

# WEINWIRTSCHAFT



## RATE CARD 2019





## ADDRESSING THE ISSUES THAT MATTER – REACHING THE PEOPLE THAT MATTER

WEINWIRTSCHAFT is the German trade paper serving the entire professional trade in wines and spirits with the highest number of copies sold. Its circulation has been verified by the German Association for Verification of the Circulation of Advertising Media.

WEINWIRTSCHAFT is written by professionals for professionals, providing informed comment, analysing trends, and anticipating future market developments.

WEINWIRTSCHAFT is an essential element in any communications strategy designed to address industry professionals in charge of purchase decisions.

WEINWIRTSCHAFT is of quite vital importance to producers and importers seeking to maintain and boost existing sales levels.

WEINWIRTSCHAFT is Germany's No. 1 for wine.

also available as digital version

Other MEININGER publications



**Publishing house:**

**MEININGER VERLAG GmbH**  
Maximilianstr. 7-17 • 67433 Neustadt  
Germany

**Contact:**

**Editor-in-chief:**  
Dr. Hermann Pilz +49 (0) 63 21 / 89 08-69

**Editorial Dept.:**

Sascha Speicher +49 (0) 63 21 / 89 08-58  
Janina Wilsch +49 (0) 63 21 / 89 08-151  
Franz Haas +49 (0) 63 21 / 89 08-39  
Clemens Gerke +49 (0) 63 21 / 89 08-83  
Adriana Cartolano +49 (0) 63 21 / 89 08-102  
Christoph Nicklas +49 (0) 63 21 / 89 08-153

**Marketing Director Media:**

Ralf Clemens +49 (0) 63 21 / 89 08-81  
eMail: clemens@meininger.de

**Sales Manager Media:**

Jörg Sievers +49 (0) 63 21 / 89 08-67  
eMail: sievers@meininger.de

Charlotte Balonier +49 (0) 63 21 / 89 08-40  
eMail: balonier@meininger.de

**Secretariat:**

Silke Geiger +49 (0) 63 21 / 89 08-49  
eMail: geiger@meininger.de

**Contact:**

**Administration:**  
Sieglinde Faßbender+49 (0) 63 21 / 89 08-78  
eMail: fassbender@meininger.de

**Production Management:**

Horst Emmert +49 (0) 63 21 / 89 08-16

**Fax:**

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

**Internet:**

www.meininger.de / www.weinwirtschaft.de

**Publishing Frequency:**

Biweekly (Fridays)

**Subscription Price:**

€ 204.60 per year

**Terms of Payment:**

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

**Bank:**

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

**Terms of Business:**

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

Sizes in Side Sections	Formats in Printing Area		Trimmed Advertisement plus 3 mm trimming of all edges		Advertisement Prices
	Width (mm)	Height (mm)	Width (mm)	Height (mm)	Colour*
Coverpage	–	–	215	205	€ 5,500
1/1 page	200	250	225	285	€ 4,895
3/4 page	141	250	156	285	€ 4,110
1/2 page broadside	200	122	225	142	€ 3,425
1/2 page upright	112	250	126	285	€ 3,425
1/3 page broadside	200	80	225	100	€ 2,600
1/3 page upright	83	250	97	285	€ 2,600
1/4 page broadside	200	59	225	79	€ 2,050
1/4 page upright	53	250	68	285	€ 2,050
1/4 page corner placement	83	122	–	–	€ 2,050

*Other formats on request*

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

*\*All rates quoted are for spot colours as per Euro scale*

<b>Dossiers and Specials</b>	<b>on request</b>
<b>Prices for preferred placements</b> (Format: plus 3 mm trimming of all edges)	<b>Colour</b>
2nd, 3rd and 4th cover page (Format: 225 mm x 285 mm)	€ 5,350
1/3 page upright counterpart content (Format: 97 mm x 285 mm)	€ 3,015
All other special positions (minimum size 1/3 page):	increase 15 %
Special size on request	

*(Preferred placements cancellation: 6 weeks prior to publication)*

<b>Full-issue</b> <i>incl. distribution costs</i>	<b>Tip-on-cards</b> <i>incl. distribution costs</i>	<b>Inserts</b>
up to 25 g € 2,770	<i>Tip-on cards on bound inserts or full-page advertisements.</i>	4-page € 3,860
up to 50 g € 3,520	Gluing costs (by machine) € 137 per thsd	8-page € 7,150
up to 75 g € 3,970	Gluing costs (by hand) € 218 per thsd	
up to 100 g € 4,355		
over 100 g on request	<b><i>Grammage of supplement paper: no less than 90 g. Format: maximum 210 mm width x 200 mm height. No accordion folds. No discount on supplements and inserts.</i></b>	

<b>Small ads: (column width 47 mm)</b>	
per mm, b/w	€ 4.90
per mm, coloured	€ 11.00
<b>Classifieds/Recruitment:</b>	
Situations vacant or wanted per mm	€ 3.80
Other classified ads per mm	€ 4.00
Box fee	€ 7.00
Box fee Foreign	€ 8.50
<b>Max. height of column: 222 mm</b>	

<b>Columns</b>	<b>Series discount</b>	<b>Volume discount</b>
1 column: 47 mm	3 insertions = 5 %	1 page = 3 %
2 columns: 98 mm	6 insertions = 10 %	3 pages = 5 %
3 columns: 149 mm	12 insertions = 15 %	6 pages = 10 %
4 columns: 200 mm	24 insertions = 20 %	9 pages = 15 %
		12 pages = 20 %
Scales for discount by frequency and volume cannot be combined.		
<b>Agency commission: 15 %</b>		

***No discount on classified ads.***

Issue	Publication date	Advertising deadline	Artwork deadline	Major topics / Articles
1	11.01.2019	02.01.2019	04.01.2019	TOP 100 2018   2018 in retrospective   Abruzzo
2	25.01.2019	11.01.2019	17.01.2019	South America – Extra   Greece – the market   Basilicata
3	08.02.2019	25.01.2019	31.01.2019	South Africa   Organic – Extra 2019   Countdown to ProWein   Secco & Frizzante
4	22.02.2019	08.02.2019	14.02.2019	ProWein main issue   Top 100 in the wine industry
5	08.03.2019	22.02.2019	28.02.2019	ProWein Update   Rhine-Hesse   Eastern Europe
6	22.03.2019	08.03.2019	14.03.2019	ProWein report   Vinitaly issue
7	05.04.2019	22.03.2019	28.03.2019	Summer- and low-alcohol wines   Wine families of Iberia
8	20.04.2019	05.04.2019	11.04.2019	Rosé   Württemberg I   Pinot Bianco and Pinot Grigio   Harvest southern hemisphere
9	03.05.2019	18.04.2019	25.04.2019	Vinexpo issue   Franconia   Mixed wine drinks
10	17.05.2019	03.05.2019	09.05.2019	Prosecco DOC   Wines from aromatic grapes   Bordeaux
11	01.06.2019	17.05.2019	23.05.2019	Topselling wines from Spain   Palatinate   Friuli
12	14.06.2019	31.05.2019	06.06.2019	Austria – Extra   Trends in non-alcoholics   Lambrusco with tasting   Emilia-Romagna
13	28.06.2019	14.06.2019	19.06.2019	Mulled wine   The new DOC Pinot Grigio   Overseas – the market
14	12.07.2019	28.06.2019	04.07.2019	Sparkling-Rosé   German cooperatives   Rueda
15	26.07.2019	12.07.2019	18.07.2019	Prosecco DOCG   French cooperatives   Greece – the local trends
16	09.08.2019	26.07.2019	01.08.2019	Gifts and give-aways   Italian cooperatives   Riesling
17	23.08.2019	09.08.2019	14.08.2019	Logistics   Veneto   Sparkling wines
18	06.09.2019	23.08.2019	29.08.2019	Autumn buying issue   The big brands   Chile - the market   Trentino
19	20.09.2019	06.09.2019	12.09.2019	Packaging   Tuscany   Baden   Wine and design
20	05.10.2019	20.09.2019	26.09.2019	France – Extra   Loire valley   Sicily
21	18.10.2019	02.10.2019	10.10.2019	Württemberg II   Spain - the market   Bag-in-box, wine in cans and company
22	02.11.2019	18.10.2019	24.10.2019	California   Puglia   Saxonia, Saale-Unstrut   Champagne with tasting
23	15.11.2019	04.11.2019	07.11.2019	Trendy whites from Italy   Sherry – Extra   Languedoc-Roussillon
24	29.11.2019	15.11.2019	21.11.2019	Successful new market entries 2018/2019   Mosella   Piedmont.
25	13.12.2019	29.11.2019	05.12.2019	Austria   Rioja   Italian wine dynasties
26	27.12.2019	13.12.2019	19.12.2019	Rhône   Portugal   Valpolicella

#### Fairs/Events

**Millésime Bio**, Montpellier 28.01. – 30.02.2019 | **VinoVision and Vinisud**, Paris 10.02. – 12.02.2019 |  
**BIOFACH**, Nuremberg 13.02. – 16.02.2019 | **MUNDUS VINI spring**, Neustadt 19.02. – 24.02.2019 |  
**MIWC**, Düsseldorf 16.03.2019 | **ProWein**, Düsseldorf 17.03. – 19.03.2019 | **Vinitaly**, Verona 07.04. – 10.04.2019 |  
**Vinexpo**, Bordeaux 13.05. – 16.05.2019 | **ISW**, Neustadt 25.06. – 26.06.2019 |  
**MUNDUS VINI summer**, Neustadt 29.08. – 01.09.2019 | **FORUM VINI**, Munich 08.11. – 10.11.2019 |  
**SITEVI**, Montpellier 26.11. – 28.11.2019

**Colour advertisements** Colours from Color scale ISO 2846-1. Specific approval is required for special colours or shades that cannot be created by combining colours from the scale used. Details on request. The publishers reserve the right to also use the four-colour scale to compose decorative colours for technical reasons. Slight tone deviations are due to the tolerance range of the offset printing process.

**Special colours (HKS)** by request  
Discount on colour surcharges

**Print process** Sheetfed offset, 70 screen

**Paper** Envelope:  
150 g/m<sup>2</sup> wood-free, glossy, coated image print  
Inside:  
100 g/m<sup>2</sup> LuxoSatin

**Ad design/  
production** Changes to the layout or design of existing origination will be billed to advertisers at cost price. All advertisements designed and produced by the Publishers remain the property of the Publishers, and may only be used elsewhere with the written consent of the Publishers.

## Artwork

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

## Data transfer

Printable PDF (300 dpi) via  
eMail: [fassbender@meininger.de](mailto:fassbender@meininger.de)

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

## Artwork to be sent to

MEININGER VERLAG GmbH  
Mrs. Sieglinde Faßbender  
Maximilianstr. 7-17  
67433 Neustadt/Weinstraße  
Germany

## Supplements to be sent to

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

**Advertorial**



**Winer Kreams Let's Twist**

Der Weinjahrgang 2012 bietet der Winer Kreams AG in nachfolgender Ernteerfolge und mit einem besonderen und weichen Ager, wie Exporter-Lad, wie Holzer weißt, sind dem Qualitätsparadise Jahrgang 2012 können wir zumindest unsere hochwertigen Spezialitäten wieder fördern. Die Weinanbauung bestatigt unseren konstanten Weg. Per Ende April verzeichnen die Winer Kreams in Deutschland ein Umsatzwachstum von 17 Prozent im Vergleich zum vergangenem Jahr.

Einmal mehr mit einem deutlich überprozentualen Wachstum bei der Serie Winer Kreams, gelangt sich das erfolgreiche Bild nur ein wenig durch das geringe Erntemengen in 2012, dass die Ernte nur noch 2016 die bestmögliche der letzten 30 Jahre. Dennoch gibt Holzer für seine Kunden vorwärts Entmutigung, alles Neugier Sicht kommen wir bei der momentanen Absatzentwicklung gerade über die Rendite. Nun hoffen wir, wie alle, auf eine gute Ernte 2013. In noch so es danach vor zu hoch, um optimistisch sein. Auch im letzten Ernte 2013 wagen wir zu können. Doch die ersten Klagen hat die Vegetation mit Bruner gemindert. Ein langer Winter, jedoch ohne Frostschäden, und durchschnittliche Niederschlag im Winter und im Frühjahr führen zu einem perfekten, gleichzeitigen Anstieg, wie die Winer im Diskursen, liegt nicht ererblich haben, nach die Gefühl von Spaß lösen scheint weigehend gebannt.

Es sieht also so aus, als könnten die Winer Kreams ihre Erfolgriche Weinanbauung und die Fachkräfte und Gastro-Normen-Pendler, Maltemester Kriese, ungenutzte Läden lassen. Mit dem Jahrgang 2012 gibt es in beiden Serien eine Neuerung. Die kompletten Serien Weinanbauung Kreams für die qualifizierten Lebensmittelhandeln und «Maltemester Produkte» (Kellerei für Gastronomie & Fachhandel) werden mit dem gerade erfolgten Jahrgangswettbewerb auf Schweizer Weinanbauung.

Außerdem über den meisten und nachfolgenden Produktion haben sich die Winer Kreams bewusst sehr lange Zeit gelassen mit dieser Entscheidung und am Netzwerk wegzugehen. Letztlich hat der Wunsch des Marktes nach einem praktischen Überleben Ausschlag für den Umstieg gegeben, wie die Menschlichen Tugenden und doch Rosinen sehen wir den Schraubverschluss in puncto Qualitätssicherung und Konsequenz als klaren Produktionsziel, begründet die Winer Kreams ihre Entscheidung. Die Premiumer-Kategorie aus dem Einsteiger-Kremler Hochburg Grüner Veltliner und Kremler Pfälzburger Riesling, sowie die in Hinblick ausgeglichen Rosinen, sollen jedoch weiterhin mit höchstem Niveau verschick werden. Parallel zum Schraubverschluss wurde auch die Ausstattung vorzüglich wehrentwickelt, mit einem modernen Schriftbild und einem noch klareren Fokus auf die Hauptbotschaft.

**Winer Kreams AG**  
Bismarck 13 • 80322 Kriem  
www.winerkreams.de, Tel: (49) 07 3722 8011

**Das vierte Jahrgangswettbewerb Jahrgangswettbewerb steht als ersten Führung**

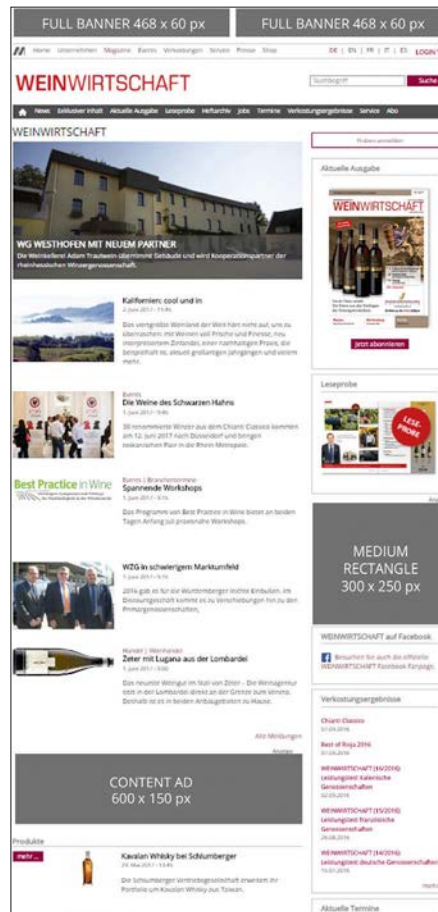
**Mehr als 20.000 Besucher pilgern Jahr für Jahr zur Lesepreise 12**

**Wie sie im Frühling und kompetentes Team erwarbt**

**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@meining.de



**FULL BANNER 468 x 60 px** | **FULL BANNER 468 x 60 px**

Home | Unternehmen | Magazine | Events | Weinbau | Termine | Weinbauverträge | Service | Ad

**WEINWIRTSCHAFT**

WIG WESTHOFEN MIT NEUEM PARTNER  
Der Weinkeller Adam Traubner übernimmt Gebäude und wird Kooperationspartner der Hainbachschen Weinanbauung.

Kaffeejahren: cool und in  
Das beliebte Weinland der Biber hat nicht nur, um zu überleben, mit seinen viel Frucht und Frucht, um organischen Zinnsäure, einer nachhaltigen Praxis, die für ein wirklich einseitig gelungener Jahrgangswettbewerb wehrt.

Lesepreise  
38 renommierte Winer aus dem Chianti Classico kommen am 12. zum 121. nach Düsseldorf und bringen insbesondere Flur in die Biber-Montagen.

Best Practice in Wine  
Das Programm von Best Practice in Wine bietet an beiden Tagen Anfang zur praxisnahe Workshops.

WGS im schwierigen Marktumfeld  
2014 gibt es für die Weinanbauer nicht ererblich, im Diskursen kommt es zu Weinbauverträge hin zu den Weinanbauern.

Winer Kreams  
Zer mit Lugana aus der Lombard  
Ein neuerer Wein aus der Stadt von Zier. Die Weinanbauer sind in der Lombardie, diese zu dem Zier, um ein wenig, Details ist es in beiden Anbauverträge zu klären.

**CONTENT AD 600 x 150 px**

**Kavalan Whisky bei Schlumberger**  
Die Schlumberger Weinbauverträge erwarbt, die Portelle um Kavalan Whisky aus Taiwan.

**MEDIUM RECTANGLE 300 x 250 px**

WEINWIRTSCHAFT auf Facebook  
Anmelden für auch die offizielle WEINWIRTSCHAFT Facebook Fanpage.

Verkaufungsverträge  
Charmé Classis  
Best of Reza 2014  
WEINWIRTSCHAFT (KOSCH) Einführung Kalifornische Gewächshäuser  
WEINWIRTSCHAFT (KOSCH) Einführung Französische Gewächshäuser  
WEINWIRTSCHAFT (KOSCH) Einführung Ökologische Gewächshäuser

**Any questions? Please contact: Charlotte Balonier balonier@meining.de**



## 1 Brief description of title

WEINWIRTSCHAFT is the German trade paper serving the entire professional trade in wines and spirits with the highest number of copies sold. Its circulation has been verified by the German Association for Verification of the Circulation of Advertising Media. Its target audience includes vintners, wine and spirits merchants and importers, and buyers working in the wholesale and retail food trade. An indispensable guide for everyone involved in professional purchase decisions, WEINWIRTSCHAFT offers extensive, in-depth coverage of market news and developments, and is thus considered the leading, most authoritative and reliable source of information on the wine trade by people inside the industry.

## 2 Official organ of

-

## 3 Publisher

Peter Meininger

## 4 Editorial

Dr. Hermann Pilz (Editor-in-chief)  
Sascha Speicher, Janina Wilsch,  
Franz Jürgen Haas, Clemens Gerke,  
Adriana Cartolano, Christoph Nicklas

## 5 Advertising

Ralf Clemens (Marketing Director Media)  
Jörg Sievers (Sales Manager Media)  
Charlotte Balonier (Sales Manager Media)  
Silke Geiger (Secretariat)

## 6 Year of foundation Frequency

1903  
Biweekly (Fridays)

## 7 Publishing house

MEININGER VERLAG GmbH

## 8 Address

Maximilianstraße 7-17  
67433 Neustadt an der Weinstraße  
Germany

## 9 Telephone

+49 (0) 63 21/89 08-67/71

## 10 Fax

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

## 11 Internet

www.meininger.de

## E-mail

clemens@meininger.de  
sievers@meininger.de  
balonier@meininger.de

## 12 Publication and copy dates

### Editorial schedule

Please refer to Editorial Calendar and Schedule 2019

## 13 Subscription rates

204,60 €

## 14 Editorial-to-advertising analysis 2017 = 26 issues

Book format: 225 mm width x 285 mm height

Total number of pages:

1,562 pages = 100.0 %

Editorial matter:

1,217 pages = 77.91 %

**Advertisements:**

345 pages = 22.09 %

of which

Classifieds:

12 pages

Tip-ins, bound-ins:

0 pages

Inserts (no.)

4

Part inserts (no.)

0

## 15 Content analysis in 2017 = 1,217 pages

### WeinKompakt

225 pages = 18.4 %

- Background reports, Trade Fairs, Events,

Short Interviews,

- News, Jobs & Careers, Terminal, Sector Ticker

Eins. Zwei. Drei

26 pages = 2.2 %

WEINMacher

263 pages = 21.6 %

- background stories, reports

Fassweipreise

39 pages = 3.2 %

WEINHandel

190 pages = 15.6 %

- polls, market, reports, market research

Analytics

26 pages = 2.2 %

Navigator

48 pages = 3.9 %

Markets & Prices

52 pages = 4.2 %

WEINTest

129 pages = 10.5 %

Editorial

26 pages = 2.2 %

Contents

39 pages = 3.2 %

Final

26 pages = 2.2 %

Dossier / Special

102 pages = 8.4 %

Preview / Imprint

26 pages = 2.2 %

1,217 pages = 100,0%

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

17 Circulation analysis: Based on average copies  
per issue in period  
July 1 2017 - June 30 2018)

Press run:	7,000
Total circulation:	6,924
	2,211 Mail subscriptions
	71 other sales
Paid circulation:	2,282
Free distribution	
(comps/samples): 4,642	
	76 Copies not distributed
	(returns, file, checking copies)

#### 18 Breakdown of geographic distribution:

Region	Share of net circulation	
	Percentage	Copies
Federal Republic of Germany	94.7	6,557
Foreign circulation	5.3	367
<b>Total circulation</b>	<b>100.0</b>	<b>6,924</b>
Nielsen-Region 1	10.8	708
Nielsen-Region 2	14.2	931
Nielsen-Region 3a	36.5	2,393
Nielsen-Region 3b	17.8	1,167
Nielsen-Region 4	14.1	924
Nielsen-Region 5	1.9	125
Nielsen-Region 6	2.2	144
Nielsen-Region 7	2.5	164
<b>DOMESTIC</b>	<b>100.0</b>	<b>6,557</b>

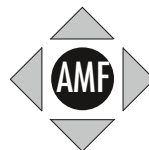
#### 19 Lines of business/Sectors of industry/Specializations/Professional groups

WEINWIRTSCHAFT is targeted at persons responsible for purchase and sales decisions in the wine/sparkling wine/champagne trades.

Ref. No.	Audience groups Designation as per systematic classification of industries/trades of the Federal Office of Statistics	Share of net circulation	
		Percentage	Readers
	<b>Wine and spirits trade</b>	<b>36.8</b>	<b>2,548</b>
4118	a) Specialty wine and spirits merchants, off licences	29.8	2,063
4316	b) Importers of wines and spirits	7.0	485
4111	<b>Food wholesalers and retailers</b>	<b>18.4</b>	<b>1,274</b>
4311	<b>Wine estates, wineries and wine cellars, winegrowing cooperatives/sparkling wine bottlers/cellars</b>	<b>36.5</b>	<b>2,527</b>
	<b>Wines and spirits sales representatives, commission agents</b>	<b>1.9</b>	<b>132</b>
	<b>Government agencies, trade associations, schools, industry, bank</b>	<b>6.4</b>	<b>443</b>
	<b>Total</b>	<b>100.0</b>	<b>6,924</b>

Characteristics 20 (Size of business unit), 21 (Position/Function/Profession), 22 (Education/Vocational training), 23 (Age) and 24 (Size of municipality) were not investigated, as the audience value of this publication does not depend on these factors.

Use permitted solely for the production of Working Group on Business Press Media Information (AMF) cards (as at: 1992).



# Standard Terms of Acceptance for Advertisements and Inserts

# WEINWIRTSCHAFT

1. For the purpose of the General Terms and Conditions of Business set forth below, an „Advertisement Order“ is the contract made between the publishing house and the customer relating to the publication of one or more advertisements or other advertising media (hereinafter together called „Advertisements“) by advertisers or other promoters (hereinafter together called „Advertisers“) in a magazine or newspaper with the aim of dissemination.

2. A „Closing“ is a contract for the publication of several advertisements, with due consideration of the discounts that are to be granted to the Advertiser in accordance with the price list. Each publication is performed upon call by the customer. No discounts will be granted to enterprises of which the business purposes include placing Advertisement Orders for several Advertisers to obtain a joint discount. If a right to call each advertisement is granted in a Closing, the Order must be completed within one year of publication of the first advertisement, insofar as the first advertisement is called and published within one year of the contract being made.

3. If an Order pursuant to Nos. 1 and 2 is not performed due to circumstances for which the publishing house is not responsible, the customer must reimburse to the publishing house the difference between the discount granted and the one corresponding with the actual purchase made, this being without prejudice to any other legal obligations. If nothing has been agreed to the contrary, the customer has a retrospective claim to the discount corresponding to its actual purchase of advertisements within one year.

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

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

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

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

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

- their content breaches the law or public-authority regulations or - the Deutscher Werberat (German Advertising Standards Council) has objected to their content in complaint proceedings or
- the publishing house cannot reasonably be expected to publish them in view of their content, design, origin or technical form or
- they are advertisements containing advertising of or for third parties.

Orders for other advertising media will only become binding for the publishing house upon submission and approval of the sample. Advertisements containing advertising of or for third parties (co-operative advertising) are subject in each single case to prior written acceptance by the publishing house. Such acceptance entitles the publishing house to make an extra charge for co-operative advertising.

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

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

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

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

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

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

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

Damages claims resulting from a positive breach of obligation, culpa in contrahendo or an unlawful act are ruled out, including in the event of placement of an order by telephone; damages claims resulting from impossibility of performance and default are limited to compensation for the foreseeable loss and the amount is restricted to the remuneration payable for the relevant advertisement or supplement. This does not apply to intent and gross negligence on the part of the publishing house, its legal representatives and its vicarious agents. Liability of the publishing house for losses due to the lack of warranted features is not prejudiced. In addition, in commercial transactions, the publishing house will not be liable for gross negligence of vicarious agents either; in other cases, liability to merchants for gross negligence is limited to its scope to the foreseeable loss, this being up to the extent of the relevant advertisement payment. The publishing house is liable in accordance with legal regulations for claims under the Product Liability Act and for injury to life, body or health. Notices of defects - except for non-apparent defects - must be submitted within four weeks of receipt of the invoice and proof. All claims made against the publishing house based on breaches of contractual obligations are subject to a time limitation of one year as of the contractual start of the period of limitation, unless they are due to action with intent.

11. Test proofs will only be supplied upon express request. The customer is responsible for the correctness of the returned test proofs. The publishing house will make all the corrections of which it is notified by the advertiser 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, 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 percent.

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.