

ddw

der deutsche weinbau

RATE CARD 2024 / PRINT & DIGITAL
PRICES → VALID FROM 01.10.2023



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DER DEUTSCHE WEINBAU - BUNDLED EXPERTISE FOR THE INDUSTRY

As the leading trade publication in the fields of viticulture, oenology and wine marketing, DER DEUTSCHE WEINBAU - ddw is compulsory reading for everyone in the industry. ddw cover the whole spectrum, from outdoor operations, via cellar management, to marketing, sales and viticulture politics. Articles are written by renowned scientists and journalists, who report on the latest practical discoveries.

CUTTING EDGE

ddw is aimed at vintners, winemakers and marketers who always want to be at the forefront. As the voice of the Deutscher Weinbauverband (German Winegrowers' Association) and the Bund Deutscher Oenologen (German Oenologists' Association) and the official publication of the Ausschuss für Technik im Weinbau (Technology in Viticulture Commission), ddw conveys the very latest developments in the industry to its readership.

UP-TO-DATE SINCE 1945

KEY FACTS

- ▷ Print run → **7,000** copies
- ▷ Circulation → **6,958** copies



ddw der deutsche weinbau

VITICULTURE NEWS
ON ALL
CHANNELS

EVERY FORTNIGHT



Advertorials



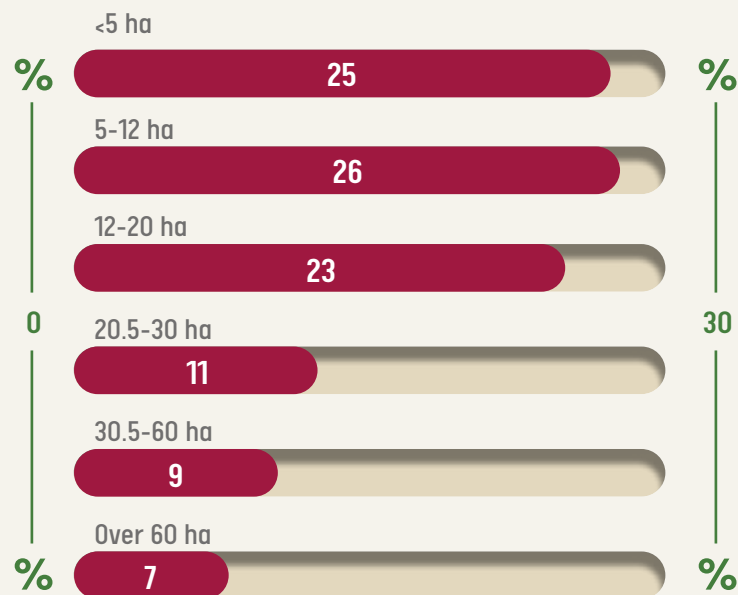
Newsletters



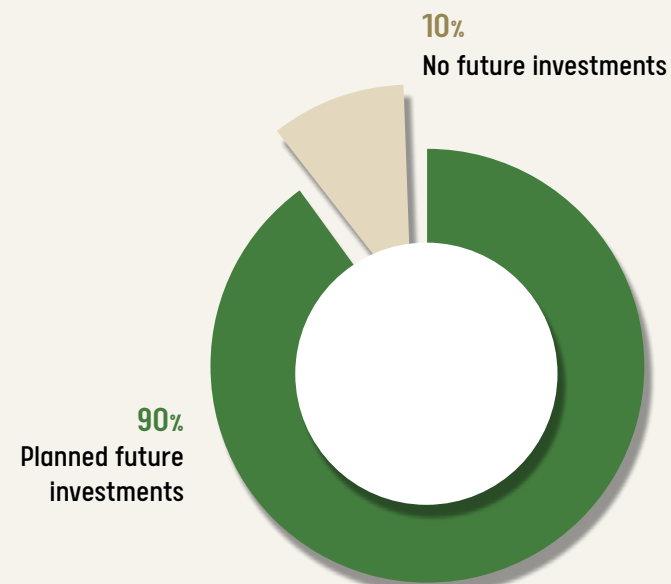
Advertisements



Homepage

IN WHICH SECTOR DOES YOUR BUSINESS OPERATE?

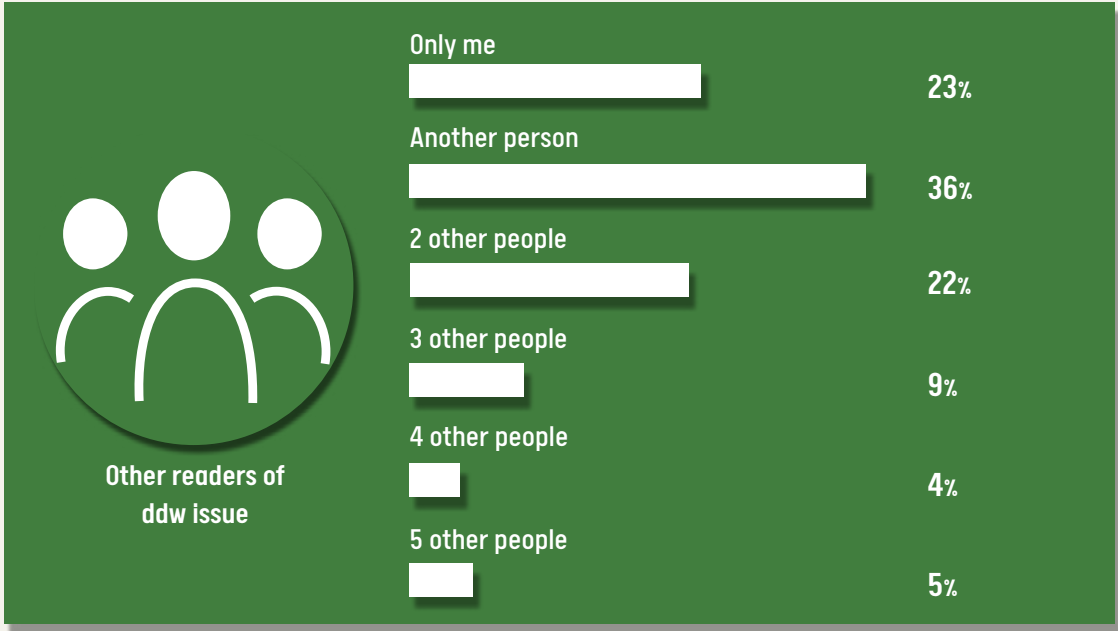
SIZE OF OPERATIONAL AREA
BALANCED SIZE STRUCTURE



INVESTMENT PLANNING
HIGH APPETITE FOR INVESTMENT

FROM THE DDW
READER SURVEY
2022

USER PER COPY - WIDE REACH



FROM THE DDW
READER SURVEY
2022

Your advertising message will therefore reach more than 24,000 readers per issue on average!

READING DURATION



28%
> Than 30 minutes



52%
Between 30 and 45 minutes

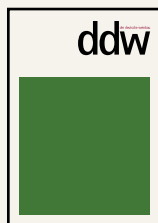


19%
< Than 45 minutes

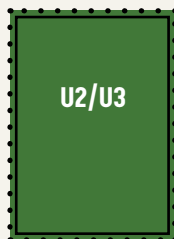
The average reading duration is 35 minutes per reader and magazine.

ISSUE	DEADLINES			TOPICS	TRADE FAIRS
	PUBLICATION DEADLINE	ADVERTISING DEADLINE	COPY DEADLINE		
01/2024	12.01.2024	18.12.2023	03.01.2024	AgrarWinterTage, Mainz Weinbautage, Neustadt/Weinstraße	AgrarWinterTage, Mainz 22.01. - 26.01.2024
02/2024	26.01.2024	12.01.2024	31.01.2024	Filtration Frost and hail protection	
03/2024	09.02.2024	26.01.2024	31.01.2024	Bottling/Contract bottling Alternative wine packaging	BIOFACH, Nürnberg 13.02. - 16.02.2024
04/2024	23.02.2024	09.02.2024	14.02.2024	Closures Irrigation technology	ProWein, Düsseldorf 10.03. - 12.03.2024
05/2024	08.03.2024	23.02.2024	28.02.2024	Soil cultivation World of Zero	PERMANENT HEADINGS THE OENOLOGIST LATEST NEWS COMPANY INFO. PORTRAITS INTERVIEWS CASK WINE PRICES
06/2024	22.03.2024	08.03.2024	13.03.2024	DDW SPECIAL: PLANT PROTECTION Vinotheque equipment	
07/2024	05.04.2024	22.03.2024	27.03.2024	Artificial intelligence in viticulture Viticulture education, training and CPD	
08/2024	19.04.2024	05.04.2024	10.04.2024	Sustainability Cellar reorganisation/Floor coverings	
09/2024	03.05.2024	19.04.2024	24.04.2024	DDW SPECIAL: VINEYARD TECHNIQUES	
10/2024	17.05.2024	03.05.2024	08.05.2024	Press Social media marketing	
11/2024	31.05.2024	17.05.2024	22.05.2024	Tanks Foliage care	
12/2024	14.06.2024	29.05.2024	05.06.2024	DDW SPECIAL: MACHINERY REVIEW	

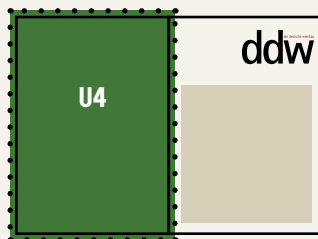
ISSUE	DEADLINES			TOPICS	TRADE FAIRS
	PUBLICATION DEADLINE	ADVERTISING DEADLINE	COPY DEADLINE		
13/2024	28.06.2024	14.06.2023	19.06.2024	Comparison of wine tanks Analysis	Vitis Live - Technik im Weinberg, Piesport/Mosel 03.07. - 04.07.2024
14/2024	12.07.2024	28.06.2024	03.07.2024	Harvesting technology Sparkling wine technology	PERMANENT HEADINGS GERMAN WINEGROWERS ASSOCIATION MAGAZINE POLITICS SPECIALIST ARTICLES ON: VITICULTURE, CELLAR TECHNOLOGY AND MARKETING
15/2024	26.07.2024	12.07.2024	17.07.2024	Pumps Fermentation management and cooling technology	
16-17/2024	23.08.2024	09.08.2024	18.08.2024	AUTUMN SUPPLEMENT Must and wine treatment	
18/2024	06.09.2024	23.08.2024	28.08.2024	Lightweight glass bottles Logistics	
19/2024	20.09.2024	06.09.2024	11.09.2024	Tractors Packaging solutions	
20/2024	04.10.2024	20.09.2024	25.09.2024	DDW SPECIAL: LABELS Labelling machines/Label design	
21/2024	18.10.2024	02.10.2024	09.10.2024	Forklift trucks Planting material/New varieties	
22/2024	02.11.2024	18.10.2024	23.10.2024	Bottling preparations Preliminary reports on Braubeviale and SIMEI	BrauBeviale, Nürnberg 26.11. - 28.11.2024 SIMEI, Milan 12.11. - 15.11.2024
23/2024	15.11.2024	31.10.2024	06.11.2024	Pruning and pruning shears Insurance	
24/2024	29.11.2024	15.11.2024	20.11.2024	Software & IT Fertilizer spreaders/Compost spreaders	
25-26/2024	13.12.2024	29.11.2024	04.12.2024	Warehouse construction Review of the year and prospects for 2024	



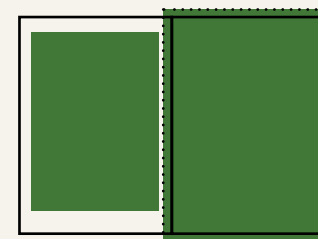
COVER
205 x 195 mm
On request



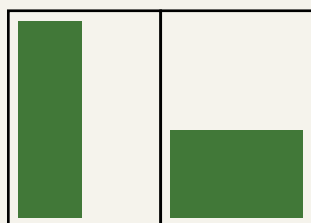
1/1 Page | Cover page 2./ 3./ 4.
225 x 285 mm
€5,500



FACING CONTENT
1/3 page | portrait
78 x 285 mm
€2,775

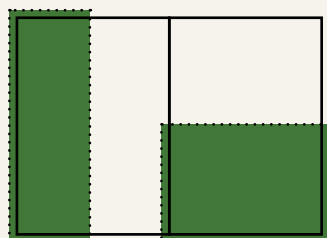


1/1 page in type area
199 x 235 mm
1/1 page in bleed
225 x 285 mm
€5,250



TYPE AREA FORMAT
1/2 page | portrait
97 x 235 mm

1/2 page | landscape
199 x 120 mm
€3,540



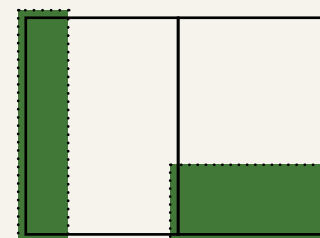
BLEED FORMAT
1/2 page | portrait
112 x 285 mm

1/2 page | landscape
225 x 140 mm
€3,540



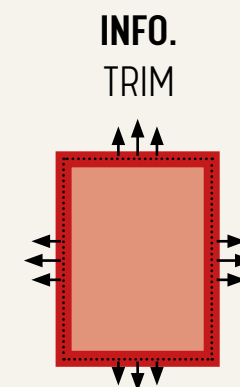
TYPE AREA FORMAT
1/3 page | portrait
63 x 235 mm

1/3 page | landscape
199 x 72 mm
€2,490



BLEED FORMAT
1/3 page | portrait
78 x 285 mm

1/3 page | landscape
225 x 92 mm
€2,490



for all bled-off
advertisements -
Trim
3 mm
on all pages



TYPE AREA FORMAT

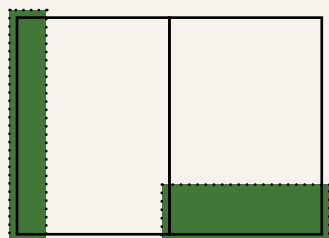
¼ page | **portrait**

46 x 235 mm

¼ page | **landscape**

199 x 48 mm

€1,875



BLEED FORMAT

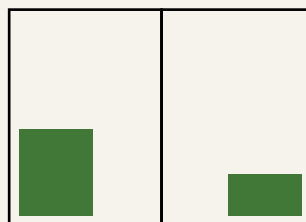
¼ page | **portrait**

60 x 285 mm

¼ page | **landscape**

225 x 68 mm

€1,875



TYPE AREA FORMAT

¼ page | **corner section**

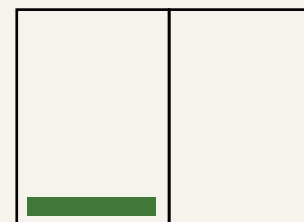
97 x 115 mm

€1,875

⅛ page | **corner section**

97 x 55 mm

€1,450



TYPE AREA FORMAT

⅛ page | **landscape**

199 x 25 mm

€1,450

DO YOU HAVE ANY QUESTIONS?

Please write to us or
telephone
us for individual
quotes.

FLORIAN STEVER
LEAD SALES MANAGER

☎ → +49 (0) 6321 / 8908 - 60

✉ → stever@meininger.de

CHARLOTTE DIEMER
SALES MANAGER

☎ → +49 (0) 6321 / 8908 - 37

✉ → diemer@meininger.de

NADINE BURKHART
MEDIA ADVICE AND ADVERTISING MANAGEMENT

☎ → +49 (0) 6321 / 8908 - 72

✉ → burkhart@meininger.de

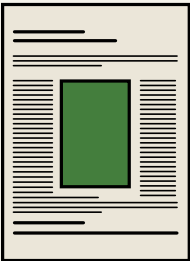
COLUMN WIDTH	FREQUENCY DISCOUNT	VOLUME DISCOUNT
1 column: 46 mm	3 advertisements = 5%	1 page = 3%
2 column: 97 mm	6 advertisements = 10%	3 pages = 5%
3 column: 148 mm	12 advertisements = 15%	6 pages = 10%
4 column: 199 mm	24 advertisements = 20%	9 pages = 15%
		12 pages = 20%

Frequency and volume discounts cannot be combined. **Broker commission 15%**
Column width 46 mm; no discounts available on classified advertisements min. height 20 mm, max. height 215 mm.
mm advertisements are placed in the "market place" environment.
All prices are quoted excluding VAT.

MAXIMUM
ATTENTION
GUARANTEED

OUR SPECIAL FORMATS ARE
STRIKING AND MEMORABLE

Would you like to advertise your product or event in an eye-catching way?
Our many special advertising formats let you do just that. As special forms of advertising require long-term planning and customisation, we look forward to receiving your binding reservation in good time. Prices can be supplied for other formats on request.



ISLAND ADVERTISE-
MENT

Your advertisement in the middle of the page surrounded on all four sides by editorial.

97 x 130 mm

€3,380

63 x 140 mm

€2,890

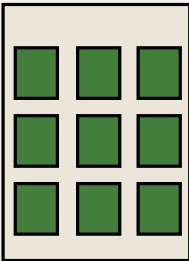


STRIP ADVERTISE-
MENT,
CENTRAL

Your advertisement in the middle of the page, with editorial above and below.

225 x 72 mm

€3,540



SUPPLIERS
DIRECTORY

Per entry, published once per month (minimum 6 issue contract required)

60 x 60 mm

€135 per issue

Annual order 10% discount (=12 issues)



ADVERTORIAL

From 1/1 page

See p. 11 for more info.

From €5,500

CLASSIFIED
ADVERTISEMENTS IN
THE MARKETPLACE

Job advertisements
1 column mm line each
..... €3,05

Other display advertisements
1 column mm line each
..... €3,90

Domestic box number fee
..... €7,90

Foreign box number fee
..... €9,50

LOTS OF SPACE FOR YOUR MESSAGE

Authentic, individual and always effective!

Our editorial advertorials continue where print advertisements leave off.

Supplement your advertising strategy with a customised advertorial and persuasive editorial content.



YOU SUPPLY, WE CREATE

ADVERTORIAL

Professional production of your advertorial is assured by the editorial and design expertise of Meininger Verlag.

As the customer all you have to do is supply the basic information, as raw copy and images. Our editorial team and artwork department will take care of processing the copy and layout. The advertorial will be coordinated and approved by arrangement.

Prices and terms on request:

steve@meining.de or diemer@meining.de

Data delivery:

Copy material (press releases, text fragments, articles)

High-quality, high resolution photographic material.

Briefing, at the latest 3 weeks before print copy deadline.

Timing for individual photo production on request.

1/1 page €5,250

2/1 page €8,635

4/1 page €11,785

ACCURATELY TARGET THE SECTOR

Whether it's the jobs section, buying and selling, business contacts, or anything else - the marketplace is the ideal stage. Place your classified advertisement here and benefit from our reach, our contacts and our network.

ADVERTISEMENT DESIGN

Send us your artworked advertisement! Please note the possible column width, height is flexible.

We'd be delighted to help you design your advert. Send us your advertisement copy/photo material and your logo. We will send you a draft and a quotation.

SPECIMEN ADVERTISEMENTS

JOB ADVERTISEMENT

Basic price for a 1 column mm line: €3,05
Size: 2 column, 80 mm height
Price: €3,05 x 2 columns x 80 mm height = €488 + VAT.

BUY AND SELL

Basic price for a 1 column mm line: €3,90
Size: 2 column, 68 mm height
Price: €3,90 x 2 columns x 68 mm height = €530,40 + VAT.

BUSINESS CONTACTS

Basic price for a 1 column mm line: €3,90
Size: 2 column, 68 mm height
Price: €3,90 x 2 columns x 42 mm height = €327,60 + VAT.



POSSIBLE ADVERTISEMENT FORMATS

The marketplace is always structured as four columns; possible column widths are:

1 column	46 mm	3 column	148 mm
2 column	97 mm	4 column	199 mm

The choice of height for these advertisements is at your discretion, maximum height 215 mm.

ADVERTISEMENT PRICES

Prices are calculated according to the preferred classified section and per 1 column mm line cost:

Job advertisements:	€3,05
Other classified advertisements:	€3,90
Domestic box number fee:	€7,90
Foreign box number fee:	€9,50

The price is calculated based on the price per 1 column mm line and number of columns x height in mm.

COMBI OFFER FOR JOB ADVERTISEMENTS

If your job advertisement is bigger than 1/4 page, we will publish this online for two weeks, at no extra charge, at:

www.meininger.de/service/stellenmarkt/stellenanzeigen

DO YOU HAVE ANY QUESTIONS?

Please write to us or
telephone us for
individual quotes.

NADINE BURKHART
MEDIA ADVICE AND
ADVERTISEMENT MANAGEMENT

☎ → +49 (0) 6321 / 8908 - 72
✉ → burkhart@meininger.de

ADVERTORIALS ARE ALSO POSSIBLE ONLINE

The editorial online advertorial is the optimum way to convey a wide range of product information. The reader gets your appropriately identified message within the editorial content.

FULL SERVICE ADVERTORIAL

You supply raw copy and images, our editorial team and artwork department will take care of processing the copy and layout for you. Coordination and approval by arrangement.

€3,895

SELF SERVICE ADVERTORIAL

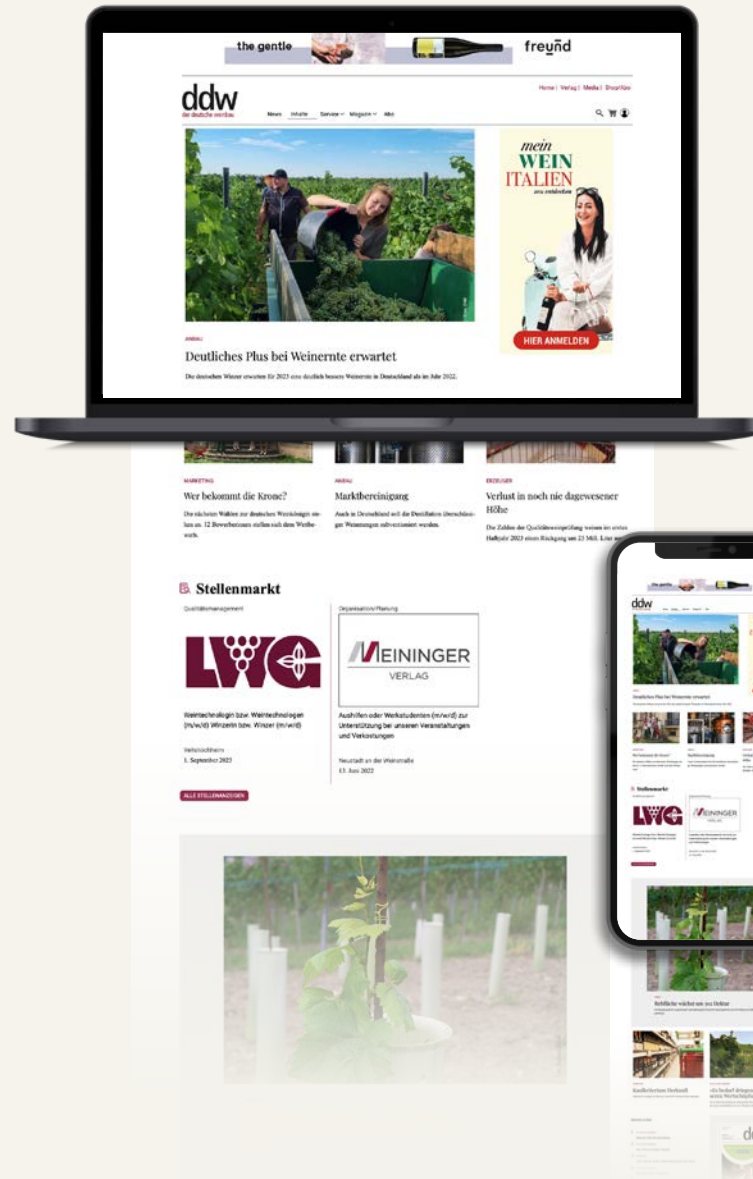
You supply the complete copy and image content. The editorial department publishes it.

€3,350

ONLINE ADVERTORIAL CONTENT

- 2,500 lines editorial copy
- Up to 4 high-resolution photos
- Link to chosen page

WWW.MEININGER.DE/DER-DEUTSCHE-WEINBAU



YOUR CONCEPT,
PRECISELY
WORDED!



Deutsches Plus bei Weinernte erwartet

Die deutsche Weinernte für 2022 wird deutlich besser als im Jahr 2021 erwartet. Die Weinberge sind im Vergleich zum Vorjahr deutlich besser mit Reben besetzt. Die Weinberge sind im Vergleich zum Vorjahr deutlich besser mit Reben besetzt. Die Weinberge sind im Vergleich zum Vorjahr deutlich besser mit Reben besetzt.



YOUR SPOTLIGHT ON
MEININGER.DE

THAT CERTAIN SOMETHING EXTRA

Increase your branding's visibility and use targeted placement on our homepage for your target groups.

LARGE LEADERBOARD

970 x 90 px €1,375
DESKTOP

HALF PAGE AD

300 x 600 px €1,175
DESKTOP

MEDIUM RECTANGLE

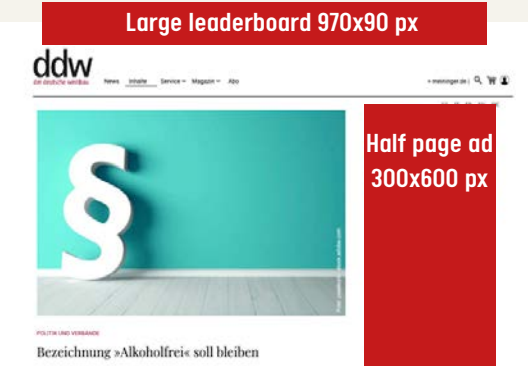
300 x 250 px €1,275
MOBILE

Prices for two weeks.


Maximum buy per placement: 3.

Maximum reservation period: 7 days.

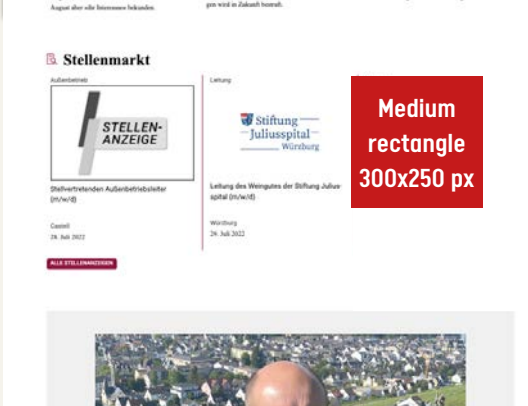
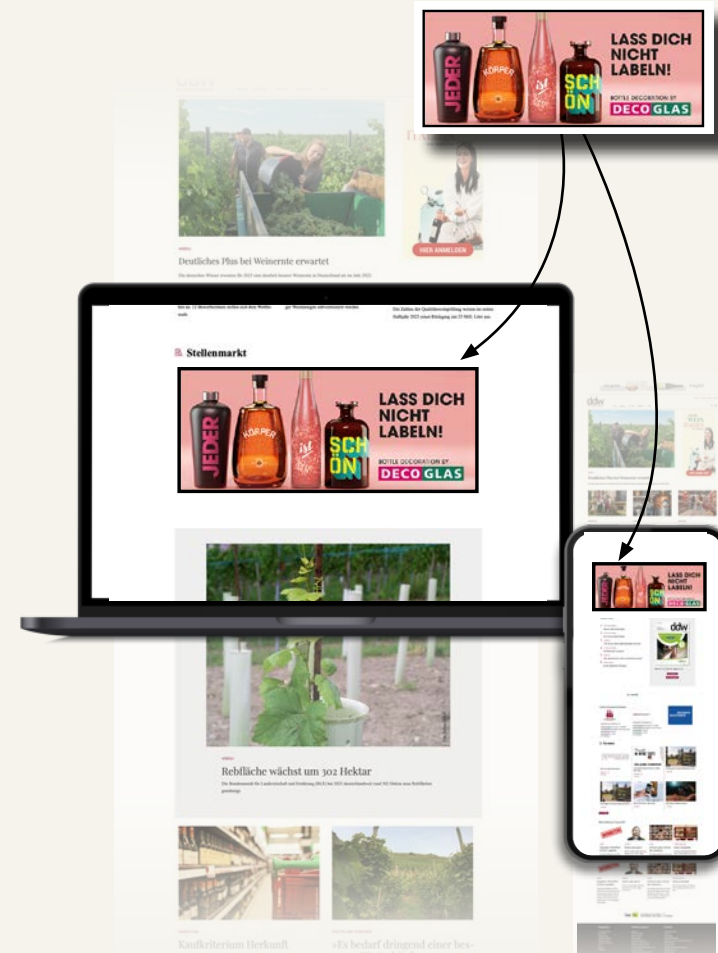
Large leaderboard 970x90 px



Half page ad 300x600 px



Medium rectangle 300x250 px

DDW NEWSLETTER

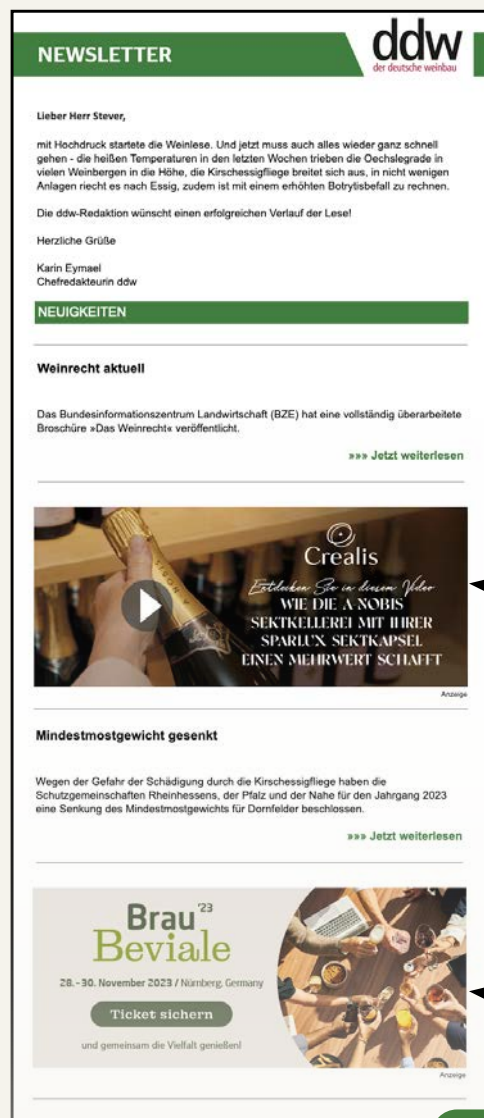
IN THE VERY
BEST
OF COMPANY!

FAR-REACHING
PRESENCE

Send your message right to the heart of your customer's day: our newsletter options are a concise, effective way to convey your message to a highly interested target group. Increase brand awareness, direct linking, seamlessly create traffic and conversion. Your message is seen by the right eyes and motivates the right hands.

CONTENT AD

600 x 250 px €525
Per mailing



PUBLISHED MONTHLY

EDITORIAL DEPARTMENT**EDITOR-IN-CHIEF**

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✉ → haas@meininger.de



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✉ → apfel@meininger.de

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SALES & MARKETING**

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✉ → stever@meininger.de

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CHARLOTTE DIEMER

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✉ → diemer@meininger.de

**MEDIA ADVICE AND ADVERTISE-
MENT MANAGEMENT**

NADINE BURKHART

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✉ → burkhart@meininger.de

ITALYEDICONSLT
INTERNAZIONALE

☎ → +39 0 10 58 36 84

✉ → wine@ediconsult.com

📍 → Piazza Fontane Marose, 3
16123 Genova, Italy**FRANCE**

UTE SCHALBERGER

☎ → +49 (0) 2 21 58 91 93 93

✉ → wine@ediconsult.com

📍 → Am Himmel 7b
50858 Cologne, Germany**FRANCE**

MARCO FRAZIER

☎ → +1 917 828 6846

✉ → frazier@meininger.de

📍 → New York

CIRCULATION**PUBLICATION METHOD**79th year 2024, 14-day

Price per copy: €5,20

Annual subscription: €110,40

(Domestic)

(including carriage and VAT)

IVW 2nd quarter 2023

CIRCULATION

Distribution: 6,966 copies

Subscription: 3,836 copies

Sales: 4,241 copies

Print run: 7,000 copies

Terms and Conditions:

The General Terms and Conditions
 shown below shall apply in addition.

Terms of payment:

Immediately without deduction. 2%
 discount for advance payment or
 direct debit.

Bank details:

Sparkasse Rhein-Haardt

IBAN: DE 22 5465 1240 0001 9261 46

BIC: MALA DE 51DKH

COLOUR ADVERTISEMENTS

Colours from ISO 2846-1 colour scale. Special agreement is required for special colours or shades not achieved by ganging up colours from the scale used. Details on request. The publisher reserves the right to also build up second colours from the four-colour scale for technical reasons. Minor deviations in tonal values are ascribable to the offset printing process tolerance range.

SPECIAL COLOURS

on request, colour surcharges may be subject to a discount.

PRINTING PROCESS

Sheet offset, 70 raster

PAPER

Cover: 150 g/m² Magno Volume
Inside: 100 g/m² Magno Volume

ADVERTISEMENT DESIGN

We pass on our cost prices for redesigning or amending existing printing materials. Every advertisement designed and produced by our publishing house remains the publisher's property and may only be reused with the publisher's written permission.

PRINTING MATERIALS

Data supplied as print-ready (300 dpi) PDF format and compulsory proof according to ISO 12647-7.

The settings for producing the PDF can be downloaded from

→ www.westermann-druck.de/downloads

(profile: ISO coated v2 300%).

The offset printing standards should be taken as the guideline for image data. Area coverage should not exceed 300% in total. The print edition will be accompanied by a digital version. In the process the print advertisements are converted identically for the digital version. Marginal colour deviations may exceptionally occur; complaints regarding the digital edition are excluded.

DATA DELIVERY

PDF printout (300 dpi) via e-mail
✉ → burkhart@meininger.de

Proof or setting work required will be charged at cost. Please also note the terms of business in the order confirmation.

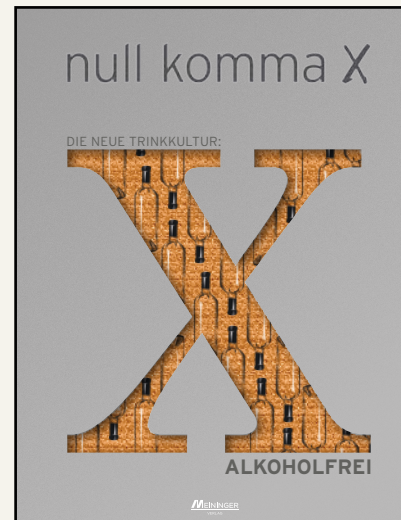
SHIPPING ADDRESS FOR PRINTING MATERIALS

Meininger Verlag GmbH
Frau Nadine Burkhart
Maximilianstr. 7 - 15
67433 Neustadt, Germany

SHIPPING ADDRESS FOR INSERTS

westermann Druck | pva
c/o johnen-druck GmbH & Co. KG
Abt. Lettershop / TAV
Bornwiese 5
54470 Bernkastel-KuesBei

360° MAGAZINES FOR WINES AND BEVERAGES



1. Scope of application:

These General Terms and Conditions of Business ("T&Cs") apply to all advertising orders, advertorials and other advertising material [also online] of Meininger Verlag GmbH, Maximilianstrasse 7-15, 67433 Neustadt/Weinstrasse [hereinafter referred to as "Publisher"] targeted at customers [hereinafter referred to as "Customer"].

Any conflicting General Terms and Conditions of Business of the Customer will not be acknowledged, unless the Publisher explicitly consents to their inclusion.

2. Conclusion of the agreement

An "advertising order", within the meaning of these General Terms and Conditions of Business, is an agreement on the publication of one or more advertisements or advertorials, or any other advertising material [also online] (such as supplements) of an advertiser or any other buyer of advertising space in a publication or on a website for the purpose of dissemination.

Unless anything else to the contrary has been agreed, an advertising order shall materialize through the advertisement being printed or through a written confirmation of the Publisher. Upon placing the advertising order, the respective Customer acknowledges the application of these General Terms and Conditions of Business and the respective applicable price list, as well as the media data applicable to the respective year of publication.

A "deal" is an agreement on the publication of multiple advertisements, in regard to which the publications are made by the Customer on a "call-off" basis. The same shall also apply analogously to any deal concluded by a group of companies ("Consolidated Deals"). Should the right to call off individual advertisements be granted within the scope of such a deal, unless anything to the contrary has been agreed in the individual case the publication date of the most recent advertisement should fall within the period of one year of the first advertisement being published.

Should the advertising order be placed by an agency, the respective contract shall materialize, subject to any other arrangements, with the agency.

Any amendments and additions to an advertising order, as well as any deviations from these General Terms and Conditions of Business, shall require to be laid down in writing. That also applies to the revocation of this clause requiring the written form.

3. Placing advertisements

The Publisher shall be entitled to undertake the placing of the advertisements and/or online advertising material at its sole discretion. Fixed advertisements and special forms of advertising can be booked individually. Subject to any other, individualized, agreement, the Customer shall otherwise have no claim to the advertisement being placed in a particular position in the respective advertising area, or to a certain access time in the respective advertising space being complied with. It is possible to relocate the advertising space within the agreed setting if said relocation does not materially affect the appeal of the advertisement. The bookable forms of advertising and placements in the online area do not include a warranty in regard to being displayed in a directly visible area (on a "first screen"). The Customer shall, upon request, after conducting an online campaign,

be given information on the standard values achieved. Advertisements and other forms of advertising which, due to their design, are not immediately recognisable as advertisements, are clearly marked by the Publisher with the word "Advertisement".

4. Advertorials

Advertorials are content produced by a third party that needs to differ, in form and design, from the editorial parts of the respective magazine. They contain texts and advertising of third parties. They shall essentially be endorsed with a separate legal notice. The advertorial may be marked, by the Publisher, with the word "Advertisement", or an alternative word to a similar effect. Advertorials are usually produced by the Publisher in consultation with the Customer, and published. An advertorial is to be made available to the Publisher, for inspection and approval, at least ten working days prior to the print copy deadline. The Customer has a one-off right to require corrections. Any further sets of corrections are to be remunerated in addition. Acceptance may only be refused for technical reasons.

The Customer shall be obliged to deliver the necessary visual material, as well as any other information individually agreed, in good time. The Customer shall be responsible for providing the necessary rights for this. Should the Customer infringe the obligations to co-operate incumbent upon it, and delays be caused as a result, the Customer shall be held liable for it. Should an advertorial not be published, because the Customer has not fulfilled the obligations to co-operate incumbent upon it in good time, the Publisher shall be entitled to nonetheless require the gross remuneration agreed in full.

5. Printing materials

The Customer shall be responsible for delivering flawless printing materials or print templates of any other advertising material by the print copy deadline. In the case of digital printing documents, the customer is obliged to deliver templates for advertisements in accordance with the contract, in particular in line with the format or the technical specifications of the Publisher, in good time prior to the respective start of publication. The Publisher's costs for any amendments to the print templates desired or caused by the respective Customer are to be borne by the Customer.

The obligation to store printing materials shall end three months after the advertisement has been published for the first time.

Any liability for colour accuracy and correct reproduction of the colouring will only be accepted by the Publisher if the Customer has transmitted a proof that makes the colouring and size binding, for colour matching in good time.

6. Deficiencies

Should the publication of the advertisement not be in line with the quality or service contractually due, the Customer shall have a claim to reduce the payment or be given a flawless replacement advertisement. Should the Customer make use of its right to reduce the price, the amount of the reduction shall be aligned to the degree of deficiency shown by the advertisement. As an alternative,

the Customer may require the publication of a replacement advertisement to the extent to which the purpose of the advertisement has been compromised by the deficiency. Minor deviations in tonal value or colour are substantiated in the tolerance range of the offset printing process, and do not constitute a deficiency.

The Customer is required to complain to the Publisher about any obvious deficiencies in an advertisement in writing within a week, counting from the day of publication. Any hidden deficiencies are to be complained about in writing within six months, counting from the day of publication of the advertisement.

The Publisher has the right to refuse to publish a replacement advertisement if, in good faith, it seems inappropriate to it, taking into account the content of the advertising order, in particular if a disproportionate amount of costs is incurred. Should the Publisher make use of this right, the Customer shall be entitled to withdraw from the contract, as long as it is not only insignificant deficiencies that exist. A reduction in price based on reduced circulation may only be asserted if the reduction in circulation is at least 20%, in the event of a certain circulation having been assured.

7. Liability on the part of the Publisher

The Publisher shall only be liable for wilful intent and gross negligence. Vis-à-vis traders, the liability for gross negligence is limited to the damage to be expected up to the amount of the remuneration agreed for the advertisement.

For slight negligence, the Publisher shall only be liable, if there is no case of injury to life, the body or the health, unless cardinal obligations of the advertising order have been infringed. The Publisher's liability shall, in any case, be limited to compensating the foreseeable damage, limited by the fee to be paid for the advertisement.

8. Specimen copy

The publisher shall, upon request, deliver a specimen advertisement. Depending upon the nature and scope of the advertising order, clippings, specimen pages or full samples will be delivered.

9. Prices, invoices

The fixed or special prices agreed as at the date of the order being placed shall apply, and otherwise the published price list. The Publisher reserves the right to amend the charges. This does not apply to consumers. For any orders confirmed by the Publisher, price changes shall, however, only be valid if they were notified by the Publisher at least one month prior to the advertisement/the advertising material being published. In the event of a price increase, the customer shall be entitled to assert a right to withdraw from the contract. The right to withdraw from the contract must be exercised within 14 days of receipt of the notification on the price increase.

Any reductions shall be established in line with the respective applicable price list or the individual arrangements made. Should the Customer not have implemented the advertising volume forming the basis for the reduction in full within the agreed period of time, the Publisher shall have the right to charge the amount of the reduction given. Advertising agencies and any other advertising

intermediaries shall be obliged to adhere to the Publisher's price lists in their offers, contracts and invoices sent to the advertiser. Discount credits and subsequent discount adjustment charges will essentially only be made at the end of the advertising year.

Invoices of the Publisher are to be paid within the payment deadline, counting from receipt of the invoice, which can be seen from the price list, unless any other payment deadline or advance payment has been agreed in the individual case.

In the event of arrears of payment, interest will be charged in accordance with the statutory provisions.

Should there be justified doubt about the Customer's ability to pay, the Publisher shall be entitled to make the publication of one or more advertisements dependent upon advance payment of the amount as at the final deadline for advertisements, as well as upon any outstanding amounts invoiced being settled.

10. Turning down orders

The Publisher reserves the right to turn down advertisements - including individual call-offs within the scope of a deal - and orders for supplements, if

- the content of them violates any laws or official provisions; or
- the content of them has been objected to by the German Advertising Council in opposition proceedings; or
- the publication of them is unacceptable to the Publisher because of the content, design, origin or technical form;
- advertisements contain advertising of third parties or on behalf of third parties. Orders for any other advertising material shall only be binding upon the Publisher after a sample has been submitted and approved. Any advertisements containing advertising by third parties or on behalf of third parties (joint advertising) shall, in each individual case, require the prior written declaration of acceptance of the Publisher. This will entitle the Publisher to levy a joint advertising surcharge. Any supplements which, due to their format or presentation, arouse the impression, with the reader, of being a component of the newspaper or magazine or contain third-party advertisements may be turned down by the Publisher on these grounds. The Customer will be informed about the rejection of an advertisement or any other advertising material without delay.

11. Cancellation of orders

Essentially, it is possible to cancel orders. The cancellation needs to be received by the Publisher in writing or by e-mail. In the case of cancellation up to five working days prior to the closing date for advertisements [10 days in the case of advertisements placed on the website and fixed placements], no costs will be incurred to the advertising customer. By way of derogation herefrom, any cancellation of special forms of advertising (including title pages booked, events, tastings) and advertorials, is only possible for up to two weeks after placing an order. Should a cancellation be made after the deadlines regulated in Sentence 1, the flat-rate amount of compensation for expenditure shall amount to 100% of the gross order volume cancelled.

12. Intellectual Property rights

The Customer shall grant the Publisher any rights of use,

ancillary copyrights and other rights necessary for the use of the print templates provided. Included in the latter is, in particular, the right of duplication, publication, dissemination, making the materials publicly available, and also the editing and design rights in the scope necessary for implementing the order.

The Customer guarantees to the Publisher that it has all rights necessary for publication and dissemination of the advertisement. The Publisher shall not be obliged to check any impairments of rights of third parties. The Customer shall be solely responsible for the content and design of the advertisement. The Customer hereby frees and relieves the Publisher from all claims by third parties which the latter may assert against the Publisher in connection with the publication of the advertisement.

13. Acts of God

In the event of Acts of God, the Publisher shall be entitled to postpone the publication of an advertisement until such time as the event has ended. The term "Acts of God" is understood to mean any circumstances that are not the Publisher's fault, and which make the publication impossible or unacceptable, in particular strikes, legitimate lock-outs, war, acts of terror, civil unrest, natural disasters, pandemics and a general shortage of raw materials or energy.

14. Data Protection:

The Publisher gathers, processes and stores personal data of the Customer in accordance with the applicable data protection provisions. Further information on the processing of personal data can be found in our Data Privacy Policy.

15. Final provisions

This contractual relationship, as well as these General Terms and Conditions of Business, are subject to the Law of the Federal Republic of Germany, subject to exclusion of the UN Convention on the International Sale of Goods (CISG). The place of fulfilment shall be the Publisher's registered office. In business transactions with traders, legal persons governed by public law or special funds governed by public law, the Publisher's registered office is agreed upon as the exclusive place of jurisdiction. In the case of non-traders, the place of jurisdiction shall be determined by their domicile.

The Publisher does not take part in dispute resolution procedures before consumer arbitration boards.

Any amendments and additions to these General Terms and Conditions of Business, as well as any subsidiary agreements, shall require to be laid down in writing. That also applies to the revocation of the written form.

Should any of the foregoing provisions be or become invalid, the validity of the remaining provisions shall not be affected thereby. In lieu of the invalid provision, the parties shall agree upon a valid provision which comes as close as possible, in its entirety, to what is laid down in the General Terms and Conditions of Business, as well as the contractual arrangements from a factual, legal and economic perspective. The same procedure shall apply if the General Terms and Conditions of Business should contain a loophole.

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