

Licht+Wohnen

Inspirationen für Lichtdesign



**Rate Card
2011**

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Licht+Wohnen – Inspiration for Lighting design

An inspirational magazine, which helps you **design your lighting and create that innovative interior and wonderful lifestyle.**

Licht + Wohnen is the only **german magazine for the public on the topic of lighting and design** and the **only lifestyle magazine** that **Focuses on lighting.**

“Which light goes with my beautiful bed?”

“How can I light up the dining room table better?”

Licht + Wohnen provides a holistic concept full of ideas that inspires the **consumers.**

Sections

Spotlight: Trendy new lights and design objects

Living rooms: beautifully inspired and inspired by beauty - from room to room

Living dreams: lifestyles, individual and private living concepts

Specials: LED, energy saving lamps, health and wellness

Stories: Design and the designer, company portrayals, products and charming bits and pieces

Licht + Wohnen creates a desire for lighting!

Licht + Wohnen sensitizes the reader to lighting and design.



Issue 1/11, February 16th

Private Wellness oases: bathe in colour and light

- Trends from the furniture exhibition at the Cologne trade fair and from “the living kitchen”
- Special: new furniture design
- Lighting regulation and “smart homes”
- How to design and plan your lighting: Lifestyle before/after

Issue 2/11, March 30th

Issue for the Euroluce/Eurocucina 2011

Garden special

- LED-Lamps and lighting
- Highlights from the ambience at Frankfurt
- Milan – the metropolis for designers
- Dream pair: Which lamps go with my furniture?

Issue 3/11, May 18th

The pleasure of cooking with the right lighting und design

- Trends from the Euroluce/Eurocucina
- Lighting in the evening: Garden parties with the right ambience
- Intelligent lighting for during the day and shadowing systems
- Prefabricated houses

Issue 4/11, September 28th

LEDs and energy saving lamps

- Large special: alternatives to light bulbs
Energy saving lamps, LED, Halogen lighting
- Lighting and Design in your home office
- Lighting for the kids!

Special issue ‚Der Leuchtenmarkt 2012‘, October 26th

This special issue of Licht+Wohnen gives you a unique overview of manufacturers of lamps, luminaires, switches, lighting management and also of retailers and planners. Der Leuchtenmarkt is divided into three parts: portraits of manufacturers and products, portraits of retailers/shops, portraits of planners. Every part comes with a service-column with address registries, assorted by postal codes

Please ask for our separate rate card!

Issue 5/11, December 7th

Multi-media, home entertainment and lighting

- Create the right atmosphere by simply pushing a button
- Dream pair: Which lamps go with my furniture?
- Energy special

Our readers – You can benefit

Licht + Wohnen - Readers are important customers

This is what our reader questionnaire findings revealed (Issue 2/10, June 2010):

When our readers buy their lights they attach a great deal of importance to the quality, design and innovation.

They are trend and brand conscious.

Our readers tend to live in affluent environments, they very often have a higher education and they are usually in the above average income group.

Research would appear to suggest that this target group investing in their homes, health, wellness and **consuming and lay an emphasis on quality.**

The readers of Licht + Wohnen need information and inspiration in advance to plan the lightning and designing of their homes: That was shown by the lively participation our reader's competition, "Lichtplanung zu gewinnen" ("win a professional lighting planning").

Your benefits

You can benefit from a **completely new group of readers, you can benefit from a new target market** – After all, our readers also purchase or pick up a copy of Licht + Wohnen when they want to furnish their flat and are unsure which light is best suited to which piece of furniture. Before getting a hold of a copy of Licht + Wohnen they are still looking for the right information and, indeed, some inspiration.

Our readers are **attentive and they are focused** and **your advert can inspire them before they decide to purchase!**

Our readers tend to **collect Licht + Wohnen and time and time again they will pick up the magazine– that, of course, increases the contact potential for your advertisement!**

Convey your brand through an attractive magazine which has a smart appearance.

Published: 6 times per year

Circulation: 42,000 copies

Distribution: Kiosk, luminaire shops, fairs, subscription

Licht+Wohnen is characterised by:

A modern, reader-friendly layout

High printing quality

Ambitious mood pictures

High-quality paper

Large format 230 x 300 mm

Number of copies published per edition: circa 42,000 copies



Advertisement format (in mm)

		Print Area [W x H]	Full-bleed [W x H]	4-color
1/1 Page		188 x 258	230 x 300	€ 7.200,-
2/3 Page	vertical	124 x 258	153 x 300	
	horizontal	188 x 184	230 x 200	€ 5.500,-
1/2 Page	horizontal	188 x 129	230 x 150	
	vertical	94 x 258	115 x 300	€ 4.200,-
1/3 Page Editorial	vertical	59 x 258	80 x 300	€ 4.200,-
1/3 Page	horizontal	188 x 85	230 x 106	
	vertical	59 x 258	80 x 300	€ 3.500,-
1/4 Page	horizontal	188 x 57	230 x 84	
	2-column	94 x 129	115 x 145	€ 2.800,-
	vertical	49 x 258	60 x 300	
Outside Back Cover			230 x 300	€ 8.600,-
2/1 double page		456 x 296	460 x 300	€ 14.400,-

VAT at the legally applicable rate will be added to all quoted prices.

Dates & Deadlines

Issue:	Editorial deadline/Advertisement Booking:	Print Material:	Publication:
1/11	19 Jan 2011	26 Jan 2011	16 Feb 2011
2/11	23 Feb 2011	03 Mar 2011	30 Mar 2011
3/11	13 Apr 2011	20 Apr 2011	18 May 2011
4/11	24 Aug 2011	31 Aug 2011	28 Sept 2011
Special Issue			
Market overview*	02 Sept/21 Sept 2011	28 Sept 2011	26 Oct 2011
5/11	02 Nov 2011	09 Nov 2011	07 Dec 2011

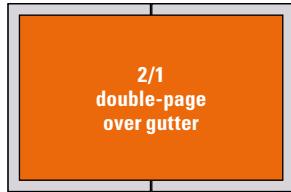
Discounts**Reductions on purchases within a 12-month period**

By pages		By insertions	
2 pages	5%	2 insertions	3%
4 pages	10%	4 insertions	5%
6 pages	15%	6 insertions	7%

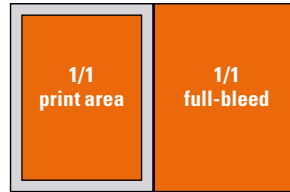
Agency commission: 15%

Rate Card No.2, valid from January 1st 2011

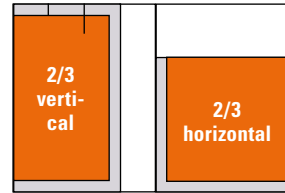
* Please ask for our separate rate card!



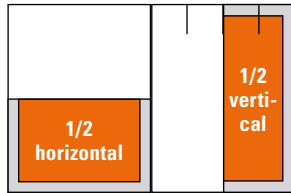
2/1
double-page
over gutter
Print area 456 x 296
Full-bleed 460 x 300



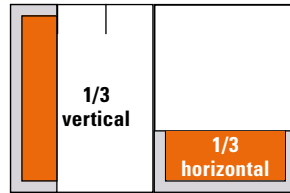
1/1 print area 188 x 258
1/1 full-bleed 230 x 300



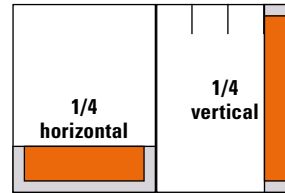
2/3 vertical 124 x 258
153 x 300
2/3 horizontal 188 x 184
230 x 200



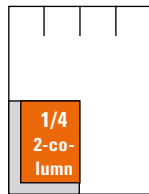
1/2 horizontal 188 x 129
230 x 150
1/2 vertical 94 x 258
115 x 300



1/3 vertical 59 x 258
80 x 300
1/3 horizontal 188 x 85
230 x 106





1/4 horizontal 188 x 63
230 x 84
1/4 vertical 49 x 258
60 x 300



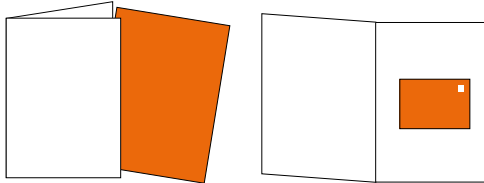
1/4 2-column 94 x 129
115 x 145

We would also be happy to handle the design of your advertisement. Just ask your advertising manager, who will explain the procedure and terms.
Phone: +49 (0) 81 31/56 55-57.

 Print area
 Full-bleed format: trim allowance of 3-5mm top, bottom and sides

Magazine format: 230 mm x 300 mm (W x H)

Loose inserts and postcards

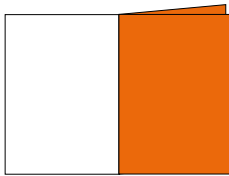


Format: max. width 220 mm, max. height 290 mm

Weight / Rate:

up to 25 g:	€ 100.-/1.000
Tip-on, postcard:	€ 45.-/1.000
Tip-on, Booklet up to 25g:	€ 90.-/1.000
Tip-on, Booklet up to 50g:	€ 150.-/1.000

Bound inserts



Format: Bound inserts must be delivered folded and untrimmed. The trim is 5mm at the top, 3mm at the side and bottom. Elements threatened by trimming must be placed at least 10 mm in from the trim border.

Rate:

2 pages:	€ 85.-/1.000
4 pages:	€ 115.-/1.000
8 pages:	€ 135.-/1.000
12 pages:	€ 145.-/1.000
16 pages:	€ 155.-/1.000

Design

The layout and content of loose and bound inserts must be such as to ensure that they are not confused with the editorial part of the magazine. Loose inserts must be amenable to machine processing. Delivery (freight paid) to the printers.

Delivery volume

The size of the print run fluctuates from issue to issue, so the number of loose or bound inserts required must be agreed at the time of placing the order.

Delivery deadline

The deadline for the delivery of all loose and bound inserts is the same as that for advertising copy and films destined for the issue in question.

Postal charges

Postal or shipping and handling expenses are not included.

Postal charges will be passed on to the customer unchanged and are not subject to discounts. Postal charges apply to loose inserts, postcards and bound inserts.

Advertorial

Advertorials will be conceived and created by the graphics department in accordance with the individual customer's wishes. The customer will provide the relevant background information and the necessary accompanying graphics/photos.

The publisher will then be responsible for the concept, layout and text and will use the material provided by the client. If required, we will also organise a photo shooting (the price for this will be in line with the request and the time and effort required). It goes without saying that the whole production takes place in close collaboration with the client. The page will be labelled with the advertorial.

Final deadline: Before the closing date and depending on the time and effort required.

Price: current price for advertising, 1/1 4c: 7,200,- Euro

Production costs: (concept, layout, text, without photoshooting)
1/1 Page: 1,000,- Euro, following pages: 500,- Euro per page.



Our Sales team will be pleased to assist you:
Daniel Jäger, Telefon: +49 (0)8131 / 56 55 - 57

Special forms of advertising

- **Special print: on request**
- **CD-ROM/DVD: on request**

Place your product and your company on a CD or DVD and ensure that your product receives the maximum attention!



Combination

Take advantage of our **combi-model** and place your advert in **Licht+Wohnen**, the trade magazine **LPI LIGHTING PRESS INTERNATIONAL** and our **trade fair newspaper the Frankfurt daily**, for the **light+building fair**.



Prices

Format	Size in Pixels	Price in €
Small Banner	234 x 60	400 €
Full Banner	468 x 60	500 €
Leaderboard	728 x 90	600 €
Skyscraper	120 x 600	700 €
Hockey Banner	840 x 90 and 140 x 600	800 €

The prices quoted in each case are for a 4-week run
Banners support rotating content!

www.lichtundwohnen-magazin.de

Want to present your products as a high-impact video or 3D-animation on our website? Then we should talk to each other.

Examples of effective online advertising slots



Small Banner
(234 x 60 Pixel)

With a small banner you can place your advert at the top of the web site. Users tend to be attracted to a small banner when they expect direct results through clicking on it.



Leaderboard
(728 x 90 Pixel)

The leader board banner is a wide band that covers the whole of the web page. This means that your advertisement actually has priority vis-à-vis the actual web page content.



Hockey-Banner
(840 x 90 und 140 x 600)

The hockey banner combines the advantages of the leader board Banner and skyscraper. It covers the heading and the web page's right hand margin. This ensures that there is an optimal response from visitors visiting the web page.



Full Banner
(468 x 60 Pixel)

The full banner can be placed in exactly the same way as the small banner it's only being bigger. Animated banners in this area are especially good at drawing the attention of anyone visiting the page.



Skyscraper
(120 x 600 Pixel)

The skyscraper is a real eye-catcher that runs along the right hand margin on the web page and it catches the user's attention without disturbing him or her in any way.

When ordering an advertisement, please supply the following information:

- customer name
- campaign name
- booking period
- site on which the ad is to be placed
- format
- someone to contact with any queries
- motif name (optional)
- URL to which the banner should be linked
- e-mail address for reporting

Delivery period and address

- image ads: 3 working days
- any other type: 5 working days
- dispo@lwmagazin.de

Editorial



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Publisher

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 Fax: +49 (0) 8131/5655-10
 CEOs Thilo M. Kramny, Oliver Kühn

Internet

www.lichtundwohnen-magazin.de

Bank details

Commerzbank Munich (Germany)
 Acc. No. 38 505 1100 (Sort code: 700 800 00)
 Sparkasse Bergkirchen (Germany)
 Acc. No. 27 000 66 87 (Sort code: 700 515 40)

Payment conditions: 14 days net

Magazine format: 230 mm (W) x 300 mm (H)

Trim allowance for full-bleeds: 3 - 5 mm top, bottom and side

Print area: 188 mm (W) x 258 mm (H)

Printing process: Reel-fed offset

Special colours: Special colours are not possible in HKS or Pantone. If the colour impression is wanted, it must be remixed in CMYK mode. Variations in intensity within the tolerance limits of the rotary offset process are to be expected. In the case of colour advertisements, a colour proof is needed to ensure true colour reproduction. Please consult the table on the right for colour gain.

Printing materials: Reproducible job files. Layout and lithos can be created for you, though we charge for this. For reproductions a line screen of 60 is required. A four-colour solid should not exceed the specification of 270% total density. The presentation copy must have a minimum coverage of D 3.50. The reproducible tone value range is 4% – 96%. The colour sequence is black, cyan, magenta, yellow.
Please consult the table for dot gain.

Delivery: To the Publisher. Exceptions: loose, glued or stapled supplements etc. should be sent directly to the bookbinder (address upon enquiry). Please mark the materials to be delivered clearly with the name of the magazine and the issue.

Delivery deadlines: For the delivery deadlines please consult the advertising scheduler.

Colour increase		
Linear	Depth	Colours
0%	0%	0%
5%	7,6%	7,4%
10%	15,2%	14,8%
15%	22,8%	22,8%
20%	30,4%	29,6%
25%	38,0%	37,0%
30%	45,3%	44,3%
35%	52,7%	51,7%
40%	60,0%	59,0%
45%	65,5%	64,5%
50%	71,0%	70,0%
55%	75,0%	74,0%
60%	79,0%	78,0%
70%	87,0%	86,0%
75%	91,0%	90,0%
80%	95,0%	94,0%
85%	96,3%	95,5%
90%	97,5%	97,0%
95%	98,8%	98,5%
100%	100,0%	100,0%

For questions relating to how the data should be sent, please consult our Advertising Scheduling: **Tel. +49 (0) 8131/56 55-13**

1. Data transfer

For the production to proceed without hitches, the data exchange is of paramount importance. Please observe the following guidelines when preparing your documents:

- make sure any special colours in the document are included and unused special colours deleted
- make sure the trim allowance of 3-5 mm is respected
- make sure the overfill and overprint settings are correct
- make sure black is overprinted correctly
- check the resolution of images and graphics (300 dpi)
- make sure the colours are in CMYK mode
- make sure integrated images in QuarkXPress are in TIFF or EPS format (no JPGs or RGB)
- no ICC profile should be used in the document. For a correct representation we require the CMYK color information
- do not use register marks or color control strips in your document and take care that the trim and bleed allowance marks are a sufficient distance from the edge of the page
- **Computer viruses:** Please check your data for viruses before sending it. We cannot process virus-infected data and will simply delete it.

2. Data storage mediums

Transfer by DSM: only CD-ROM or DVD-R are accepted; no rewritable mediums.

Transfer by FTP: Please phone **+49 (0) 81 31 / 56 55-13** or **+49 (0) 81 31 / 56 55-691** and ask for the access codes

Transfer by e-mail: Send your documents to: dispo@l-p-i.de

3. File formats

We prefer files in PDF format. To create a PDF file, you must first create a Postscript file. You can download the requisite printer driver ("prinergy refiner")

as well as the Job Options for Acrobat Distiller from ppvmedien.de/download, where you will also find a guide to the creation of PDF files. Please note that the PDF files produced must be compatible with Adobe CS2.

Points to observe when sending open files:

We process the following documents on the Mac:

QuarkXPress up to 6.5, InDesign up to CS2, Freehand up to MX, Illustrator up to CS2, Photoshop up to CS2. Please always include the high-resolution images and Postscript fonts you are using with the open files. N.B. No PDF files can be generated from Word documents created on a PC!

4. Scheduling procedure

We process the following documents on the Mac:

QuarkXPress up to 6.5, InDesign up to CS2, Freehand up to MX, Illustrator up to CS2, Photoshop up to CS2. Please always include the high-resolution images and Postscript fonts you are using with the open files. N.B. No PDF files can be generated from Word documents created on a PC!

Checking: We check incoming data within one to two working days. In the case of incorrect or defective data or files you will be informed.

Naming the advertisement: assign all the files pertaining to an advertisement (including images and fonts used) to a common folder named in accordance with the following convention:

Example: Light-608-CustomerName (When naming your folder, please avoid using spaces and special characters such as ä, ö, ü, ß, Ä, Ö or Ü)

Cover letter: Please enclose with the data transmitted a digital text document containing information on the sender, the name of the customer, a telephone number (in case we have any questions), the names of the files and the name and the issue of the magazine in which the advertisement is to appear. The information should include the size (width x height) of the advertisement as well as stipulations as to colour (e.g. black and white, 4-colour etc.).

January	February	March	April	May	June	July	August	September	October	November	December
1 Sa	1 Tu	1 Tu	1 Fr	1 Su	1 We	1 Fr	1 Mo	1 Th	1 Sa	1 Tu	1 Th
2 Su	2 We	2 We	2 Sa	2 Mo	2 Th	2 Sa	2 Tu	2 Fr	2 Su	2 We	2 Fr
3 Mo	3 Th	3 Th CF 02	3 Su	3 Tu	3 Fr	3 Su	3 We	3 Sa	3 Mo	3 Th	3 Sa
4 Tu	4 Fr	4 Fr	4 Mo	4 Tu	4 Sa	4 Mo	4 Th	4 Su	4 Tu	4 Fr	4 Su
5 We	5 Sa	5 Sa	5 Tu	5 Th	5 Su	5 Tu	5 Fr	5 Mo	5 We	5 Sa	5 Mo
6 Th	6 Su	6 Su	6 We	6 Fr	6 Mo	6 We	6 Sa	6 Tu	6 Th	6 Su	6 Tu
7 Fr	7 Mo	7 Mo	7 Th	7 Sa	7 Tu	7 Th	7 Su	7 We	7 Fr	7 Mo	7 We ADP 06
8 Sa	8 Tu	8 Tu	8 Fr	8 Su	8 We	8 Fr	8 Mo	8 Th	8 Sa	8 Tu	8 Th
9 Su	9 We	9 We	9 Sa	9 Mo	9 Th	9 Sa	9 Tu	9 Fr	9 Su	9 We CF 06	9 Fr
10 Mo	10 Th	10 Th	10 Su	10 Tu	10 Fr	10 Su	10 We BD 04	10 Sa	10 Mo	10 Th	10 Sa
11 Tu	11 Fr	11 Fr	11 Mo	11 We	11 Sa	11 Mo	11 Th	11 Su	11 Tu	11 Fr	11 Su
12 We	12 Sa	12 Sa	12 Tu	12 Th	12 Su	12 Tu	12 Fr	12 Mo	12 We	12 Sa	12 Mo
13 Th	13 Su	Ambiente, Frankfurt	13 Su	13 We BD 03	13 Fr	13 Mo	13 Sa	13 Tu	13 Th	13 Su	13 Tu
14 Fr	14 Mo	14 Mo	14 Th	14 Fr	14 Sa	14 Tu	14 Th	14 Su	14 We ADP 04	14 Fr	14 We
15 Sa	15 Tu	15 Tu	15 Fr	15 Su	15 We	15 Fr	15 Mo	15 Th	15 Sa	15 Tu	15 Th
16 Su	16 We ADP 01	16 We	16 Sa	16 Mo	16 Th	16 Sa	16 Tu	16 Fr	16 Su	16 We	16 Fr
17 Mo	17 Th	17 Th	17 Tu	17 We	17 Fr	17 Su	17 We CF 04	17 Sa	17 Mo	17 Th	17 Sa
18 Tu	18 Fr	18 Fr	18 Mo	18 We ADP 03	18 Tu	18 Sa	18 Mo	18 Th	18 Tu	18 Fr	18 Su
19 We	19 Sa	19 Sa	19 Tu	19 Th	19 Su	19 Tu	19 Fr	19 Mo	19 We	19 Sa	19 Mo
20 Th	20 Su	inventa, Karlsruhe	20 Su	20 We CF 03	20 Fr	20 Mo	20 We	20 Sa	20 Tu	20 Th	20 Tu
21 Fr	21 Mo	21 Mo	21 Th	21 Sa	21 Tu	21 Th	21 Su	21 We BD 05	21 Fr	21 Mo	21 We
22 Sa	22 Tu	22 Tu	22 Fr	22 Su	22 We	22 Fr	22 Mo	22 Th	22 Sa	22 Tu	22 Th
23 Su	23 We	23 We	23 Sa	23 Mo	23 Th	23 Sa	23 Tu	23 Fr	23 Su	23 We	23 Fr
24 Mo	24 Th	24 Th	24 Su	24 Tu	24 Fr	24 Su	24 We	24 Sa	24 Mo	24 Th	24 Sa
25 Tu	25 Fr	25 Fr	25 Mo	25 We	25 Sa	25 Mo	25 Th	25 Su	25 Tu	25 Fr	25 Su
26 We CF 01	26 Sa	26 Sa	26 Tu	26 Th	26 Su	26 Tu	26 Fr	26 Mo	26 We ADP 05	26 Sa	26 Mo
27 Th	27 Su	27 Su	27 We	27 Fr	27 Mo	27 We	27 Sa	27 Tu	27 Th	27 Su	27 Tu
28 Fr	28 Mo	28 Mo	28 Th	28 Sa	28 Tu	28 Th	28 Su	28 We CF 05	28 Fr	28 Mo	28 We
29 Sa	29 Tu	29 Tu	29 Fr	29 Su	29 We	29 Fr	29 Mo	29 Th	29 Sa	29 Tu	29 Th
30 Su	30 We	30 We ADP 02	30 Sa	30 Mo	30 Th	30 Sa	30 Tu	30 Fr	30 Su	30 We	30 Fr
31 Mo	31 Th	31 Th	31 Tu	31 We	31 We	31 Su	31 We	31 Mo	31 Tu	31 We	31 Sa

BD 06
 Consumenta, Nürnberg
 Heim+Handwerk, München

CF 06

ADP 06

BD 03

EuroLuce/Eurocucina, Mailand

ADP 04

CF 04

ADP 03

BD 01

imm cologne/living kitchen, Köln

BD 05

BD 02

ADP 05

CF 05

Consumenta, Nürnberg

Heim+Handwerk, München

Our media competence in the lighting area

Licht+Wohnen

Licht+Wohnen is the first general-interest magazine exclusively devoted to the topics "Light and Luminaires". The focus is on inspiration through lighting design and information on luminaires.

www.lichtundwohnen-magazin.de



LPI - LIGHTING PRESS INTERNATIONAL as a trade magazine specializes in lighting as well as building technology and management, with the focus on light – its use indoors and out. Targetting architects, lighting planners, interior designers and electrical planners.

www.l-p-i.de



Produced on site, Frankfurt Daily channels information between exhibitors and visitors to the Light+Building fair.

www.daily.ppvmedien.de

1. The term "advertising order" in the General Terms of Trade that follow refers to the contract for the publishing of one or several advertisements of an advertiser in a publication with the aim of dispersal.

2. In case of doubt, the delivery of advertisements for publication can be called for within a year of the conclusion of the contract. If in the context of an agreement the right to call for delivery of individual advertisements is granted, the order is to lapse within a year of the appearance of the first advertisement, in as far as delivery of the first has been called for and it has been published within the period named in the first sentence. In the case of terminations, the Customer is entitled, within the agreed limit or that stipulated in clause 2, to call for delivery of further advertisements over and above the quantity stipulated in the contract.

3. If the contract is not fulfilled as a result of circumstances for which the Publisher is not responsible, the Customer, regardless of any other legal obligations, must refund to the Publisher the difference between the discount granted and that which would correspond with the actual purchase. The refund does not apply if the non-fulfilment results from force majeure where the risk falls to the Publisher. In commercial practice, responsibility for the premeditated acts or gross negligence of simple agents for whom a party is vicariously liable is limited to foreseeable damage.

4. No guarantee is offered that advertisements and inserts will be placed in particular numbers of, particular issues of, or particular locations within, a publication, unless it has been expressly agreed that the advertisement or insert will appear in particular numbers of, particular issues of, or in particular locations within, the publication.

5. Advertisements which, due to their editorial presentation are not recognisable as advertisements, will be clearly labelled by the Publisher with the word "Anzeige" to make clear that they are in fact advertisements.

6. The Publisher reserves the right to reject orders for advertisements – even legally binding confirmed orders and individual requests for delivery within an agreement – as well as orders for inserts or supplements on account of the content, origin or technical form in accordance with uniform, objectively justifiable fundamental principles of the Publisher if their content in the considered opinion of the Publisher offends against the law, official regulations or standards of decency or it would be unreasonable to expect the Publisher to publish them. Orders for inserts or supplements only become binding upon the Publisher once a sample has been presented to, and approved by, the Publisher. Inserts or supplements whose format or presentation is such as to give readers the impression that they are part of the magazine or newspaper or which contain third-party advertisements are not accepted. The Customer will be notified immediately in such cases that the order has been rejected.

7. The Customer is responsible for the punctual delivery of the text of the advertisement as well as of faultless print documents, supplements or inserts. The Publisher has the right to demand that noticeably unsuitable or damaged print materials should be replaced immediately. If these are not delivered on time or before the agreed printing deadline, the Contractor is entitled, in as far as this is possible, to bring such materials as are unsuitable for printing into a printworthy condition at the Customer's expense (new layout, smooth films, copies of colour sets etc.). The Publisher guarantees the usual quality of printing for the relevant publication within the limitations imposed by the print materials. The colours used are according to the Euroscale, special colours will be as close to the model as it is possible to come using Euroscale colours, the charges for which depend upon the number of scale colours required. Special colours not created using scale colours will, like print perforations, only be used upon request.

8. The Customer has a claim in the case of fully or partly illegible, incorrect or incomplete printing of the advertisement to a reduction of the price or else to a faultless replacement advertisement, but only to the extent that the effectiveness of the advertisement has been impaired. If the Publisher allows a reasonable period of grace for doing this to expire, the Customer has the right to withdraw

from the contract. Claims for compensation based on impossibility of performance, delay, positive claim violation, indebtedness at the conclusion of the contract and tort are excluded, unless they are based on premeditation or gross negligence on the part of the Publisher, its legal representatives or an agent for which it is vicariously liable. Further liability of the Publisher is excluded unless damage has resulted directly as a result of the violation of warranted characteristics. Complaints must be made within four weeks of the appearance of the publication. The Publisher accepts no liabilities for deficiencies resulting from telephone, telex or faxed transmissions of any kind nor for the accuracy of translations.

9. Proofs are delivered only if expressly requested. The Customer bears the responsibility for the accuracy of the delivered proofs. If two days before printing is due to begin, the Customer has still not returned a proof that was delivered to him on time, this will be construed as approval of the proof by the Customer.

10. In the case of delays in payment, the Publisher can postpone further performance of the current contract until payment is made and demand prepayment in respect of performance of the rest of the contract. If reasonable doubts exist as to the ability of the Customer to pay, the Publisher is entitled, even during the running period of an advertising agreement to make the appearance of further advertisements conditional on prepayment of the full amount and the settlement of other invoices awaiting payment even if a credit period has been previously agreed.

11. If desired, the Publisher will deliver in return for a fee documentary proof that an advertisement has appeared; depending upon the type and extent of the advertising contract, this may take the form of a clipping, a page or an entire issue of the magazine. In cases where such evidence can no longer be obtained, the Publisher will supply instead a legally binding written confirmation that the advertisement has been published and of its circulation.

12. The insertion of advertisements proceeds continuously from the next available issues in the absence of an agreement to the contrary. The Publisher reserves the right to delay the date of publication for technical or other reasons. No responsibility is accepted for the insertion of advertisements in particular locations or particular issues. If advertising contracts do nonetheless contain stipulations as to placement, the other conditions of the contract will continue to be valid in all circumstances even if the stipulations as to placement cannot be complied with. Stipulations as to placement will be surcharged at the agreed unit rate. The exclusion of competitors is not possible.

13. Costs for the making up of ordered relief plates, stencils and drawings as well as for significant alterations requested by the Customer or for which the Customer is responsible to the performance originally agreed will be borne by the Customer.

14. In the case of digital displays, the Publisher undertakes to use the care of a proper merchant for the custody and transmission of the supplied material. Registered letters and express letters containing digital displays will be forwarded by normal post. The responsibility to forward ends eight weeks after the appearance of the digital displays.

15. Stencils will only be returned if this is expressly requested by the Customer. The duty to store them ends three months after the appearance of the last advertisement.

16. The place of performance is the head office of the Publisher. The place of jurisdiction, in so far as the law does not provide otherwise, is that of the head office of the Publisher. In the case that the head office or the usual place of residence of the Customer at the time of the institution of proceedings is unknown or else in the case where the Customer after conclusion of the contract moves his head office or usual place of residence beyond the scope of the law, it will be agreed that the place of jurisdiction is that of the head office of the Publisher.