

Media Rates print.de 2026

valid from 1st January 2026

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We stand up for print

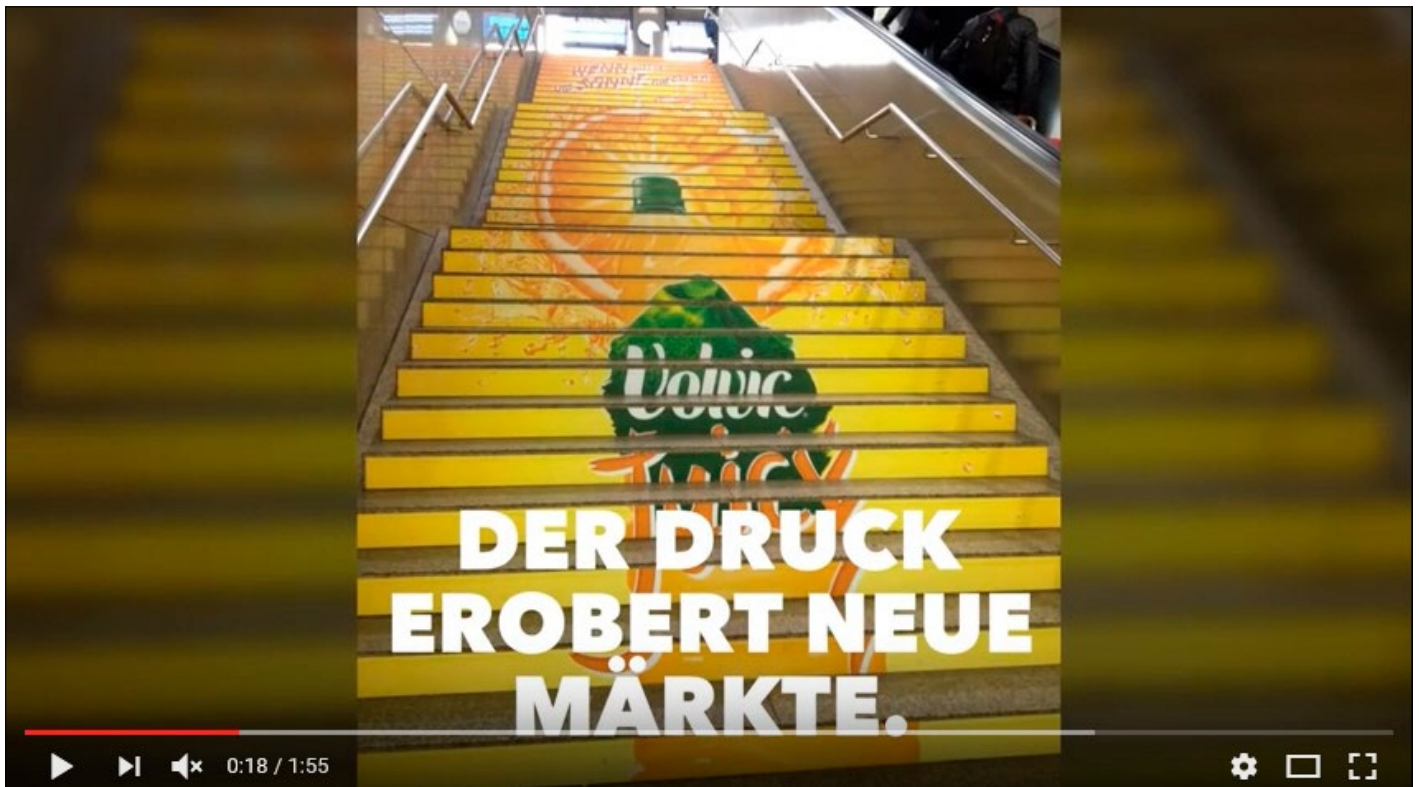
We are your content and reach experts

Print industry professionals and managers have trusted the publications and services of Deutscher Drucker since as far back as 1894. Our printed and digital products, **Deutscher Drucker** and **print.de**, have the widest reach in the industry and are dedicated to covering the key themes for professional print production.

Our editors are out and out theme champions in their specialist fields and in many cases they are viewed as real influencers. Some fifty lectures given and events hosted speak for themselves. Five industry juries also benefit from the expertise of our editorial team.

In order to identify trends, to pick them up and to evaluate their relevance for the printing industry, one needs expertise, sound understanding and an emotional commitment to the printing industry. These are things that our many years in the industry mean that we are able to offer. Every year our editors visit nearly 100 prepress shops, printers and finishers. Our editors know what is going on in the industry. Many experts and CEOs get their business information on print.de on a daily basis.

Our news channels on Xing, Twitter and Facebook also keep the industry constantly up to date. The associated events (awards, exhibitions, open houses), e-commerce (products for print-fans) and marketing services (corporate communications, SEO) make Deutscher Drucker Verlagsgesellschaft a much in demand full service provider. Around ten companies are using our '3co-max' agency unit for communications and PR. Our SEO specialists ensure that the high quality content we produce for our customers is seen by all those it is designed for.



Contacts



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“Use **us** to reach
your target group.”



Bernhard Niemela
Managing Director,
print.de Director

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“This is where the
industry's movers
and shakers gather
their information!”

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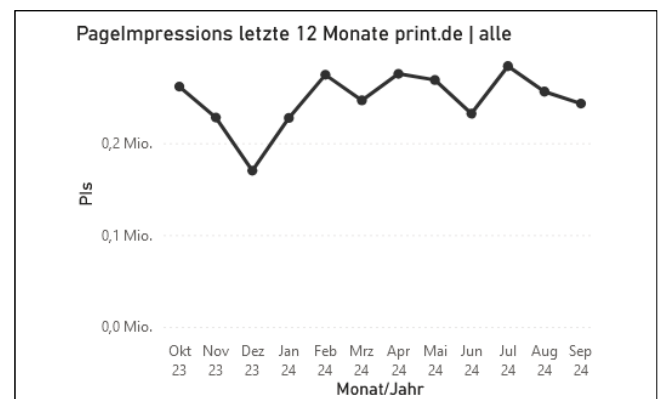
Print.de – the German print industry portal

We exploit our potential, and analyse and optimize our content in order to secure optimum visibility and reach amongst our target group. Take advantage of our CPM (cost per mille).

Reach

With over 100,000 visits and 200,000 page impressions every month, print.de is the printing industry portal with unmatched reach.

The IVW (the German equivalent of the UK's Audit Bureau of Circulations) offers you transparent means for checking and publicizing reach figures. As such, the IVW is a vital tool for all advertising customers looking for reliable, crystal clear data about media performance. Make sure that you only place your trust in publishers who are prepared to submit their reach figures for independent monitoring.



Source: ivw-online.de (10/2024)

Visibility

We generate over 40% of our online reach through search engines such as Google. The contents of an SEO optimized website need to fulfil a number of criteria in order to be read, evaluated and indexed by search engines and content evaluation by search engines plays a very important role in this. In order to achieve the maximum visibility, we employ the Searchmetrics analysis tool. This is a search and content performance platform that offers market and competitor analysis, recommendations and forecasts.

Percent of Sessions by Channel

Organic Search

44.66%

Direct

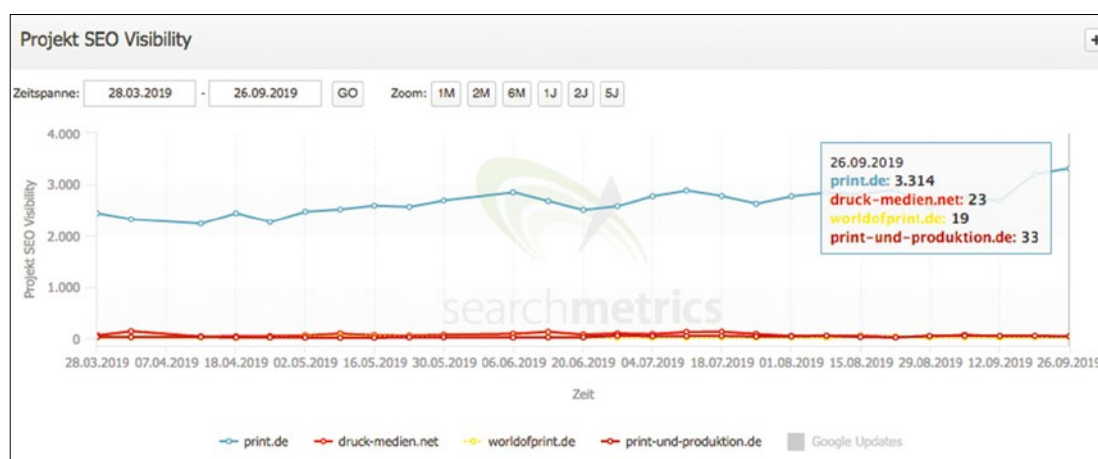
25.57%

All other sessions

29.78%



Source: Google Analytics



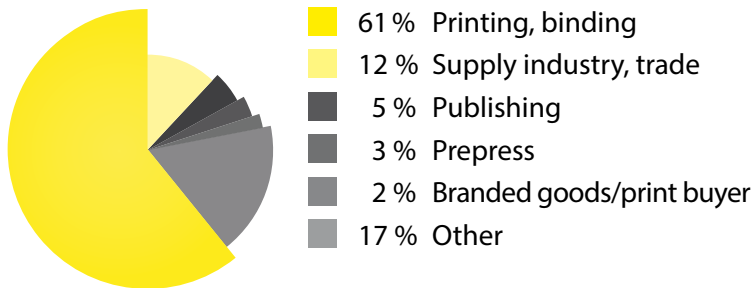
Print.de visibility compared with its direct competitors. Source: searchmetrics.com

„SEO Visibility displays the trend and the track record for a domain's search engine visibility“
Searchmetrics

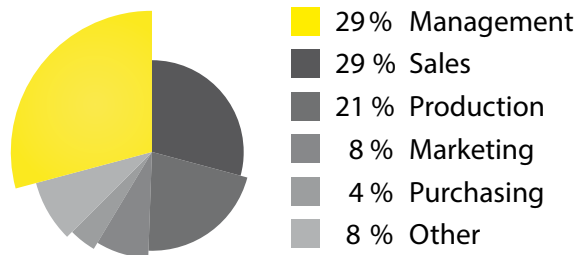
User structural data

The print.de user surveys undertaken in August 2018 and the autumn of 2018 provide invaluable support for media planning. The results of the surveys reveal strong underlying trends and allow a precise and detailed description of the site's visitors.

What activity are you involved in? *

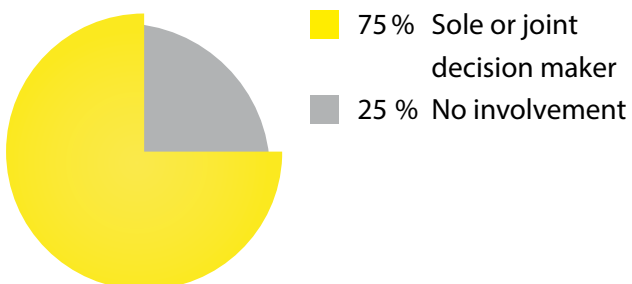


Occupation **



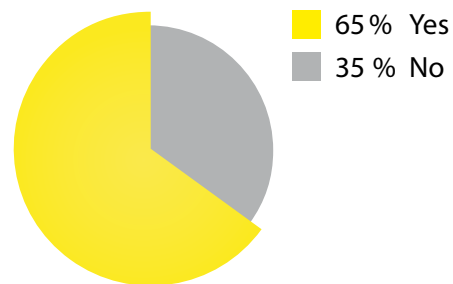
Involvement in investment decisions **

The vast majority of visitors are directly involved in investment decisions as sole or joint decision makers.



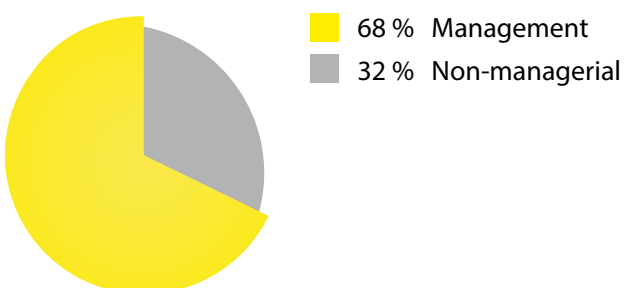
Do you read Deutscher Drucker? **

Almost two thirds of visitors (65%) read Deutscher Drucker. Increase the impact of advertising through crossmedia campaigns.



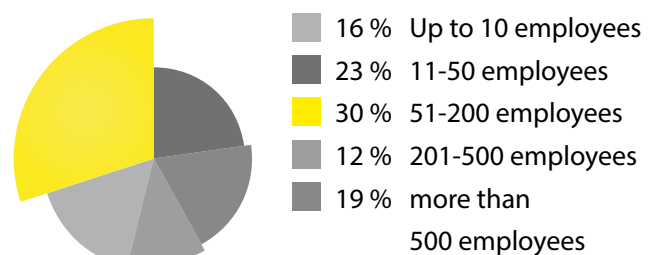
Position in company *

More than two-thirds of visitors (68%) occupy managerial positions in their companies.



Company size *

Well over half of all visitors work for companies with more than 50 employees



* Source: **print.de** Printing Industry Future Check survey, August 2018. A total of 238 participants

** Source: **print.de** user survey, Autumn 2018. A total of 246 participants

Display campaigns

Optimum reach in your target group

A banner is essentially an advertisement that is published digitally and independently evaluated. If the design is right, even simple JPG or GIF formats work very well. The dimensions of the banner are generally specified in the media information or supplied on request. The only other thing that is needed is a website to which interested potential customers can be redirected. You can schedule the start of a display campaign right down to the precise day and it can run for exactly as long as necessary.

The screenshot shows the print.de website with several display campaigns highlighted by yellow lines and circles:

- Superbanner:** A banner at the top of the page for the INPRINT MUNICH 12.-14. NOVEMBER 2019 | Messe München.
- Billboard:** A large banner in the middle of the page for KOENIG & BAUER with the text "We print your world".
- Skyscraper:** A vertical banner on the right side of the page for DIRECT MAIL DAYS 2018, featuring logos for W+D, Henkel, IRPLAST, Storgenso, Eukalin, FEPE, and UPM.
- Content Ad:** A small ad at the bottom right for BOBST, titled "MASTERCUT 1.7/2.1 GEBEN SIE IHRER PRODUKTIVITÄT EINEN SCHUB".

Other visible content on the page includes:

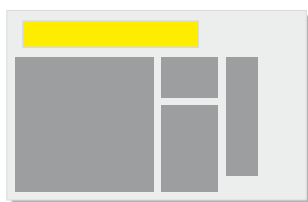
- Navigation bar: NEWS, STELLENMARKT, TOP 10, WISSEN, SHOP, HEFTE, EVENTS, SERVICES.
- Article: "Xeon Café: Was erwarten Markenartikler vom Digitaldruck?"
- Article: "Digitale Projekt-Werkbank in Ratingen"
- Newsletter sign-up: "Abonnieren Sie jetzt kostenlos unsere Newsletter."
- WhatsApp integration: "print.de - Begeisterung für Druck"
- Advertisement: "NEUERÖFFNUNG print.de"
- Advertisement: "Follmann erhöht die Preise um sieben Prozent"

Display campaigns

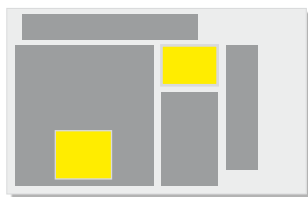
Guaranteed exposure and rotation

We guarantee that your banner will appear the agreed number of times (ad impressions) over the specified time period. In the event of there being more page impressions than the agreed number of ad impressions, other banners may be displayed in the booked position, resulting in several motifs appearing in rotation in any given position.

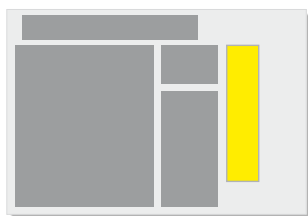
→ **An additional 20% will be added to the cost per thousand for expandable formats and the sticky ad's.**



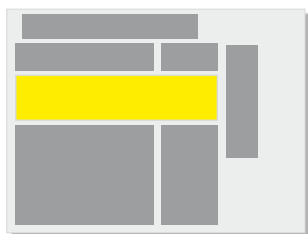
Superbanner
(Leaderboard)
728 x 90 pixels
for mobile 320 x 100 pixels
CPM*: € 95.00



Content Ad
(Medium rectangle)
300 x 250 pixels
CPM*: € 115.00



Skyscraper
160 x 600 pixels
desktop only,
no mobile
presentation
CPM*: € 100.00



Billboard
Positioned on the page
below the navigation bar
980 x 250 pixels
for mobile 320 x 100 pixels
CPM*: € 140.00

→ **Special formats on request**

Countdown banner, 280 x 80 pixels

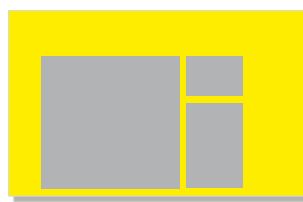
Video Inread, 300 x 250 pixels

Pushdown Billboard, your banner will displayed in expanded format the first time a page is visited

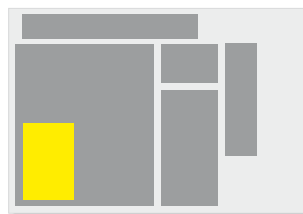
Cost per Mille (CPM)

allows you to tailor your campaign to your budget in order to achieve a guaranteed number of views by potential customers

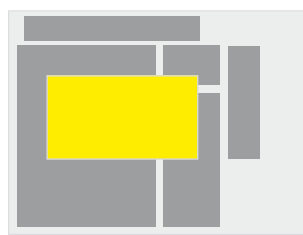
→ **Up to a max of 850 KB for all banner formats (JPG, GIF, HTML5 or JavaScript). Advertising material must be delivered at least 5 working days prior to the first appearance.**



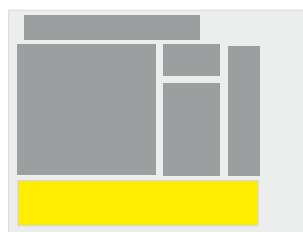
Fireplace
1900x1028 pixels
In a width of 980 pixels in the center
no text or image, because there is the
print.de content is located there.
Your content on maximum 460 pixel
width on the right and left. Above the
header height 120 pixels. JPG or GIF
(also animated)
CPM*: € 155.00



Halfpage Ad
300 x 600 pixels
CPM*: € 125.00



Layer Ad
(closes automatically after 5 seconds)
640 x 480 pixels
desktop only, no mobile presentation
Price: € 2,680.00 per week
Frequency capping 1/day



Floor Ad
Positioned on the page
below the website
980 x 250 pixels
for mobile 320 x 100 pixels
CPM*: € 160.00

Newsletter

Reach 7,500 subscribers with our newsletters. The daily newsletter is sent out every working day (Monday to Friday). The weekly newsletter is sent out on Friday afternoon.

E-mails have been an essential component of successful multi-channel marketing for many years. E-mail advertising campaigns are an easy to implement, effective and cost efficient way of distributing information and supporting sales. Subscribers have to opt-in to indicate their willingness to be contacted regularly. This means that the contents are expected, looked forward to and trusted.

Daily newsletter

The day's top printing industry news mailed to 7,500 subscribers

Position 1

1 standard ad banner, 5 issues

€ 1,100.00 per week

Position 2 or 3

1 standard ad banner, 5 issues

€ 995.00 per week

All Newsletter banners:

Banner size: 580 x 250 pixels

File size: max 300 kb

Media: JPG oder GIF static



Weekly newsletter

The weekly update for print mailed to 7,500 subscribers

Position 1

1 standard ad banner, 1 issue

€ 500.00

Position 2 or 3

1 standard ad banner 1 issue

€ 410.00

Large Format Printing

Fortnightly news specifically for large format printing mailed to 760 subscribers

Position 1

1 standard ad banner, 1 issue

€ 410.00

Position 2 or 3

1 standard ad banner, 1 issue

€ 310.00

Stand-alone mailing

Your own newsletter on print.de

The stand-alone newsletter is for digital formats what classic direct mail is in the print sector. There is, however, one very important difference. In Germany, unlike advertising sent through the post, e-mail newsletters can only be sent with the explicit agreement of the recipient.

A major advantage is the ability to deliver your own content in the format of the editorial newsletter directly to the mailboxes of potential customers. There is no other news in these newsletters that could distract the reader from your company's presentation. The subscriber's full attention is focused on just one article: yours.

A special mailing with the look and feel of the editorial newsletter but with just your content, images and, optionally, advertising in order to reach out directly to all of our subscribers at a time of your choosing. Your message will secure the undivided attention of up to 8,000 subscribers (as of September 2025).

You deliver images and text. We lay them out for you, handle the mailing and provide a detailed report on request.

Price: € 4,580.00

Your benefits:

- **Look & Feel of the editorial newsletter**
- **Exclusively devoted to your content**
- **Up to 8,000 subscribers***

* (As of September 2025)



The screenshot shows a newsletter layout from print.de. The header includes the print.de logo with the tagline 'Begeisterung für Druck.' and the date '19.09.2019'. The main headline is 'Besuchen Sie Epson auf der Fachpack!' with subtext '24.-26.9.2019 Messe Nürnberg Stand 4-358'. The main image shows Epson industrial printers at a trade fair. Below this is a section titled 'Epson zeigt auf der FachPack 2019 seine Lösungen für den Verpackungsmarkt' with a paragraph of text. To the right, there is a section for 'ColorWorks Farbetikettendrucker – Der Auftakt einer neuen Etikettendruck-Ära!' with a sub-image of a printer and a paragraph of text. At the bottom right is a 'Mehr Infos' button.

print.de
Begeisterung für Druck.

Business Information
19.09.2019

Besuchen Sie Epson auf der Fachpack!
24.-26.9.2019
Messe Nürnberg
Stand 4-358

EPSON
EXCEED YOUR VISION

Epson zeigt auf der FachPack 2019 seine Lösungen für den Verpackungsmarkt

Epson bietet Ihnen die unterschiedlichsten Lösungen für den digitalen Etiketten- und Proofdruck: von Verpackungsproof-Druckern, über kompakte Farbtintenstrahl-Etikettendrucker für den flexiblen On-Demand-Druck bis hin zu digitalen Etikettendruckmaschinen für den kommerziellen Druck! Finden Sie vom 24. bis 26. 9. 2019 (Messe Nürnberg, Stand 4-358) die für Sie passende Lösung!

ColorWorks Farbetikettendrucker – Der Auftakt einer neuen Etikettendruck-Ära!

Ein besonderes Highlight auf der Fachpack 2019 wird die **Vorstellung der vier neuesten Etikettendrucker-Modelle** sein, die am 24.09.2019 erstmalig in Deutschland präsentiert werden!

Die Tintenstrahlrucker der ColorWorks-Serie produzieren **vollfarbige** Etiketten, Produktkennzeichnungen und Tickets ganz nach **Bedarf** in kleineren und mittleren Auflagen und **flexiblen Formaten**. Überall da, wo Informationen wechseln, bzw. farbig gekennzeichnet werden sollen, oder **individuelle Einzeldrucke** und personalisierte Etiketten gedruckt werden, sind sie ideal. Sie punkten durch **wisch- und wasser-sowie lösemittelbeständige Pigmenttinten** für eine extreme Haltbarkeit und Druckqualität.

Mehr Infos

Lead generation

How to turn contacts into potential customers



Successful lead generation forges contacts with potential customers who are demonstrably interested in the product. The sales department can then focus on those who are really interested and who have already shown they are thinking about a purchase. With the right lead management strategy, marketing activities become more transparent and the contribution they make to the company's success becomes quantifiable through such figures as increased sales to new customers.

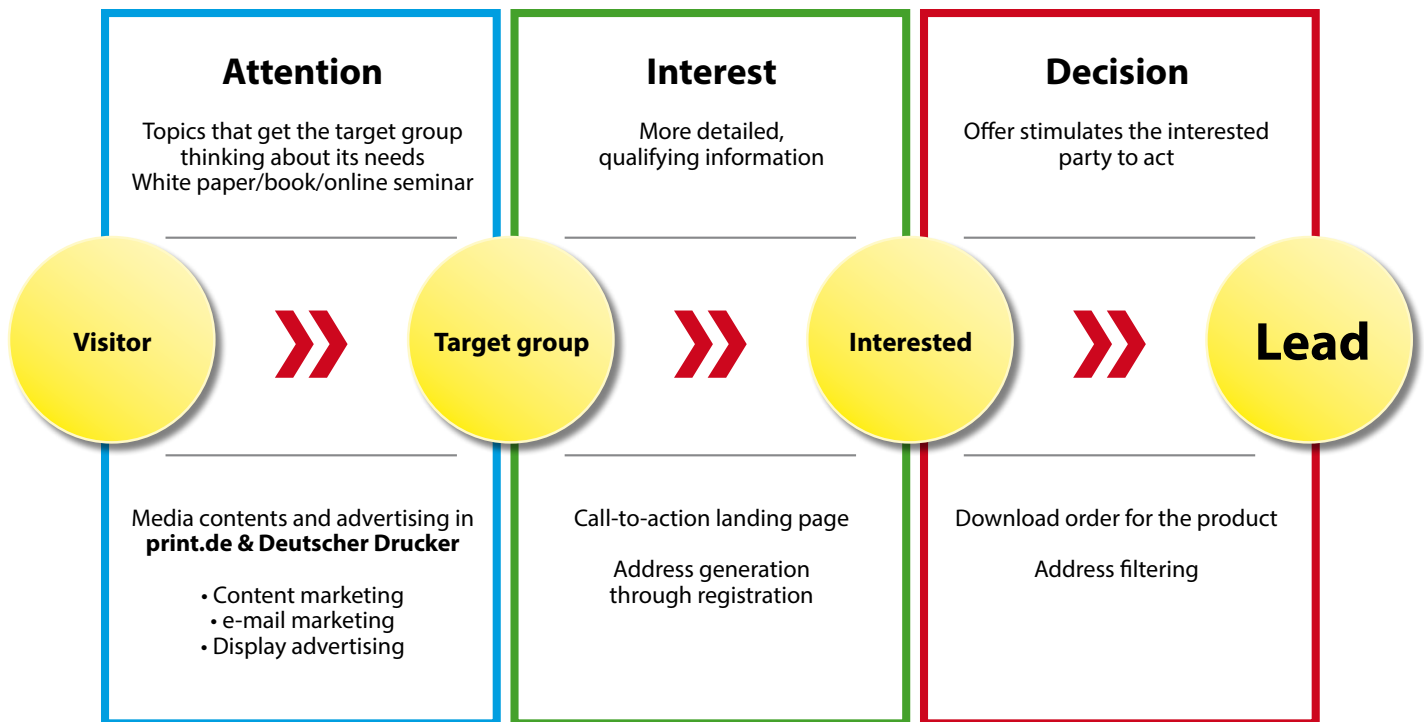
In a lead generation campaign content marketing is used exclusively to communicate product strengths not advertising slogans.

Lead generation with **print.de** is structured as a multi-step, multi-level campaign made up of a timed sequence of flights. Display campaigns, advertorials, newsletter reports, B2B social media and stand-alone newsletter are tailored to each other and the target group, and deployed as part of a coordinated plan. All the advertising materials for the campaign are produced at no extra cost.

The complete configuration of the campaign, the control and the filtering of the addresses are handled by the **print.de** team. All the advertiser has to do is supply a pdf document of between 4 and 10 pages.

The strengths of your product are effectively communicated through content marketing campaigns in print.de and Deutscher Drucker

Lead generation



Find out who is really interested in your products and make contact with potential customers through a promotional campaign that delivers direct and measurable sales impact. We mount an effective and efficient content marketing campaign to generate leads for your solutions, which are presented in the form of a White Paper (eDossier).

Besides raising awareness of the advantages of your solutions, you will receive a monthly batch of up to the minute leads filtered on the basis of several criteria, allowing your sales team to follow up with immediate telephone, electronic or written communications.

Apart from the White Paper (a PDF at least 4 pages long), all the advertising material is prepared by us.

We would be delighted to put together an attractive package for you made up of printed advertisements, online advertising, newsletter banners, advertorials and stand-alone newsletters.



Are you interested in a lead campaign?
I would be delighted to offer you a detailed, commitment-free presentation.

Jochen Kristek | Deputy General Manager,
Key Account und Sales Director

Tel. +49 (0)731 88005-7058 | j.kristek@print.de

Present your highlights at the successful webinar series!

Address your target group directly with print.de and Deutscher Drucker.

Take advantage of this digital platform and get leads in advance - just like at a trade show - leads.

Book your
slot for
2026
now!

Themes:

- Digital printing
- Automation in offset printing
- Packaging printing
- Finishing technologies
- Large Format Printing
- Postpress
- Printing industry of the future
- AI applications
- Label printing
- Sustainability in print

Price from **3.950,- Euro**
per slot

Dates:

Arrange your desired date
in 2026!

PRINT INNOVATION Webinar

Contact:

Jochen Kristek | j.kristek@print.de | Tel.: +49(0)731 88005-7058

Andrea Dyck | a.dyck@print.de | Tel.: +49(0)8341 9661784

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Advertorial - Sponsored Post

Your attention-grabbing content marketing instrument

An advertorial is an article with the look & feel of editorial matter but labelled as advertising and featuring the advertiser's content.

Advertorial campaigns are especially important at show times. At such times, editors are bombarded by press releases from manufacturers and service providers and are only able to consider a fraction of what they are sent. An advertorial offers guaranteed publication for a known cost as well as featuring in the top slider on the home page.



1. print.de-Sponsored Post

Get your message across using the look and feel of an editorial article on print.de

Services:

- Your article occupies the top spot on print.de for one week
- One-time mailing in the Daily Newsletter
- Sponsored post on our powerful, high impact Facebook social media channel
- Content hosted for 1 year on print.de

You supply the image and text, we handle the rest for you.

Price: € 2,420.00

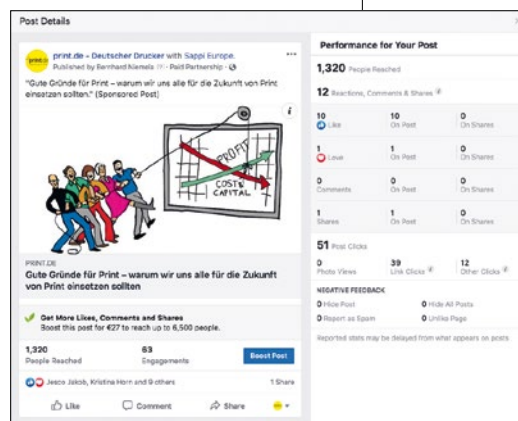
2. Newsletter-Native Text Ad / Sponsored post

Boost your content marketing campaign, with optional success monitoring and reporting

Services:

- Your advertorial in the form of an item in the print.de newsletter (sponsored post)
- One-time mailing in the daily newsletter with direct link to the customer's landing page

Price: € 1,200.00



Reporting

Reporting is something that even the best printed advertisements cannot deliver. In the case of print.de, a neutral and objective evaluation is delivered by an advertising service provider.

A campaign evaluation shows how often and on which days a banner was displayed and at what time of the day most ad impressions occurred. The analysis also provides a breakdown by browser, operating system and country.

Objective evaluation is a very effective tool for optimizing marketing spend.

Three key figures provide a measure of how well a display campaign has achieved its target.

Ad Impressions: The number of times the advertisement is viewed.
A display advertisement is only called up when a user goes to the page.

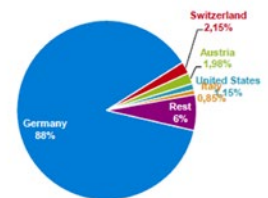
Clicks: The reaction of the user to the advertisement. The user clicks on the banner or a link, for example in an advertorial, and then jumps directly to the advertiser's site.

Click rate: The ratio of views (ad impressions) to actions (clicks or jumps by the user).

Top 15 Country Impressions and Browser Impressions

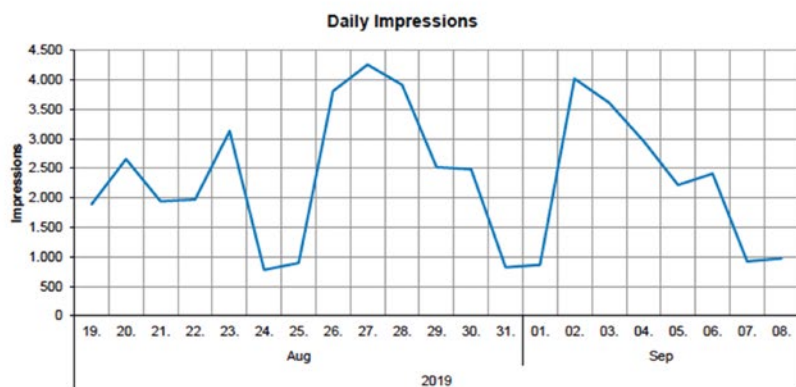
Country	Impressions	Clicks	K-Rate
Germany	42.904	50	0,12%
Switzerland	1.053	2	0,19%
Austria	973	3	0,31%
United States	565	0	0,00%
Italy	416	0	0,00%
Netherlands	364	0	0,00%
United Kingdom	334	0	0,00%
Spain	200	0	0,00%
France	196	1	0,51%
Japan	162	0	0,00%
Belgium	159	0	0,00%
Denmark	151	1	0,66%
Czechia	132	1	0,76%
Sweden	125	0	0,00%
Rest	1.326	1	0,08%
Total	49.060	59	0,12%

Browser	Impressions	Clicks	K-Rate
Google	15.862	16	0,10%
Firefox	11.981	15	0,13%
Safari	10.718	16	0,15%
MS Explorer	6.955	7	0,10%
MS Edge	3.311	5	0,15%
Opera	210	0	0,00%
Other	23	0	0,00%
Total	49.060	59	0,12%



Daily Impressions

Date	Impressions	Clicks	K-Rate
19.08.2019	1.890	3	0,16%
20.08.2019	2.657	3	0,11%
21.08.2019	1.940	4	0,21%
22.08.2019	1.970	2	0,10%
23.08.2019	3.131	1	0,03%
24.08.2019	779	0	0,00%
25.08.2019	897	1	0,11%
26.08.2019	3.809	4	0,11%
27.08.2019	4.259	2	0,05%
28.08.2019	3.917	3	0,08%
29.08.2019	2.521	5	0,20%
30.08.2019	2.486	3	0,12%
31.08.2019	821	4	0,49%
01.09.2019	865	2	0,23%
02.09.2019	4.021	5	0,12%
03.09.2019	3.615	4	0,11%
04.09.2019	2.962	6	0,20%
05.09.2019	2.217	3	0,14%
06.09.2019	2.410	0	0,00%
07.09.2019	922	1	0,11%
08.09.2019	971	3	0,31%
Total	49.060	59	0,12%



Our reach delivers your advertising success

The prime channels for your marketing

Print run*	3,100
Actual circulation*	2,397
Sold copies*	1,806
Subscription sales*	1,758
Complimentary copies*	591
Visits**	71,394
Page Impressions**	180,527

Newsletter subscribers weekly	7,000
Newsletter subscribers daily	7,000
Newsletter subscribers Large Format Print	750
Facebook Fans	4,599
Xing Friends	10,667
LinkedIn	4,739

* Circulation audit:



Distribution analysis: Average copies per issue II. Quartal 2024

** Usage data of print.de IVW 04/2025



Native advertising

Native Advertising hosted by Deutscher Drucker and print.de

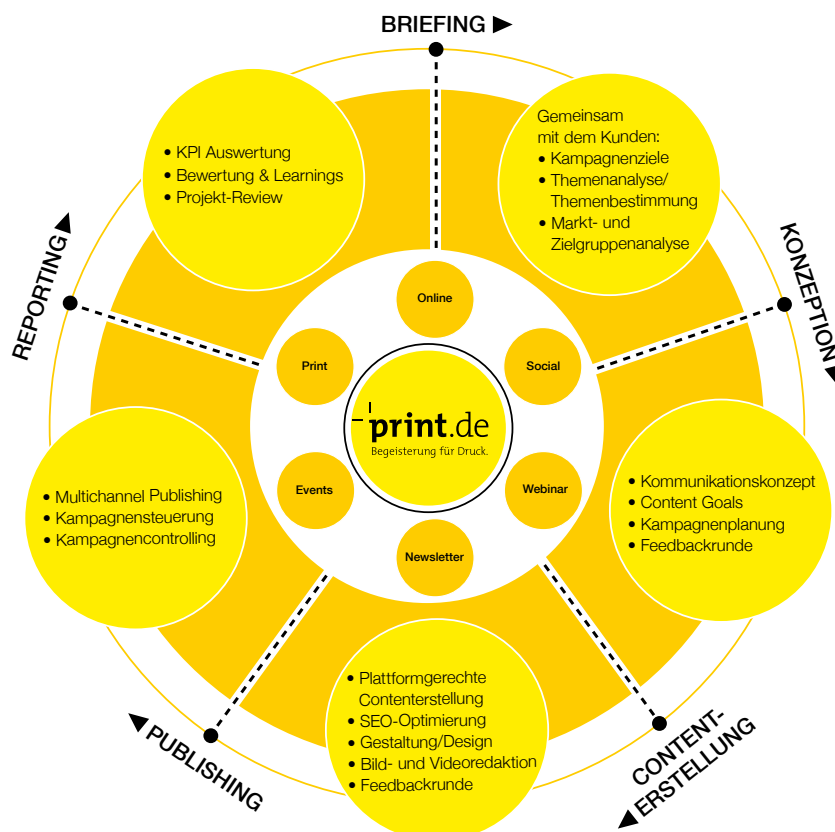
- Our community's attention on your content and its engagement with it through the credibility and reach of our media brand(s)
- Publication of your content with the look & feel of our editorial environment and with the same tone.
We would be delighted to undertake the content generation for you
- Longer dwell time and higher involvement with your brands as well as your message, securing long-term effects
- Help in unlocking the full target group for your company and its products by attracting more people to your theme
- Tailor-made communication with the target group that is relevant to you through clear persona definition and the positioning of Deutscher Drucker and print.de
- Support for your company in establishing itself as an opinionformer for themes that are relevant to your target groups
- Enhanced search engine and social media visibility for your brand through SE optimized multimedia storytelling (text, image, graphics, video)

Content is King and we are the theme champions

We are our target group's content specialists and we know precisely what subjects interest our community. Let us handle the storytelling for your message. We will make sure that your themes reach our community effectively.

We will undertake the conception of the campaign, the content generation, the multichannel publishing, the campaign management and the reporting for you.

Full service from a single source from your target group's content specialists.



Technical specifications

Newsletter banners

Banner size: 580 x 250 pixels
File Size: max 300 kb
Media: JPG, GIF

Please Note:

In newsletters, only picture-type ad media can be delivered, this is also applicable for text ads. Animated GIF are possible but not displayed properly. Therefore, we strongly recommend using static GIF Media. The ad is no longer visible in the newsletter, after the booking period has elapsed.

We use **Passendo** for the production

Online banners

Banner size: depends on desired position
File size: max 800 kb
Media: JPG, PNG, GIF (not HD-GIF),
HTML5,
RichMedia,
ReDirect-Tag

We use **Google Admanager** for the production

Animations should last a maximum of 30 seconds

Requirements for HTML5 files:

- **Must be SSL-compliant**
- **Size guidelines:**
 - Use the relevant meta tag to specify the desired size for the creative and ensure that the right size creative is delivered: `<meta name="ad.size" content="width=[x],height=[y]">`.
 - HTML5 creatives can be one size, for example 300 x 250, 400 x 400 or 728 x 90. Dynamic sizes such as "Flexible" are not supported.
 - In the case of HTML files for creatives in Google Web Designer Sets, the minWidth and minHeight values in creativeProperties should not be zero. So, for example, `"creativeProperties":{"minWidth":0,"minHeight":0,"maxWidth":0,"maxHeight":0}` would result in an error.
- **Click Tags guidelines:**

Click Tags are used to define the Click URLs for the individual exits in your HTML5 creative. An exit is an area which, if clicked on in the browser, will jump to a specified landing page.

If a user clicks on an exit, the creative calls up the click URL for the exit in question from AdManager.

- Specify this URL as required in your creative or your advertisement regardless of the type of creative used.
- If you define click tags in both the creative and also in the advertisement then the setting in the advertisement layer overwrites the settings in the creative layer.

Click tags are recognized in AdManager if you upload assets. You can change the click URL used in the click tag at any time, even if you have already exported the tags.

- The click tag variable must be used as the click target in your creative.
- The click tag should be easy for the Ad Server to read and so should not be minified or contain obfuscated code. However, you can use minification for the remainder of the code and in the other files.
- You should not hard code the click URLs in your asset. If you do, no clicks will be registered in AdManager and traffickers will be prevented from updating the URL. After uploading, you will receive a warning in AdManager if there are hard coded URLs in the asset.

Further information about the technical specifications for Google AdManager can be found at:
https://support.google.com/admanager/answer/7046799?hl=de&ref_topic=7041998

General terms and conditions

1 | An «advertisement purchase order» in the sense intended in the following General Terms of Business is a contract for the publication – in a printed work, and for purposes of circulation – of one or more advertisements issued by an advertiser or other space buyer.

2 | In case of doubt, it is to be requested that advertisements be published within a year of the contract's being concluded. If a concluded contract grants the right to request the publication of individual advertisements, the purchase order is to be carried out within a year of the publication of the first advertisement provided that the request for the publication of the first advertisement, and its actual publication, both take place within the period stated in the preceding sentence.

3 | The advertising rates result from that publisher's list of advertising rates which is applicable when the contract is concluded. If the advertising rate changes after the contract has been concluded, the publisher is entitled to calculate the rate in accordance with that list of rates which is applicable at the time of publication; this does not apply to business relations with non-merchants, provided that no more than 4 months have passed between the contract's conclusion and the time of publication. Advertising agencies and advertising mediators are prohibited from passing on to their clients, in whole or in part, the commission amounts granted by the publisher.

4 | If, for reasons not imputable to the publisher, a purchase order is not carried out, the client, notwithstanding any other legal obligations, is to refund to the publisher the difference between the discount granted and the discount which accords with the actual purchase, if – by reason of force majeure (e.g. war, mobilization, labour disputes or other unpredictable events) – the magazine cannot be published at all, cannot be published to its full extent or cannot be published at the proper time, the client cannot make any claims on the basis of this.

5 | In calculating the amounts purchased, millimetres of depth of lines of text are, in accordance with the rate, converted into millimetres of advertisement depth.

6 | Purchase orders for advertisements and inserts which it is stated are to be published exclusively in particular issues, particular editions or particular places in the publication must – if the purchase order cannot be carried out in this way – be received by the publisher early enough for it to be possible, before the copy date, to inform the client accordingly. Classified advertisements are printed in the relevant section of the classified advertisements without this having to be expressly agreed.

7 | Facing matter is any advertisements at least two pages of which adjoin the editorial text and do not adjoin other advertisements. The publisher is entitled, by using the word „advertisement“ (in German: „Anzeige“), to make clearly recognizable any advertisements which, due to their editorial design, are not recognizable as advertisements.

8 | The publisher reserves the right – in accordance with uniform, objectively justified principles – to reject, because of the technical form or the origin of the orders, firstly orders for advertisements, including requests for individual advertisements within a concluded contract, and secondly orders for inserts; the same applies if the content violates laws or governmental regulations or if it is unreasonable to expect the publisher to publish the material. This also applies to orders which are placed at business offices, at postal offices or with sales representatives. Orders for inserts are only binding upon the publisher after a sample of the insert has been received and the insert approved. Inserts whose format or presentation arouses in the reader the impression of being an integral part of the newspaper or magazine or which contain third-party advertisements are not accepted. The client will be informed immediately if an order is rejected.

9 | The purchaser is responsible for delivering in good time either the text of the advertisement and proper documentation, or the inserts. Within the possibilities granted by the copy, the publisher will ensure the print quality customary for the title booked.

10 | If the advertisement is printed wholly or partially illegibly or incorrectly, or is printed incompletely, the client has a claim either for a reduction in the rate to the extent that the purpose of the advertisement was impaired, or for a proper replacement advertisement, if the publisher allows to expire a period which was stipulated for him for the publication of the advertisement, or if the replacement advertisement is itself not in proper order, the client has a right to a rate reduction or to a cancellation of the order.

No damages claims are possible which arise from positive infringement of demands, from negligence at the time of the contract's conclusion, or from tort – especially when the order is placed by telephone. Damages claims which arise because the work cannot be performed or because there is delay are limited to compensating the foreseeable damage and, where their amount is concerned, to the payment to be made for the advertisement or insert in question. This does not apply to intent or gross negligence on the part of the publisher, the publisher's legal representative or the publisher's agents. Any liability of the publisher's for damage resulting from the absence of characteristics regarding which an assurance was given remains unaffected.

In commercial dealings, the publisher is, in addition, not liable for gross negligence on the part of agents; in other cases, liability is towards business people for gross negligence is, where its extent is concerned, limited to the predictable damage and is no higher than the relevant payment for the advertisement.

Any claims must – except in the case of deficiencies which are not evident – be asserted within four weeks after the invoice and voucher are received. 11 | Proof sheets will only be supplied if expressly requested. The client will bear the responsibility for the correctness of the proof sheets which have been sent back. The publisher will take into account all those corrections of errors of which he – within the time period stipulated in connection with the sending of the proof sheet – is informed.

12 | If there are no particular regulations regarding size, the calculation of the rate will be based on what is the actual depth and is the customary depth for the type of advertisement.

13 | If the client does not make an advance payment, the invoice will be sent immediately, but if possible 14 days after the advertisement is published. The invoice is to be paid within the time period which is evident from the list of advertising rates and begins from the time when the invoice is received, provided that another time period for payment or another advance payment has not been agreed upon in the individual case. Any discounts for early payment are granted in accordance with the list of rates.

14 | If there is delay in payment, the publisher will, while reserving further rights, charge interest on arrears in the amount of 1% above the prevailing EZB base interest rate. If there is delay in payment, the publisher can postpone any further carrying-out of the current purchase order until payment is made and can require an advance payment for the remaining advertisements. If well-founded doubts exist as to the client's solvency, the publisher is entitled, even while a contract concluded for an advertisement is still running, and without taking into account any originally agreed due date, to make the publication of further advertisements dependent on the advance payment of the amount and on the payment of outstanding invoice amounts.

15 | The publisher will, upon request, supply a voucher copy along with the

invoice. Excerpts from advertisements, voucher pages, or complete voucher issues, will – depending on the type and scope of the purchase order for the advertisement – be supplied. If a voucher can no longer be obtained, it will be replaced by a legally binding certificate issued by the publisher and concerning the publication and circulation of the advertisement.

16 | The client is to bear the cost of the production of copy and drawings which have been ordered, and also of any such considerable alterations to originally agreed methods of working as are requested by or are imputable to the client.

17 | If the print run is reduced and a contract for more than one advertisement has been concluded, a claim for a reduction in the rate can be derived if, on the overall average of the year of insertion commencing with the first advertisement, that average print run stated either in the list of rates or in another way, or else – if no print run is stated – the average number of copies sold (in the case of trade magazines, it may be necessary to take instead the average number of copies actually circulated), in the previous calendar year is more than that in the year of insertion. A reduction in the print run is only a defect justifying a rate reduction if it amounts to: 20% for a print run of up to 50,000 copies

However, claims for a reduction in the rate are not possible if the publisher has informed the client in good time of the lowering of the print run, while offering the client the possibility of withdrawing from the contract.

18 | In box-numbered advertisements, the publisher will apply, to the presentation and prompt forwarding of the offers received, the care used by a proper businessman. Registered letters and express-delivery letters arriving in response to box-numbered advertisements will be forwarded only by normal post.

Items received in response to box-numbered advertisements will be kept for four weeks. Correspondence arriving which has not been picked up during this period will be destroyed. The publisher will send back valuable documents, but without being obliged to do so.

In the client's interests and for the client's protection, the publisher, in order to rule out any abuse, reserves the right to open for examination purposes the offers received. The publisher is not obliged to forward any business recommendation or any offers to mediate.

19 | Copy will only be sent back to the client if this is specially requested. The obligation to preserve the copy ceases three months after the purchase order has taken its course.

20 | Credit items relating to discounts are deducted in connection with the first advertisement in the series. Additional charges regarding discounts are in principle not imposed until the end of the year of insertion.

21 | Confirmations of placings apply only with reservation and can be modified for technical reasons. The publisher cannot be made liable in such cases. 22 | The place of performance is the head office of the publisher. In commercial dealings with business people and with artificial persons in public law, and in the case of separate estates in public law, the head office of the publisher is the place of jurisdiction in the event of any claims. If claims filed by the publisher are not asserted by means of action on a debt, the place of jurisdiction is, in the case of non-merchants, determined by the latter's place of residence. If the residence or usual location of the client, and this applies also to non-merchants, is unknown at the time when the claim is filed, or if the client after the contract was concluded, has moved his place of residence, or his usual location, out of the law's jurisdiction, it has been agreed that the head office of the publisher is the place of jurisdiction.

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