Erfolgreich trotz Sparzwangs

Die Highlights der Interschutz Neuheiten bei Rettungsgeräten

Partnerschaft mit Finnen

Rückblick

Belgien EUR 6,50   Italien EUR 6,50   Luxemburg EUR 6,50   Österreich EUR 6,50   Schweiz CHF 10,60

September 2022

9 September 2022

Einsatzbericht

Doppelschlag: Fachwerkhäuser abgebrannt

JF Jürgensby (SH)

Partnerschaft mit Finnen

Berlin fast täglich im Ausnahmezustand

Retter am Limit!!!

Doppelschlag: Fachwerkhäuser abgebrannt

Berlin fast täglich im Ausnahmezustand

Retter am Limit!!!

Doppelschlag: Fachwerkhäuser abgebrannt

Berlin fast täglich im Ausnahmezustand

Retter am Limit!!!
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.

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.

Feuerwehr-Magazin - we are wherever the sector is!
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 customers!

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

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

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 seminars, further training and seminars, newsletter, fairs, Facebook

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

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

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

Especially interested in

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

* 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 feuerehramagazin.de, 1,259 participants, period of questioning: Spring 2019

**) source: online survey on feuerehramagazin.de, 617 participants, period of questioning: Spring 2019
With us you are going to reach your target audience
**ON ALL CHANNELS** - everywhere and every time!

<table>
<thead>
<tr>
<th>Channel Type</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print subscribers</td>
<td>25,274</td>
</tr>
<tr>
<td>Digital subscribers</td>
<td>3,993</td>
</tr>
<tr>
<td>Sold copies</td>
<td>40,675</td>
</tr>
<tr>
<td>Readers (source: online reader survey 2013 with 2,100 participants)</td>
<td>89,485</td>
</tr>
<tr>
<td>Visits/month</td>
<td>386,589</td>
</tr>
<tr>
<td>PIs/month</td>
<td>534,812</td>
</tr>
<tr>
<td>Newsletter subscribers</td>
<td>14,033</td>
</tr>
<tr>
<td>eDossier downloads (source: eDossier downloads)</td>
<td>74,471</td>
</tr>
<tr>
<td>Facebook fans</td>
<td>162,570</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>24,281</td>
</tr>
<tr>
<td>Pinterest/monthly views</td>
<td>274,800</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>130,000</td>
</tr>
<tr>
<td>YouTube subscribers</td>
<td>12,800</td>
</tr>
<tr>
<td>XING followers</td>
<td>7,890</td>
</tr>
</tbody>
</table>

*Total reach 1,794,770 people per month*
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
- 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.
## Schedule and editorial plan

<table>
<thead>
<tr>
<th>Issues</th>
<th>Publication date</th>
<th>Advertising deadline</th>
<th>Deadline for print data</th>
<th>Topics*</th>
<th>Trade fairs and congresses, remarks**</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/2023</td>
<td>16.12.2022</td>
<td>18.11.2022</td>
<td>25.11.2022</td>
<td>Plant fire brigade Ziegler, fire brigade Leverkusen, <strong>market overview:</strong> Helmets</td>
<td>January 21-29, 2023: <strong>Boot</strong> Düsseldorf</td>
</tr>
<tr>
<td>02/2023</td>
<td>27.01.2023</td>
<td>16.12.2022</td>
<td>06.01.2023</td>
<td>Fire brigade Dessau-Rosslau (ST), Emergency site hygiene</td>
<td>-</td>
</tr>
<tr>
<td>03/2023</td>
<td>24.02.2023</td>
<td>27.01.2022</td>
<td>03.02.2023</td>
<td>Fire brigade Edinburgh, Equipment for children’s fire brigade</td>
<td>Participation at the project „Magazines in schools“</td>
</tr>
<tr>
<td>04/2023</td>
<td>24.03.2023</td>
<td>24.02.2023</td>
<td>03.03.2023</td>
<td>Voluntary fire brigade Oldenburg i. H., E-mobility</td>
<td>Participation at the project „Magazines in schools“</td>
</tr>
<tr>
<td>05/2023</td>
<td>28.04.2023</td>
<td>24.03.2023</td>
<td>31.03.2023</td>
<td>Fire brigade Münster, Firefighters’ unions</td>
<td>May 10-12, 2023: <strong>RETTmobil international</strong> in Fulda</td>
</tr>
<tr>
<td>06/2023</td>
<td>26.05.2023</td>
<td>28.04.2023</td>
<td>05.05.2023</td>
<td>Plant fire brigade DHL, Voluntary fire brigade Bad Zwischenahn, Hose reel</td>
<td>June 14-17, 2023: <strong>112 RESCUE</strong> in Dortmund June 21-22, 2023: <strong>FeuerTrutz</strong> in Nürnberg</td>
</tr>
<tr>
<td>07/2023</td>
<td>30.06.2023</td>
<td>02.06.2023</td>
<td>09.06.2023</td>
<td>Voluntary fire brigade Passau, Voluntary fire brigade Santiago [Chile], <strong>market overview:</strong> Hollow jet pipe</td>
<td>-</td>
</tr>
<tr>
<td>08/2023</td>
<td>28.07.2023</td>
<td>30.06.2023</td>
<td>07.07.2023</td>
<td>Marine fire brigade Warnemünde, power generator part 3</td>
<td>-</td>
</tr>
<tr>
<td>09/2023</td>
<td>25.08.2023</td>
<td>28.07.2023</td>
<td>04.08.2023</td>
<td>FTZ [Fire brigade control centre] Soltau/Lüchow-Dannenberg, Voluntary fire brigade Gummersbach, Deployment doctor’s surgeries</td>
<td>September 5-10, 2023: <strong>IAA Mobility</strong> in München</td>
</tr>
<tr>
<td>10/2023</td>
<td>29.09.2023</td>
<td>01.09.2023</td>
<td>08.09.2023</td>
<td>Voluntary fire brigade Lübtheen, <strong>test:</strong> D-tube</td>
<td>October 12-14, 2023: <strong>Florian</strong> in Dresden</td>
</tr>
<tr>
<td>12/2023</td>
<td>24.11.2023</td>
<td>27.10.2023</td>
<td>03.11.2023</td>
<td>Voluntary fire brigade Freiamt, Breathing Apparatus Incident</td>
<td>-</td>
</tr>
</tbody>
</table>
## 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)

**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 6 pages 8%
  - for 9 pages 12%
  - 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

---

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height in mm</th>
<th>Price b/w</th>
<th>1. Extra colour</th>
<th>4/coloured advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>188 x 243</td>
<td>4,000 €</td>
<td>4,870 €</td>
<td>5,750 €</td>
</tr>
<tr>
<td>2/3 page high across</td>
<td>120 x 243 / 188 x 160</td>
<td>2,800 €</td>
<td>3,650 €</td>
<td>4,510 €</td>
</tr>
<tr>
<td>1/2 page high across</td>
<td>90 x 243 / 188 x 120</td>
<td>2,200 €</td>
<td>3,200 €</td>
<td>4,200 €</td>
</tr>
<tr>
<td>1/3 page high across</td>
<td>60 x 243 / 188 x 80</td>
<td>1,500 €</td>
<td>2,420 €</td>
<td>3,340 €</td>
</tr>
<tr>
<td>1/4 Seite high across</td>
<td>45 x 243 / 188 x 60</td>
<td>1,250 €</td>
<td>2,115 €</td>
<td>2,980 €</td>
</tr>
<tr>
<td>1/8 Seite high (a)</td>
<td>90 x 188 x 60</td>
<td>650 €</td>
<td>1,475 €</td>
<td>2,300 €</td>
</tr>
</tbody>
</table>

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

---

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

- Job advertisements directly in the target group of the industries
- Different online packages available
- Additional print ads possible
- Newsletter placement included possible
- Various extras bookable
- Attractive prices

Find details and conditions in our **JOB MARKET MEDIA DATA!**

***Take ADVANTAGE now of the Blaulicht Stellenmarkt and find your employees **DIRECTLY IN THE TARGET GROUP** - starting from 795 €!***

» **Media data**

» [www.blaulicht-stellenmarkt.de](http://www.blaulicht-stellenmarkt.de)

**Interested? We would love to provide advice.**

**Mareike Koch** I Phone +49 731 88005-4255
E-Mail jobs@blaulicht-stellenmarkt.de

**Dirk Ohlsen-Kressing** I Phone +49 731 88005-8227
E-Mail jobs@blaulicht-stellenmarkt.de
An overview of advertising formats

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 200 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*

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*

Type area
- Format of the bound magazine: 210 x 280 mm
- Format with bleed: 216 x 286 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 four 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
Special advertising formats

Inserts
Up to 25g of weight 150 € per started thousand 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.

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

Surchargers
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).

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 costumers. 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 costumers 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.

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

All prices plus sales tax domestically.

Interested?
Approach us – we would love to provide advice!
Our cross media offer for you

Benefit from our packages. Or ask for individualized cross media packages. We are happy to advise you!

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 €

Prices minus 15% AE provision for printable printing material.

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

Advertise with us on all channels!

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
Contact

Media Consulting
focus Print/Tablet

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

Media Consulting
Focus Online

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

Media Consulting
Focus Online

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

Chief Editor/
Publisher

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

Advertising coordinator/
Editorial assistant

Angela Widder
Phone +49 731 88005-4200
Fax +49 731 88005-5209
E-Mail widder@feuerwehrmagazin.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 Ebero Media Group GmbH & Co. KG, Karl Strasse 1, D-80973 Ulm (hereinafter referred to as “publisher”) markets advertisements for the newspapers 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 contracts with attendancies.

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 advertising documents 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. Statements of circulation, 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. Classic-fed 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 for the publication of supplements due to the contents, the origin or the technical format thereof or if the publisher determines, optionally justifiable principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branch offices, 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, which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

5. Obligations of the Customer

5.1. The customer is responsible for ensuring 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, text corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or incorrect, then the publisher shall immediately request replacements for same. Within the limitations imposed by the publishing 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 for the incurred due to typsetting.

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 the 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 cus-tomer 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

6.1. The publisher assumes unlimited liability for damages caused by his legal representatives in executive employees and for damages caused deliberately by other agents acting on his behalf, in the event of a negligent breach of duty, is also liable for damages arising from injury to life, body or health. The publisher is liable for losses only if the damages are in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are those that exist in such a form that the basis of this contract, which were crucial for the completion this contract, and upon 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 if proper and regular backups 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 care-lessness of the returned proofs. The publisher has the right to expect the communications to be communi-cated 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 publi-cation 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 contract. If payment is delayed or deferred, the publisher can demand prepayment for the remaining advertisements.

8.3. 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 adver-tisements contingent upon the advance payment of the amount and the settlement of outstanding in-voices.

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 adver-tisement or, in the event that no circulation volume is mentioned, if the average circulation volume is less than the average circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to the 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 pub-lisher has informed the cus-tomer of the reduced circulation so far in advance that the customer could cancel the or-der prior to the publication of the advertisements.

10. Classified Advertisements with Box Numbers; Documents; Storage

10.1. For classified advertisements with box numbers, the pub-lisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of the ordered documents or supplements. This begins with the delivery of the publisher to the customer’s receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

10.2. The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C 4 format (weight: 500 grams), parcels containing merchant-dix, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, accep-tance 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 misuse of number-box services. The publisher is not obliged to forward business proposals or brokerage offers. Printed documents will be received only at the specific request of the customer. The ob-liigation 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 in any court of law which is responsible for the region into 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

Médias consulter
Print/Tablet
Große Straße 52, 21465 Reinbek
Phone +49 4104 690446
Fax +49 4104 9629753
E-Mail gross@ebnermedia.de

Ulrike Groß