

Meiningers weinwelt

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





also as digital version

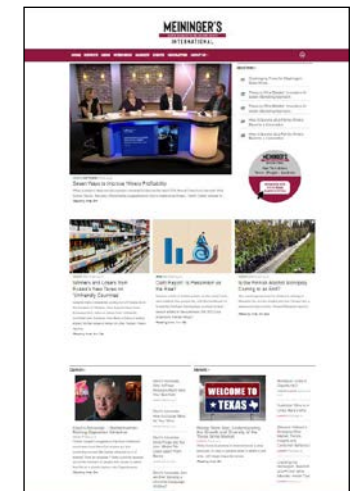
Short Description

MEININGERS WEINWELT is the special interest title for wine consumers who want to buy excellent quality wines at fair prices and enjoy them in an uncomplicated way.

MEININGERS WEINWELT focuses on the pleasure of enjoyment - readers receive numerous practical orientation aids and a wide range of tips on the subject of wine. Lifestyle-oriented topics such as travel, gastronomy, spirits as well as encounters with celebrities complete the celebrities round off the editorial concept.

The readers focus on enjoyment of life and belong to the high-consumption, quality-conscious and brand-oriented target group aged between 30 and 50.

Weitere MEININGER Publikationen



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Publishing Frequency: Every two months

Subscription Price: On request

Terms of Payment: Immediately without discount. If paid in advance, deduct 2% discount.

Bank: Sparkasse Rhein-Haardt
 IBAN: DE 22 5465 1240 0001 9261 46
 BIC: MALA DE 51DKH

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

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Editorial Calendar and Publication Schedule 2024

Issue	Publication date	Advertising deadline (= cancellation date)	Artwork deadline	Topics
2/2024	12.01.2024	08.12.2023	14.12.2023	<ul style="list-style-type: none"> - Meininger's German Pinot Award - Mineral Water - Harvest reports 2023 - Top 100 supermarkets - Finest Spirit - Wine investment - Oenotourism France - Newcomer Württemberg - Tasting: Mash fermented wines
3/2024	08.03.2024	02.02.2024	08.02.2024	<ul style="list-style-type: none"> - Anniversary: 25 years of Weinwelt - Sustainable approaches in the wine industry - Preview ProWein - Bestsellers specialised trade - France - Spain - Flying Winemaker - Wine Events in Europe - Wine Bars in London
4/2024	17.05.2024	12.04.2024	18.04.2024	<ul style="list-style-type: none"> - Meininger's International Rosé Award - Trade fair innovations from ProWein and Vinitaly - Monastery Wineries - France - Exotics in the vineyards - Italy - Wine Influencer - Meininger's International Wine Conference
5/2024	12.07.2024	07.06.2024	13.06.2024	<ul style="list-style-type: none"> - Best of Riesling - International hotspots for Wine Lovers - France and - Viticulture in Croatia - Wine bars 3.0 - Oenotourism Italy - Spain - Portugal
6/2024	13.09.2024	09.08.2024	15.08.2024	<ul style="list-style-type: none"> - Meininger's German Sparkling Wine Award - Wine mistakes - Viticulture in Denmark and Sweden - Alternative packaging / Reusable - Mexico - Tasting: Wines from the North - Best of Cooperatives
1/2025	08.11.2024	02.10.2024	10.10.2024	<ul style="list-style-type: none"> - Meininger's Red Wine Award - France - The Ruhr District - Cellar - Kitchen - Air-conditioning cabinets, Wine storage options - Sparklings from England - Italy - Spain - Tasting: Local wines

PLUS: Every issue also offers new discoveries from food retailers and wine stores, along with individual highlights.

Not forgetting market tips and trends. The schedule of topics is adjusted in line with current events on an ongoing basis.

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Advertisement Formats and Prices €

(excluding VAT / Discount
Table No. 26, effective from
01/10/2023)

Sizes in Side Sections	Formats in Printing Area		Trimmed Advertisement plus 3 mm trimming of all edges		Advertisement Prices Colour*
	Width (mm)	Height (mm)	Width (mm)	Height (mm)	
1/1 page	195	260	230	297	€ 6,930
3/4 page upright	145	260	165	297	€ 6,395
3/4 page broadside	195	193	230	223	€ 6,395
2/3 page upright	128	260	148	297	€ 5,410
2/3 page broadside	195	171	230	197	€ 5,410
1/2 page upright	95	260	115	297	€ 4,735
1/2 page broadside	195	127	230	147	€ 4,735
1/3 page upright	61,5	260	81	297	€ 2,995
1/3 page broadside	195	83	230	96	€ 2,995
1/4 page upright	45	260	65	297	€ 2,395
1/4 page broadside	195	61	230	86	€ 2,395
1/4 page corner field	95	127	115	147	€ 2,395

Minimum size in text section: 1/4 page; mm advertisements under the heading »Schaufenster«

*All prices for special colours in accordance with Euro scale

Double Page Formats				
2/1 pages	420	260	460	297
				€ 12,850

Special Formats / Special Placements				
2nd, 3rd, 4th cover page	195	260	230	297
				€ 8,505

Cover page cancellation: 6 weeks prior to publication

Special formats: You can inquire at any time about advertisement formats not included in the pricelist. A check will be made without delay. Placement regulations (minimum size 1/2 page): 15%.

Supplements <i>incl. distribution costs</i>		Inserts		Adhesive Inserts <i>incl. distribution costs</i>	
up to 25 g	€ 112 per thsd	4-page	€ 114 per thsd	DIN postcard	€ 70 per thsd
up to 50 g	€ 128 per thsd	6-page	€ 149 per thsd	Envelopes up to DIN C6	€ 85 per thsd
up to 75 g	€ 149 per thsd	8-page	€ 213 per thsd	Product samples etc. prices on request	Carrier advertisements at least 1/1 page
up to 100 g	€ 213 per thsd	12-page	€ 214 per thsd		

No discount on inserts, supplements and adhesive inserts. Partial inserts are possible in the various Nielsen areas; minimum circulation 20.000; further increments of 10.000. Format: maximum 225 width x 295 mm height.

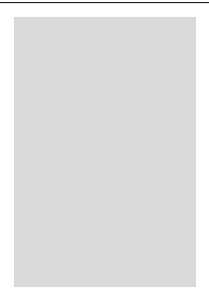
Advertisements in the "Schaufenster" section (Display Window) classified advertisements	Purchase and Sale	Millimeter Price: € 6.10 (column width 45 mm)		Box number fee inland:
		1 column: 45 mm		€ 7.50
		2 columns: 95 mm		Box number fee abroad:
		3 columns: 145 mm		€ 9.00
		4 columns: 195 mm		Colour surcharge: 25 %

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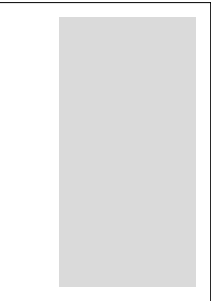
Other Advertisement Formats and Prices €

(excluding VAT / Discount
Table No. 26, effective from
01/10/2023)

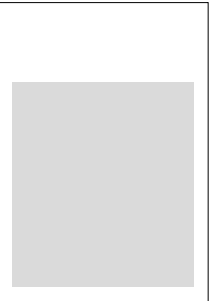
Standard Formats for Printing Areas



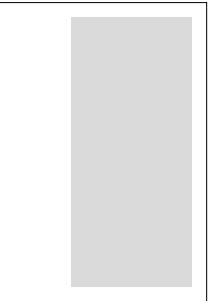
1/1 page mm
Format: W195 x H 260



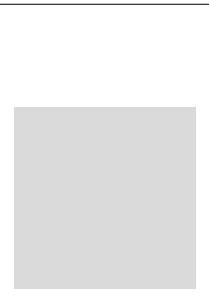
3/4 page upright mm
Format: W145 x H 260



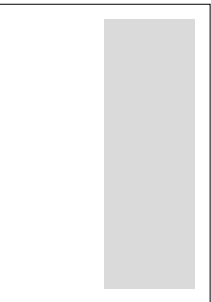
3/4 page broadside mm
Format: W195 x H 193



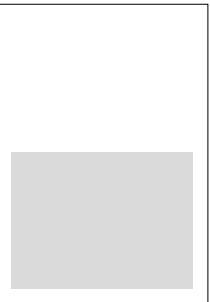
2/3 page upright mm
Format: W128 x H260



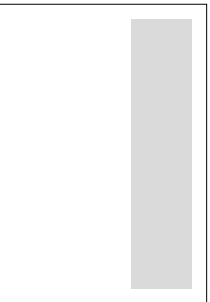
2/3 page broadside mm
Format: W195 x H171



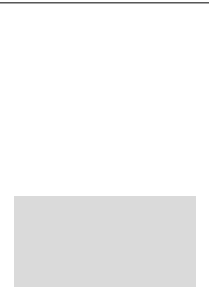
1/2 page upright mm
Format: B 95 x H260



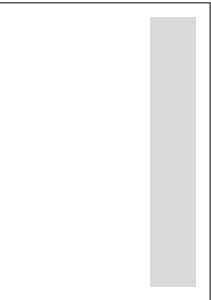
1/2 page broadside mm
Format: W195 x H127



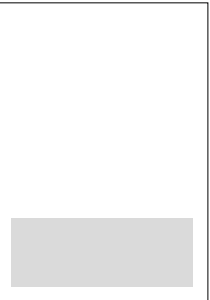
1/3 page upright mm
Format: W61.5 x H260



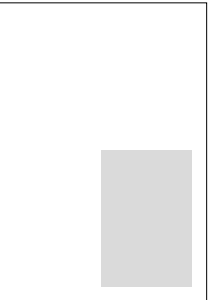
1/3 page broadside mm
Format: W195 x H83



1/4 page upright mm
Format: W 45 x H260



1/4 page broadside mm
Format: W195 x H 61



1/4 page corner field mm
Format: W 95 x H127

Colour Advertisements:	1/1 page 6,930 €										
Discount Rates:	<table> <tr> <th>Repeat Advertising Rebates</th><th>Quantity Rebates:</th></tr> <tr> <td>2 x 3 %</td><td>1 page 3 %</td></tr> <tr> <td>4 x 5 %</td><td>2 pages 5 %</td></tr> <tr> <td>6 x 7 %</td><td>4 pages 10 %</td></tr> <tr> <td>8 x 10 %</td><td>6 pages 15 %</td></tr> </table>	Repeat Advertising Rebates	Quantity Rebates:	2 x 3 %	1 page 3 %	4 x 5 %	2 pages 5 %	6 x 7 %	4 pages 10 %	8 x 10 %	6 pages 15 %
Repeat Advertising Rebates	Quantity Rebates:										
2 x 3 %	1 page 3 %										
4 x 5 %	2 pages 5 %										
6 x 7 %	4 pages 10 %										
8 x 10 %	6 pages 15 %										
Circulation:	28,000 (Q3 / 22)										
Magazine Format:	Width 230 mm x Height 297 mm										
Printing Area:	Width 195 mm x Height 260 mm 4 columns @ 45 mm wide 3 columns @ 61 mm wide										
Printing Process:	Rotary offset, 70 screen										
Bookbinding Process:	Adhesive binding										
Artwork:	See technical details										
Trimmed Advertisements:	No extra charge										
Mediation Fee:	15 % (incl. foreign countries)										

Advertorial

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

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

Prices and conditions by request: sievers@meininger.de

von der vision zur tradition

Vom historischen Flair der Weinwelt zum modernen Lifestyle – in der Weinwelt Lenz Moser sind die Meilensteine der weltweiten Entwicklung harmonisch vereint. Hier entstehen Weine, die Jahr für Jahr mit atemberaubenden Auszeichnungen geachtet werden.

Die Weinwelt von heute ist die Tradition der Vergangenheit. Jede Weinwelt hat ihre eigene Geschichte. Jeder Wein hat seine eigene Seele. Jeder Wein ist ein Unikat. Jeder Wein ist ein Meisterwerk. Jeder Wein ist ein Kunstwerk. Jeder Wein ist ein Schatz. Jeder Wein ist ein Geheimnis. Jeder Wein ist ein Abenteuer. Jeder Wein ist ein Erlebnis. Jeder Wein ist ein Moment. Jeder Wein ist ein Gefühl. Jeder Wein ist ein Traum. Jeder Wein ist ein Leben.

LENTZ MOSER
Weinwelt

GARANT FÜR ECHTE AUSZEICHNUNGEN
Jeder Wein ist ein Unikat. Jeder Wein ist ein Meisterwerk. Jeder Wein ist ein Kunstwerk. Jeder Wein ist ein Schatz. Jeder Wein ist ein Geheimnis. Jeder Wein ist ein Abenteuer. Jeder Wein ist ein Erlebnis. Jeder Wein ist ein Moment. Jeder Wein ist ein Gefühl. Jeder Wein ist ein Traum. Jeder Wein ist ein Leben.

6.1

Online Advertisement Formats

(excluding VAT.,
effective from 01/10/2023)

Formats & Prices 2024

Banner websites, promotions (2 weeks)

format	size	meininger.de
Half Page Ad	300x600px	1,175 €
Medium Rectangle	300x250px	1,275 €
Large Leaderboard	970x90px	1,375 €

format	size	Meininger's International
Halfpage Ad	300x600px	1,200 €
Medium Rectangle	300x350px	950 €
Large Leaderboard top	970x90px	1,200 €
Large Leaderboard	970x90px	950 €

Advertorial	meininger.de
Full Service (2.500 hits)	3,825 €
Self Service (2.500 hits)	3,350 €

prices for two weeks; two weeks minimum; maximum rotation: 3; no deduction

Advertorial ADD-ONS:

Instagram Post Feed	535 €
Instagram Story	535 €
Facebook Post	535 €
Banner Newsletter (600x250px)	535 €
Teaser Newsletter	535 €

Meininger's
weinwelt

Large Leaderboard 970x90px

Home | Verlag | Media | Shop/Abos

weinstein | Inhalte | Wein | Dine + Travel | Weinguide | Events | Magazin | Alle

GENUSS

Absacker - Auf ein Glas mit Daniel Schimkowitz und Stephan Nitzsche

Vier Herren wurde das Restaurant L.A. Jordan im Ketschauer Hof in Deidesheim mit einem zweiten Michelin-Stern ausgezeichnet. Zeit für einen Besuch.



Half Page Ad 300x600px

Im Deutschen Oriental Clubmeeting kennen die Gäste der Kitchin Library in über 800 weiteren Vorküchen und haben das neue Menü aus Chateauf de Kitchin aus dem Cuvée genießen.

Einmal Urlaub mit regnerischem Wetter und geschlossenen Stand-Club gibt es in der neu eröffneten Location Ketschauer Hof.

Genuss und das Beste. Im Landhaus der weinwelt auf 870 gibt es ab September verschiedene kulinarische Aktionen.

[ALLE ARTIKEL ZUM THEMA DINE](#)

TRAVEL



GENUSS

Genuss im Grünen - „Langenloiser Picknick-Rucksack“

Heutzutage ist der Weinbergbesuch der Gemeinde Langenlois im Weinbaugebiet Kampul bietet ihnen einen Genuss zum Mitnehmen an.



ERDEWEIN

Chateau Pichon Baron eröffnet Besucherzentrum

Das renommierte Chateau Pichon Baron öffnet ab Herbst das neue Bordeaux Chateau seine Türen für Besucher.

Medium Rectangle 300x250px

[ALLE ARTIKEL ZUM THEMA TRAVEL](#)

6.2

Online Advertisement Formats

(excluding VAT,
effective from 01/10/2023)

Formats & Prices 2024

Banner newsletter

Meininger Online (2 weeks)

format	size	price/2 weeks
Content Ad	600x250px	1,045 €

**placement specification fee is 250 €; availability provided;
frequency: one time per week minimum; more than 17,000 recipients; no deduction**

DDW/FIZZZ/MWEW (per insertion)

format	size	price/insertion
Content Ad	600x250px	525 €

Meininger`s International (2 weeks)

format	size	price/2 weeks
Content Ad	600x250px	1,200 €

more than 18,000 recipients worldwide; frequency: one time per week; no deduction

Meininger's
weinwelt

Meininger Newsletter vom 05.06.2023

MEININGER ONLINE
WEIN · GETRÄNKE · EVENTS

Liebe Leserin, lieber Leser,

lesen Sie die Top-News der Woche in unserem Newsletter für die Wein- und Getränkebranche.

Wir wünschen viel Vergnügen beim Lesen und Informieren!

Ihr Meininger Verlag

NEWS

Weinmarkt: Premiumisierung, Konsum-Verlagerung, neue Stile

Eine umfassende wissenschaftliche Analyse zeichnet ein aktuelles Bild des Weltweinmarktes. Wer auf Dauer bestehen will, muss sich strategisch an neue Gegebenheiten anpassen.

»»» Jetzt weiterlesen

Grüne kehrt fritz-kola den Rücken

Wie der Getränkehersteller fritz-kola verlaufen lässt, wird Christoph Grüne, Country Director Germany, das Unternehmen im gegenseitigen Einvernehmen verlassen und sich neuen Herausforderungen stellen.

»»» Jetzt weiterlesen

Content Ad
600x250px

Neuer Geschäftsführer für die Remstalcellerei

Martin Kurrie übernimmt das Amt von Peter Jung bei der württembergischen Genossenschaft.

»»» Jetzt weiterlesen

Kulmbacher steigert Absatz und Umsatz

Die Unternehmensgruppe des Kulmbacher Brauerei-Konzerns hat im 1. Halbjahr 2023 die Absatzmenge um 2,8 Prozent und den Umsatz um 9,2 Prozent steigern können. Allerdings muss der Getränkehersteller beim operativen Ergebnis (EBIT) einen herben Rückgang verkraften.

»»» Jetzt weiterlesen

Neues Siegel: Bronze-, Silber- und Gold-Bio

Ein neues Bio-Siegel soll den Bio-Anteil in der Gastronomie steigern.

»»» Jetzt weiterlesen

Printing Process	Rotary offset, 70 screen	Supplements	Same format as MEININGERs WEINWELT, 230 x 297 mm (width x height), depending on trimming edge. In bundles, 3 mm cutting edge per sheet; same as 6 mm double page.
Paper	Envelope: 250 g/m ² LuxoArt Samt Inside: 115 g/m ² LuxoArt Samt	Supplement formats:	Top trimming edge 5 mm, outer trimming edge 4 mm, foot edge max 5 mm; right-angled fold every 8 pages; head and foot flush (including each trimming edge).
Colour advertisements	Colours from colour scale ISO 2846-1. Specific approval is required for special colours or shades that cannot be created by combining colours from the scale used. Details on request. The publishers reserve the right to also use the four-colour scale to compose decorative colours for technical reasons. Slight tone deviations are due to the tolerance range of the offset printing process.		Maximum width: 237 mm (incl. trimming edge) Maximum height: 310 mm (incl. trimming edge) Minimum width: 95 mm Minimum height: 140 mm
Artwork	Data to be supplied as a printable (300 dpi) PDF file and a binding galley proof in accordance with ISO 12647-7. The settings for the PDF file (ISO coated v2 300 %) can be downloaded from www.westermann-druck.de/downloads. The image data should be based on the offset print standard. Area coverage should not exceed 300 % in total. The print edition is accompanied by a digital Version. The print advertisements are converted so that they can be displayed on the digital version. In isolated cases, this may lead to minor colour deviations; in view of this, complaints relating to the digital issue shall not be accepted.	Paper weight	Minimum weight: single sheets from 100 g/m ² Maximum weight: 2-8 sheets up to 200 g/m ²
		Inserts Insert formats:	Maximum format: 220 x 290 mm Minimum format: 105 x 148 mm
		Adhesive Inserts Paper weight:	150-200 g/m ²
		Adhesive insert formats:	Minimum size 100 x 100 mm mechanically glued: only possible in broadside format. Maximum format 110 x 200 mm mechanically glued: only possible in broadside format.
Data transfer	Email: fassbender@meininger.de Any work required to produce the galley proofs or for setting will be invoiced at cost. Please also take note of our conditions of business stated in the order confirmation.	Delivery of Ad Specials	Position: at least 30 mm from the upper and lower border and 10 mm from the band (max. distance from band 50 mm). Position tolerance when gluing: up to 5 mm. Delivery Date: 3 weeks before the first day of sale, with remark on delivery note: for MEININGERs WEINWELT No. ... Delivery Address: As agreed with Production Management Tel: +49 (0) 6321 / 890855

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.