Media data 2021

Advertising price list no. 27, valid from issue 1/2021

Your media partner No.1 in the year of Interschutz-Jahr!
For 25 years now the Rettungs-Magazin has been an indispensable information source for people working in the German rescue services. Since 1996 the brand „Rettungs-Magazin“ evolved into the leading address for all emergency personnel. Sector experts publicise the newest technological and scientific findings and provide the readers with vivid tips for everyday work in rescue and medical service and disaster control. With a circulation of 20,500 copies, the Rettungs-Magazin is the widest circulation rescue magazine in Germany.

Since 2007 www.rettungsdienst.de provides another important information channel, and perfectly complements the printed Rettungs-Magazin. Rettungsdienst.de receives 100,000 clicks each month. We use the outstanding possibility to provide visitors of rettungsdienst.de with the latest rescue news and information from rescue training, science, technique, important dates, rescue missions and relevant political updates. Additionally, the website is used as a platform for rescue service members to exchange views. An important
pillar of the „Rettungs-Magazin“ brand is the social media platform Facebook. Furthermore, we provide several different newsletter services. With these we keep rescue insiders up to date. The weekly newsletter summarizes the most important news of the recent 7 days and has more than 2,500 subscribers.

**Rettungs-Magazin – this is where rescue teams get their information!**

**Publication frequency**
- every other month

**Year**
- 26th year

**Purchase prices**
- Annual subscription 31.70 € (Germany), 37.70 € (world), 58.80 CHF (Switzerland), single magazine 5.50 €

**Circulation**
- 20,500 copies
Our target audience/persona

»In our job you can’t ever be fully prepared. In a rescue mission everything can happen, but reading case reports about other people’s experiences is very helpful.«

»I read specialist journals made by and for emergency service professionals to make communication and teamwork with my colleagues easier.«

Fiona and Frank Fulltime*

• many did civilian service or voluntary work
• gear is mostly provided by the employer (DRK, Malteser…)
• hope for more emphasis on the public image to make recruiting junior staff easier

Also gets information from
advanced training, RETTmobil, specialist books, news apps, webinars (mobile), Facebook, manufacturer courses, Feuerwehr-Magazin

Especially interested in
reports, case reports, vehicles and equipment, medical information, legal information

Emily Emergency*

• emergency medicine, anaesthesia
• works on emergency mission or in the emergency room
• depending on her employer, must buy clothing herself

Also gets information from
advanced training, specialist books, Facebook, manufacturer websites, other specialist journals

Especially interested in
reports, case reports, vehicles and technique, medical information, legal information

*in german language: Helga und Hans Hauptamt/Nora Notärztin

The here portrait “persona” are not in reality existing people but stereotypical representatives of our most important reader/user groups. They help our editors to always consider the readers’ needs, wishes and goals during their research, writing and planning.

We prepare all of our content in a way that suits the respective audience, and we publish it on the ideal channel to reach the particular “persona”. This is relevant for our advertising partners too because our readers are your customers!
Our target audience/persona

»I want to stay up to date and keep an overview of the branch. I am mostly working in the administration.«

Ludwig Leader*
• used to work on emergency missions and sometimes still does
• works in associations or training facilities
• often active as public speaker, has connections to the big players of the industry

Also gets information from
congresses, seminars, other specialist journals, internet portals, social media, newsletter, networks

Especially interested in
reports and case reports, medical information, economy, legal information

»Emergency service is just a hobby for me. But in order to get all relevant information and to be able to join conversations I am a Rettungs-Magazin reader.«

Vanessa Volunteer*
• likes to buy safety boots and equipment herself in addition to the provided equipment
• very motivated because being in emergency service is an important hobby for her
• works on emergency mission and participates in trainings

Also gets information from
Google, Facebook, Newsletter, Feuerwehr-Magazin, RETTmobil

Especially interested in
case reports and practical tips, medical information, legal information

»I am interested in the vehicles of the emergency service, but a rough overview of the branch is enough for me.«

Tech-Nick (Hobby)*
• vehicle enthusiast, reads specialist journals to see the technical features of vehicles
• is not really into special branch topics (working conditions, training et cetera)

Also gets information from
manufacturer pages on Facebook, forums, newsletter, Feuerwehr-Magazin

Especially interested in
reports, vehicles and technique, case reports, economy news on manufacturers

*in german language: Ludwig Leiter/Elisa Ehrenamt/Techn-Nick (Hobby)
### Our 360° strategy

**Rettungs-Magazin – we radio on all channels!**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td>20,500</td>
</tr>
<tr>
<td>Print subscribers</td>
<td>7,039</td>
</tr>
<tr>
<td>Digital subscribers</td>
<td>1,268</td>
</tr>
<tr>
<td>Visits/month</td>
<td>105,832</td>
</tr>
<tr>
<td>Pls/month</td>
<td>115,924</td>
</tr>
<tr>
<td>Newsletter subscribers</td>
<td>2,611</td>
</tr>
<tr>
<td>eDossier downloads</td>
<td>70,659</td>
</tr>
<tr>
<td>Facebook followers</td>
<td>15,161</td>
</tr>
</tbody>
</table>

**Total reach:**

- **338,994 people per month**

---

1) as of August 2020  
2) as of Juni 2020  
3) as of September 2020  
4) Google Analytics, FM and RD altogether, timeframe January 2016 until July 2020
Today, anyone who wants to catch the customer’s attention needs a mix of editorial content and advertising or brand messages, in a nutshell: Native Advertising!

How does Native Advertising work?
Native Advertising is storytelling. Your advertising or brand message is published in our platforms’ editorial environment by means of an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company’s and your products’ leading position in your relevant target groups.

What does Native Advertising achieve at Rettungs-Magazin [Rescue Magazine]?
• Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand(s)
• Publication of your content within the look & feel of our editorial environment. We are happy to handle the content creation for you
• Leads to longer time spent on the site and higher involvement with your brand as well as your message and creates long-term effects
• The only way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers in the process
• Helps to reach your company’s and products’ whole target group by creating a larger audience for your topic
• Allows for customised communication to the target group, which is relevant for you, due to clear persona definition and positioning of Rettungs-Magazin [Rescue Magazine]
• Supports your company in establishing itself as an opinion leader for your target group on the relevant topics
• Improves the visibility of your brand in search engines and social media channels using SEO optimised multimedia storytelling (editorial, images, graphics, video)

Content is king and we are the topic champions
We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

We will take over the campaign conception, the content creation, the multichannel publishing, the campaign management and the reporting. A one-stop full service – from your target group’s content specialists.
## Schedule and editorial plan

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Advertising deadline</th>
<th>Deadline for print data</th>
<th>Topics*</th>
<th>Trade fairs and congresses**</th>
</tr>
</thead>
</table>
• February 24-26, 2021: **Symposium intensive care** in Bremen |
| 2/2021 März/April    | 26.02.2021       | 29.01.2021           | 05.02.2021              | Further education – Study alongside your work | • **DINK** in Koblenz*** |
• June 14-19, 2021: **INTERSCHUTZ** in Hannover |
| 4/2021 Juli/August | 25.06.2021       | 28.05.2021           | 04.06.2021              | Review **RETTmobil international** | • May 5-7, 2021: **RETTmobil international** in Fulda  
• June 14-19, 2021: **INTERSCHUTZ** in Hannover |
| 5/2021 September/Oktober | 27.08.2021      | 30.07.2021           | 06.08.2021              | Review **Interschutz** | • September 16-18, 2021: **23nd Hauptstadtkongress (Capital congress)** of the DGAI for Anaesthesiology and intensive therapy with care symposium and emergency service forum (HAI) in Berlin  
• September 7-12, 2021: **IAA** in München |
| 6/2021 November/Dezember | 29.10.2021     | 01.10.2021           | 08.10.2021              | Ventilation of paediatric patients in emergency situations | • November 15-18, 2021: **Medica** in Düsseldorf  
• in November 2021: **PMR Expo** in Köln*** |

---

*Changes because of editorial reasons or current reasons reserved.

** as of August 2020 – information provided without guarantee

*** exact date not fixed by editorial deadline.
# Advertising formats/prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>b/w</th>
<th>1 additional colour</th>
<th>4/coloured advertisement</th>
<th>b/w</th>
<th>4/coloured advertisement</th>
<th>b/w</th>
<th>4/coloured advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>188 x 243 mm</td>
<td>2,645 €</td>
<td>3,095 €</td>
<td>4,070 €</td>
<td>890 €</td>
<td>1,595 €</td>
<td>805 €</td>
<td>1,450 €</td>
</tr>
<tr>
<td>2/3 page across</td>
<td>120 x 243 mm</td>
<td>1,735 €</td>
<td>2,035 €</td>
<td>2,835 €</td>
<td>670 €</td>
<td>1,220 €</td>
<td>610 €</td>
<td>1,110 €</td>
</tr>
<tr>
<td>1/2 page across</td>
<td>90 x 243 mm</td>
<td>1,300 €</td>
<td>1,550 €</td>
<td>2,055 €</td>
<td>450 €</td>
<td>810 €</td>
<td>405 €</td>
<td>735 €</td>
</tr>
<tr>
<td>1/3 page across</td>
<td>60 x 243 mm</td>
<td>875 €</td>
<td>1,025 €</td>
<td>1,380 €</td>
<td>310 €</td>
<td>560 €</td>
<td>280 €</td>
<td>510 €</td>
</tr>
<tr>
<td>1/4 page across</td>
<td>45 x 243 mm</td>
<td>665 €</td>
<td>785 €</td>
<td>1,035 €</td>
<td>230 €</td>
<td>420 €</td>
<td>210 €</td>
<td>380 €</td>
</tr>
<tr>
<td>1/8 page across (a)</td>
<td>90 x 60 mm</td>
<td>370 €</td>
<td>410 €</td>
<td>520 €</td>
<td>130 €</td>
<td>220 €</td>
<td>195 €</td>
<td>200 €</td>
</tr>
<tr>
<td>1/8 page across (b)</td>
<td>188 x 30 mm</td>
<td>90 x 120 mm</td>
<td>665 €</td>
<td>785 €</td>
<td>1,035 €</td>
<td>230 €</td>
<td>420 €</td>
<td>210 €</td>
</tr>
</tbody>
</table>

---

**Industrie**

- Industrial
- Schools, further education and vocational training
- Job market

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>b/w</th>
<th>1 additional colour</th>
<th>4/coloured advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>188 x 243 mm</td>
<td>2,645 €</td>
<td>3,095 €</td>
<td>4,070 €</td>
</tr>
<tr>
<td>2/3 page across</td>
<td>120 x 243 mm</td>
<td>1,735 €</td>
<td>2,035 €</td>
<td>2,835 €</td>
</tr>
<tr>
<td>1/2 page across</td>
<td>90 x 243 mm</td>
<td>1,300 €</td>
<td>1,550 €</td>
<td>2,055 €</td>
</tr>
<tr>
<td>1/3 page across</td>
<td>60 x 243 mm</td>
<td>875 €</td>
<td>1,025 €</td>
<td>1,380 €</td>
</tr>
<tr>
<td>1/4 page across</td>
<td>45 x 243 mm</td>
<td>665 €</td>
<td>785 €</td>
<td>1,035 €</td>
</tr>
<tr>
<td>1/8 page across (a)</td>
<td>90 x 60 mm</td>
<td>370 €</td>
<td>410 €</td>
<td>520 €</td>
</tr>
<tr>
<td>1/8 page across (b)</td>
<td>188 x 30 mm</td>
<td>90 x 120 mm</td>
<td>665 €</td>
<td>785 €</td>
</tr>
</tbody>
</table>

---

**Discounts:** for several advertisements within 12 months

**Frequency progression** 5% for 2 pages 7% for 3 pages 15% for 6 pages

**Combination discount:** Safe 5% for placing an advertisement in the Feuerwehr-Magazin and Rettungs-Magazin. This combination discount is only going to be deducted from the cost of the Rettungs-Magazin advertisement.

**Terms of payment:** 20 days after the date of involve, net.

**Bank connection:** Sparkasse Ulm, Kto.-Nr.: 90 917, BLZ 630 500 00 IBAN: DE56 6305 000 000 000 90917, BIC: SOLADES 1ULM St.-Nr.: 28/88/030/10409, UST-ID-Nr.: DE 147041097

**Small advertisements (commercial, designed):**
- mm-price b/w € 3.50 (column width 42 mm)
- 1 additional color + 50%; 4-color + 100% color saturation surcharge, booking possible above 30 mm/1 column possible

**Running text advertisements/text advertisements**: (circa 24 characters per line including punctuation marks and space characters)

- Private advertisement: 5 lines 16 € flat, every additional line 2.70 €
- Business advertisements: 5 lines 47 € flat. From the 6th line on we charge the mm-price of 3 € per column.

**Price per picture:** 27 €

**Placement classified advertisements, category of choice**

**Chiffre charge:** 5.60 €

---

**Same price for formats with bleed or in type area. Special formats on request!**

**Magazine format**
- 210 mm width x 280 mm height

**Type area**
- 188 mm width x 243 mm height

**Colour:** Euro scale, special colors on request

**Agency commission:** 15% (if you provide an advertisement that is ready to print)

**Special placements:**
- We charge an additional 15% for guaranteed placements
- If you place an advertisement with a format of 1/2 page upright on page 5 (next to the table of contents) or 1/1 format on the inside front cover, inside back cover or outside back cover

---

*All commercial prices plus Value Added Tax (only in Germany).
An overview of advertising formats

**Double page**
- Print space: 396 x 243 mm
- Trimmed size: 420 x 280 mm*

**2/3 page high**
- Print space: 120 x 243 mm
- Trimmed size: 135 x 280 mm*

**1/2 page high**
- Print space: 90 x 243 mm
- Trimmed size: 102 x 280 mm*

**1/3 page high**
- Print space: 60 x 243 mm
- Trimmed size: 72 x 280 mm*

**1/4 page high**
- Print space: 45 x 243 mm
- Trimmed size: 57 x 280 mm*

**1/1 page**
- Print space: 188 x 243 mm
- Trimmed size: 210 x 280 mm*

**2/3 page across**
- Print space: 188 x 160 mm
- Trimmed size: 210 x 180 mm*

**1/2 page across**
- Print space: 188 x 120 mm
- Trimmed size: 210 x 140 mm*

**1/3 page across**
- Print space: 188 x 80 mm
- Trimmed size: 210 x 100 mm*

**1/4 page across**
- Print space: 188 x 60 mm
- Trimmed size: 210 x 80 mm*

**1/8 page across**
- Print space: 188 x 30 mm
- Trimmed size: 210 x 50 mm*

**Explanation**
- = Advertising format in print space
- = Advertisement in the format of the bound magazine;

* Attention: Please design your advertisement with an extra 3 mm of trimming margin on all for sides!
Technische Details

In den folgenden Richtlinien erhalten Sie Informationen zur korrekten Übertragung von digitalen Werbeeinstellungen. Im heutigen vollen digitalen Bearbeitungskern der Zeitschriftenproduktion ist ein standardisierter Umgang mit den Daten erforderlich.

Digital Datenübertragung

- Prädilektierte Formate: PDF X3
- Programme (neueste Versionen): InDesign, Photoshop, Illustrator (CS 2 – CS 5.5)
- Daten aus CorelDRAW müssen als TIF oder JPG mit 400 dpi gespeichert werden. Die Übertragung von offenen CorelDRAW-Dateien ist nicht möglich.
- Alle Schriftarten müssen geliefert werden.
- Mit grafischen Programmen immer die Schriftarten in Zeichnenummern umwandeln, Farbraum immer CMYK, nie RGB.
- TIF-Dateien (CMYK oder Graustufen) immer im Format 1:1 bei 300 dpi Auflösung
- EPS-Dateien (Pixel) -> siehe TIF
- EPS-Dateien (Vektor) –> Wenn Sie EPS-Dateien verwenden, sind alle verwendeten Schriftarten einzubeziehen oder das Text in Vektorpfade umwandeln.
- Apple: komprimierte Daten: Stuffit oder ZIP
- PC: komprimierte Daten: ZIP
- Ein Nachschlag maßnahme muss später eingereicht werden, um die Farbabweichungen zu vermeiden.

Abbestellung

- Ohne Platzierungsantrag keine Kosten bis zum Werbeablieferungstermin
- Mit Platzierungsantrag keine Kosten bis 14 Tage vor dem jeweiligen Werbeablieferungstermin (Seite 8)

Für Abbestellungen nach Ablauf dieser Bedingungen müssen wir 25% der Bestellsumme berechnen.

Bei Verspätung der Dokumente, müssen wir einen technischen Gebühr berechnen.
Inserts
Up to 25g of weight 150 € per started thousand plus postal fees (subscribers) (more than 25g of weight on request) maximum possible size of the insert: 20.5 cm x 27.3 cm (width x height). The inserts weight cannot be more than 150g!
Standard inserts will be put loosely into the magazine at a random page and mechanically processed.
All prices plus sales tax domestically.

Bound inserts
4 pages: 5,460 €  8 pages: 8,320 €  Prices are for total circulation. Selective booking on request.
Bound inserts in magazine format: 210 mm x 280 mm + 5 mm trimmed size on all edges.
Smaller bound inserts only on request.

Surcharges for special advertising formats occur for:
• selective booking
• selection of recipient addresses
• gluing the postcard into a certain area of the magazine (e.g. first third of the magazine…)
• manual inserting of the insert
• manual gluing on of the postcard
• shipping of the magazines in foill pockets because of an insert or another kind of advertising material

Regarding inserts, postcards, bound inserts and commercial samples please consider the following points:
• Before order acceptance we need one binding sample or if need be a dummy with size and weight data
• Please send the sample to our printery: ADV Schoder, Herr Waldemar Maier, Aindlinger Straße 17-19, 86167 Augsburg
• Advertising material can only promote the advertiser’s sales program. According to postal regulations, the advertising material must be designed in a way that makes it clearly distinguishable from the editorial content. Placement is dependent on technical capabilities.
• Please don’t send inserts with zigzag folding – this is only available for a surcharge.
• Delivery date: one week after the copy (compare page 8)
• You will get the exact delivery details when placing the order

The special print as the perfect PR activity for your company
Specialist articles in the Rettungs-Magazin on your company, your products or services are highly significant for your customers. Use this effect for your advertising and integrate this premium content into the communication with your target audience.

There are two different possibilities. You have the choice.

Classic special prints…
...are the perfect medium to specifically show your customers application examples of your products, technologies and services – in on site conversations, on fairs, congresses or for your field service.

Digital special prints…
...are so called special publications in PDF format. They effectively and cheaply add to your e.g. mailing drive, enrich your website or your electric brochures.

All prices plus Value Added Tax (only in Germany)

You can get exact measurements and more detailed information.

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

Profit from our packages. Or ask for individualized cross media packages. We will be happy to advise you!

Cross media package »gold«
Magazine
1/1 page 4c
+
Digital
- Advertorial + Facebook-Posting
- Skyscraper on rettungsdienst.de, 10,000 guaranteed views
- Newsletter-Advertorials, first position

Package price 5,679 €
Regular price: 6,310 €
10% savings: 631 €

Ulrike Groß Print/Tablet
Phone +49 (4104) 690446
E-Mail gross@ebnermedia.de

Cross media package »silver«
Magazine
1/2 page 4c
+
Digital
- Advertorial + Facebook-Posting
- Skyscraper on rettungsdienst.de, 5,000 guaranteed views

Package price 3,391.50 €
Regular price: 3,570 €
5% savings: 178.50 €

Cross media package »bronze«
Magazine
1/4 Seite 4c
+
Digital
- Advertorial + Facebook-Posting
- Newsletter-Advertorials, first position

Package price 2,255.25 €
Regular price: 2,325 €
3% savings: 69.75 €

Mareike Koch Online
Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

Prices minus 15% AE provision for printable printing material.
This is where you find the online media data: www.rettungsdienst.de/media-daten

Advertise with us on all channels!
Contact

Media Consulting focus Print/Tablet

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

Chief editor

Lars Schmitz-Eggen
Phone  +49 (731) 8800542-00
Fax  +49 (731) 8800552-09
E-Mail  schmitzeggen@rettungsmagazin.de

Media Consulting focus Online

Mareike Koch
Phone  +49 (731) 8800542-55
Fax  +49 (731) 8800552-09
E-Mail  koch@feuerwehrmagazin.de

Publisher

Jan-Erik Hegemann
Phone  +49 (731) 8800542-00
Fax  +49 (731) 8800552-09
E-Mail  hegemann@feuerwehrmagazin.de

Anastasia Richter
Phone  +49 (731) 8800542-00
Fax  +49 (731) 8800552-09
E-Mail  widder@feuerwehrmagazin.de

Advertising coordinator/ Editorial assistant

Angela Widder
Phone  +49 (731) 8800542-00
Fax  +49 (731) 8800552-09
E-Mail  widder@feuerwehrmagazin.de

NEW to the team!

Print/Tablet media consulting: Große Straße 52, 21465 Reinbek/Germany
Phone +49 (4104) 690446, Fax +49 (4104) 9629753

Editorial office: Rettungs-Magazin, Ebner Media Group GmbH & Co. KG, Hinter der Mauer 9, 28195 Bremen, Telefon: +49 (731) 8800542-00, Telefax: +49 (731) 8800552-09, E-Mail: redaktion@rettungsmagazin.de, Internet: www.rettungsdienst.de

Publishing firm: Rettungs-Magazin, Ebner Media Group GmbH & Co. KG, Karlstraße 3, 89073 Ulm
Phone: +49 (731) 1520-951, Fax: +49 (731) 1520-171
Web: www.rettungsdienst.de, www.ebnermedia.de

Managing directors: Marco Parrillo
Terms and Conditions

1. Exclusive Scope, agreement
1.1 The present terms and conditions apply to orders received by and for its own account, the Ebenerr Media Group GmbH & Co. KG, Karl Strasse 3, D-89540 Ulm (hereinafter referred to as “publisher”) markets advertisements for the newspapers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (hereinafter referred to as “customer”) with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contracts with attendees.

2. Services; Submission for Publication; Completion
2.1 In the context of these and conditions, an “advertising order” is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to a copy of the advertising documents or supplements. If advertising orders, changes in the scheduling or the desired issue, text corrections and/or cancellations are communique via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume (discount adjustment charge). The pay-ment shall not apply if the failure is due to force majeure within the risk area of the publisher.

3. Calculation of Volumes
3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertised on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word “advertisement.”

4. Publisher’s Right of Refusal; Orders for Supplements
4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertisements in the context of a signed contract or the insertion of supplements during the objections, the origin or the technical format no longer being uniform, specifically just-filied principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branks or with a limit for the number of orders. If an order cannot be accepted within the allotted time, the publisher reserves the right to refuse the advertisement.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

5. Obligations of the Customer
5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, text corrections and/or cancellations are communique via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is canceled, the publisher can bill the customer for the costs incurred due to hyperetting.

5.3 The customer is obliged to bear the costs of publication of a reply which refers to actual assertions in the published advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to the availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch of industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was im-paired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

6. Liability of the Publisher
6.1 The publisher reserves unlimited liability for damages caused by his legal representatives in executive employees and for damages caused by his legal representatives in executive employees and for damages caused by his legal representatives in executive employees and for damages caused by his legal representatives in executive employees and for damages caused by his legal representatives in executive employees and for damages caused by his legal representatives in executive employees and for damages caused by his legal representatives in executive employees and for damages caused by his legal representatives in executive employees.

7. Cost; Price Reduction
7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the correctness to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

8. Invoicing; Delay; Voucher Copy of the Advertisement
8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the agreed period, in the form of the euro, to the bank account or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until the payment is received and can demand prepayment for the remaining advertisements.

8.4 If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.5 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

9. Cost; Price Reduction
9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a decreased in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or order was not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines: the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extent:

- 20% price reduction for circulation up to and including 50,000 copies
- 15% price reduction for circulation up to and including 100,000 copies
- 10% price reduction for circulation up to 500,000 copies
- 5% price reduction for circulation of 500,000 or more copies.

Additionally, claims for price reduction are excluded if the publisher has informed the cus-tomer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

10. Classification of Advertisements with Box Numbers; Documents; Storage
10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of the offers. Registered and express mail which begins with the “RA” prefix or post-bag will be considered first. Advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN 4 format, weight: 500 grams, parcels containing merchant-draw, boxes or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and inspect incoming letters or parcels in order to prevent or eliminate any misuse of box-number services. The publisher is not obliged to forward business proposals or brokerage offers. Principal documents will be returned only at the specific request of the customer. The ob-ligation to keep such documents ends three months after the expiration of the order.

11. Place of Performance and Place of Jurisdiction; Applicable Law
11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer’s head office is located.

11.2 German law applies with the exclusion of the UN Sales Convention.