

**print.de**  
2018

<b>3</b>	<b>About us</b>
<b>4</b>	<b>The importance of the IVW</b>
<b>5</b>	<b>Contacts</b>
<b>6</b>	<b>User structural data</b>
<b>7</b>	<b>Display campaigns</b>
<b>10</b>	<b>Newsletter</b>
<b>14</b>	<b>Lead generation</b>
<b>16</b>	<b>Advertorial</b>
<b>17</b>	<b>Reporting gives you the edge</b>
<b>18</b>	<b>A selection of online testimonials</b>
<b>19</b>	<b>Maximum reach with Deutscher Drucker</b>
<b>20</b>	<b>Recruitment</b>
<b>21</b>	<b>Native advertising</b>
<b>22</b>	<b>Technical specifications</b>
<b>23</b>	<b>Multi-Channel publishing</b>
<b>24</b>	<b>General terms and conditions</b>

# We stand up for print

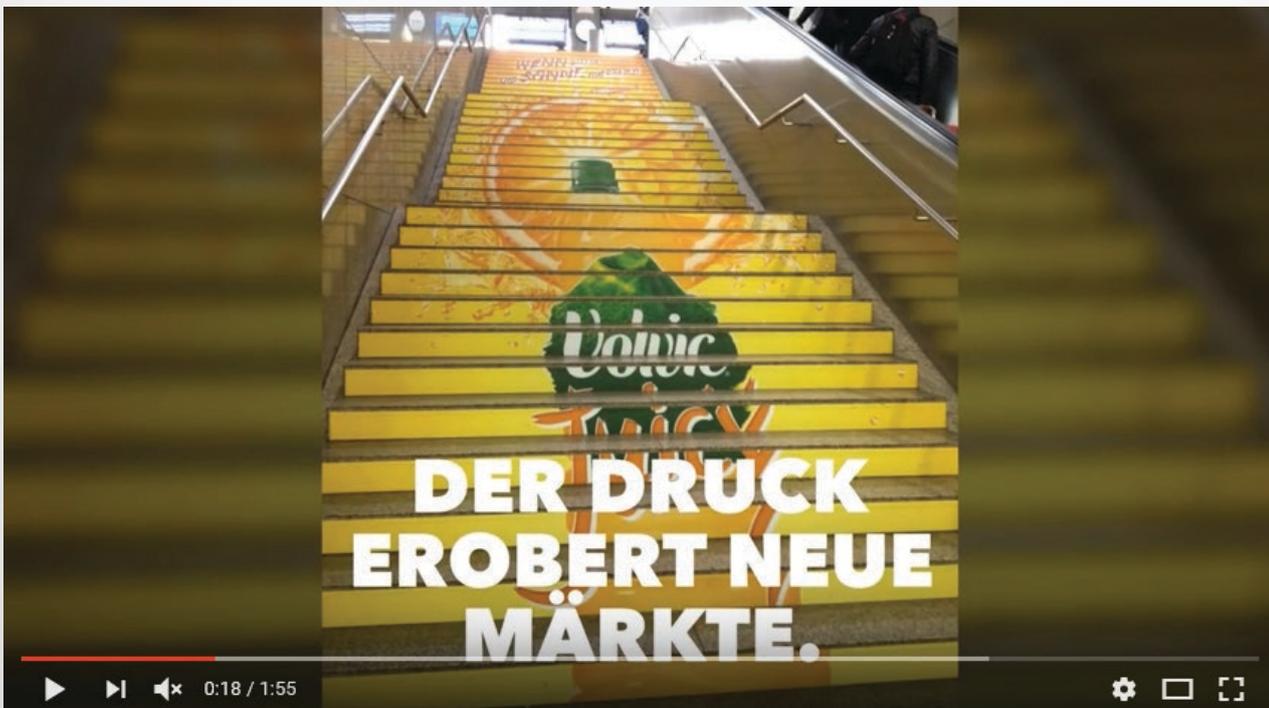
## We are your content and reach experts

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 ('3co-max' 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.



Established in 1949, the IVW is a bureau financed by media-owners that audits the circulation of advertising media in Germany. IVW figures for websites are also evaluated by AGOF (online research bureau). The IVW has become the most important source in Germany for figures about the readership of printed media and website traffic.

Neutral quality assurance is vital if the comparability of the key data for the effectiveness, evaluation and planning of advertising campaigns is to be guaranteed.

The IVW offers transparent procedures for the checking and public release of reach figures. This makes the IVW an absolutely indispensable tool for all advertisers who need data they can rely on in order to assess media performance. Be sure you only place your trust in a publisher who is prepared to be transparent about the reach of its media.



Membership fees for the IVW are fairly priced and amount to a few hundred euros a year for a website. There is no valid financial reason for the publishers of a B2B website not to sign up for IVW evaluation.

Further information is available in our 'Digital Marketing in the Printing Industry' white paper at [print.de/dvd](http://print.de/dvd)



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Key Account and Sales Director

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



Annika Böhringer  
editor-in-chief  
Content Management

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a.boehringer@print.de

**“Rapid,  
comprehensive  
information  
across all  
channels.”**

## Publisher

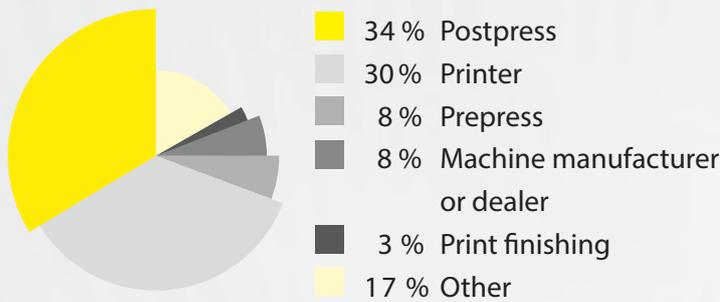
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VAT No.: DE147643921

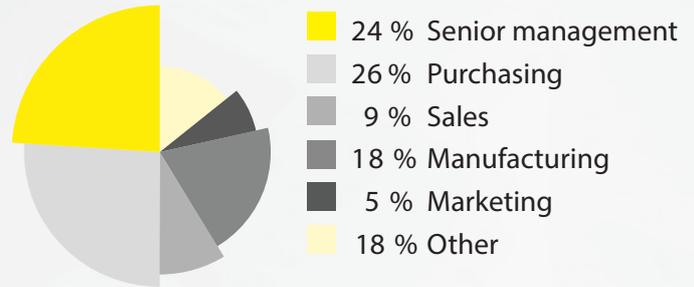
Bank details:  
Volksbank Ulm-Biberach  
Sort code: 630 901 00  
Account No.: 3 906 000  
IBAN: DE 32 6309 0100 0003 9060  
BIC: ULMVDE66

The print.de autumn 2011 user survey offers media planners vital insight, confirming underlying trends and providing a precise and detailed picture of the site's visitors.

## Printing industry breakdown

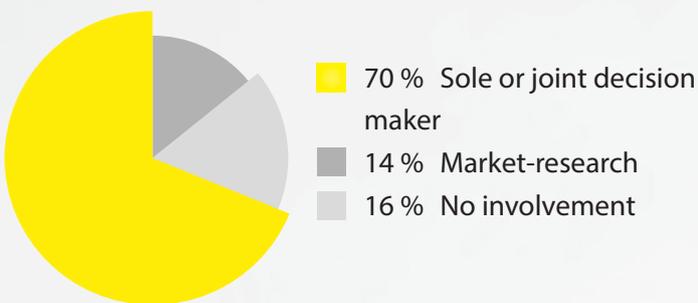


## Occupation



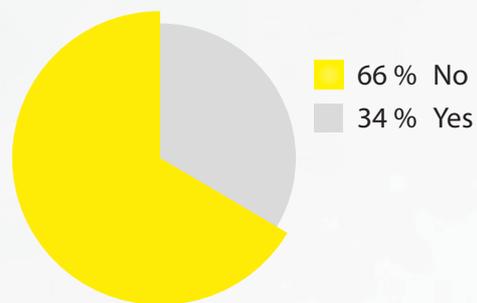
## Involvement in investment decisions

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



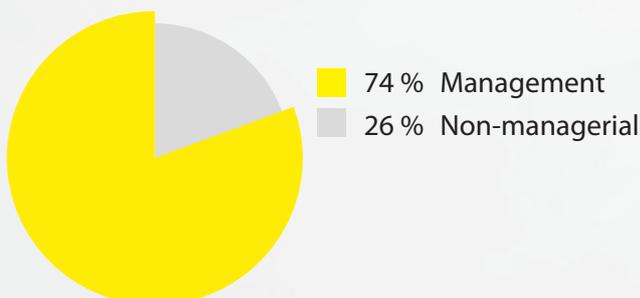
## Do you read Deutscher Drucker regularly?

**Print.de** significantly extends your target group penetration. Two thirds of the site's visitors (66%) do not read Deutscher Drucker regularly.



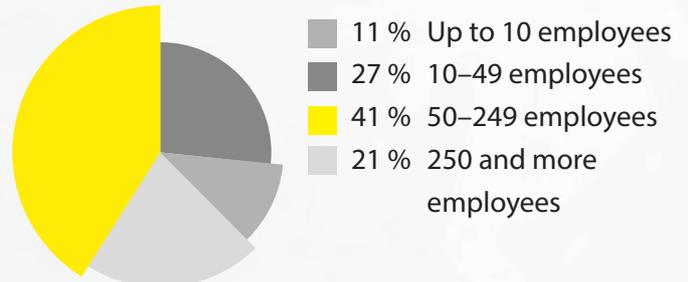
## Position in company

Almost three quarters of the visitors (74%) occupy managerial positions in their companies.



## Size of company

More than half the visitors work in companies with over 49 employees.



**Goal: Guaranteed reach within your target group for a set budget over the specified time period**

## Solution: Display campaigns

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 below is of a Papyrus superbanner from a CPT-based campaign.

Immer verfügbar ...  
Immer schnell lieferbar!

PAPYRUS

Verlag | Heftarchiv | Abo | Newsletter | Mediadaten

print.de  
Begeisterung für Druck.

FESPA 2015

11 : 17 : 23 : 09  
Tage : h : min : sek

bis zum Messebeginn  
POWERED BY efi

News Top 10 Markt & Technik Stellenmarkt Anbieterverzeichnis Downloads Shop 3D-Druck Druck&Medien Awards

print.de > Home

RSS-Feed

Newsletter

Einmal täglich und/oder einmal wöchentlich den print.de-Newsletter mit aktuellen Brancheninfos, jetzt kostenlos bestellen!

Anrede

Vorname

Nachname

Finden Sie neue  
Geschäftsideen bei den  
Workshops der print.de  
academy  
Friedrich-Koenig-Medaille

**Cost per thousand (CPT) pricing makes it possible to tailor a campaign to its budget and to secure the guaranteed number of views by potential customers.**

Further information is available in our 'Digital Marketing in the Printing Industry' white paper at [print.de/dvd](http://print.de/dvd)

## Banner formats: tried and tested standards



Superbanner

The screenshot shows the print.de website interface. At the top, there's a navigation bar with 'Home', 'News', 'Top 10', 'Karriere', 'Produktion', 'Wirtschaft', 'RFI-ogbuch', 'Stellenmarkt', 'Anbieterverzeichnis', 'Shop', and 'PreisStark'. Below this, there are several news articles. One article is titled 'Innovative Themenwelt „Material, Verpackung & Druck“ auf der Viscom 2013'. Another article is 'Hermia: Energiemanagement nach ISO 50001 zertifiziert'. A third article is 'Xerox-Vertragspartner Hans-Peter Schmitz e.K. wird Teil der Igepa Group'. At the bottom, there's a search bar and a section for 'Aktuelle Stellenangebote'.



Big Skyscraper

Content Ad

Print.de keeps the promise that most other websites don't. We only display the adverts that we ourselves would want to see: industry-related, to the point, relevant.

## Guaranteed exposure and rotation

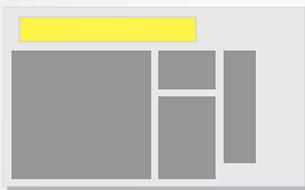
We guarantee that your banner will appear the agreed number of times (ad impressions) over the specified time period. In the event of there being more page impressions than the agreed number of ad impressions, other banners may be displayed in the booked position, resulting in several motifs appearing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

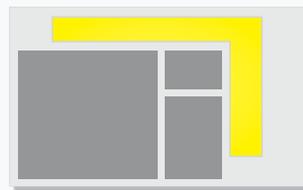
## Push Down Ad (Expandable)

The full size (expanded) banner is displayed for the first page impression. For subsequent page impressions by the same visitor the advertising material is displayed closed (with the exception of Maxi Ads) but it may be opened by the visitor (mouse over or click).

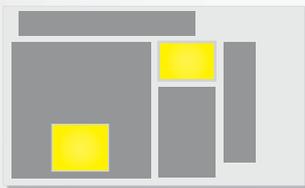
→ **Up to a max of 100 KB for all banner formats (JPG, GIF, HTML5 or JavaScript). Advertising material must be delivered at least 5 working days prior to the first appearance.**



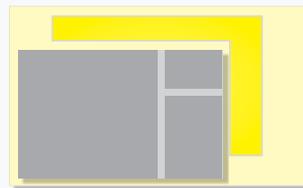
Superbanner  
(Leaderboard)  
728 x 90 pixels  
CPM\*: 69 Euro



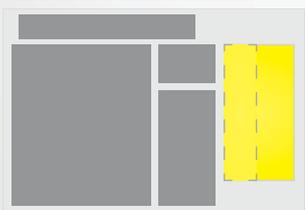
Hockeystick  
(Superbanner & Skyscraper)  
728 x 90 pixels +  
160 x 600 pixels  
CPM\*: 109 Euro



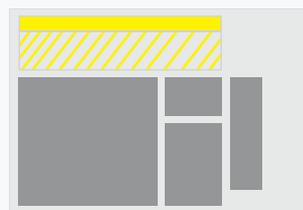
Content Ad  
(Medium rectangle)  
300 x 250 pixels  
CPM\*: 89 Euro



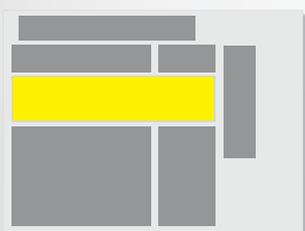
Wallpaper  
(Hockeystick & website  
background)  
728 x 90 + 160 x 600 pixels  
CPM\*: 119 Euro



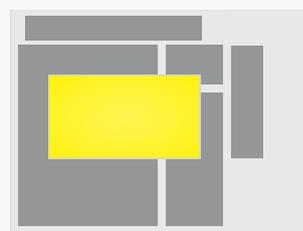
(Big-Size-)Skyscraper  
160 x 600 pixels  
CPM\*: EUR 79  
300 x 600 pixels  
CPM\*: 99 Euro



Push Down Ad  
(closes automatically after 5 seconds)  
max. 975 x 90 pixels (closed)  
max. 975 x 300 pixels (opened)  
Price 2,000 Euro/week  
Frequency capping 1/day



Billboard  
Positioned on the page  
below the navigation bar  
975 x 250 pixels  
CPM\*: 109 Euro

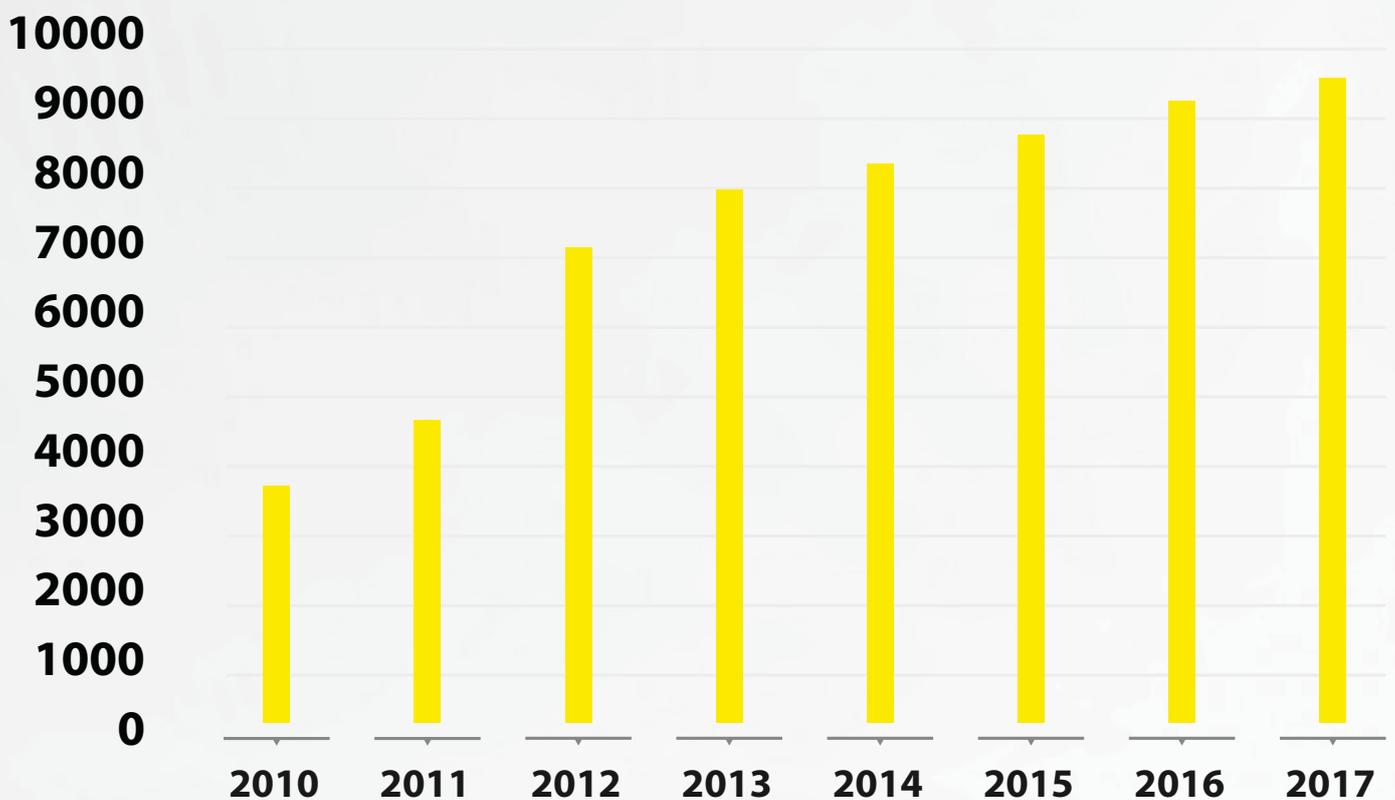


Maxi Ad  
(closes automatically after 5 seconds)  
640 x 480 pixels  
Price: 2,100 Euro/week  
Frequency capping 1/day

## price list No. 7 | valid from 01.01.2018

All prices subject to VAT at the prevailing rate.  
\*cost per mille (CPM): the advert cost per thousand views, i.e. the price for 1,000 ad impressions displayed in rotation across the entire website (run-of site).

# To have a future it is essential to be read



**The print.de newsletter has achieved strong growth over the last 6 years.**

Thanks to the tireless commitment of our editors, acceptance of the newsletter has grown and subscriber numbers have almost tripled. Our newsletter appears every weekday and its recipients have to choose to subscribe to it.

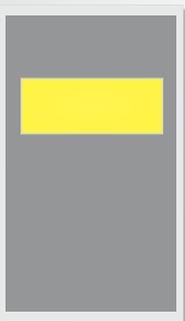
**The daily newsletter is mailed out every working day (Monday to Friday, 5 newsletters per week) and each issue is mailed to up to 9,500 subscribers (as of 10/2017).**

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.



Premium Ad

Premium Ad



### First position

First advertising position:  
500 x 200 pixels  
1 premium ad banner, 6 issues including the weekly newsletter

790 Euro per week  
(equivalent to 125 Euro per newsletter)

All prices subject to VAT at the current rate

File size: max. 80 KB, JPG or static GIF



### Best possible, position 2, 3 or 4

Best possible position:  
500 x 200 pixels  
1 premium ad banner, 5 issues, positions 2 to 4, depending upon availability

690 Euro per week  
(equivalent to 130 Euro per newsletter)

All prices subject to VAT at the current rate

**Goal: To deliver brand messages and information to the mailboxes of the target group**

## Solution: Stand-alone newsletter

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.

**The stand-alone newsletter is unique in its impact and efficiency**

To quote the figures from the report for the 'UV solutions' newsletter produced for the Hönle Group as an example, not only did it generate an impressive 667 clicks but it was also opened over 100 times in the second week, demonstrating that the stand-alone newsletter doesn't just have an instant impact but carries on working weeks later for the customer.



**print.de** **BUSINESS INFORMATION**  
Begeisterung für Druck  
News Karriere Produktion Wirtschaft (B)Logbuch Stellenangebote Anbieterverzeichnis Shop

### Farbmessung und Farbmanagement mit nur einem Klick

Das X-Rite eXact ist ein tragbares Farbmessgerät, das die Bedürfnisse einer globalen Farbbestimmung berücksichtigt und Druckereien und die Qualitätskontrolle beim Verständnis, der Kontrolle und Verwaltung von Farben für höchste Farbgenauigkeit unterstützt.

- Erhältlich in 3 Modellen, so dass Sie genau das Gerät auswählen können, welches am besten zu Ihnen und Ihren Einsatzgebieten passt.
- Eine bedienerfreundliche Touchscreen-Benutzeroberfläche ermöglicht schnelle Messungen und kann zudem an die eigenen Anforderungen angepasst werden.
- Mit der BestMatch-Funktion können Sie sicherstellen, dass Ihre Druckfarben im Sollbereich liegen, noch ehe Abweichungen überhaupt sichtbar sind.
- Die integrierte Kalibrierkachel garantiert beste Messgenauigkeit.
- Das einzige derzeit erhältliche Spektrafotometer, das alle Messstandards erfüllt, sogar M1 Teil 1 und 2.

© 2011 X-Rite

## Stand-alone newsletter (business information):

An exclusive special mailing with the look & feel of the editorial newsletter that is totally given over to your content, images and optional advertising space, so that you can directly address all the subscribers and potential customers at a time of your choice. Your message therefore receives the undivided attention of up to 9,500 subscribers (as of October 2017).

You supply the images and text, we do the rest. Mailed on agreed date, price **4,150 Euro** inclusive of repeat mailing to non-openers and detailed report.

## Your benefits:

- **Look & Feel of the editorial newsletter**
- **Content totally dedicated to you**
- **Up to 9,500 subscribers\***
- **Image suppression generally already switched off**
- **Location-based evaluation**

\* (As of September 2017)



## Selected references:



**Goal: To generate and capture the addresses of potential customers interested in the product**

# Solution: Lead generation

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.

*Further information is available in our 'Digital Marketing in the Printing Industry' white paper at [print.de/dvd](http://print.de/dvd)*



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.



Have we sparked your interest? If you would like a detailed presentation of these premium advertising formats, with no obligation on your part, I would be pleased to schedule a meeting with you.

**Jochen Kristek** | Key Account and Sales Director  
Tel.: 0711 44817-58 | [j.kristek@print.de](mailto:j.kristek@print.de)

Some references:

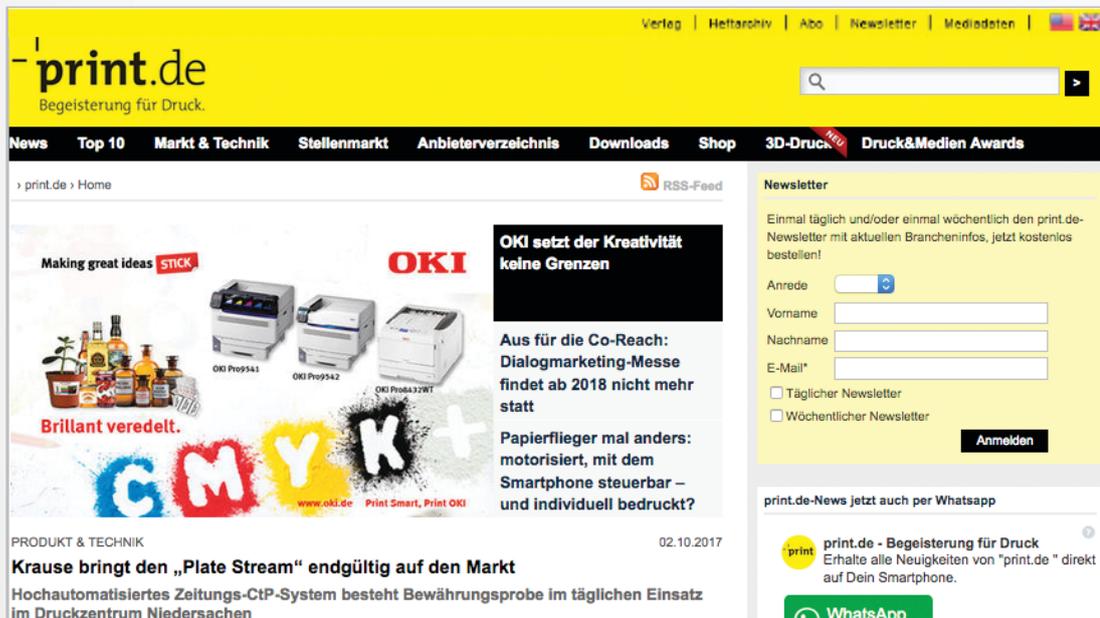


**Goal: To deliver content that attracts attention to the right target group**

## Solution: Advertorial

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.



This screenshot shows how the article is featured in the top slider. The article itself, which is linked to the organizer's website, can be displayed on **print.de**.

So that you can reach newsletter subscribers too, we offer an article in the editorial newsletter (newsletter advertorial) or a newsletter banner, in addition to the website advertorial. The result is a small but effective content marketing campaign, with a post-campaign report so its success can be evaluated.

Communicate your message with the look & feel of an editorial article on **print.de**

**New:** In 2018 we are starting with our strongest and most important social media channel on Facebook. You supply an image and the copy – we take care of the rest. Price: **1,850 Euro**

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.

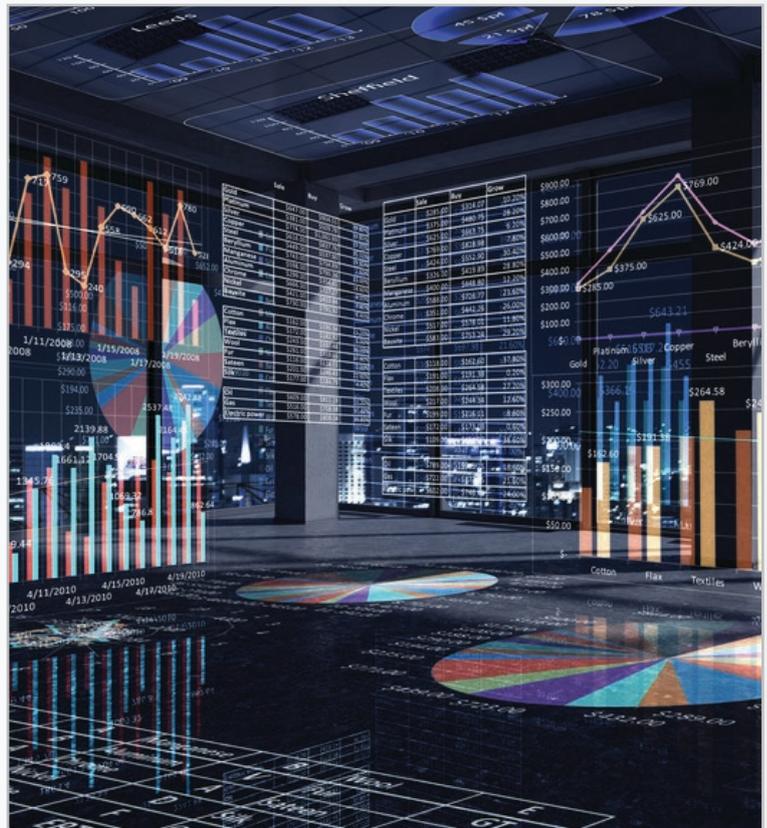
**Objective evaluation is a very effective tool for optimizing marketing spend.**

**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).



Further information is available in our 'Digital Marketing in the Printing Industry' white paper at [print.de/dvd](http://print.de/dvd)



Achilles Gruppe.



**ASENDIA**  
BY LA POSTE & SWISS POST

DigitalPrint  
GROUP



EPSON®

ESKO\*

**FINESTFOG**  
LUFT+WASSER



**hunkeler**  
dip



**Kodak**



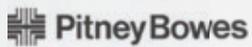
**manroland**  
web systems



**Mimaki**



**OKI**



**pixartprinting**



**print 24**



**TECHKON**

**that's it**  
SOLUTIONS  
Systemhaus

**UP UNITEDPRINT SE**



**marks.3zet**



**Onlineprinters**



**memjet.**

**STEINBEIS**  
Papier mit besten Werten



**Techno-Grafica**  
HANOSEK QUALITÄT

**HEIDELBERG**

**PAPYRUS**



Exploit the full reach for your advertising success.

# Channels you can rely on for your marketing

Print run*	6,400
Actual circulation*	5,794
Sold copies*	4,011
Subscription sales*	3,923
Complimentary copies*	1,783
Visits**	170,880
Page impressions**	325.058

Facebook Fans	3,867
Xing Friends	3,918
Twitter follower	3,030
eDossier-downloads (July to September quarter)	4,102

\*Circulation audit:   
Distribution analysis: Averagecopiesperissue  
II. Quartal 2017

\*\*Usage data for print.de IVW 08/2017





**A successful search for technical and senior managers begins with the best channels**

**Our exclusive recruitment advertising service:**

You supply the copy and – if available – a specimen advertisement, and we take care of the rest.

**The benefits to you**

- **When your recruitment advertisement is published in Deutscher Drucker it will immediately go online for 6 weeks free of charge on [www.print.de](http://www.print.de)**
- **Recruitment link to the social media channels of [print.de](http://print.de)**
- **Recruitment link in the [print.de](http://print.de) newsletter**

**Column width and price:**

Column	Width	Job offers	Job sought
1	31 mm	4.25 Euro	–
2	66 mm	8.50 Euro	4.35 Euro
3	101 mm	12.75 Euro	6.60 Euro
4	136 mm	17.00 Euro	8.80 Euro
5	171 mm	21.25 Euro	10.90 Euro
6	206 mm	25.50 Euro	13.20 Euro

Price per mm, in Euro, plus VAT

Advertisement deadline:  
12 p.m. German time, Thursday prior to publication.  
Type area: 206 mm wide, 250 mm high



Contact:

**Brigitte Weyrauch**

Tel.: +49 (0) 711/44817-53  
[b.weyrauch@print.de](mailto:b.weyrauch@print.de)

# What does native advertising in Deutscher Drucker and print.de deliver?

- 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).

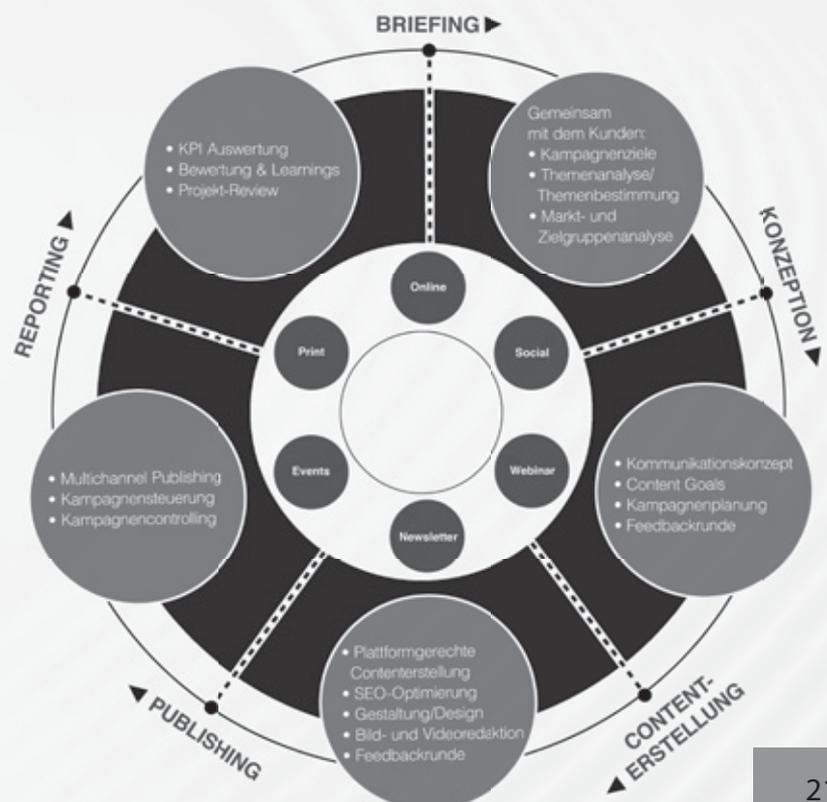
## Content is King and we are the theme champions

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.

*"Nowadays, anyone who wants to gain the attention of customers needs a mix of editorial content and promotional or brand messages as well as classic advertising. In other words: native advertising."*

Jochen Kristek, Key Account and Sales Director



## Newsletter Banners Billboard

Media Size Desktop: 580 x 250 pixels  
Mobile: 320 x 100 pixels (Format variations possible - stated in the actual rate card of the website)  
Both advertising formats are needed to display your advertising.

File Size: max. 50 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.

### \*Reference Note for Flash Media:

→ It is important for click-counting of Flash Media to integrate a push-button on the highest level of the film, with the following click tag.

### Flash Version 6 or higher:

```
on (release) {  
    getURL(_root.clickTAG, "_blank");  
}
```

### Flash Version 5 and lower:

```
on (release){  
    getURL(clickTAG, "_blank");  
}
```

### Multiple Click Tags:

With the integration of several target-URLs, the click tag has to be modified the following ways:

click tag 1; click tag 2 etc. – max. 10 click tags can be included in the Flash File.

→ With each SWF-file, please deliver a default-GIF or -JPG.

→ Please consider using flash-animation: If you have booked several ads, which should be delivered simultaneously and communicating with each other (for example Wallpaper/Hockeystick), delivery is incorrect when the user opens the ad media in several browser windows simultaneously

Further information: Redirect TAGs can be a GIF Rich Media or an internal redirect.

### HTML 5 Media

HTML5 media can be hosted if the following rules comply:

- Use unique IDs, classes, variables and function names (per banner).
- No folder structure, all files have to be in the root directory.
- Only index.html can dissolve ad server variables, \*.js or other file types, as well as further HTML files, cannot resolve.
- Ad server variables are needed, for example to count clicks or for correct paths to the images. To avoid this, the necessary files can be stored on a file server and the absolute path can be used.
- If possible, all scripts should be installed in the index.html.
- No HTML basic structure (html, head, title, body) should be installed, because banners are already supplied as HTML.
- The index.html should be renamed ad.html

### Video/Clips

Player size: 300 pixels wide and up to 250 pixels high, videosize full screen recommended starting with a width of 1000 pixels.

Data size: max. 100 MB

Media: preferred and recommended MPEG 4 (H.264), highest quality, other type of media possible. A preview picture is possible, media type: JPG

# Multi-Channel publishing with Deutscher Drucker

Use your content at several times and profit from our Touchpoints

		DD Touchpoints				DD Social Touchpoints							Third Party Touchpoints							
		Print/DD magazin	Website/print.de	Newsletter	Events	Facebook	Twitter	Xing	LinkedIn	Pinterest	Instagram	YouTube	Slidesthare	Wikipedia	Amazon	Third party blogs	Company website	PR-portals	Third party events	
Format		Text	x	x	x	x	x	x	x					x		x	x	x	x	
		Pictures	x	x	x	x	x	x						x		x	x	x	x	
		Infographics	x	x	x		x	x	x								x	x	x	
		Tables	x	x													x	x	x	
		Lists	x	x																
		Video		x		x						x								
		Audio		x								x								
	MIU	Plain Text	Full article	x	x		x											x	x	x
			Text-Snippets	x	x	x	x	x	x						x		x			
			Info boxes	x	x		x	x	x	x										
How Tos			x	x								x								
Rich Text		Tables	x	x		x														
		Listicles	x	x																
		Checklists	x	x			x													
		Quiz / surveys	x	x																
Pictures		Photos	x	x	x		x	x	x	x				x					x	
		(Info)graphics	x	x	x		x	x	x	x									x	
	Illustrations	x	x	x		x	x	x	x									x		
Multimedia	Video		x		x	x						x								
	360° views		x		x	x						x								
	Audio		x	x			x					x								
	Animated GIFs		x																	

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, 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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*Further information is available in our 'Digital Marketing in the Printing Industry' white paper at [print.de/dvd](http://print.de/dvd)*