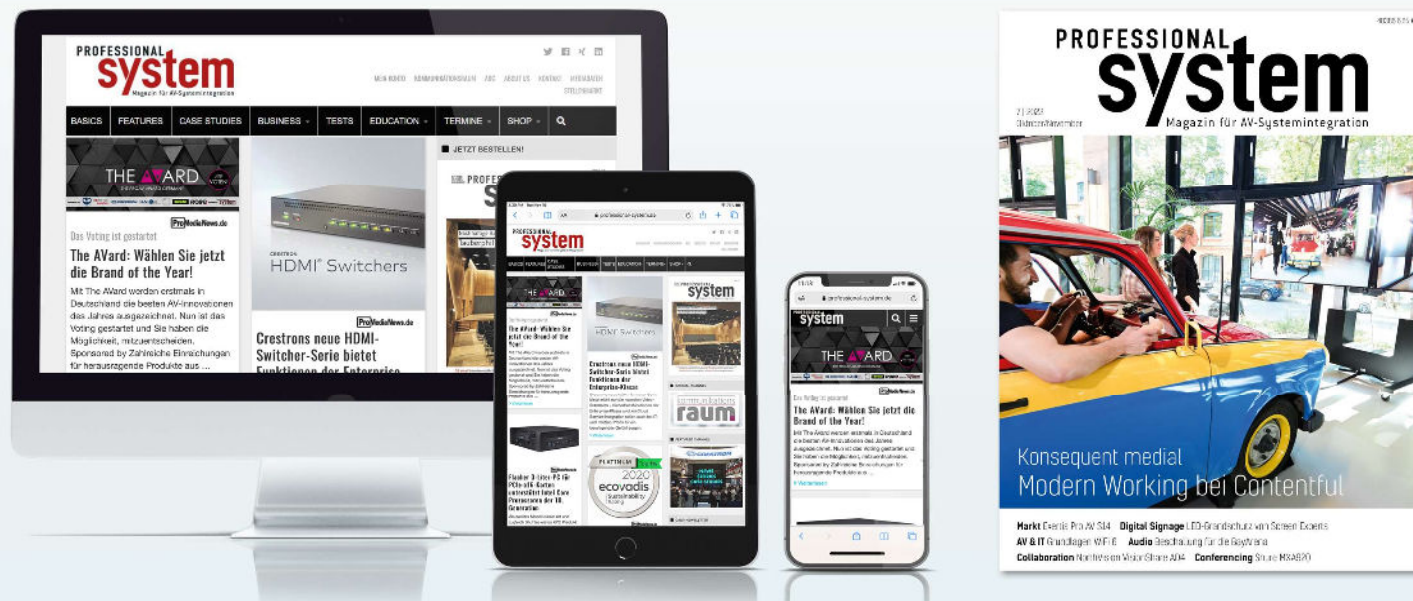


PROFESSIONAL SYSTEM MEDIA DATA 2024

Media brand for ProAV



OVERVIEW



- Target Group Unit and Brand 3
- Print Products 7
- Digital Products 12
- Job Portal 19
- Events 21



TARGET GROUP UNIT

Professional Technology & Live Communication



Since the late 1980s, the cultural and creative industries have developed into one of the most dynamic sectors of the global economy. It not only produces significant cultural and creative products and services - it is also of great importance to the national economy.

More than 258,790 enterprises and over 1.2 million core employees are active in the cultural and creative industries in Germany.

With a gross reach of over 200,000 contacts per month, our media address technical service providers, designers, planners, investors in the event industry, the MICE market, live communication and AV/IT system integration. Increased by the Corona crisis, new technologies and concepts are receiving more attention.

In addition to live production, our media also inform about trends such as virtualisation, streaming, IT, VR/AR, AI, cloud solutions, collaboration, remote productions as well as new developments in communication at POI and POS, build up the necessary know-how and make our community fit for the changes after the Corona pandemic.

With the new formats [LEaTcon](#), [Human X Works](#), [The AVard](#) and [MOONOVA](#), we have expanded the portfolio with trade fairs and events, an academy and awards.



PORTRAIT



Your market access to the professional AV industry

We inform the ProAV community in their daily work and enable our advertising partners to have a targeted access to the market. Our portfolio of media and advertising solutions is designed to combine trusted content and powerful channels. The result is successful campaigns that drive targeted engagement and lead generation through information gathering, content development and storytelling.

Professional System - Your media brand for ProAV in D/A/C/H

In the melting markets AV & IT we are the leading medium and build bridges between the Trades. Planners, integrators, investors and operators find out more about smart working and living environments created with state-of-the-art AV technologies. The integration of professional systems primarily includes audio, video, lighting, control and IT solutions.

The subject areas are as diverse as the areas of application: Corporate/ Finance / Retail, POS / public institutions, such as train stations and airports, schools, universities and private Educational institutions, ministries, congress centers, museums / theme parks, hotels / gastronomy and much more. The editorial mix of case studies, features, interviews, surveys, overviews and tests reflects future-oriented the market development.

MULTIPLATFORM PUBLISHING, TARGET GROUP



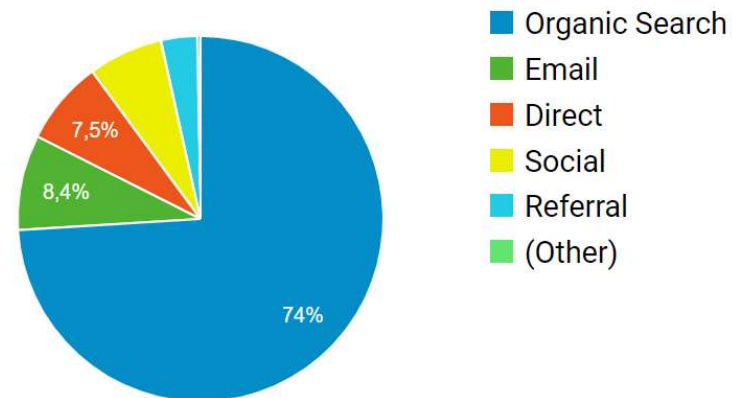
Multiplatform publishing and the digital transformation

With its customized content and interactive platforms, EBNER MEDIA GROUP supports professionals in their daily work and enthusiasts in pursuing their passions. With our knowhow and passion for topics and details, we are an essential asset for our customers. Our knowledge expertise creates added value - whether in print, digital or through face-to-face communication. No one knows, reaches and inspires the people in our target groups like we do.

Target group

- AV specialist planner, designer
- AV system integrators
- Operators, decision makers
- AV distributors and producers
- Junior staff

Top-Channels



REACH, DATES, PRINT



2.099 LinkedIn Follower



1.465 Facebook Fans



5.253 Xing Follower



15.815 Unique Users



23.786 Page Impressions



1.777 Newsletter Subscribers



6.100 print circulation (TvA)

* 08/2022

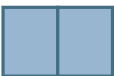





Issue	Date of publication*	Advertising deadline*	Material deadline*
1	26.01.2024	19.12.2023	02.01.2024
2	12.04.2024	15.03.2024	22.03.2024
3	14.06.2024	17.05.2024	23.05.2024
4	06.09.2024	09.08.2024	16.08.2024
5	18.10.2024	20.09.2024	27.09.2024
6	06.12.2024	08.11.2024	15.11.2024

* Subject to change. Dates may be altered

FORMATS PRINT

All dimensions in mm, width x depth - for bleed add 5mm on every side



		Bleed formats (width x depth)	Area formats (width x depth)	Advertising rates 4C
2/1		426 x 280	394 x 250	9.700 Euro
1/1		213 x 280	181 x 250	4.950 Euro
Inside front cover				4.980 Euro
Inside back cover				4.960 Euro
Black cover				5.100 Euro
2/3 vertical		137 x 280	121 x 250	4.230 Euro
2/3 horizontal		213 x 184	181 x 165	
1/2 vertical		103 x 280	87 x 250	3.240 Euro
1/2 horizontal		213 x 142	181 x 123	
1/2 2-columns		137 x 184	121 x 165	

FORMATS PRINT

All dimensions in mm, width x depth - for bleed add 5mm on every side



		Bleed formats (width x depth)	Area formats (width x depth)	Advertising rates 4C
1/3 vertical		74 x 280	58 x 250	2.370 Euro
1/3 horizontal		213 x 99	181 x 80	
1/3 2-columns		137 x 139	121 x 120	
1/4 vertical		58 x 280	42 x 250	1.790 Euro
1/4 horizontal		213 x 78	181 x 59	
1/4 2-columns		103 x 139	87 x 120	
1/6 vertical			59 x 127	1.170 Euro
1/6 horizontal			122 x 63	

SUPPLEMENT



Inserts

Inserts in our periodicals are loose enclosures like pages, cards or brochures.

Price up to 25 g single weight 400 Euro per 1.000 copies, over 25 g single weight on request

Max. size 200 x 270 mm

Stapled inserts

Stapled inserts are printed matter firmly connected with the magazine. Only the total circulation can be covered. The client must provide the printed matter ready for processing.

Price on request

Max. size 200 x 270 mm

Stuck inserts

Post cards, samples, CDs, etc. Inserts will be stuck to an advertisement (min 1/1 page) and can be removed easily. The inserts have to be bound to be processed. Stuck inserts are only possible at the start of a sheet.

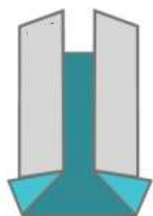
Price on request per 1.000 copies plus postage.

Before we can proceed an order we have to receive samples of the inserts, stapled inserts and stuck inserts for test purposes. Please send us five samples before the booking deadline. Please allow 300 additional samples for processing.

SPECIAL ADVERTISEMENT FORMATS PRINT



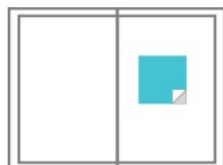
Altar fold



Banderole



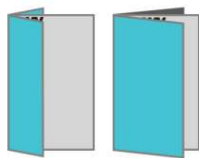
Glue-on



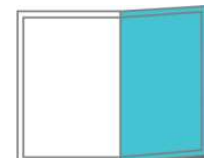
Gatefolder



Cover



Supplement



Price on request

BUSINESS GUIDE / FEATURED CHANNEL

Print and Online



Business-Guide

In the Business-Guide, clients, decision-makers and planners will find competent partners for upcoming projects

Price

295 Euro / per issue and category

Technical Data:

Text: Max. 500 characters (with spaces) Logo Min. 300 dpi

Featured Channel

Create a branded theme page for your brand that is exclusively linked to your editorial content. Your business guide is the basis which will be refined which your content.

12 Month - **4.500 Euro** incl. Business Guide

You can find an example [here](#)!

[illegible]

DISPLAY AD-FORMATS

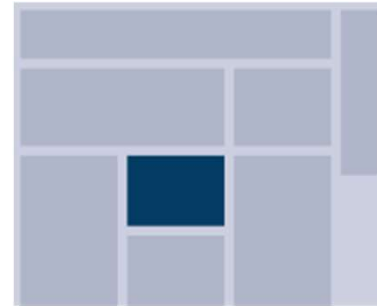
Display Banner



Fireplace

Desktop left/right 290 x 1080 Pixel
Width 1600 x 1080 Pixel, Recess
1020 Pixel, Leaderboard 90 x 1020
Pixel Mobile interstitial 320 x 480
Pixel

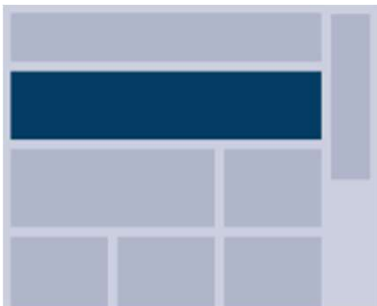
CPM *: 249 Euro



Rectangle

300 x 250 Pixel

CPM *: 149 Euro



Billboard

Desktop 980 x 250 Pixel,
Mobile 320 x 100 Pixel

CPM *: 199 Euro



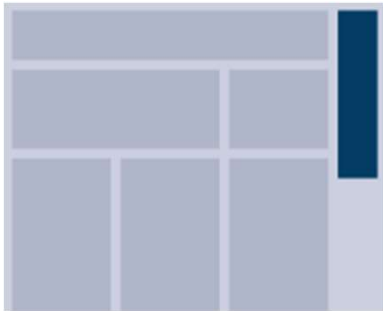
Halfpage Ad

300 x 600 Pixel

CPM *: 179 Euro

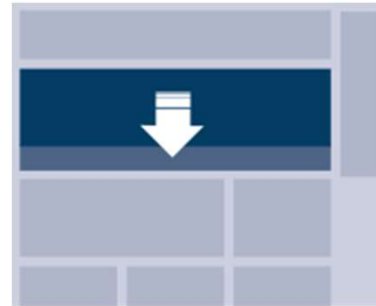
DISPLAY AD-FORMATS

Display Banner



Skyscraper

Desktop 160 x 600 Pixel,
Mobile 320 x 100 Pixel
CPM *: 159 Euro



Pushdown Billboard

CPM *: 239 Euro

* Cost per Mille (CPM) for 1000 deliveries (i.e. 1.000 ad impressions). Formats und Prices also for ProMediaNews.de

Data delivery

- All banner formats up to a maximum of 100 KB
- Data formats: JPEG, GIF, Flash (when submitting in Flash format, please also supply a back-up file in GIF)
- We need your banner 5 days in advance

DISPLAY AD-FORMATS



Video Ad

Integration via iFrame: Link to Vimeo or Youtube When embedding a physical video, the following formats are supported: MPEG4, 3GPP and MOV files | AVI | MPEGPS | WMV Maximum file size: 30 MB

Price on request!

Online Advertorial

We design your content with the look and feel of the editorial environment. Your online advertorial will be published as a teaser in the newsletter and in the social media channels. Online advertorials are marked and no-follow links are set. The content is placed online on the homepage and remains in the content stream of the magazine website

Basic – 1.480 Euro

1.500 characters (with spaces), max. 8 Pictures (1.024 x 682 Pixel), Video, Link



AD-FORMATS NEWSLETTER

Newsletter Banner

Daily Newsletter - jeweils Monday, Wednesday, Thursday, Friday und Saturday

Weekly Newsletter - jeweils Tuesday

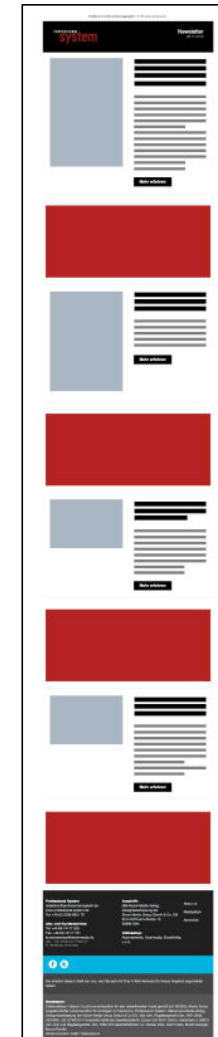
Deliveries on 6 days a week.

Ad-formats	Formats
Billboard	580 x 250 Pixel + Link
Image-text-ad	Headline: max. 50 characters with spaces Content: max. 350 characters with spaces Image: 300 x 250 pixels, JPEG, PNG or non-animated GIF (in most mail clients only the first Frame is shown), max. 50 kB URL

Position	Price per week
1. Position	415 Euro/week
2. Position	395 Euro/week
3. Position	375 Euro/week
4. Position	345 Euro/week

Dataformat JPEG or GIF-Banner (no animated GIF-Data)

Datasize max. 50KB



AD-FORMATS SPECIAL NEWSLETTER



	Topic*	Date of publication*	Data delivery*
1	ISE Preview	25.01.2024	11.01.2024
2	AV over IP	22.02.2024	08.02.2024
3	Collaboration & Conferencing	21.03.2024	07.03.2024
4	Digital Signage	18.04.2024	04.04.2024
5	Projection	23.05.2024	09.05.2024
6	Hybrid Learning	20.06.2024	05.06.2024
7	Media & spatial design	18.07.2024	04.07.2024
8	AV & IT	22.08.2024	08.08.2024
9	Hybrid Working	19.09.2024	05.09.2024
10	Audiovisual Experiences in Brands & Themes	17.10.2024	02.10.2024
11	Smart Collaboration	21.11.2024	07.11.2024
12	Audio & Acoustic	12.12.2024	28.11.2024

* Topics and dates subject to change

Advertising formats	Formats	Price
Billboard	580 x 250 Pixel, Link, max. 50 KB	1. Position – 595 Euro 2. Position – 545 Euro 3. Position – 495 Euro 4. Position – 445 Euro
Sponsored Post	Headline max. 75 characters with spaces, text 280 characters with spaces, image 1.024 x 682 pixels, link to customer URL	595 Euro
Attention boost	Prominent placement among TOP Posts 1-3	Zzgl. 195 Euro

LEAD GENERATION



Lead Generation Campaign

- Your whitepaper, study, case study or product information on Professional System Online
- The download campaign runs until the lead quantity you set is reached
- Brief description and preview tease your whitepaper and lead the user to the download
- We collect the following qualifiers for you: title, first name, last name, e-mail, company, function, industry and company headquarters (country).
- We manage the campaign on all of the publisher's online channels to generate your leads
- We create the advertising materials for your whitepaper campaign
- After the end of the campaign, we archive your whitepaper permanently on professional-system.de

Teaser campaign for lead generation from **3.500 Euro**, cost per lead **79 Euro**.
You define the number of leads



CONTENT MARKETING

Stand-alone-Mailing

With stand-alone mailing, you address your advertising message exclusively to up to 12,000 addresses.

Price **1.800 - 3.800 Euro**

Native Advertisement

Native advertising is storytelling. Your advertising/brand message is published with the help of an editorial action (story) in the editorial environment of our platforms. Or your company (offer) is an integrated part of an editorial topic without direct product advertising, because native advertising supports you sustainably in establishing and expanding the authority to interpret your company and your offers in the target group relevant to you.

Price on request



A vertical stack of three promotional banners for Logitech products. The top banner is for a free webinar titled "NEUIGKEITEN VON logitech" and "KOSTENLOSES WEBINAR LOGITECH X RINGCENTRAL WIR STELLEN UNS VOR", scheduled for Thursday, 15. September at 11:00 UTC. It features a "JETZT ANMELDEN" button. The middle banner is for a free handbook titled "KOSTENLOS NEUES HANDBUCH" with the subtitle "Nützliche Tipps zum Einrichten eines Meetingraums für Video-Meetings", with a "ZUM DOWNLOAD" button. The bottom banner is for a "TRY & BUY LOGI DOCK" with the subtitle "mit mehr Funktionen als auf das Bild passen", and a "JETZT KOSTENLOS TESTEN" button. Each banner includes a small image of the product and a brief description of the offer.

ONLINE JOB ADS

CONTAINMENTS:

- Presence for 60 days in mobile optimized online job market
- Logo display in search results list
- Entry in Job Listings in print editions
- Personal contact partner
- Promotion in daily and weekly newsletters (> 25.000 mailings weekly)
- Job mailer to registered candidates
- Social Media posts i.e. Facebook, Twitter (>100,000 contacts)

FORMATS UND PRICES:

Online Job Advertisements	Prices
Job advert	490,- €
Freelancers	199,- €
TOP JOB <i>(Attention Boost: Prominent placement above all other jobs and in the Top Job slider)</i>	99,- €
Reach PLUS incl. Refresh <i>(Heightened reach via targeted search engine marketing incl. free Refresh)</i>	270,- €
Refresh <i>(renewed positioning at beginning of hit list after 30 days)</i>	49,- €
Extension <i>(only possible within running time)</i>	215,- € / 60 days
Reactivation <i>(also possible after running time)</i>	323,- € / 60 days

Prices in euro plus VAT/sales tax. The general terms and conditions of the publisher apply. Prices for job advertisements are not discountable. 15% brokerage commission only applies to third party placements and is only granted to registered advertising intermediaries. The general terms and conditions can be downloaded here: www.ebnermedia.de/ebvm/agb



Contingents

Discount per Ad on Listed price

(refers to a period of 12 months from booking on listed price)

3 ads	16 %
5 ads	21 %
10 ads	26 %
20 ads	39 %




Please note that only one position can be advertised per job ad. A placement is possible 24/7 via the self-entry tool at: <https://bit.ly/31bZNmR>


PRINT JOB ADS INCLUDING ONLINE

SERVICE PACKAGE:

- 1 Production Partner**
Circulation 3,040 TvA*) / 10 x per year
 - 2 Event Partner**
Circulation 18,355 TvA*) / 6 x per year
 - 3 Professional System**
Circulation 6,480 TvA*) / 8 x per year
 - 4 Film&TV Kamera**
Circulation 5,000 TvA *) / 10 x per year
- Heightened Visibility & Employer Branding Effect
 - Including 60 days online with all benefits of a respective online placement

Prices stated are surcharges on the placement of an online job ad to the price of € 499,-.

ADS	Title ¹ or ² or ³ or ⁴	Surcharge on 1 Online Job Ad
	181 x 250 ••••	+ 1.220,00 €
1/1 page	144 x 223 •	
	213 x 142 ••••	+ 560,00 €
1/2 page horizontal	144 x 109 •	
	103 x 280 ••••	+ 560,00 €
1/2 page vertical	71 x 223 •	

ADS	Title ¹ or ² or ³ or ⁴	Surcharge on 1 Online Job Ad
	103 x 139 ••••	+ 290,00 €
1/4 corner	71 x 109 •	

Format in print space, width x height in mm

Prices in euro plus VAT/sales tax. Publishers GTCs apply. Prices for job advertisements are not discountable. 15% brokerage commission only applies to third party placements and is only granted to registered advertising intermediaries. The general terms and conditions can be downloaded here: www.ebnermedia.de/ebvm/agb

DATES 2022/23:

Title •••••	Publishing date / Submission Deadline
January 22	• 27.01. / 06.01.
February 22	• 24.02. / 03.02. • 24.02. / 03.02. • 17.02. / 01.02.
March 22	• 24.03. / 03.03. • 17.03. / 24.02. • 17.03. / 01.03.
April 22	• 21.04. / 31.03. • 21.04. / 31.03. • 28.04. / 06.04. • 21.04. / 03.04.
May 22	• 26.05. / 05.05. • 20.05. / 02.05.
June 22	• 23.06. / 02.06. • 16.06. / 26.05. • 16.06. / 26.05. • 23.06. / 01.06.
July 22	
August 22	• 18.08. / 28.07. • 18.08. / 01.08.
September 22	• 01.09. / 11.08. • 01.09. / 11.08. • 22.09. / 15.09. • 15.09. / 30.08.
October 22	• 06.10. / 15.09. • 27.10. / 06.10. • 27.10. / 06.10. • 20.10. / 04.10.
November 22	• 03.11. / 13.10. • 20.10. / 04.10.
December 22	• 01.12. / 10.11. • 15.12. / 24.11. • 15.12. / 08.12. • 22.12. / 06.12.

Contingents

Discount per Ad off
listed price
(refers to a period of 12 months
from booking on the listed price)

3 ads	16 %
5 ads	21 %
10 ads	26 %
20 ads	39 %



EVENTS 2024

The AVard



The ProAV award for the D/A/CH region

Outstanding products, solutions and installations deserve a big stage. Just like the people who develop and distribute them. The AVard puts the drivers of the AV industry in the spotlight and the who's who of the industry meets at the first-class networking on the occasion of the award ceremony in a special setting.

The AVard offers attractive sponsorship opportunities.

To learn more about The AVard please visit www.the-avard.de



EVENTS 2024

LEaT



LEaT stands for "**Live, Entertainment and Technology**" and thus unites all players from the entertainment industry: services and technology find their place here just as much as technological developments, whether from the live/touring or the fixed installation sector. In this way, the previously mostly separate sub-disciplines are linked together in the new hub for entertainment technologies: LEaT sees itself as an overarching industry platform that, with its independent, complementary pillars **LEaT con**, **LEaT con X**, **LEaT Academy** and **LEaT Jobs**, sustainably strengthens networking, cohesion and the exchange of ideas among the industry all year round.

The motto "Sharing Knowledge. Shaping the Future." describes the basic idea of knowledge exchange and joint advancement of the event industry - because LEaT is from the industry and for the industry and invites you to join in and help shape it. You too can be part of it. Be part of LEaT!



 **LEaT con**

 **LEaT academy**

 **LEaT con**

 **LEaT Jobs**

EVENTS 2024

LEaT con, LEaT con X, LEaT Academy



LEaT con is the new networking convention for the event industry, which deliberately breaks away from the classic trade fair concept and focuses on the exchange of ideas among each other. Its unique mix of exhibition and customer experience will inspire visitors to LEaT con and sustainably support and promote the community spirit of the industry.

LEaT con X is a series of exclusive events aimed at specific industry segments. Current pain points are intensified on a Main Stage through keynotes and discussion panels and encourage exchange and joint solutions. By varying the venues, the LEaT con X events can be seen as a kind of "roadshow" format to the major LEaT con.

The LEaT Academy provides the industry with specialist training all year round. It offers knowledge and information tailored to the needs of the entertainment market. The content of the topics is generated directly from the acute needs of the individual industry participants and translated into training and information offerings.

The merger of the specialist brands PRODUCTION PARTNER, EVENT PARTNER, PROFESSIONAL SYSTEM and FILM&TV KAMERA makes LEaT Jobs the perfect environment for job advertising in the fields of event, event technology, AV system integration, film production and entertainment.



CONTACT



Verlag		Distribution	
Postal address	EBNER MEDIA GROUP GmbH & Co.KG Office Köln Helmholzstraße 29-31, 50825 Köln	Telefon E-Mail	Thomas Heydn +49 (0) 89 74117 111 thomas.heydn@ebnermedia.de
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Publisher	Marcel Courth	Postal adress	F&W Mediencenter Holzhauser Feld 2 83361 Kienberg
Editor in Chief	Detlef Hoepfner, Martina Courth	Accounting	
Editor	Dominik Rönneke	Postal adress	EBNER MEDIA GROUP GmbH & Co.KG Karlstraße 3 89073 Ulm
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E-Mail	soenke.grahl@ebnermedia.de	Year	26. Year
Ad Processing	Client Success Team	Publication frequency	6 issues/ year
E-Mail	Clientsuccess@ebnermedia.de	Permanent editorial staff	Dr. Anselm Goertz, Jörg Küster, Helmut Burmeier, Achim Hannemann, Richard Meusers, Dr. Swen Müller, Detlef Hartmann, Dr. Alfred Schmitz, Herbert Bernstädt, Andrea Mende, Alexander Schwarz, Denis Metz, Daniela Baumann
		Price annual subscription	Domestic: € 33,70/ year incl. Postage Foreign countries € 43,40/ year incl. Postage

TECHNICAL DATA



Information for Printing Process

Magazine format: 213 x 280
Method of printing: digital
Printing process: offset

Multicolour ads

In the case that black is omitted in processing a multicolour ad, this will not alter the charge. If, in the case of formats with a gutter bleed, different additional colours are used on each side of a double page, each page will be charged separately according to the rates for partial formats. Special colours or tones which cannot be achieved by combining colours in the scale used are possible but require prior agreement. Details can be provided on request. Minor variations in tone in offset printing are permitted within the tolerance area. Corrections will be made against a proof.

Advertisement placements

A confirmed placement is no longer valid if the printing material has not arrived before the deadline.

Claims for compensation

We only accept responsibility for the perfect processing and publication of digitally transferred advertising copy when the guidelines listed above have been complied with.

The publishing house may reject data that does not match the guidelines. No claim for a price reduction will be accepted for unsatisfactory printed results that are due to the customer deviating from the guidelines.

Transferred data will be deleted three months after the publication of the advertisement. Transferred data that deviates from the above technical instructions and that requires additional work will be invoiced for at an hourly rate of Euro 100. All claims by the orderer, with the exception of obvious deficiencies, must be asserted by letter within four weeks of receipt of invoice and voucher copy.

Programmes

Adobe InDesign
Adobe Photoshop
Adobe Illustrator

Data Format / Image Data / Compression

- Image data: TIFF; EPS, JPEG, PDF,
- Colours: cyan, magenta, yellow, black (EUROSCALA)
- For perfect print quality continuous tone images should be scanned at a minimum of 300 dpi.
- For line art the minimum resolution is 600 dpi, 1200 dpi is ideal. Compressed files: None of the image elements that are used should be compressed. Do not use JPEG or similar compression. The whole file may however be stuffed as SEA, SIT, ZIP or EXE (SEA)

Fonts

Include all character sets. Special fonts, e.g. logo fonts should also be included. TrueType fonts may not be used. When several related files are to be transferred please ensure that these files are placed in a single Directory (Folder). We undertake to check received files within one working day. You will immediately be informed of any incorrect data or files. Please enter contact details in the checklist.

Payment Conditions and Terms

Prepayment (ILC) until booking deadline. We also accept credit cards (VISA, MASTERCARD, AMEX). Please do not forget to tell us your european VAT-No. / Tax-ID, because otherwise we have to charge european customers sales tax.

GENERAL TERMS AND CONDITIONS

1. "Advertisement order" within the meaning of the following general conditions of acceptance is the contract for the publication of one or more advertisements by an advertiser or other space buyer in a publication for the purpose of dissemination.

2. Where doubt exists advertisements are to be released for publication within one year of conclusion of a contract. If a contract allows for the release of individual advertisements, the order must be processed within one year of the advertisement appearing for the first time, provided the first advertisement is released and published within the period specified in sentence 1.

3. In the event of a contract being concluded the orderer is entitled to release further advertisements exceeding the advertisement volume specified in the contract within the period agreed or the period specified in section 2, whichever is applicable.

4. In the event of a contract not being performed for reasons for which the publishing company is not responsible, the orderer, notwithstanding any other legal obligations, must reimburse the publishing company the difference between the discount granted and the relevant discount for the number of advertisements actually published. Reimbursement need not be effected if the failure to perform is attributable to force majeure within the scope of the publishing company's risk.

5. When calculating the amount of text to be published the text millimetre lines are converted into advertisement millimetres in accordance with the price.

6. Advertisements and inserts shall only be included in specified issues, specified editions or in specified positions in the publication if the orderer has stated that the advertisement or insert must appear in specified issues, specified editions or in specific positions in the publication and the publishing company has provided written

confirmation to this effect. Classified advertisements will appear in the appropriate special section without express agreement being required.

7. Textual advertisements are advertisements which border on text on at least three sides and do not border on other advertisements. Advertisements which from their copy or layout are not recognisable as advertisements shall be rendered recognisable as such by the publishing company by the addition of the word "advertisement".

8. The publishing company reserves the right to reject both advertisement orders, including individual releases within the framework of a contract, as well as insert orders, on account of their content, their origin or their technical form in accordance with uniform, objectively justified principles, if, in the due judgement of the publishing company, their contents contravene laws or official directives or are likely to cause offence, or their publication cannot be expected of the publishing company. This also applies to orders placed at registered or branch offices or agencies. Insert orders are only binding for the publishing company once a specimen copy of the insert has been submitted and approved. Inserts shall not be accepted which, by nature of their size or appearance, give the reader the impression of being a part of the newspaper or magazine, or which contain advertisements of a third party. The orderer will be notified without delay of the rejection of an order.

9. Prompt submission of the advertising text and faultless copy or of the inserts, glued-in inserts etc. is the responsibility of the orderer. The publishing company shall demand immediate replacements for recognisably unsuitable or damaged copy. The publishing company warrants usual printing quality within the scope of possibilities of the copy

provided for the issue in which the order is to appear.

10. In the event of the printed advertisement being partially or entirely illegible, incorrect or incompletely reproduced, the orderer may claim price abatement or a faultless replacement advertisement, but only to the extent to which the advertisement was impaired in its purpose. In the event of the publishing company allowing a reasonable extension period granted to it to elapse, or of a replacement advertisement again failing to be acceptable, the orderer has the right of cancellation. Claims for compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded even for orders placed by telephone; claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. This does not apply to intent and gross negligence on the part of the publishing company, its legal representative or its vicarious agent. The liability of the publishing company for damage caused by lack of warranted qualifications remains unaffected. Nor is the publishing company liable in commercial business dealings for gross negligence on the part of vicarious agents; in all other cases the liability to merchants for gross negligence is limited to the foreseeable damage to the value of the compensation to be paid for the advertisement in question. All claims by the orderer, with the exception of obvious deficiencies, must be asserted within four weeks of receipt of invoice and voucher copy.

11. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.

12. Provided no particular size has been specified the order will be charged on the basis of the print height actually used usual for the type of advertisement.

13. Unless the orderer effects prepayment the invoice will be sent immediately, at all events however, fourteen days following publication of the advertisement. The invoice is to be paid within the period specified in the price list an commencing from the receipt of the invoice, unless another period or prepayment has been agreed for the case in question. Any discounts for early payment will be granted in accordance with the price list.

14. In the event of default or delay in payment interest charges in accordance with those listed in the pricelist together with collection expenses will be levied. However, the orderer retains the right to furnish proof that the loss incurred is substantially less serious. In the event of default the publishing company may delay further performance of the current order until payment has been effected, as well as demand prepayment of the remaining advertisements. In the case of justified doubt in the ability of the orderer to effect payment the publishing company has the right, even during the duration of an advertisement contract, to make the appearance of further advertisements dependent upon the prepayment of the sum in question and of settlement of outstanding invoices without regard to the terms of payment originally agreed upon.

15. Upon request the publishing company will supply a voucher copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order clippings, tear sheets, or complete voucher copies will be supplied. If it is no longer possible to obtain a voucher

GENERAL TERMS AND CONDITIONS

copy, a legally binding certification confirming that the advertisement was published and disseminated will be provided by the publishing company in its stead.

16. The orderer shall bear the expense of the preparation of copy and drawings ordered, or of alterations requested by the orderer, or of reasonable alterations which differ substantially from the version originally agreed upon.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deduced in the event of a reduction in the number of copies printed, if, on overall average for the insertion year commencing with the appearance of the first advertisement, the circulation falls below the average circulation quoted in the price list or otherwise specified, or, in cases where no circulation is specified, the average number of copies sold in the previous calendar year (in the case of specialist publications this may be the average number of copies actually disseminated). A reduction in the print run is only a deficiency justifying a reduction in price if the reduction amounts to

20 % in the case of a circulation of up to 50,000 copies

15 % in the case of a circulation of up to 100,000 copies

10 % in the case of a circulation of up to 500,000 copies

5 % in the case of a circulation exceeding 500,000 copies

Furthermore, reductions in contract price are excluded in cases where the publishing company informed the orderer of the reduction in circulation sufficiently early so as to allow the latter enough time to terminate the contract before the advertisement appeared.

18. In the case of box number advertisement the publishing company entrusts the custody and prompt forwarding of the offers to the

care of a serious businessman. Registered letters and express letters in reply to box number advertisements will be forwarded by standard post. Letters received in reply to box number advertisements will be kept for four weeks. Letters not collected within this period will be destroyed. The publishing company returns valuable documents, although no such obligation exists. In the interest and for the protection of the orderer the publishing company reserves the right to open offers received for examination to ensure that the box number service is not misused. The publishing company is not obliged to forward commercial recommendations or offers of mediation.

19. Text and layout will only be returned to the orderer in response to a specific request so to do. The obligation to keep text and layout in safe custody elapses three months after expiry of the contract.

20. Place of performance is the registered office of the publishing company. In business transactions with merchants, juristic persons under public law or separate estates under public law the place of jurisdiction for legal action is the registered office of the publishing company. If the domicile or place of habitual residence of the orderer, even in the case of non-merchants, is unknown at the time of the commencement of an action, or if the orderer alters his/her domicile of place of habitual residence to a place outside the jurisdiction of the law following conclusion of the contract, the place of jurisdiction is agreed upon as being the registered office of the publishing company.

Additional conditions of acceptance of the publishing company

a) While exercising all due diligence when accepting and examining the advertisement copy, no liability attaches to the publishing company if misled or deceived by the orderer. By placing an advertisement order the advertiser undertakes to bear the expense of the publication of an counter-

representation referring to actual claims made in the published advertisement in accordance with the advertisement rates valid at the time.

b) The orderer bears the responsibility for the content and the legal permissibility of the text and illustrations provided for the insertion. It is incumbent upon the orderer to indemnify the publishing company with respect to the claims of third parties arising against the publishing company from the execution of an order, even if it was not suspended in time. The publishing company is not obliged to check orders and advertisements with a view to their infringing the rights of third parties. In the event of advertisements appearing which were not suspended in time, no claims of the advertiser can be made against the publishing company. The orderer also releases the publishing company from all claims resulting from infringement of copyright.

c) Notification of cancellations must be given in writing. In the event of an advertisement being cancelled the publishing company can demand payment of the composition costs incurred.

d) Cases of force majeure and industrial action for which the publishing company bears no responsibility release the publishing company from the obligation to fulfil contracts and to pay compensation.

e) The publishing company accepts no liability for errors in the transmission by telephone of advertisements, changes of the appointed date of appearance or of the issue in which the advertisement is to appear, of corrections to the text, or of cancellations.

f) Claims arising from incorrect printing of repeat advertisements are excluded if the advertiser had the opportunity of drawing attention to the error prior to the printing of the advertisement immediately following. The claim to payment of the publishing company remains unaffected.

g) The advertiser may lay retrospective claim to the corresponding discount for the actual

number of advertisements printed within the one-year period if, at the beginning of the period, he concluded a contract which, in accordance with price list, would have entitled him to a rebate from the very beginning. The claim to retrospective rebate lapses if not pressed within one month of the expiry of the one year period.

h) A trade discount of ten percent on the standard price shall only be granted for direct advertising orders.

i) The publishing company reserves the right to fix special rates for advertisements in publishers

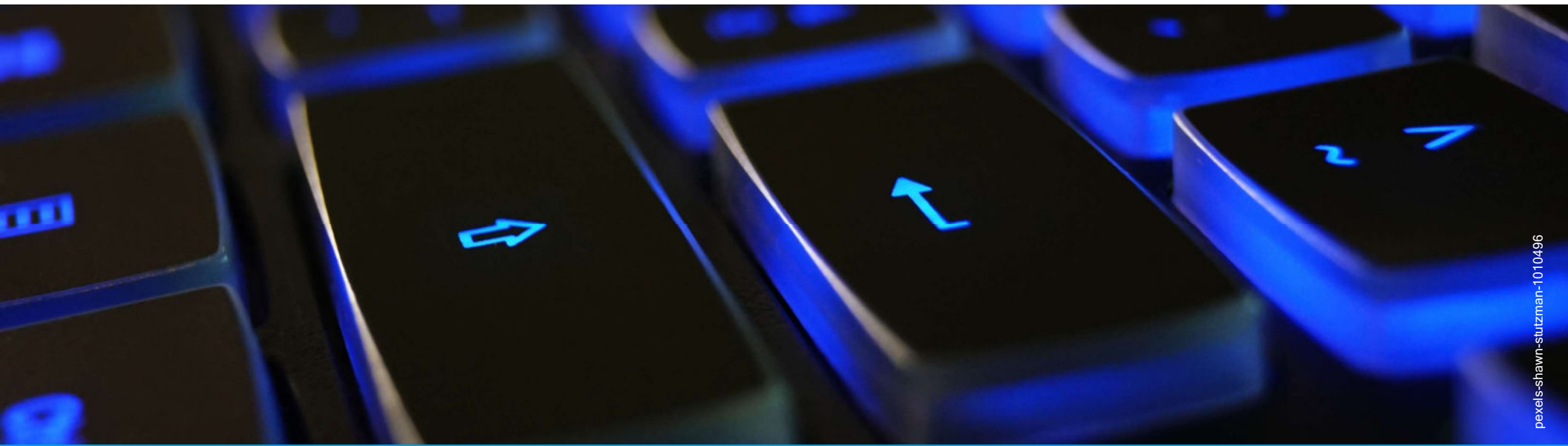
inserts, special publications and specials/special editions. The publishing company further reserves the right to correct (credit notes, additional charges) incorrect invoices within six months of the making out of the invoice.

j) Space brokers and advertising agencies are obliged to adhere to the prices listed by the publishing company when making their offers to, as well as concluding contracts and settling accounts with advertisers. The agency commission granted by the publishing company may not be passed on to the advertiser either in full or in part.

k) Personal liability of the representative of an orderer: If the orderer is a juristic person, or otherwise limited liability (eg. GmbH), the person signing on behalf of the orderer is personally liable to the publishing company as a guarantor who has waived his plea of primary recourse against the principal debtor.

l) Data protection: Pursuant to §26 of the (German) Federal Data Protection Act we draw attention to the fact that within the framework of the business relations the required customer and supplier data are stored with the aid of electronic data processing equipment.

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