

Professional System Media data 2025

Your Hub for AV & IT Integration



THE **AV**CON
THE **AV**ARD
THE PROAV AWARD GERMANY



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Portrait + target group

Professional System - Your Hub for AV & IT Integration

PROFESSIONAL SYSTEM is the leading trade medium for the world of audiovisual media technology (ProAV) and its integration into modern IT infrastructures. Our aim is to address professionals from the ProAV industry and IT decision-makers in equaland to offer them practice-orientated solutions for current and future challenges. Since 1999, PROFESSIONAL SYSTEM has been an indispensable source of knowledge for specialist planners, engineers, system integrators, facility managers, IT specialists and anyone working in the world of media technology and system integration.

Our content offers a unique editorial mix of case studies, in-depth analyses, interviews and product overviews and tests. product overviews and tests. We shed light on media technology installations in a practical and competent manner in areas congress centres, museums and theme parks / hotels, gastronomy and leisure worlds / schools, universities and educational institutions / retail, POS and public facilities such as railway stations and airports / stadiums, sports facilities and industrial buildings.

Media technology meets IT - Digitalisation and networking are changing the requirements for modern media technology. PROFESSIONAL SYSTEM accompanies this development by also addressing IT-relevant topics such as network and system integration, collaborationand system integration, collaboration technologies and AV-over-IP - always with the aim of highlighting the special features and innovations of the ProAV world. and innovations of the ProAV world.

With six print issues per year, a wide range of newsletters, our website and an active presence on social media, PROFESSIONAL SYSTEM is media, PROFESSIONAL SYSTEM is the central point of contact for the ProAV community. Event formats such as AVcon and The AVard create unique platforms for networking, knowledge transfer and the presentation of innovative solutions. innovative solutions.







Reach

	Professional System	Production Partner	Event Partner	Sound & Recording	ProMedia News	LEaT
Website Unique User	6,433	13,679	7,312	20,914	4,864	19,972
Website Page Impressions	10,795	25,241	18,061	35,271	8,229	125,463
Newsletter Daily	699	965	2,485	999	-	-
Newsletter Weekly	1,173	1,402	3,493	7,335	5,981	-
IT & AV Integration Newsletter	18,099	-	-	-	-	-
Newsletter Themen Briefing	2,056	1,290	3,376	-	-	1,483
Instagram	-	-	764	3,238	-	3,392
Facebook	1,366	9,943	4,634	17,066	466	1,238
LinkedIn	2,574	1,346	3,074	468	-	2,995
Youtube	-	218	-	9,390	218	45
Magazine circulation	print: 5,600 digital: 1,750	print: 2,600 digital: 760				

Dates

Issue	Date of publication	Advertising deadline	Material deadline
1/2025	24.01.2025	19.12.2024	02.01.2025
2/2025	28.03.2025	27.02.2025	06.03.2025
3/2025	23.05.2025	24.04.2025	30.04.2025
4/2025	14.08.2025	16.07.2025	23.07.2025
5/2025	10.10.2025	10.09.2025	17.09.2025
6/2025	05.12.2025	06.11.2025	13.11.2025

Print format adverts

Examples	Ad type	Bleed format* (width x height in mm)	Advertising rates 4C
	2/1 pages	426 x 280	9,700 Euro
	1/1	213 x 280	4,950 Euro
	2, Cover page	213 x 280	4,980 Euro
	3, Cover page	213 x 280	4,960 Euro
	4, Cover page	213 x 280	5,100 Euro
	1/2 portrait	103 x 280	3,240 Euro
	1/2 landscape	213 x 142	3,240 Euro
	1/3 portrait	74 x 280	2,370 Euro
	1/3 landscape	213 x 99	2,370 Euro
	1/4 portrait	58 x 280	1,790 Euro
	1/4 landscape	213 x 78	1,790 Euro
	1/6 portrait	59 x 127 (Type area)	1,170 Euro
	1/6 landscape	122 x 63 (Type area)	1,170 Euro

* Bleed: plus 5 mm bleed allowance all round for trimmed adverts

Inserts

Supplements are loose sheets, cards or brochures.

up to 25 g single weight
per 1,000 copies

400 Euro

over 25 g single weight

on request

Maximum format:
200 x 270 mm

Industry guide / Featured channel

Print and Online

Industry guide

This is where clients, decision-makers and planners can find competent partners for upcoming projects.

Entry price

295 Euro / per issue and category

Technical data

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

Featured Channel

Create a branded topic page for your brand that is exclusively linked to your editorial content. Your industry guide serves as the basis entry, which is enhanced with your content.

12 month - **4,500 Euro** incl. industry guide entry

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

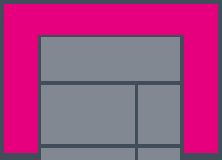
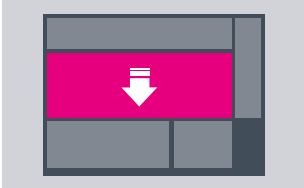

RUBRIK

LOGO

CONTACT DETAILS

Website

Display Banner

Examples	Display Banner	Format	Price
	Fireplace	Desktop left/right 290 x 1080 pixels, width 1600 x 1080 pixels, Recess 1020 pixels, Leaderboard 90 x 1020 pixels Mobile interstitial 320 x 480 pixels	CPM *: 249 Euro
	Pushdown Billboard	Two creatives are required: 980 x 250 pixels and 980 x 500 pixels	CPM *: 239 Euro
	Billboard	Desktop 980 x 250 pixels, mobile 320 x 100 pixels	CPM *: 199 Euro



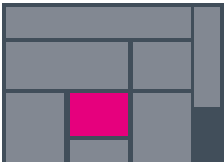
Data delivery, advertising material

- All banner formats up to max. 100 KB
- Data formats: JPEG, GIF, HTML 5, Flash (for Flash please include default GIF please include)
- Delivery at the latest 5 days before first insertion of the campaign

* Thousand-contact price (CPM) for 1,000 deliveries (ad impressions) Formats and prices also apply to ProMediaNews.de

Website

Display Banner

Examples	Display Banner	Format	Price
	Halfpage Ad	300 x 600 pixels	CPM *: 179 Euro
	Skyscraper	Desktop 160 x 600 pixels, Mobile 320 x 100 pixels	CPM *: 159 Euro
	Content Ad (Rectangle)	300 x 250 pixels	CPM *: 149 Euro

Data delivery, advertising material

- All banner formats up to max. 100 KB
- Data formats: JPEG, GIF, HTML 5, Flash (for Flash please include default GIF please include)
- Delivery at the latest 5 days before first insertion of the campaign

* Thousand-contact price [CPM] for 1,000 deliveries [ad impressions] Formats and prices also apply to ProMediaNews.de

Website

Online advertorial

We design your content with the look and feel of the editorial environment.

Your online advertorial is published as a teaser in the newsletter and on social media channels. Online advertorials are labelled and no-follow links are 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), up to max. 8 images (1,024 x 682 pixels), video, link

Partnering & Collaboration

CTOUCH Hello Board überwindet technologische Hürden in Meetingräumen

von Redaktion, 1. November 2024

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Die Kombinierbarkeit aus Videokonferenzen, Präsentationen und die nahtlose Zusammenarbeit über verschiedene Plattformen hinweg stellen ein technisches und organisatorisches Hindernis in Besprechungsräumen dar. Das Ergebnis? Frustrierte Kollegen, denn Geräte funktionieren nicht wie gewünscht, Apps sind nicht zugänglich oder die Technologie läßt sich zu komplex an. Die Lösung? Das CTOUCH Hello Board als All-in-one-Lösung.



Bei CTOUCH

Zunächst einmal ist für die optimale Ausstattung wichtig, dass Soft- und Hardware ineinandergreifen und sich bestmöglich ergänzen. Unternehmen wählen in der Regel Microsoft Teams Rooms (MTR), wenn sie Videokonferenzen in ihren Besprechungsräumen integrieren möchten. Es gibt jedoch eine erhebliche Lücke, eine All-in-one-Option, die nahtlos zwischen verschiedenen CTOUCH Hello Board.

Diese Gesamtlösung beginnt bereits beim Lieferumfang. Der Screen besteht aus vier Komponenten: CTOUCH Canvas Touchscreen, Intel® CPU, CTOUCH Hub (Anschlußstation) sowie einer CTOUCH-Mall-Lösung.

Vertraute Umgebung, Intuitive Apps

Das Hello Board zeigt entgegen der Art am häufigsten genutzten Funktionen direkt auf dem Touchscreen an. Diese minimalistische Benutzeroberfläche sorgt dafür, dass jeder Kollege intuitiv das findet, was er sucht. Der CTOUCH vertraute Desktop-Umgebung von Microsoft Teams macht das Gerät sofort erkennbar und leicht bedienbar. Im Gegensatz zu traditionellen MTR-Geräten bietet das Hello Board die volle Desktop-Erfahrung, was die Nutzung deutlich vereinfacht.

Mit einer vertrauten Desktop-Umgebung und intuitiver Bedienung erleichtert das Hello Board die Nutzung der bekanntesten Apps, darunter PowerPoint, Microsoft Teams und mehr. Endlich wird die Software so einfach zugänglich, wie man es sich immer gewünscht hat. Alles, was man benötigt, liegt wortwörtlich "in greifbarer Nähe".

Die ideale Ergänzung: Echo Hello Software

Um das Nutzenerlebnis noch weiter zu verbessern, bietet CTOUCH die eigene entwickelte Softwarelösung Echo Hello an. Sie zielt darauf ab, das Handling des Hello Board noch einfacher und angenehmer zu gestalten. Dank der In-House-Entwicklung kann der Hersteller maximale Sicherheit und schnellen Support gewährleisten - ein weiterer Vorteil gegenüber Standardlösungen.

Newsletter

Newsletter Banner

Daily Newsletter - Every Monday, Wednesday, Thursday and Friday

Weekly Newsletter - Every Tuesday

Sent out 5 days a week.

Werbeformate	Format
Billboard	580 x 250 pixels + link
Image-text advert	Headline: max. 50 Zeichen characters incl. spaces Content: max. 350 characters incl. spaces Image: 300 x 250 pixels, JPEG, PNG or non-animated GIF, max. 50 kB + link
Position	Price per week
1st position	415 Euro/week
2nd position	395 Euro/week
3rd position	375 Euro/week
4th position	345 Euro/week

File format JPEG or GIF banner (no animated GIF files)

File size max. 50KB



Special newsletter / topic briefing

	Topic*	Publication Date*	Data delivery*
1	ISE Preview	23.01.2025	10.01.2025
2	Collaboration & Conferencing	20.02.2025	10.02.2025
3	AV over IP	13.03.2025	28.02.2025
4	Digital signage	17.04.2025	04.04.2025
5	Projection	22.05.2025	09.05.2025
6	Hybrid Learning & Hybrid Working	19.06.2025	06.06.2025
7	Media and room control	17.07.2025	04.07.2025
8	AV & IT	21.08.2025	08.08.2025
9	LED Walls	18.09.2025	05.09.2025
10	Audiovisual experiences in brands & themes	23.10.2025	10.10.2025
11	Smart Collaboration	20.11.2025	07.11.2025
12	Audio & Acoustic	11.12.2025	28.11.2025

Advertising formats	Format	Price
Billboard	580 x 250 pixels, link, max. 50 KB	1st position 595 Euro 2nd position 545 Euro 3rd position 495 Euro 4th position 445 Euro
Native Text Ad	Headline max. 75 characters with spaces, Text 280 characters with spaces, Image 1024 x 682 pixels, Link to the customer URL	595 Euro
Attention boost	Prominent placement among the TOP Posts 1-3	Plus 195 Euro

* Subject to change. Topics and dates are subject to change

IT & AV Integration Newsletter

The new “**IT & AV Integration**” Monthly Newsletter gives you valuable insights into the overlapping worlds of IT and media technology. worlds of IT and media technology, because IT and audiovisual technologies (ProAV) are growing ever closer together.

What we offer:

- Exciting insights into the future of IT and ProAV integration once a month
- The latest insights into technology trends such as AV over IP
- Practical examples and case studies from the world of IT and ProAV to support you in your day-to-day work
- Distribution list: approx. 15,000 subscribers

Advertising formats	Format	Price	
Billboard	580 x 250 pixels, link, max. 50 KB	1st position	990 Euro
		2nd position	900 Euro
		3rd position	800 Euro
		4th position	700 Euro
Native Text Ad	Headline max. 75 characters with spaces, Text 280 characters with spaces, Image 1024 x 682 pixelsl, Link to customer URL	1st position	990 Euro
		2nd position	900 Euro
		3rd position	800 Euro
		4th position	700 Euro

Dates on request

Stand-alone mailing

Sending to unique newsletter subscribers with the look & feel of the editorial newsletter
 Newsletter exclusively with customer content. Delivery of the content or HTML code
 approx. 10 working days before publication.

With the stand-alone newsletter you exclusively address your advertising message to up to 15,000 addresses.

Platinum Package: Sending to four of the customer mailing lists listed below **4,800 Euro**

Gold Package: Sending to three of the customer mailing lists listed below **3,800 Euro**

Silver Package: Sending to two of the customer mailing lists listed below **2,800 Euro**

Bronze Package: Sending to one of the customer distributors listed below **1,800 Euro**

Distribution list:

Event Partner [3,098] , Production Partner [1,373] Professional System [2,014],
 Sound & Recording [7,161] , LEaT Weekly powered by PMN [5,728] and LEaT con [1,250]

Status December 2024



Events 2025

The AVard

The award for ProAV

Outstanding products, solutions and installations deserve a big stage. Just like the people who develop and sell them. With the ProAV Award **The AVard**, we put the drivers of the AV industry in the DACH market in the spotlight and honour their work.

Prizes are awarded for the best products, the most exciting installations and for exceptional people and companies in the AV industry. and companies in the AV industry. The awards will be presented at an awards ceremony in the autumn where first-class networking with the who's who of the ProAV world is made possible.

More information can be found at www.the-avard.de

Sponsorship information on request

THE ARD

THE PROAV AWARD GERMANY



LEaT con / AVcon booth booking

Our all-inclusive package

- Stand space
- System stand incl. print on rear wall, according to customer artwork
- Lighting
- 1 basic furniture set (1 table + 4 chairs)
- carpet
- cleaning
- 3kW power supply [Schuko] incl. consumption
- Catering for the team
- Exhibitor profile incl. 1x logo per area
- 1 free ticket for visitors per m² of stand space - 1 exhibitor pass per 6 m² stand area
- Media and communication -Environmental fee 14 to 16 October 2025

From 469 Euro

Further information at www.leadcon.com



14. BIS 16. OKTOBER 2025

HAMBURG MESSE, HALLEN A1 & A4

Contact



Sönke Grahl

Sales Manager

+49 (731) 88005-4585

soenke.grahl@ebnermedia.de



Frauke Meilinger-Dreßen

Sales Managerin

+49 (731) 88005-2021

frauke.meilinger-dressen@ebnermedia.de

Please send your advertising material to our Client Success Team: ClientSuccess@ebnermedia.de

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 warrant qualifications remains unaffected. Nor is the publishing company liable in commercial business dealings for gross negligence on the part of vacarious 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 on 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 price list 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 or 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.

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 (e.g. 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.