

MEDIA  
KIT  
2023

# FILM & TV KAMERA

*The most subscribed to German professional magazine for the film and TV industry*

Advertise  
with us  
on all  
channels

[www.filmundtvkamera.de](http://www.filmundtvkamera.de)

Price list valid from January 1st, 2023

## The market for moving images is growing.

The production of moving images is economically more important than ever, prevalent in the classic film and TV sectors. With 8.1 billion Euros in state funding from broadcast contributions, the public sector in Germany is one of the largest in Europe, which leads to a consistently high order situation in the broadcast sector. Added to this is the growing number of streaming services that are entering the market with more and more in-house productions.

## Ongoing qualification, defined target groups

The growing market is also leading to a growth in the need for qualified staff. The continuous qualification via specialised media, training courses and workshops is important in a world of shorter product cycles and fast media change. It is elementary in a segment that is characterised by lateral entrants. This workforce is not an anonymous crowd. We have analysed the structure of our readers and identified clear target groups. This allows for a targeted content production and direct communication with the individual groups. Potential target groups, for example the users of our online services, can thus be developed and expanded.

The primary job profiles of Film & TV Kamera are as follows:

- Lighting cameraperson TV
- Lighting cameraperson cinema
- Cameraperson (ENG)
- Cameraperson (studio)
- Steadicam operator
- Camera assistant
- Second camera assistant
- Digital image technician
- Data wrangler
- Gaffer
- Lighting technician
- Camera stage manager / assistant
- Colouring artist
- VFX Supervisor
- Editor
- Sound engineer / assistant
- Sound mixing engineer / assistant
- Sound designer



Other secondary target groups are:

- Producer
- Editor (broadcaster)
- Recording manager
- Executive producer
- Production manager
- Decision-maker film funding
- Postproduction supervisor
- Lecturer (university)
- Lecturer (vocational school)
- Employee rental
- Employee trade and distribution



## Film & TV Kamera: Continuity and Change

For 72 years, Film & TV Kamera is the number one medium in the film and TV industry. It is the print magazine with the largest sold circulation in this segment. Whoever is looking for information on film production, film technology, lighting, sound, broadcast, documentary, post-production or cut as well as compact industry information will subscribe to Film & TV Kamera. The film and TV hardware market has fundamentally changed in the last ten years – from a place of few big players to a playground with a lot of smaller and more flexible companies. Here, Film & TV Kamera is an important authority for current, comprehensive and targeted information. Our authors and editors share their expertise on new technologies, basics, business developments and their assessment of current trends with the readers.

Our focus is on our print magazine. However Film & TV Kamera also offers an online platform for its readers. Additionally to its homepage [www.kameramann.de](http://www.kameramann.de), newsletters inform readers about current developments; additionally we also provide information on our readers' preferred social networks – including Facebook, Twitter, Instagram and Xing. Film & TV Kamera directly addresses the increasingly younger audience online with new offers, such as a section “basics” on our website. We also get in direct contact with our target group at our own events such as the cineCongress.

### Your contact partners:



#### **Carola Frommer**

**Head of Sales + Services**

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Email: [carola.frommer@ebnermedia.de](mailto:carola.frommer@ebnermedia.de)



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**Editor**

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## Online



filmundtvkamera.de

## Newsletter



Film & TV Kamera  
Community Newsletter

## Print



## Mobil

iPad



iPhone



## Social Media



## Audience reach\*



9.828 Facebook fans



474 Twitter followers



1.953 Instagram fans



7.399 Xing followers



16.278 Unique users



18.732 Online visits



25.715 Page impressions



3.980 Newsletter subscribers



5.000 Circulation (actually distributed)

1.224 Digital subscription

55.573 Total audience reach

Status 9/2022 contacts per month



Formats in mm (width x height); for bleed add 3 mm on every side

All prices are without the relevant statutory VAT.

<b>Format</b>	<b>Width x height</b>	<b>Blend page (without blend addition)</b>	<b>Basic price b/w Euro</b>	<b>2-coloured Euro</b>	<b>3-coloured Euro</b>	<b>4-coloured Euro</b>
<b>1/1</b> page	144 x 233 mm	176 x 250 mm	<b>2.100,-</b>	<b>2.480,-</b>	<b>2.860,-</b>	<b>3.240,-</b>
<b>2/1</b> page	327 x 233 mm	352 x 250 mm	<b>4.000,-</b>	<b>4.760,-</b>	<b>5.520,-</b>	<b>6.280,-</b>
<b>2/3</b> page horizontal	144 x 147 mm	176 x 164 mm	<b>1.680,-</b>	<b>2.060,-</b>	<b>2.440,-</b>	<b>2.820,-</b>
<b>2/3</b> page vertical	96 x 233 mm	108 x 250 mm				
<b>1/2</b> page horizontal	144 x 109 mm	176 x 126 mm	<b>1.450,-</b>	<b>1.840,-</b>	<b>2.210,-</b>	<b>2.590,-</b>
<b>1/2</b> page vertical	71 x 233 mm	84 x 250 mm				
<b>1/3</b> page horizontal	144 x 71 mm	176 x 88 mm	<b>1.130,-</b>	<b>1.510,-</b>	<b>1.890,-</b>	<b>2.270,-</b>
<b>1/3</b> page vertical	47 x 233 mm	60 x 250 mm				
<b>1/3</b> page vertical	71 x 143 mm	84 x 160 mm				
<b>1/4</b> page horizontal	144 x 52 mm	176 x 69 mm	<b>950,-</b>	<b>1.330,-</b>	<b>1.710,-</b>	<b>2.110,-</b>
<b>1/4</b> page vertical	71 x 109 mm	84 x 126 mm				
<b>1/6</b> page horizontal	144 x 33 mm		<b>790,-</b>	<b>1.170,-</b>	<b>1.550,-</b>	<b>1.930,-</b>
<b>1/6</b> page vertical	71 x 68 mm					
<b>1/8</b> page horizontal	144 x 23 mm		<b>730,-</b>	<b>1.110,-</b>	<b>1.590,-</b>	<b>1.870,-</b>
<b>1/8</b> page horizontal	71 x 50 mm					

Formats in mm (width x height); for bleed add 3 mm on every side



2/1 page

 Type area: 327 x 233  
 Blend page: 352 x 250

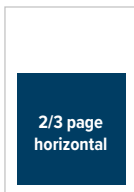

1/1 page

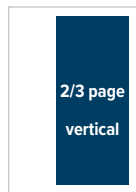
 144 x 233  
 176 x 250

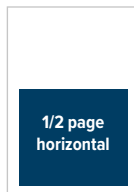

2x 1/2 page

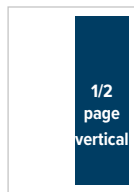
 327 x 127  
 352 x 142


2x 1/3 page

 327 x 84  
 352 x 99

 2/3 page  
 horizontal

 144 x 147  
 176 x 164

 2/3 page  
 vertical

 96 x 233  
 108 x 250

 1/2 page  
 horizontal

 144 x 109  
 176 x 126

 1/2  
 page  
 vertical

 71 x 233  
 84 x 250

 1/3 page  
 horizontal

 144 x 71  
 176 x 88

 1/3 page  
 vertical

 47 x 233  
 60 x 250

 1/3  
 page  
 vertical

 71 x 143  
 84 x 160

 1/4 page  
 horizontal

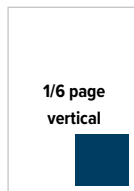
 144 x 52  
 176 x 69

 1/4  
 page  
 vertical

 71 x 109  
 84 x 126

 1/6 page  
 horizontal

144 x 33


 1/6 page  
 vertical

71 x 68


 1/8 page  
 horizontal

144 x 23


 1/8 page  
 two-columned

71 x 50

**Prices for classified advertisements:**
**(Maximum size in millimetres for occasional advertisements:**
**1 column/90 mm or 2 columns/45 mm,**
**otherwise calculation according to format prices!)**
**Job vacancies, training, sales, business recommendation** per mm (1 column, 71 mm wide, 2 columns, 147 mm wide, minimum size 1 column, 20 mm high) € **2,50.–**
**Prices/extra charge for preferential placement:**

 Inside front cover 4c € **3.700.–**

 Inside back cover 4c € **3.600.–**

 Back cover 4c € **3.900.–**

For other binding prescribed positions: 10% extra charge

**Colour surcharge:**

 Per colour € **380.–**

 Special colours (HKS or Pantone) € **520.–**
**Special format advertisements surcharge:**

 Advertisements exceeding type area, blend advertisements: € **70.–**  
 (as long as the advertisement is smaller than 1/1 page)

**Discounts:**

For adds within a year (insertion year)

3 editions 3%

5 editions 5%

10 editions 10%

**Colour surcharges are not subject to discount and are non-commissionable.**
**Agency commission:** 15% (only for b/w basic price)

**Stapled inserts:**

2-, 4- or 6-paged stapled inserts can be inserted from the middle of the issue onwards.

 Price €: 2 pages **2,600.–**, 4 pages **3,700.–**, 6 pages **4,200.–**

(plus binder fee of € 205.– und statutory VAT, Blend: above, below and side of 5 mm respectively).

**Inserts:**
**Maximum weight: 50 g**

Maximum size: DIN A5 (155 mm wide x 235 mm high)

Up to 15g single weight: 2.200.– €

Up to 25g single weight: 2.800.– €

Up to 50g single weight: 4.000.– €

(plus respective postage charges and statutory VAT. Discounts and commissions do not apply for postage charges.)

**Delivery:**

12 days before publication date. Delivery is free. The respective packages and deliveries need to be clearly marked with quantity and note: »Stapled inserts/inserts for FILM &amp; TV KAMERA, edition no .....«. Delivery address:

F&amp;W Druck- und Mediocenter GmbH, Holzhauser Feld 2, 83361 Kienberg

**Samples:**

of inserts or stapled inserts (also dummies) need to be submitted to the publishing house 5 days before the advertising deadline of the respective edition. The order is only binding for the publisher on presentation and approval of a sample.

**Stuck postcards:**

Will be stuck on an advertisement. Size: DIN norm.

The current advertising rate list applies for the published advertisement (minimum order 1/1 page)

Price: 2.200.– €





**Technical costs:**

Mechanical attachment is already included, price for affixing by hand on request (plus postage charges and statutory VAT. These special costs are not discountable).

**Placement:**

Last page of a print sheet on an advertisement page.

Affixing tolerance 5 to 8 mm depending on page.

	Edition		Print deadline	Booking deadline	Printing material	Publication date
<b>03/23</b>	17th February 2023		09.01.2023	25.01.2023	01.02.2023	17.02.2023
<b>04/23</b>	17th March 2023		13.02.2023	22.02.2023	01.03.2023	17.03.2023
<b>05/23</b>	21st April 2023		13.03.2023	28.03.2023	03.04.2023	21.04.2023
<b>06/23</b>	19th May 2023		10.04.2023	26.04.2023	03.05.2023	19.05.2023
<b>07-08/23</b>	23rd June 2023		15.05.2023	25.05.2023	01.06.2023	23.06.2023
<b>09/23</b>	18th August 2023		13.07.2023	19.07.2023	01.08.2023	18.08.2023
<b>10/23</b>	15th September 2023		14.08.2023	23.08.2023	30.08.2023	15.09.2023
<b>11/23</b>	20th October 2023		11.09.2023	27.09.2023	04.10.2023	20.10.2023
<b>12/23</b>	24th November 2023		16.10.2023	30.10.2023	08.11.2023	24.11.2023
<b>01-02/24</b>	22nd December 2023		13.11.2023	29.11.2023	06.12.2023	22.12.2023

**Most important show dates:**

	Date	Show edition	Show report in edition
NAB, Las Vegas	15th-19th April 2023	17th March 2023	19th May 2023
IBC, Amsterdam	15th-18th September 2023	15th September 2023	20st October 2023



## Publishing House:

<b>Publishing House:</b>	Ebner Media Group GmbH + Co.KG 89073 Ulm, Karlstraße 3
<b>Management:</b>	Marco Parrillo
<b>Advertising department:</b>	Karlstraße 3, 89073 Ulm, Germany
<b>Editors:</b>	Helmholtzstraße 29-31, 50825 Cologne, Germany
<b>Production:</b>	F&W Mediencenter GmbH Holzhauser Feld 2 83361 Kienberg

## Object data:

<b>Format:</b>	176 mm wide, 250 mm high
<b>Type area:</b>	144 mm wide, 233 mm high
<b>Number of columns:</b>	2 columns, column width: 71 mm
<b>Blend:</b>	3 mm per side
<b>Printing and binding process, printing material:</b>	Offset printing, adhesive binding. Printing material: see checklist data delivery.
<b>Dates:</b>	Frequency of publication: 10 editions except in January and July
<b>Terms of payment:</b>	14 days after receipt of invoice – without any deduction UST-Ident-Nr. DE 147041097
<b>Bank details:</b>	Sparkasse Ulm BIC: SOLADES1ULM IBAN: DE56 6305 0000 0000 0909 17

## Printing material:

To ensure the best quality of your advertisements, we ideally require files that are easy to process.

Please only send us the respective advertisement, all fonts and all files used in the document (images, logos, etc). The advertisement should be saved in a folder, which allows for a clear object allocation (edition 2/2023 advertiser). Data carriers should be clearly labelled. When delivering by ISDN, please also inform us about your delivery via fax.

**Please deliver a true colour proof. Please always send us your advertising order and print of your advertising motif to our advertising department: [carola.frommer@ebnermedia.de](mailto:carola.frommer@ebnermedia.de)**

## Delivery:

E-Mail: [carola.frommer@ebnermedia.de](mailto:carola.frommer@ebnermedia.de)

### Advertising file format:

Documents: QuarkXPress, Photoshop, Illustrator, InDesign, Acrobat  
Images/Advertisements: pdf, tiff, eps

### F&W Druck- und Mediencenter GmbH

Holzhauser Feld 2  
83361 Kienberg

## Native Advertising

Today, anyone who wants to catch the customer's attention needs a mix of editorial content and advertising or brand messages, in a nutshell: Native Advertising!

### How does Native Advertising work?

Native Advertising is storytelling. Your advertising or brand message is published in our platforms' editorial environment by means of an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company's and your products' leading position in your relevant target groups.

### What does Native Advertising achieve at FILM + TV KAMERA?

- Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand(s)
- Publication of your content within the look & feel of our editorial environment. We are happy to handle the content creation for you
- Leads to longer time spent on the site and higher involvement with your brand as well as your message and creates long-term effects
- The only way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers in the process

- Helps to reach your company's and products' whole target group by creating a larger audience for your topic
- Allows for customised communication to the target group, which is relevant for you, due to clear persona definition and positioning of FILM + TV KAMERA?
- Supports your company in establishing itself as an opinion leader for your target group on the relevant topics
- Improves the visibility of your brand in search engines and social media channels using SEO optimised multimedia storytelling (editorial, images, graphics, video)

### Content is king and we are the topic champions

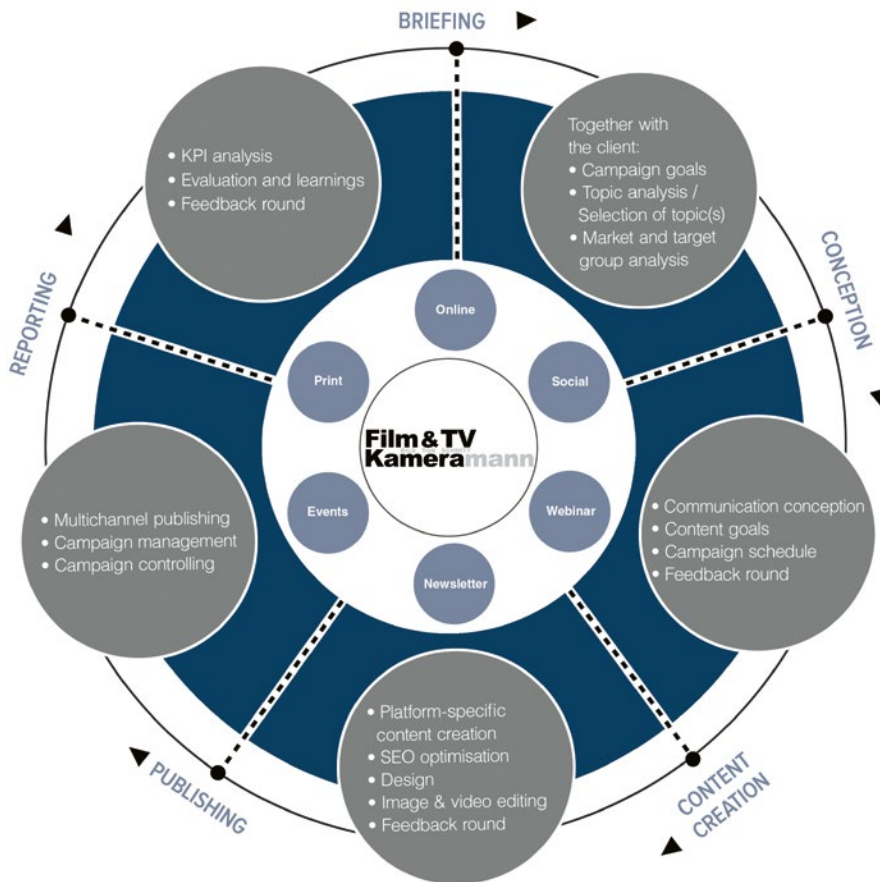
We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

We will take over the campaign conception, the content creation, the multichannel publishing, the campaign management and the reporting. A one-stop full service – from your target group's content specialists.

We support you in tailoring your communication to the community, in bringing the content into the relevant context, in playing your campaign over all suitable channels and consequently achieving the optimum performance according to your communication goals and KPIs. You can count on our team from media marketing, content marketing, social media and SEO as well as on our editorial team.

#### Let's talk

Team Media  
 Sales & Services  
 Carola Frommer



## Delivery

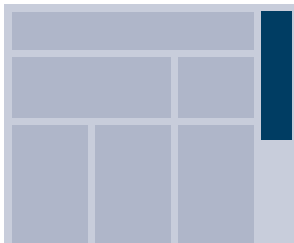
All advertising material is delivered in rotation. Also exclusively on request

## Data delivery, advertising material

- All banner formats up to a maximum of 100 KB
- Data formats: JPEG, GIF, HTML 5, Flash (when submitting in Flash format, please also supply a back-up file in GIF)
- Artworks have to be submitted latest 5 days before start of campaign

Package price for whole community (Run of Network) on request.

[www.filmundtvkamera.de](http://www.filmundtvkamera.de)

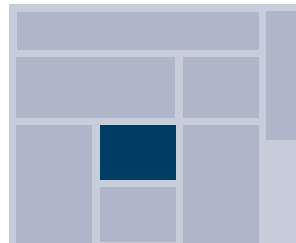


### Wide scraper, sky scraper

Desktop 160 x 600 Pixel or  
300 x 600 Pixel

Mobile 320 x 100 Pixel

**Price € 500,- per month**

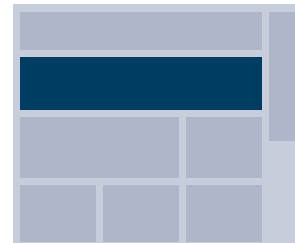


### Content Ad

(medium rectangle)

300 x 250 Pixel

**Price € 600,- per month**

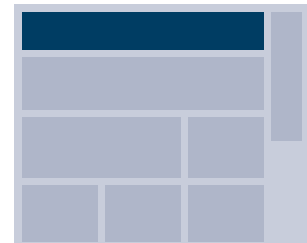


### Billboard

Desktop 980 x 250 Pixel

Mobile 320 x 100 Pixel

**Price € 700,- per month**



### Leaderboard

728 x 90 Pixel

**Price € 600,- per month**

The Kameramann newsletter subscribers receive a weekly newsletter. We supply the industry with editorial articles, news, eDossiers and relevant information as free downloads for daily use.

**Weekly Newsletter** – on Tuesday

### Advertising formats

#### Billboard

### Formats

580 x 250 Pixel for desktop

### Prices Billboard

#### Position 1

250 Euro / week

#### Position 2

230 Euro / week

#### Position 3

200 Euro / week

### Data format

JPEG or GIF banner (no animated GIF files)

### File size

max. 100 KB



## Stand Alone Newsletter (business information)

**A Stand Alone newsletter in the “look and feel“ of an editorial newsletter – exclusively with your content and links.**

The Stand Alone newsletter addresses all registered newsletter users respectively and is sent out in the name of our website.

The Stand Alone newsletter exclusively contains customer information (text, images, video, display advertisement), can be linked to further information on the customer's website or to customer information on our websites.

The Stand Alone newsletter reaches over 4.000 subscribers and is sent out max. once per week.

**Price: 1.500,- Euro**

**Martin**  
LUXEON

**MAC Viper™ AirFX**

**Let your eyes be the judge**  
Contact your local Martin representative to see for yourself what a difference optics make.

**FIND REPRESENTATIVE** >

- Touring-friendly and highly efficient hybrid
- Hard-edge, mid-air effects and wash all-in-one
- Output superior to 1,500 W spot fixtures
- Vibrant colors known from the MAC Viper family

Kontakt:  
 Martin Professional, Zingstriedenweg 10A, 80407 München, Deutschland  
 Telefon: +49 (0)89 30 92 10-11, Fax: +49 (0)89 30 92 10-12  
 E-Mail: info@martin.com, www.martin.com  
 Martin Professional, Inc., 10000 W. 16th Ave., Denver, CO 80202, USA  
 Telefon: +1 (303) 751-1000, Fax: +1 (303) 751-1001  
 E-Mail: info@martin.com, www.martin.com  
 Martin Professional, Inc., 10000 W. 16th Ave., Denver, CO 80202, USA  
 Telefon: +1 (303) 751-1000, Fax: +1 (303) 751-1001  
 E-Mail: info@martin.com, www.martin.com



## Lead Generation Campaign

Services: amongst others creation of an eDossier, accompanying advertising campaign across all relevant media, newsletter, SEO, hosting, delivery of leads. We are happy to discuss this campaign with you in detail.

**Creation of an eDossiers on**  
a product, technology  
or a specific project

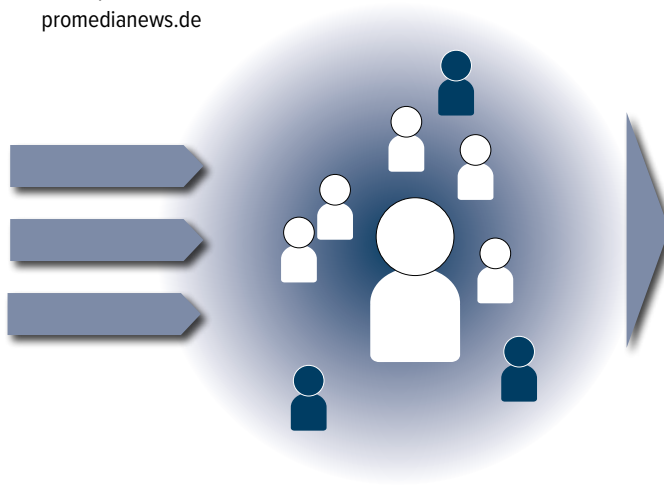
**Communication channels:**  
Kameramann  
kameramann.de  
Production Partner  
production-partner.de  
Professional System  
professional-system.de  
Event Partner  
event-partner.de  
promedianews.de

**Target group:**  
potential  
customers

**Registration**  
filtering  
via our CRM

**Lead**

### Example



### General Terms and Conditions

1. "Advertisement order" within the meaning of the following general conditions of acceptance is the contract for the publication of one or more advertisements by an advertiser or other space buyer in a publication for the purpose of dissemination.

2. Where doubt exists advertisements are to be released for publication within one year of conclusion of a contract. If a contract allows for the release of individual advertisements, the order must be processed within one year of the advertisement appearing for the first time, provided the first advertisement is released and published within the period specified in sentence 1.

3. In the event of a contract being concluded the orderer is entitled to release further advertisements exceeding the advertisement volume specified in the contract within the period agreed or the period specified in section 2, whichever is applicable.

4. In the event of a contract not being performed for reasons for which the publishing company is not responsible, the orderer, notwithstanding any other legal obligations, must reimburse the publishing company the difference between the discount granted and the relevant discount for the number of advertisements actually published. Reimbursement need not be effected if the failure to perform is attributable to force majeure within the scope of the publishing company's risk.

5. When calculating the amount of text to be published the text millimetre lines are converted into advertisement millimetres in accordance with the price.

6. Advertisements and inserts shall only be included in specified issues, specified editions or in specified positions in the publication if the orderer has stated that the advertisement or insert must appear in specified issues, specified editions or in

specific positions in the publication and the publishing company has provided written confirmation to this effect. Classified advertisements will appear in the appropriate special section without express agreement being required.

7. Textual advertisements are advertisements, which border on text on at least three sides and do not border on other advertisements. Advertisements, which from their copy or layout are not recognisable as advertisements shall be rendered recognisable as such by the publishing company by the addition of the word "advertisement"

8. The publishing company reserves the right to reject both advertisement orders, including individual releases within the framework of a contract, as well as insert orders, on account of their content, their origin or their technical form in accordance with uniform, objectively justified principles, if, in the due judgement of the publishing company, their contents contravene laws or official directives or are likely to cause offence, or their publication cannot be expected of the publishing company. This also applies to orders placed at registered or branch offices or agencies. Insert orders are only binding for the publishing company once a specimen copy of the insert has been submitted and approved. Inserts shall not be accepted which, by nature of their size or appearance, give the reader the impression of being a part of the newspaper or magazine, or which contain advertisements of a third party. The orderer will be notified without delay of the rejection of an order.

9. Prompt submission of the advertising text and faultless copy or of the inserts, glued-in inserts etc. is the responsibility of the orderer. The publishing company shall demand immediate replacements for recognisably unsuitable or damaged copy. The publishing company warrants usual printing quality

within the scope of possibilities of the copy provided for the issue in which the order is to appear.

10. In the event of the printed advertisement being partially or entirely illegible, incorrect or incompletely reproduced, the orderer may claim price abatement or a faultless replacement advertisement, but only to the extent to which the advertisement was impaired in its purpose. In the event of the publishing company allowing a reasonable extension period granted to it to elapse, or of a replacement advertisement again failing to be acceptable, the orderer has the right of cancellation. Claims for compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded even for orders placed by telephone; claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. This does not apply to intent and gross negligence on the part of the publishing company, its legal representative or its vicarious agent. The liability of the publishing company for damage caused by lack of warranted qualifications remains unaffected. Nor is the publishing company liable in commercial business dealings for gross negligence on the part of vicarious agents; in all other cases the liability to merchants for gross negligence is limited to the foreseeable damage to the value of the compensation to be paid for the advertisement in question. All claims by the orderer, with the exception of obvious deficiencies, must be asserted within four weeks of receipt of invoice and voucher copy.

11. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections

to which attention is drawn within the period set at the time of despatch of the proof.

12. Provided no particular size has been specified the order will be charged on the basis of the print height actually used usual for the type of advertisement.

13. Unless the orderer effects prepayment the invoice will be sent immediately, at all events however, fourteen days following publication of the advertisement. The invoice is to be paid within the period specified in the price list an commencing from the receipt of the invoice, unless another period or prepayment has been agreed for the case in question. Any discounts for early payment will be granted in accordance with the price list.

14. In the event of default or delay in payment interest charges in accordance with those listed in the pricelist together with collection expenses will be levied. However, the orderer retains the right to furnish proof that the loss incurred is substantially less serious. In the event of default the publishing company may delay further performance of the current order until payment has been effected, as well as demand prepayment of the remaining advertisements. In the case of justified doubt in the ability of the orderer to effect payment the publishing company has the right, even during the duration of an advertisement contract, to make the appearance of further advertisements dependent upon the prepayment of the sum in question and of settlement of outstanding invoices without regard to the terms of payment originally agreed upon.

15. Upon request the publishing company will supply a request copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order clippings, tear sheets, or complete voucher copies will be supplied. If it is no longer possible to obtain a voucher copy, a legally binding certification confirming that the

advertisement was published and disseminated will be provided by the publishing company in its stead.

16. The orderer shall bear the expense of the preparation of copy and drawings ordered, or of alterations requested by the orderer, or of reasonable alterations, which differ substantially from the version originally agreed upon.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deducted in the event of a reduction in the number of copies printed, if, on overall average for the insertion year commencing with the appearance of the first advertisement, the circulation falls below the average circulation quoted in the price list or otherwise specified, or, in cases where no circulation is specified, the average number of copies sold in the previous calendar year (in the case of specialist publications this may be the average number of copies actually disseminated). A reduction in the print run is only a deficiency justifying a reduction in price if the reduction amounts to 20 % in the case of a circulation of up to 50,000 copies

15 % in the case of a circulation of up to 100,000 copies

10 % in the case of a circulation of up to 500,000 copies

5 % in the case of a circulation exceeding 500,000 copies

Furthermore, reductions in contract price are excluded in cases where the publishing company informed the orderer of the reduction in circulation sufficiently early so as to allow the latter enough time to terminate the contract before the advertisement appeared.

18. In the case of box number advertisement the publishing company entrusts the custody and prompt forwarding of the offers to the care of a serious businessman. Registered letters and express letters in reply to box

number advertisements will be forwarded by standard post. Letters received in reply to box number advertisements will be kept for four weeks. Letters not collected within this period will be destroyed. The publishing company returns valuable documents, although no such obligation exists. In the interest and for the protection of the orderer the publishing company reserves the right to open offers received for examination to ensure that the box number service is not misused. The publishing company is not obliged to forward commercial recommendations or offers of mediation.

19. Text and layout will only be returned to the orderer in response to a specific request so to do. The obligation to keep text and layout in safe custody elapses three months after expiry of the contract.

20. Place of performance is the registered office of the publishing company. In business transactions with merchants, juristic persons under public law or separate estates under public law the place of jurisdiction for legal action is the registered office of the publishing company. If the domicile or place of habitual residence of the orderer, even in the case of non-merchants, is unknown at the time of the commencement of an action, or if the orderer alters his/her domicile or place of habitual residence to a place outside the jurisdiction of the law following conclusion of the contract, the place of jurisdiction is agreed upon as being the registered office of the publishing company

a) While exercising all due diligence when accepting and examining the advertisement copy, no liability attaches to the publishing company if misled or deceived by the orderer. By placing an advertisement order the advertiser undertakes to bear the expense of the publication of an counter-representation

referring to actual claims made in the published advertisement in accordance with the advertisement rates valid at the time.

b) The orderer bears the responsibility for the content and the legal permissibility of the text and illustrations provided for the insertion. It is incumbent upon the orderer to indemnify the publishing company with respect to the claims of third parties arising against the publishing company from the execution of an order, even if it was not suspended in time. The publishing company is not obliged to check orders and advertisements with a view to their infringing the rights of third parties. In the event of advertisements appearing which were not suspended in time, no claims of the advertiser can be made against the publishing company. The orderer also releases the publishing company from all claims resulting from infringement of copyright.

c) Notification of cancellations must be given in writing. In the event of an advertisement being cancelled the publishing company can demand payment of the composition costs incurred.

d) Cases of force majeure and industrial action for which the publishing company bears no responsibility release the publishing company from the obligation to fulfil contracts and to pay compensation.

e) The publishing company accepts no liability for errors in the transmission by telephone of advertisements, changes of the appointed date of appearance or of the issue in which the advertisement is to appear, or corrections to the text, or of cancellations.

f) Claims arising from incorrect printing of repeat advertisements are excluded if the advertiser had the opportunity of drawing attention to the error prior to the printing of the advertisement immediately following. The claim to payment of the publishing company remains unaffected.

g) The advertiser may lay retrospective claim to the corresponding discount for the actual number of advertisements printed within the one-year period if, at the beginning of the period, he concluded a contract which, in accordance with price list, would have entitled him to a rebate from the very beginning. The claim to retrospective rebate lapses if not pressed within one month of the expiry of the one year period.

h) A trade discount of ten percent on the standard price shall only be granted for direct advertising orders.

i) The publishing company reserves the right to fix special rates for advertisements in publishers' inserts, special publications and specials/special editions. The publishing company further reserves the right to correct (credit notes, additional charges) incorrect invoices within six months of the making out of the invoice.

j) Space brokers and advertising agencies are obliged to adhere to the prices listed by the publishing company when making their offers to, as well as concluding contracts and settling accounts with advertisers. The agency commission granted by the publishing company may not be passed on to the advertiser either in full or in part.

k) Personal liability of the representative of an orderer: If the orderer is a juristic person, or other wise limited liability (e.g. GmbH), the person signing on behalf of the orderer is personally liable to the publishing company as a guarantor who has waived his plea of primary recourse against the principal debtor.

l) Data protection: Pursuant to §26 of the (German) Federal Data Protection Act we draw attention to the fact that within the framework of the business relations the required customer and supplier data are stored with the aid of electronic data processing equipment