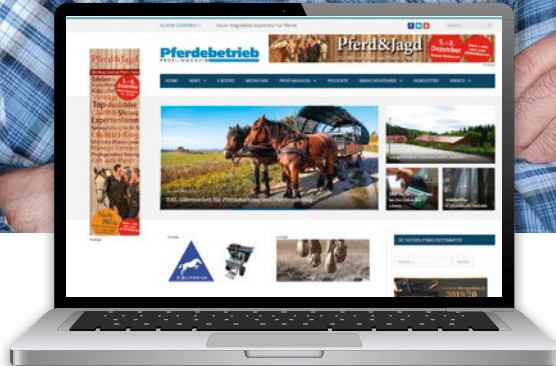


MEDIA DATA 2020

Meet horse professionals live!
All information about the **ARBEITSKREIS** Pferdebetrieb from page 7.



auremaristockphoto.com



www.pferde-betrieb.de



Pferdebetrieb

PROFI-MAGAZIN

Pferdebetrieb – Das Profi-Magazin is targeted at all professionals running an equestrian business.

This includes professional riders, stud farms, riding clubs, agricultural livery yards among others.

The professional magazine **Pferdebetrieb** is the only one to provide this particular target group with tailor-made and relevant information.

Pferdebetrieb provides a wide range of information for stable managers – it is packed with ideas, concepts and, above all, practical tips for the successful management of an equestrian yard.

Readers not only include horse riders, breeders and enthusiasts, but also **THE decision makers in equestrian businesses**, riding clubs, stud farms or agricultural livery yards.

Readers of the professional magazine **Pferdebetrieb** want to be informed about what is going on in the world of horse husbandry and management. In **Pferdebetrieb**, they receive exactly the information they need for running a yard – from feeding to fencing, from pastures to profits, from trough to tractor. **Pferdebetrieb** regularly presents new and established products and capital equipment, and provides profound information about trends and chances in the horse business.

Pferdebetrieb is the only magazine with a readership of 100 percent of horse professionals.

Distributed circulation (2nd quarter of 2019): 5,777



With us
you reach the
decision makers in
horse stables!



zphoto83/stockphoto.com

Ad formats (print)

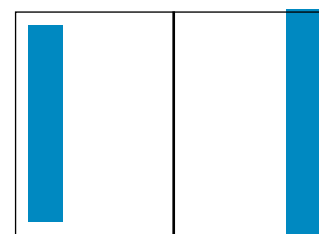


Double page 2/1*
420 x 297 mm (w x h)
4-colour **3,349 €**

1/1 + Cover page
Bleed* 210 x 297 mm (w x h)
b/w **1,269 €**
4-colour **2,099 €**



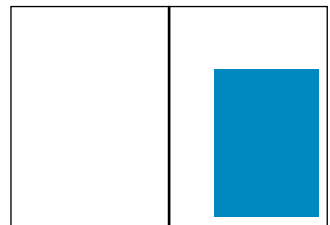
Junior page
Type area 138 x 195 mm (w x h)
Bleed* 153 x 210 mm (w x h)
b/w **999 €**
4-colour **1,779 €**



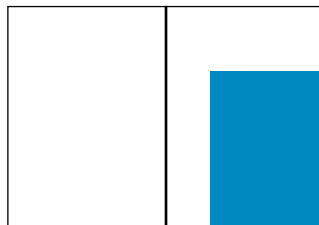
1/4 Portrait 46 x 260 mm (w x h)
1/4 Portrait with bleed* 61 x 297 mm (w x h)
1/4 Landscape 185 x 65 mm (w x h)
1/4 Landscape with bleed* 210 x 80 mm
b/w **439 €**
4-colour **1,259 €**



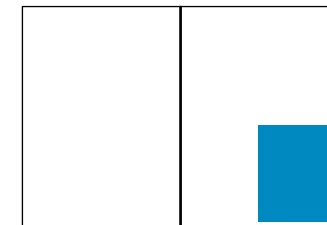
Double page 1/4 landscape*
420 x 80 mm (w x h)
4-colour **1,999 €**



1/2 Portrait 90,5 x 260 mm (w x h)
1/2 Portrait with bleed* 105,5 x 297 mm (w x h)
1/2 Landscape 185 x 128 mm (w x h)
1/2 Landscape with bleed* 210 x 143 mm
b/w **759 €**
4-colour **1,569 €**

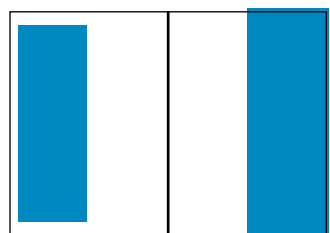


1/4 Corner 90,5 x 128 mm (w x h)
b/w **439 €**
4-colour **1,259 €**

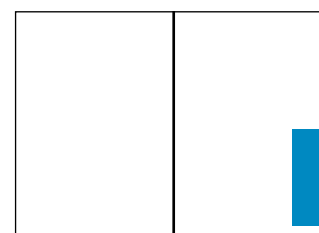
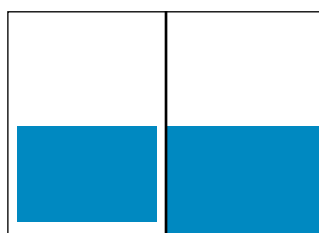


1/8 Portrait 43 x 128 mm (w x h)
1/8 Landscape 185 x 31 mm (w x h)
1/8 Corner 90 x 62 mm (w x h)
b/w **279 €**
4-colour **699 €**

1/8 pages are grouped on special pages.



1/3 Portrait 59 x 260 mm (w x h)
1/3 Portrait with bleed* 74 x 297 mm (w x h)
1/3 Landscape 185 x 82,5 mm (w x h)
1/3 Landscape with bleed* 210 x 97,5 mm
b/w **579 €**
4-colour **1,369 €**



*Bleed advertisements require 3 mm extra for trimming.

Elements threatened by bleed trimming (logos, telephone numbers ...) need to be positioned 3 mm away from the trim. Colours: 250 € flat per additional colour (Euroscale). Special colours, e.g. Pantone/HKS, on request

Printing material: Data only – printable PDF files

Images/logos: 300 dpi minimum resolution

We reserve the right to charge **(a)** error corrections of faulty data and **(b)** the graphical design of advertisements separately.

Specials (print)

Lengthen your offer online from page 8

PR formats (advertorial)

Convince our readers! With a PR ad/advertorial, we offer you the opportunity to present your products in our editorial layout. We will do the design in a distinct, uniform layout. The PR ad will be marked as a special ad publication. (not eligible for discount).

1/4-page	1,199 €	(approx. 1.000 characters)
1/3-page	1,499 €	(approx. 1.200 characters)
1/2-page	1,699 €	(approx. 2.000 characters)
1/1-page	1,999 €	(approx. 3.500 characters)

Additional costs caused, for example, by travelling or photography, will be charged according to expenditure.

Job advert	90,5 x 128 mm (w x h)
4-colour	520 €

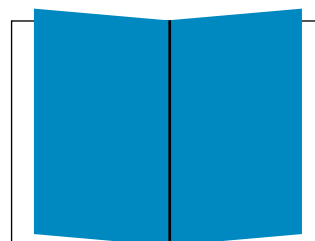
Classified ads

up to 125 characters	25 €
per additional 25 characters	+5.20 €

Insert

- Format: up to DIN A4
- Delivery: Dates and delivery addresses for inserts per order confirmation.

Insert (for entire print-run) up to an individual weight of 25 g incl. postage	1,169 €
■ per additional 5 g of individual weight	
Additional costs	39 €



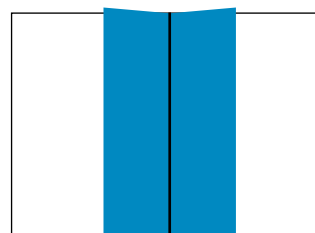
Bound-in inserts, inserted catalogues

4-page	on request
8-page	on request



Banderole

2,410 €



Slipper

2,850 €

Post-It

870 € (for 1/1 adverts only)

Tip-ons

1,140 €

Terms of payment

Payment has to be effected within 10 days net cash from billing date. If you choose payment in advance or an automatic debit transfer system, we will grant you a 2 percent discount, provided no bills are outstanding.

Right of withdrawal

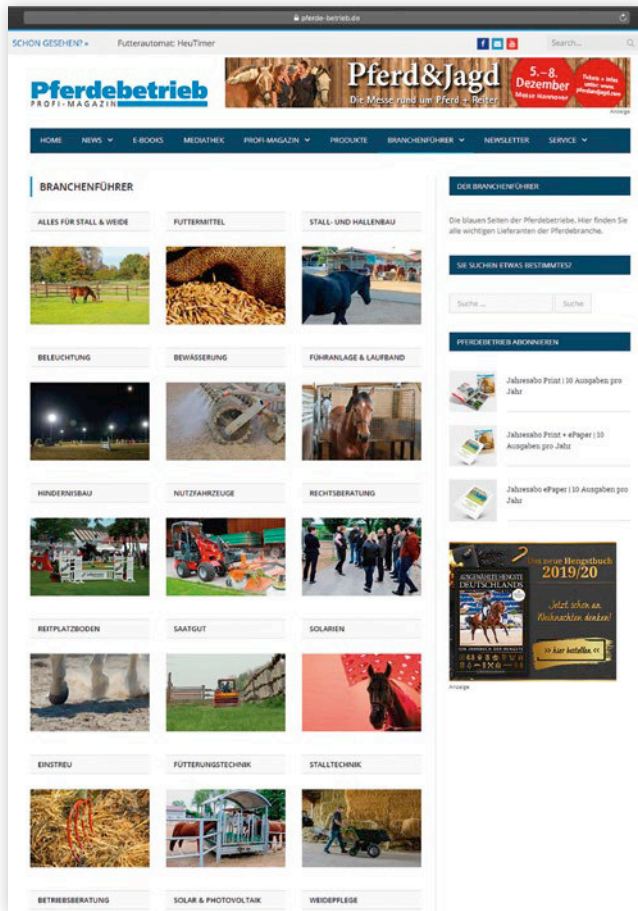
Ad bookings without placement requirements can be withdrawn until the closing date. Placed advertisements, inserts or bound-in inserts until the 1st of the previous month.

Discounts

Quantity discount	
5 adverts	10 %*
10 adverts	20 %*
*if booked within 12 months, respectively	

All prices listed above are exclusive of the legal value added tax. The general terms and conditions for adverts and third-party advertising inserts in magazines apply.

Industry guide (print + online)



online

Industry guide incl. online industry guide

With your company entry you support stable managers to find companies, products and service providers, and make quick purchasing decisions possible.

Save time for your customers and offer them a quick overview of the equestrian industry: You have the possibility to get involved in several categories, that apply to your products.

Pferdebetrieb
PROFI-MAGAZIN

Small entry with company logo
6 lines of text
Entry size 44 x 30 mm
600 €
per heading and year

Pferdebetrieb
PROFI-MAGAZIN

Large entry with company logo
11 lines of text
Entry size 44 x 50 mm
1,100 €
per heading and year

Pferdebetrieb
PROFI-MAGAZIN

Double entry with company logo
Entry size 90 x 30 mm
160 €
per circuit



print

Dates

Issue	Deadline	Data due	Publishing date
01-02/20 Fair issue: Pferd Bodensee	15.01.20	17.01.20	06.02.20
03/20	12.02.20	13.02.20	05.03.20
04/20 Fair issue: HansePferd	16.03.20	17.03.20	09.04.20
05/20	27.04.20	28.04.20	19.05.20
06/20	25.05.20	26.05.20	19.06.20
07/20	22.06.20	23.06.20	16.07.20
08-09/20	10.08.20	11.08.20	03.09.20
10/20	14.09.20	15.09.20	08.10.20
11/20	12.10.20	13.10.20	05.11.20
12/20 Fair issue: Pferd & Jagd	11.11.20	12.11.20	03.12.20
Special edition 01/20 Open stable	14.04.20	15.04.20	08.05.20
Special edition 02/20 Modernization & Equipment	16.10.20	19.10.20	12.11.20



Hörmann

Hörmann – Stefan Müller

"We like to be seen in the magazine **Pferdebetrieb**, since many readers are congruent with our target group. A magazine with qualified and important contributions is good for our philosophy: Experts in all aspects of construction for horses to advise and accompany you from the planning stage to the finished building."

The annual list of topics is provided on request.

Sponsoring



The **Arbeitskreis Pferdebetrieb** is a network for equestrian professionals: stable owners and managers, professional riders, riding school operators, veterinarians and many more.

The aim is to provide these actors with a platform for exchanging information and to bundle competencies in order to make horse farms more professional and economical through the exchange of experience.

The special thing about the **Arbeitskreis Pferdebetrieb** are its members: it is not only aimed at plant managers, owners and leaseholders, but also at business consultants, professional riders, experts, manufacturers, service providers, lawyers, insurance brokers, tax consultants, veterinarians, universities and colleges.

The basis of membership is formed by the practice days that take place three times a year. Each of these events lasts for two days. Stable visits, lectures, practical tests and workshops are on the program. There will also be opportunities to exchange ideas with experts, colleagues and the team from **Pferdebetrieb**.



Become a partner of **Arbeitskreis Pferdebetrieb**

Gold-Partner (max. 6)

Price: **2,900 € / 1 year (3 events)**

- Logo and company profile (500 characters) in the category "partner" on www.ak-pferdebetrieb.de
- Lecture or exhibition/presentation at 1 event
- Display of information material* at all events
- One year membership (value 490 €)
- Annual subscription **Profi-Magazin Pferdebetrieb**

Silver-Partner (max. 10)

Price: **1,500 € / 1 year (3 events)**

- Logo and company profile (500 characters) in the category "partner" on www.ak-pferdebetrieb.de
- Lecture or exhibition/presentation at 1 event
- One year membership (value 490 €)
- Annual subscription **Profi-Magazin Pferdebetrieb**

Practice Partner

Price: **1,800 €**

- as a practice partner you present your product at one event. Your logo will be printed on the advertising material for this event.

Cooperation Partner

Price: **790 € / 1 year**

- Logo in the category "cooperation partner" on www.ak-pferdebetrieb.de
- As a cooperation partner you grant the members e.g. discounted purchase conditions, discounts etc.
- You are automatically a member and have an annual membership (value 490 €)
- Annual subscription **Profi-Magazin Pferdebetrieb**

*Max. 6-page flyer as a supplement for the conference folder.
Display of further information material on request.



BSW

BSW – Christoph Weyandt

"We can present our Regupol horse floors to target groups in the magazine **Pferdebetrieb**. The professional horse owner gets exactly the information he needs. In our floors we focus on top quality and reliable service. We also rely on the right partner when it comes to advertising."

Online advertisement



eCampaign (eBook)

Pferdebetrieb KOMPAKT combines professional know-how in a compact, digital format. Use **Pferdebetrieb KOMPAKT** to present your products and services.

We create the editorial content in coordination with you and distribute the eBook **Pferdebetrieb KOMPAKT** in a multimedial way to our common target group. As an exclusive sponsor, you will receive advertising space and your logo on the title page of the eBook. The advertising of **Pferdebetrieb KOMPAKT** as free download takes place via our monthly newsletter and Facebook. Your eBook will remain available on our website at www.pferde-betrieb.de/ebooks for at least one year.

Our USP

With business know-how and reportage competence, we create a target group-oriented, technically sound eBook with you as our exclusive partner.

Price: **3,990 €**

Optionally also available as printed version in DIN-A5 format. For example for trade fairs, sales or other marketing activities.

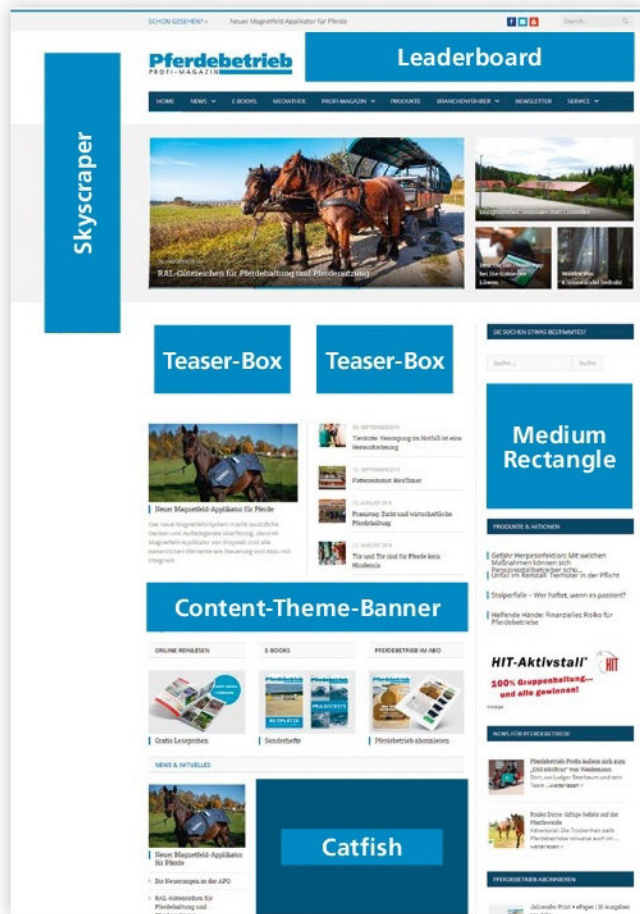
Would you like an eBook with your individual content? No problem. Use the brand **Pferdebetrieb** and our distribution to present your contents in an eBook. We would be pleased to make you an individual offer.



HIT – Thorsten Hinrichs

"For stable owners, **Pferdebetrieb** is the most important, most interesting and valuable trade journal, as it reports specifically on all relevant topics related to plant management".

Online advertisement



Banner

Ad-Bundle

from 850 €/month

Banner formats

- Skyscraper*** 160 x 600 px **450 €/month**
- Leaderboard*** 728 x 90 px **400 €/month**
- Medium Rectangle*** 300 x 250 px **290 €/month**
- Teaser-Box** 300 x 125 px **980 €/year**
- Content-Theme-Banner** 858 x 100 px **290 €/month**
- Catfish** 450 x 100 px > 640 x 410 px **550 €/month**
- Wallpaper*** **960 €/month**
- Parallax** **on request**

*only conditionally responsive/smart phone compatible

We would be happy to plan individual campaigns based on your needs.

Banner creation service:
 You don't have a finished banner?
 We create a banner for you! Price (hourly rate)

70 €



Online advertisement



Product news

"Actions" menue

Optimal for

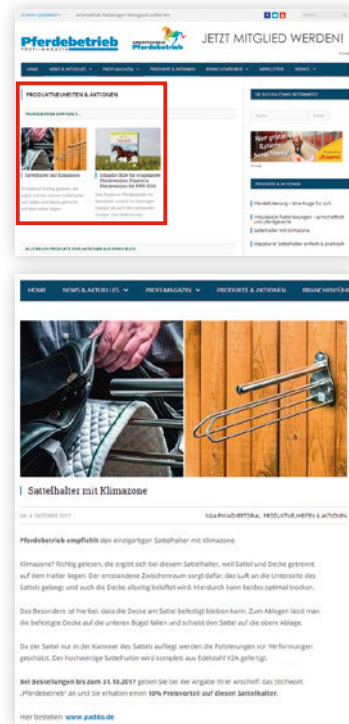
- Product launch
- Special offers + discounts
- Events
- ...

Extent*: Editorial teaser, text up to 500 characters incl. spaces, 2 pictures

Wish link > Your SEO advantage

Duration: at least 3 months

Price: **130 €/month**
230 €/month (+1 video)



Product news

Teaser

Home page + "news" menue

Extent*: Editorial teaser, text up to 1,000 characters incl. spaces, 3 pictures and 1 video

Wish link > Your SEO advantage

Contents can be changed three times during runtime
1 sponsored post on Facebook

Duration: 3 months

Price: **400 €/month**

Advertorial

Your own advertising main page

Optimal for

- Company portrait
- Product explanation/presentation
- ...

Extent*: extensive editorial processing, text up to 5,000 characters incl. spaces, 4 pictures and 1 video

Wish link > Your SEO advantage

Content can be changed 1 x per quarter
SEO optimization by publishing house

Duration/price: 3 months
680 €/month

6 months
520 €/month

12 months
360 €/month

*Material is provided by the customer



Advertorial

Online advertisement



Newsletter

Banner

Extent*: 1 static or animated banner
 Format: 600 x 95 px
 Price: **400 €**

Editorial teaser

Extent*: Text up to 400 characters incl. spaces
 1 image (portrait)
Wish link >Your SEO advantage
 Price: **400 €**

Standalone newsletter

■ Your individual newsletter under the umbrella brand
 Extent*: Text 300 to 700 characters incl. spaces
 1 to 3 photos
 2 links (preferably as buttons)
 Price: **850 €**

*Material is provided by the client

Design and preparation by our online department.



Rampelmann & Spliethoff

Rampelmann & Spliethoff – Paul Spliethoff

"For almost 20 years we have been connected in an inspiring exchange about the future and the present in horse husbandry and equestrian sports. Open to new topics without ever losing sight of the horses! We are pleased that **Pferdebetrieb** has found its place."

Online advertisement



Quiz | Raffle

■ We create quiz and raffle questions or other interactive formats for you.

Extent: Application on the homepage
logo + banner placement
teaser in newsletter and on Facebook

Duration: 3 months
550 €/month

Price: 6 months
400 €/month

Optional: Sponsoring of prizes and vouchers possible!

Raffle or sweepsteaks | social media

■ The raffle will be run on Facebook.
We can create the raffle question for you on request.

Duration: 3 - 5 days
Price: **400 €**



Product tests | online + print

■ Our online community tests and reports on your products.

■ Authentic user-generated content

Extent (online): Application on the start page
Distribution in the newsletter and on Facebook

Extent (print): Presentation Print in an issue of **Pferdebetrieb** for example in the section shop window.

Duration: 3 months
Price: **from 2,000 €/month**

Calendar | product calendar

■ Placement of your products, services or offers exactly to the month in your individual product calendar, e. g. "feed calendar" with corresponding seasonal product recommendations and link to your homepage with direct purchase possibility.

Extent (online): Presentation on the homepage
1 to 2 products per month
logo + banner placement
distribution in the newsletter and on Facebook

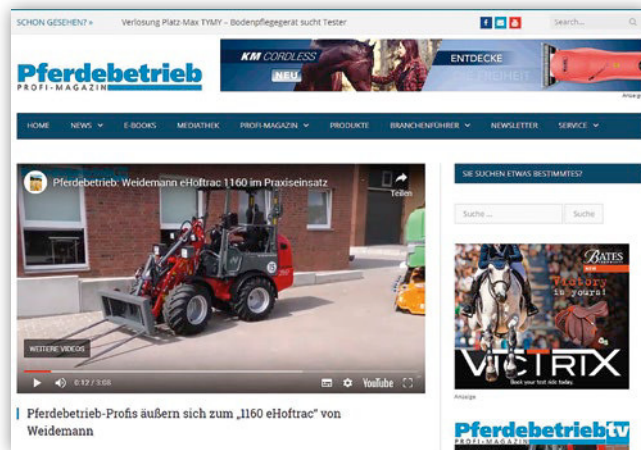
Extent (print): Note in a print edition of **Profi-Magazin Pferdebetrieb**

Duration/price: 3 months
850 €/month

6 months
650 €/month

12 months
450 €/month

Online advertisement



Video production

- We produce and distribute your videos for you.
- Product video, explanatory video or image films ...
- Your product in our practical tests as video ...

You don't have a video yet? As media professionals we know, which contents attract. For one clip (max. 3 minutes with a filming location within Germany) we create the storyboard in coordination with you and produce your video including editing and voice-over.

Possible formats

- Company portraits: Image and branding in top form.
- Product video: The function mode of innovative products or services presented effectively and comprehensibly.
- Case study: The format for storytelling. Videos share messages with interesting perspectives and dramaturgy.
- ...

Price on request



Holger Schupp

Equitana – Christina Uetz

"We have had a trusting relationship with Forum-Verlag for many years. Together we hand out the Equitana Innovation Prize for particularly well thought-out innovations in equestrian sports. For us, the magazine is an important voice in the equestrian business."

Online advertisement



Webinar

■ Know-how transfer in sponsored webinars

Webinars are a modern form of information transfer and further education. They offer first-hand specialist knowledge, enable interaction and discussion between participants and presenter and they do not cause travel expenses for the participants.

Together with you, we bring your know-how to our target group with the sponsored webinar – precisely and without spreading loss.

The sponsored webinar is free of charge for the participants.

Your advantages:

Precise target group approach and highly qualified leads

- You position yourself as a competence carrier with an advertising-free educational format.
- By registering with an advertising release, the participants demonstrate their explicit interest in your subject.
- You receive the generated leads with advertising permission as a file.

Conception + implementation:

- As media professionals in equestrian sports, breeding and husbandry, we know how to distribute specialist information competently. We are by your side when it comes to finding topics and designing the presentation.
- The Webinar is produced with your speaker under our roof, moderated and aired over our software at the agreed date.

Your cross-media package:

- Editorial announcement of the webinar in a print edition of **Profi-Magazin Pferdebetrieb**.
- Announcement of the webinar in the e-mail newsletter of **Profi-Magazin Pferdebetrieb**.
- Announcement to the webinar on the web page **www.pferde-betrieb.de** (running time campaign dependent).
- Landing page with lead survey form for participant registration (duration depends on campaign).

Price: **5,900 €**

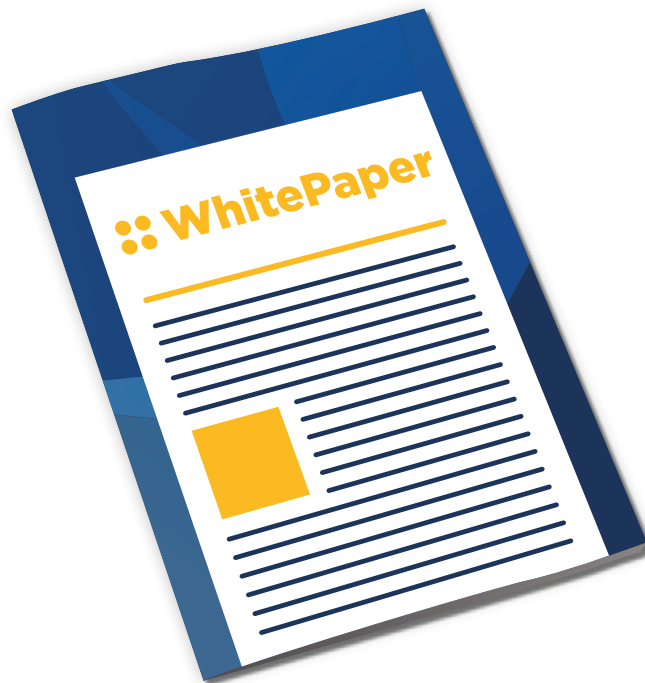


Marstall

Marstall – Friedhelm Donde and Linda Köberle

"**Pferdebetrieb** has a good eye for the current topics in horse feeding. The well-being of the horses is always the focus. This has made **Pferdebetrieb** an ideal advertising partner for us for many years".

Online advertisement



Whitepaper for lead generating

- Whitepapers convey complex content in an understandable, advertising-free manner and convince customers with their competence. They are used as communication and advertising instruments to generate high-quality customer contacts via target-group-specific campaigns (lead generation).

We will bring your whitepaper to the target group of horse enthusiasts, breeders and farms precisely and without spreading loss.

Your advantages:

Precise target group approach and highly qualified leads

- With our established specialist medium **Profi-Magazin Pferdebetrieb** we reach the target group relevant to you in a cross-media-manner on several channels.
- By downloading against registration and advertising release, readers demonstrate their explicit interest in your topic.
- You receive the generated leads with advertising permission as a file.

Your cross-media package with four building blocks:

- Editorial reference to the whitepaper in a print edition of **Profi-Magazin Pferdebetrieb**
- Announcement in the e-mail newsletter of **Profi-Magazin Pferdebetrieb** on the whitepaper
- Announcement of the white paper on the website **www.pferde-betrieb.de** as well as **www.horse-gate.com** (one year online)
- Landing page with lead survey form (one year online)

Price: **4,900 €**

AGB

Paragraph 1

Advertisement order under the following General Terms & Conditions of Business is the contract for the publication of one or more advertisements of an advertising party in a printed medium for the purpose of distribution.

Paragraph 2

Advertisements are deemed for publication within one year of entering into the agreement. If under the terms of the agreement the right to individually published advertisements has been granted, the order shall be carried out within one year of publication of the first advertisement, insofar as the first advertisement is called off and published within the period described in paragraph 1.

Paragraph 3

On conclusion of the transaction, the ordering party is entitled to recall further advertisements within the agreed period of time or as stated under Paragraph 2 on the quantity of advertisements named in the order.

Paragraph 4

In the event that an order is not carried out due to circumstances beyond the control of the Publishers, the Advertiser, without prejudice to any other legal obligations, shall grant to the Publisher the difference between the warranted allowance and the actual acceptance. Remuneration is void when the non-conformity is a result of force majeure in the risk area of the Publisher.

Paragraph 5

For the calculation of the ordered quantity, text millimetre lines are converted to advertisement millimetres in accordance with the price.

Paragraph 6

Advertisements and enclosures which are placed exclusively for publication in stipulated numbers, specific editions or which are to be situated in certain places in the journal shall be submitted to the Publishers with enough time for the latter to be able to inform the Advertiser before expiry of the advertising deadline in the event that the order cannot be performed in the stipulated way. Classified advertisements shall be printed under the appropriate heading, without requiring an express agreement to this effect.

Paragraph 7

Advertisements which by reason of their editorial-style design are not immediately recognizable as advertisements shall be clearly identified as such by the Publishers by insertion of the word „advertisement“.

Paragraph 8

The Publisher reserves the right to refuse advertisements – including individual call off within the framework of a transaction – and orders for enclosures for reason of the content, origin or technical form according to standard, justified principles of the Publisher if the content violates laws or official regulations or if publication of such is otherwise unacceptable to the Publisher. Orders for enclosures are then only binding for the Publisher when a sample has been submitted and approved. Enclosures are not accepted which because of their design and style give the reader the impression that they are a component of

the newspaper or journal, or which contain advertisements from other parties. The Advertiser shall be informed immediately in the event that his advertisement is refused.

Paragraph 9

The Advertiser is responsible for providing the text for the advertisement together with good print copy and for supplying the enclosures in good time. The Publisher shall demand substitutes immediately for any print copy which is obviously unsuitable or damaged. The Publisher guarantees the standard print quality for the titles with vouchers within the range of possibilities facilitated by the print copy and the paper quality used.

Paragraph 10

In the event of the advertisement appearing in full or in part illegible, incorrect or incomplete, the Advertiser is entitled to a reduction in payment or to a replacement advertisement in perfect condition, but only to the extent to which the purpose of the advertisement has been impaired. Claims for compensation on the basis of positive violation of claim, negligence on conclusion of the contract and acts of tort are – even in the case of orders placed by telephone – excluded. Claims for compensation on the basis of impossibility of performance and delay are restricted to indemnity for the foreseeable damage and to the payment for the advertisement or insert concerned. This does not apply to intent and gross negligence on the part of the Publisher, his authorized representative and employees assisting in the performance. Liability of the Publisher for damages on account of the absence of warranted characteristics remains unaffected. In the course of commercial business transactions, the Publisher is also not liable for gross negligence on the part of employees assisting in the performance; in other cases the liability for gross negligence is restricted in extent to the foreseeable damage to the amount of the payment for the advertisement concerned. Complaints - except in the case of defects which are not immediately obvious – must be enforced within four weeks after receipt of invoice and receipt.

Paragraph 11

Specimen proofs shall only be supplied if these are expressly requested. The Advertiser has responsibility for the correctness of the returned specimen proofs. The Publisher shall take account of all corrections of errors of which he is notified within the period of time set when sending out the specimen proof.

Paragraph 12

When no specific sizes are prescribed, the basis of the calculation shall be the actual copy size usual for the type of advertisement.

Paragraph 13

If the Advertiser does not pay in advance, the invoice shall be sent out immediately, in any case however, 14 days from publication of the advertisement. The invoice is to be paid within the times given in the price list and which begin on receipt of the invoice, insofar as in individual cases no other terms of payment have been agreed or payment made in advance. Discounts are granted for payments before the deadline, and as described in the price list.

Paragraph 14

In the event of default or deferment of payment, interest and collection costs will be charged. In the case of default of payment the Publisher can delay the further execution of the current order until payment has been received and can demand payment in advance for the subsequent advertisements. In the case of justifiable doubt as to the ability of the ordering party to pay at any time during the contractual period for the advertising, the Publisher is entitled to make the publication of further advertisements, without consideration of any originally agreed date for payment, dependent on the advance payment of the amount and on the settlement of outstanding invoices.

Paragraph 15

The Publisher shall supply on request with the invoice documentary evidence of the advertisement. Depending on the type and scope of an advertisement order, advertisement excerpts, proof pages or complete proof numbers shall be supplied. If this cannot be provided, in its place there will be a legally binding voucher from the Publisher confirming the publication and distribution of the advertisement.

Paragraph 16

The Advertiser is responsible for the costs of preparation of lithographs, printing copy, matrixes and drawings which he orders and for any substantial amendments which he request or which are required to the originally agreed copy.

Paragraph 17

In the event of a reduction in circulation, there can be an entitlement to a reduction in price where a contract has been entered into for several advertisements, if the total average is less than the average circulation stated in the price list or in another way for the year of insertion beginning with the first advertisement or if the circulation is not stated, the average circulation sold for the previous calendar year. A reduction in circulation is then only a fault which justifies a price reduction if this is to the following amount.

- for circulation of up to 50,000 issues 20%
- for circulation of up to 100,000 issues 15%
- for circulation of up to 500,000 issues 10%
- for circulation of over 500,000 issues 5%

In addition, claims to price reduction are excluded if the Publisher informs the ordering party in good time from the reduction in circulation figures, so that the latter can withdraw in good time from the contractual agreement before publication of the advertisement.

Paragraph 18

For advertisements with box numbers, the handling and forwarding of the offers in good time will be dealt with by the Publisher with the due care of normal business practice. Registered letters and express letters to box number advertisements shall be forwarded by normal post. Mail received in reply to advertisements with box numbers will be kept for four weeks. Letters which are not collected within this period will be destroyed. Valuable documents will be returned by the Publisher, without obligation to do so. The Publisher reserves the right in the interest of and for the protection of the ordering party, to open the offers received by way of inspection, in order to eliminate the possibility of misuse of the box number service. The Publisher is not obliged to forward business promotional mail and agency offers.

Paragraph 19

Print copy shall only be returned to the Advertiser when this is specifically requested. The obligation to hold these documents expires after three months following the end of the contractual period.

Paragraph 20

Place of performance is the head office of the Publisher. In business dealings with commercial business people, with legal officials of public law or in the case of separate funds under public law, the place of jurisdiction in the case of legal action is the head office of the Publisher. Insofar as claims of the Publisher are not enforced in default proceedings, the place of jurisdiction for non-business people is deemed to be their residence. If the address or the normal place of residence of the ordering party, including in the case of non-business people, is not known at the time of the legal action being taken or if after the contract has been concluded, the ordering party has relocated to a new address or to a different normal place of residence which is outside the area of validity of the law, then the place of jurisdiction is agreed to be the head office of the Publisher.

Paragraph 21

All present and future claims of the agency against its ordering party in respect of the insertion and possible additional costs are assigned to the Publisher. The agency has the authority to recover the assigned debts for so long until it has met the contractual obligation of payment towards the Publisher. The Publisher is in principle entitled to disclose and recover the debt on his own behalf.

Paragraph 22

The Advertiser has sole responsibility for the content and legal admissibility of the texts and pictures made available for the insertion. The advertiser is under obligation to release the Publisher from any third party claims which arise against the former from the performance of the order, even if this should be cancelled. The Publisher is not obliged to examine orders and advertisements to check whether these infringe on rights of third parties. In the event that cancelled advertisements are still published, the Advertiser does not have any right to claim against the Publisher.

Paragraph 23

In the event of payment delay or prolongation, interest and costs of collection will be charged. In the case of delayed payment, the Publisher can withhold performance of the remaining order until payment has been made or demand payment in advance for the remaining advertisements. Where reasonable doubt exists in the ability of the Advertiser to make payment, the Publisher is entitled, also during the period of running the advertisement which was contractually agreed, to make the publication of additional advertisements dependent on advance payment of the due amount and on the settlement of outstanding invoice amounts, without taking account of the originally agreed terms of payment. General Terms and Conditions of Business for Advertisements and Enclosures in Newspapers and Journals.

Paragraph 24

All graphic material submitted shall be free of third-party rights.

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