

DER AKTIONÄR

Media data | valid from 01/01/2022 | Price list no. 35

PRINT



PROFILE

DER AKTIONÄR is a well-established name among financial magazines in Germany. First published in 1996, Germany's leading stock-market magazine is a must-read at all German stock exchanges, regularly ranking among the best-selling financial magazines. This year, DER AKTIONÄR was the only financial magazine to make it into the top 100 of the best-selling magazines at the newsstands.

A key feature of the weekly magazine is the model stock portfolio, which offers investors valuable guidelines. Another key feature is the unique chart check, with the editorial team publishing dozens of updates on current stock picks every week. An extensive statistics section completes the magazine.

Our goal has always been to provide retail investors with solid, financially valuable information. In addition to the print magazine DER AKTIONÄR, we offer the streaming platform DER AKTIONÄR TV as well as other digital formats covering topics such as the stock market, stocks, and investments.



DER AKTIONÄR weekly magazine – print + ePaper



deraktionaer.de – online portal and social media



DER AKTIONÄR TV – Live, VoD, and Youtube

STOCKS

Top tips ranging from conservative to speculative, with a close look at individual stocks

DERIVATIVES

Breaking news about certificates, including a model derivative portfolio

FUNDS & ETFs

Details on the world's most attractive funds

CFDs & FOREX

From strategies to trading recommendations

BONDS

Focusing on the most interesting corporate bonds

COVER STORY

A weekly analysis of the market's hottest topic

CHART CHECK

An overview of all stock picks

PORTFOLIO & CO

General trading and investment information plus various model portfolios



TERMS & CONDITIONS

PUBLISHER INFORMATION & TECHNICAL SPECIFICATIONS

PLASSEN BUCHVERLAGE

SUPPLEMENTS, TIP-ONS & INSERTS

DATES & SPECIALS

AD SPECIALS

TYPES OF ADVERTISING & RATES

SCOPE & TARGET AUDIENCE

PROFILE

SCOPE AND TARGET AUDIENCE

circulation of DER AKTIONÄR

print copies 51,122
distributed copies 44,888

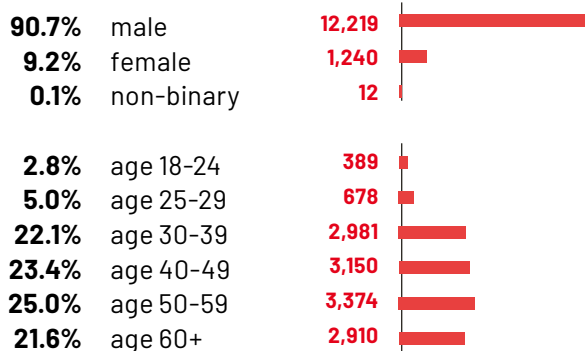
sold copies 44,528
subscriptions 26,518



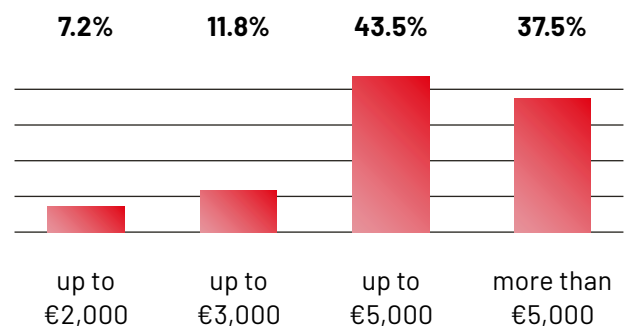
Readership of DER AKTIONÄR

gender and age

index = 100%

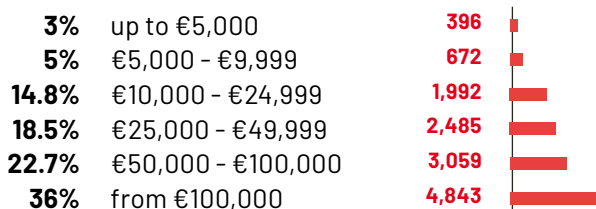


net income/month



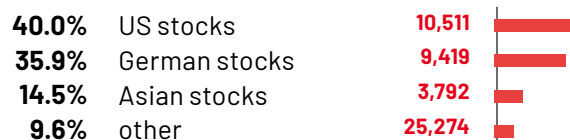
securities portfolio

index = 100%



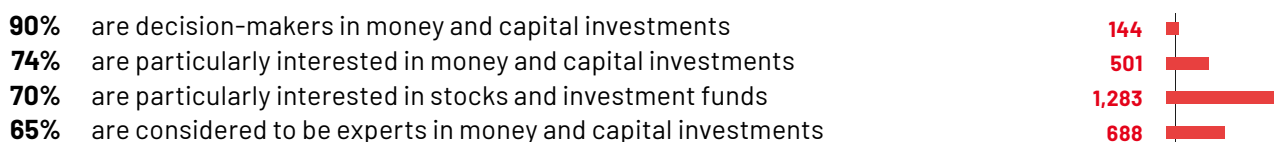
affinities

index = 100%



characteristics

index = 100%



















Ø number of trades per year



FOR MORE DETAILED FIGURES, PLEASE VISIT [BOERSENMEDIEN.DE/SALES/MEDIEN.HTML](https://boersenmedien.de/sales/medien.html)

Sources: IVW Q3/21, customer survey 07/21

TYPES OF ADVERTISING AND RATES

	SIZE in page fractions	TRUNCATED ADS + 5 mm bleed difference	TYPE AREA	PRICES 4C
	standard	width x height in mm	width x height in mm	
	1/1 page	210 x 280	180 x 233	€14,800.00
	2/3 page portrait	136 x 280	121 x 233	€10,900.00
	1/2 page portrait	102 x 280	90 x 233	€8,500.00
	1/2 page landscape	210 x 133	180 x 119.5	
	1/3 page portrait	70 x 280	58 x 233	€6,000.00
	1/3 page landscape	210 x 95	180 x 81.5	
	1/4 page portrait	102 x 133	90 x 119.5	€5,500.00
	1/4 page landscape	210 x 73	180 x 59.5	
	junior page	136 x 182	121 x 168.5	€9,000.00
	island ad	-	56.5 x 25 to 100	€50/mm
cover pages				
	cover ad	210 x 35	-	€14,800.00
	cover page 2/3/4	210 x 280	-	€16,000.00
	cover page 5/6	120 x 280 (cover page 4 needs to be adjusted to 208 x 280 mm)	-	on request
double-page ads				
	panorama ad	420 x 95	-	€15,000.00
	tunnel ad	264 x 170	-	€15,000.00
	opening spread (cov. 2 + 1/3 page 3)	210 x 280 + 70 x 280	390 x 233 + 58 x 233	€25,000.00
	spread 1/1	420 x 280	390 x 233	€27,000.00
	spread 1/2	420 x 133	390 x 119.5	€15,500.00
	spread 1/3	420 x 95	390 x 81.5	€11,000.00

Subject to modifications. All prices are calculated ex VAT.

TERMS &
CONDITIONS

PUBLISHER INFOR-
MATION & TECHNICAL
SPECIFICATIONS

PLASSEN
BUCHVERLAGE

SUPPLEMENTS,
TIP-ONS &
INSERTS

DATES &
SPECIALS

AD SPECIALS

TYPES OF
ADVERTISING &
RATES

SCOPE & TARGET
AUDIENCE

PROFILE

AD SPECIALS

SIZE in page fractions	TRUNCATED ADS + 5 mm bleed difference	NUMBER OF CHARACTERS	TYPE AREA	PRICES 4C
advertorials	width x height in mm		width x height in mm	
1/1 page	210 x 280	2,500 - 3,000 characters with picture	180 x 233	€16,500.00
1/2 page landscape	210 x 133	1,500 - 1,800 characters with picture	180 x 119.5	€9,500.00
island ad	-		56.5 x 25 to 100	€100/mm
licensing rights	delivery		licensing period	
per page	via PDF		12 months	€500.00

DATE ANNOUNCEMENT



COVER POSTCARD



COLUMN SPONSORSHIPS

TIP:
Additional scope with
sponsoring on TV and online



COVER UP



GATE FOLD



DISCOUNT SCALE*

pages	in %
from 3	3
from 5	5
from 7	9
from 10	12

CONCEPT + OFFER and other specials on request!

SALES PACKAGES

We would be happy to create an individual offer together with you – just contact us!

Subject to modifications.
Additional sizes and layouts of the advertorials on request.
All prices are calculated ex VAT.

*valid for all advertising formats excluding production costs.
**DER AKTIONÄR logo: When occupying the retail sales circulation, an area of 11 mm x 46 mm in the top left corner of the 1st cover page must be kept empty.

DATES

CW	NO.	ON-SALE DATE		BOOKING DEADLINE*	SUBMISSION DEADLINE	FURTHER INFORMATION**
		Print (on-sale+subscr.)	ePaper (digital)			
52	52/21 + 01/22	Thu 23/12/2021	Tue 21/12/2021	Tue 14/12/21	Wed 15/12/21	
1	02/22	Fri 07/01/2022	Tue 04/01/2022	Tue 28/12/21	Wed 29/12/21	
2	03/22	Fri 14/01/2022	Wed 12/01/2022	Tue 04/01/22	Wed 05/01/22	
3	04/22	Fri 21/01/2022	Wed 19/01/2022	Wed 12/01/22	Thu 13/01/22	
4	05/22	Fri 28/01/2022	Wed 26/01/2022	Wed 19/01/22	Thu 20/01/22	
5	06/22	Fri 04/02/2022	Wed 02/02/2022	Wed 26/01/22	Thu 27/01/22	
6	07/22	Fri 11/02/2022	Wed 09/02/2022	Wed 02/02/22	Thu 03/02/22	
7	08/22	Fri 18/02/2022	Wed 16/02/2022	Wed 09/02/22	Thu 10/02/22	
8	09/22	Fri 25/02/2022	Wed 23/02/2022	Wed 16/02/22	Thu 17/02/22	
9	10/22	Fri 04/03/2022	Wed 02/03/2022	Wed 23/02/22	Thu 24/02/22	PLUS 05/03/22 BT Frankfurt
10	11/22	Fri 11/03/2022	Wed 09/03/2022	Wed 02/03/22	Thu 03/03/22	
11	12/22	Fri 18/03/2022	Wed 16/03/2022	Wed 09/03/22	Thu 10/03/22	
12	13/22	Fri 25/03/2022	Wed 23/03/2022	Wed 16/03/22	Thu 17/03/22	PLUS 26/03/22 BT Munich
13	14/22	Fri 01/04/2022	Wed 30/03/2022	Wed 23/03/22	Thu 24/03/22	
14	15/22	Fri 08/04/2022	Wed 06/04/2022	Wed 30/03/22	Thu 31/03/22	
15	16/22	Thu 14/04/2022	Tue 12/04/2022	Tue 05/04/22	Wed 06/04/22	
16	17/22	Fri 22/04/2022	Wed 20/04/2022	Wed 13/04/22	Thu 14/04/22	
17	18/22	Fri 29/04/2022	Wed 27/04/2022	Wed 20/04/22	Thu 21/04/22	
18	19/22	Fri 06/05/2022	Wed 04/05/2022	Wed 27/04/22	Thu 28/04/22	PLUS 07/05/2022 BT Dresden
19	20/22	Fri 13/05/2022	Wed 11/05/2022	Wed 04/05/22	Thu 05/05/22	
20	21/22	Fri 20/05/2022	Wed 18/05/2022	Wed 11/05/22	Thu 12/05/22	PLUS 20-21/05/22 Invest
21	22/22	Fri 27/05/2022	Tue 24/05/2022	Tue 17/05/22	Wed 18/05/22	
22	23/22	Fri 03/06/2022	Wed 01/06/2022	Wed 25/05/22	Fri 27/05/22	
23	24/22	Fri 10/06/2022	Wed 08/06/2022	Wed 01/06/22	Thu 02/06/22	
24	25/22	Fri 17/06/2022	Tue 14/06/2022	Tue 07/06/22	Wed 08/06/22	
25	26/22	Fri 24/06/2022	Wed 22/06/2022	Wed 15/06/22	Fri 17/06/22	
26	27/22	Fri 01/07/2022	Wed 29/06/2022	Wed 22/06/22	Thu 23/06/22	
27	28/22	Fri 08/07/2022	Wed 06/07/2022	Wed 29/06/22	Thu 30/06/22	
28	29/22	Fri 15/07/2022	Wed 13/07/2022	Wed 06/07/22	Thu 07/07/22	
29	30/22	Fri 22/07/2022	Wed 20/07/2022	Wed 13/07/22	Thu 14/07/22	
30	31/22	Fri 29/07/2022	Wed 27/07/2022	Wed 20/07/22	Thu 21/07/22	
31	32/22	Fri 05/08/2022	Wed 03/08/2022	Wed 27/07/22	Thu 28/07/22	
32	33/22	Fri 12/08/2022	Wed 10/08/2022	Wed 03/08/22	Thu 04/08/22	
33	34/22	Fri 19/08/2022	Wed 17/08/2022	Wed 10/08/22	Thu 11/08/22	
34	35/22	Fri 26/08/2022	Wed 24/08/2022	Wed 17/08/22	Thu 18/08/22	
35	36/22	Fri 02/09/2022	Wed 31/08/2022	Wed 24/08/22	Thu 25/08/22	PLUS 03/09/22 BT Vienna
36	37/22	Fri 09/09/2022	Wed 07/09/2022	Wed 31/08/22	Thu 01/09/22	
37	38/22	Fri 16/09/2022	Wed 14/09/2022	Wed 07/09/22	Thu 08/09/22	
38	39/22	Fri 23/09/2022	Wed 21/09/2022	Wed 14/09/22	Thu 15/09/22	
39	40/22	Fri 30/09/2022	Wed 28/09/2022	Wed 21/09/22	Thu 22/09/22	
40	41/22	Fri 07/10/2022	Wed 05/10/2022	Wed 28/09/22	Thu 29/09/22	PLUS 08/10/22 BT Berlin
41	42/22	Fri 14/10/2022	Wed 12/10/2022	Wed 05/10/22	Thu 06/10/22	
42	43/22	Fri 21/10/2022	Wed 19/10/2022	Wed 12/10/22	Thu 13/10/22	
43	44/22	Fri 28/10/2022	Wed 26/10/2022	Wed 19/10/22	Thu 20/10/22	
44	45/22	Fri 04/11/2022	Wed 02/11/2022	Wed 26/10/22	Thu 27/10/22	
45	46/22	Fri 11/11/2022	Wed 09/11/2022	Wed 02/11/22	Thu 03/11/22	PLUS 05/11/22 Aktionärstag KU
46	47/22	Fri 18/11/2022	Wed 16/11/2022	Wed 09/11/22	Thu 10/11/22	
47	48/22	Fri 25/11/2022	Wed 23/11/2022	Wed 16/11/22	Thu 17/11/22	
48	49/22	Fri 02/12/2022	Wed 30/11/2022	Wed 23/11/22	Thu 24/11/22	
49	50/22	Fri 09/12/2022	Wed 07/12/2022	Wed 30/11/22	Thu 01/12/22	
50	51/22	Fri 16/12/2022	Wed 14/12/2022	Wed 07/12/22	Thu 08/12/22	
51	52/22 + 01/23	Fri 23/12/2022	Wed 21/12/2022	Wed 14/12/22	Thu 15/12/22	
01	02/23	Thu 05/01/2023	Tue 03/01/2023	Tue 27/12/22	Wed 28/12/22	



Subject to modifications. **PLUS** Greater scope due to display at a trade fair.




*Advance bookings must be made by these dates. After that, any reservations held available will expire on these dates without replacement.

**The editorial team reserves the right to change publication dates or specials due to current events.

SUPPLEMENTS, TIP-ONS, AND INSERTS




SUPPLEMENTS

are loose inserts added to the magazine.

		TOTAL	SUBSCR.	PART.
	Prices:			
	• up to 25 grams: (per thsnd.)	€500	€700	€650
	• per 5-gram increment:	€10	€10	€10
	Sizes:			
	(w x h)			
	• minimum size:	100 x 120 mm		
	• maximum size:	200 x 270 mm		
	• overlapping:	200 x 310 mm (+ €3,000)		
	Other:			
	• positioning <i>in magazine</i> :	undefined position		
	• allocation:	total/subscr./part. circulation		
	• min. quantity:	10,000 copies		
	• printed matter:	must close parallel to the filing margin		

TIP-ONS




are attached to a standard ad so that they can be removed and used by the reader.

		TOTAL
	Prices:	
	• up to 10 grams: (per thsnd.)	€350
	• per 5-gram increment: + standard ad (1/1 page):	€10 €7,900
	Sizes:	
	(w x h)	
	• minimum size:	80 x 60 mm
	• maximum size:	150 x 250 mm
	Other:	
	• positioning <i>in magazine</i> :	as per technical possibilities
	• positioning <i>tip-on</i> :	min. spacing to gutter + edges: 30 mm*
	• allocation:	total circulation
	• printed matter:	must close parallel to the filing margin

*min. for booklets: 60 mm

BOUND INSERTS

are attached inside the magazine.

		TOTAL	SUBSCRIPTION
	Prices:		
	• up to 25 grams: (per thsnd.)	€700	€950
	• per 5-gram increment:	€20	€20
	Sizes:		
	(w* x h)		
	• minimum size:	105 x 100 mm	
	• maximum size:	210 x 280 mm	
	• overlapping:	210 x 310 mm (+ €5,000)	
		*plus 10 mm gripper fold	
	Other:		
	• positioning <i>in magazine</i> :	as per technical possibilities	
	• allocation:	total/subscription circulation	

GENERAL

Please indicate size, grammage, and weight when booking. Price per thousand, including postage. Printing on request. For reasons of availability, we recommend booking as soon as possible.

Submission of a binding sample (PDF) is required for the order to be accepted and executed.

CALCULATION BASIS

Calculation basis is the print circulation according to the quarterly IVW reports available on the date of order confirmation.

CIRCULATION ADJUSTMENT

Minor deviations from the agreed distribution area might occur due to sales-related reasons. In order to react to circulation fluctuations at short notice, it is best to consult the publisher again before printing.

DELIVERY DATE

Delivery date for supplements, tip-ons, and inserts 6 working days before on-sale date at the latest.

GUIDELINES

Other specifications on request.

DELIVERY ADDRESS

Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz
Kuhessenstr. 4-6, 64546 Mörfelden-Walldorf

LABELLING OF THE PALLETS

sender and recipient
DER AKTIONÄR, issue number and quantity per pallet
total number, number of pallets and weight per pallet

+ 10 samples of
the special print to:
Börsenmedien AG
Ute Leidhold
Am Eulenhof 14
95326 Kulmbach

Subject to modifications. All prices are calculated ex VAT and are not discountable.

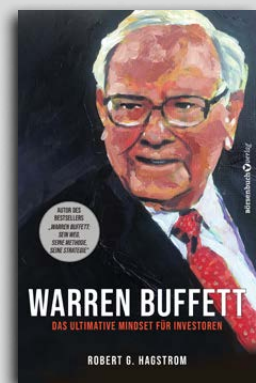
PLASSEN BUCHVERLAGE

Under the umbrella brand PLASSEN Buchverlage, we publish specialist books, non-fiction, and guidebooks under three different brands, with our clear focus ensuring an ideal target group approach.

Börsenbuchverlag	BOOKS4SUCCESS	PLASSEN VERLAG
Börsenbuchverlag since 1989	Books4Success since 2006	Plassen Verlag since 2012
specialist books about money, the economy, and investments	guidebooks about motivation, coaching, career and management, nutrition and health	popular non-fiction books, well-known authors, exciting topics

TYPES OF ADVERTISING	DETAILS	PRICES 4C
standard		apiece
branding	in your corporate design	on request
cover ad	format as agreed (buttons, eye-catchers)	€1.50
supplements	flyer, postcard, brochure, bookmark	€1.50
specials		
sponsoring	mention on the cover	€1.50
banderole	wrapped around the book	€1.50

Ideal as a gift
for customers
and
employees!



Subject to modifications. All prices are calculated ex VAT.

TERMS & CONDITIONS	PUBLISHER INFORMATION & TECHNICAL SPECIFICATIONS	PLASSEN BUCHVERLAGE	SUPPLEMENTS, TIP-ONS & INSERTS	DATES & SPECIALS	AD SPECIALS	TYPES OF ADVERTISING & RATES	SCOPE & TARGET AUDIENCE	PROFILE
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PUBLISHER INFORMATION

ADDRESS

Börsenmedien AG
Am Eulenhof 14
95326 Kulmbach

+49 9221 9051 0
info@boersenmedien.de
www.deraktionaeer.de

BANK DETAILS

Commerzbank AG
IBAN DE 98 7714 0061 0140 8822 00
BIC COBADEFFXXX

TAX ID NUMBER DE198205675
CHECK DIGIT 585231

Ø DISTRIBUTED ISSUES

44,888 copies
(Q3/21)

FREQUENCY OF PUBLICATION

weekly

ON-SALE DATE

Friday

PRICE PER COPY

€7.80 (print)
€7.80 (digital)

IVW

Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern, the German Audit Bureau of Circulation



WWW.BOERSENMEDIEN.DE
/SALES/SALES.HTML



MARKETING

Börsenmedien AG
Marketing & Sales
Am Eulenhof 14
95326 Kulmbach
F: +49 9221 9051 45 00

Jacek Majewski
Head of Sales
+49 9221 9051-500
j.majewski@boersenmedien.de

Stefanie Brendel
Advertising Management
+49 9221 9051-202
s.brendel@boersenmedien.de

TERMS OF BUSINESS

Orders are executed according to the publisher's terms of payment and business, which can be found at www.boersenmedien.de/agb.

Due to tax regulations we ask you to state your tax number and/or VAT registration number.

The specifications indicated in this price list can be updated at any time during the year. The most recent and binding advertising rates can be found here.

TERMS OF PAYMENT

Payable strictly net within 14 days of invoice date. For payments received within 10 days after invoice date, we grant a discount of 2%.

If there are still outstanding invoices, no discount can be granted. New customers can only make bookings against payment in advance.

TECHNICAL SPECIFICATIONS

DETAILS

magazine format: 210 x 280 mm + 5 mm bleed difference
type area: 190 x 256 mm
bleed safety: 5 mm*
number of columns: text part: 3/58 mm
grid: 70
print method: reel-fed offset printing with saddle stitch
print colors: Euroscale (cyan, magenta, yellow, black)

*Design elements of the advertisement that are not to be trimmed must have minimum spacing of 5 mm from the magazine's format definition.

DATA TRANSFER/DELIVERY

e-mail: anzeigen@boersenmedien.de
FTP server: request access data +49 9221 9051 132

FILE FORMATS

standard: with genuine transparencies
comp: PDF 1.5
fonts: embed all
resolution: 350 dpi
overall color applic.: (max.) cover: 320% / content: 280%

The quality of JPEG-compressed images is determined by the deliverer.

COLOR ADS

Any omission of base color in designing colored ads will not affect the ad calculation.

For custom colors that cannot be created by combining colors from the used color scale a separate agreement is required. Minor deviations in tonal values are due to the production print's tolerance range. No sending of proofs.

Claims are only accepted if a proof with binding colors was included in delivery.

Color profile cover: ISO Coated v2 (ECI)
Color profile content: PSO LWC Standard

CONTACT

Holger Schiffelholz	Enrico Popp
+49 9221 9051131	+49 9221 9051132
grafik@boersenmedien.de	grafik@boersenmedien.de

Subject to modifications.

Claims due to incorrect printing material cannot be accepted by the publisher.

TERMS & CONDITIONS

General terms and conditions of business for adverts and other advertising materials

The following general terms and conditions of business shall regulate the relationship between Börsenmedien AG, represented by the board member Bernd Förtsch (Chairman), Am Eulenhof 14, 95326 Kulmbach, entered in the commercial register of Bayreuth Local Court (Amtsgericht Bayreuth) under commercial register B 2954 - hereinafter referred to as the Publisher - and the Client in case of the issuing and performance of advert engagements and orders concerning other advertising materials.

I Conclusion of the contract

- A contract between the publisher and the client in respect of the publication of one or more adverts, advertising materials or technical special publications (hereinafter referred to only as advert) of a client in a printed form marketed by the publisher - in print or online format - for the purpose of distribution shall come into existence by means of the ordering of the advert by the client and confirmation by the publisher in text form. The printing of the advert by the publisher shall also represent a confirmation - in such a case, no declaration of acceptance shall be required on the part of the publisher.
- The contracting partner of the publisher shall be either the (direct) client of the agency of an agency client. In case of agency clients, the agency must provide notification prior to conclusion of the contract in case of acting on behalf of another party that the booking should take place in the name of and on the account of the agency client. Without a timely notification, the contractual relationship shall come into existence with the acting Agency.
- Should an (agency) client change the agency during the ongoing contractual relationship, the (agency) client or the agency must ensure that the contractual relationship is assigned to the new agency with all rights and obligations. The publisher shall hereby either declare its agreement in text form or shall perform the contractual relationship with the new agency without objection.
- The publisher shall also reserve the right to immediately reject adverts or individual retrievals of adverts should their contents breach laws or official regulations or should their publication not be reasonable for the publisher due to the contents, design, origin or technical form or should these contain adverts of persons other than the client or for third parties.

II. Performance of the contract

- The client shall be solely responsible for the timely delivery and the flawless quality of suitable print documents.
- In case of the delivery of digital print documents, the client shall be obliged to deliver proper templates, in particular templates which correspond to the format or technical guidelines of the publisher in good time prior to the start of placement. Costs of the publisher in respect of changes to print documents which are requested by the client or for which the client is responsible shall be borne by the client.
- Prior to a digital transfer of print documents, the client shall ensure that the transferred data is free from computer viruses.
- Digitally transferred print templates for colors are only permitted to be reliably processed with a color proof delivered on paper, which the client must deliver prior to the deadline.
- The publisher shall not be obliged to check the print documents for completeness and correctness and shall not incur liability for transfer errors.
- The client hereby guarantees that it possesses the necessary rights for the placement of the advert. It shall be exclusively responsible for the contents and lawfulness of the text and picture documents provided for insertion, as well as for the delivered advertising materials. The client shall also be obliged to release the publisher from third party claims which are brought against it in connection with performance of the engagement. The publisher shall not be obliged to check whether orders and adverts infringe third party rights.
- The client shall transfer to the publisher all necessary copyright for the use of the advertising in print and online media of all types, in particular the right to duplicate, distribute, make publicly accessible. The said transfer of copyright shall be unlimited in terms of location and to the necessary extent in terms of time and content for the performance of the order. In addition, the client hereby permits the publisher to make its adverts publicly accessible on the websites of the publisher and its title and, if applicable, as part of the epaper issue(s) and other expenditure related updates, as well as to duplicate and distribute these offline.
- Print documents shall only be returned to the client if specifically requested. The storage obligation shall be three months after the first publication of the advert.
- In case of doubt adverts or also individual retrievals must be retrieved within one year of conclusion of the contract, unless an agreement to the contrary has been concluded between the publisher and the client.
- Adverts which contain advertising of third parties or for third parties ("joint advertising"), shall require the prior declaration of acceptance of the publisher in text form in each individual case. Joint advertising shall entitle the publisher to charge a connection surcharge.
- Advertising supplement orders shall not be binding for the publisher until after the submission of a sample of the supplement and its approval. Supplements which give the reader the impression of being part of the newspaper or magazine due to the format or presentation shall not be accepted.
- Placement instructions shall only be valid if these are confirmed by the publisher in writing. The publisher shall retain the right to use overwraps which cover advertising motifs on the cover pages.
- Adverts which are not recognizable as such due to their design shall be clearly identified as such by the publisher with the word "advert".
- Advertising motifs which are designed for the client by the publisher may only be used for adverts in the issues booked by the publisher for this purpose. Additional rights of use must be agreed with the publisher separately.
- The publisher shall reserve the right to postpone publication dates and to deliver the printed matter prior to the first day of sale. The client shall not be entitled to any claims against the publisher as a result.
- The publisher shall deliver a copy of the advert or a confirmation concerning the publication and distribution of the advert to the client.

III. Prices and payment terms

A. Prices and payment terms

- The respective fee stated in the price list of the publisher at the time of conclusion of the contract shall apply. All named prices shall be subject to the statutory value added tax. The publisher shall be entitled to amend the price list at any time with effect for the future. Price changes for issued and ongoing advert engagements shall be effective if these are notified by the publisher at least one month prior to publication of the advert; in such a case, the client shall have a right of termination. This must be exercised by the client in text form within 14 days of receipt of the amendment notification concerning the price increase.
- The invoice amount shall be due within 14 days of the date of the bill. In case of payment within 10 days, a 2% discount will be granted. Discount deductions shall only be possible if all due invoices have been settled; otherwise, payments shall be set off against the respective oldest claim. If applicable, discount deductions shall be requested.
- Should the client fail to pay the invoice within a deadline of 30 days from the date of the bill, it shall enter default in accordance with § 286 Paragraph 3 of the German Civil Code (BGB) In case of payment default, warning fees and default interest to the amount of 8 percentage points above the base rate of interest will be charged otherwise, the legal consequences shall be in accordance with § 288 of the German Civil Code (BGB).
- Should the client fail to comply with its payment obligations, the publisher shall be entitled to refuse to provide performance in full or in part until payment of the amounts due or the provision of security. In case of justified doubt concerning the payment capacity of the client, also during the term of an advert engagement, the publisher shall also reserve the right to make the publication of additional adverts dependent on the advance payment of the amount on the advertising deadline, regardless of an originally agreed payment deadline.
- At the time of coming into existence of the advert, the engaging agency shall assign its payment entitlement against the agency client in this respect to the publisher as security. The publisher hereby accepts the said assignment. The publisher shall be entitled to disclose the said assignment of security to the agency client, should the engaging agency be in default of more than 30 days in respect of settlement of the invoice of the publisher.
- The client may only set off with claims which are recognized by a court or which have been acknowledged by the publisher in writing. A right of retention of the client shall be excluded.
- In case of default, the open claims shall be pursued by a collection agency or via a lawyer. The costs incurred as a result shall be borne by the client. Further services of the publisher shall not be performed until after settlement of all claims against prepayment in respect of new clients, our services shall only be performed against prepayment.

- Cancellation of advert engagements following the advertising deadline or the respective advert shall be charged to the client to the sum of 25% of the respective gross invoice amount, whereby the client shall be able to provide proof that lower losses or expenses were incurred by the publisher.
- Payments shall be made expense free to the bank account stated in the invoice.

B. Discounts and reduction reimbursement

- The publisher shall reserve the right to also grant to the engaging agency such discounts and reductions which are independent of the individual advert engagement or (agency) client. Unless expressly stated otherwise, the discount tables in the prices lists shall relate to the circuits for an (agency) client per year of insertion. Should the joint rebate be claimed for companies which belong to the group, the written confirmation of a capital shareholding of at least 50 percent shall be necessary. A trade discount of ten percent shall only be granted in case of engagements which are issued directly.
- Should an engagement not be fulfilled for reasons for which the publisher is not responsible, then regardless of any additional legal obligations, the client shall reimburse the publisher the difference between the granted rebate and that which corresponds to the actual acceptance. The reimbursement shall not apply should the non-fulfillment be due to force majeure in the area of risk of the publisher. Unless otherwise agreed, the client shall have a retrospective entitlement to a rebate which corresponds to its actual acceptance of adverts within one year.
- The agency fee granted to the agency by the publisher may not be forwarded on to the (agency) client in full or in part. The advertising agency and agencies shall be obliged to comply with the price list of the publisher in their offers, contracts and invoices with the (agency) client.

IV. Warranty

- The usual quality of the adverts within the framework of the options of the print documents in accordance with the details in the price list and in the order confirmation is hereby agreed.
- Minor color and tone value deviations may occur in the printing process. Test samples will only be forwarded on request. The client shall be responsible for the correctness of the returned samples. The publisher shall take into account all error corrections of which it is notified until the advertising deadline or within the deadline set at the time of sending of the sample.
- Should the publication of the advert not correspond to the quality prescribed under the contract, the Client shall be entitled to reduction or the placement of an error-free replacement advert, however only to the extent that the purpose of the advert was impaired. In particular, a deviation from the quality prescribed under the contract shall not be present
 - in case of minor color and tone value deviations
 - in case of deviations in the color reproduction due to differences in the paper quality
 - in case of minor register differences.
- A claim to reduction shall also not exist
 - if the client does not comply with the binding technical guidelines of the publisher concerning the creation and transfer of print documents
 - if the client does not point out the error in case of adverts which are published repeatedly prior to the printing of the next advert
 - if digitally transferred print templates for color adverts are delivered without color proof.
- In addition, the publisher shall have the right to refuse a replacement advert should this require expenses which, under consideration of the concluded contract and the principle of good faith represents a gross imbalance to the service interest of the client or this would only be possible for the publisher with disproportionately high costs.
- Should the publisher fail to comply with a reasonable deadline set to it for the replacement advert or the publication of the other advertising, or should the replacement advert once again be defective, the client shall have the right of reduction or termination of the advert engagement. In case of insignificant defects, termination of the advert engagement shall be excluded.
- Complaints must be asserted in relation to the publisher immediately.
- In case of a contract in respect of more than one adverts, a claim to price reduction shall exist in case of a circulation reduction if the year of insertion which commences with the first advert as a total average falls below the average circulation named in the price list or by other means of the previous calendar year. A circulation reduction shall only represent a defect which gives rise to an entitlement to a price reduction if it amounts in case of a circulation of up to 50,000 copies 20 v.H, in case of a circulation of up to 100,000 copies 15 v.H and in case of a circulation of 200,000 copies 10 v.H. In addition, in case of contractual conclusions, price reduction claims shall be excluded if the publisher has informed the client of the reduction of the circulation in such good time that the client was able to rescind or terminate the contract prior to publication of the advert.
- The publisher shall not be responsible and shall not incur liability for any disruption or delay to the fulfillment of any part of this contract which is connected to events for which the publisher is not responsible, including strikes or labor disputes. Should the said events last for more than 30 days, the publisher and the client shall have the right to rescind the contract with immediate effect by means of a declaration of rescission in relation to the respective other party, without any claims to the reimbursement of any damage or losses being substantiated.

V Liability

- The publisher shall incur liability to pay damages if
 - a. the liability is mandatory in accordance with applicable laws, for example in line with the German Product Liability Act (ProdHaftG) or in case of injury to life, body or health, if the publisher breaches a significant contractual obligation (cardinal obligation) or culpably breaches a guarantee or if
 - b. the loss is due to grossly negligent or intentional behavior on the part of the publisher.
- In all other cases, the liability of the publisher for losses shall be excluded, regardless of the legal basis. In particular, the publisher shall not be liable for indirect losses, loss of profit or other pecuniary losses of the client.
- In all cases, the liability shall be limited to compensation of the loss which is typical of the contract and foreseeable, which does not, as a rule, exceed the remuneration of the advert engagement. The said restriction of liability shall not apply to Paragraph 1 a).
- The exclusion of liability and limitation of liability in accordance with the paragraphs above shall also apply in respect of the personal liability of the employees and vicarious agents of the publisher.

VI Closing provisions

- German law shall exclusively apply to these general terms and conditions of business and the relationship between the client and the publisher. The place of jurisdiction shall be the place of business of the publisher, provided that this can be agreed in accordance with the German Code of Civil Procedure (Zivilprozessordnung) and the Convention on Jurisdiction and the Enforcement of Judgments in Civil and Commercial Cases (EuGVVO).
- These general terms and conditions of business regulate the relationship between the publisher and the client in respect of issuing and performance of advert engagements. These general terms and conditions of business shall apply exclusively in this respect. This shall also apply if the terms and conditions of business of the client are not expressly objected to or if the publisher provides its service without objection. The validity of any general terms and conditions of business of the client shall be excluded, unless these agree with our general terms and conditions of business. Agreements between the publisher and a client which deviate from these general terms and conditions of business shall require written form to take effect; this shall also apply in respect of annulment of the written form requirement.
- The publisher shall be entitled to amend these general terms and conditions of business with effect for the future at any time. The respective currently agreed general terms and conditions of business of the publisher at the time of conclusion of the contract shall apply.
- Should one of the provisions of these general terms and conditions of business be or become ineffective, this shall not affect the validity of the remaining clauses. The ineffective or unenforceable provision shall, in such a case, be replaced by the parties by an effective clause which comes as close as possible to the economic purpose of the ineffective or unenforceable provision. The same shall apply in case of a contractual loophole.
- The assignment of claims to which the client is entitled in connection with the business relationship shall be excluded.
- The parties shall treat the contents of the advert engagement, in particular the prices and terms, in the strictest confidence. This shall not apply should a disclosure be required by law, should this be ordered by a court or the authorities or should this be required in order to assert, before a court, one's rights against the respective other contracting party.

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