

# TravelTalk 2010

Rate Card No. 12 as of 1st January 2010

The young weekly magazine for travel agents

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### TravelTalk

TravelTalk is a travel trade magazine with a difference. TravelTalk informs, entertains, is competent and easy to read. TravelTalk gets to the heart of the most important tourism news – up to the minute, colourful and inspiring. Every Monday!



### TravelTalk.de

TravelTalk.de is the network for travel sales staff. This is where about 6,000 community members discuss latest industry news and exchange know-how. Apart from a major online agent discount database and an extensive e-learning program directory it is mainly the TravelTalk-style articles on day-to-day business that are highly popular among users.

### Media Expertise in Travel and Tourism



**TravelTalk** is the young weekly travel trade magazine of FVW Mediengruppe, whose portfolio includes fvw, the travel magazine for tourism and business travel, Urlaub Perfekt, the consumer travel magazine and BizTravel, the business travel magazine. In addition, the group provides the industry with daily online news and stages events such as the fvw Kongress. Through workshops and counter trophies plus more than 30 representatives worldwide the company is also very active on an international level.

**Publishing House:** Verlag Dieter Niedecken GmbH  
Wandsbeker Allee 1, 22041 Hamburg, Germany  
**Postal Address:** P.O. Box 70 16 49, 22016 Hamburg, Germany

**Website:** [www.traveltalk.de](http://www.traveltalk.de)

**Publisher:** Ines Niedecken

**Editor-in-Chief:** Matthias Ebrecht

**Group Advertising Sales Director:** Michael Körner

**Deputy Group Advertising Sales Director/**

**Advertising Director International:** Matthias Schulz

**Advertising Director National:** Michael Bordt

**Management:** Ines Niedecken

**Advertising Sales:** Phone +49 40 41448-844,  
Fax +49 40 41448-899, [anzeigen@fvw-mediengruppe.de](mailto:anzeigen@fvw-mediengruppe.de)

**Bank Account Details:** HSH Nordbank AG, 20079 Hamburg,  
Sorting Code 210 500 00, Account-No. 116 186 000, Bic/Swift HSHNDEHH  
IBAN DE20 2105 0000 0116 1860 00


**Terms of Payment:** Net payment immediately upon receipt of invoice.  
2 % discount on prepayment or direct debit provided that no earlier invoices are outstanding. The publisher reserves the right to demand advance payment from first-time advertisers. Invoices are issued in euro.

**Agency Commission:** 15 %

**Volume:** 12th volume

**Frequency of Publication:** Weekly

### Analysis of Circulation and Coverage

<b>Circulation Audit</b>	
<b>Circulation Analysis</b>	Copies per issue (annual average), IVW III/08–II/09, 1.7.08–30.6.09
<b>Print Run</b>	31,475
<b>Total distributed circulation</b>	31,354

TravelTalk is mainly distributed through controlled circulation. 20,887 travel sales agents have qualified for a free subscription by filling in an extensive questionnaire (source: in-house statistics, July 2009).

Please note:  
New ad formats

## 4. Rates and Formats

### 1/1 Page, 4c/bw

type area 195 mm w x 241.5 mm h  
trim size 220 mm w x 280 mm h

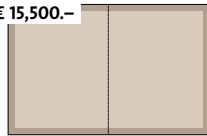
€ 7,750.-  
Inside Front/  
Back Cover  
€ 8,500.-



### 2/1 Page, 4c/bw

type area 412 mm w x 241.5 mm h  
trim size 440 mm w x 280 mm h

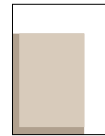
€ 15,500.-



### Junior Page, 4c/bw

type area 145 mm w x 193 mm h  
trim size 159 mm w x 209 mm h

€ 6,300.-



### 1/2 Page 4 columns, 4c/bw

type area 195 mm w x 118.5 mm h  
trim size 220 mm w x 134.5 mm h

€ 5,500.-



### Front cover ad, 4c/bw

type area 70 mm w x 54 mm h

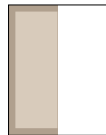
€ 3,600.-



### 1/2 Page 2 columns, 4c/bw

type area 95 mm w x 241.5 mm h  
trim size 109 mm w x 280 mm h

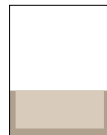
€ 5,500.-



### 1/3 Page 4 columns, 4c/bw

type area 195 mm w x 77 mm h  
trim size 220 mm w x 93 mm h

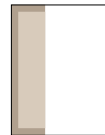
€ 3,700.-



### 1/3 Page 1 column, 4c/bw

type area 61.5 mm w x 241.5 mm h  
trim size 75.5 mm w x 280 mm h

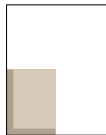
€ 3,700.-



### 1/4 Page 2 columns, 4c/bw

type area 95 mm w x 118.5 mm h  
trim size 109 mm w x 134.5 mm h

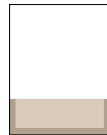
€ 3,100.-



### 1/4 Page 4 columns, 4c/bw

type area 195 mm w x 56.5 mm h  
trim size 220 mm w x 72.5 mm h

€ 3,100.-



### 1/8 Page 2 columns, 4c/bw

type area 94.5 mm w x 56.5 mm h  
trim size 108.5 mm w x 72.5 mm h

€ 1,000.-



## Discounts

### Volume Discount

3 Pages 5 %

6 Pages 10 %

9 Pages 15 %

12 Pages 20 %

18 Pages 22 %

24 Pages 25 %

### Frequency Discount

3x 3 %

6x 5 %

9x 10 %

12x 12.5 %

18x 15 %

24x 20 %

30x 25 %

Elements running into bleed must allow at least 8 mm from the trim. For bleed advertisements add 3 mm trim along outside margins. A preferred position surcharge of 10 % applies only if explicitly stated.

Ads in trim size are not subject to any surcharge. All rates are exclusive of VAT.

Month	Issue	Date of Publication	Closing Date for orders and copy	Topics
1 January	01-02/10	11.01.	21.12.	Israel, Jordan ■ Southern Africa
	03/10	18.01.	06.01.	Club Holidays ■ Croatia, Montenegro
	04/10	25.01.	13.01.	Family Holidays ■ Turkey
2 February	05/10	01.02.	20.01.	Austria ■ Study and Guided Tours
	06/10	08.02.	27.01.	Hong Kong, Macau, Shanghai ■ Spain
	07/10	15.02.	03.02.	Cruises, Ferries ■ Eastern Europe
	08/10	22.02.	10.02.	United Kingdom, Ireland ■ Spa Holidays
3 March	09/10	01.03.	12.02.	Oman ■ Scandinavia, Iceland
	10/10	08.03.	24.02.	Preview: ITB – The Canary Islands ■ India ■ The Caribbean
	11/10	15.03.	03.03.	ITB Report: The Balearic Islands ■ Turkey (Partner Destination) ■ Asia
	12/10	22.03.	10.03.	Portugal ■ Airports
	13/10	29.03.	17.03.	Greece ■ Youth Travel
4 April	14/10	06.04.	22.03.	Hotels ■ The Baltic States
	15/10	12.04.	29.03.	Germany ■ Egypt
	16/10	19.04.	07.04.	Insurances ■ Switzerland
	17/10	26.04.	14.04.	Tunisia ■ Theme Parks

extended print run

Month	Issue	Date of Publication	Closing Date for orders and copy	Topics	
5	May	18/10	03.05.	21.04.	Italy ■ China
	19/10	10.05.	28.04.	Morocco ■ Diving Holidays	
	20/10	17.05.	04.05.	Cyprus ■ Mexico	
	21/10	25.05.	11.05.	Eco Tourism ■ Benelux	
	22/10	31.05.	19.05.	Continental Spain ■ Holiday Homes and Holiday Parks	
6	June	23/10	07.06.	26.05.	River Cruises ■ Mauritius <span>extended print run</span>
	24/10	14.06.	02.06.	Study and Guided Tours ■ Argentina	
	25/10	21.06.	09.06.	USA, Canada ■ Spa Holidays	
	26-27/10	28.06.	16.06.	The Canary Islands ■ Golf Holidays ■ Poland, Czech Republic	
7	July	28-29/10	12.07.	30.06.	Incentive and Event Travel ■ The Caribbean ■ RDA Bus Travel
	30-31/10	26.07.	14.07.	Travel Agency Chains and Cooperations ■ Southeast Asia ■ Best Agers	
8	August	32-33/10	09.08.	28.07.	Airlines ■ Brazil ■ Language Holidays
	34-35/10	23.08.	11.08.	Scandinavia, Iceland ■ Australia, New Zealand ■ Active and Sports Holidays	
9	September	36/10	06.09.	25.08.	Cruises, Ferries ■ Self-Drive Holidays
	37/10	13.09.	01.09.	Winter Sports ■ Africa <span>extended print run</span>	
	38/10	20.09.	08.09.	Florida ■ Egypt	
	39/10	27.09.	15.09.	Japan, Korea, Taiwan ■ South America	

Month	Issue	Date of Publication	Closing Date for orders and copy	Topics
10	October 40/10	04.10.	22.09.	Luxury Travel ■ Germany
	41/10	11.10.	29.09.	The Gulf States ■ Dominican Republic, Cuba, Jamaica
	42/10	18.10.	06.10.	Atlantic Islands ■ India
	43/10	25.10.	13.10.	The South Pacific ■ Car Rental
11	November 44/10	01.11.	20.10.	Central America ■ Musicals
	45/10	08.11.	27.10.	Honeymoons and Dream Holidays ■ Rail Travel Offers
	46/10	15.11.	03.11.	Maldives ■ Business Travel
	47/10	22.11.	10.11.	DRV – Morocco ■ Tradeshows
	48/10	29.11.	16.11.	The Balearic Islands ■ City Travel
12	December 49/10	06.12.	24.11.	Hotels ■ Malta
	50/10	13.12.	01.12.	Seychelles ■ River Cruises

extended  
print run

**Magazine Format:** 220 mm width x 280 mm height

**Type Area:** 195 mm width x 241.5 mm height

**Bleed/Gutter Bleed:** Due to varying volumes, elements running into bleed must allow at least 8 mm from the trim. For bleed advertisements add 3 mm trim along outside margins.

**Printing Process:** Rotary offset with heatset drying

**Screen:** 60 lines per cm

**Dot Gain 40%:** Depth 19 %, Magenta 17 %, Yellow 11 %, Cyan 20 %

**Colour Advertisements:** Colour composition based on ISOcoated V2 (FOGRA39)

**Printing Material:** Please submit all materials in a digital format compatible with Apple Macintosh, and remember to include all necessary fonts and images.

Production of printing material is optional and subject to a surcharge.

**Standard Format:** The default file format for the delivery of digital data is PDF 1.3 (Acrobat 4.0) only. Please send a colour print-out or proof.

**Other Formats:** Illustrator CS3, Photoshop CS3, Indesign CS3

**Data Carriers:** CD-ROM/DVD

**FTP site access**

Host: ftp.fvw-mediengruppe.de

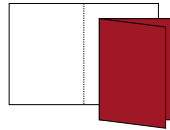
User ID: traveltalk\_produktion

Password: produktion1001

**Contact:** Klaus Harwardt, Tel. +49 40 41448-500,  
Fax +49 40 41448-599, k.harwardt@fvw-mediengruppe.de

### Loose Inserts

Weight	Costs per 1,000 Total circulation
up to 50 g	€ 200.–



**Rates for loose inserts exceeding 50 grams on request.**

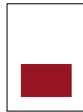
**Formats:** Minimum: 105 mm w x 148 mm h  
Maximum: 210 mm w x 276 mm h

Split-run advertising with geographical or mechanical split upon request, based on availability. Minimum circulation: 5,000. Surcharge: € 1,500.–

### Tip-ons

(incl. 1/1 page carrier ad)

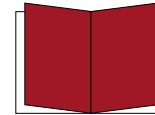
Response card	11,000.–
CD	12,200.–



**Formats:** Response card/148 mm w x 105 mm h.  
Other tip-ons on request.

### Bound Inserts

Volume	Costs for preprinted inserts delivered to our printing house €
4 Pages	10,950.–



**Format:** 220 mm w x 280 mm h + 3 mm trim along outside margins.  
Other formats on request.

**Insertion Order Specifications for Inserts (Loose Inserts, Tip-ons, Bound Inserts):**

**Closing Date for Bookings:** One week prior to ad closing date.

**Delivery:** Inserts are to be delivered directly to the printing house by ad closing date.

**Print Run:** 33,000 copies

**Please note:** Orders for loose and bound inserts can only be accepted and confirmed upon receipt of a binding sample (or at least a dummy) including size and weight details. The publisher distributes inserts with the care customary to business.

**Discounts:** Rates for inserts and tip-ons are not eligible for discounts, but commissionable.

**Layout/design and/or printing available** through TravelTalk. Rates upon request.

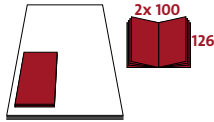
**Central delivery address for loose and bound inserts and tip-ons:** L.N. Schaffrath, Warenannahme, Marktweg 42–50, 47608 Geldern, Germany

**Delivery:** For details on packaging guidelines, please contact our advertising department. Please mark all packages "TravelTalk insert" and indicate the relevant issue number.

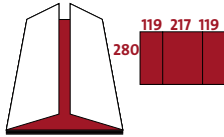
**Booklet\***  
(supplied by advertiser)  
100 mm w x 126 mm h

**on front cover:**  
€ 22,400.–

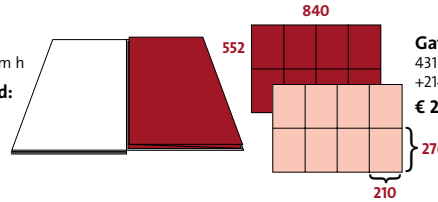
**within magazine:**  
(incl. 1/1 page carrier ad)  
€ 18,000.–



**French cover**  
455 mm w x 280 mm h  
€ 25,200.–

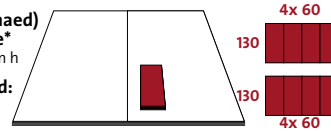


**Fold-out Poster\***  
840 mm w x 552 mm h  
**material supplied:**  
€ 16,500.–

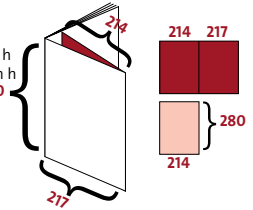


**Tip-on (concertinaed) on editorial page\***  
240 mm w x 130 mm h

**material supplied:**  
€ 12,600.–



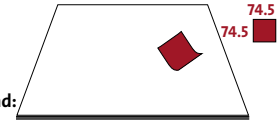
**Gatefolder\***  
431 mm w x 280 mm h  
+214 mm w x 280 mm h  
€ 24,000.–



**Post-it\* incl. printing**  
74.5 mm b x 74.5 mm h

**on editorial page:**  
€ 14,800.–

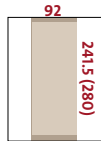
**incl. 1/1 page carrier ad:**  
€ 17,500.–



**Center Column**

type area 92 mm w x 241.5 mm h  
trim size 92 mm w x 280 mm h

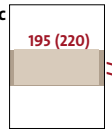
€ 6,100.–



**Center Strip Horizontal, 4c (on a 1/1 page)**

type area 195 mm w x 77 mm h  
trim size 220 mm w x 77 mm h

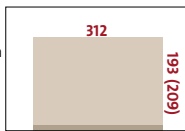
€ 5,100.–



**Fireplace (Format 3)**

type area 312 mm w x 193 mm h  
trim size 312 mm w x 209 mm h

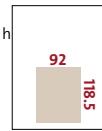
€ 13,200.–



**Fireplace\***

type area 92 mm w x 118.5 mm h

€ 4,000.–



Other formats and advertising specials on request.

Advertising specials are not eligible for discounts but commissionable.

All rates exclusive of VAT.

Formats in mm (for bleed advertisements add 3 mm trim along outside margins).

\*Limited availability per issue due to technical requirements.



**Advertorials** These paid-for advertising pages are presented in an editorial format and are individually designed for each client. They offer a perfect opportunity to communicate specific information to TravelTalk readers beyond image ads whilst providing the look and feel of editorial content. In compliance with article 3,5 of the Law Against Unfair Competition (UWG), advertorials must be clearly labeled in order to make sure they are immediately identifiable as adverts. The advertorial uses a typeface and layout that is distinctly different from the magazine's style and design. The price for advertorials is based on the regular rate for the particular size ad plus cost for layout/design – e.g. € 1,300.– (full page), provided that the client supplies all images and copy.



### Promotional Inserts

You have a very special advertising message? We offer full-service production of high-quality brochures in an editorial format including editorial concepts, layout design and copywriting. FVW Corporate Publishing – a highly qualified partner. Rates upon request.



### Destination Highlights

The 8-page Destination Highlights promotional insert is a compact information brochure that is centered around one particular travel destination and developed in close collaboration with the client. A standard layout template and the use of images and copy supplied by the client ensure smooth and quick production. All content is clearly structured and therefore easily accessible to the reader. Destination Highlights is distributed as insert to regular issues of TravelTalk and fvw (optional).

In compliance with article 3,5 of the Law Against Unfair Competition (UWG) advertorials, promotional inserts and Destination Highlights must be clearly labeled in order to make sure they are immediately identifiable as adverts.

### TravelTalk.de

TravelTalk.de caters to travel agents. They regularly visit the site for current industry news, to access the forum section and the agent discount database, and to follow the popular TravelTalk-Tina blog. Informative articles featuring a great amount of expert advice help travel agents in their work with clients and provide the answers to other business-related questions. Another highlight for avid learners: The website's e-learning program directory with an up-to-date overview of online trainings.

### Your choice of channels:

Homepage Channel	35,000 Pls*
travelXperts/Counter Channel	215,000 Pls*
Newsletter Channel	5,000 recipients

\* Source : IVW, Pls per month (annual average)



### Website



Size (in Pixel)	Ad Type	Rate in €	
		Homepage Newsletter Channel	travelXperts Counter Channel
468 x 60	Full Banner	700.–	1,400.–
728 x 90	Super Banner	950.–	1,900.–
160 x 600	Skyscraper	950.–	1,900.–
300 x 250	Medium Rectangle	950.–	1,900.–
flexible	Wallpaper	2,300.–	4,600.–

Special formats on request.

Rates are indicated per calendar week.

Based on the significantly higher number of visits during ITB and fww Kongress, a peak season supplement of 25 % applies for calendar weeks 07-12/2010 and 36-39/2010.

Surcharge for video and/or streaming components:  
€ 250.– one-time setup fee per campaign.

### Newsletter



### Discounts

**5 % on sales totalling € 5,000+, 10 % on sales totalling € 10,000+, 15 % on sales totalling € 15,000+, 20 % on sales totalling € 20,000+.** Ad discounts for TravelTalk are not transferrable to traveltalk.de. TravelTalk advertising clients are entitled to a special 10 % discount on additional online ad purchases. Rates are agency commissionable and exclusive of VAT.

### Technical Specifications

**Booking Period:** Bookings are based on calendar weeks (Monday, 12 midnight, through Sunday, 12 midnight).

**Data Delivery:** Via e-mail by Thursday prior to publication date at [anzeigen@fww-mediengruppe.de](mailto:anzeigen@fww-mediengruppe.de).

**Flash and click tags:** Please see [fww-mediengruppe.com/media](http://fww-mediengruppe.com/media).

**Ad reports** upon request.

For further information see [fww-mediengruppe.com/media](http://fww-mediengruppe.com/media)

### Advertorial

An online advertorial allows you to present comprehensive information on your own mini website ("microsite") within TravelTalk.de. Benefit from TravelTalk.de's strengths to present your brand or campaign with plenty of scope: Copy plus images, flash elements plus video or even maps – your branding is what we focus on.

TravelTalk.de offers three individually adjustable advertorial packages that vary in size and the amount of marketing communication provided. Services include, among others, programming, layout adjustments, hosting, reporting and promotional activities.



### Competition

The online competition not only helps generate valuable addresses, users also learn details about your product. You may choose between a standard and a premium package which differ in concept, design and the range of promotional activities.

Both include set-up of your own online competition page within the TravelTalk.de channel of choice as well as advertising and reporting.



### E-Learning

For more than five years FVW Mediengruppe has created and conducted successful e-learning programs through special travel agent training websites on select topics. These programs enable participants to expand their knowledge through high-quality training courses while learning at their own pace.

### Cross-industry e-learning programs covering cruises, city breaks, business travel, and more:

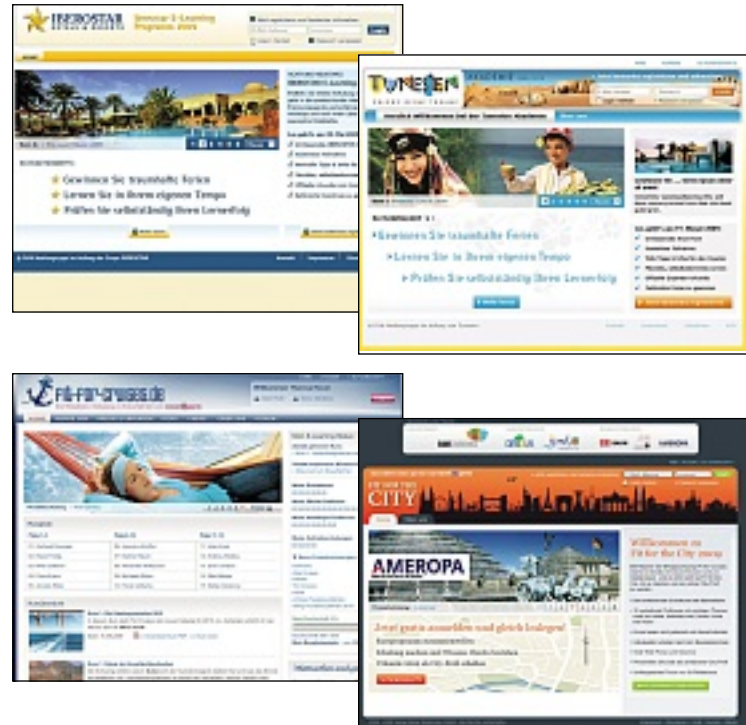
In 2010 FVW Mediengruppe will conduct a minimum of four cross-industry e-learning programs. Scheduled topics are: fit-for-cruises.de, fit-for-the-city.de, fit-for-clubs.de, fit-for-businesstravel.de (further topics upon request).

All e-trainings have a distinct editorial focus and benefit from FVW Mediengruppe's journalistic expertise.

FVW Mediengruppe offers five sponsor packages within this premium environment to suit all budgets and marketing strategies. Choices range from the sponsors' integration on the website and in accompanying print advertising to complete e-trainings for the sponsors' product.

### Commissioned e-learning solutions, tailored to the customer's needs:

FVW Mediengruppe not only offers editorial e-learning programs but also individually commissioned e-trainings designed and run exclusively on behalf of clients. Each of the three proven e-learning solutions on offer includes layout, programming, editing, hosting, and reporting, all based on the client's individual needs and requirements.



For further information please see [fvw-mediengruppe.com/media](http://fvw-mediengruppe.com/media)

In its capacity as a specialized publisher for the tourism industry the FVW Mediengruppe publishes various trade and public magazines as well as other printed matter. In addition it operates various Internet pages and platforms with a diversity of offers and services. The following General Terms and Conditions apply to all contracts for the placement of advertisements in the magazines and on the Internet pages operated by the FVW Mediengruppe (hereinafter referred to as "Publisher"):

**Item 1:** "Advertisement order" is a contract for the publication of one or several advertisements by an advertiser or any other submitting party in a printed medium for the purposes of distribution. In the case of rubricated advertisement orders the printing under the respective heading is agreed.

**Item 2:** "Insert order" is the contract for publication of advertisements in the form of special reproductions or other advertising media. They may contain no foreign advertisements and are to be designed by the customer in such a way that they cannot give the impression that they are a component of the printed media as a result either of the format or the presentation.

**Item 3:** "Standing order" is the contract for the publication of multiple advertisements where each publication is made after release by the customer. In case of any doubt, advertisements agreed within the scope of a standing order are to be released for publication within one year of the conclusion of the contract.

**Item 4:** "Advertising order" is the contract for the intermittent placement of online advertisements (channels) in the Internet for the purpose of distribution. Depending on the possibilities offered by the publisher an online advertisement can consist of, for example, photos and/or texts, of tone sequences and/or moving pictures (advertising banners) or of sensitive areas where, by clicking on these areas using another online address falling under the responsibility of the customer, the link to further details is established. The placement intervals can be taken from the current advertisement pricelist.

**Item 5:** The commitment of the publisher is restricted to the printing or placement of each advertisement in the agreed medium. The publisher reserves the right to postpone publication dates. In the case of print advertisement there is no right to a definite placement position of the advertisement in the magazine. Agreements to the contrary are only valid upon the written confirmation of the publisher.

**Item 6:** Should a standing order not be completely fulfilled due to certain circumstances beyond the control of the publisher, the customer must reimburse to the publisher the difference between the discount granted and the discount due on the actual volume of advertisements supplied, irrespective of possible additional legal obligations.

**Item 7:** Advertisements that by virtue of their editorial design are not recognisable as such, will be clearly identified as such by the publisher by adding the word "Advertisement" or a similar indication.

**Item 8:** The customer is solely responsible for the content and the legal reliability of the texts, photos

and other data supplied for the publication. He exempts the publisher from any claims whatsoever by third parties that may arise from the advertisement, and is liable for any damage to such third parties. The publisher reserves the right to reject advertisements – as well as individual placements as part of a standing order – and insert orders on the grounds of their content, their origin or their technical format and to withdraw from the advertisement order. This applies in particular if

- their content violates any laws or official regulations,
- their content was rejected by the Deutscher Werberat (German Advertising Council),
- their publication is not reasonable for the publisher because of the content, the design or the form, or
- this contains advertising by third parties or for third parties.

This also applies to orders that were placed with branches, agencies or representatives. The rejection of an order should be notified in good time to the customer.

**Item 9:** With the submission of the data and information necessary for the advertisement the customer assigns the rights of usage of the advertisement to the publisher. This includes all rights for the use of the advertising in media of all kinds, in particular the right to duplicate, distribute, convey, send, withdraw from a database and release. In all cases these rights will be assigned to an unrestricted extent and entitle the publisher to place the advertisement using all known technical processes and all known forms of online media. In advertisements that the publisher designs for the customer – no matter for which media – all rights of usage remain in the hand of the publisher. Each advertisement is only intended for publication in the contractually medium specified by the publisher.

**Item 10:** The publisher guarantees the quality appropriate to the booked medium within the framework of the possibilities presented by the print documents. The publisher will request replacements from the customer for recognisably unsuitable or defect print documents. The claim to remuneration will remain even without a proof if the documents needed for the printing are not supplied in good time.

**Item 11:** The customer is obliged to send the necessary data to the publisher in good time before the publication date of online advertisements in complete and technically flawless condition by e-mail (anzeigen@fvw-mediengruppe.de). In doing so he guarantees that he is in possession of all rights necessary for the publication of the advertisement.

**Item 12:** In the case of online advertisements, the publisher guarantees within the scope of the foreseeable requirements that he will reproduce the advertisement in accordance with the usual technical standards. An error in the publication is not constituted particularly if impairments are caused as a result of the use of an unsuitable reproduction soft- and/or hardware or due to an interruption of

the communication networks of other operators or through a computer breakdown of third parties (in particular providers), through incomplete and/or non-updated offered on proxy servers (intermediate storage) or due to a failure of the ad-server used by the publisher of less than 24 hours. In case of failure of the ad-server for more than 20 % of the agreed period, the claim to payment shall be waived for the period of the failure.

**Item 13:** The customer should check the advertisement immediately after publication for the contractually agreed condition and if necessary, should notify any deviations. In case of fully or partly illegible, incorrect or incomplete reproduction of print advertisements the customer shall then be entitled to a replacement advertisements if this had led to an impairment of the purpose of the advertisement. Should the publisher let a deadline set for the publication of the replacement advertisement expire, should he refuse the publication of a replacement advertisement or if a replacement advertisement is still not in accordance with the contract, then the customer can demand a replacement on the grounds of futile expenditure. Further guarantee rights are excluded.

**Item 14:** The publisher will be liable for intent and gross negligence. This applies in commercial dealings only to serious default of organisation and gross negligence on the part of executives. A liability for gross negligence on the part of simple vicarious agents is excluded in commercial dealings. The publisher is liable for simple negligence only in case of injury to life, body and health and for violation of major contractual obligations when conducting consumer business negotiations.

In such cases the liability is restricted to foreseeable damage typical of such contracts and up to the full volume of the advertisement order. In any case liability is moreover excluded for consequential and unforeseeable damage, loss of profit, default of savings and damage to the assets of third parties in cases of simple negligence.

**Item 15:** Print proofs will only be supplied upon explicit request. The customer shall bear the responsibility for the correctness of the returned proofs.

**Item 16:** If there are no special size requirements, then the usual, actual printing height depending on the type of advertisement shall form the basis for calculation.

**Item 17:** The prices and discounting regulations are based on the current price lists. They are defined according to the format selected by the customer that must correspond to the formats stated in the price list. The discount regulations also apply for companies associated with the customer provided evidence of a capital share of more than 50 % is submitted to the publisher. A change in the advertisement price list also applies to current orders as from the date of validity of the price list, but not before a period of three months after notification of the new price list.

**Item 18:** The publisher is entitled to demand advance payment. Payments are due within 7 days of receipt of the invoice. Any discounts for premature payments are granted in accordance with the price list.

**Item 19:** In case of default or deferment of payment, interest as well as collection fees will be charged. In case of default of payment, the publisher can refuse the further execution of a running order until payment is received, and demand advance payment for the remaining advertisements.

**Item 20:** With the invoice the publisher will supply an advertisement voucher. Depending on the type and scope of the advertisement orders, cuttings of advertisements, sample pages or complete reference copies of the magazine or newspaper in question will be supplied. If a voucher can no longer be acquired, then a legally binding certificate will be provided by the publisher concerning the publication and distribution of the advertisement.

**Item 21:** Costs for the production of ordered layouts, scans, photo processings, compiling of PDF files and other amendments to originally agreed executions requested by the customer or for which the customer holds the responsibility shall be borne by the customer.

**Item 22:** With respect to a standing order for multiple advertisements a reduction in the number of copies circulated may lead to a claim for a price reduction if the overall circulation average throughout the insertion year beginning with the first advertisement or stipulated otherwise - if the circulation has not been specified - is smaller than the average circulation sold during the previous calendar year (In case of trade magazines this refers to the distributed circulation, if applicable). Such a reduction in circulation, however, can only lead to a justified claim to a price reduction is at least equal to 25 % for circulation of up to 50,000 copies, 20 % for a circulation of 100,000 copies, 15 % for a circulation of 500,000 and 10 % for a circulation of more than 500,000 copies. Furthermore in case of standing orders for multiple advertisements price reductions are excluded if the publisher has informed the customer of the reduction in the circulation in such good time that the latter was able to withdraw from the contract before publication of the advertisement.

**Item 23:** The publisher's business address is the place of fulfilment. For business transactions with commercial agents, legal persons by public law or separate estates in public law the place of jurisdiction for legal disputes in this connection is the publisher's registered head office. Otherwise the place of jurisdiction – provided this is legally permissible shall be agreed as Hamburg. All agreements in this connection will be governed by German law.

# Your Advertising Contacts

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