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
Publisher's Details

Publishing house: MEININGER VERLAG GmbH
Maximilianstr. 7-17 • 67433 Neustadt
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Internet: www.meininger.de / www.weinwirtschaft.de

Publishing Frequency: Biweekly (Fridays)

Subscription Price: € 207.20 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

The general terms and conditions for the publishing sector shall apply to all order processing (see respective order confirmation).
## Advertisement Formats and Prices € (excluding VAT)

Discount Table No. 45, effective from 01/10/2019

### Sizes in Side Sections

<table>
<thead>
<tr>
<th>Formats in Printing Area</th>
<th>Trimmed Advertisement plus 3 mm trimming of all edges</th>
<th>Advertisement Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width (mm) Height (mm)</td>
<td>Width (mm) Height (mm) Colour*</td>
</tr>
<tr>
<td><strong>Coverpage</strong></td>
<td>– –</td>
<td>215 205</td>
</tr>
<tr>
<td><strong>1/1 page</strong></td>
<td>200 250</td>
<td>225 285</td>
</tr>
<tr>
<td><strong>3/4 page</strong></td>
<td>141 250</td>
<td>156 285</td>
</tr>
<tr>
<td><strong>1/2 page broadside</strong></td>
<td>200 122</td>
<td>225 142</td>
</tr>
<tr>
<td><strong>1/2 page upright</strong></td>
<td>112 250</td>
<td>126 285</td>
</tr>
<tr>
<td><strong>1/3 page broadside</strong></td>
<td>200 80</td>
<td>225 100</td>
</tr>
<tr>
<td><strong>1/3 page upright</strong></td>
<td>83 250</td>
<td>97 285</td>
</tr>
<tr>
<td><strong>1/4 page broadside</strong></td>
<td>200 59</td>
<td>225 79</td>
</tr>
<tr>
<td><strong>1/4 page upright</strong></td>
<td>53 250</td>
<td>68 285</td>
</tr>
<tr>
<td><strong>1/4 page corner placement</strong></td>
<td>83 122</td>
<td>– –</td>
</tr>
</tbody>
</table>

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

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.

*Other formats on request*
### Dossiers and Specials

<table>
<thead>
<tr>
<th>Prices for preferred placements (Format: plus 3 mm trimming of all edges)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd, 3rd and 4th cover page (Format: 225 mm x 285 mm)</td>
<td>€ 5,425</td>
</tr>
<tr>
<td>1/3 page upright counterpart content (Format: 97 mm x 285 mm)</td>
<td>€ 3,055</td>
</tr>
<tr>
<td>All other special positions (minimum size 1/3 page):</td>
<td>increase 15 %</td>
</tr>
<tr>
<td>Special size on request</td>
<td></td>
</tr>
</tbody>
</table>

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

### Full-issue

*incl. distribution costs*

<table>
<thead>
<tr>
<th>Full-issue</th>
<th>Tip-on-cards incl. distribution costs</th>
<th>Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>€ 2,805</td>
<td>Tip-on cards on bound inserts or full-page advertisements.</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>€ 3,565</td>
<td>Gluing costs (by machine)</td>
</tr>
<tr>
<td>up to 75 g</td>
<td>€ 4,020</td>
<td>Gluing costs (by hand)</td>
</tr>
<tr>
<td>up to 100 g</td>
<td>€ 4,410</td>
<td></td>
</tr>
<tr>
<td>over 100 g</td>
<td>on request</td>
<td></td>
</tr>
</tbody>
</table>

*Grammage of supplement paper: no less than 90 g. Format: maximum 210 mm width x 275 mm height. No accordion folds. No discount on supplements and inserts.*

### Small ads:

*(column width 47 mm)*

<table>
<thead>
<tr>
<th>Small ads:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>per mm, b/w</td>
<td>€ 4.95</td>
</tr>
<tr>
<td>per mm, coloured</td>
<td>€ 11.15</td>
</tr>
</tbody>
</table>

### Classfieds/Recruitment:

<table>
<thead>
<tr>
<th>Classifieds/Recruitment:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Situations vacant or wanted per mm</td>
<td>€ 3.85</td>
</tr>
<tr>
<td>Other classified ads per mm</td>
<td>€ 4.05</td>
</tr>
<tr>
<td>Box fee</td>
<td>€ 7.00</td>
</tr>
<tr>
<td>Box fee Foreign</td>
<td>€ 8.50</td>
</tr>
<tr>
<td>Max. height of column: 240 mm</td>
<td></td>
</tr>
</tbody>
</table>

### Columns

<table>
<thead>
<tr>
<th>Columns</th>
<th>Series discount</th>
<th>Volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column: 47 mm</td>
<td>3 insertions = 5 %</td>
<td>1 page = 3 %</td>
</tr>
<tr>
<td>2 columns: 98 mm</td>
<td>6 insertions = 10 %</td>
<td>3 pages = 5 %</td>
</tr>
<tr>
<td>3 columns: 149 mm</td>
<td>12 insertions = 15 %</td>
<td>6 pages = 10 %</td>
</tr>
<tr>
<td>4 columns: 200 mm</td>
<td>24 insertions = 20 %</td>
<td>9 pages = 15 %</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 pages = 20 %</td>
</tr>
</tbody>
</table>

*Scales for discount by frequency and volume cannot be combined.*

*Agency commission: 15 %*

*No discount on classified ads.*
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Advertising deadline</th>
<th>Artwork deadline</th>
<th>Major topics / Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>24.01.2020</td>
<td>01.01.2020</td>
<td>16.01.2020</td>
<td>Wine fairs Paris</td>
</tr>
<tr>
<td>3</td>
<td>07.02.2020</td>
<td>24.01.2020</td>
<td>30.01.2020</td>
<td>Organic – Extra 2020</td>
</tr>
<tr>
<td>4</td>
<td>21.02.2020</td>
<td>07.02.2020</td>
<td>13.02.2020</td>
<td>ProWein main issue</td>
</tr>
<tr>
<td>5</td>
<td>06.03.2020</td>
<td>21.02.2020</td>
<td>27.02.2020</td>
<td>ProWein Update</td>
</tr>
<tr>
<td>6</td>
<td>20.03.2020</td>
<td>06.03.2020</td>
<td>10.03.2020</td>
<td>ProWein report</td>
</tr>
<tr>
<td>7</td>
<td>03.04.2020</td>
<td>20.03.2020</td>
<td>26.03.2020</td>
<td>Vinitaly</td>
</tr>
<tr>
<td>8</td>
<td>17.04.2020</td>
<td>03.04.2020</td>
<td>07.04.2020</td>
<td>Summer wines</td>
</tr>
<tr>
<td>9</td>
<td>02.05.2020</td>
<td>17.04.2020</td>
<td>23.04.2020</td>
<td>Wuerttemberg</td>
</tr>
<tr>
<td>10</td>
<td>15.05.2020</td>
<td>30.04.2020</td>
<td>07.05.2020</td>
<td>Rosé wines</td>
</tr>
<tr>
<td>11</td>
<td>29.05.2020</td>
<td>15.05.2020</td>
<td>20.05.2020</td>
<td>Austria – EXTRA</td>
</tr>
<tr>
<td>12</td>
<td>12.06.2020</td>
<td>29.05.2020</td>
<td>04.06.2020</td>
<td>Top seller of Spain</td>
</tr>
<tr>
<td>13</td>
<td>26.06.2020</td>
<td>12.06.2020</td>
<td>18.06.2020</td>
<td>Non-alcoholic</td>
</tr>
<tr>
<td>14</td>
<td>10.07.2020</td>
<td>26.06.2020</td>
<td>02.07.2020</td>
<td>German cooperatives</td>
</tr>
<tr>
<td>16</td>
<td>07.08.2020</td>
<td>24.07.2020</td>
<td>30.07.2020</td>
<td>Distribution channel gastronomy</td>
</tr>
<tr>
<td>17</td>
<td>21.08.2020</td>
<td>07.08.2020</td>
<td>13.08.2020</td>
<td>Logistics</td>
</tr>
<tr>
<td>18</td>
<td>04.09.2020</td>
<td>21.08.2020</td>
<td>27.08.2020</td>
<td>Autumn buying issue</td>
</tr>
<tr>
<td>21</td>
<td>16.10.2020</td>
<td>02.10.2020</td>
<td>08.10.2020</td>
<td>Wuerttemberg</td>
</tr>
<tr>
<td>23</td>
<td>13.11.2020</td>
<td>30.10.2020</td>
<td>05.11.2020</td>
<td>Rioja</td>
</tr>
<tr>
<td>25</td>
<td>11.12.2020</td>
<td>27.11.2020</td>
<td>03.12.2020</td>
<td>Austria – the market</td>
</tr>
</tbody>
</table>

**Fairs/Events**


**BIOFACH**, Nuremberg 12.02. – 15.02.2020 | **MUNDUS VINI spring**, Neustadt 18.02. – 23.02.2020 |

**MIWC**, Dusseldorf 14.03.2020 | **ProWein**, Dusseldorf 15.03. – 17.03.2020 |


**Alimentaria**, Barcelona 20.04. – 23.04.2020 | **VieVinum**, Vienna 06.06. – 08.06.2020 |

**ISW**, Neustadt 23.06. – 24.06.2020 | **MUNDUS VINI summer**, Neustadt 27.08. – 30.08.2020 |

**FORUM VINI**, Munich 13.11. – 15.11.2020
## Technical Printing Information

**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/m² wood-free, glossy, coated image print
Inside:
100 g/m² 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 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

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
Hektar vor Chardonnay (3 121 Hekt-}

Anbaufläche folgt Pinot Noir mit 5 096 Sauvignon Blanc, auf Platz zwei der Löwenanteil erwartungsgemäß auf raden mal 15 800 Hektar und 421 Wein-

Vor genau zehn Jahren waren es ge-

haben. Aktuell verfügt Neuseeland über eine

vignon Blanc rein gar nichts zu tun

biete hinzugekommen, die mit Sau-

Jahrzehnten mehrere neue Anbauge-

teilweise sensationelle Ergebnisse er-

Rebsorten experimentiert und dabei

Winzerschar auch mit vielen anderen

längst hat die organisch gewachsene

Weine des Landes vorenthalten. Denn

es würde uns auch einige der besten

zu reduzieren wäre nicht nur falsch,

auch sehr kleines Weinland wurde.

Neuanpflanzungen und dazu, dass

getretene Trend führte zu massiven

Der von Kevin Judds Cloudy Bay los-

mit ihrer Rebsorte auf dem Etikett.

anders als diese und warben offensiv

von der Loire aromatisch komplett

seeländischen Pendants der Klassiker

ker nicht namentlich, wohl aber die

die Rebsorte kannten viele Weintrin-

bis dato niemand kannte: grasig grü-

Alles begann mit einem Weinstil, den

—

www.ritter-durbach.de

Tel. 0781 9323-0

77770 Durbach

An der badischen Weinstraße, Tal 1

Restaurant Wilder Ritter

Hotel Ritter Durbach

WEINWIRTSCHAFT

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

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

Prices and conditions by request: sievers@meininger.de

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

Price for 2 weeks

Full banner: 770 Euro

Content Ad: 715 Euro

Medium Rectangle: 920 Euro
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.

1 Official organ of
--

2 Publisher
Peter Meininger

3 Editorial
Dr. Hermann Pilz (Editor-in-chief)
Sascha Speicher, Franz Jürgen Haas, Clemens Gerke, Annika Ziehl
Iris Trenkner-Panwitz

4 Advertising
Ralf Clemens (Marketing Director Media)
Silke Geiger (Marketing Director Media Assistant)
Jörg Sievers (Sales Manager Media)
Charlotte Balonier (Media Consultant)

5 Year of foundation
1903

6 Frequency
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

12 Editorial schedule
Please refer to Editorial Calendar and Schedule 2020

13 Subscription rates
207,20 €

14 Editorial-to-advertising analysis 2018 = 26 issues
Book format: 225 mm width x 285 mm height
Total number of pages:
1,616 pages = 100.0 %
Editorial matter:
1,210 pages = 74.88 %
Advertisements:
406 pages = 25.12 %
of which
Classifieds:
20 pages
Tip-ins, bound-ins:
0 pages
Inserts (no.)
3
Part inserts (no.)
0

15 Content analysis in 2018 = 1,210 pages

WeinKompakt
- Background reports, Trade Fairs, Events, Short Interviews,
- News, Jobs & Careers, Terminal, Sector Ticker
225 pages = 18.6 %

WEINHandel
- polls, market, reports, market research
260 pages = 21.5 %

Fassweinpreise
39 pages = 3.2 %

WEINTest
190 pages = 15.7 %

Editorial
26 pages = 2.1 %

Analytics
26 pages = 2.1 %

Navigator
48 pages = 4.0 %

Markets & Prices
52 pages = 4.3 %

Preview / Imprint
26 pages = 2.1 %

Dossier / Special
104 pages = 8.7 %

Final
26 pages = 2.1 %

Contents
39 pages = 3.2 %

Eins. Zwei. Drei
26 pages = 2.1 %

WEINMacher
- background stories, reports
26 pages = 2.1 %

Markets & Prices
52 pages = 4.3 %

WEINTest
123 pages = 10.3 %

Editorial
26 pages = 2.1 %

Contents
39 pages = 3.2 %

Final
26 pages = 2.1 %

Dossier / Special
104 pages = 8.7 %

Preview / Imprint
26 pages = 2.1 %

1,210 pages = 100.0 %
Circulation and distribution analysis / Analysis of Readership Structure

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

17 Circulation analysis: Based on average copies per issue in period July 1 2018 - June 30 2019

Press run: 7,000
Total circulation: 6,922
Paid circulation: 2,115
Free distribution (comps/samples): 4,733

Mail subscriptions 74
Other sales

2,115
74

Total circulation: 6,922

18 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.

<table>
<thead>
<tr>
<th>Audience groups</th>
<th>Share of net circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.</td>
<td>Designation as per systematic classification of industries/trades of the Federal Office of Statistics</td>
</tr>
<tr>
<td>Wine and spirits trade</td>
<td>41.9</td>
</tr>
<tr>
<td>4118</td>
<td>Specialty wine and spirits merchants, off licences</td>
</tr>
<tr>
<td>4316</td>
<td>Importers of wines and spirits</td>
</tr>
<tr>
<td>4111</td>
<td>Food wholesalers and retailers</td>
</tr>
<tr>
<td>4311</td>
<td>Wine estates, wineries and wine cellars, winegrowing cooperatives/sparkling wine bottlers/cellars</td>
</tr>
<tr>
<td>Wines and spirits sales representatives, commission agents</td>
<td>0.9</td>
</tr>
<tr>
<td>Government agencies, trade associations, schools, industry, bank</td>
<td>3.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

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.

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 in the newspaper or magazine of the medium used for which the customer is called “Advertisements”) by advertisers or other promoters (hereinafter together as “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. If the customer does not agree with the final appearance of the advertisement, it is the customer’s responsibility to 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 and return the data file without any claims on the part of the customer. The publishing house reserves the right to make damages claims against the customer if and only if a loss as a result of such computer viruses transmitted by the customer.

3. The customer will pay the costs incurred by the publishing house for any amendments to an advertisement submitted by the Advertiser if it is responsible. The features and quality of the advertisements or other advertising media are agreed to be those customary for the respective item and as agreed with the customer in a visual or written form. This applies, as far as possible in view of the artwork provided. This only applies to the artwork received by the publishing house’s specifications for preparation and supply of artwork.

4. 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.

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

6. For orders and external supplements which are only to be published or included in certain issues or certain editions or at certain locations in the publication, the following applies to the deadline or within the period 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 separate calls as part of a Closing – and orders for supplements if the advertising deadline and on settlement of outstanding invoiced amounts, irrespective of the payment date originally agreed.

7. The publishing house reserves the right to reject advertisements – including advertisements that are not part of a Closing – and orders for supplements if:
   - the content breaches the law or public-authority regulations or the Deutscher Werberat (German Advertising Standards Council) has notified in a complaint about the advertisement or supplement. No notices of claims for Advertisements will be supplied by the publishing house, the invoice amount will be reduced in the last four quarters or warranted in some other way. If smaller quantities have been 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.

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 artwork is transmitted, 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 and return the data file without any claims on the part of the customer. The publishing house reserves the right to make damages claims against the customer if and only if a loss as a result of such computer viruses transmitted by the customer.

9. The order cannot be rescinded in the event of minor defects in the advertisement, which include the following:
   - As of 09/2011

21. If a joint discount is claimed for affiliated enterprises, written evidence of the status of the Advertiser will be required. Affiliated enterprises for which the conditions of the prevailing applicable discounts and enterprises between which there is a capital participation of at least 50 per cent.

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 content of the advertisement. If the publishing house has knowledge of 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 infringement of legal regulations, in particular a breach of competition and copyright law. In addition, the publishing house will be held harmless in respect to 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.

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 agreed advertisement. Provided that the publishing house is supplied with 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 have been 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 53 of the Bundesdatenschutzgesetz (BDSG, Federal Data Protection Act), the customer is made aware that the necessary data about the Advertiser will be stored. The delivery data is stored with the help of the electronic data processing for the purposes of the business relationship.