

# WEINWIRTSCHAFT



## LISTINO TARIFFE PUBBLICITARIE 2019





## DOVE C'È VINO C'È WEINWIRTSCHAFT

WEINWIRTSCHAFT è la rivista tedesca specializzata più venduta, certificata "IVW" \* che tratta l'acquisto e la vendita di vino a livello professionale.

\* IVW è l'organo tedesco per il controllo della tiratura dei mezzi pubblicitari.

WEINWIRTSCHAFT, realizzata da professionisti, fa opinione, analizza tendenze ed anticipa i tempi.

WEINWIRTSCHAFT è uno strumento insostituibile a livello di strategia di comunicazione per raggiungere i buyer.

WEINWIRTSCHAFT è di fondamentale importanza per il successo commerciale di produttori ed importatori.

WEINWIRTSCHAFT è la numero uno per il vino in Germania.

anche disponibile in versione digitale

Altre testate  
**MEININGER**



**Casa Editrice:** **MEININGER VERLAG GmbH**  
Maximilianstr. 7-17  
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Germany

**Telefono:** +49 (0) 63 21 / 89 08-0

Redazione: -69  
Direzione pubblicità: -81  
Marketing pubblicità: -67  
Segreteria pubblicità: -49  
Gestione inserzioni: -78

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**eMail:** [wine@ediconsult.com](mailto:wine@ediconsult.com)

**Termine ultimo annunci e materiali:** 14 giorni prima della pubblicazione  
vedere calendario editoriale 2017

**Prezzo in abbonamento:** Abbonamento annuale € 204,60

**Condizioni di pagamento:** Sconto del 2 % in caso di pagamento anticipato o per detrazione  
RI.BA. 30 giorni fine mese data fattura

**Provvigione di mediazione:** 15 % (estero incluso)

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

Formato annuncio	Misure in gabbia		Misure al vivo* più rifilatura di 3 mm su tutti i lati		Prezzo  colori**
	b (mm)	h (mm)	b (mm)	h (mm)	
Prima di copertina	–	–	215	205	€ 5.500
1/1 pagina	200	250	225	285	€ 4.895
3/4 pagina	141	250	156	285	€ 4.110
1/2 pagina orizzontale	200	122	225	142	€ 3.425
1/2 pagina verticale	112	250	126	285	€ 3.425
1/3 pagina orizzontale	200	80	225	100	€ 2.600
1/3 pagina verticale	83	250	97	285	€ 2.600
1/4 pagina orizzontale	200	59	225	79	€ 2.050
1/4 pagina verticale	53	250	68	285	€ 2.050
1/4 pagina in angolo	83	122	–	–	€ 2.050

*Altri formati su richiesta.*

\* +3 mm per il refilo su ogni lato  
\*\*Prezzi per colori secondo lo standard europeo

<b>Si realizzano Dossier e Speciali</b>	<b>su richiesta</b>
<b>Prezzi per posizioni speciali</b> (Formato: più rifilatura di 3 mm su tutti i lati)	<b>a colori</b>
2., 3. e 4. di copertina. Formato: 225 mm x 285 mm	€ 5.350
1/3 pagina verticale fronte sommario. Formato: 97 mm x 285 mm	€ 3.015
Supplemento posizionamenti preferenziali (formato minimo: 1/3 pagina):	Sovrapprezzo del 15 %
Formati speciali su richiesta	

**(Lo storno delle posizioni speciali sei settimane prima della data di pubblicazione)**

<b>Inseriti sciolti</b> <i>incl. i costi di distribuzione</i>	<b>Inseriti incollati</b> <i>incl. i costi di distribuzione</i>	<b>Inseriti cuciti</b>
fino a 25 g € 2.770	<i>Cartoline incollate su inserti cuciti o su annunci a pagina intera.</i>	4 pagg. € 3.860
fino a 50 g € 3.520	Costi d'incollatura (a macchina) € 137 ogni 1000	8 pagg € 7.150
fino a 75 g € 3.970	Costi d'incollatura (a mano) € 218 ogni 1000	
fino a 100 g € 4.355		
oltre 100 g su richiesta	<b>Grammatura della carta degli inserti: min 90 g. Piegatura a fisarmonica non ammessa. Fomat: massimale 210 mm b x 200 mm h. Non vengono concessi sconti per inserti sciolti, cuciti o incollati.</b>	

<b>Annunci al millimetro: (Largh. colonna 47 mm)</b>	
per mm, bn	€ 4.90
per mm, a colori	€ 11.00
<b>Riempitivi:</b>	
offerte / ricerche di impiego per mm	€ 3.80
riempitivi vari per mm	€ 4.00
Addebito per casella postale	€ 7.00
estero	€ 8.50

**Max. altezza di colonna: 222 mm**

<b>Largh. Colonna</b>	<b>per ripetizione</b>	<b>per quantità</b>
a 1 col.: 47 mm	3 inserzioni = 5 %	1 pagina = 3 %
a 2 col.: 98 mm	6 inserzioni = 10 %	3 pagina = 5 %
a 3 col.: 149 mm	12 inserzioni = 15 %	6 pagina = 10 %
a 4 col.: 200 mm	24 inserzioni = 20 %	9 pagina = 15 %
		12 pagina = 20 %
Non è possibile combinare sconti per ripetizioni e sconti per quantità. <b>Commissione d'Agenzia: 15 %</b>		

**Non possono essere concessi sconti su annunci al millimetro e riempitivi.**

Numero	Data di pubblicazione	Chiusura ordini	Consegna impianti di stampa	Argomenti principali
1	11.01.2019	02.01.2019	04.01.2019	Top 100 2018   Retrospectiva anno 2018   Abruzzo
2	25.01.2019	11.01.2019	17.01.2019	Speciale Sudamerica   Grecia – il mercato   Basilicata
3	08.02.2019	25.01.2019	31.01.2019	Sudafrica   Speciale Bio   ProWein – Countdown   Secco e Frizzante
4	22.02.2019	08.02.2019	14.02.2019	ProWein – Edizione principale   Top 100 aziende internazionali
5	08.03.2019	22.02.2019	28.02.2019	ProWein – Attualità   Assia Renana   Europa dell'Est
6	22.03.2019	08.03.2019	14.03.2019	ProWein – Report   Vinitaly – Guida alla fiera
7	05.04.2019	22.03.2019	28.03.2019	Vini estivi e leggeri   Famiglie del vino iberiche
8	20.04.2019	05.04.2019	11.04.2019	Tema d'attualità: Rosé   Württemberg I   I top seller Pinot bianco e grigio   La vendemmia nell'emisfero australe
9	03.05.2019	18.04.2019	25.04.2019	Edizione Vinexpo   Franconia   Bevande miste a base di vino
10	17.05.2019	03.05.2019	09.05.2019	Prosecco DOC   Tema d'attualità: vini bianchi aromatici   Bordeaux
11	01.06.2019	17.05.2019	23.05.2019	Top seller dalla Spagna   Palatinato   Friuli
12	14.06.2019	31.05.2019	06.06.2019	Speciale Austria   Tema d'attualità: bevande analcoliche   Lambrusco con degustazione   Emilia Romagna
13	28.06.2019	14.06.2019	19.06.2019	Vin brûlé & Co.   Novità: Pinot Grigio DOC   Oltreoceano – il mercato
14	12.07.2019	28.06.2019	04.07.2019	Sparkling Rosé   Cooperative tedesche   Rueda
15	26.07.2019	12.07.2019	18.07.2019	Prosecco DOCG   Cooperative francesi   Grecia
16	09.08.2019	26.07.2019	01.08.2019	Il business dei regali   Cooperative italiane   Tema d'attualità: Riesling
17	23.08.2019	09.08.2019	14.08.2019	Logistica   Veneto   Spumante
18	06.09.2019	23.08.2019	29.08.2019	Numero acquisti autunnali   Marchi forti   Cile – il mercato   Trentino
19	20.09.2019	06.09.2019	12.09.2019	Confezioni   Toscana   Baden   Vino e design
20	05.10.2019	20.09.2019	26.09.2019	Speciale Francia   Loira   Sicilia
21	18.10.2019	02.10.2019	10.10.2019	Württemberg II   Spagna – il mercato   Bag-in-Box, lattine & Co.
22	02.11.2019	18.10.2019	24.10.2019	California   Puglia   L'economia vinicola della Germania centrale   Champagne con degustazione
23	15.11.2019	04.11.2019	07.11.2019	Vini bianchi italiani di tendenza   Speciale Sherry   Languedoc-Roussillon
24	29.11.2019	15.11.2019	21.11.2019	Novità 2018/2019 di successo   Mosella   Piemonte
25	13.12.2019	29.11.2019	05.12.2019	Austria   Rioja   La dinastie del vino italiane
26	27.12.2019	13.12.2019	19.12.2019	Rodano   Portogallo   Valpolicella

#### Fiere/eventi

**Millésime Bio**, Montpellier 28.01. – 30.01.2019 | **VinoVision & Vinisud**, Paris 10.02. – 12.02.2019 |  
**BIOFACH**, Norimberga 13.02. – 16.02.2019 | **MUNDUS VINI primavera**, 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. – 26.06.2017 |  
**MUNDUS VINI estate**, Neustadt 29.08. – 01.09.2019 | **FORUM VINI**, München 08.11. – 10.11.2019 |  
**SITEVI**, Montpellier 26.11. – 28.11.2019

<b>Supplementi colori</b>	Colori: Scala Colori (ISO 2846-1) speciali o tonalità non realizzabili con la sovrastampa dei colori della scala cromatica utilizzata necessitano un accordo particolare. Dettagli verranno forniti su richiesta. La casa editrice si riserva di realizzare colori speciali anche dalla scala di quadricromia se dovesse essere necessario per motivi tecnici. Leggere differenze di tonalità sono dovute alle tolleranze del procedimento di stampa offset.
<b>Colori speciali (HKS)</b>	su richiesta Possono essere concessi sconti sui supplementi colore
<b>Stampa</b>	Rotativa offset a foglio, lotto colori retino autotipico 70 linee
<b>Carta</b>	Copertina: senza legno, brillante, 150 g/m <sup>2</sup> Interno: 100 g/m <sup>2</sup> LuxoSatin
<b>Realizzazione materiale di stampa</b>	Ogni produzione, correzione o modifica di inserzioni pubblicitarie, comporterà l'addebito del prezzo di costo. Ogni inserzione progettata e prodotta da questa Casa Editrice rimane di proprietà della medesima e potrà essere utilizzata su altre testate solamente dietro autorizzazione scritta dell'Editore.

<b>Materiale di stampa</b>	Consegna dei dati in formato PDF stampabile (300 dpi) con prova di stampa giusta ISO 12647-7. <b>Le impostazioni per generare file PDF (ISO coated v2 300 %) sono scaricabili al sito Internet <a href="http://www.pva.de">www.pva.de</a>.</b> Se non è possibile generare file in PDF: dati immagine con risoluzione 300 dpi in formato TIF e/o formato EPS non compresso insieme a tutti i fonts utilizzati. Standard di base per i dati immagine è quello della stampa offset. L'area di copertura non deve superare complessivamente il 300%. L'edizione cartacea è affiancata da una versione digitale. Gli annunci della versione cartacea vengono adattati per una visualizzazione corrispondente su digitale. Nella versione digitale possono verificarsi eccezionalmente differenze marginali a livello cromatico; non si accettano eventuali reclami per la versione digitale.
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<b>Trasmissione dati</b>	Printable PDF (300 dpi) via eMail: <a href="mailto:fassbender@meininger.de">fassbender@meininger.de</a>  I lavori necessari per le bozze e la composizione vengono calcolati al prezzo di costo. Si prega di osservare anche le Condizioni generali riportate sulla conferma d'ordine.
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**Indirizzo consegna materiali di stampa**  
MEININGER VERLAG GmbH  
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Maximilianstr. 7-17  
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Germany

**Indirizzo consegna inserti**  
pva, Druck und Medien-Dienstleistungen GmbH  
Herrn Stefan Klotz  
Industriestr. 15  
D-76829 Landau/Pfalz  
Germany





**1 Breve descrizione**

WEINWIRTSCHAFT è la rivista tedesca specializzata più venduta, certificata "IVW" \* che tratta l'acquisto e la vendita di vino a livello professionale. WEINWIRTSCHAFT si rivolge a coloro che operano nel settore viticolo e dei superalcolici, agli importatori e agli acquirenti nel ramo alimentare. La rivista WEINWIRTSCHAFT è una guida preziosa per le scelte professionali e riflette quanto accade nel settore viticolo. Gli addetti ai lavori la ritengono un'importantissima ed autorevole fonte di informazioni per ciò che concerne il commercio di vini.

\* IVW è la società d'informazioni tedesca per il controllo della tiratura dei mezzi pubblicitari.

**2 Organo**

-

**3 Curatore**

Peter Meininger

**4 Redazione**

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

**5 Direzione pubblicità**

Ralf Clemens (Direttore)  
Jörg Sievers (Marketing pubblicità)  
Charlotte Balonier (Marketing pubblicità)  
Silke Geiger (Segreteria)

**6 Anno di fondazione periodicità**

1903  
pubblicazione quindicinale, esce il venerdì

**7 Casa Editrice**

MEININGER VERLAG GmbH

**8 Indirizzo**

Maximilianstraße 7-17  
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**12 Programma redazionale e date di pubblicazione** vedere argomenti e programma 2019**13 Prezzi**

Abbonamento annuale 204,60 €

**14 Contenuto 2017 = 26 numeri****Formato rivista:** 225 mm B x 285 mm H

<b>Totale pagine:</b>	1.562 pagine = 100,0 %
<b>Parte redazionale:</b>	1.217 pagine = 77,91 %
Parte relativa alle inserzioni:	345 pagine = 22,09 %
di cui	
Riempitivi:	12 pagine
Inseriti cuciti:	0 pagine
Inseriti sciolti:	4
di cui a tiratura parziale	0

**15 Analisi della parte redazionale 2017 = 1.217 pagine**

WEINKompakt	225 pagine = 18,4 %
- Reportage, Fiere, Eventi, interviste	
- News, Professioni & Carriere, Agenda, Notizie flash	
Eins. Zwei. Drei.	26 pagine = 2,2 %
WEINMacher	263 pagine = 21,6 %
- Reportage e servizi di approfondimento	
Fassweinpreise	39 pages = 3,2 %
WEINHandel	190 pagine = 15,6 %
- Sondaggi, report ed analisi di mercato	
Analytics	26 pagine = 2,2 %
Navigator	48 pagine = 3,9 %
Märkte & Preise	52 pagine = 4,2 %
WEINTest	129 pagine = 10,5 %
Editorial	26 pagine = 2,2 %
Inhalt	39 pagine = 3,2 %
Finale	26 pagine = 2,2 %
Dossier	102 pagine = 8,4 %
Vorschau / Impressum	26 pagine = 2,2 %

1.217 pagine = 100,0 %

## 16 Accertamento tiratura:

<b>17 Analisi della Tiratura:</b>	Esemplari per numero su media annuale (dal 1. Luglio 2017 al 30. Giugno 2018)	
<b>Tiratura:</b>	7.000	
<b>Tiratura effettivamente distribuita:</b>	6.924	
	2.211	<b>Abbonamenti</b>
	71	<b>Altri canali di vendita</b>
<b>Esemplari vendite:</b>	2.282	
<b>Esemplari gratuiti:</b>	4.642	
	76	<b>Rimanenze, Archivio e Copie saggio</b>

## 18 Analisi geografica della diffusione:

Aree di mercato	Percentuali della tiratura effettivamente diffusa	
	Percentuale	Esemplari
Repubblica Federale di Germania	94,7	6.557
Estero	5,3	367
<b>tiratura effettivamente diffusa</b>	<b>100,0</b>	<b>6.924</b>
<b>Area Nielsen 1</b>	10,8	708
<b>Area Nielsen 2</b>	14,2	931
<b>Area Nielsen 3a</b>	36,5	2.393
<b>Area Nielsen 3b</b>	17,8	1.167
<b>Area Nielsen 4</b>	14,1	924
<b>Area Nielsen 5</b>	1,9	125
<b>Area Nielsen 6</b>	2,2	144
<b>Area Nielsen 7</b>	2,5	164
<b>Totale distribuzione nazionale</b>	<b>100,0</b>	<b>6.557</b>

Utilizzo consentito solo secondo le norme per la realizzazione delle schede AMF.

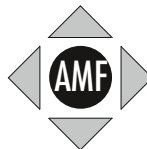
## 19 Settori economici/categoria professionali

WEINWIRTSCHAFT si rivolge ai responsabili vendite e acquisti di vini/spumanti/champagne

N. della sistematica di base	Categorie di destinatari definite secondo la „Sistematica dei settori economici“ dell'Ufficio centrale di statistica tedesco	Numero di copie effettivamente distribuite	
		Percentuale	(Destinatari)
	<b>Commercio di vini e superalcolici</b>	<b>36,8</b>	<b>2.548</b>
	di cui		
4118	a) Commercio vini e superalcolici	29,8	2.063
4316	b) Importatori di vino e superalcolici	7,0	485
4111	<b>Commercio all'ingrosso e al dettaglio di generi alimentari</b>	<b>18,4</b>	<b>1.274</b>
4311	<b>Aziende vitivinicole, cantine cooperative di viticoltori/cantine produttrici di spumanti</b>	<b>36,5</b>	<b>2.527</b>
	<b>Rappresentanti di vino e superalcolici, agenti</b>	<b>1,9</b>	<b>132</b>
	<b>Autorità, associazioni, scuole, industrie, banche</b>	<b>6,4</b>	<b>443</b>
	<b>Totale</b>	<b>100,0</b>	<b>6.924</b>

Alcuni dati non sono stati rilevati in quanto non influenti sul valore d'uso di questa rivista 20 (dimensione dell'unità economica), 21 (posizione in azienda/funzione/professione), 22 (formazione scolastica/professionale), 23 (età) e 24 (grandezza dei comuni).

Utilizzo autorizzato solo ai sensi delle direttive relative all'emissione di carte „AMF“ (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 in 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 invoiced 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 valuated 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.