

# Meiningers weinwelt



LISTINO TARIFFE  
PUBBLICITARIE 2019

## 1 Breve profilo

Meininger  
weinwelt



### Breve profilo

MEININGERs WEINWELT è la rivista special interest rivolta al consumatore buongustaio interessato ad acquistare vini di ottima qualità a prezzi adeguati.

MEININGERs WEINWELT vuole esaltare il piacere della vita, proponendo soluzioni di consumo ed acquisto nell'ambito che concerne e che ruota intorno al buon bere. Oltre al tema principale, costituito dal vino, il quadro redazionale è completato da argomenti ad esso vicini quali lifestyle, viaggi, ristorazione, consumo di sigari e liquori anche intervistando noti personaggi.

Il lettore di MEININGERs WEINWELT apprezza i piaceri della vita ed appartiene alla fascia di età compresa tra i 30 ed i 50 anni, un target primario per chi propone prodotti di alta qualità e marca.

anche disponibile in versione digitale

Altre testate  
MEININGER

MEININGER  
VERLAG



**Casa Editrice:** **MEININGER VERLAG GmbH**  
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**Telefono:** +49 (0) 63 21 / 89 08-0  
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Piazza Fontane Marose 3  
16123 Genova

**Telefono:** +39/010/58 36 84

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**e-mail:** [wine@ediconsult.com](mailto:wine@ediconsult.com)

**Periodicità:** Bimestrale

**Prezzo in abbonamento:** Abbonamento annuale € 51,25

**Condizioni di pagamento:** Rl.BA. 30 giorni fine mese data fattura

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

**Inserzioni a 4 colori:** 1/1 pag. € 6.420

**Scale sconti:**

**Per ripetizione:**

2 x 3 %

4 x 5 %

6 x 7 %

8 x 10 %

**Per quantità**

1 pagina 3 %

2 pagine 5 %

4 pagine 10 %

6 pagine 15 %

**Tiratura:** 49.000

**Vendite:** 44.250

**Abbonamenti** 8.750

**Formato rivista:** b 230 mm x h 300 mm

**Formato in gabbia:** b 195 mm x h 260 mm  
su 4 colonne da 45 mm  
o 3 colonne da 61 mm

**Procedimento di stampa roto-offset:** Roto offset 70 linee

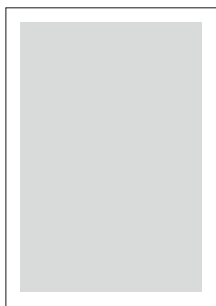
**Rilegatura:** a dorso piatto

**Materiali di stampa:** vedi specifiche tecniche

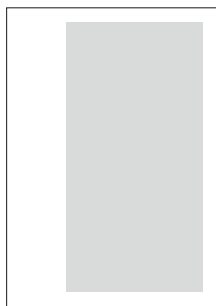
**Annunci al vivo:** Senza sovrapprezzo

**Commissione d'Agenzia:** 15 %

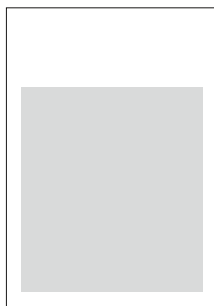
## 4 Formati standard in gabbia (base per altezza in mm)



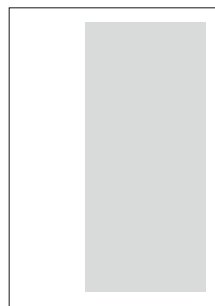
**1/1 pagina mm**  
Formato: b 195 x h 260



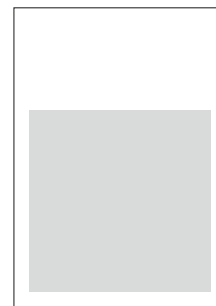
**3/4 pagina verticale mm**  
Formato: b 145 x h 260



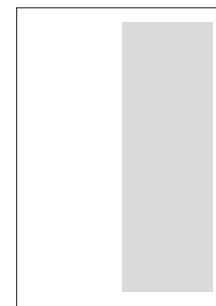
**3/4 pagina orizzontale mm**  
Formato: b 195 x h 193



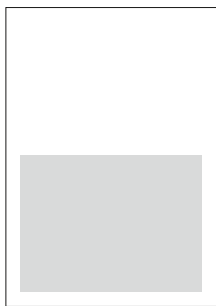
**2/3 pagina verticale mm**  
Formato: b 128 x h 260



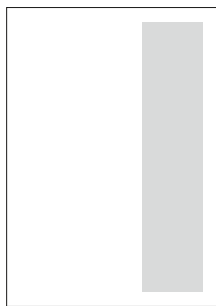
**2/3 pagina orizzontale mm**  
Formato: b 195 x h 171



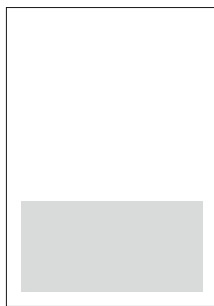
**1/2 pagina verticale mm**  
Formato: b 95 x h 260



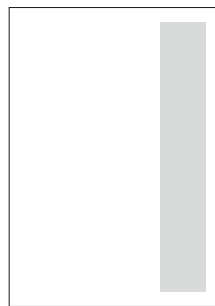
**1/2 pagina orizzontale mm**  
Formato: b 195 x h 127



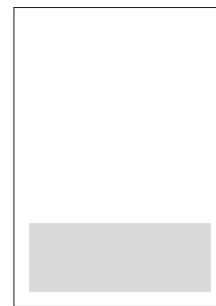
**1/3 pagina verticale mm**  
Formato: b 61,5 x h 260



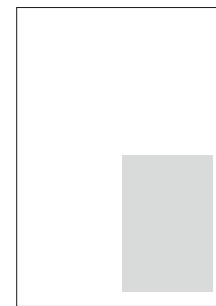
**1/3 pagina orizzontale mm**  
Formato: b 195 x h 83



**1/4 pagina verticale mm**  
Formato: b 45 x h 260



**1/4 pagina orizzontale mm**  
Formato: b 195 x h 61



**1/4 pagina in angolo mm**  
Formato: b 95 x h 127

Numero	Data di pubblicazione	Chiusura ordini (termine ultimo di cancellazione)	Termine ultimo consegna materiali di stampa	Argomenti principali
2/2019	09.01.2019	30.11.2018	07.12.2018	<ul style="list-style-type: none"> <li>- Acqua minerale</li> <li>- Rapporti di vendemmia</li> <li>- Top 100 LEH</li> <li>- Big-Player internazionali</li> <li>- Pinot Grigio</li> <li>- California</li> </ul>
3/2019	13.03.2019	01.02.2019	08.02.2019	<ul style="list-style-type: none"> <li>- 20 anni di MEININGERS WEINWELT</li> <li>- MUNDUS VINI BIOFACH</li> <li>- Orange Wine</li> <li>- Anteprima ProWein</li> <li>- Aste vinicole</li> <li>- Italia</li> <li>- Francia</li> <li>- Spagna</li> </ul>
4/2019	15.05.2019	11.04.2019	19.04.2019	<ul style="list-style-type: none"> <li>- Novità dalle fiere ProWein + Vintaly</li> <li>- MEININGER AWARD</li> <li>- Flower Power (degustazione vitigni aromatici)</li> <li>- Quanto costa un vino?</li> <li>- Nero d'Avola</li> <li>- Agriturismo in Sicilia</li> <li>- Francia</li> <li>- Trend estivo: vini a basso tasso alcolico</li> </ul>
5/2019	10.07.2019	07.06.2019	14.06.2019	<ul style="list-style-type: none"> <li>- BEST OF RIESLING</li> <li>- Portogallo</li> <li>- Italia</li> <li>- Il succo d'uva dei viticoltori</li> <li>- Languedoc</li> <li>- Vigneti misti</li> <li>- Spagna</li> </ul>
6/2019	11.09.2019	09.08.2019	16.08.2019	<ul style="list-style-type: none"> <li>- MEININGERS DEUTSCHER SEKTPREIS</li> <li>- Viticoltori con distilleria</li> <li>- Madeira</li> <li>- Vitigni storici</li> <li>- Sake</li> <li>- Vin brûlé</li> <li>- Vini premium cooperative &amp; cantine</li> </ul>
1/2020	06.11.2019	04.10.2019	07.10.2019	<ul style="list-style-type: none"> <li>- MEININGERS ROTWEINPREIS</li> <li>- Porto</li> <li>- Italia</li> <li>- Come presentare il vino (dallo scaffale alla cantina ...)</li> <li>- Francia</li> <li>- Svizzera</li> <li>- Storia di successo: la famiglia del Pinot</li> <li>- FORUM VINI</li> </ul>

**INOLTRE SU OGNI NUMERO:** le ultime novità dai settori del commercio alimentare al dettaglio (LEH) e specializzato (Fachhandel), nonché specifici approfondimenti. Non mancano i suggerimenti e le tendenze del mercato. Il programma redazionale viene costantemente aggiornato di pari passo con gli sviluppi del settore.

Formato annuncio	Misure in gabbia		Misure al vivo* più rifilatura di 5 mm su tutti i lati		Prezzo  colori**
	b (mm)	h (mm)	b (mm)	h (mm)	
1/1 pagina	195	260	230	300	€ 6.420
3/4 pagina verticale	145	260	165	300	€ 5.940
3/4 pagina orizzontale	195	193	230	223	€ 5.940
2/3 pagina verticale	128	260	148	300	€ 5.015
2/3 pagina orizzontale	195	171	230	197	€ 5.015
1/2 pagina verticale	95	260	115	300	€ 4.385
1/2 pagina orizzontale	195	127	230	147	€ 4.385
1/3 pagina verticale	61,5	260	81	300	€ 2.770
1/3 pagina orizzontale	195	83	230	96	€ 2.770
1/4 pagina verticale	45	260	65	300	€ 2.215
1/4 pagina orizzontale	195	61	230	86	€ 2.215
1/4 pagina in angolo	95	127	115	147	€ 2.215

\*\* Prezzi per colori secondo lo standard europeo

Dimensione minima nella parte testo: 1/4 di pagina; annunci calcolati al millimetro nella rubrica »Schaufenster«

<b>Misure doppia pagina</b>					
2/1 pagina	420	260	460	300	€ 11.890

<b>Posizioni speciali</b>					
2, 3, 4 di copertina	195	260	230	300	€ 7.890

**Lo storno delle posizioni di copertina va comunicato sei settimane prima della data di pubblicazione.  
Posizionamenti preferenziali (formato minimo 1/2 pagina). + 15%**

<b>Inseriti sciolti</b> <i>incl. i costi di distribuzione</i>	<b>Inseriti cuciti</b>	<b>Inseriti incollati</b> <i>incl. i costi di distribuzione</i>
< 25 g            € 105 ogni 1000	4 pagg.            € 107 ogni 1000	Cartolina formato DIN            € 62 ogni 1000
< 50 g            € 120 ogni 1000	6 pagg.            € 140 ogni 1000	Buste fino a DIN C6            € 73 ogni 1000
< 75 g            € 140 ogni 1000	8 pagg.            € 200 ogni 1000	Campioni, ecc. su richiesta <b>Inserzione di supporto minimo 1/1 pag.</b>
< 100 g            € 200 ogni 1000	12 pagg.            € 230 ogni 1000	

**Su inseriti sciolti, cuciti e incollati non vengono applicati sconti.  
Possibilità di inseriti sciolti in determinate aree Nielsen; tiratura minima 20.000 copie; ulteriori incrementi graduali 10.000 copie.  
Formato massimo inseriti: 225 mm b x 295 mm h.**

<b>Inserzioni della rubrica “Schaufenster” (Vetrina) mini-inserzioni</b>	Annunci commerciali	<b>Prezzo al mm:</b> € 5,80 (largh. colonna 45 mm) 1 colonna: 45 mm 2 colonna: 95 mm 3 colonna: 145 mm 4 colonna: 195 mm	<b>Addebito per casella postale:</b> € 7,00 <b>Supplemento colore:</b> 25 %
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**Advertorial**



**Winzer Krems  
Let's Twist**

Der Weinjahrgang 2012 bleibt der Winzer Krems eG in nachfolgender Erntezeit 2013 mit einem fantastischen und weichen Ager, wie Exporteur Lud- wig Heider weiß. Mit dem qualitativen Jahrgang 2013 können wir zumindest unsere hochwertigen Spezialitäten weiter fördern. Die Weinanbaugesellschaft bestatigt unseren konstanten Weg: Per Ende April verzeichnen die Winzer Krems in Österreich ein Umsatzwachstum von 17 Prozent im Vergleich zum Vorjahresjahr.

Einmal mehr mit einem deutlich überproportionalen Wachstum bei der Serie »Weinwelt Krems«, gelangt uns das erfreuliche Bild nur ein wenig durch das geringe Ertragsniveau in 2012, denn die Ernte war nach 2010 die bestmögliche der letzten 30 Jahre. Dennoch gibt Heider für seine Kunden die vorläufige Entwarnung: »Das heutige Bild kommt mir bei der momentanen Absatzentwicklung gerade über die Lippen. Nun hoffen wir, wie alle, auf eine gute Ernte 2013. In noch so esoterisch wie zu hoch, um optimistisch sein, aber gerade Ernte 2013 ausgehen zu können. Doch die ersten Klagen hat die Vegetation mit Brunnen gemindert. Ein langer Winter, jedoch ohne Frostschäden, und durchschnittliche Niederschläge im Winter und im Frühjahr führen zu einem perfekten, gleichmäßigem Ager, wie ihn die Winzer im Donauraum lange nicht erlebt haben. Auch die Gefährdung durch Spätkälte scheint weitgehend gebannt.«

Es sieht also so aus, als könnten die Winzer Krems ihre Erfolgsreihe »Weinwelt Krems« und ihr Fachhandel- und Gastro-Tourismus-Partner Metalmaster Private unangenehm langziehen lassen. Mit dem Jahrgang 2012 gibt es in beiden Serien eine Neuerung: Die kompletten Serien »Weinwelt Krems« für die qualifizierten Lebensmittelhandlungen und »Metalmaster Private« (Kleiner- und Gastronomie & Fachhandel) werden mit dem gerade erfolgten Jahrgangswettbewerb auf Schraubverschluss umgestellt.

Nur Anhänger dieser modernen und nachhaltigen Produktion haben sich die Winzer Krems bewusst sehr lange Zeit gelassen mit dieser Entscheidung und am Netzwerk festgehalten. Letztlich hat der Wunsch des Marktes nach einem praktischen »Overhead« den Ausschlag für den Umstieg gegeben, wie die klassische Traditionen und auch Rosetten sehen wir bei der momentanen Absatzentwicklung gerade über die Lippen. Nun hoffen wir, wie alle, auf eine gute Ernte 2013. In noch so esoterisch wie zu hoch, um optimistisch sein, aber gerade Ernte 2013 ausgehen zu können. Doch die ersten Klagen hat die Vegetation mit Brunnen gemindert. Ein langer Winter, jedoch ohne Frostschäden, und durchschnittliche Niederschläge im Winter und im Frühjahr führen zu einem perfekten, gleichmäßigem Ager, wie ihn die Winzer im Donauraum lange nicht erlebt haben. Auch die Gefährdung durch Spätkälte scheint weitgehend gebannt.

**Das sechste Jahrgangswettbewerbsergebnis steht an einem Strang**

**Mehr als 20.000 Besucher pilgern Jahr für Jahr zur Weinstraße 13**

**»Wir tun ein fröhliches und kompetentes Team unsere«**

**Winzer Krems eG  
Bismarckstr. 13 | 34202 Krems  
www.winzerkrems.at, Tel. +43 (0) 3722 8511**

**Full service:** elaborazione professionale del vostro pubbliredazionale garantita dalla competenza del Meininger Verlag. Servizio completo di redazione, layout e stampa.

Su fornitura delle informazioni principali – testo in lingua tedesca o inglese ed immagini – la redazione elabora il servizio, inviato, previo accordo, per l’approvazione prima della stampa.

Quotazioni su richiesta: wine@ediconsult.com



The screenshot shows the website interface for Meininger Weinwelt. At the top, there are navigation menus and search bars. The main content area features several wine-related articles and advertisements, including:
 

- WEINE VOM BUNTSANDSTEIN:** An advertisement for wine from the Buntsandstein region.
- WEINVERBUND 'DE OÖTIP' FÜRST STYRIERER JUBILÄUM:** An advertisement for a wine union anniversary.
- WEIN DES MONATS JUNI 2013:** A monthly wine selection for June 2013.
- WEINE VOM BUNTSANDSTEIN:** Another advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A third advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A fourth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A fifth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A sixth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A seventh advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** An eighth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A ninth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A tenth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** An eleventh advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A twelfth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A thirteenth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A fourteenth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A fifteenth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A sixteenth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A seventeenth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** An eighteenth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A nineteenth advertisement for wine from the Buntsandstein region.
- WEINE VOM BUNTSANDSTEIN:** A twentieth advertisement for wine from the Buntsandstein region.

**Prezzo per 2 settimane**

**Full banner:**  
760 Euro

**Content Ad:**  
705 Euro

**Medium Rectangle:**  
905 Euro

<b>Procedimento di stampa</b>	roto offset 70 linee	<b>Inseriti Cuciti</b> formati inseriti:	Formato rivista (b 230 mm x h 300 mm) + 3 mm di margine di refilo per la pagina singola; per la doppia pagina refilo pari a 6 mm. Refilatura di testa 5 mm; lato esterno 4 mm e piede max 5 mm; piega incrociata con 8 pagine testa e rilegatura a linea (incl. refilatura).
<b>Carta</b>	Copertina: 250 g/m <sup>2</sup> LuxoArt Samt  Pagine interne: 115 g/m <sup>2</sup> LuxoArt Samt	<b>Misure massime:</b>  <b>Misure minime:</b>	b 237 mm (incl. refilatura) h 310 mm (incl. refilatura) b 95 mm h 140 mm
<b>Inserzioni a colori</b>	Colori della scala cromatica ISO 2846-1. Colori speciali o tonalità non realizzabili con la sovrastampa dei colori della scala cromatica utilizzata necessitano un accordo particolare. Dettagli verranno forniti su richiesta. La casa editrice si riserva di realizzare colori speciali anche dalla scala di quadricromia se dovesse essere necessario per motivi tecnici. Leggere differenze di tonalità sono dovute alle tolleranze del procedimento di stampa offset.	<b>Peso carta:</b>	<b>Peso minimo:</b> foglio singolo > 100 g/m <sup>2</sup> <b>Peso massimo:</b> 2-8 pagg. fino a 200 g/m <sup>2</sup>
<b>Materiale di stampa</b>	Consegna dei dati in formato PDF stampabile (300 dpi) e prova di stampa in conformità alla norma ISO 12647-7. <b>Le impostazioni per generare file PDF (ISO coated v2 300 %) sono scaricabili al sito Internet <a href="http://www.pva.de">www.pva.de</a>.</b> Se non è possibile generare file in PDF: dati immagine con risoluzione 300 dpi in formato TIF e/o formato EPS non compresso insieme a tutti i fonts utilizzati. Standard di base per i dati immagine è quello della stampa offset. L'area di copertura non deve superare complessivamente il 300%. L'edizione cartacea è affiancata da una versione digitale. Gli annunci della versione cartacea vengono adattati per una visualizzazione corrispondente su digitale. Nella versione digitale possono verificarsi eccezionalmente differenze marginali a livello cromatico; non si accettano eventuali reclami per la versione digitale.	<b>Inseriti sciolti</b>	<b>Formato massimo</b> 220 x 290 mm <b>Formato minimo</b> 105 x 148 mm
<b>Trasmissione dati</b>	E-mail: <a href="mailto:fassbender@meininger.de">fassbender@meininger.de</a> I lavori necessari per le bozze e la composizione vengono calcolati al prezzo di costo. Si prega di osservare anche le Condizioni generali riportate sulla conferma d'ordine.	<b>Inseriti incollati</b> <b>Peso carta:</b>  <b>Formati:</b>	150-200 g/m <sup>2</sup>  Misura minima: b 100 mm x h 100 mm Incollatura a macchina solo su formato orizzontale Misura massima b 110 x h 200 mm Incollatura a macchina solo su formato orizzontale  Posizionamento: minimo a 30 mm dal margine superiore e inferiore e minimo a 10 mm dalla rilegatura (distanza massima dalla rilegatura: 50 mm). Tolleranza massima di posizionamento in fase di incollatura: 5 mm
		<b>Consegna inserti</b>	Il termine ultimo consegna inserti è 3 settimane prima della data di pubblicazione. Specificare sul documento di spedizione „Per MEININGERs WEINWELT Nr. ...“  Indirizzo di consegna da precisare con la Concessionaria

# 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 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 deadline or within the period of limitation 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 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, and catalogue consignments or packages will be forwarded or accepted. However, acceptance and forwarding can be agreed in exceptional cases if the customer pays the charges/costs thus incurred.

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

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

If the residence or customary whereabouts of the customer, including non-

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

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

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

21. If a joint discount is claimed for affiliated enterprises, written evidence of the group status of the Advertiser will be required. Affiliated enterprises for the purpose of this provision are enterprises between which there is a capital participation of at least 50 per cent. For incorporated companies, group status is to be shown by confirmation by an auditor or submission of the latest business report; for business partnerships, such status is to be shown by submission of an excerpt from the Trade Register. Such evidence must be furnished by no later than the end of the advertising year. Evidence submitted at a later date cannot be recognised in retrospect. Group discounts are always subject to the express written confirmation of the publishing house. Group discounts are only granted for the duration of membership of the group. Termination of group membership must be reported immediately; group discounting ends with termination of group membership.

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

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

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

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

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