

## MEDIA DATA 2021

PROFI-MAGAZIN **Pferdebetrieb**

[www.Pferde-Betrieb.de](http://www.Pferde-Betrieb.de)

ARBEITSKREIS **Pferdebetrieb**

- competent reports
- sector-specific knowledge
  - news
- experts' knowledge
- use of technology
- practical advice
- and much more





# Pferdebetrieb

PROFI-MAGAZIN

Our readers – your target group!

**Pferdebetrieb** – The professional brand is aimed at all those who professionally run a horse business: These are operators and owners of riding facilities as well as riding clubs, stud farms, stallion stations, professional riders and of course stable managers who offer horse keeping.

Only with the brand **Pferdebetrieb** does this target group receive precise and especially tailored specialist information.

**Pferdebetrieb** offers a whole package for farm management – full of ideas, concepts and, above all, practical tips for the successful management of a horse business.

**With us, you reach the decision-makers in the horse business directly!**

Our readers want to know what is going on in horse keeping and horse business. In **Pferdebetrieb** they get exactly the information they need to run their business - from constructing stables to erecting fences, from trough to tractor, from pasture to profitability.

**Pferdebetrieb** regularly presents new products and evergreens among capital goods and provides expert information on trends and opportunities for the horse industry.

Only with **Pferdebetrieb** you reach 100 % of horse professionals.

Distributed copies (2nd quarter of 2020): 5,742



auremar/istockphoto.com

# Results of our readers' survey

## Our readers:

Ø 45.5 years old

52 % male

48 % female

82 % own a horse farm

18 % are renting a horse farm

## The PROFI-MAGAZIN **Pferdebetrieb**

56 % of the magazines are read by 3 people

\*73 % of our readers are satisfied or very satisfied with the magazine **Pferdebetrieb**

## Main focus of the horse farms:

41 % leisure time rider

19 % dressage

15 % jumping

25 % others

## Horse keeping:

Horseboxes (52 %)

20 % interior boxes

16 % horseboxes with windows

16 % horseboxes with paddock

Open / Active stables (48 %)

29 % open stables

19 % active stables

## Sectors:

32 % commercial horse keeping

25 % private horse keeping

10 % breeding

33 % others

## Origin of the stable:

24 % horse farm from the start

61 % (dairy) cattle farm

9 % pig farm

6 % others

## Producing feed:

70 % produce their own roughage

27 % buy additional feed

3 % produce their own concentrated feed

## Investments (planned within the next 5 years):

58 % want to invest

21 % do not want to invest

21 % are not sure yet

Reach the decision-makers in horse farms with us!

# Forms of advertisement (print)

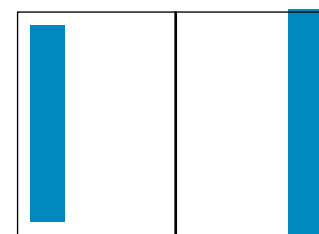


**Double page 2/1\***  
420 x 297 mm (w x h)  
4-colour **3,349 €**

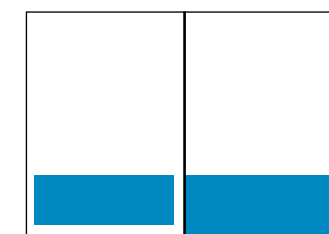
**1/1 + Cover page**  
Bleed\* 210 x 297 mm (w x h)  
b/w **1,269 €**  
4-colour **2,099 €**



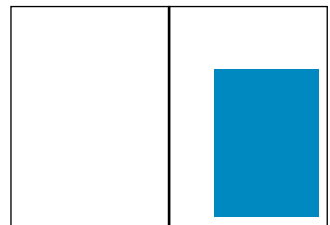
**Junior page**  
Type area 138 x 195 mm (w x h)  
Bleed\* 153 x 210 mm (w x h)  
b/w **999 €**  
4-colour **1,779 €**



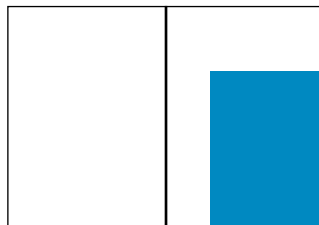
**1/4 Portrait** 46 x 260 mm (w x h)  
**1/4 Portrait with bleed\*** 61 x 297 mm (w x h)  
**1/4 Landscape** 185 x 65 mm (w x h)  
**1/4 Landscape with bleed\*** 210 x 80 mm  
b/w **439 €**  
4-colour **1,259 €**



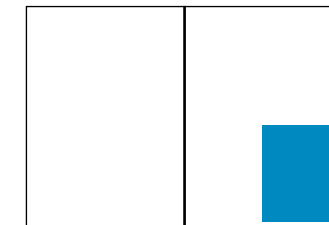
**Double page 1/4 landscape\***  
420 x 80 mm (w x h)  
4-colour **1,999 €**



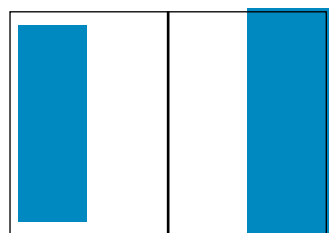
**1/2 Portrait** 90,5 x 260 mm (w x h)  
**1/2 Portrait with bleed\*** 105,5 x 297 mm (w x h)  
**1/2 Landscape** 185 x 128 mm (w x h)  
**1/2 Landscape with bleed\*** 210 x 143 mm  
b/w **759 €**  
4-colour **1,569 €**



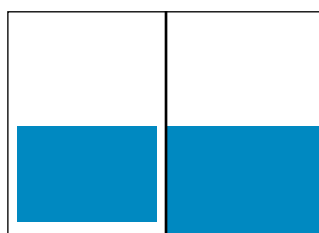
**1/4 Corner** 90,5 x 128 mm (w x h)  
b/w **439 €**  
4-colour **1,259 €**



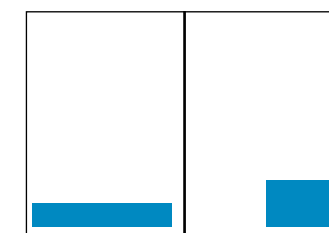
**1/8 Portrait** 43 x 128 mm (w x h)  
**1/8 Landscape** 185 x 31 mm (w x h)  
**1/8 Corner** 90 x 62 mm (w x h)  
b/w **279 €**  
4-colour **699 €**



**1/3 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 €**



1/8 pages are grouped on special pages.



## \*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)

Extend your offer online - get more information about this option starting on page 12

### 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 | <b>1,199 €</b> | (approx. 700 characters)   |
| 1/3-page | <b>1,499 €</b> | (approx. 1,000 characters) |
| 1/2-page | <b>1,699 €</b> | (approx. 1,500 characters) |
| 1/1-page | <b>1,999 €</b> | (approx. 3,000 characters) |

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

|                   |                       |
|-------------------|-----------------------|
| <b>Job advert</b> | 90,5 x 128 mm (w x h) |
| 4-colour          | <b>520 €</b>          |

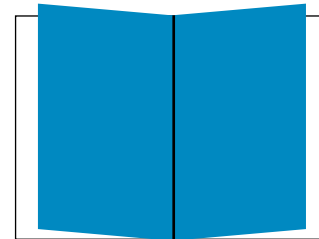
### Classified ads

|                              |                |
|------------------------------|----------------|
| up to 125 characters         | <b>25 €</b>    |
| per additional 25 characters | <b>+5.20 €</b> |

### 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 | <b>1,169 €</b> |
| ■ per additional 5 g of individual weight                                      |                |
| Additional costs   | <b>39 €</b>    |



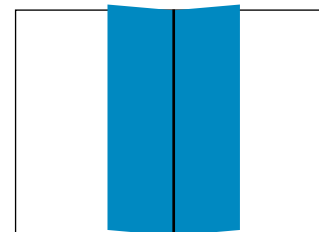
### Bound-in inserts, inserted catalogues

|        |            |
|--------|------------|
| 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

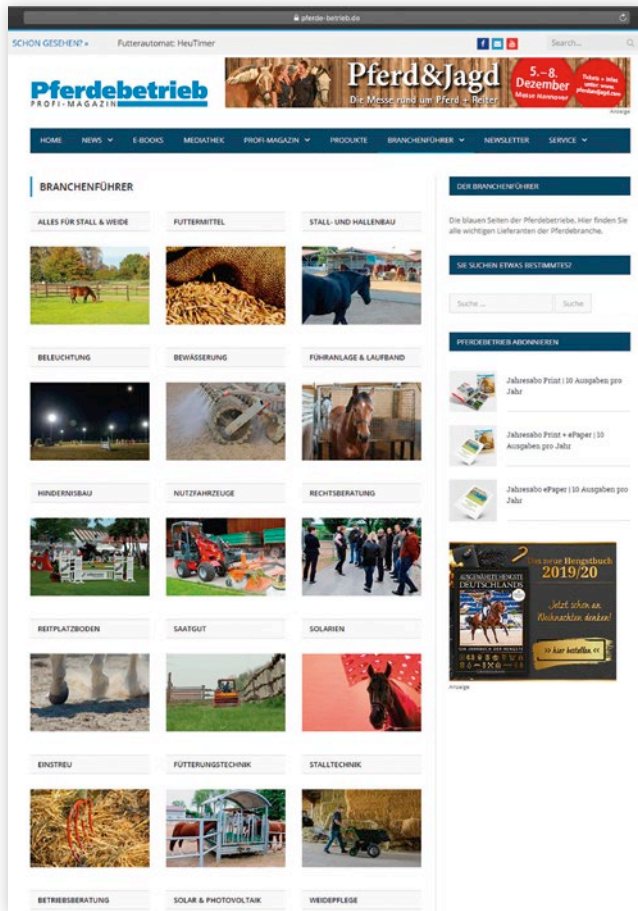
Ad bookings without placement requirements can be withdrawn until the closing date. Placed advertisements, inserts or bound-in inserts until the 1st of the previous month.

### 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 (Online + print)





Online

## Industry guide incl. online industry guide

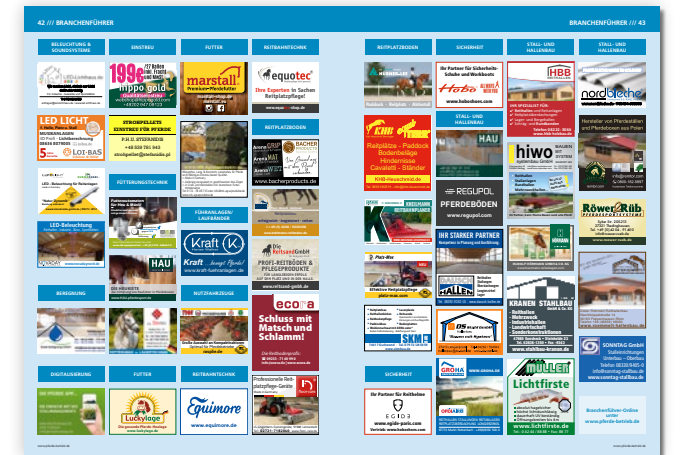
With your company entry you support stable managers to find a wide range of companies, products and service providers and to make purchasing decisions quickly.

Save your customers' time and offer them a quick overview: You have the possibility to be listed in several categories in which your products fit.

|  |  |
|--|--|
|  <p><b>Small entry with company logo</b><br/>6 lines of text<br/>Entry size 44 x 30 mm<br/><b>600 €</b><br/>per heading and year</p> |  <p><b>Large entry with company logo</b><br/>11 lines of text<br/>Entry size 44 x 50 mm<br/><b>1,100 €</b><br/>per heading and year</p> |
|--|--|



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



print



# Dates

| Issue   | Closing date | Data due | Publishing date |
|---|--------------|----------|-----------------|
| <b>01-02/21</b>   | 21.01.21     | 22.01.21 | 11.02.21        |
| <b>03/21</b>  | 17.02.21     | 18.02.21 | 05.03.21        |
| <b>04/21</b>  | 24.03.21     | 25.03.21 | 15.04.21        |
| <b>05/21</b>  | 22.04.21     | 23.04.21 | 12.05.21        |
| <b>06/21</b>  | 26.05.21     | 27.05.21 | 15.06.21        |
| <b>07/21</b>  | 22.06.21     | 23.06.21 | 12.07.21        |
| <b>08-09/21</b>   | 12.08.21     | 13.08.21 | 03.09.21        |
| <b>10/21</b>  | 15.09.21     | 16.09.21 | 05.10.21        |
| <b>11/21</b>  | 19.10.21     | 20.10.21 | 09.11.21        |
| <b>12/21</b><br>Expo edition: Pferd & Jagd                          | 17.11.21     | 18.11.21 | 06.12.21        |
| <b>Special Edition 01/21</b><br>Sustainability                      | 09.02.21     | 10.02.21 | 04.03.21        |
| <b>Special Edition 02/21</b><br>Health Special: Sleep and nutrition | 25.10.21     | 26.10.21 | 16.11.21        |



We gladly send you the list of this year's topics on request.

Subject to modifications.

# 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 to exchange information and to bundle competencies in order to make horse farms more professional and economical.

The special thing about the **Arbeitskreis Pferdebetrieb** are its members: it is not only aimed at stable 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 as well as 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](http://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](http://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](http://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.





# Some Impressions of the Practice Days



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# Horse Technology Days 2021

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## From professionals for professionals

### **Hands-on technology for the horse business**

At the Horse Technology Days, we focus on products and services for horse farms that can significantly improve animal welfare, communication and profitability on the farm thanks to their well thought-out technology.

A concept that convinced visitors and exhibitors at the first Tech Days on October 7th and 8th, 2020.

We are also planning new Tech Days in September 2021.

### **Our services: Your trade fair stand on site and online**

#### **On site**

- Exhibition stand (price by m<sup>2</sup>) including use of the areas for product demonstrations and practical tests
- Design according to your own ideas

#### **Online ([www.Pferde-Betrieb.de](http://www.Pferde-Betrieb.de))**

- Own landing page with company information (e. g. website, e-mail etc.)
- Flyers to download (PDF)
- 2 product presentations (800 characters text each, 2 photos, 1 video)

#### **Video shooting on your booth/in the action areas**

- Presentation of your products in the video

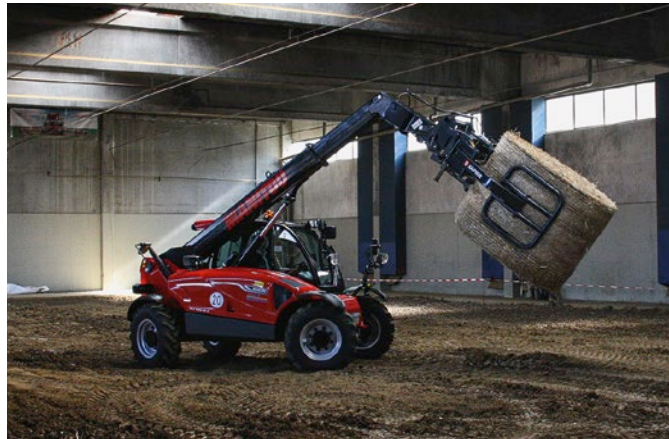
#### **Advertising**

- Extensive advertising mailings for the event (newsletter from **Pferde-Betrieb.de**, e-mail advertising, social media channels,
- Print edition of PROFI-MAGAZIN **Pferdebetrieb**, DEULA and partners)
- Imprint of the exhibitor in the list of exhibitors in PROFI-MAGAZIN **Pferdebetrieb**
- Announcement of the event in PROFI-MAGAZIN **Pferdebetrieb**

**Price by m<sup>2</sup> starting from 390 €**



# Impressions of the Horse Technology Days 2020





# Analysis of our online users

## Online in figures:

Ø 9,000 users/month

Ø 19,000 page impressions/month

## Come from:

83 % Germany

8 % Austria

3 % Switzerland

6 % the rest of the world

## Our users are:

Ø 39 years old

63 % female

37 % male

## Are using:

63 % mobile phones

32 % computers

5 % tablets

# Online Advertisement



## eCampaign (eBook)

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

In coordination with you, we create the editorial content and distribute the eBook **Pferdebetrieb KOMPAKT** to our target group in a multimedia format. As exclusive sponsor you receive advertising space and your logo on the front page of the eBook. The application of **Pferdebetrieb KOMPAKT** for free downloading is carried out via our monthly newsletter and Facebook. Your eBook will remain available for at least one year on our website at [www.pferde-betrieb.de/ebooks](http://www.pferde-betrieb.de/ebooks).

### Our USP

With industry know-how and expertise in reporting, we create a target group-oriented eBook with you as our exclusive partner.

Price: **3,990 €**

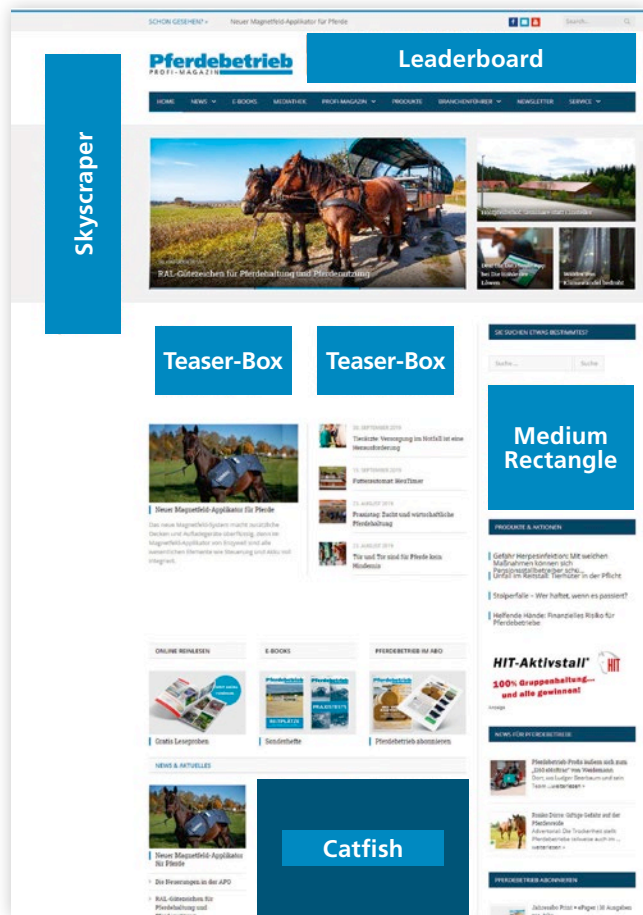
Optionally also available as a printed edition in DIN A5 format. For example for trade fairs, sales or other marketing measures.

You want an eBook with your individual content? No problem. Use the brand **Pferdebetrieb** and our distribution to present your content in an eBook.

**We will be happy to present you an individual offer.**



# 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 135 px 980 €/year
- Catfish** 450 x 100 px > 640 x 410 px 550 €/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

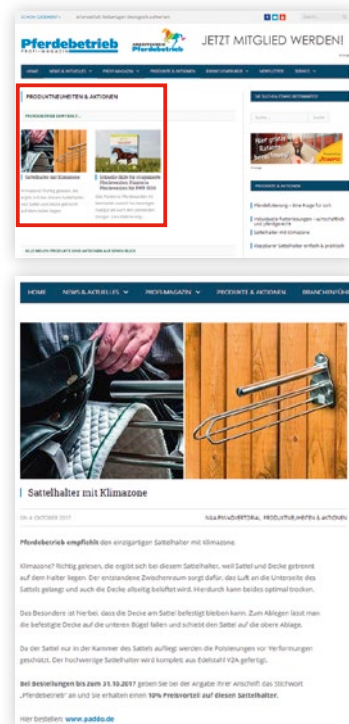


## Product announcement

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 announcement

## Teaser

Home page + "news" menu

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

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 publisher

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

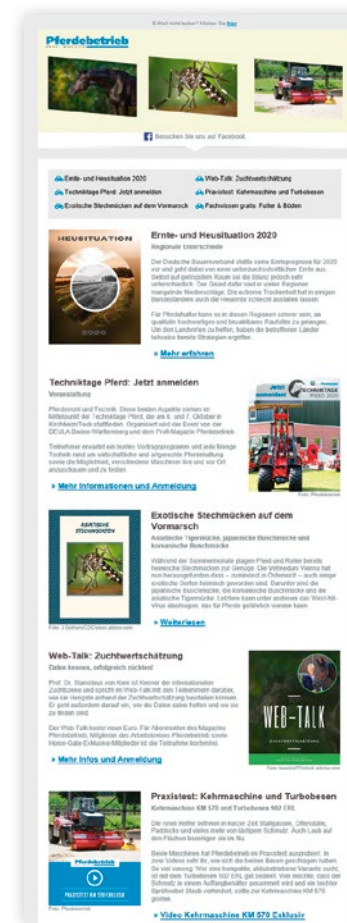
Extent\*: Text up to 400 characters incl. spaces  
 1 image (portrait)  
**Wish link >Your SEO advantage**  
 Price: **400 €**

## 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.



# Online Advertisement



## 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 according 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.
- ...

**From 1,800 €**



# Online Advertisement



## Webtalk

### ■ Know-how transfer in the Sponsored Webtalk

Webtalks are a modern form of information transfer and education. They offer first-hand expertise, enable interaction and discussions between participants and speaker, and they do not cause travel costs for participants.

Together with you, we bring your know-how with the Sponsored Webtalk with pinpoint accuracy and without any wastage to our target group.

**For the participants, the Sponsored Webtalk is free of charge.**

### Your advantages:

#### Precise addressing of the target group

- You position yourself as a competence leader with an advertising-free educational format.
- By registering with advertising approval, participants testify to their explicit interest in your topic.

#### Conception + implementation:

- As media professionals in equestrian sports, breeding and husbandry, we know how to competently spread knowledge. When it comes to finding topics and designing the presentation we are at your side.
- The webtalk is produced in-house with your speaker, moderated and broadcast via our software on the agreed date.

### Your cross-media package with five building blocks:

- Editorial announcement of the webtalk in a print edition of PROFI-MAGAZIN Pferdebetrieb.
- Announcement in the PROFI-MAGAZIN **Pferdebetrieb** e-mail newsletter.
- Announcement of the Webtalk on the website **www.pferde-betrieb.de** (duration depending on the campaign).
- Landing page with lead survey form for participant registration (runtime depending on the campaign).

Price: **2,500 €**

## Podcast

- The **Pferdebetrieb** podcast is a new online editorial format. In approximately 20-minute talks with experts, veterinarians and horse specialists, current topics are discussed. The sponsor is named in the on and off moderation and in the accompanying text on **www.pferde-betrieb.de**, **www.ak-pferdebetrieb.de** and **www.horse-gate.com**.

**One episode: 400 €, package price for 10 podcasts** (corresponds to approx. 1 year): **3,000 €**

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# Online Advertisement

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## Pferdebetrieb Demo-Cast

■ **Use our demo cast format to present your products live to a great target audience - our subscribers!**

Simply put, Demo-Cast is a live presentation via video conference with subscribers of the magazine **Pferdebetrieb** who are interested in learning more about your products. This interactive presentation allows you to showcase your products as if you were in front of interested parties at a trade show. In addition there is the possibility to answer questions in real time!

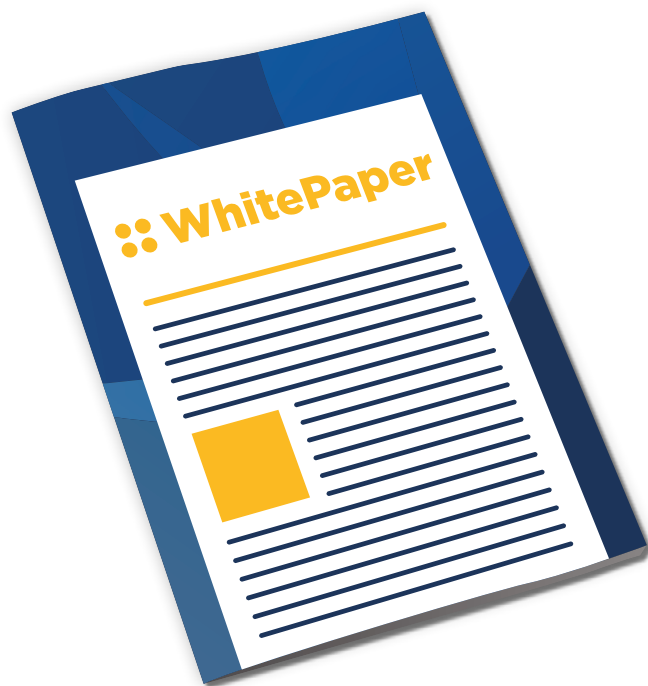
**Each Pferdebetrieb Demo Cast Package includes:**

- Extensive marketing to promote your event: Newsletter, Social media channels, and our websites **www.pferde-betrieb.de** and **www.horse-gate.com**.
- Assistance in preparing and delivering your 10- to 20-minute presentation.
- Moderating the demo cast and the 5-minute Q&A session.
- Your demo cast is available on our website for one year.
- A trial is run before the event.
- Over 30,000\* contacts

Price: **1,900 €**

\* Including all advertising measures

# 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 (online for 1 year)

Price: **3,500 €**



# 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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