

Media data 2023

Advertising
price list no. 35,
**valid from
issue 1/2023**

Your media
partner
no.1

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2 | Why you should advertise in the Feuerwehr-Magazin...



In the first half of 2022 the Feuerwehr-Magazin
sold **40,675** copies per month.

Each copy of the Feuerwehr-Magazin has 2.2 readers on average.** This translates to
a cumulative audience of **89,485 readers** per issue.*

Furthermore!

Many readers of the Feuerwehr-Magazin **collect**
the issues and pick them up again later.



High Reach!

For you as an advertising customer this means: Ad placed **once**
but read at least **twice!**

Your advertisement in the Feuerwehr-Magazin

has a **lasting effect.**

*) calculation 40,675 sold copies acc. 1st half year 2022 x 2.2 readers per copy (result from reader survey) = 89,485 readers (altogether). 1st recipient + 1.2 additional readers = 2.2 readers per copy.

**) source: online reader survey 2013 with 2,100 participants (readers of Feuerwehr-Magazin). Spot checks have shown: These figures are still valid.

The Feuerwehr-Magazin is a **MAGAZINE** for all active **FIREFIGHTERS** and everyone working in **DISASTER MANAGEMENT** and **FIRE SAFETY**

Every month the Feuerwehr-Magazin provides full-time and volunteer firefighters in the entire German-speaking area with indispensable knowledge about vehicles, fire departments, equipment and technology. Additionally, the Feuerwehr-Magazin informs about legal issues and tactical approaches concerning firefighting operations. We are inspiration and investment advisor all at once. Only the Feuerwehr-Magazin regularly tests equipment and gives neutral market descriptions.

Most Feuerwehr-Magazin readers are young professionals who are technology enthusiasts with a doer mentality. Our readers

are always on the lookout for new ideas, impulses and solutions for their daily work.

The Feuerwehr-Magazin is more than just a journal. We see our self as the information medium for firefighters in professional, volunteer and factory fire brigades as well as their honor and youth departments. With our website feuerwehr-magazin.de, our newsletter and our social media channels we supply the sector around the clock with the latest news and allow quick knowledge transfer.



PUBLICATION FREQUENCY

monthly

YEAR

40th year

PURCHASE PRICES

Annual subscription

63.00 € (Germany),
68.20 € (world), 112.20
CHF (Switzerland),
single magazine
6.50 €

Feuerwehr-Magazin - **WE ARE
WHEREVER THE SECTOR IS!**

4 | Our target audience/persona



The here portrait “persona” are not in reality existing people but stereotypical representatives of our most important reader/user groups. They help our editors to always consider the readers’ needs, wishes and goals during their research, writing and planning.

We prepare all of our content in a way that suits the respective audience, and we publish it on the ideal channel to reach the particular “persona”. This is relevant for our advertising partners too because **our readers are your costumers!**



»I find reportages about vehicles and equipment as well as operation reports exciting.«

David Do-it*

- firefighter since 20 years
- vehicle care, handover and defect detection
- has a say in purchase
- responsible for training schedules

Also gets information from manufacturer courses, internet, Facebook

Especially interested in vehicles and equipment, new technology



»I already prepare myself intensively for my first real operation with the volunteer fire brigade.«

Julia Youthful*

- at the fire station every week
- lots of training, sometimes allowed to come real operations
- goal: joining the volunteer fire brigade
- sometimes buys own equipment

Also gets information from internal seminars, social media channels

Especially interested in reportages, videos



»I privately bought a second set of almost all my protective clothing and equipment. This way I am always ready.«

Ben Burner*

- owns non-corporate protective clothing and equipment
- tries to participate in as many operations as possible
- has several duties/tasks/jobs in his fire station

Also gets information from further training and seminars, newsletter, fairs, Facebook

Especially interested in training, equipment, product tests and comparisons, operation reports



»I want to learn from other firefighters mistakes in order to find my own solution approaches.«

Leo Leader*

- lots of management, not a technician
- only at major operations
- administrative duties
- responsible for purchase of new equipment and vehicles

Also gets information from seminars, further training, magazines, manufacturer websites

Especially interested in critical specialist reports on equipment and vehicles, tests, organizing, specialized fairs

*in german language: Marko Macher/Julia Jugendfeuerwehr/Ben Brenner/Leo Leader

Magazines are print information medium **number 1**

for all (professional and volunteer) fire fighters.**



More than **95%** of firemen are interested in products from the firefighting field, vehicles and technology.**

63% of full-time fire fighters (professional and factory fire brigades) play at least an important role in the decision-making regarding equipment and vehicle purchases.*

47% of fire fighters finance their personal protective equipment (PPE) privately. And pay an amount of up to 100€ per year.**

*) source: online survey on feuerwehrmagazin.de, 1,259 participants, period of questioning: Spring 2019

**) source: online survey on feuerwehrmagazin.de, 617 participants, period of questioning: Spring 2019

6 | Our 360° strategy



With us you are going to reach your target audience
ON ALL CHANNELS – everywhere and every time!

Print subscribers¹⁾

25,274

Digital subscribers¹⁾

3,993

Sold copies¹⁾

40,675

Readers (2,2 readers/copy)²⁾

89,485

Visits/month¹⁾

386,589

Pls/month¹⁾

534,812

Newsletter subscribers¹⁾

14,033

eDossier downloads³⁾

74,471

Facebook fans¹⁾

162,570

Twitter followers¹⁾

24,281

Pinterest/monthly views¹⁾

274,800

Instagram followers¹⁾

130,000

YouTube subscribers¹⁾

12,800

XING followers¹⁾

7,890

Total reach
1,794,770
people per month



¹⁾ as of August 2022

²⁾ source: online reader survey 2013 with 2100 participants [readers of Feuerwehr-Magazin]

³⁾ FM and RD altogether, timeframe January 2016 until July 2022

Today, anyone who wants to catch the customer's attention needs a mix of editorial content and advertising or brand messages, in a nutshell: Native Advertising!

How does Native Advertising work?

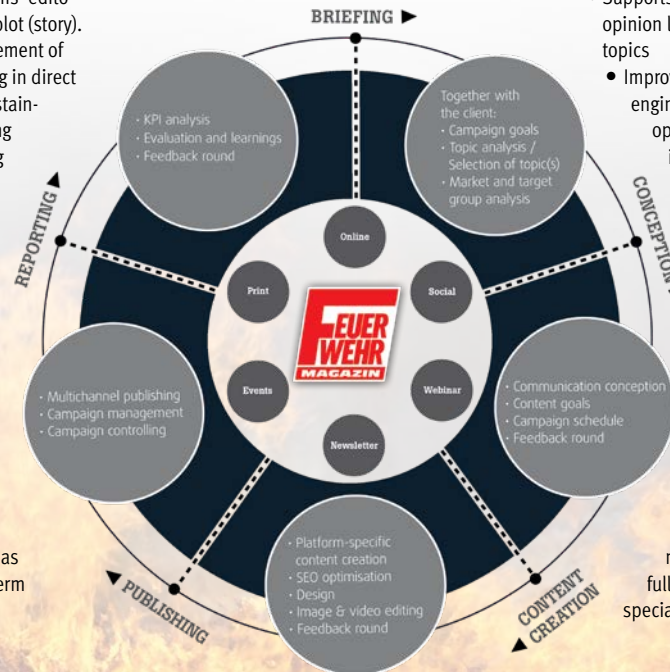
Native Advertising is storytelling. Your advertising or brand message is published in our platforms' editorial environment by means of an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company's and your products' leading position in your relevant target groups.

What does Native Advertising achieve at Feuerwehr-Magazin [Firefighting Magazine]?

- Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand(s)
- Publication of your content within the look & feel of our editorial environment. We are happy to handle the content creation for you
- Leads to longer time spent on the site and higher involvement with your brand as well as your message and creates long-term effects

- The only way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers in the process

Our process for a successful Native Advertising campaign



- Helps to reach your company's and products' whole target group by creating a larger audience for your topic
- Allows for customised communication to the target group, which is relevant for you, due to clear persona definition and positioning of Feuerwehr-Magazin [Firefighting Magazine]?
- Supports your company in establishing itself as an opinion leader for your target group on the relevant topics
- Improves the visibility of your brand in search engines and social media channels using SEO optimised multimedia storytelling (editorial, images, graphics, video)

Content is king and we are the topic champions

We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

We will take over the campaign conception, the content creation, the multichannel publishing, the campaign management and the reporting. A one-stop full service – from your target group's content specialists.

8 | Schedule and editorial plan



Issues	Publication date	Advertising deadline	Deadline for print data	Topics*	Trade fairs and congresses, remarks**
01/2023	16.12.2022	18.11.2022	25.11.2022	Plant fire brigade Ziegler, fire brigade Leverkusen, market overview: Helmets	January 21-29, 2023: Boot Düsseldorf
02/2023	27.01.2023	16.12.2022	06.01.2023	Fire brigade Dessau-Rosslau (ST), Emergency site hygiene	-
03/2023	24.02.2023	27.01.2023	03.02.2023	Fire brigade Edinburgh, Equipment for children's fire brigade	Participation at the project „Magazines in schools“
04/2023	24.03.2023	24.02.2023	03.03.2023	Voluntary fire brigade Oldenburg i. H., E-mobility	Participation at the project „Magazines in schools“
05/2023	28.04.2023	24.03.2023	31.03.2023	Fire brigade Münster, Firefighters' unions	May 10-12, 2023: RETTmobil international in Fulda
06/2023	26.05.2023	28.04.2023	05.05.2023	Plant fire brigade DHL, Voluntary fire brigade Bad Zwischenahn, Hose reel	June 14-17, 2023: 112 RESCUE in Dortmund June 21-22, 2023: FeuerTrutz in Nürnberg
07/2023	30.06.2023	02.06.2023	09.06.2023	Voluntary fire brigade Passau, Voluntary fire brigade Santiago (Chile), market overview: Hollow jet pipe	-
08/2023	28.07.2023	30.06.2023	07.07.2023	Marine fire brigade Warnemünde, power generator part 3	-
09/2023	25.08.2023	28.07.2023	04.08.2023	FTZ (Fire brigade control centre) Soltau/Lüchow-Dannenberg, Voluntary fire brigade Gummersbach, Deployment doctor's surgeries	September 5-10, 2023: IAA Mobility in München
10/2023	29.09.2023	01.09.2023	08.09.2023	Voluntary fire brigade Lübtheen, test: D-tube	October 12-14, 2023: Florian in Dresden
11/2023	27.10.2023	29.09.2023	06.10.2023	Voluntary fire brigade Meiningen, Plant fire brigade Fraport, Respiratory Protection Emergency Trained Squadron/Equipment	November 28-30, 2023: PMR Expo in Köln
12/2023	24.11.2023	27.10.2023	03.11.2023	Voluntary fire brigade Freiamt, Breathing Apparatus Incident	-

*) changes because of editorial reasons or current reasons reserved **) as of August 2022 – information provided without guarantee

For **job advertisements**
and further ad deadlines –
please get in touch with us!

9 | Advertising formats/prices



Magazine format:

210 mm width x 280 mm height

Type area:

188 mm width x 243 mm height

Colour: Euro scale,

special colors on request

Agency commission: 15 %

Special placements:

We charge an **additional 15 %**

- for guaranteed placements
- If you place an advertisement with a format of **1/2 page upright on page 5** (next to the table of contents) or

1/1 format on the inside front cover, inside back cover or outside back cover

Small advertisements

(commercial, designed):

mm-price b/w € 4.50 (column width 42 mm) 1 additional color + 50%; 4-color + 100% color saturation surcharge, booking possible above 30 mm/1 column possible

Running text advertisements/ text advertisements*:

(circa 24 characters per line including punctuation marks and space characters)

Format	Width x height in mm	Price b/w	1. Extra colour	4/coloured advertisement	Job market b/w	Job market 4 colour
1/1 page	188 x 243	4,000 €	4,870 €	5,750 €	3,500 €	4,600 €
2/3 page high across	120 x 243 188 x 160	2,800 €	3,650 €	4,510 €	2,100 €	3,170 €
1/2 page high across	90 x 243 188 x 120	2,200 €	3,200 €	4,200 €	1,640 €	2,640 €
1/3 page high across	60 x 243 188 x 80	1,500 €	2,420 €	3,340 €	1,200 €	1,790 €
1/4 Seite high across partly	45 x 243 188 x 60 90 x 120	1,250 €	2,115 €	2,980 €	840 €	1,450 €
1/8 Seite high (a) across (b)	90 x 60 188 x 30	650 €	1,475 €	2,300 €	470 €	860 €

***Prices for formats in type area; advertisements in bleed + 10 % surcharge. Special formats on request!**

Private advertisement: 5 lines 16 € flat, every additional line 2.70 €

Business advertisements: 5 lines 47 € flat. From the 6th line on we charge the mm-price of 3 € per column

Price per picture: 27 €
placement classified advertisements,
category of choice

Chiffre charge: 5.60 €

All commercial prices plus Value Added Tax (only in Germany).

Discounts:

for several advertisements
within 12 month

Frequency progression:

3-fold publication 3 %
6-fold publication 5 %
9-fold publication 10 %
12-fold publication 15 %

Quantity progression:

for 3 pages 4 % for 9 pages 12 %
for 6 pages 8 % for 12 pages 15 %

Terms of payment:

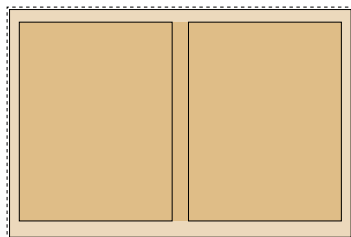
Our general terms and conditions apply,
see page 15

Bank connection:

Sparkasse Ulm
IBAN: DE56 6305 000 000 000 90917
BIC: SOLADES 1ULM
St.-Nr.: 28/88/030/10409
UST-ID-Nr.: DE 147041097

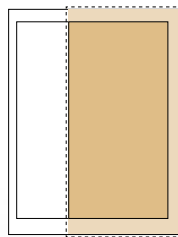
* Small advertisements from the Feuerwehr-Magazin will also be published in pdf-format on feuerwehrmagazin.de.
This reach extension is a free bonus that cannot be guaranteed.

10 | An overview of advertising formats



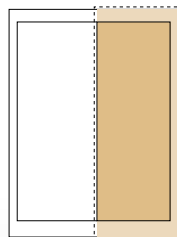
Double page

■ = Print space:
396 x 243 mm
□ = Trimmed size:
420 x 280 mm*



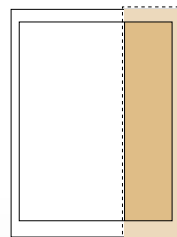
2/3 page high

■ = Print space:
120 x 243 mm
□ = Trimmed size:
132 x 280 mm*



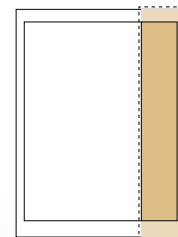
1/2 page high

■ = Print space:
90 x 243 mm
□ = Trimmed size:
102 x 280 mm*



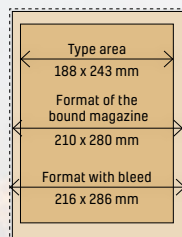
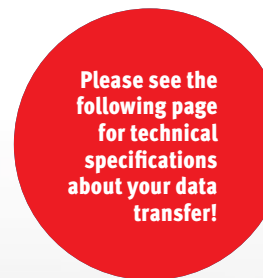
1/3 page high

■ = Print space:
60 x 243 mm
□ = Trimmed size:
72 x 280 mm*



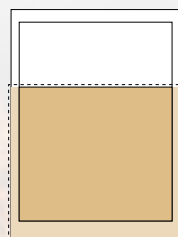
1/4 page high

■ = Print space:
45 x 243 mm
□ = Trimmed size:
57 x 280 mm*



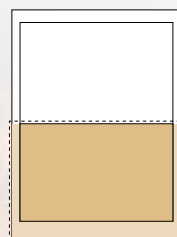
1/1 page

■ = Print space:
188 x 243 mm
□ = Trimmed size:
210 x 280 mm*



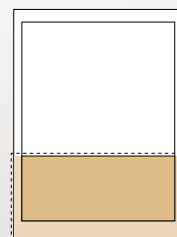
2/3 page across

■ = Print space:
188 x 160 mm
□ = Trimmed size:
210 x 180 mm*



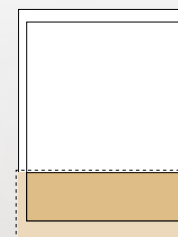
1/2 page across

■ = Print space:
188 x 120 mm
□ = Trimmed size:
210 x 140 mm*



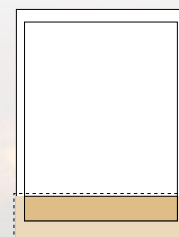
1/3 page across

■ = Print space:
188 x 80 mm
□ = Trimmed size:
210 x 100 mm*



1/4 page across

■ = Print space:
188 x 60 mm
□ = Trimmed size:
210 x 80 mm*



1/8 page across

■ = Print space:
188 x 30 mm
□ = Trimmed size:
210 x 50 mm*

Explanation

- = Advertising format in type area
- = Advertisement in the format of the bound magazine
- = Advertising format with bleed;

* Attention: Please design your advertisement with an extra 3 mm of trimming margin on all for sides!

We can process the following programs

on MAC:

- InDesign
- Illustrator
- Photoshop

on the PC:

- InDesign
- Photoshop

Preferred file delivery

- PDF X3 oder PDF X4
Color profile cover: ISO Coated v2
Color profile content: PSO LWC Improved_eci
- PDF, EPS, PS-files with imbedded letters created in 4c.
Please avoid open Indesign or Illustrator documents,
otherwise deliver any used pictures, graphics and fonts.
- used Photoshop "pictures"
(TIFF or EPS, resolution at least 300 dpi)

Prints

- Deliver necessarily a colourprint
or a binding proof with FOGRA control wedge.

Media

- DVD • CD-Rom • USB-Stick • E-Mail

Attention – important information

for the tablet edition: To make your advertisement digitally usable, you need to embed links (e-mail addresses or webpages) directly into the file. The relevant page should open when the link is being clicked on. The same thing applies to QR codes. For these the link must be embedded too.

We cannot insert the link later.



Cancellation

- Cancellations can be made free of charge up to the advertising deadline (see page 8).
- We charge **25 per cent** of the advertising rates if cancellations are made between the closing date for advertisements and the closing date for printing documents.
- **50 per cent** of the advertising rates will be due if cancellations are made after the printing deadline.

If the print documents are not handed in on time, we must charge a technical fee.

Contact

Medienhaven GmbH

Mrs. Heide Rüdiger
Vor dem Steintor 34
28203 Bremen/Germany

Phone +49 421 726600

Fax +49 421 701894

E-Mail fm@medienhaven.de

Inserts

Up to 25g of weight 150 € per started thousand and plus postal fees (subscribers) (more than 25g of weight on request) maximum possible size of the insert: 20.5 cm x 27.3 cm (width x height). The inserts weight cannot be more than 150g!

Standard inserts will be put loosely into the magazine at a random page and mechanically processed.

Inserts for manual sorting plus 500 € flat rate.

Bound inserts

4 pages: 7,550 € 12 pages: 15,300 €

8 pages: 11,200 € 16 pages: 18,600 €

Prices are for total circulation.

Selective booking on request.

Bound inserts in magazine format: 210 mm x 280 mm + 5 mm trimmed size on all edges.

Smaller bound inserts only on request.

**All prices plus
sales tax domestically.**

Regarding inserts, bound inserts and commercial samples please consider the following points:

- By the advertising deadline (see page 8) we need the size and weight of a single insert
- Advertising material can only promote the advertiser's sales program. According to postal regulations, the advertising material must be designed in a way that makes it clearly distinguishable from the editorial content. Placement is dependent on technical capabilities.
- **Please don't send inserts with zigzag folding – this is only available for a surcharge.**
- Delivery date: one week after the copy (compare page 8)
- You will get the exact delivery details when placing the order

Inserts and bound-in inserts must be printed and delivered to our printery:

L.N. Schaffrath GmbH & Co. KG DruckMedien,
Marktweg 42-50, 47608 Geldern
Mr Dietmar Bexkens, Phone +49 28 31 396-207
E-Mail dietmar.bexkens@schaffrath.de

Surcharges

for special advertising formats occur for:

- selective booking
- selection of recipient addresses
- gluing the postcard into a certain area of the magazine (e.g. first third of the magazine...)
- manual inserting of the insert
- manual gluing on of the postcard
- shipping of the magazines in foil pockets because of an insert or another kind of advertising material
- bound inserts, inserts and postcards must be provided in a way that makes further reworking and editing unnecessary. If the trimmed size or folding is incorrect we cannot give a processing-guarantee. Difficulties and further folding or gluing works will be charged separately

Gate- and backfolder

The Gate- and Backfolder are fold-out advertisements. The Gatefolder (U2) is folding out to the left and the Backfolder (U4) to the right. On these pages double-sided printing can be used. A perforation for easier separation of the page from the magazine is possible. The paper thickness is the same as the thickness of the cover.

U2 (Gatefolder): 14,050 €

U4 (Backfolder): 16,050 €

**All prices plus Value Added Tax
(only in Germany).**

You can get exact measurements and more detailed information.



The special print as the perfect PR activity for your company

Specialist articles in the Feuerwehr-Magazin on your company, your products or services are highly significant for your customers. Use this effect for your advertising and integrate this premium content into the communication with your target audience.

There are two different possibilities. You have the choice.



Classic special prints...

...are the perfect medium to specifically show your customers application examples of your products, technologies and services – in on site conversations, on fairs, congresses or for your field service.

Digital special prints...

...are so called special publications in PDF format. They effectively and cheaply add to your e.g. mailing drive, enrich your website or your electric brochures.



**Interested?
Approach us –
we would love
to provide
advice!**



13 | Our cross media offer for you

Benefit from our packages. Or ask for individualized cross media packages.

We are happy to advise you!



Ulrike Groß Print/Tablet
Phone +49 4104 690446
E-Mail gross@ebnermedia.de



Mareike Koch Online
Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de



Anastasia Richter Online
Phone +49 731 88005-4222
E-Mail anastasia.richter@ebnermedia.de

Cross media package »gold«

Magazine

1/1 page 4c

+

Digital

- Advertorial *supreme*
+ Facebook posting
- Skyscraper on
feuerwehrmagazin.de,
50,000 guaranteed views
- Newsletter advertorial,
first position

Package price
10,674 €

Regular price: 11,860 €

10% savings: 1,186 €

Cross media package »silver«

Magazine

1/2 page 4c

+

Digital

- Advertorial *supreme*
+ Facebook posting
- Skyscraper on
feuerwehrmagazin.de,
30,000 guaranteed views

Package price
8,379 €

Regular price: 8,820 €

5% savings: 441 €

Cross media package »bronze«

Magazine

1/4 page 4c

+

Digital

- Advertorial *supreme*
+ Facebook posting

Package price
5,887.90 €

Regular price: 6,070 €

3% savings: 182.10 €

**Advertise
with us on all
channels!**

Prices minus 15% AE provision for printable printing material.

This is where you find the online media data:
www.feuerwehrmagazin.de/media-daten



Media Consulting focus Print/Tablet

Ulrike Groß

Phone +49 4104 690446
Fax +49 4104 9629753
E-Mail gross@ebnermedia.de



Chief Editor/ Publisher

Jan-Erik Hegemann

Phone +49 731 88005-4200
Fax +49 731 88005-5209
E-Mail hegemann@feuerwehrmagazin.de



Media Consulting Focus Online

Mareike Koch

Phone +49 731 88005-4255
Fax +49 731 88005-5209
E-Mail koch@feuerwehrmagazin.de



Advertising coordinator/ Editorial assistant

Angela Widder

Phone +49 731 88005-4200
Fax +49 731 88005-5209
E-Mail widder@feuerwehrmagazin.de



Media Consulting Focus Online

Anastasia Richter

Phone +49 731 88005-4222
Fax +49 731 88005-5209
E-Mail anastasia.richter@ebnermedia.de

Print/Tablet media consulting: Große Straße 52, 21465 Reinbek/Germany,
Phone +49 4104 690446, Fax +49 4104 9629753

Editorial Office: Feuerwehr-Magazin, Ebner Media Group GmbH & Co. KG,
Hinter der Mauer 9, 28195 Bremen, Phone +49 731 88005-4200,
Fax +49 731 88005-5209, E-Mail: redaktion@feuerwehrmagazin.de,
Web: www.feuerwehrmagazin.de

Publishing firm: Feuerwehr-Magazin, Ebner Media Group GmbH & Co. KG, Karlstraße 3,
89073 Ulm, Fax +49 731 88005-5201, Web: www.feuerwehrmagazin.de,
www.ebnermedia.de, **Managing directors:** Marco Parrillo

1. Exclusive Scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karl Strasse 3, D-89073 Ulm (hereinafter referred to as "publisher") markets advertisements for the news-papers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (hereinafter referred to as "customer") with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contractors with attendances.

2. Services; Submission for Publication; Completion

2.1 In the context of these terms and conditions, an "advertising order" is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the publisher.

3. Calculation of Volumes

3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word "advertisement."

4. Publisher's Right of Refusal; Orders for Supplements

4.1 The publisher reserves the right to refuse advertising orders,

individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively just-ified principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be not-ified immediately if the publisher decides to refuse an order.

5. Obligations of the Customer

5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request re-placements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

5.3 The customer is obliged to bear the costs of publication of a reply which refers to actual assertions in the published advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch-of-industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

6. Liability of the Publisher

The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf; in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive em-

ployees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular back-up of the data had been undertaken. Further liability of the licensor is excluded.

7. Proofs; Calculation

7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

8. Invoicing; Delay; Voucher Copy of the Advertisement

8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until the payment is received and can demand prepayment for the remaining advertisements.

If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.4 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

9. Cost; Price Reduction

9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a de-

crease in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or otherwise mentioned is not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines: the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extents:

- 20% price reduction for circulation up to and including 50,000 copies
- 15% price reduction for circulation up to and including 100,000 copies
- 10% price reduction for circulation up to 500,000 copies
- 5% price reduction for circulation of 500,000 or more copies.

Additionally, claims for price reduction are excluded if the publisher has informed the customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN 4 format (weight: 500 grams), parcels containing merchant-disse, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any mis-use of box-number services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation to keep such documents ends three months after the expiration of the order.

11. Place of Performance and Place of Jurisdiction; Applicable Law

11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer's head office is located.

11.2 German law applies with the exclusion of the UN Sales Convention.

Catalogues | Training special issues | Special prints Association magazines | Trade fair newspapers | Brochures



MEDIA CONSULTING

Print/Tablet

Große Straße 52, 21465 Reinbek

Phone +49 4104 690446

Fax +49 4104 9629753

E-Mail gross@ebnermedia.de



Ulrike Groß