (jpg or gif): no later than one week before first placement to Miriam Raffel (raffel@meininger.de).

Prices and conditions on request (diemer@meininger.de).

FULL BANNER 468 x 60 px FULL BANNER 468 x 60 px

Getränke Zeitung

Suche

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Aktuelle Ausgabe

Getränke Zeitung

15. INTERNATIONALER SPIRITUOSEN WETTBEWERB GESTARTET

Heute erscheint GETRÄNKE ZEITUNG 13

Heute am 23. Juni erscheint Ausgabe 13 der GETRÄNKE ZEITUNG. Unsere Themen: Importweine, internationale Premium- & Bio- und Ökowechselweine.

Wine Chain Vorstand verlässt CCPP

Wie Coca-Cola Europe, Perrier und Dettling (CCPP) miteinander, verließ Stefan Beck (Stz) am 20.12. Geschäftsführer Supply Chain, das Unternehmen auf eigenen Wunsch zum Jahresende.

Stärkster zum „Craft Beer Brauer des Jahres“ gewählt

Zum 8. Mal hat der Meininger Verlag seine renommierten Craft Beer Awards vergeben. Stabilität hat sich bei der Auszeichnung „Craft Beer Brauer des Jahres“.

Orker-Gruppe wächst mit Getränken

Die Orker-Gruppe hat für die Geschäftsbereiche Naturgetränke, Beer und anschließende Getränke eine Zielvereinbarung im vergangenen Unternehmensjahr von 4,7 Prozent gegenüber dem Vorjahr vermeldet.

2015 Fox Creek Reserve Shiraz

Medium Rectangle 300 x 250 px

GEVA

Genü. Erhebung der FDS beschlossen

Price for 2 weeks:

Full banner: 770 Euro

Content ad: 715 Euro

Medium rectangle: 920 Euro

Any questions? Please contact: Charlotte Diemer diemer@meininger.de

1 Brief description of title

The title of the trade publication contains the entire programme: **GETRÄNKE ZEITUNG** (GZ), is the business newspaper for the beverage industry. GZ is aimed at the target group which operates in the food and drink trading industry and self-service markets. GZ targets people with decision-making powers and responsibility for the purchase, sale, marketing and distribution of beverages, as well as executives in charge of marketing and distribution among manufacturers and importers. The contents and layout of the editorial contributions comply precisely with the information requirements of the target group: brief, concentrated, easily accessible professional information, always up to date and optically arranged in the ideal manner, provides the trade with the information and knowledge advantage that it needs to work successfully every day. Information from the industry, about the industry, news and comments from the entire drinks scene, market trends, product information, offers, price overviews, activities, lots of interviews and portraits, as well as fundamental articles on product areas and market segments and reporting on supplementary topics such as logistics, the environment, trade fairs, further training etc. are all part of the editorial programme. So where beverage trading is concerned, what you need is **GETRÄNKE ZEITUNG**.

2 Official organ of —

3 Publisher Peter Meininger

4 Editorial staff Pierre Pfeiffer (Editor in Chief)
Joachim Albus
Leska Kettenmann
Caroline Hennemann

5 Advertising Ralf Clemens (Marketing Director Media)
Susanne Kleber (Sales Manager)
Nathalie Brust (Advertising Manager)
Stefan Schwartze (Advertising Manager)
Miriam Raffel (Administration)

6 Volume/Year 53st year 2020
Frequency every 2nd Thursday

7 Publishing house MEININGER VERLAG GmbH

8 Address Maximilianstraße 7-17
67433 Neustadt an der Weinstraße/Germany

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

11 Internet www.meininger.de

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12 Publication /

Topics Schedule Please refer to Editorial Calendar and Schedule 2020


13 Selling Price Annual subscription 146.60 €
(incl. postage + VAT)

14 Editorial-to-advertising analysis 2018 = 24 issues

Magazine format 330 x 465 mm
Total number of pages: 460 pages = 100.0 %
Editorial section: 281 pages = 61.09 %
Advertisements: 179 pages = 38.91 %
of which
Job & classifieds: 0.1 pages
Inserts and bound-ins: -
Supplements (no.): 6
of which parts supplements 0

15 Content analysis of the editorial section 2018 = 281 pages

1. Commentary / Short Interviews	14 pages = 5.0 %
2. News	52 pages = 18.5 %
3. Market reports on the individual drinks segments	120 pages = 42.7 %
a) AFB	30 pages = 10.7 %
b) Beer	32 pages = 11.4 %
c) Wine/sparkling wine/champagne	26 pages = 9.2 %
d) Spirits	32 pages = 11.4 %
4. Trade	31 pages = 11.0 %
5. Fairs / Events / Seminars	10 pages = 3.6 %
6. News from the Drink Sector	
Company and product info, campaigns, sales promotion, personal details	21 pages = 7.5 %
7. Reports	22 pages = 7.8 %
8. Technology and Packaging	7 pages = 2.5 %
9. Training / Law / Money	4 pages = 1.4 %
	<hr/>
	281 pages = 100.00 %

16 Circulation audited by:  (German Audit Bureau of Circulations)

17 Circulation analysis: Based on average copies per issue in period (1. July 2018 bis 30. June 2019)

Press run:	10,000
Total circulation:	9,922
	612 Mail subscriptions
	1,727 individual sales
Paid circulation:	2,339 sold through other sources
Free copys:	7,583
	78 residual, file and reference copies

18 Breakdown of geographic distribution:

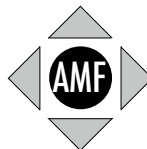
Economic Region	Percentage of actually distributed copies	
	Percentage	Copies
Federal Republic of Germany	99.6	9,878
Foreign circulation	0.4	44
Total circulation	100.0	9,922
Nielsen-Region 1	14.9	1,472
Schleswig-Holstein, Hamburg, Bremen, Lower Saxony		
Nielsen-Region 2	23.1	2,282
North Rhine-Westphalia		
Nielsen-Region 3a	21.1	2,084
Hesse, Rhineland-Palatinate, Saarland		
Nielsen-Region 3b	15.0	1,482
Baden-Württemberg		
Nielsen-Region 4	18.2	1,798
Bavaria		
Nielsen-Region 5a + 5b	3.7	365
Berlin		
Nielsen-Region 6	2.4	237
Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt		
Nielsen-Region 7	1.6	158
Thuringia, Saxony		
DOMESTIC	100.0	9,878

19 Lines of business/Sectors of industry/Specializations/Professional groups

GETRÄNKE ZEITUNG is aimed at buyers and sellers at executive level in high-turnover beverage trading business.

Number of Basic Systematics	Recipient Groups. Description according to „Systematics of the Economic Branches“ of the Federal Office of Statistics, sorted by economic level.	Designation as per systematic classification	
		Percentage	Copies
4316	Beverage Dealers of which – wholesalers – retailers, including self-service markets	46.2 11.9 34.3	4,585 1,178 3,406
4311	Food Dealers of which – wholesalers – retailers, including self-service markets	23.5 1.8 21.7	2,330 180 2,150
	Drinks Industry / Manufactures / Importers	24.8	2,459
	Others	5.5	548
	Total	100.0	9,922

Characteristics 20 (Size of business unit), 21 (Position/Function/Profession), 22 (Education/Vocational training), 23 ((Age) and 24 (Size of municipality) were not investigated, as the audience value of this publication does not depend on these factors. Use permitted solely for the production of Working Group on Business Press Media Information (AMF) cards (as at: 1992).



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 or supplement. The publishing house is liable in accordance with the 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 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.

All 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 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 articulated, 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 25% of the share capital. 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.