

WEINWIRTSCHAFT



LISTINO TARIFFE PUBBLICITARIE 2020





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

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

Prezzo in abbonamento: Abbonamento annuale € 207,20

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	€ 5.575
1/1 pagina	200	250	225	285	€ 4.960
3/4 pagina	141	250	156	285	€ 4.165
1/2 pagina orizzontale	200	122	225	142	€ 3.470
1/2 pagina verticale	112	250	126	285	€ 3.470
1/3 pagina orizzontale	200	80	225	100	€ 2.635
1/3 pagina verticale	83	250	97	285	€ 2.635
1/4 pagina orizzontale	200	59	225	79	€ 2.075
1/4 pagina verticale	53	250	68	285	€ 2.075
1/4 pagina in angolo	83	122	–	–	€ 2.075

Altri formati su richiesta.

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

Si realizzano Dossier e Speciali	su richiesta
Prezzi per posizioni speciali (Formato: più rifilatura di 3 mm su tutti i lati)	a colori
2., 3. e 4. di copertina. Formato: 225 mm x 285 mm	€ 5.425
1/3 pagina verticale fronte sommario. Formato: 97 mm x 285 mm	€ 3.055
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)

Inserti sciolti <i>incl. i costi di distribuzione</i>	Inserti incollati <i>incl. i costi di distribuzione</i>	Inserti cuciti
fino a 25 g € 2.805	<i>Cartoline incollate su inserti cuciti o su annunci a pagina intera.</i>	4 pagg. € 3.910
fino a 50 g € 3.565	Costi d'incollatura (a macchina) € 137 ogni 1000	8 pagg € 7.245
fino a 75 g € 4.020	Costi d'incollatura (a mano) € 218 ogni 1000	
fino a 100 g € 4.410		
oltre 100 g su richiesta	<i>Grammatura della carta degli inserti: min 90 g. Piegatura a fisarmonica non ammessa. Fomat: massimale 210 mm b x 275 mm h. Non vengono concessi sconti per inserti sciolti, cuciti o incollati.</i>	

Annunci al millimetro: (Largh. colonna 47 mm)	
per mm, bn	€ 4.95
per mm, a colori	€ 11.15
Riempitivi:	
offerte / ricerche di impiego per mm	€ 3.85
riempitivi vari per mm	€ 4.05
Addebito per casella postale	€ 7.00
estero	€ 8.50

Max. altezza di colonna: 240 mm

Largh. Colonna	per ripetizione	per quantità
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. Commissione d'Agenzia: 15 %		

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

Numero	Data di pubblicazione	Chiusura ordini	Consegna impianti di stampa	Argomenti principali
1	10.01.2020	13.12.2019	02.01.2020	Top 100 2019 Assia Renana Abruzzo
2	24.01.2020	10.01.2020	16.01.2020	Fiere del vino a Parigi Grecia – il mercato Alto Adige
3	07.02.2020	24.01.2020	30.01.2020	Speciale Bio 2020 ProWein – Countdown Argentina
4	21.02.2020	07.02.2020	13.02.2020	ProWein – Edizione principale Top 100 aziende internazionali
5	06.03.2020	21.02.2020	27.02.2020	ProWein – Attualità Marche commerciali vs. marche dei produttori
6	20.03.2020	06.03.2020	10.03.2020	ProWein – Report Bevande miste a base di vino Bordeaux: i Big Player del Primeur
7	03.04.2020	20.03.2020	26.03.2020	Vinitaly – Le principali novità Novità del mercato: Prosecco Rosé Customer Relation Management
8	17.04.2020	03.04.2020	07.04.2020	Vini estivi La Mancha Rueda
9	02.05.2020	17.04.2020	23.04.2020	Württemberg Vini di marca tedeschi Pinot Grigio
10	15.05.2020	30.04.2020	07.05.2020	Vini rosé – il mercato Veneto: i marchi più forti Bordeaux: la nuova annata
11	29.05.2020	15.05.2020	20.05.2020	Speciale Austria Prosecco DOC Sostenibilità: coltivazione e commercializzazione
12	12.06.2020	29.05.2020	04.06.2020	Top seller dalla Spagna Vin brûlé & bevande calde Cile – il mercato
13	26.06.2020	12.06.2020	18.06.2020	Bevande analcoliche Vino frizzante Toscana Portogallo – il mercato
14	10.07.2020	26.06.2020	02.07.2020	Cooperative tedesche Prosecco DOCG Novità top 2020
15	24.07.2020	10.07.2020	16.07.2020	Umbria Cooperative francesi La nuova Grecia
16	07.08.2020	24.07.2020	30.07.2020	Il canale distributivo della ristorazione Cooperative italiane Penedès
17	21.08.2020	07.08.2020	13.08.2020	Logistica California – il mercato Mosella
18	04.09.2020	21.08.2020	27.08.2020	Numero acquisti autunnali Confezioni Vini di marca internazionali Regali
19	18.09.2020	04.09.2020	10.09.2020	Speciale spumante Sicilia Nuova Zelanda
20	02.10.2020	18.09.2020	24.09.2020	Speciale Francia Baden Francia: marchi forti
21	16.10.2020	02.10.2020	08.10.2020	Württemberg Trentino Grandes Pagos de España & Tasting
22	30.10.2020	16.10.2020	22.10.2020	Palatinato Puglia & Primitivo Somontano
23	13.11.2020	30.10.2020	05.11.2020	Rioja Sudafrica – il mercato Nebbiolo & Barbera
24	27.11.2020	13.11.2020	19.11.2020	Languedoc & Roussillon Strategie delle cantine Sangiovese di Romagna
25	11.12.2020	27.11.2020	03.12.2020	Austria – il mercato Australia Franconia
26	24.12.2020	11.12.2020	15.12.2020	Rodano 10 Top-Trend dalla Spagna Romania Retrospectiva 2020

Fiere/eventi

Millésime Bio, Montpellier 27.01. – 29.01.2020 | **Wine Paris & Vinexpo**, Parigi 10.02. – 12.02.2020 |
BIOFACH, Norimberga 12.02. – 15.02.2020 | **MUNDUS VINI primavera**, Neustadt 18.02. – 23.02.2020 |
MIWC, Düsseldorf 14.03.2020 | **ProWein**, Düsseldorf 15.03. – 17.03.2020 |
ProWein-Asia, Singapore 31.03. – 03.04.2020 | **Vinitaly**, Verona 19.04. – 22.04.2020 |
Alimentaria, Barcellona 20.04. – 23.04.2020 | **VieVinum**, Vienna 06.06. – 08.06.2020
ISW, Neustadt 23.06. – 24.06.2020 | **MUNDUS VINI estate**, Neustadt 27.08. – 30.08.2020 |
FORUM VINI, Monaco di Baviera 13.11. – 15.11.2020

Supplementi colori	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.
Colori speciali (HKS)	su richiesta Possono essere concessi sconti sui supplementi colore
Stampa	Rotativa offset a foglio, lotto colori retino autotipico 70 linee
Carta	Copertina: senza legno, brillante, 150 g/m ² Interno: 100 g/m ² LuxoSatin
Realizzazione materiale di stampa	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.

Materiale di stampa Consegna dei dati in formato PDF stampabile (300 dpi) con prova di stampa giusta ISO 12647-7. **Le impostazioni per generare file PDF (ISO coated v2 300 %) sono scaricabili al sito Internet www.pva.de.** 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.

Trasmissione dati Printable PDF (300 dpi) via eMail: fassbender@meininger.de

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.

Indirizzo consegna materiali di stampa MEININGER VERLAG GmbH
Frau Sieglinde Faßbender
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Indirizzo consegna inserti pva, Druck und Medien-Dienstleistungen GmbH
Herrn Stefan Klotz
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D-76829 Landau/Pfalz
Germany

Advertorial



**Winzer Krems
Let's Twist**

Der Weinjahrgang 2012 bleibt der Winzer Krems AG in nachfolgender Erntezeit nicht nur ein unverwundlicher und weinreifer Apfel, wie Exporter und Liebhaber werden mit dem zweiten parallel laufenden 2013 können wir zumindest unsere hochwertigen Spezialitäten weiter fördern. Die Weinanbauweise bestätigt unseren konstanten Weg. Per Ende April verzeichnen die Winzer Krems in Österreich land ein Umsatzwachstum von 17 Prozent im Vergleich zum vergangenem Jahr.

Einmal mehr ein weiterer Beweis für konstanten Wachstum bei der Serie «Winzer Krems». Gerade wird das erfolgreiche Bild nur ein wenig durch das geringe Erntedatum in 2012, denn die Ernte war nach 2010 die zweitbeste der letzten 30 Jahre. Dennoch gibt Heider für seine Kunden die vorläufige Erntemenge, alles klarer. Nun hoffen wir, wie alle, auf eine gute Ernte 2013. In Hoch des Herbstes wird zu hoch, um optimistisch sein zu können. Doch die ersten Klagen hat die Vegetation im Brunnen gemindert. Ein langer Winter, jedoch ohne Frostschäden, und durchschnittliche Niederschläge im Winter und im Frühjahr, jedoch in einem perfekten Gleichgewicht. Auch, wie die Winzer im Donauraum, liegt nicht er, ist haben, nach die Gefühl von Spaß, so ein scheint weitgehend gebildet.

Es sieht also so aus, als könnten die Winzer Krems ihre Erfolgsreihe «Winzer Krems» und ihr Fachwissen und Geduld-Promotor, Maltermeister Priester, umgerechnet Louis, mit dem Jahrgang 2012 gibt es in beiden Serien eine Neuerung. Die kompletten Serien «Winzer Krems» (für die qualifizierten Lebensmittel) und «Maltermeister Priester» (für Gastronomie & Fachhandel) werden mit dem gerade erfolgten Jahrgangswettbewerb auf Schraubverschluss geprüft.

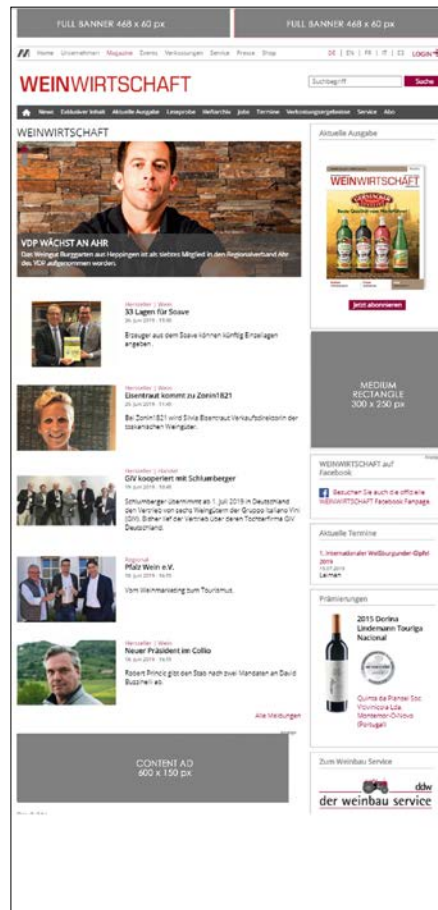
Au Anläge einer besonderen und nachfolgenden Produktion haben sich die Winzer Krems bewusst sehr lange Zeit gelassen mit dieser Entscheidung und am Netzwerk ausgehen. Letztlich hat der Wunsch des Marktes nach einem praktischen, flexiblen und Ausschlag für den Umsatz gegeben, für die klassische Traditionen und doch. Rowenien sehen wir den Schraubverschluss in puncto Qualitätssicherung und Konsistenz als klaren Produktionsfortschritt, begründet die Winzer Krems ihre Entscheidung. Die Premiere aus den Einzigartigen Krems-Wachstum Grüner Veltliner und Kremser Pfälzberger Riesling, sowie die im Herbst ausgegebenen Rowenien, sollen jedoch weiterhin mit höchstem Niveau weiterentwickelt werden. Parallel zum Schraubverschluss wurde auch die Ausstattung vorzüglich weiterentwickelt, mit einem modernen Schüssel und einem neuen Karren Fokus auf die Hauptabgabe.

Winzer Krems AG
Bergstraße 13A-1000 Krems
www.winzerkreams.at, Tel. (+43) 0732 8511

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

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

Quotazioni su richiesta: wine@ediconsult.com



The screenshot shows the WEINWIRTSCHAFT website interface. At the top, there are navigation menus for 'Home', 'Unternehmen', 'Magazine', 'Events', 'Veranstaltungen', 'Service', 'Presse', and 'Shop'. The main content area features several news items with accompanying photos and short text snippets. For example, one article is titled 'VDP WÄCHST AN AHR' and another '33 Lagen für Soave'. On the right side, there are advertisements for 'WEINWIRTSCHAFT' featuring wine bottles and a 'MEDIUM RECTANGLE' ad with dimensions 300 x 250 px. The bottom of the page includes a 'CONTENT AD' section with dimensions 900 x 150 px.

Prezzo per 2 settimane

Full banner:
770 Euro

Content Ad:
715 Euro

Medium Rectangle:
920 Euro

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 vinicolo 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 vinicolo. 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, Franz Jürgen Haas,
Clemens Gerke, Annika Ziehl;
Iris Trenkner-Panwitz

5 Direzione pubblicità

Ralf Clemens (Direttore)
Silke Geiger (Assistente al Direttore)
Jörg Sievers (Responsabile delle vendite)
Charlotte Diemer (Marketing pubblicità)

6 Anno di fondazione periodicità

1903
pubblicazione quindicinale, esce il venerdì

7 Casa Editrice

MEININGER VERLAG GmbH

8 Indirizzo

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12 Programma redazionale e date di pubblicazione vedere argomenti e programma 2020**13 Prezzi**

Abbonamento annuale 207,20 €

14 Contenuto 2018 = 26 numeri**Formato rivista:** 225 mm B x 285 mm H

Totale pagine:	1.616 pagine = 100,0 %
Parte redazionale:	1.210 pagine = 74,88 %
Parte relativa alle inserzioni:	406 pagine = 25,12 %
di cui	
Riempitivi:	20 pagine
Inseriti cuciti:	0 pagine
Inseriti sciolti:	3
di cui a tiratura parziale	0

15 Analisi della parte redazionale 2018 = 1.210 pagine

WEINKompakt	225 pagine = 18,6 %
- Reportage, Fiere, Eventi, interviste	
- News, Professioni & Carriere, Agenda, Notizie flash	
Eins. Zwei. Drei.	26 pagine = 2,1 %
WEINMacher	260 pagine = 21,5 %
- Reportage e servizi di approfondimento	
Fassweinpreise	39 pages = 3,2 %
WEINHandel	190 pagine = 15,7 %
- Sondaggi, report ed analisi di mercato	
Analytics	26 pagine = 2,1 %
Navigator	48 pagine = 4,0 %
Märkte & Preise	52 pagine = 4,3 %
WEINTest	123 pagine = 10,3 %
Editorial	26 pagine = 2,1 %
Inhalt	39 pagine = 3,2 %
Finale	26 pagine = 2,1 %
Dossier	104 pagine = 8,7 %
Vorschau / Impressum	26 pagine = 2,1 %
	1.210 pagine = 100,0 %

16 Accertamento tiratura:



17 Analisi della Tiratura:	Esemplari per numero su media annuale (dal 1. Luglio 2018 al 30. Giugno 2019)	
Tiratura:	7.000	
Tiratura effettivamente distribuita:	6.922	
	2.115	Abbonamenti
	74	Altri canali di vendita
Esemplari vendite:	2.189	
Esemplari gratuiti:	4.733	
	78	Rimanenze, Archivio e Copie saggio

18 Analisi geografica della diffusione:

Aree di mercato	Percentuali della tiratura effettivamente diffusa	
	Percentuale	Esemplari
Repubblica Federale di Germania	95,3	6.598
Estero	4,7	324
tiratura effettivamente diffusa	100,0	6.922
Area Nielsen 1	9,9	654
Area Nielsen 2	12,0	793
Area Nielsen 3a	41,8	2.759
Area Nielsen 3b	18,7	1.227
Area Nielsen 4	13,0	860
Area Nielsen 5	2,8	182
Area Nielsen 6	0,8	55
Area Nielsen 7	1,0	68
Totale distribuzione nazionale	100,0	6.598

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

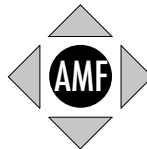
19 Settori economici/categoria professionali

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

N. della sistemática di base	Categorie di destinatari definite secondo la „Sistemática dei settori economici“ dell'Ufficio centrale di statistica tedesco	Numero di copie effettivamente distribuite	
		Percentuale	(Destinatari)
	Commercio di vini e superalcolici	41,9	2.901
	di cui		
4118	a) Commercio vini e superalcolici	33,9	2.347
4316	b) Importatori di vino e superalcolici	8,0	554
4111	Commercio all'ingrosso e al dettaglio di generi alimentari	3,9	270
4311	Aziende vitivinicole, cantine cooperative di viticoltori/cantine produttrici di spumanti	50,3	3.482
	Rappresentanti di vino e superalcolici, agenti	0,9	62
	Autorità, associazioni, scuole, industrie, banche	3,0	208
	Totale	100,0	6.922

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 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 limit 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 price 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 one-time 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 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.