

# WEINWIRTSCHAFT

The professional magazine for the trade in Germany,  
Austria and Switzerland.

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



# 1

## Magazine Profile



## CLOSE TO THE TRADE

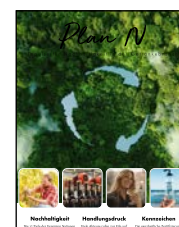
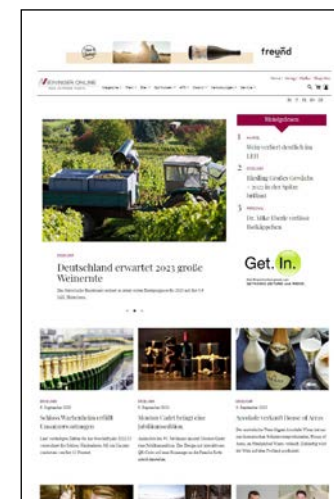
WEINWIRTSCHAFT is the German-language magazine of the wine industry. It covers all business-relevant topics from reports on trends from national and international wine-growing regions to service topics for the trade.

It is passionately dedicated to the current development of the wine market and communicates the news of the wine industry in a timely and well-founded manner to its readers in the food retail, wine specialist, wholesale and beverage trade as well as to wine producers.

WEINWIRTSCHAFT enables the trade and producers to make well-informed strategic and tactical decisions make.

## WEINWIRTSCHAFT

### Other MEININGER publications



**Publishing house:** **MEININGER VERLAG GmbH**  
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**Internet:** www.meininger.de / www.weinwirtschaft.de

**Publishing Frequency:** Biweekly (Fridays)

**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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# 3.1

## Editorial Calendar and Publication Schedule 2024

## WEINWIRTSCHAFT

Issue	Publication date	Advertising deadline	Artwork deadline	Major topics / Articles
1	05.01.2024	15.12.2023	21.12.2023	Top 100 products of 2023   Modern marketing: newsletter
2	19.01.2024	05.01.2024	11.01.2024	Baden   Greece   Paris Wine Fair Preview
3	02.02.2024	19.01.2024	25.01.2024	All about Organic & Biodynamics   Countdown to ProWein 2024   Rosé international
4	16.02.2024	02.02.2024	08.02.2024	ProWein main edition   Top 100 of the international wine industrie
5	01.03.2024	16.02.2024	22.02.2024	Fair guide ProWein 2024   Apulia   Modern marketing: POS marketing
6	15.03.2024	01.03.2024	07.03.2024	ProWein – the latest news   Mixed wine drinks   Rheinhessen   Wine in climate change: water
7	30.03.2024	15.03.2024	21.03.2024	Fair guide Vinitaly   Rosé national   Modern marketing: influencers
8	12.04.2024	28.03.2024	04.04.2024	Summer wines   Wuerttemberg   Satellite regions
9	26.04.2024	12.04.2024	18.04.2024	Review Vinitaly   Prosecco DOCG   Wine in climate change: locations
10	10.05.2024	26.04.2024	02.05.2024	Austria – Extra   Sicily   Add-ons on the wine bottle
11	24.05.2024	10.05.2024	16.05.2024	Rosé France   Hot drinks   Modern marketing: social media
12	07.06.2024	24.05.2024	29.05.2024	Overseas Extra   Prosecco DOC   Sustainability
13	21.06.2024	07.06.2024	13.06.2024	Sparkling wines   Spain   Trentino
14	05.07.2024	21.06.2024	27.06.2024	German cooperatives   Veneto White   Customer training in food retail for up-trading
15	19.07.2024	05.07.2024	11.07.2024	International cooperatives   Emilia-Romagna   Non-alcoholic
16	02.08.2024	19.07.2024	25.07.2024	Novelties of the year   Moselle   How individual must specialised trade be?



# 3.2

## Editorial Calendar and Publication Schedule 2024

## WEINWIRTSCHAFT

Issue	Publication date	Advertising deadline	Artwork deadline	Major topics / Articles
17	16.08.2024	02.08.2024	08.08.2024	International brands   Logistics   Wine in climate change: grape varieties
18	30.08.2024	16.08.2024	22.08.2024	Kick-off year-end business   Crémant   Veneto Red   Modern marketing: neuromarketing
19	13.09.2024	30.08.2024	05.09.2024	Premium concepts in food retail   Packaging & gifts and give-aways   Wine trade in a different way
20	27.09.2024	13.09.2024	19.09.2024	Pfalz   Languedoc-Roussillon   Tuscany / UGA
21	11.10.2024	27.09.2024	02.10.2024	German brands   Abruzzo   Wine in climate change: heat
22	25.10.2024	11.10.2024	17.10.2024	South Africa   Non-alcoholic premium   International varieties in Germany
23	08.11.2024	25.10.2024	30.10.2024	Topseller from Spain   Württemberg
24	22.11.2024	08.11.2024	14.11.2024	Topseller from Italy   Australia & New Zealand   The challenge of food retailing
25	06.12.2024	22.11.2024	28.11.2024	Topsellers from France   Austria – the market   Paris-fairs-special
26	20.12.2024	06.12.2024	12.12.2024	Rhône   South America   Review 2024

### FAIRS/EVENTS

<b>Millésime Bio, Montpellier</b>	29.01. – 31.01.2024	<b>Alimentaria, Barcelona</b>	18.03. – 21.03.2024
<b>Barcelona Wine Week</b>	05.02. – 07.02.2024	<b>Vinitaly, Verona</b>	14.04. – 17.04.2024
<b>Wine Paris &amp; Vinexpo, Paris</b>	12.02. – 14.02.2024	<b>ProWine Singapore, Singapore</b>	23.04. – 26.04.2024
<b>BIOFACH, Nuremberg</b>	13.02. – 16.02.2024	<b>VieVinum, Vienna</b>	25.05. – 27.05.2024
<b>MUNDUS VINI spring, Neustadt</b>	20.02. – 25.02.2024	<b>MUNDUS VINI Sommer, Neustadt</b>	29.08. – 01.09.2024
<b>FINEST SPIRITS, Munich</b>	23.02. – 25.02.2024	<b>FORUM VINI, Munich</b>	13.11. – 15.11.2024
<b>ProWein, Duesseldorf</b>	10.03. – 12.03.2024	<b>MEININGER'S FINEST 100, Neustadt</b>	19.11.2024

**WEINWIRTSCHAFT:** Trade paper with distinct, clearly delimited target audience, and an attractive editorial environment offering you optimum insertion conditions.

# 4

## Advertisement Formats and Prices €

(excluding VAT / Discount Table  
No. 49, ffective from 1.10.2023)

## WEINWIRTSCHAFT

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)	
Coverpage	–	–	215	205	€ 6,395
1/1 page	200	250	225	285	€ 5,500
3/4 page	141	250	156	285	€ 4,745
1/2 page broadside	200	122	225	142	€ 3,850
1/2 page upright	112	250	126	285	€ 3,850
1/3 page broadside	200	80	225	100	€ 2,925
1/3 page upright	83	250	97	285	€ 2,925
1/4 page broadside	200	59	225	79	€ 2,360
1/4 page upright	53	250	68	285	€ 2,360
1/4 page corner placement	83	122	–	–	€ 2,360

Other formats on request

\*All rates quoted are for spot colours as per Euro scale

**Bleed-off advertisements:** There must be sufficient space (at least 10 mm) between advertising text and image blocks and the trim-off in bleed-off advertisements.

Dossiers and Specials	on request
<b>Prices for preferred placements</b> (Format: plus 3 mm trimming of all edges)	<b>Colour</b>
2nd, 3rd and 4th cover page (Format: 225 mm x 285 mm)	€ 5,965
1/3 page upright counterpart content (Format: 97 mm x 285 mm)	€ 3,485
All other special positions (minimum size 1/3 page):	increase 15 %
Special size on request and under 5.	

(Preferred placements cancellation: 6 weeks prior to publication)

<b>Small ads:</b> (column width 47 mm)	
per mm, b/w	€ 5.55
per mm, coloured	€ 12.50
<b>Classifieds/Recruitment:</b>	
Situations vacant or wanted per mm	€ 4.30
Other classified ads per mm	€ 4.50
Box fee	€ 7.50
Box fee Foreign	€ 9.00

Max. height of column: 240 mm





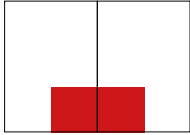

Columns	Series discount	Volume discount
1 column: 47 mm	3 insertions = 5 %	1 page = 3 %
2 columns: 98 mm	6 insertions = 10 %	3 pages = 5 %
3 columns: 149 mm	12 insertions = 15 %	6 pages = 10 %
4 columns: 200 mm	24 insertions = 20 %	9 pages = 15 %
		12 pages = 20 %
Scales for discount by frequency and volume cannot be combined. <b>Agency commission: 15 %</b>		

No discount on classified ads.

## Other and Special Advertisement Formats and Prices

(excluding VAT / Discount Table  
No. 49, effective from 1.10.2023)

Full-issue <i>incl. distribution costs</i>		Tip-on-cards <i>incl. distribution costs</i>		Inserts	
up to 25 g	€ 3,150	<i>Tip-on cards on bound inserts or full-page advertisements.</i>		4-page	€ 4,395
up to 50 g	€ 4,005	Gluing costs (by machine)	€ 155 per thsd	8-page	€ 8,145
up to 75 g	€ 4,510	Gluing costs (by hand)	€ 245 per thsd		
up to 100 g	€ 4,955				
over 100 g	on request	<b><i>Grammage of supplement paper: no less than 90 g. Format: maximum 210 mm width x 275 mm height. No accordion folds. No discount on supplements and inserts.</i></b>			

Special advertisements inside pages	Width x height in mm + 3 mm bleed	Description	Price
L advert 	64 or 225 width and 285 or 64 height	Your advert as an L – Leaf margin on the left side and a stripe on the bottom	6,155 €
Strip advert, centred 	225 x 80	Your advert (1/3) in the midd- le of the page, surrounded up and below by text parts	3,310 €
Island advert 	112 x 142	Your advert in the middle of the page, surrounded on all sides by text parts	3,650 €
Island advert slim 	83 x 122	Your advert in the middle of the page, surrounded on all sides by text parts	3,145 €
Spread fireplace 	305 x 122	Your advert will be placed on a dou- ble page at the bottom (bleeding) – equal parts over spine	4,600 €
1/2 page diagonal 	diagonal 225 x 285 1/2	Your advert runs diagonally on the right page with blee- ding on the right side	4,440 €

## Advertorial

WINTER KREM

ADVERTORIA

## Nachhaltig in die Zukunft



WINTER KREMS-Vorstandsvorsitzender Florian Söger, Österreichs Weinbaupräsident Johannes Eder, Weinbauernbündler WINTER KREMS, Geschäftsführer Dr. Ing. Leopold Hubner

[illegible]

und auch die sogenannte F101-Reaktion, die bei der Verdauung von KREMS das typische Phäno-  
menen, zeigt die erste große Studie, die die Ursache von F101-Reaktion  
WINZER KREMS gemeinsam mit dem Internationalen F101-Symposium  
F101-Verband Gastgeber des 1. Internationalen F101-Symposiums  
F101-Symposium wurde mit der Erste 2012  
WINZER KREMS als erstes Unternehmen  
nachfolgenden F101-Verband zu zertifizieren. Im  
Sinn der Weltweitigkeit der Nationalität  
gewinnung der F101-Reaktion

lung nach der klinischen Analyse  
Führung für Marketing und  
wachsenden Potenzial  
hat die Nachhaltigkeits-  
Zertifizierung Ausnahmen  
auf den gesamten Bo-  
den und darüber hinaus.  
Bereits Ende 2012 erfolgte  
der Umsetzung des F101-  
Prozesses. Der Verband wurde  
mit einem Grundlagen-  
vertrag, der Wasser, die  
Erde und der Luft  
nachfolgenden auf der darunter  
gegründeten Name wird.

Nach dem Gewinn des  
F101-Verbandes  
Gewinnung der F101-Reaktion

WINZER KREMS  
AG  
A-3000  
Tel.: 0272 05511  
E-Mail: office@

(Verfahren für James Sclaf, USA mit  
13 Punkten verloren. Sie werden vor  
den europäischen Entscheidungsgremium  
erwartet. Die Top-5-Gewinnung  
Deutschland, Niederlande, USA und

Grünen Ökologie  
werden nicht  
Wasser engbrigt

**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:  
siewers@meininger.de

# 6.1

## Online Advertisement Formats

(excluding VAT,  
effective from 1.10.2023)

### Formats & Prices 2024 [www.meininger.de](http://www.meininger.de)

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 €

## WEINWIRTSCHAFT

### Large Leaderboard 970x90px

Home | Verlag | Media | Shop/Abos  
WEINWIRTSCHAFT News Weinhandel Weinbrauer WeinKfz Meinung Service  



ERZEUGER

### Deutschland erwartet 2023 große Weinernte

Das Statistische Bundesamt rechnet in seinem ersten Ernteungsprognose für 2023 mit fast 9,9 Mill. Hektolitern.



PERSONAL

### Dr. Mike Eberle verlässt Rotkäppchen

Der Geschäftsführer und COO geht mit sofortiger  
Wirkung, eine langfristige Nachfolgersuche wird  
gesucht.



HAUPTSTADT

### Höchste Lagerbestände seit 2000

Italien geht mit hohen Alkohol-Beständen in die neue  
Ernte. Auch die Exporteinstellen machen Sorgen, möge-  
rechtlich Russland könnte hier die Ausnahme gegen den  
Trend.

Medium  
Rectangle  
300x250px

WIRTSCHAFTSLEBENSSTIL

Neuer Jahrgang - neue Ordnung: Weinberg über Italien an der Spitze ab. Erste Anbau-  
geboten bleiben in der Rangliste der besten deutschen Weinregionen.



MEINER WIRTSCHAFT  
Spring, Tasting 2023

### Aktuelle Verkaufsausschreibungen



WV 1/24 - Neues Kalifornien

Verkaufsdatum: 12.09.2023

Teilnahmegebühr pro Probe: 0,00 € (zzgl. MwSt)

Anmeldeschluss: 30.08.23

Einwandschluss: 02.09.23

zur Versteigerung



Stilistische Eröffnung

Verkaufsdatum: 11.09.2023

Teilnahmegebühr pro Probe: 0,00 € (zzgl. MwSt)

Anmeldeschluss: 25.08.23

Einwandschluss: 02.09.23

zur Versteigerung

Half Page Ad  
300x600px



# 6.2

## Online Advertisement Formats

(excluding VAT.  
effective from 01.10.2023)

### Formats & Prices 2024 Newsletter

#### Banner newsletter

##### Meininger Newsletter (2 weeks)

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

##### Weinwirtschaft Newsletter (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/FIZZ/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*

## WEINWIRTSCHAFT

Newsletter vom 05.09.2023

### WEINWIRTSCHAFT



#### Premialisierung, Konsum-Verlagerung, neue Stile

Das ist der aktuelle Weltweinmarkt. Erzeuger und Händler müssen sich auf neue Herausforderungen einstellen. Eine Analyse.

»»» Jetzt weiterlesen

#### Neuer Geschäftsführer für die Remstalkellerei

Martin Kurrie übernimmt für Peter Jung bei der württembergischen Genossenschaft. Dieser war offenbar nicht einverstanden mit der Zukunftsausrichtung.

»»» Jetzt weiterlesen

Content Ad  
600x250px



#### Kein Geld von der EU?

Kastilien-La Mancha verzichtet auf Krisenhilfe.

»»» Jetzt weiterlesen

#### Neue Prominenz bei Deuna

Der Augsburger Importeur listet das kampanische Flaggschiff-Weingut Montevetrano.

»»» Jetzt weiterlesen

# 7

## Technical Printing Information

<b>Colour advertisements</b>	Colours from Color 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.
<b>Special colours (HKS)</b>	by request Discount on colour surcharges
<b>Print process</b>	Sheetfed offset, 70 screen
<b>Paper</b>	Envelope: 150 g/m <sup>2</sup> wood-free, glossy, coated image print Inside: 100 g/m <sup>2</sup> LuxoSatin
<b>Ad design/ production</b>	Changes to the layout or design of existing origination will be billed to advertisers at cost price. All advertisements designed and produced by the Publishers remain the property of the Publishers, and may only be used elsewhere with the written consent of the Publishers.

### 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](http://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.

### Data transfer

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

### Artwork to be sent to

MEININGER VERLAG GmbH  
Mrs. Sieglinde Faßbender  
Maximilianstr. 7-15  
67433 Neustadt/Weinstraße  
Germany

### Supplements to be sent to

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

## 1 Brief description of title

WEINWIRTSCHAFT is the German trade paper serving the entire professional trade in wines and spirits with the highest number of copies sold. Its circulation has been verified by the German Association for Verification of the Circulation of Advertising Media. Its target audience includes vintners, wine and spirits merchants and importers, and buyers working in the wholesale and retail food trade. An indispensable guide for everyone involved in professional purchase decisions, WEINWIRTSCHAFT offers extensive, in-depth coverage of market news and developments, and is thus considered the leading, most authoritative and reliable source of information on the wine trade by people inside the industry.

## 2 Official organ of –

**3 Publisher** Peter Meininger

**4 Editorial** Clemens Gerke (Editor-in-chief)  
 Alexandra Wrann (Editor-in-chief)  
 Sascha Speicher, Iris Trenkner-Panwitz,  
 Simon Werner, Vincent Meßmer

**5 Advertising** Frank Apfel (Director Sales & Marketing)  
 Antonella Caruso (Assistant Director Sales & Marketing)  
 Jörg Sievers (Sales Manager Media/Lead)  
 Florian Stever (Sales Manager Media)

**6 Year of foundation** 1903  
**Frequency** Biweekly (Fridays)

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**7 Publishing house** MEININGER VERLAG GmbH

**8 Postanschrift** Maximilianstraße 7–15  
 D-67433 Neustadt an der Weinstraße - Germany


**9 Telephone** +49 (0) 63 21 / 89 08–0

**10 Internet** [www.meininger.de](http://www.meininger.de) / [www.weinwirtschaft.de](http://www.weinwirtschaft.de)

**E-Mail** [apfel@meininger.de](mailto:apfel@meininger.de)  
[sievers@meininger.de](mailto:sievers@meininger.de)

## 11 Publication and copy dates

**Editorial schedule** Please refer to Editorial Calendar and  
 Schedule 2024

12 Circulation audited by:	 (German Audit Bureau of Circulations)	
13 Circulation analysis:	Based on average copies annual average 1. Juli 2022 bis 30. Juni 2023	
Press run:	7,000	
Total circulation:		
verbreitete Auflage: (TvA)	6,951	
	1,813	Mail subscriptions
	769	other sales
Paid circulation:	2,587	
Free distribution	4,369	
	49	Copies not distributed

## 14 Breakdown of geographic distribution:

Region	Share of net circulation	
	Percentage	Copies
Federal Republic of Germany	96.0	6,673
Foreign circulation	4.0	278
<b>Total circulation</b>	<b>100.0</b>	<b>6,951</b>
Nielsen-Region 1	9.0	601
Nielsen-Region 2	11.6	774
Nielsen-Region 3a	48.1	3,209
Nielsen-Region 3b	15.3	1,021
Nielsen-Region 4	12.2	814
Nielsen-Region 5	2.2	147
Nielsen-Region 6	1.0	67
Nielsen-Region 7	0.6	40
<b>DOMESTIC</b>	<b>100.0</b>	<b>6,673</b>

## 18 Lines of business/Sectors of industry/Specializations/

## Professional groups

WEINWIRTSCHAFT is targeted at persons responsible for purchase and sales decisions in the wine/sparkling wine/champagne trades.

Ref. No. Readers	Audience groups Designation as per systematic classification of industries/trades of the Federal Office of Statistics	Share of net circulation	
		Percentage	Circulation
	<b>Wine and spirits trade</b>	<b>40.7</b>	<b>2,830</b>
4118	a) Specialty wine and spirits mer- chants, off licences	36.2	2,514
4316	b) Importers of wines and spirits	4.5	316
		<b>18.2</b>	<b>1,263</b>
4111	<b>Food wholesalers and retailers</b>		
4311	<b>Wine estates, wineries and wine cellars, winegrowing cooperatives/ sparkling wine bottlers/cellars</b>	<b>35.0</b>	<b>2,432</b>
	<b>Wines and spirits sales representatives, commission agents</b>	<b>1.0</b>	<b>71</b>
	<b>Government agencies, trade associations, schools, industry, bank</b>	<b>5.1</b>	<b>355</b>
<b>Total</b>		<b>100.0</b>	<b>6,951</b>

Characteristics 20 (Size of business unit), 21 (Position/Function/Profession), 22 (Education/Vocational training), 23 (Age) and 24 (Size of municipality) were not investigated, as the audience value of this publication does not depend on these factors.

## Standard Terms of Acceptance for Advertisements and Inserts

### 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, ancil-

lary 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.