

Media data 2024

Price list Print and Online

Print prices valid from issue 1/2024,
Online prices valid from January 1st, 2024

Your media
partner
no.1



With us you are going
to reach your
target audience!

feuerwehrmagazin.de



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Is still active
until 31.12.2023

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

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Your advertising at our readers...

... will attract attention

- **81 %** of our readers perceive the advertising
- **42,6 %** also look at which companies have advertised while reading

... has a lasting effect

- **77,2 %** pick up the Feuerwehr-Magazin more than three times

...makes sense

- For **43,8 %**, ads have an orientation function for market development and prices
- **41 %** experience ads as a complement to editorial content



The Feuerwehr-Magazin is the brand with the highest ranges...

..... in the the german speaking fire fighting industry.

If you ask fire fighters, the magazine is well know.

Currently we have **more than 97,000 readers per issue**.

Additional there are hundreds of thousands of online user.

- More than **every second person** is authorized to make decisions or prepares decisions significantly.
- **73,5 %** of our readers inform themselves in magazines about new fire fighting products
- **59,5 %** of our readers buys their own gear, every third even for up to 500 € per year

Our range at a glance

Print subscribers ¹⁾	24,500	Newsletter subscribers ¹⁾	15,200
Digital subscribers ¹⁾	3,945	Facebook fans ¹⁾	163,650
Sold copies, in total ¹⁾	38,877	X-/Twitter followers ¹⁾	24,714
Readers (2,5 readers/copy) ²⁾	97,193	Instagram followers ¹⁾	136,000
Podcast downloads ¹⁾	15,000	YouTube subscribers ¹⁾	15,000
PIs/month ³⁾	571,428		

Source: reader survey

¹⁾as of August 2023 ²⁾reader survey
³⁾timeframe January until July 2023

” The brand **Feuerwehr-Magazin** is more than just a magazine.



The Feuerwehr-Magazin with its associated online channels provides **indispensable knowledge about vehicles, devices, incidents and other topics** for active firefighters and everyone interested.

It's a **source of inspiration**, an **investment guide** and the **information medium for firefighters of all kind** – says our readers.

With regular equipment tests and neutral market descriptions, we are **the trusted source** for the industry.

100% of our readership is in the fire service or in another organization, such as disaster control – many are even active in several organisations.

The **readers of the Feuerwehr-Magazin** and the associated online channels **are mostly young professionals and technology enthusiasts with strong doer qualities**. They are always looking for new ideas, inspirations and solutions for their daily work.

For the latest news and a fast knowledge transfer, our readers visit regularly **feuerwehrmagazin.de**, subscribe to our newsletter and our **social media channels**.

Our readers are **particularily interested in vehicles, technology, products and innovations of the firefighting industry** and use our knowledge offers extremely active.



The magazine // 40th year

Purchase frequency: monthly

Purchase price: single magazine 6,50 € (Germany);

7,10 € (AUT/EU/world); 10,60 CHF (Switzerland)










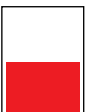


Annual subscription 68,00 € (Germany);

74,50 € (AUT/EU/world); 112,20 CHF (Switzerland)

Feuerwehr-Magazin – the number 1 in the german speaking firefighting industry.

Issues	Publication date	Advertising deadline	Deadline for print data	Topics*	Trade fairs and congresses, remarks**
01/2024	22.12.2023	22.11.2023	29.11.2023	Plant fire brigade DHL Leipzig, Fire brigade Basel, thermal camera	January 21-29, 2024: boot Düsseldorf
02/2024	26.01.2024	15.12.2023	04.01.2024	Voluntary fire brigade Straubenhardt, Marine Warnemünde, Market overview: hand-held branchpipes, nozzles	-
03/2024	23.02.2024	25.01.2024	01.02.2024	Voluntary fire brigade Bernkastel-Kues, Bavaria-Film, firefighting robots/tracked vehicles	Participation at the project „Magazines in schools“
04/2024	22.03.2024	22.02.2024	29.02.2024	Fire brigade Magdeburg, Blackout	Participation at the project „Magazines in schools“
05/2024	26.04.2024	27.03.2024	04.04.2024	Voluntary fire brigade Bad Zwischenahn, Portable generator - Part 3: Generating set with inverter ≤ 2 kVA	May 6-8, 2024: Exhibition for the vfd annual conference in Magdeburg May 15-17, 2024: RETTmobil in Fulda
06/2024	31.05.2024	29.04.2024	06.05.2024	Voluntary fire brigade Kitzingen, cleaning of firefighting protective clothing	June 5-8, 2024: 112 RESCUE in Dortmund June 26-27, 2024: FeuerTrutz in Nürnberg
07/2024	28.06.2024	29.05.2024	06.06.2024	Voluntary fire brigade Baltrum, Fire brigade Frankfurt, market overview drones	-
08/2024	26.07.2024	27.06.2024	04.07.2024	Fire brigade Nordhausen, digital solutions	-
09/2024	30.08.2024	01.08.2024	08.08.2024	Voluntary fire brigade Laboe, hydrogen hazards	Sept. 17-22, 2024: IAA Transportation in Hannover Sept. 19-21, 2024: FIREmobil in Wetzlar
10/2024	27.09.2024	29.08.2024	05.09.2024	Voluntary fire brigade Bocholt, psychosocial emergency care	October 10-12, 2024: Florian in Dresden
11/2024	25.10.2024	25.09.2024	02.10.2024	Voluntary fire brigade Gmünd, Fire brigade Baden-Baden, reathing protection emergency	November, 2024: PMR Expo in Köln
12/2024	22.11.2024	23.10.2024	30.10.2024	Voluntary fire brigade Passau, rear loading crane	-

*changes because of editorial reasons or current reasons reserved. **as of August, 2023 – information provided without guarantee.

Format	Format in type area width x height mm	Format in bleed* width x height mm	price b/w**	2c**	4c**
2/1 page	 396 x 243	 420 x 280	7,529€	9,050 €	10,650 €
1/1 page	 188 x 243	 210 x 280	4,180 €	5,030 €	5,920 €
2/3 page	 high 120 x 243	 across 188 x 160	 high 132 x 280	 across 210 x 180	2,920 € 3,785 € 4,650 €
1/2 page	 high 90 x 243	 across 188 x 120	 high 102 x 280	 across 210 x 140	2,390 € 3,360 € 4,330 €

* Trim area on the outer edges: 3 mm ** Prices for formats in type area; advertisements in bleed + 10 % surcharge

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 % (only when one is delivered printable ad)

Surcharges

We charge a 15% surcharge confirmed placements.

Page 5 ((next to the table of contents)

1/2 format in the type area,
4c: **4,979.50 €** (total price)

Cover pages (U2/U3/U4)

1/1 format in bleed

4c: **7,104 €** (total price)

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 %

Special formats on request!

Format	Format in type area width x height mm	Format in bleed* width x height mm	price b/w**	2c**	4c**
1/3 page	 high 60 x 243  across 188 x 80	 high 72 x 280  across 210 x 100	1,620 €	2,490 €	3,440 €
1/4 page	 high 45 x 243  across 188 x 60	 high 57 x 280  across 210 x 80	1,290 €	2,190 €	3,050 €
1/4 page (2 columns/ cube)	 120 x 90	not available	1,290 €	2,190 €	3,050 €
1/8 page	 across [a] 90 x 60  across [b] 188 x 30	 across [b] 210 x 50	690 €	1,530 €	2,370 €

* Trim area on the outer edges: 3 mm ** Prices for formats in type area; advertisements in bleed + 10 % surcharge

Small advertisements

Designed advertisements

- mm-price (column width 42 mm) b/w 4.70 €
- 1 additional colour + 50 % color surcharge, 4c + 100 % color surcharge
- booking possible above 30 mm/ 1 column possible
- placement classified advertisements, category of choice

Running text advertisements

circa 24 characters per line including punctuation marks and space characters. Category of choice.

Private advertisements

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 €

All commercial prices plus value added tax (only in Germany).

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.

File format

- PDF X3 [preferred]

Color profile

Please note!

- Cover: ISO Coated v2
- Content: PSO LWC Improved_eci

Programs [latest versions]

- InDesign, Photoshop, Illustrator (CS 2 – CS 5.5)
- Data from CorelDraw must be saved as TIF or JPG with 400 dpi. The transfer of open Corel-Draw files is not possible

Fonts

- All fonts must be supplied

Please note!

- With graphic programs always convert fonts into drawing paths, colour space always CMYK, never RGB

- TIF files (CMYK or grayscale) always in size 1:1 at 300 dpi resolution
- EPS files (pixels) -> see TIF
- EPS files (vector) -> If you are using eps files, please integrate all used fonts or convert the text into vector paths

Compressed data

- **Apple:** Stuffit or ZIP
- **PC:** ZIP

- A proof must be submitted later, to avoid color deviations
- Disclaimer of liability: The liability of the publisher for completely or partially illegible, incorrect or incomplete reproduction of the corresponding advertisements is excluded if advertisement motifs were digitally transmitted by the customer

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.**

If you have any questions about ad scheduling, printing processing or problems with data transmission, please contact us at

- Phone +49 731 88005-4222 or
- E-Mail sales@feuerwehrmagazin.de

How to submit your print data

Attention, new approach!

Assign file name

- Advertiser_FM_issue
(Example: Microsoft_FM_1/24)

• Please send file to both

E-Mail addresses

sales@feuerwehrmagazin.de and
clientsuccess@ebnermedia.de

Cancellation

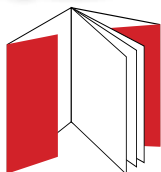
- Cancellations can be made **free of charge** up to the advertising deadline (see page 5).
- We charge **25 per cent** of the advertising rates if cancellations are made between the closing date for advertisements and the closing date for printing documents.
- **50 per cent** of the advertising rates 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.

GATE- und BACKFOLDER

U2 (Gatefolder): 14,050 €
U4 (Backfolder): 16,050 €

You can get exact measurements and more detailed information



INSERTS

Up to 25 g weight 160 € per started thousand (subscriber edition) – more than 25g of weight on request).

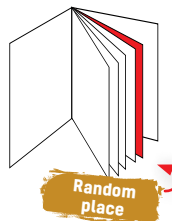
Minimum quantity of supplements: 5,000 copies.

maximum possible size of the insert:

20.5 cm x 27.3 cm (width x height). The inserts weight cannot be more than 150 g!

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

Inserts or manual sorting plus 500 € flat rate.



BOUND INSERTS

4 pages: 7,780 €
8 pages: 11,550 €
12 pages: 15,760 €
16 pages: 19,600 €

Prices are for total circulation.

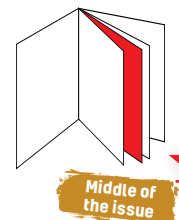
Bound inserts in magazine format:

210 mm x 280 mm

+ 5 mm trimmed size on all edges.

Smaller bound inserts only on request.

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



Middle of the issue

SPECIAL PRINTS

Consisting of specialist articles from the Feuerwehr-Magazin about

- **your company,**
- **your products or**
- **your services.**

Special prints are possible as a classic print version or in digital form.

Simply request our detailed flyer.



Please note the following points for BOUND INSERTS AND INSERTS:

- By the advertising deadline (see page 5) 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 5)
- You will get the exact delivery details when placing the order
- **Inserts und bound inserts must be printed and delivered to our printery:**
L.N. Schaffrath GmbH & Co. KG DruckMedien,
Marktweg 42-50, 47608 Geldern
Contact: Mr Dietmar Bexkens,
E-Mail dietmar.bexkens@schaffrath.de,
Telefon +49 28 31 396-207

Surcharges for special advertising formats occur for:

- selective booking
- selection of recipient addresses
- manual inserting of the insert
- 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

Agency commission 15 %
but no further discounts

Rotation

The banner is **guaranteed** to appear in the booked period exactly as often as agreed. With 100,000 booked ad impressions in a period of time (for example, one month), the booked banner will be shown 100,000 times on feuerwehr-

magazin.de at the desired location. Other banners can be delivered at the same location if a potential customer repeatedly clicks on the page. This makes it possible for several motifs to alternate on one position.

- Expandable formats (special formats) in each case +20% of the pf1000*
- all banner formats up to 500 KB, format PNG, JPG or GIF. Delivery of advertising material no later than 5 working days before the first publication of the advertising material. For Flash formats, please include a failure GIF or JPG.



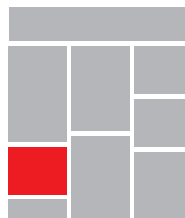
Wallpaper

Background/desktop version
Only jpg possible (static)
1.900 x 1.028 pixels
pf1000*: 150 €



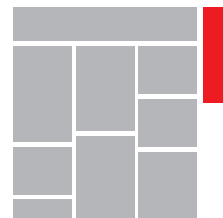
Billboard

970 x 250 pixels
Billboard mobile
320 x 100 pixels
pf1000*: 93 €



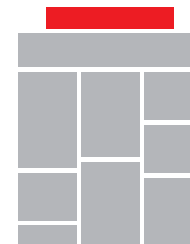
Content Ad

(Medium Rectangle)
300 x 250 pixels
pf1000*: 58 €



Skyscraper

120 x 600 pixels or
160 x 600 pixels
pf1000*: 53 €



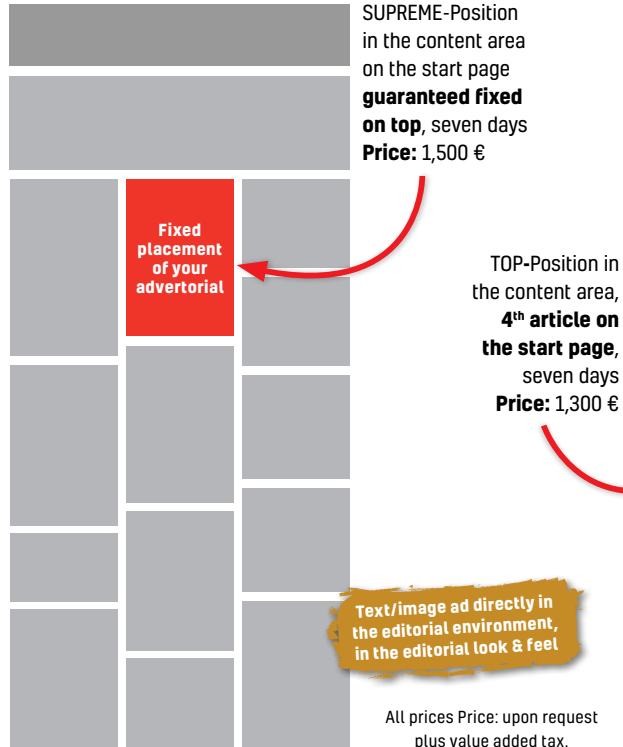
Superbanner

(Leaderboard)
728 x 90 pixels
Superbanner mobile
300 x 100 pixels
pf1000*: 47 €

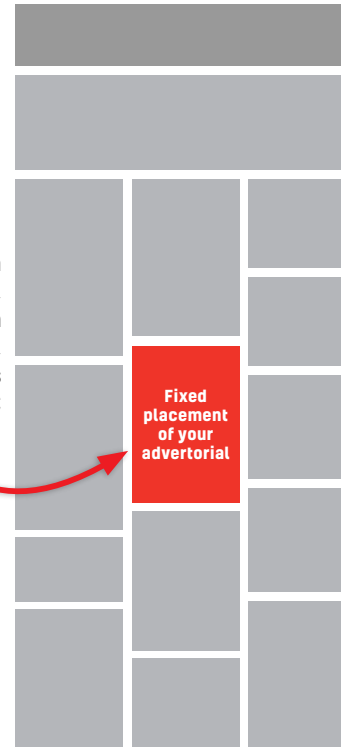
*) price for 1,000 Ad impressions in the rotation, delivery via the entire website (run-on-site)

Mobile banners on request; Minimum order value 500 €. All prices plus value added tax.

Advertorial **SUPREME**



Advertorial **TOP**



Applies for both offers:

Headline: maximum 50 characters (with spaces)

Text: We recommend 500 to 2,000 characters (without spaces); teaser for the start page is automatically created from the beginning of the text

Images: maximum 2 images (600 x 400 pixels), JPG (one of the images is used as a preview image for the start page)

Marking: Advertisement

Link: maximum one related link to the product or website is possible

Hosting: 12 month under the category feuerwehrmagazin.de/nachrichten/advertorial

Content creation

Our experienced editors will be happy to create your SEOoptimized advertorial – **with a high utility value for your customers.**

Price: on request



linking

214.285 website user



- advertorial with up to 2,000 characters, two pictures and a link to your website

linking

163.650 fans



- We are going to need the link to your Facebook fan page

3,100 €

Advertorial SUPREME
+ Facebook post

2.900 €

Advertorial TOP
+ Facebook post

**Our
widest
reach
offer!**



All prices plus value added tax.

Text/image ad directly in
the editorial environment,
in the editorial look & feel

Advertorial in the newsletter

An advertorial in the look of the editorial contributions achieves high attention and enjoys great trust in our readers.

- ▶ **1st position:** 745 € per delivery
- ▶ **2nd position:** 695 € per delivery

Headline: maximum 50 characters (including spaces)

Text: maximum 50 words

Image: maximum 1 image, 255 x 255 pixels (JPG oder PNG)

Identification: Advertisement

Link: maximum one related link that is placed under a button with the text "Learn more"

Banner in the newsletter

Your banner can be seen in both – the desktop and the mobile version

- ▶ **1st position:** 695 € per delivery
- ▶ **2nd position:** 595 € per delivery

Advertising material: Billboard

Desktop: 580 x 250 pixels, maximum 250 KB

Mobile: automatically be scaled to 320 x 100 pixels

Media: JPG, PNG oder GIF



Standalone newsletter

Standalone newsletter (business information): a special mailing in the look & feel of the editorial newsletter exclusively with your content, images and optional advertising space to address all subscribers directly at a time of your choice. We send out a maximum of one standalone newsletter per week.

Your message therefore receives the unrestricted attention of over 15,200 subscribers.

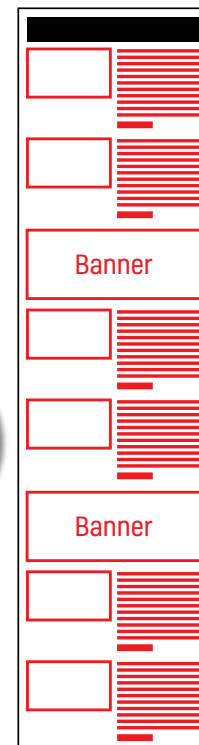
Shipping on request.

Price: 4,490 €

Your advantages:

- **Look & Feel of the editorial newsletter**
- Exclusively your content
- Exclusivity of advertising space
- More than **15,200 subscribers**
- Image suppression is usually already deactivated

Exclusive for you!



The newsletter is **published every Sunday**.
Onetime delivery to **15,200 subscribers**.

All prices plus value added tax.

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

Cross media package »GOLD«

MAGAZINE

1/1 page 4c

+

DIGITAL

- Advertorial SUPREME
+ Facebook post
- Skyscraper on feuerwehrmagazin.de,
45,000 guaranteed views
- Newsletter advertorial,
first position

Package price
10,935 €

Regular price: 12,150 €

10 % savings: 1,215 €

Cross media package »SILVER«

MAGAZINE

1/2 page 4c

+

DIGITAL

- Advertorial SUPREME
+ Facebook post
- Skyscraper on feuerwehrmagazin.de,
30,000 guaranteed views

Package price
8,569 €

Regular price: 9,020 €

5 % savings: 451 €

Cross media package »BRONZE«

MAGAZINE

1/4 page 4c

+

DIGITAL

- Advertorial SUPREME
+ Facebook post

Package price
5,965.50 €

Regular price: 6,150 €

3 % Savings: 184.50 €

Advertise with us
on all channels!

Prices minus 15% AE provision for printable printing material.

All prices plus value added tax.

Instagram

Our Instagram Channel has over 136,000 fans. You can use this reach in the fire fighting industry to market your pictures.

We publish your content on our instagram channel. A picture or video including caption and hashtags and - if desired - a story. You can't reach your target group more direct.

Price: 1,250 €

- Marking: Advertisement
- Visible in the feed for at least 3 months



More than
136,000
subscribers!



YouTube

The consumption of videos is increasing! Communicate wherever your target group is and in the type of content that users consume today. We would be happy to produce the appropriate content for you: As text, image, video and graphic. **Please contact us!**

Use our reach of more than 15,000 You-Tube subscribers for your video.

Price for one publication: 900 €

- Marking: Display



More than
15,000
subscribers!



All prices plus value added tax.

Vollalarm! – The Feuerwehr-Magazin podcast is on everyone's lips – or rather in everyone's ears

The number of listeners to our first three episodes clearly show that the firefighting industry apparently has been waiting for our podcast.

Over 10,000 downloads in the first weeks can confirm that. Right at the start we gained a few thousands subscribers.

Our reader survey in June 2023 revealed moreover, that **the majority themselves likes to listen to a Feuerwehr-Magazin podcast**. To that extent we are sure we will have even more subscribers in the upcoming months. The format goes down very well in the firefighting world and offers every listener the opportunity to inform themselves about certain topics, missions and products.

We publish one episode a month.

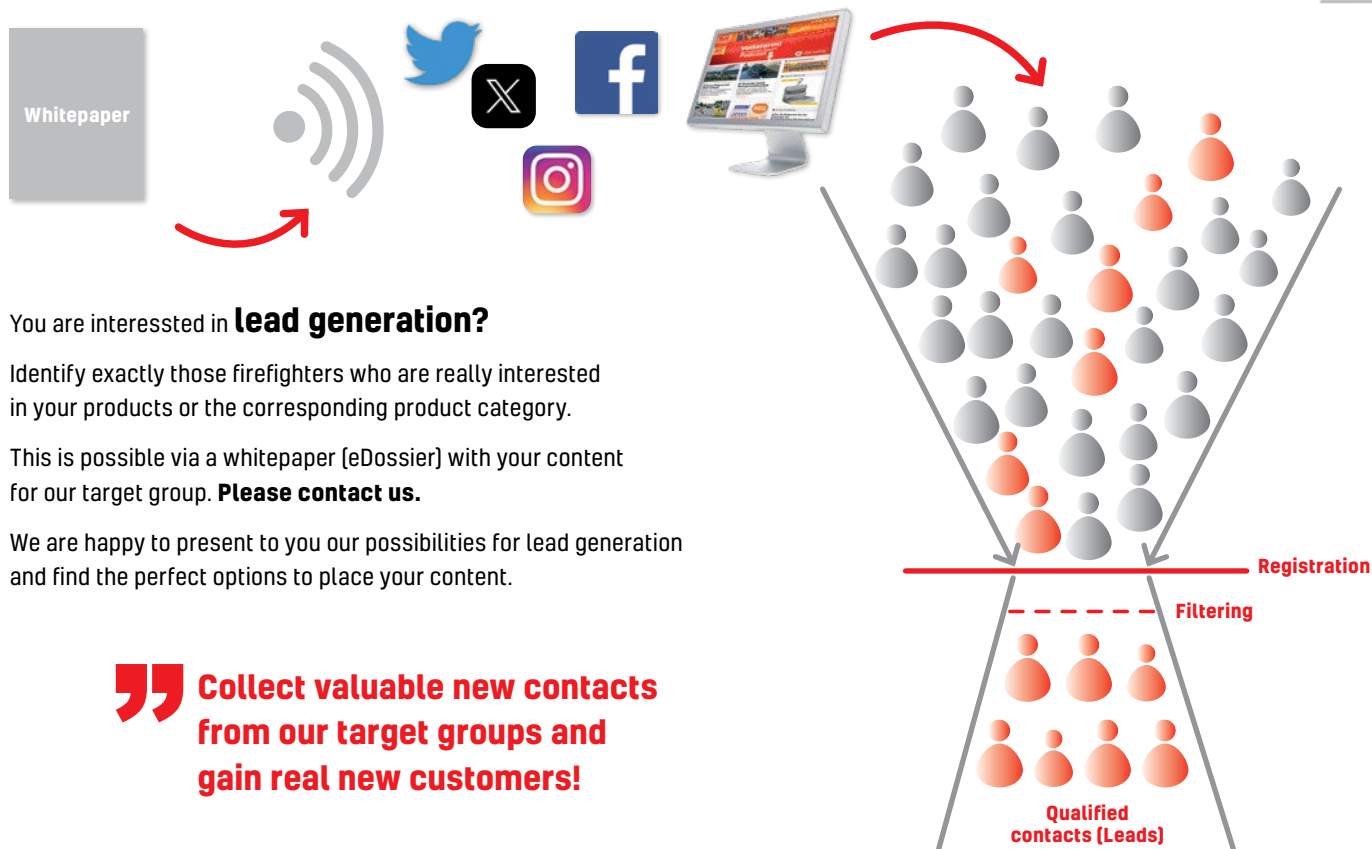
Our sponsorship offer:

- Your company will be mentioned as a partner company (including your slogan) at the beginning of episode.
- In addition, your company logo will appear on the episode cover on our website.
- **Number:** 2 episodes
- **Price:** 2,500 €

All prices plus value added tax.

feuerwehrmagazin.de/podcast





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!



» **Media data**

» **www.blaulicht-stellenmarkt.de**

BLAULICHT
STELLENMARKT
Jobs für die Einsatz-Branche

Powered by Feuerwehr-Magazin and Rettungs-Magazin

” Take advantage now of
the **Blaulicht Stellenmarkt**
and find your employees
directly in the target group -
starting from 795 €!

Interested? I would love to provide advice.



Sabine Vockrodt | Telefon +49 731 88005-8222
E-Mail jobs@blaulicht-stellenmarkt.de

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 as well as the Munich office, Bayerstraße 16a, 80335 Munich (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 ad-vertisements 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 advertise-ments, 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 pub-lisher.

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 flawless-ness 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 avail-ability 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 advertise-ment, but only to the extent to which the purpose of the original advertisement was im-paired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertise-ment 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

dam-ages 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 employees 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 pub-lisher 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. Fur-ther 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 cor-rectness 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 cus-tomer.

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 con-tingent 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 decrease 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 following such exten-s:

- 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 cus-tomer 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 dili-gence incumbent upon a prudent business-man to assure the safekeeping and timely for-warding of orders. 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 C 4 format (weight: 500 grams), parcels containing merchan-dise, 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 ob-ligation 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.



Print

- Feuerwehr-Magazin
- Rettungs-Magazin
- vfdb journal
- Training special issues
- Catalogues
- Trade fair newspapers
- Brochures
- Special prints



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Is still active
until 31.12.2023!