

# WEINWIRTSCHAFT



DATOS RELEVANTES  
PARA LOS MEDIOS 2020





## MUY CERCA Y SIEMPRE PRESENTES

La revista WEINWIRTSCHAFT está especializada en la compra y venta profesional de vino. La tirada de esta revista con mayor número de ejemplares vendidos en Alemania se somete al control de la sociedad alemana para la verificación de la difusión publicitaria (IVW).

WEINWIRTSCHAFT, elaborada por profesionales, crea opinión, analiza tendencias y se anticipa.

WEINWIRTSCHAFT es un medio básico imprescindible en cualquier estrategia de comunicación dirigida al profesional responsable de la toma de decisiones.

WEINWIRTSCHAFT es un instrumento de vital importancia para que productores e importadores vean sus ventas coronadas por el éxito.

WEINWIRTSCHAFT es la revista líder sobre vinos en Alemania.

también disponible en versión digital

Adicional publicación  
MEININGER



<b>Editorial:</b>	<b>MEININGER VERLAG GmbH</b> Maximilianstr. 7-17 D-67433 Neustadt Germany	<b>El contacto:</b>	<b>Administración de anuncios:</b> Sieglinde Faßbender -78 fassbender@meininger.de
<b>Teléfono:</b>	+ 49 (0) 63 21 / 89 08-0		<b>Dirección de producción:</b> Horst Emmert -16 emmert@meininger.de
<b>El contacto:</b>	<b>El jefe de redacción:</b> Dr. Hermann Pilz +49 (0) 63 21/89 08-69		+49 (0) 63 21 / 89 08-80 www.meininger.de / www.weinwirtschaft.de contact@meininger.de
	<b>Redacción:</b> Sascha Speicher +49 (0) 63 21/89 08-58 Franz Haas +49 (0) 63 21/89 08-39 Clemens Gerke +49 (0) 63 21/89 08-83 Iris Trenkner-Panwitz+49 (0) 63 21/89 08-82 Annika Ziehl +49 (0) 63 21/89 08-102	<b>Fax:</b>	bimestral
	<b>Dirección general de anuncios:</b> Ralf Clemens clemens@meininger.de -81	<b>Internet:</b>	Abono anual 207,20 €
	<b>Asistente de la Dirección de anuncios:</b> Silke Geiger -49 geiger@meininger.de	<b>Periodicidad:</b>	Al contado, sin descuento. En caso de pago adelantado o cargo en cuenta, descuento del 2%
	<b>Responsable de ventas:</b> Jörg Sievers -67 sievers@meininger.de	<b>Precio de venta:</b>	Sparkasse Rhein-Haardt
		<b>Condiciones de pago:</b>	IBAN: DE 22 5465 1240 0001 9261 46 BIC: MALA DE 51DKH
		<b>Datos bancarios:</b>	Para la ejecución de pedidos se aplicarán las condiciones comerciales generales de la industria editorial (véase confirmación de pedido)
		<b>Condiciones comerciales:</b>	

Tamaño de los módulos de página	Formatos de área imprimible		Anuncios a sangre más un margen adicional de 3 mm de sangre en todos los bordes		Precios de los anuncios  en color*
	anchura (mm)	altura (mm)	anchura (mm)	altura (mm)	
Portada	–	–	215	205	€ 5.575
1/1 página	200	250	225	285	€ 4.960
3/4 página	141	250	156	285	€ 4.165
1/2 página horizontal	200	122	225	142	€ 3.470
1/2 página vertical	112	250	126	285	€ 3.470
1/3 página horizontal	200	80	225	100	€ 2.635
1/3 página vertical	83	250	97	285	€ 2.635
1/4 página horizontal	200	59	225	79	€ 2.075
1/4 página vertical	53	250	68	285	€ 2.075
1/4 página colocación el ángulo	83	122	–	–	€ 2.075

Otros formatos bajo pedido.

**Anuncios a sangre:** En los anuncios con formato a sangre, los elementos de texto y de imágenes de alto contenido publicitario deben mantener suficiente espacio al margen (mínimo 10 mm de sangre).

\*Precios para colores especiales según la escala Europa

<b>Publire por tajos y especiales</b>	<b>Previo encargo</b>
<b>Precios por ubicación preferente</b> (Formato: más un margen adicional de 3 mm de sangre en todos los bordes)	<b>En color</b>
Portada interior. Formato: 225 mm x 285 mm	€ 5.425
1/3 página vertical en comparación con Contenido. Formato: 97 mm x 285 mm	€ 3.055
Emplazamiento preferente (tamaño 1/3 página)	coste adicional 15 %
Tamaños especiales a petición	

**(Plazo de anulación para ubicación preferente: 6 semanas antes de la publicación)**

<b>Hojas sueltas tirada parcial</b> <i>distribución incluidos</i>	<b>Tip-on-cards</b> <i>distribución incluidos</i>	<b>Encartes</b>
Hasta 25 g € 2.805	<i>Tarjetas postales pegadas sobre encartes o anuncios de página entera.</i>	Encartes de cuatro páginas € 3.910
Hasta 50 g € 3.565	Gastos de encolado (mecánico) € 137 cada mil	Encartes de ocho páginas € 7.245
Hasta 75 g € 4.020	Gastos de encolado (manual) € 218 cada mil	
Hasta 100 g € 4.410		
Más de 100 g previa solicitud	<i>Gramaje del papel de hojas sueltase: mín. 90 g. Pliegue acordeón no permitido. El formato: máximo 210 mm anchura x 275 mm altura. Las hojas sueltas, los encartes de cuadernillo y los elementos pegados no podrán ser objeto de descuento.</i>	

<b>Anuncios por mm: (Ancho de columna 47 mm)</b>	
por mm, s/w	€ 4,95
por mm, en color	€ 11,15
<b>Anuncios ocasionales:</b>	
Ofertas de empleo por mm	€ 3,85
otros anuncios ocasionales por mm	€ 4,05
Tarifa de gestión para anuncios con ref.	€ 7,00
Extranjero	€ 8,50
<b>Max. altura de columna: 240 mm</b>	

<b>La columna</b>	<b>Descuento por anuncios múltiples</b>	<b>Descuento por volumen</b>
1 col. = 47 mm	3 anuncios = 5 %	1 página = 3 %
2 col. = 98 mm	6 anuncios = 10 %	3 página = 5 %
3 col. = 149 mm	12 anuncios = 15 %	6 página = 10 %
4 col. = 200 mm	24 anuncios = 20 %	9 página = 15 %
		12 página = 20 %
Los descuentos por frecuencia y volumen no se pueden combinar. <b>Comisión para el intermediario: 15 %</b>		

**Los anuncios clasificados no podrán ser objeto de descuento.**

Edición	Fecha de publicación	Fecha cierra de publicación	Fecha límite entrega documentación	Temas principales / monográficos
1	10.01.2020	31.12.2019	02.01.2020	Top 100 del año 2019   Abruzzos   Hesse Renano
2	24.01.2020	10.01.2020	16.01.2020	Grecia – el mercado   Ferias Paris   Tirol del Sur
3	07.02.2020	24.01.2020	30.01.2020	EXTRA de Bio 2020   Cuenta atrás para ProWein 2020   Argentina
4	21.02.2020	07.02.2020	13.02.2020	Aspectos principales de ProWein   Top 100 del sector vitivinícola
5	06.03.2020	21.02.2020	27.02.2020	ProWein Actual   Marca comercial vs. la marca del productor
6	20.03.2020	06.03.2020	10.03.2020	Información posterior sobre ProWein   Bebidas con mezclas de vinos   Bordeaux: Big player vinos en-primeur
7	03.04.2020	20.03.2020	26.03.2020	Vinality   Nuevo: Prosecco rosado   Customer relation management
8	17.04.2020	03.04.2020	07.04.2020	Vinos para el verano   La Mancha   Rueda
9	02.05.2020	17.04.2020	23.04.2020	Wurtemberg   Marcas alemanas   Pinot Grigio
10	15.05.2020	30.04.2020	07.05.2020	Vinos rosados   Veneto   Bordeaux
11	29.05.2020	15.05.2020	20.05.2020	EXTRA de Austria   Prosecco DOC   Sustentabilidad
12	12.06.2020	29.05.2020	04.06.2020	Superventas de España   Vinos y bebidas calientes   Chile
13	26.06.2020	12.06.2020	18.06.2020	Sin alcohol: espumosos y vinos   Vino de aguja   La Toscana   Portugal
14	10.07.2020	26.06.2020	02.07.2020	Cooperativas alemanas   Prosecco DOCG   Novedades 2020
15	24.07.2020	10.07.2020	16.07.2020	La Umbria   Cooperativas francesas   Grecia
16	07.08.2020	24.07.2020	30.07.2020	Cooperativas italianas   Penedes   Canal de distribución gastronomía
17	21.08.2020	07.08.2020	13.08.2020	Logística   California   Mosela
18	04.09.2020	21.08.2020	27.08.2020	Número de compra en otoño   Embalajes   Marcas internacionales   El negocio de regalos
19	18.09.2020	04.09.2020	10.09.2020	EXTRA: Vinos espumosos   Sicilia   Nueva Zelanda
20	02.10.2020	18.09.2020	24.09.2020	EXTRA de Francia   Baden   Marcas potentes de Francia
21	16.10.2020	02.10.2020	08.10.2020	Wurtemberg   Trento   Grandes Pagos de España & la degustación
22	30.10.2020	16.10.2020	22.10.2020	Palatinado   Apulia & Primitivo   Somontano
23	13.11.2020	30.10.2020	05.11.2020	Rioja   Sudáfrica   Nebbiolo & Barbera
24	27.11.2020	13.11.2020	19.11.2020	Languedoc & Rosellón   Estrategias de Bodegas   Sangiovese di Romagna
25	11.12.2020	27.11.2020	03.12.2020	Austria – el mercado   Australia   Franconia
26	24.12.2020	11.12.2020	15.12.2020	Rhône   10 top-tendencias de España   Rumanía   Revisión anual del año 2020

### Ferias y eventos

Salón Millésime Bio, Montpellier 27.01. – 29.01.2020 | Wine Paris & Vinexpo, París 10.02. – 12.02.2020 | BIOFACH, Núremberg 12.02. – 15.02.2020 | MUNDUS VINI la primavera, Neustadt 18.02. – 23.02.2020 | MIWC, Düsseldorf 14.03.2020 | ProWein, Düsseldorf 15.03. – 17.03.2020 | ProWine-Asia, Singapore 31.03. – 03.04.2020 | Vinality, Verona, 19.04. – 22.04.2020 | Alimentaria, Barcelona 20.04. – 23.04.2020 | VieVinum, Wien 06.06. – 08.06.2020 | ISW, Neustadt 23.06. – 24.06.2020 | MUNDUS VINI el verano, Neustadt 27.08. – 30.08.2020 | FORUM VINI, Múnich 13.11. – 15.11.2020 |

<b>Suplementos por color</b>	Colores: esala Colores (ISO 2846-1) especiales o tonalidades que no puedan ser alcanzados mediante la sobreimpresión de colores de la escala cromática, deben ser acordados individualmente. Le proporcionaremos información más detallada tras recibir su demanda. En caso necesario, la editorial se reserva la realización de colores especiales también de la escala de cuatricromía por motivos técnicos. Diferencias ligeras de tonalidad se deben a las tolerancias del procedimiento de impresión Offset.
<b>Colores especiales (HKS)</b>	bajo demanda Los recargos por color podrán ser objeto de descuento.
<b>Método de impresión</b>	Offset de hojas, juegos de fotolitos para color trama 70
<b>Papel</b>	Contraportada: 150 g /m <sup>2</sup> exento de madera, brillante, impresión de ilustraciones Páginas interiores: 100 g/m <sup>2</sup> LuxoSatin
<b>Configuración de los anuncios</b>	En caso de reestructuración o modificación de documentos de impresión existentes, cargamos los costes propios. Todos los anuncios diseñados y creados por nuestra editorial quedarán como propiedad de la editorial y sólo podrán seguir utilizándose con el permiso por escrito del editor.

### Materiales de impresión

Suministro de datos en formato PDF imprimible (300 dpi), con prueba de imprenta definitiva conforme ISO 12647-7. **Los ajustes para la elaboración de archivos en PDF (ISO coated v2 300 %) pueden ser extraídos de la página de Internet [www.pva.de](http://www.pva.de)** . En caso de que la elaboración en PDF no sea posible: entregar datos de imágenes con una resolución de 300 dpi en formato TIF y/o ficheros EPS incomprimidos incluyendo todos los fonts empleados. Como directriz técnica para la entrega de datos de imágenes se toma el estándar de impresión Offset. El área de cobertura no debe superar conjuntamente el 300 %. La edición impresa va acompañada de una versión digital. En casos excepcionales, podrían darse divergencias de color puntuales. No se admiten reclamaciones relacionadas con la edición digital.

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

Los trabajos de elaboración de pruebas de imprenta y composición necesarios serán calculados al precio de coste. Se ruega tener también en cuenta las condiciones comerciales que aparecen en la confirmación del pedido.

### Dirección de envío Materiales de impresión

MEININGER VERLAG GmbH  
Señora Sieglinde Faßbender  
Maximilianstr. 7-17  
D-76433 Neustadt/ Weinstraße  
Germany

### Dirección de envío Hojas sueltas

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

**Advertorial**



**Winzer Krems  
Let's Twist**

Der Weinjahrgang 2012 bleibt der Winzer Krems als in nachgelagerter Ernteerfüllung und mit einem besonderen und weichen Ager, wie Exporter-Lad, wie Holzer weißt, weil dem Qualitätsergebnis Jahrgang 2012 können wir zumindest unsere hochwertigen Spezialitäten wieder fördern. Die Umsatzentwicklung bestätigt unseren kontinuierlichen Weg. Per Ende April verzeichnen die Winzer Krems in Österreich land ein Umsatzwachstum von 17 Prozent im Vergleich zum vergangenem Jahr.

Einmal mehr ein starker Anstieg überprozentualer Wachstum bei der Serie virtueller Krems, Getriebt wird das erfreuliche Bild nur ein wenig durch das geringe Einkommen in 2012, denn die Ernte war nach 2010 die zweitbeste der letzten 30 Jahre. Dennoch gibt Holzer für seine Kunden die vorläufige Entwarnung: „Das heutige Sicht kommen wir bei der momentanen Absatzentwicklung gerade über die Randlinie. Hoffen wir, wie alle, auf eine gute Ernte 2013. Noch ist es nicht so weit zu früh, um optimistisch sein. Aber gerade Ende 2013 werden wir zuhause sein.“

Die ersten Krems, jedoch ohne Frostschäden, und durchschnittliche Niederschlag im Winter und im Frühjahr führen zu einem perfekten gleichzeitigen Anstieg, wie die Winzer im Diskursieren Lage nicht erhit haben, nach die Gefühl von Spaß haben scheint weitgehend gebannt.

Es sieht also so aus, als könnten die Winzer Krems ihre Erfolgsfolge «Weinwirtschaft Krems» und ihr Fachwissen und Geduld-Promoter-Marktmaster Private-Unternehmens-Lösung, mit dem Jahrgang 2012 gibt es in beiden Serien eine Neuerung. Die kompletten Serien «Weinwirtschaft Krems» für die qualifizierten Lebensmittelhandeln und «Marktmaster Private» (Klein- und Großhandel) & Fachhandel werden mit dem gerade erfolgten Jahrgangswachstum auf Schraubverschlussverfahren.

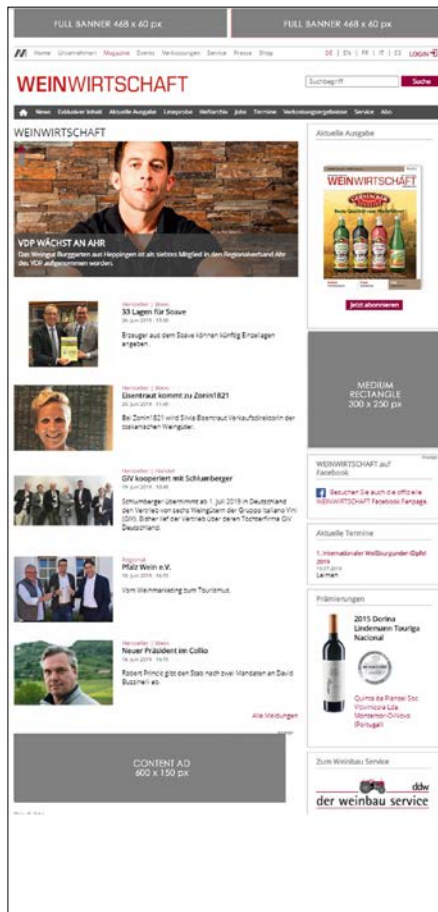
Die Anfänger einer besonderen und nachgelagerten Produktion haben sich die Winzer Krems bewusst sehr lange Zeit gelassen und dieser Entscheidung und am Netzwerk beigetragen. Letztlich hat der Wunsch des Marktes nach einem praktischen Überleben Ausschlag für den Umsatz gegeben, wie die Marktsituationen und auch die Reaktionen der Winzer Krems, begründet die Winzer Krems ihre Entscheidung. Die Premiumserie aus dem Essigwaren-Krems-Wirtschaft-Große-Weltener und Kremmer-Hofberg-Grüne-Weltener, sowie die in die das ausgebaute Rebenweine, sollen jedoch weiterhin mit höchstem Niveau verschlossen werden. Parallel zum Schraubverschluss wurde auch die Ausstattung vorzüglich weiterentwickelt, mit einem modernen Schraubverschluss und einem neuen Fokus auf die Hauptabgabe.

**Winzer Krems AG**  
Bergstraße 13-15/1000 Krems  
www.winzerkrems.at, Tel: +43 (0) 2722 8511

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

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

Precios y condiciones bajo demanda: sievers@meininger.de



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**WEINWIRTSCHAFT**

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**WEINWIRTSCHAFT**

Aktuelle Ausgabe

**VDP WÄCHST AN AHR**  
Das Weingut Burggarten aus Heppenheim ist als erstes Mitglied in dem Programmverband der VDP aufgenommen worden.

**33 Lagen für Soave**  
In der Provinz Veneto

Erträge aus dem Dönnelöhler Künftig Erträge angetan.

**Ernterfolg kommt zu Zornitz BZ1**  
In der Provinz Sachsen

Die Zornitz BZ1 wird diese Ernterfolgserwartungen der deutschen Weinregion.

**GV kooperiert mit Schlemmer**  
In der Provinz Sachsen

Schlemmer kooperiert am 1. Juli 2013 in Deutschland den Vertrieb von sechs Weingarten der Götter Land (VDP) Böhmer Wald Vertrieb über deren Tochterfirma GV Deutschland.

**Regionaler Pfalz Wein e.V.**  
In der Provinz Sachsen

Vom Weinmarketing zum Tourismus.

**Neuer Präsident im Collio**  
In der Provinz Friaul

Ruben Prince gibt den Start nach zwei Mandaten an David Buzzares an.

Alle Weinlagen

**WEINWIRTSCHAFT AUF Facebook**

Suchen Sie auch die offizielle WEINWIRTSCHAFT Facebook Fanpage

**Aktuelle Termine**

1. Internationaler Weinjournalisten-Diät 2013

**Planierungen**

2015 Dorina Lindemann Traubens National

Quinta da Paredes S.C. Vinhos da Quinta da Paredes (Portugal)

Zum Weinbau Service

**der weinbau service**

CONTENT AD  
900 x 150 px

**Precio por 2 semanas**

**Full banner:**  
770 Euro

**Content Ad:**  
715 Euro

**Medium Rectangle:**  
920 Euro

**Contacto:**  
Charlotte Diemer  
diemer@meininger.de



**1 Breve description**

La revista WEINWIRTSCHAFT está especializada en la compra y venta profesional de vino. La tirada de esta revista con mayor número de ejemplares vendidos en Alemania se somete al control de la sociedad alemana para la verificación de la difusión publicitaria (IVW). El público objetivo al que se dirige está formado por lectores pertenecientes al sector del comercio del vino y licores, de la importación y de la compra en el comercio alimentario. WEINWIRTSCHAFT es una guía imprescindible para las decisiones profesionales. WEINWIRTSCHAFT, como reflejo del mercado vinícola, está considerada por los expertos como la fuente más importante, fidedigna y fiable de información sobre el comercio del vino.

**2 Órgano gestor**

-

**3 Editor**

Peter Meininger

**4 Redacción**

Dr. Hermann Pilz (redactor jefe)  
Sascha Speicher, Franz Jürgen Haas,  
Clemens Gerke, Annika Ziehl,  
Iris Trenkner-Panwitz

**5 Anuncios**

Ralf Clemens (Dirección General)  
Silke Geiger (Asistente de la Dirección de anuncios)  
Jörg Sievers (Responsable de ventas)  
Charlotte Diemer (Venta de anuncios)

**6 Año de fundación**

1903

**Periodicidad**

Cada 14 días, los viernes

**7 Editorial**

MEININGER VERLAG GmbH

**8 Dirección postal**

Maximilianstrasse 7-17  
D-67433 Neustadt an der Weinstrasse  
Germany

**9 Teléfono**

+ 49 (0) 63 21 / 89 08-67/-71 /-40

**10 Fax**

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

**11 Internet e-mail**

www.meininger.de  
clemens@meininger.de

**12 Calendario de publicación/redacción**

Véase el calendario de temas y fechas 2020

**13 Precio de venta Verdorso**

207,20 €

**14 Análisis del volumen 2018 = 26 números****Formato de la revista: 225 mm anchura x 285 mm altura****Volumen global:**

1.616 páginas = 100,00%

**Artículos y noticias:**

1.210 páginas = 74,88 %

**Publicidad:**

406 páginas = 25,12 %

de la cual

anuncios ocasionales:

20 páginas

encartes sueltos, encartes de cuadernillo

y encartes continuos

0 páginas

**Hojas sueltas:**

3 ejemplares

de las cuales hojas sueltas sobre parte de la tirada

0 ejemplares

**15 Análisis del contenido de artículos y noticias 2018 = 1.210 páginas**

WEINKompakt

225 páginas = 18,6 %

- Artículos momográficos, Ferias,  
Eventos, Entrevistas breves Panorama

- Novedades, Profesiones %& Carreras,  
Fechas y Calendario, Ticker con noticias del sector

Eins. Zwei. Drei.

26 páginas = 2,1 %

WEINMacher

260 páginas = 21,5 %

- Reportajes y informes detallados

Fassweinpreise

39 páginas = 3,2 %

WEINHandel

190 páginas = 15,7 %

- Encuestas de coyuntura y informes de mercado

Analytics

26 páginas = 2,1 %

Navigator

48 páginas = 4,0 %

Märkte &amp; Preise

52 páginas = 4,3 %

WEINTEST

123 páginas = 10,3 %

Editorial

26 páginas = 2,1 %

Inhalt

39 páginas = 3,2 %

Finale

26 páginas = 2,1 %

Dossier / Special

104 páginas = 8,7 %

Vorschau / Impressum

26 páginas = 2,1 %

1.210 página = 100,0 %

**16 Control de la tirada:**

**17 Análisis de la tirada:** Ejemplares por número  
en promedio anual  
(del 1 de julio 2018 al 30 de junio de 2019)

<b>Tirada:</b>	7.000
<b>Tirada difundida efectiva:</b> (TDE)	6.922
	2.115 <b>Ejemplares suscritos</b>
	74 <b>otras ventas</b>
<b>Tirada vendida:</b>	2.189
<b>Ejemplares libres:</b>	4.733
	78 <b>Ejemplares remanentes, de archivo y de prueba</b>

**18 Análisis de difusión geográfica:**

Area económica	Cuota de la tirada difundida efectiva	
	Porcentaje	Ejemplares
República Federal Alemana	95,3	6.598
Extranjero	4,7	324
<b>Tirada difundida efectiva</b>	<b>100,0</b>	<b>6.922</b>
<b>Zona Nielsen 1</b>	9,9	654
<b>Zona Nielsen 2</b>	12,0	793
<b>Zona Nielsen 3a</b>	41,8	2.759
<b>Zona Nielsen 3b</b>	18,7	1.227
<b>Zona Nielsen 4</b>	13,0	860
<b>Zona Nielsen 5</b>	2,8	182
<b>Zona Nielsen 6</b>	0,8	55
<b>Zona Nielsen 7</b>	1,0	68
<b>ALEMANIA</b>	<b>100,0</b>	<b>6.598</b>

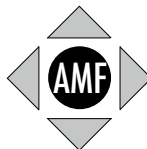
**19 Ramos/sectores económicos/orientaciones profesionales/grupos profesionales**

WEINWIRTSCHAFT está dirigida a los responsables de la toma de decisiones de compra y venta en el comercio con vino/espumoso/champán.

Código de actividad	Grupos de destinatarios Denominación según la „Codificación de actividad económica“ de la Oficina Federal de Estadística	Cuota de la tirada difundida efectiva	
		Porcentaje	Ejemplares
	<b>Comercio con vinos y licores</b> del cual	<b>41,9</b>	<b>2.901</b>
4118	a) comercio especializado con vinos y licores	33,9	2.347
4316	b) importadores de vinos y licores	8,0	554
4111	<b>Comercio con alimentos mayorista y minorista</b>	<b>3,9</b>	<b>270</b>
4311	<b>bodegas</b> <b>cooperativas vinícolas/bodegas de espumosos</b>	<b>50,3</b>	<b>3.482</b>
	<b>representantes de comercio de vinos y licores, comisionistas, organismos</b>	<b>0,9</b>	<b>62</b>
	<b>oficiales, asociaciones, escuelas, industria, bancos</b>	<b>3,0</b>	<b>208</b>
	<b>Total</b>	<b>100,0</b>	<b>6.922</b>

No se han recabado las características (20 Tamaño de la unidad económica, 21 Cargo en la empresa/función/profesión, 22 Formación académica/formación profesional, 23 Edad y 24 Categorías de magnitud de comunidades), puesto que el valor útil de esta revista especializada no depende de ellos.

Utilización autorizada exclusivamente conforme a las directivas AMF-Karten (1992) - directivas sobre la estructuración y el contenido de los datos de los medios.



# 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 of limitation when the test proofs were sent.

12. If no special size rulings apply, invoice calculation will be based on the actual printing height as customary for the 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.