

# Meininger's weinwelt



RATE CARD 2017

# 1 Magazine profile

Meininger  
weinwelt



## Short Description

MEININGERS WEINWELT is the special interest publication for the wine drinker who wants to buy top-quality wines from good grapes at a fair price and enjoy them without complication.

MEININGERS WEINWELT focuses on the passion for enjoyment – the reader receives numerous practical orientation aids and lots of tips concerning all aspects of wine. Lifestyle-orientated topics, such as travel, gastronomy and spirits, as well as interviews with celebrities, round off the editorial concept.

The reader concentrates on the good things in life and belongs to the high-consumption, quality-conscious and brand-orientated target group aged between 30 and 50.

also as digital version

## Other MEININGER publications

MEININGER  
VERLAG



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<b>Publisher:</b>	<b>MEININGER VERLAG GmbH</b> Maximilianstrasse 7-17 67433 Neustadt/Germany	<b>Publishing Frequency:</b>	Every two months
<b>Tel:</b>	+49 (0) 63 21/89 08 -0	<b>Subscription Price:</b>	€ 50,35 per year
	Editorial Dept.: Ilka Lindemann -93 Marketing Director Media: Ralf Clemens -81 Sales Manager Media: Jörg Sievers -67 Charlotte Balonier -40	<b>Terms of Payment:</b>	Immediately without discount. If paid in advance, deduct 2% discount.
	Secretariat: Silke Geiger -49 Administration: Wiktoria Wloka -78	<b>Bank:</b>	Sparkasse Rhein-Haardt IBAN: DE 22 5465 1240 0001 9261 46 BIC: MALA DE 51DKH
<b>Fax:</b>	Production Management: Horst Emmert -16		
<b>Internet:</b>	+49 (0) 63 21/89 08-80	<b>Terms of Business:</b>	The general terms and conditions for the publishing sector shall apply to all order processing (see respective order confirmation)
<b>email:</b>	www.meininger.de  clemens@meininger.de sievers@meininger.de balonier@meininger.de		

**Colour Advertisements:** 1/1 page 6,245 €

**Discount Rates: Repeat Advertising Rebates**

2 x 3 %

4 x 5 %

6 x 7 %

8 x 10 %

**Quantity Rebates:**

1 page 3 %

2 pages 5 %

4 pages 10 %

6 pages 15 %

**Press run:** 49,000

**Paid circulation:** 43,300

**Mail subscription:** 8,450

**Magazine Format:** Width 230 mm x Height 300 mm

**Printing Area:** Width 195 mm x Height 260 mm  
4 columns @ 45 mm wide  
3 columns @ 61 mm wide

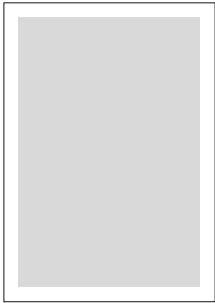
**Printing Process:** Rotary offset, 70 screen

**Bookbinding Process:** Adhesive binding

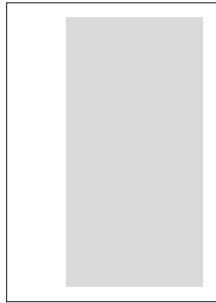
**Artwork:** See technical details

**Trimmed Advertisements:** No extra charge

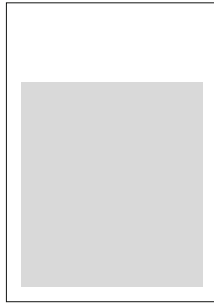
**Mediation Fee:** 15 % (incl. foreign countries)



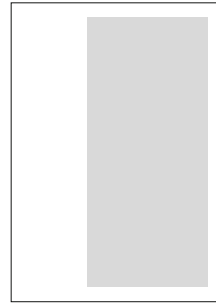
**1/1 page mm**  
Format: W195 x H 260



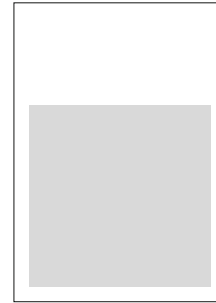
**3/4 page upright mm**  
Format: W145 x H 260



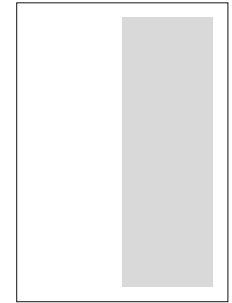
**3/4 page broadside mm**  
Format: W195 x H 193



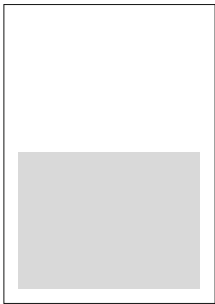
**2/3 page upright mm**  
Format: W128 x H260



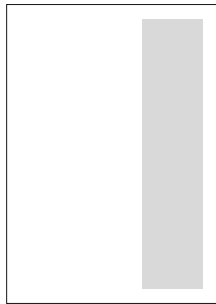
**2/3 page broadside mm**  
Format: W195 x H171



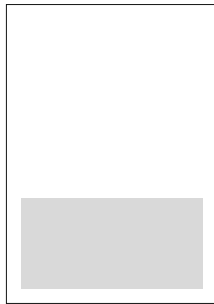
**1/2 page upright mm**  
Format: B 95 x H260



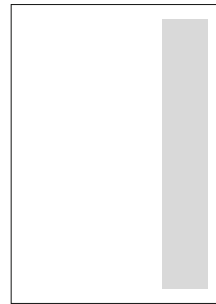
**1/2 page broadside mm**  
Format: W195 x H127



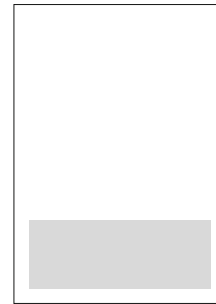
**1/3 page upright mm**  
Format: W61.5 x H260



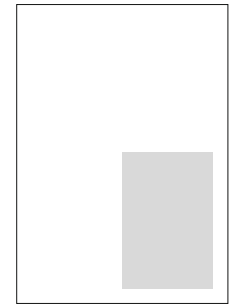
**1/3 page broadside mm**  
Format: W195 x H83



**1/4 page upright mm**  
Format: W 45 x H260



**1/4 page broadside mm**  
Format: W195 x H 61



**1/4 page corner field mm**  
Format: W 95 x H127

Issue	Publication date	Advertising deadline (= cancellation date)	Artwork deadline	Topics
2/2017	11.01.2017	29.11.2016	06.12.2016	<ul style="list-style-type: none"> <li>- Mineral water</li> <li>- Water glasses</li> <li>- Harvest reports</li> <li>- Italy</li> <li>- Spain</li> <li>- France</li> <li>- Top 100 food retail trade</li> <li>- Terroir: Slate locations comparison</li> <li>- Next Generation: Nahe</li> </ul>
3/2017	14.03.2017	03.02.2017	10.02.2017	<ul style="list-style-type: none"> <li>- Tasting: Blanc de Noirs</li> <li>- MUNDUS VINI BIOFACH</li> <li>- Interview climate change</li> <li>- Australia: Cellars</li> <li>- Characteristics in winegrowing: conventional, close to nature, organic ...</li> <li>- Italy</li> <li>- Spain: Rioja</li> <li>- Preview ProWein</li> <li>- Next Generation: Baden</li> <li>- Terroir: red sandstone comparison</li> </ul>
4/2017	17.05.2017	18.04.2017	24.04.2017	<ul style="list-style-type: none"> <li>- German trade: importers/distributors</li> <li>- Italy</li> <li>- Spain</li> <li>- Southern France</li> <li>- News from ProWein + Vinitaly</li> <li>- Meininger Award</li> <li>- Next Generation: young Ahr</li> </ul>
5/2017	12.07.2017	12.06.2017	19.06.2017	<ul style="list-style-type: none"> <li>- Best of Riesling</li> <li>- Madeira + Malaga</li> <li>- Gastro recommendations Spain</li> <li>- France</li> <li>- Italy: Prosecco</li> <li>- Next Generation: young Saxony</li> <li>- Winegrower's leisure</li> <li>- Terroir: vineyard sites</li> <li>- Spirits: grappa</li> </ul>
6/2017	13.09.2017	14.08.2017	21.08.2017	<ul style="list-style-type: none"> <li>- MEININGERS Deutscher Sektpreis</li> <li>- International premium sparkling wines</li> <li>- Cooperation beyond borders</li> <li>- South Africa</li> <li>- Tasting: wines from steep vineyards</li> <li>- Winegrowing in Poland</li> <li>- Cooperatives: Premium concepts</li> <li>- Terroir: vineyard sites</li> <li>- Spirits: German whisky</li> </ul>
1/2018	01.11.2017	09.10.2017	16.10.2017	<ul style="list-style-type: none"> <li>- MEININGERS Rotweinpreis</li> <li>- Moselle</li> <li>- Italy</li> <li>- Joint ventures</li> <li>- Portugal</li> <li>- Alsace: Pinot Noir</li> <li>- South America</li> <li>- Terroir: vineyard sites</li> <li>- Spirits: gin</li> </ul>

PLUS: Every issue also offers new discoveries from food retailers and wine stores, along with individual highlights. Not forgetting market tips and trends. The schedule of topics is adjusted in line with current events on an ongoing basis.

Sizes in Side Sections	Formats in Printing Area		Trimmed Advertisements plus 5 mm trimming of all edges		Advertisement Prices  Colour*
	Width (mm)	Height (mm)	Width (mm)	Height (mm)	
1/1 page	195	260	230	300	€ 6,245
3/4 page upright	145	260	165	300	€ 5,775
3/4 page broadside	195	193	230	223	€ 5,775
2/3 page upright	128	260	148	300	€ 4,875
2/3 page broadside	195	171	230	197	€ 4,875
1/2 page upright	95	260	115	300	€ 4,265
1/2 page broadside	195	127	230	147	€ 4,265
1/3 page upright	61,5	260	81	300	€ 2,695
1/3 page broadside	195	83	230	96	€ 2,695
1/4 page upright	45	260	65	300	€ 2,150
1/4 page broadside	195	61	230	86	€ 2,150
1/4 page corner field	95	127	115	147	€ 2,150

\*All prices for special colours in accordance with Euro scale  
 Minimum size in text section: 1/4 page; mm advertisements under the heading »Schaufenster«

Link in digital version + 100 Euro

<b>Double Page Formats</b>					
2/1 pages	420	260	460	300	€ 11,550
<b>Special Formats / Special Placements</b>					
2nd cover page	195	260	230	300	€ 7,675
3rd cover page	195	260	230	300	€ 7,675
4th cover page	195	260	230	300	€7,675

*Cover page cancellation: 6 weeks prior to publication*

*Special formats: You can inquire at any time about advertisement formats not included in the pricelist. A check will be made without delay. Placement regulations (minimum size 1/2 page): 15%.*

<b>Supplements</b> <i>incl. distribution costs</i>	<b>Inserts</b>	<b>Adhesive Inserts</b> <i>incl. distribution costs</i>	
up to 25 g € 102 per thsd	4-page € 104 per thsd	DIN postcard	€ 59 per thsd
up to 50 g € 106 per thsd	6-page € 136 per thsd	Envelopes up to DIN C6	€ 70 per thsd
up to 75 g € 137 per thsd	8-page € 195 per thsd	Product samples etc. prices on request	Carrier advertisements at least 1/1 page
up to 100 g € 188 per thsd	12-page € 225 per thsd		

*No discount on inserts, supplements and adhesive inserts. Partial inserts are possible in the various Nielsen areas; minimum circulation 20.000; further increments of 10.000. Format: maximum 225 width x 295 mm height.*

<b>Advertisements in the “Schaufenster” section (Display Window)</b>	<b>classified advertisements</b> Purchase and Sale	<b>Millimeter Price:</b> € 5,60 (column width 45 mm)	<b>Box Number Fee:</b> € 7.00 <b>Colour surcharge:</b> 25 %
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**Advertorial**



**Winzer Krems  
Let's Twist**

Der Weinjahrgang 2012 bietet der Winzer Krems AG in nachfolgender Ernteernte 2012 mit einem fantastischen und weichen Ager, wie Exporter Lade, wie Holzer weißt, mit dem Qualitätsergebnis Jahrgang 2012 können wir zumindest unsere hochwertigen Spezialitäten wieder fördern. Die Umarmungsbeziehung bestätigt unseren konstanten Weg. Per Ende April verzeichnen die Winzer Krems in Österreich ein Umsatzwachstum von 17 Prozent im Vergleich zum vergangenem Jahr.

Einmal mehr mit einem deutlich überprozentualen Wachstum bei der Serie «Winzer Krems», Getriebe wird das erfreuliche Bild nur ein wenig durch das geringe Erntedatum in 2012, denn die Ernte war nach 2010 die zweitbeste der letzten 30 Jahre. Dennoch gibt Holzer für seine Kunden vorläufige Entwarnung: «Das Wetter. Nun hoffen wir, wir alle, auf eine gute Ernte 2013. Nach so es macht sich zu hoch, um optimistisch zu sein, aber gerade Ende 2013 zeigen zu können. Doch die ersten Klagen bei der Vegetation mit Brunst gemindert. Ein langer Winter, jedoch ohne Frostschäden, und durchschnittliche Niederschläge im Winter und im Frühjahr führen zu einem perfekten, gleichzeitigen Anstieg, wie die Winzer im Diskursum liegen nicht erlös haben, nach die Gefühl von Spätfröhen scheint weitgehend gebannt.

Es sieht also so aus, als könnten die Winzer Krems ihre Erfolgsrezepte «Winzer Krems» und ihr Fachwissen und Geduld-Punkt-Punkt-Maßnahmen für ein Jahr um Jahr weiter lassen. Mit dem Jahrgang 2012 gibt es in beiden Serien eine Bestätigung der Neuerung. Die kompletten Serien «Winzer Krems» für die qualifizierten Lebensmittelhandeln und «Kellereimeister Privat» (Kellerei für Gastronomie & Fachhandel) werden mit dem gerade erfolgten Jahrgangserntedat auf Schraubverschluss umgewandelt.

Nur Abgänger einer ausdauernden und nachhaltigen Produktion haben sich die Winzer Krems bewahrt, sehr lange Zeit, getrieben mit dieser Entscheidung und am Netzwerk angehängt. Letztlich hat der Wunsch des Marktes nach einem praktischen «Over-the-Account» für den Umsatz gegeben, der die Marktzuführung fließt und auch Rosetten sehen vor der Schraubverschluss in perfekter Qualität und Konsistenz als klare Produktionsziel, begründet die Winzer Krems ihre Entscheidung. Die Nummerierung aus dem Einheitspreis-Kennzeichnung Grüner Weinler und Kellereimeister Holzer, sowie die in die Marktas ausgehenden Rosetten, sollen jedoch weiterhin mit hochwertigen Netzwerk verschlossen werden. Parallel zum Schraubverschluss wurde auch die Ausstattung vorzüglich weiterentwickelt, mit einem modernen Schiebelschloß und einem neuen Kerven Fokus auf die Hauptausgabe.

Mehr als 20.000 Besucher pilgern jährlich zur Welt der Langgalerie 12

... wie sie ein frohliches und kompetentes Team erwartet

Winzer Krems AG  
Simplers 13 • 3022 Krems  
www.winzerkrams.at, Tel. +43 (0) 2722 8011

**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.

Prices and conditions by request: sievers@meininger.de



The screenshot shows the website layout with two 'FULL BANNER 468 x 60 px' at the top. Below are several 'CONTENT AD 600 x 150 px' and 'MEDIUM RECTANGLE 300 x 250 px' placements. The website content includes news articles like 'BORDEAUX 2014 - FRUCHT HARTER ANSETZ' and 'WINE DES MONATS: Juni 2014'. There are also social media icons and a search bar.

**Price for 4 weeks**

- Full banner:** 750 Euro
- Content Ad:** 695 Euro
- Medium Rectangle:** 895 Euro

<b>Printing Process</b>	Rotary offset, 70 screen		<b>Supplements</b>	Same format as MEININGERS WEINWELT, 230 x 300 mm (width x height), depending on trimming edge. In bundles, 3 mm cutting edge per sheet; same as 6 mm double page.
<b>Paper</b>	Envelope:	250 g/m <sup>2</sup> LuxoArt Samt	Supplement formats:	Top trimming edge 5 mm, outer trimming edge 4 mm, foot edge max 5 mm; right-angled fold every 8 pages; head and foot flush (including each trimming edge).
	Inside:	115 g/m <sup>2</sup> LuxoArt Samt		
<b>Colour advertisements</b>	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.		Maximum width:	237 mm (incl. trimming edge)
			Maximum height:	310 mm (incl. trimming edge)
			Minimum width:	95 mm
			Minimum height:	140 mm
<b>Artwork</b>	Data to be supplied as a printable (300 dpi) PDF file and a binding galley proof in accordance with ISO 12647-7. <b>The settings for the PDF file (ISO coated v2 300 %) can be downloaded from the <a href="http://www.pva.de">www.pva.de</a> website.</b> 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 digital. In isolated cases, this may lead minor colour deviations; in view of this, complaints relating to the digital issue shall not be accepted.		Paper weight:	Minimum weight: single sheets from 100 g/m <sup>2</sup> Maximum weight: 2-8 sheets up to 200 g/m <sup>2</sup>
<b>Data transfer</b>	Email: <a href="mailto:wloka@meininger.de">wloka@meininger.de</a> 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.		<b>Inserts</b>	Maximum format: 220 x 290 mm Minimum format: 105 x 148 mm
			<b>Adhesive Inserts</b>	
			Paper weight:	150-200 g/m <sup>2</sup>
			Adhesive insert formats:	Minimum size 100 x 100 mm mechanically glued: only possible in broadside format. Maximum format 110 x 200 mm mechanically glued: only possible in broadside format.
				Position: at least 30 mm from the upper and lower border and 10 mm from the band (max. distance from band 50 mm). Position tolerance when gluing: up to 5 mm.
			<b>Delivery of Ad Specials</b>	Delivery Date: 3 weeks before the first day of sale, with remark on delivery note: for MEININGERS WEINWELT No. ...
				Delivery Address: As agreed with Production Management Tel: +49 (0) 6321 / 890816

# 9 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 in its scope to the foreseeable loss, this being up to the extent of the relevant supplement. 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 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 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 invoice 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 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, 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.