

# MEDIA DATA --- 2019

# Magazine for event marketing



 **www.event-partner.de**

Pricelist No 29, valid from January 2019

## The event market in Germany

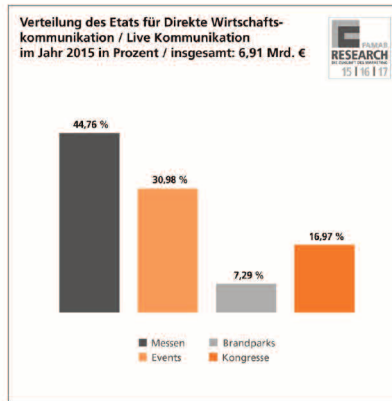
Currently, the entire event market in Germany comprises around 3.04 million events, with an upward trend. A total of 393 million participants attended the venues in 2015, which is **2.6%** more than in the previous year. In addition to events in the form of fairs, exhibitions, conferences and congresses, festivals and music events are an important sector. All in all, a turnover of 3,822 million Euros was achieved on the German event market in 2015.

Especially abroad, the significance of events in Germany is growing: in 2015, the number of **international visitors** increased disproportionately by 8.3% to 27.7 million. In the last ten years, the number of foreign event participants has almost doubled (2006: 14.3 million).

The event industry is also a sought-after **profession** that is constantly producing new entrants. According to the audit statistics of the Chamber of Industry and Commerce, 752 participants nationwide passed the final exams in the winter of 2015/2016, a year before, there were still 706 graduates. New courses of study and further education offers in the event sector, both from state-owned and increasingly private providers, also testify to its attractiveness.

### Event budgets in companies

Digitization is not stopping at the event industry either: communication in German companies is even more strongly developing into **cross-media communication**. In particular, measures of live commu-



nication and online communication will be intertwined more intensively in the future. **85.8%** of companies predict an upward trend in **online communication**. **27.2%** of decision-makers expect **live communication** to grow - only 13.5% expect a decline in importance. In addition, a clear growth trend of 38.2% in the area of public relations is to be expected.

In 2015, all German companies with more than 50 employees spent **28.44 billion EURO** on communication measures. Both **classical advertising** and **live communication** are the **most important communication instruments** with **15.32 billion Euros**, more than half (53.9%) of the total budget. Communication budgets are expected in 2017 to reach a total volume of **29 , 62 billion Euros** increase.

With a share of **44.8%** in the sector-specific budget, trade fairs remain the most important communication instrument of live communication. The budget share for **events** is **31.0%**. The most important addressee of the events is the target group "Business-to-Business": anniversaries, inaugurations, ceremonies, gala days and open-door days are the most important event types. Infotainment, customer interaction and entertainment are the most common event content and goals.

83.4% use live communication to supplement and **support** other communication tools. 34.6% of companies use live communication agencies to help with the organization, preparation and follow-up of events.

(Sources: FAMAB Research 2016, IHK, Meeting- & EventBarometer 2016, Statista)

## EVENT PARTNER, the required reading for the event industry

EVENT PARTNER starts right here: As a B2B magazine and required reading for all market participants in the event sector, we write about and for our customers. Event agencies as well as service providers from event technology, (non-food) catering, guest management, training institutes and many more read us regularly and event managers in the marketing departments of all German companies have our magazine always at hand.

Each issue of EVENT PARTNER also sets an impulse in the industry with a clear thematic focus: staging, human resources, content meets technology, brand or gamification, understandable legal and insurance issues, safety planning for events, occupational safety, app and software testing, presentation of job profiles, event reports, location portraits, highlighting work-life balance examples in the event industry, catering ideas, non-profit projects or looking beyond the horizon on the events and trade fair market abroad.

34.6% of companies use support from live communication agencies to organize events.

## Our Portfolio

Not only do we reach our customers and readers with our physical magazine, which appears six times a year, but also with our various digital channels. Our main focus is on our website [www.event-partner.de](http://www.event-partner.de), which combines basic articles such as current topics and news. Supplemented by an industry guide. Clients will always find the right contact person for all event matters.

If you are not heading directly to the website or are being directed to us via our high rate of event behavior on Google, we will also be happy to send you the latest newsletters per mail or even the weekly selection of the top-clicked articles. For information "by the way" in our own social media environment, we also spread the most exciting news via Facebook, Twitter and Xing News on a daily basis.

The EVENT PARTNER Shop provides those interested with the best, thematically sorted book titles for further reading, free and required eDossiers on topics and, of course, our magazine as a single issue as a subscription - of course, free shipping.



### Content / Themes

The sections "Journal, Report, Business, Technology, Engineering, Tools, Portrait, Location, Trade fair, Column and Forum" cover the event market's entire range of topics. An extensive service section offers space for company entries, job offers, image campaigns and the description of business areas.

### Target Group

- event agencies
- marketing decision-makers
- educational establishments, colleges & universities
- trade associations
- sponsoring agencies
- producers of event technology & service industry
- advertising & public relations agencies

### Audience Reach\*



1.922 Facebook Fans



923 Twitter Follower



21.276 Unique Users



22.694 Online Visits



30.672 Page Impressions



1.824 Newsletter



10.452 Print Circulation (TvA)

\* Contacts per month / December 2018



## Online

(responsive Design)



event-partner.de



promedianews.de

## Newsletter

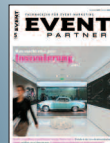


Event Partner  
Daily + Weekly  
Community Newsletter

promedianews.de  
Weekly Newsletter

360°

## Print



## Specials



## eDossiers



We can do this for you!

### *Media formats and cooperating options*

#### Sponsored Content & Editorial Projects

We set the benchmark with our much-noticed articles, documentations, tech articles, specials, infographics, videos, making-offs, market overviews, etc. Integrate our editorial team into your communication via sponsoring and content marketing!

#### High-impact advertising

We create eye-catching campaigns - online or print

#### Events & Experiential

We establish and maintain direct contact with the customer and, furthermore, are open to ideas and new concepts - the sky is the limit

#### Distribution & Reach Maximization

Through our multichannel strategy - Print, Online, Newsletter, Social - we reach the relevant communities on the wanted topic, in the right place, at the right time and via the preferred medium

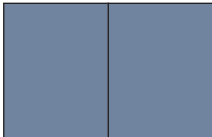

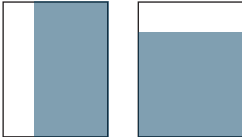
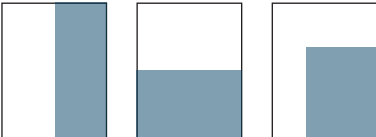
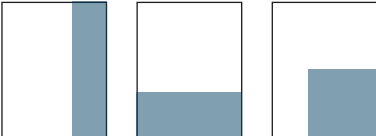
#### Influencer engagement

We bring your information and messages into the relevant networks and fuel the distribution in the community

#### Real-time analytics



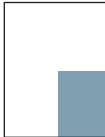
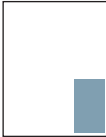
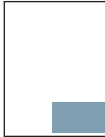
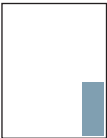

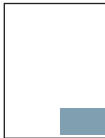
With a variety of analysis tools, we ensure the success of your campaign

## Advertisements

		Bleed Page (width × depth)	Type Area (width × depth)	Rates 4c
		<b>2/1</b> 426 x 280	390 x 254	<b>9.500 €</b>
		<b>1/1</b> 213 x 280 <b>Cover pages</b>	185 x 254 Back cover Inside Back cover Inside Front cover	<b>4.850 €</b> <b>4.980 €</b> <b>4.850 €</b> <b>4.900 €</b>
		<b>2/3 vertical</b> 137 x 280 <b>2/3 horizontal</b> 213 x 184	122 x 254 185 x 169	<b>3.660 €</b>
		<b>1/2 vertical</b> 105 x 280 <b>1/2 horizontal</b> 213 x 142 <b>1/2 2-columns</b> 137 x 184	90 x 254 185 x 127 122 x 169	<b>3.050 €</b>
		<b>1/3 vertical</b> 74 x 280 <b>1/3 horizontal</b> 213 x 99 <b>1/3 2-columns</b> 137 x 139	59 x 254 185 x 84 122 x 127	<b>2.150 €</b>

all dimensions in mm , width × depth – for bleed add 5mm on every side

## Advertisements

			<b>Bleed Page</b> (width × depth)	<b>Type Area</b> (width × depth)	<b>Rates 4c</b>
			<b>1/4 vertical</b> 58 x 280	43 x 254	<b>1.620 €</b>
			<b>1/4 horizontal</b> 213 x 78	185 x 63	
			<b>1/4 2-columns</b> 105 x 139	90 x 127	
			<b>1/6 vertical</b>	59 x 127	<b>1.060 €</b>
			<b>1/6 horizontal</b>	122 x 63	
			<b>1/8 vertical</b>	43 x 127	<b>840 €</b>
			<b>1/8 horizontal</b>	185 x 30	
			<b>1/8 2-columns</b>	90 x 63	

## Business guide

In the business directory clients, decision makers and planners can find competent partners for their projects. The entry appears in the printed edition and online.

### Price/Entry (EURO)

#### Trade directory

text	195,00 / entry in the printed edition + online 1.17000 / year
text + logo	270,00 / entry in the printed edition + online 1.620,00 / year

### Technical Data

#### Entry Business-Guide

file format	max. 500 characters incl. blanks / word doc.
logo	min. 300 dpi
Advertorial	
file format	59mm x 254 mm
texte	max. 100 characters incl. blanks / word doc.
picture	min. 300 dpi



## Discounts **Discounts for adds within a year**

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Discounts	for quantity	Discounts	for repetition
1 Page	3%	3 Ads	3%
3 Pages	5%	6 Ads	5%
6 Pages	10%	12 Ads	10%
12 Pages	15%	18 Ads	12%
18 Pages	17%	24 Ads	15%
24 Pages	20%		

Discount for job offers: 35%

Agency discount: 15%

## Extra Charges

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- Box fee: 6,- Euro
- Guaranteed positioning plus 5%

## Payment Conditions and Terms

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Prepayment (Cheque oder ILC) until booking deadline. We also accept credit cards (VISA, MASTERCARD, AMEX). Please do not forget to tell us your european VAT-No. / Tax-ID, because otherwise we have to charge european customers sales tax.

Our Euro-VAT-ID: DE 811 20 27 51 / Bank-Account: Please look under contacts on the last side

## Inserts

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### **Inserts in our periodicals are loose enclosures like pages, cards or brochures.**

Prices:	up to 25g single weight	400,– Euro per 1.000 copies
	over 25g single weight	on request
Part-subscription	up to 25g single weight	450,– Euro per 1.000 copies
Max. size	200 x 270 mm	

## Stapled inserts

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### **Stapled inserts are printed matter firmly connected with the magazine.**

**Only the total circulation can be covered. The client must provide the printed matter ready for processing.**

Prices:	2 pages	320,– Euro per 1.000 copies
	4 pages	360,– Euro per 1.000 copies
	6 pages	400,– Euro per 1.000 copies
	8 pages	450,– Euro per 1.000 copies
Max. size	200 x 270 mm	

## Stuck inserts

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### **Post cards, samples, CDs, etc.**

Inserts will be stuck to an advertisement (min 1/1 page) and can be removed easily.

The inserts have to be bound to be processed. Stuck inserts are only possible at the start of a sheet.

Prices:	90,– Euro	per 1.000 copies plus postage
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Before we can proceed with an order we have to receive samples of the inserts, stapled inserts and stuck inserts for test purposes. Please send us five samples before the booking deadline.

Please allow 300 additional samples for processing.



Issues	Dates of Publication	Advertising Deadlines	Printing Deadlines
6 18	14.12.18	16.11.18	23.11.18
1 19	08.02.19	11.01.19	18.01.19
2 19	05.04.19	08.03.19	15.03.19
3 19	21.06.19	24.05.19	31.05.19
4 19	30.08.19	02.08.19	09.08.19
5 19	18.10.19	20.09.19	27.09.19
6 19	13.12.19	15.11.19	22.11.19

Messen in 2016	Zeitraum	Ort
BOE	16. - 17.01.2019	Dortmund
"29. Internationale Kulturbörse Freiburg"	20. - 23.01.2019	Freiburg
Euroshop	16. - 20.02.2019	Düsseldorf
Prolight + Sound	02. - 05.04.2019	Frankfurt, a.M.
IMEX	21. - 23.05.2019	Frankfurt, a.M.
Stage/Set/Scenery	18. - 20.06.2019	Berlin
IFA	31.08. - 05.09.2019	Berlin
IAA	12. - 22.09.2019	Frankfurt

## Media Newsletter

In order to be able to take a forward-looking approach on the multitude of topics, product novelties and interesting references projects, of which we often only get to know at short notice, we would like to achieve a certain flexibility in the definition of topics.

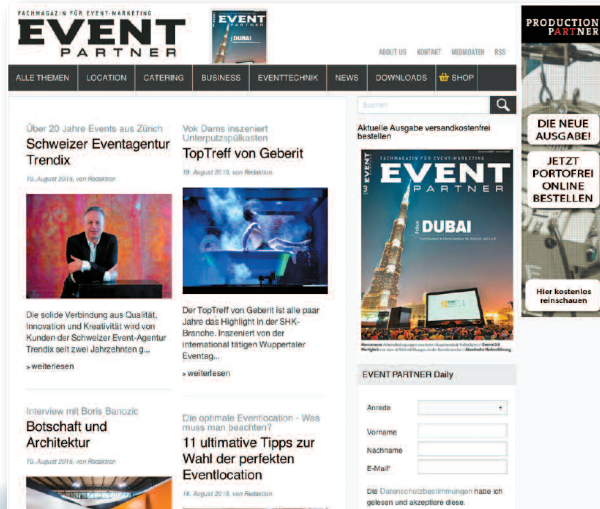
However, to give you the opportunity to have your campaign published on the editorial context, we will inform you in good time and regularly before the following editorial and booking deadlines for the relevant topics, events, trade fairs and online specials of the upcoming issue and months.

If you would like to benefit from this information advantage, please name forward your e-mail address to us and we will send you - free of charge - our current topics and media newsletter.

Simply send an e-mail to: [b.lagiewka@musikmedia.de](mailto:b.lagiewka@musikmedia.de)

You can find business and industry news at [www.musikmedia.de](http://www.musikmedia.de) and the latest trends from content marketing at [www.communicateandsell.de](http://www.communicateandsell.de)

## Event-Partner.de - the digital platform for event management



### Audience Reach\*



1.922 Facebook Fans



923 Twitter Follower



21.276 Unique Users



22.694 Online Visits



30.672 Page Impressions



1.824 Newsletter



10.452 Print Circulation (TvA)

## Delivery

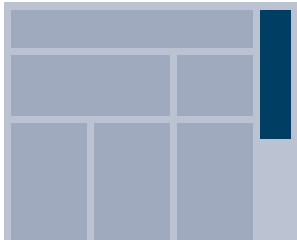
All advertisements will be delivered in rotation.  
 If desired, a time Interval can also be exclusively booked.

## Data Delivery

- All banner formats up to a maximum of 100 KB
- Data formats: JPEG, GIF, Flash (when submitting in Flash format, please also supply a back-up file in GIF)
- We need your banner 5 days in advance

Combination packages (Run of Network) for the entire community on demand

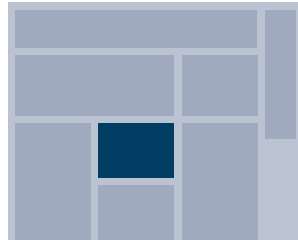
[promedianews.de](http://promedianews.de) / [production-partner.de](http://production-partner.de) / [professional-system.de](http://professional-system.de) / [event-partner.de](http://event-partner.de)



### Wide-, Skyscraper

Desktop 160 x 600 Pixel oder  
 300 x 600 Pixel  
 Mobile 320 x 100 Pixel

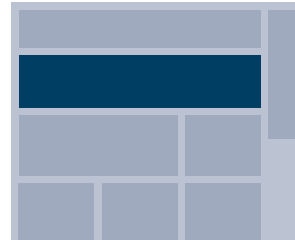
**TKP \*: 99 € per Community portal**



### Content Ad

(Medium Rectangle)  
 300 x 250 Pixel

**TKP \*: 89 € per Community portal**



### Billboard

Desktop 980 x 250 Pixel  
 Mobile 320 x 100 Pixel

**TKP \*: 139 € per Community portal**

\* Cost per Mille (CPM) for 1000 deliveries (i.e. 1000 ad impressions)



Subscribers of the Community newsletters of Production-Partner.de, Professional-System.de, Event-Partner.de receive 5 Daily and 1 Weekly newsletters per week.

They are offered editorial themes, news stories, eDossiers for free download, test reports and relevant information for their daily business.

**Daily Newsletter – Monday, Wednesday, Thursday, Friday, Saturday**  
**Weekly Newsletter – Tuesday**

### Banner

**Prices\* per week**

**Position 1**

**Position 2**

**Position 3**

**Billboard 580 x 250 pixels**

6 newsletters

295 Euro / week

265 Euro / week

245 Euro / week

### Billboard specification

**Desktop/Tablet**

580 x 250 pixels, max. 100 kb\*

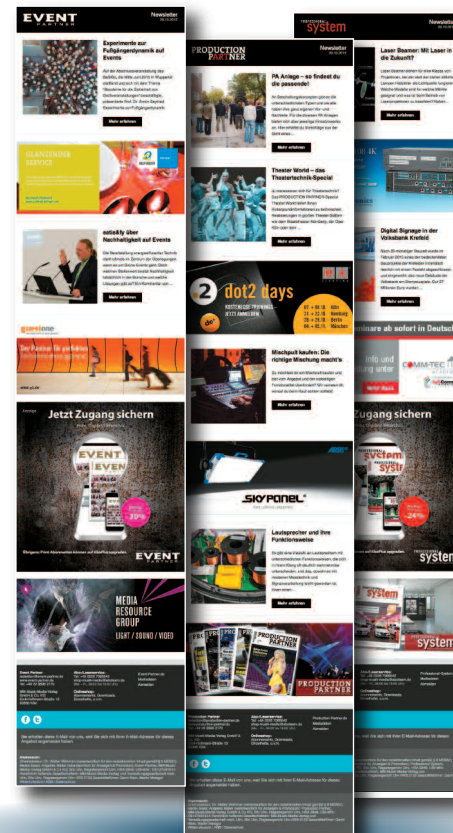
**Media Size**

**File Size**

JPEG or GIF (static\*\*), resolution 72 dpi

\*Please always supply both desktop/tablet and mobile formats

\*\* Animated GIFs are not correctly delivered from Outlook 2007 onwards. We recommend that only static GIFs are used.



## Native Advertising

Today, if you want to attract the attention of your customers, you need a mix of editorial content and advertising or brand messages, in short: native advertising!

### How does native advertising work?

Native Advertising is storytelling. Your advertising / brand message will be published in the editorial environment of our platforms with the help of an editorial story. Or your company (offer) is an integrated part of an editorial topic, without direct product promotion to operate, because Native Advertising supports you in the long term, the interpretation of your company and your offers in the relevant target group to build and expand.

### What is Native Advertising doing at Event Partner?

- High level of community engagement and engagement with your content through the credibility and reach of our media brand
- Publishing your content in the look & feel of our editorial environment. We are happy to take over the content creation for you
- Leads to longer stays and greater involvement with your brand and message, and results in long term effects
- Native Advertising is the only way to reach your target audience across all relevant communication channels (print, online, social media) while bypassing ad blockers

- Helps raising the “white audience” of your business and products by attracting more people to your topic
- Allows tailor made communication to the relevant target group through clear personalization and positioning of Professional System
- Supports your company to establish itself as an opinion leader in the topics relevant to the target group
- Improves the visibility of your brand in the search engines and social media channels through SEO-optimized multimedia storytelling (text, image, graphics, video)

### Content is King and we are the theme champions

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

We handle the campaign conception, content creation, multichannel publishing, campaign control and reporting for you. Full service from a single source - from the content specialists of your target group.

The weekly **ProMediaNews.de** Newsletter addresses over 15.300 newsletter subscribers in Mediabusiness, Entertainment Technology and Management, A/V Systemintegration and Live Communication in Germany, Switzerland and Austria

## Advertising Options

Banner	Size	Price per Newsletter
<b>Superbanner</b>	728 x 90	420 Euro
<b>Fullsize Banner</b> or	590 x 80	
<b>Native Ad</b>	Promotion (text + picture)	
<b>Position 1</b>		360 Euro
<b>Position 2 + 3</b>		350 Euro
<b>Position 4 + 5</b>		340 Euro
<b>Position 6</b>		330 Euro
<b>Position 7</b>		320 Euro
<b>Position 8</b>		310 Euro

## Promotion specification / Native ad

<b>Text header</b>	max. 40 characters (including spaces)
<b>Body text</b>	150 – 200 characters (including spaces)
<b>One picture</b>	W 22 x H 255 Pixels ( JPEG)
<b>Marking</b>	„Anzeige“ (advertisement)

## Banner specification

<b>Desktop/Tablet</b>	Superbanner 728 x 90 pixels, max 100 kb*
<b>Media Size</b>	Fullsize Banner 590 x 80 pixels, max. 100 kb*
<b>Mobile Media Size</b>	320 x 100 pixel, max 80 kb
<b>File Size</b>	JPEG or GIF (static**), resolution 72 dpi

\*Please always supply both desktop/tablet and mobile formats

\*\* Animated GIFs are not correctly delivered from Outlook 2007 onwards. We recommend that only static GIFs are used.



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Volume: No 23

URL: [www.event-partner.de](http://www.event-partner.de)  
[www.promedianews.de](http://www.promedianews.de)  
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## Printers

### Postal Address

ADV

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D-86167 Augsburg

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Konto-Nr. 888 300 9

BLZ 630 901 00

IBAN: DE 30630901000008883009

BIC: ULMVDE 66XXX

## Information for Printing Process

Magazine format:	213 x 280
Method of printing:	digital
Printing process:	offset

## Multicolour ads

In the case that black is omitted in processing a multicolour ad, this will not alter the charge. If, in the case of formats with a gutter bleed, different additional colours are used on each side of a double page, each page will be charged separately according to the rates for partial formats. Special colours or tones which cannot be achieved by combining colours in the scale used are possible but require prior agreement. Details can be provided on request. Minor variations in tone in offset printing are permitted within the tolerance area. Corrections will be made against a proof.

## Advertisement placements

A confirmed placement is no longer valid if the printing material has not arrived at Musik-Media before the deadline.

## Checklist data transfer

Before you start the digital transfer, please make sure to send the checklist for data transfer first. Usually you get this checklist together with the confirmation of your order. You can also order your checklist by telephone: +49(0)2236/96217-85 or download the checklist from [www.musikmedia.de](http://www.musikmedia.de), keyword: "Checklist Datatransfer"

## Claims for compensation

We only accept responsibility for the perfect processing and publication of digitally transferred advertising copy when the guidelines listed above have been complied with.

The publishing house may reject data that does not match the guidelines.

No claim for a price reduction will be accepted for unsatisfactory printed results that are due to the customer deviating from the guidelines.

Transferred data will be deleted three months after the publication of the advertisement. Transferred data that deviates from the above technical instructions and that requires additional work will be invoiced for at an hourly rate of Euro 100. All claims by the orderer, with the exception of obvious deficiencies, must be asserted by letter within four weeks of receipt of invoice and voucher copy.

## Guidelines for the Digital Transfer of Advertising Copy

All Musik-Media magazines – Keyboards, Gitarre & Bass, Sound & Recording and Sticks, (MI), Production Partner, Event Partner, Professional System (PRO) – are produced digitally.

Please follow these guidelines in order to ensure a problem free transfer of data and the best possible printed result.

## Operating Systems

- Macintosh, PC



## Programmes

- Quark Xpress
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

## Data Format / Image Data / Compression

- Image data: TIFF; EPS, JPEG, PDF,
  - Colours: cyan, magenta, yellow, black (EUROSCALA)
  - For perfect print quality continuous tone images should be scanned at a minimum of 300 dpi.
  - For line art the minimum resolution is 600 dpi, 1200 dpi is ideal.
- Compressed files: None of the image elements that are used should be compressed. Do not use JPEG or similar compression.
- The whole file may however be stuffed as SEA, SIT, ZIP or EXE (SEA)

## Fonts

Include all character sets. Special fonts, e.g. logo fonts should also be included. TrueType fonts may not be used.

When several related files are to be transferred please ensure that these files are placed in a single Directory (Folder). We undertake to check received files within one working day. You will immediately be informed of any incorrect data or files. Please enter contact details in the checklist.

## Prior to data transfer

**ORDER:** Please ensure that an order for your advertisement has been sent to Musik-Media

**FAX:** Send us the CHECKLIST FOR DATA TRANSFER

and a binding print out

For Keyboards, Gitarre & Bass and STICKS

to +49 (0)2236/96217-70

For Production Partner, Event Partner, Professional System

to +49 (0)2236/96217-88

**PROOF:** For colour advertisements please send a binding proof to:

MM-Musik-Media-Verlag GmbH & Co. KG

att. Marion Bondar (PRO)

att. Vivien Hauser (MI) or

Emil-Hoffmann-Str. 13

D-50996 Köln

Germany

**CD-ROM:** Please send CD-ROMS to the Musik-Media address until the deadline of printing material.

**E-MAIL:** [anzeigen@musikmedia.de](mailto:anzeigen@musikmedia.de) (maximal 20 MB)

**INTERNET:** data transfer by browser: At <http://anzeigen.musikmedia.de> You have the opportunity to load the advertisement data onto our server. Please follow the guidelines of our advertisement system and please be patient! Do not access the Browser during the transmission. Otherwise transmission will fail. Wait until the Browser Window has reconstructed itself and transmission is completed.

If you have further questions or need more technical information (ISDN-transfer, ftp-upload) please feel free to contact us by telephone +49/(0)2236/96217-20.

1. "Advertisement order" within the meaning of the following general conditions of acceptance is the contract for the publication of one or more advertisements by an advertiser or other space buyer in a publication for the purpose of dissemination.

2. Where doubt exists advertisements are to be released for publication within one year of conclusion of a contract. If a contract allows for the release of individual advertisements, the order must be processed within one year of the advertisement appearing for the first time, provided the first advertisement is released and published within the period specified in sentence 1.

3. In the event of a contract being concluded the orderer is entitled to release further advertisements exceeding the advertisement volume specified in the contract within the period agreed or the period specified in section 2, whichever is applicable.

4. In the event of a contract not being performed for reasons for which the publishing company is not responsible, the orderer, notwithstanding any other legal obligations, must reimburse the publishing company the difference between the discount granted and the relevant discount for the number of advertisements actually published. Reimbursement need not be effected if the failure to perform is attributable to force majeure within the scope of the publishing company's risk.

5. When calculating the amount of text to be published the text millimetre lines are converted into advertisement millimetres in accordance with the price.

6. Advertisements and inserts shall only be included in specified issues, specified editions or in specified positions in the publication if the orderer has stated that the advertisement or insert must appear in specified issues, specified editions or in specific positions in the publication and the

publishing company has provided written confirmation to this effect. Classified advertisements will appear in the appropriate special section without express agreement being required.

7. Textual advertisements are advertisements which border on text on at least three sides and do not border on other advertisements. Advertisements which from their copy or layout are not recognisable as advertisements shall be rendered recognisable as such by the publishing company by the addition of the word "advertisement".

8. The publishing company reserves the right to reject both advertisement orders, including individual releases within the framework of a contract, as well as insert orders, on account of their content, their origin or their technical form in accordance with uniform, objectively justified principles, if, in the due judgement of the publishing company, their contents contravene laws or official directives or are likely to cause offence, or their publication cannot be expected of the publishing company. This also applies to orders placed at registered or branch offices or agencies. Insert orders are only binding for the publishing company once a specimen copy of the insert has been submitted and approved. Inserts shall not be accepted which, by nature of their size or appearance, give the reader the impression of being a part of the newspaper or magazine, or which contain advertisements of a third party. The orderer will be notified without delay of the rejection of an order.

9. Prompt submission of the advertising text and faultless copy or of the inserts, glued-in inserts etc. is the responsibility of the orderer. The publishing company shall demand immediate replacements for recognisably unsuitable or damaged copy. The publishing company warrants usual printing quality within the scope of possibilities of the copy

provided for the issue in which the order is to appear.

10. In the event of the printed advertisement being partially or entirely illegible, incorrect or incompletely reproduced, the orderer may claim price abatement or a faultless replacement advertisement, but only to the extent to which the advertisement was impaired in its purpose. In the event of the publishing company allowing a reasonable extension period granted to it to elapse, or of a replacement advertisement again failing to be acceptable, the orderer has the right of cancellation. Claims for compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded even for orders placed by telephone; claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. This does not apply to intent and gross negligence on the part of the publishing company, its legal representative or its vicarious agent. The liability of the publishing company for damage caused by lack of warranted qualifications remains unaffected. Nor is the publishing company liable in commercial business dealings for gross negligence on the part of vicarious agents; in all other cases the liability to merchants for gross negligence is limited to the foreseeable damage to the value of the compensation to be paid for the advertisement in question. All claims by the orderer, with the exception of obvious deficiencies, must be asserted within four weeks of receipt of invoice and voucher copy.

11. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.

12. Provided no particular size has been specified the order will be charged on the basis of the print height actually used usual for the type of advertisement.

13. Unless the orderer effects prepayment the invoice will be sent immediately, at all events however, fourteen days following publication of the advertisement. The invoice is to be paid within the period specified in the price list on commencing from the receipt of the invoice, unless another period or prepayment has been agreed for the case in question. Any discounts for early payment will be granted in accordance with the price list.

14. In the event of default or delay in payment interest charges in accordance with those listed in the pricelist together with collection expenses will be levied. However, the orderer retains the right to furnish proof that the loss incurred is substantially less serious. In the event of default the publishing company may delay further performance of the current order until payment has been effected, as well as demand prepayment of the remaining advertisements. In the case of justified doubt in the ability of the orderer to effect payment the publishing company has the right, even during the duration of an advertisement contract, to make the appearance of further advertisements dependent upon the prepayment of the sum in question and of settlement of outstanding invoices without regard to the terms of payment originally agreed upon.

15. Upon request the publishing company will supply a voucher copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order clippings, tear sheets, or complete voucher copies will be supplied. If it is no longer possible to obtain a voucher

copy, a legally binding certification confirming that the advertisement was published and disseminated will be provided by the publishing company in its stead.

16. The orderer shall bear the expense of the preparation of copy and drawings ordered, or of alterations requested by the orderer, or of reasonable alterations which differ substantially from the version originally agreed upon.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deduced in the event of a reduction in the number of copies printed, if, on overall average for the insertion year commencing with the appearance of the first advertisement, the circulation falls below the average circulation quoted in the price list or otherwise specified, or, in cases where no circulation is specified, the average number of copies sold in the previous calendar year (in the case of specialist publications this may be the average number of copies actually disseminated). A reduction in the print run is only a deficiency justifying a reduction in price if the reduction amounts to

20 % in the case of a circulation of up to 50,000 copies

15 % in the case of a circulation of up to 100,000 copies

10 % in the case of a circulation of up to 500,000 copies

5 % in the case of a circulation exceeding 500,000 copies

Furthermore, reductions in contract price are excluded in cases where the publishing company informed the orderer of the reduction in circulation sufficiently early so as to allow the latter enough time to terminate the contract before the advertisement appeared.

18. In the case of box number advertisement the publishing company entrusts the custody and prompt forwarding of the offers to the care of a serious businessman. Registered

letters and express letters in reply to box number advertisements will be forwarded by standard post. Letters received in reply to box number advertisements will be kept for four weeks. Letters not collected within this period will be destroyed. The publishing company returns valuable documents, although no such obligation exists. In the interest and for the protection of the orderer the publishing company reserves the right to open offers received for examination to ensure that the box number service is not misused. The publishing company is not obliged to forward commercial recommendations or offers of mediation.

19. Text and layout will only be returned to the orderer in response to a specific request so to do. The obligation to keep text and layout in safe custody elapses three months after expiry of the contract.

20. Place of performance is the registered office of the publishing company. In business transactions with merchants, juristic persons under public law or separate estates under public law the place of jurisdiction for legal action is the registered office of the publishing company. If the domicile or place of habitual residence of the orderer, even in the case of non-merchants, is unknown at the time of the commencement of an action, or if the orderer alters his/her domicile of place of habitual residence to a place outside the jurisdiction of the law following conclusion of the contract, the place of jurisdiction is agreed upon as being the registered office of the publishing company.

Additional conditions of acceptance of the publishing company

a) While exercising all due diligence when accepting and examining the advertisement copy, no liability attaches to the publishing company if misled or deceived by the orderer. By placing an advertisement order the advertiser undertakes to bear the expense of the publication of an counter-representation referring to actual claims

made in the published advertisement in accordance with the advertisement rates valid at the time.

b) The orderer bears the responsibility for the content and the legal permissibility of the text and illustrations provided for the insertion. It is incumbent upon the orderer to indemnify the publishing company with respect to the claims of third parties arising against the publishing company from the execution of an order, even if it was not suspended in time. The publishing company is not obliged to check orders and advertisements with a view to their infringing the rights of third parties. In the event of advertisements appearing which were not suspended in time, no claims of the advertiser can be made against the publishing company. The orderer also releases the publishing company from all claims resulting from infringement of copyright.

c) Notification of cancellations must be given in writing. In the event of an advertisement being cancelled the publishing company can demand payment of the composition costs incurred.

d) Cases of force majeure and industrial action for which the publishing company bears no responsibility release the publishing company from the obligation to fulfil contracts and to pay compensation.

e) The publishing company accepts no liability for errors in the transmission by telephone of advertisements, changes of the appointed date of appearance or of the issue in which the advertisement is to appear, of corrections to the text, or of cancellations.

f) Claims arising from incorrect printing of repeat advertisements are excluded if the advertiser had the opportunity of drawing attention to the error prior to the printing of the advertisement immediately following. The claim to payment of the publishing company remains unaffected.

g) The advertiser may lay retrospective claim to the corresponding discount for the actual

number of advertisements printed within the one-year period if, at the beginning of the period, he concluded a contract which, in accordance with price list, would have entitled him to a rebate from the very beginning. The claim to retrospective rebate lapses if not pressed within one month of the expiry of the one year period.

h) A trade discount of ten percent on the standard price shall only be granted for direct advertising orders.

i) The publishing company reserves the right to fix special rates for advertisements in publishers

inserts, special publications and specials/special editions. The publishing company further reserves the right to correct (credit notes, additional charges) incorrect invoices within six months of the making out of the invoice.

j) Space brokers and advertising agencies are obliged to adhere to the prices listed by the publishing company when making their offers to, as well as concluding contracts and settling accounts with advertisers. The agency commission granted by the publishing company may not be passed on to the advertiser either in full or in part.

k) Personal liability of the representative of an orderer: If the orderer is a juristic person, or otherwise limited liability (eg. GmbH), the person signing on behalf of the orderer is personally liable to the publishing company as a guarantor who has waived his plea of primary recourse against the principal debtor.

l) Data protection: Pursuant to §26 of the (German) Federal Data Protection Act we draw attention to the fact that within the framework of the business relations the required customer and supplier data are stored with the aid of electronic data processing equipment.

October 2005