



Your media
partner
no.1

Media data 2023

Advertising price list No. 29
valid from 1/2023

Feuer im Schulzentrum
**BRK IM 12-STUNDEN-
EINSATZ**



Content

- | | |
|--------------------------------|-----------------------------------|
| 2 Profile Rettungs-Magazin | 11 Our advertising formats |
| 4 Our target audience/personas | 12 Delivery of printing materials |
| 6 Our 360° strategy | 13 Special advertising formats |
| 7 Native Advertising Portfolio | 14 Crossmedia offers |
| 8 Schedule and editorial plan | 15 Contact |
| 9 Advertising formats/prices | 16 Terms of conditions |
| 10 Job advertisement | 17 Special publications |



SAVE-PROJEKT
Als Koffer-RTW noch
Exoten waren



KRITISCH
Wie g
unser



SEPSIS
So erkennt man
eine Sepsis





Photos: Markus Brändli

For 27 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 15,000 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. [Rettungs-](#)

[dienst.de](#) receives 40,000 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

27th year

Purchase prices

Annual subscription 33.30 € (Germany),
39.60 € (world), 58.80 CHF (Switzerland),
single magazine 5.90 €

Circulation

15,000 copies





Photo: Krenan/fotolia

»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.«

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



Photo: S. Engels/fotolia

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

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

»These are our readers and your potential customers!«

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 costumers!**



Photo: Contractwerkstatt fotolia

»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



Photo: Mergen/fotolia

»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



Photo: Sergey Nevens/fotolia

»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

Rettungs-Magazin – we radio on all channels!

Print¹⁾

15,000

Print subscribers¹⁾

4,431

Digital subscribers¹⁾

2,000

Visits/month¹⁾

42,655

Pls/month¹⁾

54,846

Newsletter subscribers¹⁾

2,304

eDossier downloads²⁾

74,471

Facebook followers¹⁾

15,291

Total reach
210,998
people per month



RETTUNG[®] MAGAZIN

Multi channel-
family



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?

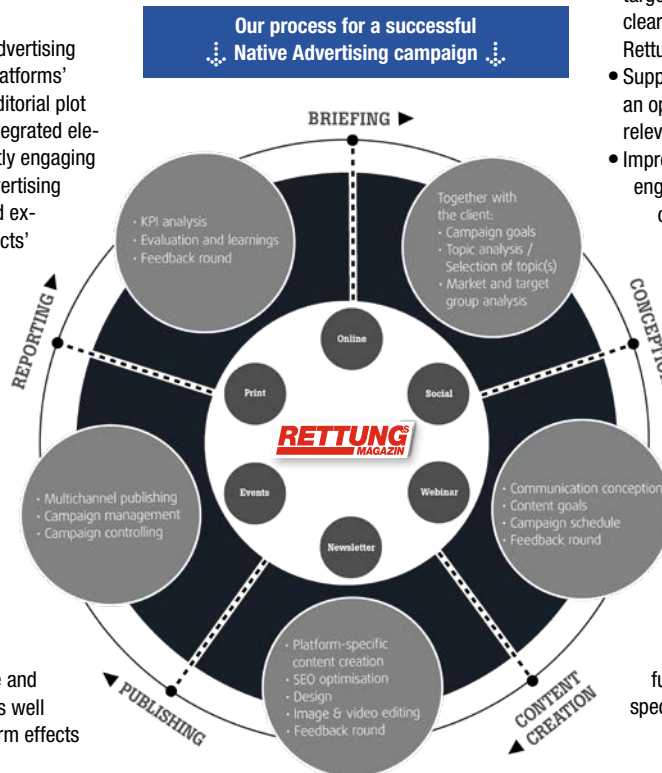
Native Advertising is storytelling. Your advertising or brand message is published in our platforms' editorial environment by means of an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising 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.



For job advertisements
and further ad deadlines –
please get in touch with us!

Issue	Publication date	Advertising deadline	Deadline for print data	Topics*	Trade fairs and congresses**
1/2023 January/February	16.12.2022	18.11.2022	25.11.2022	Major emergency situations	<ul style="list-style-type: none"> January 21-29, 2023: Boot (Boat) in Düsseldorf February 15-17, 2023: Symposium intensive care in Bremen
2/2023 March/April	24.02.2023	27.01.2023	03.02.2023	Simulation in education and training	<ul style="list-style-type: none"> March 10-11, 2023: DINK in Koblenz
3/2023 May/June	28.04.2023	24.03.2023	31.03.2023	RETTmobil international Preview	<ul style="list-style-type: none"> May 10-12, 2023: RETTmobil international in Fulda June 14-17, 2023: RESCUE in Dortmund
4/2023 July/August	30.06.2023	02.06.2023	09.06.2023	RETTmobil international Review	<ul style="list-style-type: none"> May 10-12, 2023: RETTmobil international in Fulda
5/2023 September/October	25.08.2023	28.07.2023	04.08.2023	Civil protection	<ul style="list-style-type: none"> in September, 2023: 25nd Hauptstadtkongress (Capital congress) of the DGAI for Anaesthesiology and intensive therapy with care symposium and emergency service forum (HAI) in Berlin*** September 5-10, 2023: IAA Mobility in München
6/2023 November/December	27.10.2023	29.09.2023	06.10.2023	Rapid Response Teams	<ul style="list-style-type: none"> November 13-16, 2023: Medica in Düsseldorf November 28-30, 2023: PMR Expo in Köln
1/2024 January/February	22.12.2023	23.11.2023	30.11.2023	Breathing	<ul style="list-style-type: none"> in February 2024: Symposium Intensive care in Bremen***



*) changes because of editorial reasons or current reasons reserved.
) as of August 2022 – information provided without guarantee *) exact date not fixed by editorial deadline.

Industry					Schools, further education and vocational training	
Format	Width x Height	b/w	1 additional colour	4/coloured advertisement	b/w	4/coloured advertisement
1/1 page	188 x 243 mm	3,100 €	3,855 €	4,610 €	1,100 €	2,010 €
2/3 page high across	120 x 243 mm 188 x 160 mm	2,080 €	2,650 €	3,220 €	820 €	1,557 €
1/2 page high across	90 x 243 mm 188 x 120 mm	1,650 €	1,995 €	2,340 €	570 €	1,050 €
1/3 page high across	60 x 243 mm 188 x 80 mm	1,050 €	1,350 €	1,650 €	405 €	728 €
1/4 page high across partly	45 x 243 mm 188 x 60 mm 90 x 120 mm	850 €	1,030 €	1,210 €	305 €	550 €
1/8 page across (a) across (b)	90 x 60 mm 188 x 30 mm	440 €	530 €	610 €	165 €	290 €

*Prices for formats in type area; advertisements in bleed + 10 % surcharge. **Special formats on request!**

Discounts:

for several advertisements within 12 month

Frequency progression

2-fold publication 3 %
3-fold publication 5 %
6-fold publication 12 %

Quantity progression

for 2 pages 5 %
for 3 pages 8 %
bei 6 pages 15 %

Terms of payment:

our general terms and conditions apply, see page 15

Bank connection:

Sparkasse Ulm
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 € 4.10 (column width 42 mm) 1 additional color + 50%; 4-color + 100% color satiation 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

Ciffre charge: 5.60 €

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



Only the
RETTUNG[®]
MAGAZIN
presents
vehicles in
detail!

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**

Find employees with the **Blaulicht Stellenmarkt**

- Zielgerichtete Ausschreibungen direkt in der Blaulicht-Branche
- Verschiedene Online-Pakete
- Zusätzliche Print-Anzeigen möglich
- Einbindung in die Newsletter möglich
- Verschiedene Extras für noch höhere Aufmerksamkeit
- Attraktive Preise

Find details
and conditions
in our
**JOB MARKET
MEDIA DATA!**



» **Media data**

» **www.blaulicht-stellenmarkt.de**



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

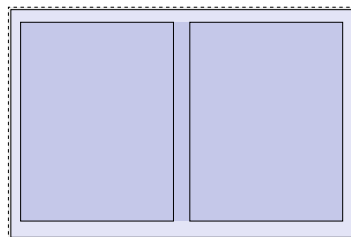
Interested? We would love to provide advice.



Mareike Koch | Phone +49 731 88005-4255
E-Mail jobs@blaulicht-stellenmarkt.de

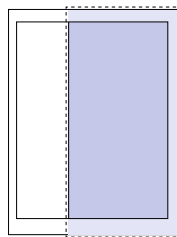


Dirk Ohlsen-Kressing | Phone +49 731 88005-8227
E-Mail jobs@blaulicht-stellenmarkt.de



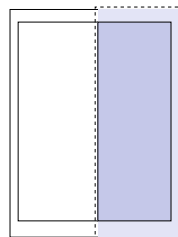
Double page

■ = Print space:
396 x 243 mm
■ = Trimmed size:
420 x 280 mm*



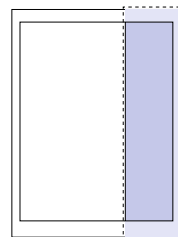
2/3 page high

■ = Print space:
120 x 243 mm
■ = Trimmed size:
132 x 280 mm*



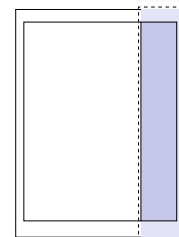
1/2 page high

■ = Print space:
90 x 243 mm
■ = Trimmed size:
102 x 280 mm*



1/3 page high

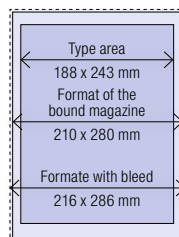
■ = Print space:
60 x 243 mm
■ = Trimmed size:
72 x 280 mm*



1/4 page high

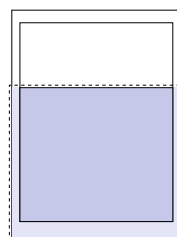
■ = Print space:
45 x 243 mm
■ = Trimmed size:
57 x 280 mm*

Please see the following page for **technical specifications** about your data transfer!



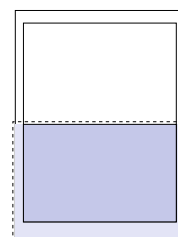
1/1 page

■ = Print space:
188 x 243 mm
■ = Trimmed size:
210 x 280 mm*



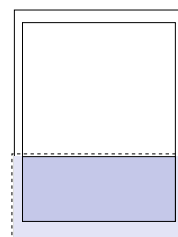
2/3 page across

■ = Print space:
188 x 160 mm
■ = Trimmed size:
210 x 180 mm*



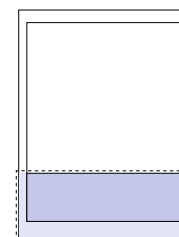
1/2 page across

■ = Print space:
188 x 120 mm
■ = Trimmed size:
210 x 140 mm*



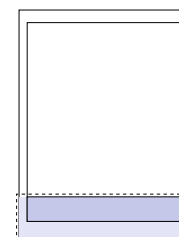
1/3 page across

■ = 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 type area
- = Advertisement in the format of the bound magazine
- = Advertising format with bleed;

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

Technical details

In the following guidelines we will give you information on the correct transfer of digital advertisement data. In nowadays completely digital processing chain of the journal production, a regularized data handling is necessary.

Digital data transfer

- Preferred format: PDF X3
Color profile cover: ISO Coated v2
Color profile content: PSO LWC Improved_eci
- Programs (latest versions): InDesign, Photoshop, Illustrator (CS 2 – CS 5.5)
- Data from CorelDraw must be saved as TIF or JPG with 400 dpi. The transfer of open CorelDraw files is not possible.
- All fonts must be supplied.
- With graphic programs always convert fonts into drawing paths, colour space always CMYK, never RGB.
- TIF files (CMYK or grayscale) always in size 1:1 at 300 dpi resolution
- EPS files (pixels) -> see TIF
- EPS files (vector) -> If you are using eps files, please integrate all used fonts or convert the text into vector paths.
- Apple: compressed data: Stuftit or ZIP
- PC: compressed data: ZIP
- A proof must be submitted subsequently, to avoid colour deviations.

- File names must be assigned according to the following pattern: Advertiser_RM_issue (Example: Microsoft_RM_5/22)
- For problems with the transmission:
Phone +49 731 880058-617
- Disclaimer of liability: The liability of the publisher for completely or partially illegible, incorrect or incomplete reproduction of the corresponding advertisements is excluded if advertisement motifs were digitally transmitted by the customer.

Cancellation

- Cancellations can be made free of charge up to the advertising deadline (see page 8).
- We charge **25 per cent** of the advertising rates if cancellations are made between the closing date for advertisements and the closing date for printing documents.
- **50 per cent** of the advertising rates will be due if cancellations are made after the printing deadline.

If the print documents are not handed in on time, we must charge a technical fee.



**Your contact persons
for ad disposition/
Print processing:**

Telephone +49 731 880058-617
E-Mail: clientsuccess@ebnermedia.de

Inserts

Up to 25g of weight 175 € 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: 6,300 € 8 pages: 9,600 €
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:

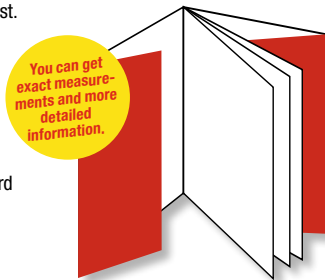
- selective booking
- selection of recipient addresses
- gluing the postcard into a certain area of the magazine (e.g. first third of the magazine...)
- manual inserting of the insert
- manual gluing on of the postcard
- shipping of the magazines in foil pockets because of an insert or another kind of advertising material

- bound inserts, inserts and postcards must be provided in a way that makes further reworking and editing unnecessary. If the trimmed size or folding is incorrect we cannot give a processing-guarantee. Difficulties and further folding or gluing works will be charged separately

(Gate- and backfolder)

The Gate- and Backfolder are fold-out advertisements. The Gatefolder (U2) is folding out to the left and the Backfolder (U4) to the right. On these pages double-sided printing can be used. A perforation for easier separation of the page from the magazine is possible. The paper thickness is the same as the thickness of the cover.

U2 (Gatefolder): 10,500 €
U4 (Backfolder): 13,050 €



All prices plus Value Added Tax (only in Germany)

Regarding inserts, bound inserts and commercial samples please consider the following points:

- By the advertising deadline (see page 8) we need the size and weight of a single insert
- **Inserts and bound-in inserts must be printed and delivered to our printery:**
L.N. Schaffrath GmbH & Co. KG
DruckMedien, Mr Dietmar Bexkens
Marktweg 42-50, 47608 Geldern
Phone +49 28 31 396-207
E-Mail dietmar.bexkens@schaffrath.de
- 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 costumers. 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 costumers 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.



Interested?
Approach us –
we would love
to provide
advice!!

Benefit from our **attractive packages.**
Or ask for **individualized cross media packages.**

**Cross media package
»gold«**

Magazine

1/1 page 4c

+

Digital

- Advertorial + Facebook posting
- Skyscraper on rettungsdienst.de, 10,000 guaranteed views
- Newsletter banner, first position

**Package price
6,327 €**

Regular price: 7,030 €

10% savings: 703 €

**Cross media package
»silber«**

Magazine

1/2 page 4c

+

Digital

- Advertorial + Facebook posting
- Skyscraper on rettungsdienst.de, 5,000 guaranteed views

**Package prices
3,771.50 €**

Regular price: 3,970 €

5% savings: 198.50 €

**Cross media package
»bronze«**

Magazine

1/4 page 4c

+

Digital

- Advertorial + Facebook posting

**Package prices
2,522 €**

Regular price: 2,600 €

3% savings: 78 €

**Advertise with us
on all channels!**



Ulrike Groß Print/Tablet

Phone +49 4104 690446

E-Mail gross@ebnermedia.de



Mareike Koch Online

Phone +49 731 88005-4255

E-Mail koch@feuerwehrmagazin.de



Anastasia Richter Online

Phone +49 731 88005-4222

E-Mail richter@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



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 88005-4200
Fax +49 731 88005-5209
E-Mail schmitzeggen@rettungsmagazin.de



We are
there for
you!



Media consulting focus Online

Mareike Koch

Phone +49 731 88005-4255
Fax +49 731 88005-5209
E-Mail koch@feuerwehrmagazin.de



Publisher

Jan-Erik Hegemann

Phone +49 731 88005-4200
Fax +49 731 88005-5209
E-Mail hegemann@feuerwehrmagazin.de



Media consulting focus Online

Anastasia Richter

Phone +49 731 88005-4222
Fax +49 731 88005-5209
E-Mail anastasia.richter@ebnermedia.de



Advertising coordinator/ editorial assistant

Angela Widder

Phone +49 731 88005-4200
Fax +49 731 88005-5209
E-Mail widder@feuerwehrmagazin.de

Print/Tablet media consulting:

Große Straße 52, 21465 Reinbek
Phone +49 41 04 690446
Fax +49 41 04 9629753

Editorial office: Rettungs-Magazin

Ebner Media Group GmbH & Co. KG
Hinter der Mauer 9, 28195 Bremen
Phone +49 731 88005-4200
Fax +49 731 88005-5209

E-Mail: redaktion@rettungsmagazin.de

Web: www.rettungsdienst.de

Publishing firm: Rettungs-Magazin

Ebner Media Group GmbH & Co. KG
Karlstraße 3, 89073 Ulm
Fax: +49 731 88005-5201
Web: www.rettungsdienst.de
Web: www.ebnermedia.de

Managing director: Marco Parrillo

1. Exclusive Scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karl Strasse 3, D-89075 Ulm (hereinafter referred to as "publisher"), markets advertisements for the news-papers and magazines that it publishes.

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

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

2. Services; Submission for Publication; Completion

2.1 In the context of these terms and conditions, an "advertising order" is a contract by an advertiser or other purchaser of advertising space for the publication of one or more 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 submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the 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 advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word "advertisement."

4. Publisher's Right of Refusal; Orders for Supplements

4.1 The publisher reserves the right to refuse advertising orders,

individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively just-fitted principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be 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, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request re-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 cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

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

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to 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 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.

6. Liability of the Publisher

The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf; in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion of this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular back-up of the data had been undertaken. Further liability of the licensor is excluded.

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 corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7. Proofs; Calculation

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual print height 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. Invoicing; Delay; Voucher Copy of the Advertisement

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

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

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

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

9. Cost; Price Reduction

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

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

- 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 customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C4 format (weight: 500 grams), parcels containing merchant-disse, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any mis-use of box-number services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation 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.

Catalogues | Training special issues | Special prints

Association magazines | Trade fair newspapers | Brochures



Ulrike Groß

**Media consulting
print/tablet**

Große Straße 52, 21465 Reinbek

Phone +49 4104 690446

Fax +49 4104 9629753

E-Mail gross@ebnermedia.de



NEW
in 2023!