

# Meiningers weinwelt



DATOS RELEVANTES  
PARA LOS MEDIOS 2020

# 1 Perfil de la revista

Meininger  
weinwelt



## Breve descripción

„MEININGERS WEINWELT“ es una revista que resulta de especial interés para el consumidor de vino que desea comprar, a precios razonables, vinos de buenas añadas con una calidad excelente y, además, busca degustarlos sin complicaciones.

„MEININGERS WEINWELT“ se centra en el placer de la degustación – el lector recibe numerosas orientaciones prácticas y variados consejos que cubren todo el espectro temático de los vinos. Los artículos monográficos se ven acompañados de otros artículos orientados al estilo de vida, sobre temas como los viajes, la gastronomía, los licores, y de entrevistas a personajes de relieve.

El lector busca disfrutar de la vida y pertenece al grupo objetivo de edad comprendido entre los 30 y los 50 años, con alta capacidad adquisitiva, preocupado por la calidad y orientado a las marcas.

también disponible el digital

Adicional publicación  
MEININGER

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|                     |                                                                               |                     |                                                                                                                                                                             |     |
|---------------------|-------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>Editorial:</b>   | <b>MEININGER VERLAG GmbH</b><br>Maximilianstr. 7-17<br>67433 Neustadt/Germany | <b>El contacto:</b> | <b>Administración de anuncios:</b><br>Sieglinde Faßbender<br>fassbender@meininger.de                                                                                        | -78 |
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|                     | Christoph Nicklas<br>nicklas@meininger.de                                     | -153                | <b>Periodicidad:</b><br>bimestral                                                                                                                                           |     |
|                     | Sabrina Throm<br>throm@meininger.de                                           | -45                 | <b>Precio de venta:</b><br>Abono anual 53,65 €                                                                                                                              |     |
|                     | <b>Dirección general de anuncios:</b><br>Ralf Clemens<br>clemens@meininger.de | -81                 | <b>Condiciones de pago:</b><br>al contado, sin descuento. En caso de pago adelantado o cargo en cuenta, descuento del 2%                                                    |     |
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|                     | <b>Venta de anuncios:</b><br>Jörg Sievers<br>sievers@meininger.de             | -67                 | <b>Condiciones comerciales:</b><br>Para la ejecución de pedidos se aplicarán las condiciones comerciales generales de la industria editorial (véase confirmación de pedido) |     |

**Anuncios en color:** 1/1 página 6 505 €

**Descuentos:** **Descuento por anuncios múltiples**

2 x 3 %

4 x 5 %

6 x 7 %

8 x 10 %

**Descuento por volumen**

1 página 3 %

2 páginas 5 %

4 páginas 10 %

6 páginas 15 %

**tirada:** 49.000

**tirada vendida:** 45.300

**ejemplares abonados:** 9.600

**Formato del cuaderno:** Anchura 230 mm x altura 300 mm

**Área imprimible:** Anchura 195 mm x altura 260 mm  
4 columnas de 45 mm de anchura  
3 columnas de 61 mm de anchura

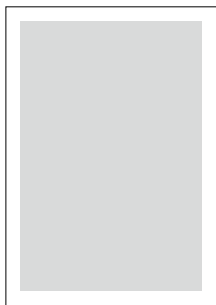
**Método de impresión:** Offset de bobina trama 70

**Encuadernación:** Encuadernación encolada

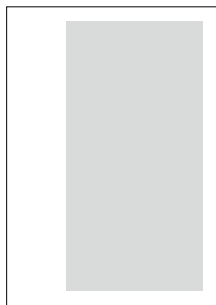
**Documentos de impresión:** Véanse los datos técnicos

**Anuncios a sangre:** No se añaden recargos

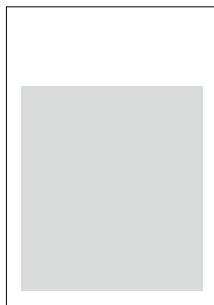
**Comisión para el intermediario:** 15 % (también extranjero)



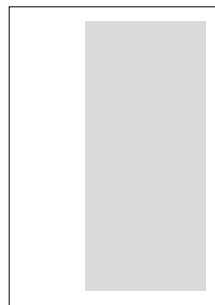
1/1 página mm  
Formato:  
ancho 195 x alto 260



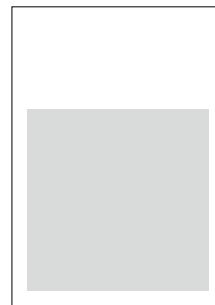
3/4 página vertical mm  
Formato:  
ancho 145 x alto 260



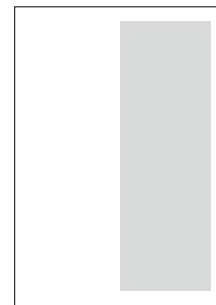
3/4 página horizontal mm  
Formato:  
ancho 195 x alto 193



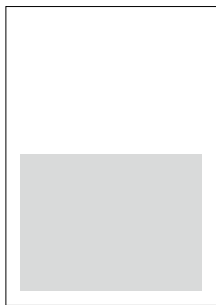
2/3 página vertical mm  
Formato:  
ancho 128 x alto 260



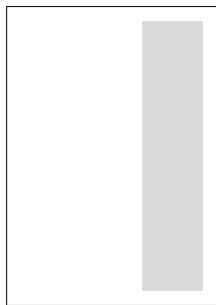
2/3 página horizontal mm  
Formato:  
ancho 195 x alto 171



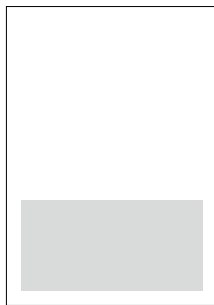
1/2 página vertical mm  
Formato:  
ancho 95 x alto 260



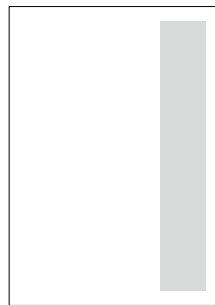
1/2 página horizontal mm  
Formato:  
ancho 195 x alto 127



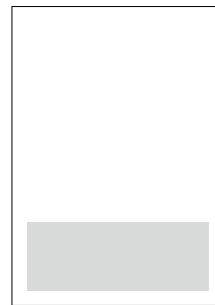
1/3 página vertical mm  
Formato:  
ancho 61,5 x alto 260



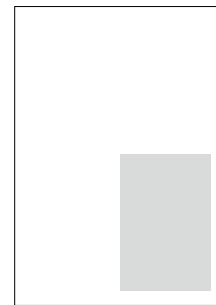
1/3 página horizontal mm  
Formato:  
ancho 195 x alto 83



1/4 página vertical mm  
Formato:  
ancho 45 x alto 260



1/4 página horizontal mm  
Formato:  
ancho 195 x alto 61



1/4 página esquina mm  
Formato:  
ancho 95 x alto 127

| Edición | Fecha de publicación | Fecha límite anuncios (= fecha retirada) | Cierre entrega documentación | Temas principales                                                                                                                                                                                                                                                                                          |
|---------|----------------------|------------------------------------------|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2/2020  | 08.01.2020           | 12.12.2019                               | 16.12.2019                   | <ul style="list-style-type: none"> <li>- Agua mineral</li> <li>- Informes de las cosechas</li> <li>- Top 100 LEH</li> <li>- La familia del Pinot</li> <li>- Hidden Vineyards</li> <li>- Francia</li> </ul>                                                                                                 |
| 3/2020  | 11.03.2020           | 07.02.2020                               | 14.02.2020                   | <ul style="list-style-type: none"> <li>- Resultados MUNDUS VINI BIOFACH</li> <li>- Preview ProWein</li> <li>- Argentina</li> <li>- Italia</li> <li>- Mosela</li> <li>- Sudáfrica</li> </ul>                                                                                                                |
| 4/2020  | 13.05.2020           | 14.04.2020                               | 20.04.2020                   | <ul style="list-style-type: none"> <li>- Novedades de año</li> <li>- Accesorios para el vino</li> <li>- Meininger Award</li> <li>- Austria</li> <li>- Rutas del vino</li> <li>- Franconia</li> <li>- Rosado</li> </ul>                                                                                     |
| 5/2020  | 15.07.2020           | 12.06.2020                               | 19.06.2020                   | <ul style="list-style-type: none"> <li>- BEST OF RIESLING</li> <li>- Summer trends</li> <li>- Recycling &amp; upcycling: conceptos innovadores</li> <li>- Francia</li> <li>- España</li> <li>- Italia</li> </ul>                                                                                           |
| 6/2020  | 16.09.2020           | 14.08.2020                               | 21.08.2020                   | <ul style="list-style-type: none"> <li>- MEININGERS DEUTSCHER SEKTPREIS</li> <li>- Start-ups</li> <li>- Francia</li> <li>- Cambio climático</li> <li>- Italia</li> <li>- Logística de vinos</li> <li>- Best of Cooperativas</li> </ul>                                                                     |
| 1/2021  | 10.11.2020           | 09.10.2020                               | 16.10.2020                   | <ul style="list-style-type: none"> <li>- Premio al vino tinto de Meininger</li> <li>- Coleccionistas de bodegas – inversores en el sector de vino</li> <li>- Francia</li> <li>- España</li> <li>- Vino espumoso internacional</li> <li>- Rheinhessen</li> <li>- USA / EUA</li> <li>- FORUM VINI</li> </ul> |

**ADEMÁS:** En todos los números encontrará descubrimientos del comercio minorista de alimentación, el comercio especializado y productos estrella. A esto hay que añadir consejos y tendencias relacionados con el mercado. El sumario se irá adaptando a la actualidad del vino.

| Tamaño de los módulos de página | Formatos de área imprimible |             | Anuncios a sangre más un margen adicional de 5 mm de sangre en todos los bordes |             | Precios de los anuncios<br>en color* |
|---------------------------------|-----------------------------|-------------|---------------------------------------------------------------------------------|-------------|--------------------------------------|
|                                 | anchura (mm)                | altura (mm) | anchura (mm)                                                                    | altura (mm) |                                      |
| 1/1 página                      | 195                         | 260         | 230                                                                             | 300         | € 6 505                              |
| 3/4 página vertical             | 145                         | 260         | 165                                                                             | 300         | € 6 020                              |
| 3/4 página horizontal           | 195                         | 193         | 230                                                                             | 223         | € 6 020                              |
| 2/3 página vertical             | 128                         | 260         | 148                                                                             | 300         | € 5 080                              |
| 2/3 página horizontal           | 195                         | 171         | 230                                                                             | 197         | € 5 080                              |
| 1/2 página vertical             | 95                          | 260         | 115                                                                             | 300         | € 4 445                              |
| 1/2 página horizontal           | 195                         | 127         | 230                                                                             | 147         | € 4 445                              |
| 1/3 página vertical             | 61,5                        | 260         | 81                                                                              | 300         | € 2 810                              |
| 1/3 página horizontal           | 195                         | 83          | 230                                                                             | 96          | € 2 810                              |
| 1/4 página vertical             | 45                          | 260         | 65                                                                              | 300         | € 2 245                              |
| 1/4 página horizontal           | 195                         | 61          | 230                                                                             | 86          | € 2 245                              |
| 1/4 página esquina              | 95                          | 127         | 115                                                                             | 147         | € 2 245                              |

\*Precios para colores especiales según la escala Europa

Formato mínimo en la parte de texto 1/4 de página; los anuncios clasificados aparecen en la sección "Schaufenster".

|                                   |     |     |     |     |          |
|-----------------------------------|-----|-----|-----|-----|----------|
| <b>Formatos en páginas dobles</b> |     |     |     |     |          |
| 2/1 página                        | 420 | 260 | 460 | 300 | € 12 045 |

|                                                        |     |     |     |     |         |
|--------------------------------------------------------|-----|-----|-----|-----|---------|
| <b>Formatos especiales/<br/>ubicaciones especiales</b> |     |     |     |     |         |
| 2., 3., 4. CP                                          | 195 | 260 | 230 | 300 | € 7 995 |

**\*Plazo de anulación para portadas: 6 semanas antes de la publicación**

**Formatos especiales: Puede solicitarse información en cualquier momento acerca de formatos de anuncios que no estén especificados en la lista de precios. L se realiza de inmediato. Emplazamiento preferente (tamaño mínimo 1/2 página): 15 %**

| <b>Hojas sueltas</b><br><i>distribución incluidos</i> |                | <b>Encartes de cuadernillo</b> |                | <b>Elementos pegados</b><br><i>distribución incluidos</i> |                                                   |
|-------------------------------------------------------|----------------|--------------------------------|----------------|-----------------------------------------------------------|---------------------------------------------------|
| hasta 25 g                                            | € 107 cada mil | 4 páginas                      | € 109 cada mil | Tarjeta postal DIN                                        | € 63 cada mil                                     |
| hasta 50 g                                            | € 122 cada mil | 6 páginas                      | € 142 cada mil | Sobres hasta DIN C6                                       | € 75 cada mil                                     |
| hasta 75 g                                            | € 142 cada mil | 8 páginas                      | € 203 cada mil | Muestras, etc. sobre demanda                              | <b>Anuncios con tarjeta mínimo<br/>1/1 página</b> |
| hasta 100 g                                           | € 203 cada mil | 12 páginas                     | € 204 cada mil |                                                           |                                                   |

**Las hojas sueltas, los encartes de cuadernillo y los elementos pegados no son objeto de descuento. Es posible un suplemento sobre parte de la tirada en diferentes zonas Nielsen; tirada mínima 20.000 ejemplares; fraccionamiento posterior en tramos de 10.000.**

**El formato: máximo 225 mm anchura x 295 mm altura.**

|                                                                                |                                           |                                                                                                                                                     |                                                                                             |
|--------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <b>Anuncios en la rúbrica<br/>“Schaufenster”<br/>(Escaparate) minianuncios</b> | Anuncios profesionales/<br>Compra y venta | <b>Precio por milímetro:</b> € 5,90<br>(anchura de columna 45 mm)<br>1 columna: 45 mm<br>2 columna: 95 mm<br>3 columna: 145 mm<br>4 columna: 195 mm | <b>Tarifa de gestión para anuncios con referencia:</b> € 7,00<br><b>Recargo color:</b> 25 % |
|                                                                                |                                           |                                                                                                                                                     |                                                                                             |



**Advertorial**

**Winzer Krems  
Let's Twist**

Der Weinjahrgang 2012 bleibt der Winzer Krems AG in nachfolgender Erntezeit 2012 mit einem fantastischen und weinreife Ägde, wie Exporternte Länd, wie Holzer vertritt. Mit dem quartalen portalen Jahrgang 2012 können wir zumindest unsere hochwertigen Spezialitäten weiter fördern. Die Weinanbauweise 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 ein neues Aussehen überproportional Wachstum bei der Serie Weinreife Krems. Gerade wird das erfolgreiche Bild nur ein wenig durch das geringe Ertragsniveau in 2012, denn die Ernte war nach 2010 die zweitbeste der letzten 30 Jahre. Dennoch gibt Holzer für seine Kunden die richtige Ernteempfehlung: „Hocher Sicht kommen wir bei der momentanen Abgabemenge gerade über die Randlinie. Nun hoffen wir, wie alle, auf eine gute Ernte 2013.“

Nach so ein reichlich viel zu früh, im Gegensatz zur eher guten Ernte 2013 ausgehen zu können. Doch die ersten Klagen bei der Vegetation mit Brunnen gemindert. Ein langer Winter, jedoch ohne Frostschäden, und durchschnittliche Niederschlag im Winter und im Frühjahr führen zu einem positiven, gleichzeitigen Anstieg, wie die Winzer im Donauraum, liegt nicht erhellbar. Auch die Gefährdung von Spätkälten scheint weitgehend gebannt.

Es sieht also in sich, als könnten die Winzer Krems ihre Ertragslage „Weinreifeholzer Krems und die Fachkräfte und Gastro-Normen-Personal-Mitarbeiter Krems“ umgründet werden. Mit dem Jahrgang 2012 gibt es in beiden Serien eine Neuerung. Die kompletten Serien Weinreifeholzer Krems für die qualifizierten Lebensmittelhandeln und „Kellereimaster-Praxis“ (Kellerei für Gastronomie & Fachhandel) werden mit dem gerade erfolgten Jahrgangswettbewerb auf Schraubverschlussverfahren.

Au Anfänger einer Weinreife und nachfolgenden Produktion haben sich die Winzer Krems, sowohl sehr lange Zeit, gelassen mit dieser Entscheidung und am Netzwerk ausgehen. Letztlich hat der Wunsch des Marktes nach einem praktischen, übersichtlichen Ausschlag für den Umsatz gegeben, wie die Markenführung und die hochwertigen Reben sehen wir den Schraubverschluss in puncto Qualitätssicherung und Genuss, auch als klare Produktionslinie, begründen die Winzer Krems ihre Entscheidung. Die Präsentation aus dem Einzigartigen Weinreifeholzer Krems Weinreife und Kremsreife Weinreife Krems, sowie die in höchst ausgeübten Reben, sollen jedoch weiterhin mit hochwertigen Naturweinen verschlossen werden. Parallel zum Schraubverschluss wurde auch die Ausstattung sorgfältig weiterentwickelt, mit einem modernen Schriftbild und einem nach neuen Fokus auf die Hauptabgabe.

Das sechste Jahresturnier der Weinreifeholzer Krems ist ein Erfolg.

Mehr als 20.000 Besucher pilgerten Jahr für Jahr zur Weinreifeholzer Krems.

Wie im Frühling und kompetentes Team erweist.

Winzer Krems AG  
Bismarckstr. 13 • 3100 Krems  
www.winzerkrems.at, Tel. (+43) 07 272 8511

**Servicio completo:** La producción profesional de su advertorial (anuncio editorial) quedará garantizado gracias a la competencia de la editorial Meininger Verlag en materia de redacción y diseño.

Como cliente, usted ofrece meramente la información básica, es decir el texto en bruto y las imágenes. De la preparación del texto y del diseño se encargan los equipos de redacción y diseño gráfico. La adaptación y publicación del advertorial se lleva a cabo previo acuerdo.

Precios y condiciones bajo demanda: [sievers@meininger.de](mailto:sievers@meininger.de)

FULL BANNER 460 x 60 px

FULL BANNER 460 x 60 px

Meininger Weinwelt

Meininger Weinwelt

REISE-TIPPS SIZILIEN

EVN BISCHOFN WELTALL IN WERN

BACKHAUS WEINGUT IN KREMSREIBEN

STEFAN HIMMS SHOPPINGTOLU IN PRODUKT

JÜRGEN WEINBOCK SCHAFFT WEINWELTOLKEN-PRES

KULTURLEBE IN SIBIRIEN

REKTAS TRENN OBER 2800 WASTE IN DER KICHE

WIEHN DES MONATS JUNE 2013

UN KULTUR DER WEINREIFEHOLZER

CONTENT AD 460 x 150 px

MEDIUM RECTANGLE 300 x 250 px

LEBESPROBE

neue WEINREIFEHOLZER

Meininger Weinwelt

**Precio por 2 semanas**

**Full banner:**  
770 Euro

**Content Ad:**  
715 Euro

**Medium Rectangle:**  
920 Euro

**Contacto:**  
Charlotte Diemer  
[diemer@meininger.de](mailto:diemer@meininger.de)

|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Método de impresión</b>     | Offset de biobina trama 70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Encartes de cuadernillo</b>                 | Con el mismo formato que MEININGERS WEINWELT, según el tamaño 230 x 300 mm (anchura x altura). En el lomo, 3 mm de medianil por hoja; equivalente, en doble página, a 6 mm. Margen de sangre superior 5 mm, margen de sangre 4 mm, margen de sangre inferior máx. 5 mm; pliego de ángulo recto con 8 páginas alineadas con la cabeza y el lomo alineados (incluido el margen de sangre).                                                                           |
| <b>Papel</b>                   | Contraportada: 250 g/m <sup>2</sup> LuxoArt Samt<br>Páginas interiores: 115 g/m <sup>2</sup> LuxoArt Samt                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Formato de encartes de cuadernillo:</b>     | Anchura máxima: 237 mm (incl. margen de sangre)<br>Altura máxima: 310 mm (incl. margen de sangre)<br>Anchura mínima: 95 mm<br>Altura mínima: 140 mm                                                                                                                                                                                                                                                                                                                |
| <b>Anuncios en color</b>       | Colores de la escala cromática según la norma ISO 2846-1. Los colores especiales o las tonalidades que no se puedan obtener mediante la sobreimpresión de colores de la escala cromática deben ser acordados individualmente. Le proporcionaremos información más detallada previa solicitud. Por razones técnicas, la editorial se reserva el derecho a elaborar colores especiales también a partir de la escala de cuatricromía. Las ligeras diferencias de tonalidad se deben al margen de tolerancia del procedimiento de impresión offset.                                                                                                                                                                                                                                                                                                                                                                | <b>Peso del papel:</b>                         | Peso mínimo: hoja individual a partir de 100 g/m <sup>2</sup><br>Maximumgewicht: Peso máximo: 2 - 8 hojas hasta 200 g/m <sup>2</sup>                                                                                                                                                                                                                                                                                                                               |
| <b>Materiales de impresión</b> | Suministro de datos en formato PDF imprimible (300 dpi), con prueba de imprenta definitiva según la norma ISO 12647-7. <b>Las configuraciones para la creación de archivos en formato PDF (ISO coated v2 300 %) pueden descargarse de la página web <a href="http://www.pva.de">www.pva.de</a>.</b> En caso de que no se pueda crear el archivo PDF, deberá proporcionar un archivo de imagen con una resolución de 300 dpi en formato TIF y/o archivos EPS sin comprimir que incluyan todas las fuentes empleadas. Los datos de imagen deben basarse en el estándar de impresión offset. El área de cobertura no debe superar en total el 300 %. La edición impresa va acompañada de una versión digital. Los anuncios impresos se convierten para adaptarlos a la versión digital. En casos excepcionales, podrían darse divergencias de color puntuales. No se admiten reclamaciones con la edición digital. | <b>Hojas sueltas</b>                           | Formato de las hojas sueltas: Formato mínimo: 105 x 148 mm                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Transmisión de datos</b>    | E-mail: <a href="mailto:fassbender@meininger.de">fassbender@meininger.de</a><br>Los trabajos de elaboración de pruebas de imprenta y composición necesarios serán calculados al precio de coste. Se ruega tener también en cuenta las condiciones comerciales que aparecen en la confirmación del pedido.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Elemento pegado</b>                         | Peso del papel: 150 - 200 g/m <sup>2</sup>                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Formato de los elementos pegados:</b>       | Tamaño mínimo: 100 x 100 mm<br>pegado mecánico: sólo posible en formato transversal<br>Tamaño máximo: 110 x 200 mm<br>pegado mecánico: sólo posible en formato transversal                                                                                                                                                                                                                                                                                         |
|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Entrega de los especiales publicitarios</b> | Situación: como mínimo 30 mm desde los márgenes superior e inferior del cuaderno y separado del lomo 10 mm (distancia máx. respecto del lomo 50 mm).<br>Tolerancias de posición en el proceso de pegado hasta 5 mm.<br><br>Plazo de entrega: 3 semanas antes del primer día de venta con mención de la nota de entrega para MEININGERS WEINWELT n.º...<br><br>Dirección de entrega: Se ha de acordar con la dirección de producción<br>Tel. +49 (0) 63 21/89 08-16 |

# 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 his actual purchase of advertisements within one year.

4. For calculation of purchased quantities, text millimetre lines will be converted into advertisement millimetres in accordance with the price.

5. Orders for advertisements and external supplements which are only to be published or included in certain issues or certain editions or at certain locations in the publication must be received by the publishing house in due time for the customer to be notified before the advertising deadline if the order cannot be performed in this way. Classified advertisements will be printed under the appropriate heading without any express agreement to this effect being required.

Confirmations of placement are issued subject to reservation and placements can be changed for technical reasons. The publishing house cannot be held liable in such cases.

6. Text-section advertisements are advertisements which are adjoined on at least three sides by text and not other advertisements. If advertisements are of a design that is not identifiable as advertising, they will be clearly marked with the word „advertisement“ by the publishing house.

7. The publishing house reserves the right to reject advertisements - including separate calls as part of a Closing - and orders for supplements if the following applies:

- their content breaches the law or public-authority regulations or - the Deutscher Werberat (German Advertising Standards Council) has objected to their content in complaint proceedings or
  - the publishing house cannot reasonably be expected to publish them in view of their content, design, origin or technical form or
  - they are advertisements containing advertising of or for third parties.
- Orders for other advertising media will only become binding for the publishing house upon submission and approval of the sample. Advertisements containing advertising of or for third parties (co-operative advertising) are subject in each single case to prior written acceptance by the publishing house. Such acceptance entitles the publishing house to make an extra charge for co-operative advertising.

Supplements of which the format or design gives the reader the impression of being part of the newspaper or magazine or which contain external advertisements can be rejected by the publishing house for such reasons. The customer will be notified immediately of the rejection of an advertisement or other advertising medium.

8. Solely the customer is responsible for on-time supply and flawless quality of suitable artwork or other advertising media. If artwork for advertisements

is supplied in a digital form, the customer must ensure that it is as required, in particular that it complies with the publishing house's format or technical specifications and is provided in due time before the start of publication. Before digital transmission of artwork, the customer must ensure that the transmitted data is free from computer viruses. If the publishing house discovers a computer virus in a file that has been transmitted, it will delete the file without the customer being able to base any claims on such action. The publishing house reserves the right to make damages claims against the customer if it has suffered a loss as a result of such computer viruses transmitted by the customer. The customer shall pay the costs incurred by the publishing house for any artwork amendments requested by the customer or for which said customer is responsible. The features and quality of the advertisements or other advertising media are agreed to be those customary for the respective item pursuant to the data given in the price list and in the confirmation of order, this being as far as possible in view of the artwork provided. This only applies insofar as the customer meets the publishing house's specifications for preparation and supply of artwork.

9. Artwork will only be returned to the customer by special request. The publishing house's obligation to keep the artwork ends three months after initial publication of the advertisement.

10. If publication of the advertisement does not comply with the contractually agreed features and quality or performance, the customer shall have a claim to a reduction in payment or to a non-defective substitute advertisement or to substitute publication of the other advertising medium but only to the extent to which the purpose of the advertisement or the other advertising medium was adversely affected. The publishing house has the right to refuse a substitute advertisement or substitute publication if

- this involves an amount of work which, in view of the content of the contractual obligation and the principles of good faith, is grossly out of proportion with the customer's interest in performance or
- this would only be possible for the publishing house at a disproportionately high cost.

If the publishing house fails to place the substitute advertisement or publish the other advertising medium within the reasonable period that it has been allowed or if the substitute advertisement or publication is again defective, the customer has a right to a reduction in payment or rescission of the order. The order cannot be rescinded in the event of minor defects in the advertisement or publication of the other advertising medium. Any notices relating to non-apparent defects must be submitted within one year of the beginning of the statutory limitation period.

Damages claims resulting from a positive breach of obligation, culpa in contrahendo or an unlawful act are ruled out, including in the event of placement of an order by telephone; damages claims resulting from impossibility of performance and default are limited to compensation for the foreseeable loss and the amount is restricted to the remuneration payable for the relevant advertisement or supplement. This does not apply to intent and gross negligence on the part of the publishing house, its legal representatives and its vicarious agents. Liability of the publishing house for losses due to the lack of warranted features is not prejudiced. In addition, in commercial transactions, the publishing house will not be liable for gross negligence of vicarious agents either; in other cases, liability to merchants for gross negligence is limited in its scope to the foreseeable loss, this being up to the extent of the relevant 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 day 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 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 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 %. 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.