


# LIGHT+WOHNEN

Inspirationen für Lichtdesign



**Rate Card  
2012**

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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, OLED, energy saving lamps, health and wellness

**Dream couples:** which luminaire goes with which furniture?

**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 1/12, February 22th**

**To relax with all senses: private wellness oases**

- Trends from the imm cologne 2012
- New kitchen concepts
- Light+furniture = Lighting furniture
- Surfaces, materials, textiles und light

## **Issue 2/12, March 04th**

**light+building 2012 - issue**

**Large LED- and OLED-special**

- New LED-luminaires and illuminants
- „Smart homes“: building services engineering, light switches, multimedia+sound
- Beautifull design for the garden

## **Issue 3/12, June 13th**

**To enjoy with all senses: Design for cooking+meal**

- Trends from the light+building
- Trends from the furniture exhibition in Milan
- Outdoor-lighting, Safety by light
- Intelligent daylight- and shadowing-systems

## **Issue 4/12, September 12th**

**Living and working**

- Light and Design in the Home-Office
- One year after the off for the light bulb: New lighting concepts
- Lightsystems
- Light for seniors

## **Special issue ,Der Leuchtenmarkt 2012/2013 October 24th**

In a reliable way 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 5/12, December 5th**

**Cuddly ambience at home:**

**light and furniture, which are inviting to relax**

- Energy-special
- Real pieces of jewellery: candelabra and crystal chandeliers
- Light for health
- Comforting warm: open fire, torches und candles

### 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:** 5 times per year + special issue

**Circulation:** 40,000 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 40,000 copies



## Advertisement format (in mm)

		Print Area [W x H]	Full-bleed* [W x H]	4-color
<b>1/1 Page</b>		188 x 258	230 x 300	€ 7.300,-
<b>2/3 Page</b>	vertical	124 x 258	153 x 300	
	horizontal	188 x 184	230 x 200	€ 5.600,-
<b>1/2 Page</b>	horizontal	188 x 129	230 x 150	
	vertical	94 x 258	115 x 300	€ 4.280,-
<b>1/3 Page Editorial</b>	vertical	59 x 258	80 x 300	€ 4.280,-
<b>1/3 Page</b>	horizontal	188 x 85	230 x 106	
	vertical	59 x 258	80 x 300	€ 3.570,-
<b>1/4 Page</b>	horizontal	188 x 57	230 x 84	
	2-column	94 x 129	115 x 145	€ 2.860,-
	vertical	49 x 258	60 x 300	
<b>Outside Back Cover</b>			230 x 300	€ 8.770,-
<b>2/1 double page</b>		456 x 296	460 x 300	€ 14.600,-

\*please add 3-5 mm trim on all sides.

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

## Dates & Deadlines

Issue:	Editorial deadline/Advertisement Booking:	Print Material:	Publication:
1/12	19 Jan 2012	26 Jan 2012	22 Feb 2012
2/12	29 Feb 2012	07 Mar 2012	04 Apr 2012
3/12	08 May 2012	15 May 2012	13 Jun 2012
4/12	06 Aug 2012	14 Aug 2012	12 Sept 2012
Special Issue			
Market overview*	03 Sept/19 Sept 2012	26 Sept 2012	24 Oct 2012
5/12	31 Oct 2012	08 Nov 2012	05 Dec 2012

\* Please ask for our separate rate card!

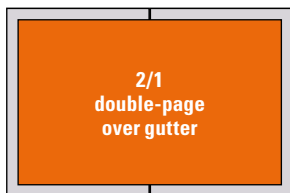
## Discounts

### Reductions on purchases within a 12-month period

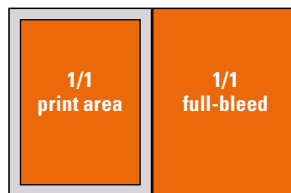
By pages	By insertions		
2 pages	5%	2 insertions	3%
4 pages	10%	4 insertions	5%
6 pages	15%	6 insertions	7%

**Agency commission: 15%**

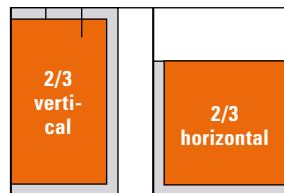
Rate Card No.3, valid from January 1st 2012



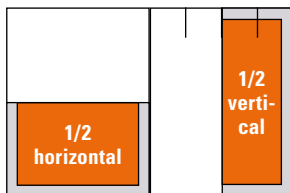
Print area 456 x 296  
Full-bleed 460 x 300



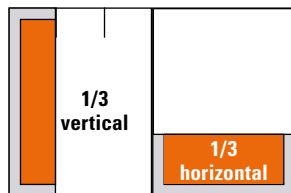
188 x 258      230 x 300



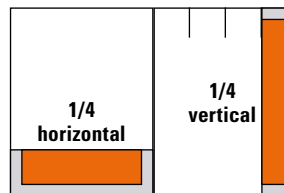
124 x 258      188 x 184  
153 x 300      230 x 200



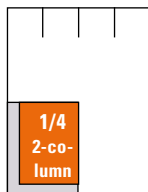
188 x 129      94 x 258  
230 x 150      115 x 300



59 x 258      188 x 85  
80 x 300      230 x 106



188 x 63      49 x 258  
230 x 84      60 x 300



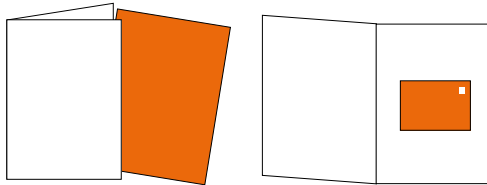
94 x 129  
115 x 145

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 55-64.

 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**

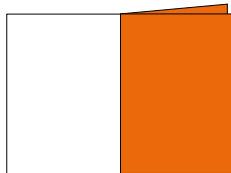


**Format:** max. width 220 mm, max. height 290 mm

**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

## 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.

## 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.

## 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.

## 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: 7.300,- 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 - 64

## 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.de](http://www.lichtundwohnen.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 pixels)

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.



**Full Banner**  
(468 x 60 pixels)

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.



**Leaderboard**  
(728 x 90 pixels)

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.



**Skyscraper**  
(120 x 600 pixels)

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.



**Hockey-Banner**  
(840 x 90 pixels and 140 x 600 pixels)

The hockey banner combines the advantages of the leader board Banner und 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.

## 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

**Now online with**  
**Licht+Wohnen**

**The following data-formats could be delivered: .gif, (animated and static), .png and .jpg. Please deliver the booked format. The formats have to be in the correct width and height in pixel as named in our rate card, with a solution of 72dpi.**

## Editorial



### Editor-in-Chief

Emre Onur  
Tel.: +49 (0)81 31/5655-674  
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## Advertising



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### Advertising Sales Manager Gabriele Springer

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gabriele.springer@lwmagazin.de



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Fax: +39 / 051 / 682 01 59  
mobil: +39 / 328 / 381 78 41  
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We look forward  
to seeing you 😊

## Publisher

# PPVMEDIEN

PPVMEDIEN GmbH  
Postfach 57, D-85230 Bergkirchen, Germany  
Phone: +49 (0) 8131/56 55-0  
Fax: +49 (0) 8131/56 55-10  
CEOs Thilo M. Kramny, Oliver Kühn

## Internet

[www.lichtundwohnen.de](http://www.lichtundwohnen.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		Colours
Linear	Depth	
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](mailto: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](http://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 Ú)

**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 2012	February 2012	March 2012	April 2012	May 2012	June 2012	July 2012	August 2012	September 2012	October 2012	November 2012	December 2012
1 Su	1 We	1 Th	1 Su	1 Tu	1 Fr	1 Su	1 We	1 Sa	1 Mo	1 Th	1 Sa
2 Mo	2 Th	2 Fr	2 Mo	2 We	2 Sa	2 Mo	2 Th	2 Su	2 Tu	2 Fr	2 Su
3 Tu	3 Fr	3 Sa	3 Tu	3 Th	3 Su	3 Tu	3 Fr	3 Mo	3 We	3 Sa	3 Mo
4 We	4 Sa	4 Su	4 We <b>CF 02</b>	4 Fr <b>APD 02</b>	4 Mo	4 We	4 Sa	4 Tu	4 Th	4 Su	4 Tu
5 Th	5 Su	5 Mo	5 Th	5 Sa	5 Tu	5 Th	5 Su	5 We	5 Fr	5 Mo	5 We <b>APD 05</b>
6 Fr	6 Mo	6 Tu	6 Fr	6 Su	6 We	6 Fr	6 Mo <b>BD 04</b>	6 Th	6 Sa	6 Tu	6 Th
7 Sa	7 Tu	7 We	7 Sa	7 Mo	7 Th	7 Sa	7 Tu	7 Fr	7 Su	7 We	7 Fr
8 Su	8 We	8 Th	8 Su	8 Tu <b>BD 03</b>	8 Fr	8 Su	8 We	8 Sa	8 Mo	8 Th <b>CF 05</b>	8 Sa
9 Mo	9 Th	9 Fr	9 Mo	9 We	9 Sa	9 Mo	9 Th	9 Su	9 Tu	9 Fr	9 Su
10 Tu	10 Fr	10 Sa	10 Tu	10 Th	10 Su	10 Tu	10 Fr	10 Mo	10 We	10 Sa	10 Mo
11 We	11 Sa	11 Su	11 We	11 Fr	11 Mo	11 We	11 Sa	11 Tu	11 Th	11 Su	11 Tu
12 Th	12 Su <b>Ambiente, Frankfurt</b>	12 Mo	12 Th	12 Sa	12 Tu	12 Th	12 Su	12 We <b>APD 04</b>	12 Fr	12 Mo	12 We
13 Fr	13 Mo	13 Tu	13 Fr	13 Su	13 We <b>APD 03</b>	13 Fr	13 Mo	13 Th	13 Sa	13 Tu	13 Th
14 Sa	14 Tu	14 We	14 Sa	14 Mo	14 Th	14 Sa	14 Tu <b>CF 04</b>	14 Fr	14 Su	14 We	14 Fr
15 Su	15 We	15 Th	15 Su	15 Tu <b>CF 03</b>	15 Fr	15 Su	15 We	15 Sa	15 Mo	15 Th	15 Sa
16 Mo	16 Th	16 Fr	16 Mo	16 We	16 Sa	16 Mo	16 Th	16 Su	16 Tu	16 Fr	16 Su
17 Tu	17 Fr <b>imm cologne, Köln</b>	17 Sa	17 Tu	17 Th	17 Su	17 Tu	17 Fr	17 Mo	17 We	17 Sa	17 Mo
18 We	18 Sa <b>BD 01</b>	18 Su	18 We	18 Th	18 Mo	18 We	18 Sa	18 Tu	18 Th	18 Su	18 Tu
19 Th	19 Su	19 Mo	19 Th	19 Sa	19 Tu	19 Th	19 Su	19 We	19 Fr	19 Mo	19 We
20 Fr	20 Mo	20 Tu	20 Fr	20 Su	20 We	20 Fr	20 Mo	20 Th	20 Sa	20 Tu	20 Th
21 Sa	21 Tu	21 We	21 Sa	21 Mo	21 Th	21 Sa	21 Tu	21 Fr	21 Su	21 We	21 Fr
22 Su	22 We <b>APD 01</b>	22 Th	22 Su <b>isaloni, Mailand</b>	22 Tu	22 Fr	22 Su	22 We	22 Sa	22 Mo	22 Th	22 Sa
23 Mo	23 Th	23 Fr	23 Mo	23 We	23 Sa	23 Mo	23 Th	23 Su	23 Tu	23 Fr	23 Su
24 Tu	24 Fr	24 Sa	24 Tu	24 Th	24 Su	24 Tu	24 Fr	24 Mo	24 We	24 Sa	24 Mo
25 We	25 Sa	25 Su	25 We	25 Fr	25 Mo	25 We	25 Sa <b>Tendence, Frankfurt</b>	25 Tu	25 Th	25 Su	25 Tu
26 Th <b>CF 01</b>	26 Su	26 Mo	26 Th	26 Sa	26 Tu	26 Th	26 Su	26 We	26 Fr	26 Mo	26 We
27 Fr	27 Mo	27 Tu	27 Fr	27 Su	27 We	27 Fr	27 Mo	27 Th	27 Sa	27 Tu	27 Th
28 Sa	28 Tu	28 We	28 Sa	28 Mo	28 Th	28 Sa	28 Tu	28 Fr	28 Su	28 We	28 Fr
29 Su	29 We	29 Th <b>BD 02</b>	29 Su	29 Tu	29 Fr	29 Su	29 We	29 Sa	29 Mo	29 Th	29 Sa
30 Mo	30 Th	30 Fr	30 Mo	30 We	30 Sa	30 Mo	30 Th	30 Su	30 Tu	30 Fr	30 Su
31 Tu	31 We	31 Sa	31 Tu	31 Th	31 Fr	31 Tu	31 Fr	31 We	31 We <b>BD 05</b>	31 Mo	31 Mo

BD-Booking Deadline for advertisements

CF-Copy and Film deadline for advertisements

APD-Anticipated Publication Date

SI-Special Issue

**Our media expertise in lighting**

**3 strong brands, one strong partner**

**LIGHT+WOHNEN**  
Inspirationen für Lichtdesign

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.de](http://www.lichtundwohnen.de)**

**LPI** LIGHTING PRESS  
INTERNATIONAL

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](http://www.l-p-i.de)**

Frankfurt **daily**

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

**[www.daily.ppvmedien.de](http://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.