

MEDIA KIT

2018



PRINT + ONLINE

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successful media for experts

Media Group  Süddeutscher Verlag



Advertising and Editorial Dept.: Hühig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: www.elektro.net

- 1 Title:** de – das elektrohandwerk
- 2 Profile in brief:** de provides specialist knowledge in the area of electrical engineering for all areas of electrical installation and building services, as well as on renewable energy (photo-voltaics, solar thermal energy, heat pumps, wind power) – as well in the fields of IT and automation technology. Well-researched specialist articles elaborate on modern technologies, systems and applications. Practical application examples make the connection between the reader to his or her daily professional environment.
- 3 Target group:** Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.
- 4 Publication:** twice per month (4 double issues in January, July, August and December)
- 5 Magazine format:** DIN A4 (width 210 mm, height 297 mm)
- 6 Volume/Year:** Volume 93/2018
- 7 Price:**

Annual subscription	domestic (incl. shipping charges and VAT)	€ 136.00
	foreign (incl. shipping charges and VAT)	€ 160.00
	single copy price (plus shipping charges)	€ 8.00
	online copy	€ 108.00
- 8 Organ:** Central Association of the German Electrical and IT Trades (ZVEH) and the affiliated national guild associations.
- 9 Memberships:** Media Database of the German Association of Trade Journals
- 10 Publishing house:** Hühig GmbH
Managing Director: Fabian Müller
Publishing Director: Rainer Simon

Address Publisher: Im Weiher 10, D-69121 Heidelberg
Phone: +49 6221 489-384
Fax: +49 6221 489-443

Address Advertising/

Editorial Dept.:

Phone:

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E-mail:

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kontakt@elektro.net

11 Publisher:

12 Advertising:

13 Editorial Dept.:

–

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Dipl.-Ing. (FH) Sigurd Schobert

Michael Wanner, M.A.

14 Volume analysis

2016 = 20 issues

Total volume:

1,736 pages

= 100.00 %

Editorial section:

1,371 pages

= 78.97 %

Advertising section:

365 pages

= 21.00 %

including classified ads:

3 pages

= 0.17 %

bound inserts:

8 pages

= 0.46 %

Supplements:

28

15 Analysis of editorial content

2016 = 1,371 pages

By topic area:

Practical problems

220 pages

= 16.05 %

Electrical installation

235 pages

= 17.14 %

Lighting + Energy

152 pages

= 11.09 %

Building services + Communication

135 pages

= 9.85 %

Technical safety

131 pages

= 9.56 %

Business management

118 pages

= 8.61 %

Education and training

140 pages

= 10.21 %

Other content (editorials, standards, services)

240 pages

= 17.51 %

1,371 pages

= 100.00 %

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1 Advertising rates (formats see page 5):

All prices in Euros exclusive of applicable VAT.

Format \ Basic rates	b/w in €	2c price in €	4c price in €
1/1 page	7,295.00	8,370.00	10,520.00
Junior page	4,630.00	5,275.00	6,565.00
1/2 page	3,775.00	4,420.00	5,710.00
1/3 page	2,535.00	2,945.00	3,765.00
1/4 page	1,915.00	2,325.00	3,145.00
1/8 page	975.00	1,225.00	1,725.00

Other formats on request

Cover:

210 x 184 plus 3 mm trim

at bottom and at right 4c € 10,985.00

Inside front cover, outside back cover: 4c € 11,210.00

b/w millimeter price for recommendation advertisements:

minimum height 30 mm

1-column in 3-column text width 56 mm € 12.75

2 Surcharges (not discountable):

Color:	Bleed	2-color	4-color
1/1 page	€ 729.50	1,075.00	3,225.00
Junior Page	€ 463.00	645.00	1,935.00
1/2 page	€ 377.00	645.00	1,935.00
1/3 page	€ 253.50	410.00	1,230.00
1/4 page	€ 191.50	410.00	1,230.00
1/8 page	€ 97.50	250.00	750.00
Inside front cover, outside back cover	€ 811.50	1,075.00	3,225.00

Surcharges apply to Euroscale colors. Custom colors not possible.

Placement:

binding placement: 10 % surcharge on basic rate

Formats:

Gutter bleed advertisements: 10 % surcharge on basic rate

Type area advertisements: 10 % surcharge on basic rate

island advertisements
(surrounded by text on all sides): 40 % surcharge on basic rate

3 Discounts (for purchase within one insertion year):

Color and format surcharges, advertisements in "Business Directory" and glued-on advertising media and classified ads not eligible for discount.

Recommendation advertisements:

Frequency discount:	Volume discount:
3x publication 5.0 %	2 pages 5.0 %
6x publication 7.5 %	4 pages 7.5 %
9x publication 10.0 %	6 pages 10.0 %
12x publication 12.5 %	9 pages 15.0 %
15x publication 15.0 %	12 pages 20.0 %
18x publication 17.5 %	15 pages 22.5 %
20x publication 20.0 %	18 pages 25.0 %

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4 Classified ads (not discountable):

only 2 or 4-column possible (2-column = 86 mm wide)
minimum height: 20 mm

Job vacancies b/w per mm (2-column, 86 mm wide)	€ 9.20
Job vacancies 2c per mm (2-column, 86 mm wide)	€ 12.20
Job vacancies 4c per mm (2-column, 86 mm wide)	€ 18.20
Positions wanted per mm (2-column, 86 mm wide)	€ 4.60
Wanted/for sale, other per mm (2-column, 86 mm wide)	€ 9.30
Box number fee (including postage for delivery)	€ 18.00
Job advertisements online (see page 23)	€ 610.00
Litho costs lump sum	€ 35.00

5 Special advertising:

Industry directory (not discountable):

1-column = 56 mm, minimum height: 20 mm	
millimeter price b/w	€ 5.95
millimeter price 4c	€ 14.80

Product cards (individually placed in magazine):

color surcharge per color	€ 2,705.–
price, including printing and processing, placement between two printed sheets, discount: see frequency discount for adverts	€ 410.–

Bound inserts (discountable):

2-page bound insert	€ 11,150.–
4-page bound insert	€ 15,650.–
Other formats on request	
Discount: 1 sheet = 1/1 page	
Required delivery amount: 40,500 copies	

Supplements (discountable):

loosely inserted, maximum size 205 x 290 mm
up to 25 g total weight per thousand
(plus selection surcharges for splitted supplements € 360.–;
agency commission not deductible) € 250.–

Above 26g total weight and partial supplements: upon request
Discount: 1 supplement = 1/1 page
Required delivery amount: 40,500 copies

(For machine processing the supplement must be closed on the long side.
5 dummies have to be sent in advance, for address see p. 6.)

Glued-on advertising media (not discountable):

postcards € 2,295.–
(plus additional mailing costs € 13,60 je o/oo;
agency commission not deductible)
Required delivery amount: 40,500 copies
(partial booking not possible)

Delivery address for supplements and bound inserts: see p. 7

6 Contact: see pp. 25/26

7 Terms of payment:

30 days after invoice date,
2 % discount for advance payment or direct debit

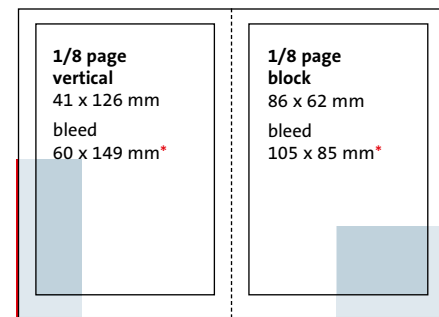
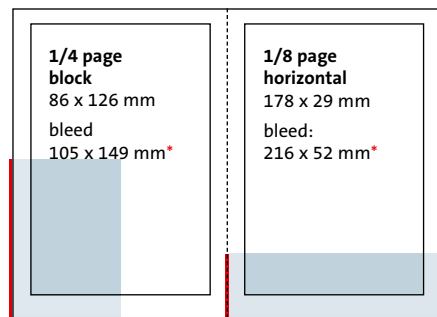
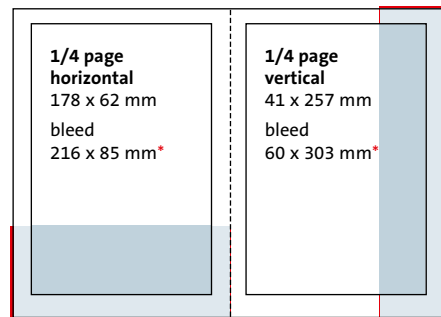
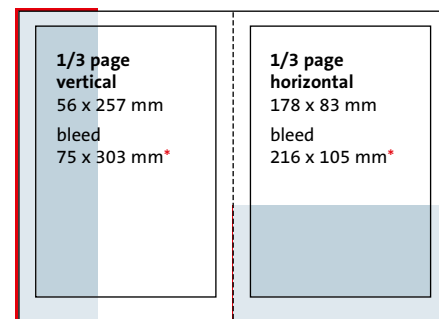
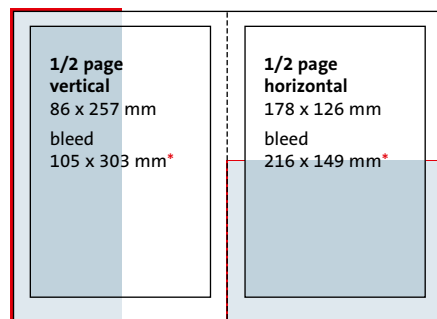
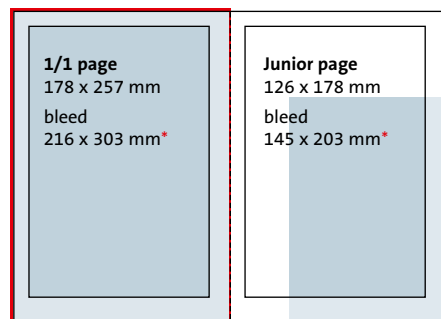
Bank details:

HypoVereinsbank
Account: 157 644 60
Bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMMXXX

— *Bleed formats quoted include 3 mm trim allowances

Type area formats

Bleed formats



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- 1 **Magazine format:** width 210 mm, height 297 mm, DIN A4
Type area: width 178 mm, height 257 mm
number of columns: 4 columns / 3 columns
column width: 41 mm / 56 mm

- 2 **Printing process:** rotary offset
Binding process: adhesive binding

- 3 **Data transfer:** de-dispo@huethig.de

- 4 **Data formats:** Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller using version 4.0 or higher and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap. (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.

- 5 **Colors:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.

- 6 **Proof specifications:** as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Improved_eci.icc for content as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

- 7 **Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

- 8 **Warranty:**
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year following publication of the relevant printed material. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, supplements etc.) which the customer claims to have made available.

- 9 **Contact: Advertisement processing:** Sabine Greinus, Im Weiher 10, D-69121 Heidelberg
Phone: +49 6221 489-598
Fax: +49 6221 489-310
sabine.greinus@huethig.de

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Product cards

Reply cards type area:

width 148 mm x height 99 mm (plus 4 mm head trim)

Type area memo strip:

width 62 mm (plus 3 mm routing margin) x height 99 mm (plus 4 mm head trim)

Bleed difference (trim allowance) for bled (trimmed) motifs:

3 mm at the right and at the bottom

Bound inserts:

Before order acceptance and confirmation, provision of a binding sample is necessary. If required, as a blind dummy with size and weight data. Bound inserts may only advertise for the sales program of one (1) advertiser. These inserts must be designed in accordance with postal regulations so that they cannot be confused with the remaining main editorial part of the magazine. The placement of bound inserts will depend on technical capabilities.

Formats:

1 sheet (= 2 pages) untrimmed 216 x 305 mm

2 sheets (= 4 pages) untrimmed 432 x 305 mm

Bound inserts must be provided untrimmed, and bound inserts consisting of several sheets must be delivered folded. The front page of the bound insert must be marked. Bound inserts must be designed such that additional preparation and processing are not necessary. Difficulties and additional folding or gluing work will be separately invoiced as an additional charge.

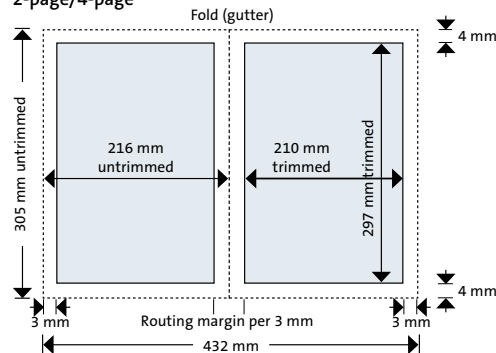
Required delivered amount: 40,500 copies, including overplus

Delivery deadline: 10 business days prior to publication

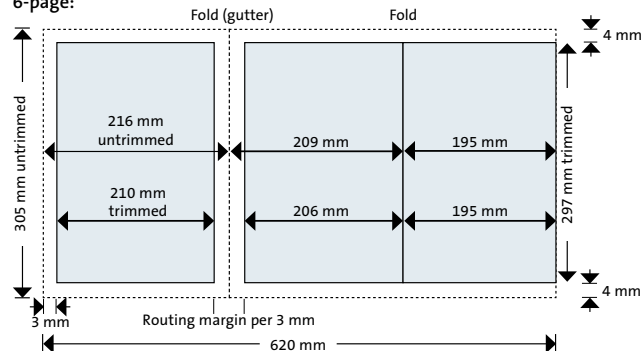
Delivery address: Westermann Druck GmbH, Ms. Tanja Bargel,
Georg-Westermann-Allee 66, D-38104 Braunschweig
Marked: for de – Issue no. ..., Customer ...

Trim schema for bound inserts:

2-page/4-page



6-page:



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Trade fair guide Light + Building

Circulation:	50,000 copies
Size:	approx. DIN A4
Contents:	The trade fair guide introduces the new products of exhibiting companies, publishes industry trends and offers helpful trade fair service tips.
Distribution:	together with the main issue of de 6/2018 to all subscribers + distribution at our trade fair booth, the ZVEH booth as well as the booths of our media partners and, during the duration of the trade fair, in large hotels in Frankfurt.

Date of publication: March 15, 2018
Deadline for ads: February 20, 2018

The trade fair guide can only be reserved in combination with at least one trade fair issue of **de** – das elektrohandwerk

Prices:

Format in the trade fair guide	Price for b/w or 4c in €
1/1 page	3,675.–
Junior page	2,260.–
1/2 page	2,000.–
1/3 page	1,300.–
1/4 page	1,090.–
1/8 page	605.–
Company portrait 1/1 page	3,675.–
Cover page	4,400.–

Special combo discount

- 1 Trade fair issue + trade fair guide = discount of 3%
- 2 Trade fair issues + trade fair guide = discount of 5%
- 3 Trade fair issues + trade fair guide = discount of 10%

The special combo discount are based on the base price of the trade fair issues.

The **de** trade fair issues for

light+building

de 5/2018	de 6/2018	Special issue Light + Building Highlights
Trade fair previews: initial innovations	Main trade fair issue: Innovations and information on the trade fair	Innovations and trends gathered at the trade fair and presented in a compact form for readers
Date of publication: March 1, 2018	Date of publication: March 15, 2018	Date of publication: May 2, 2018
Deadline for ads: Feb. 6, 2018	Deadline for ads: Feb. 20, 2018	Deadline for ads: Apr. 6, 2018

The trade fair guide can be combined with these issues and thereby become eligible for the combo rebate.

Special issue "Light + Building Highlights"

Circulation: 40,000 copies

Size: approx. DIN A4

Distribution: together with the main issue of **de** 9/2018 to all subscribers

Contents: Many new products will once again be presented at Light + Building. Our special issue provides an orientation guide for the reader, summarises essential new features, and explains the technological trends behind them. Amongst other things, there are follow-up reports relating to the following product segments: Electrical installation components, measuring and testing technology, lightning and surge protection, building automation (with Smart Home and safety technology, amongst others), lamps, lights, emergency and safety lighting, operating equipment.



The formats and advertising rates are identical to those in the standard **de** booklet (see page 3)

Date of publication: May 2, 2018
Deadline for ads: April 6, 2018

This special issue is a standard trade fair edition, and can be combined with the trade fair guide.

Online possibilities

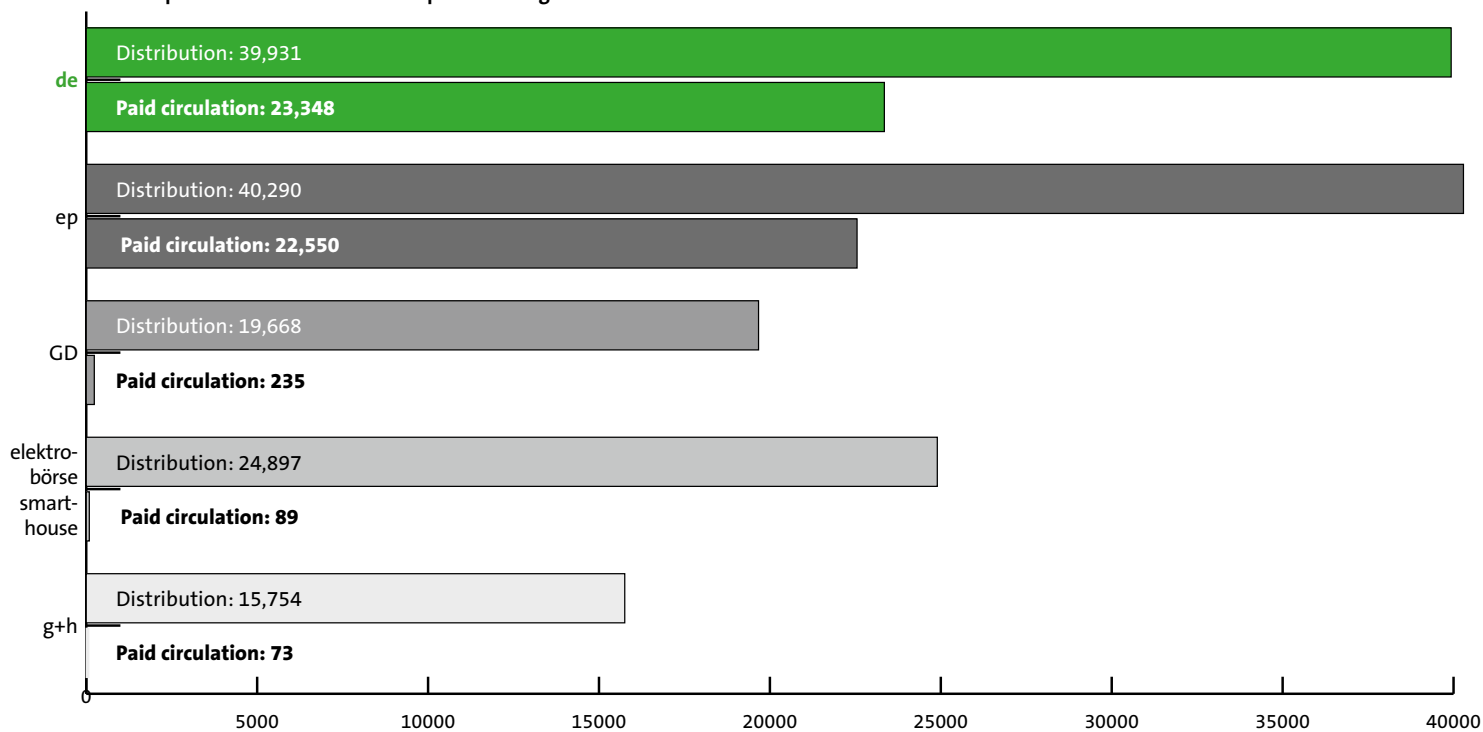
- On our website, you have the opportunity to attract **around 70,000 visits and 200,000 page impressions** a month with various forms of advertising. Come along to trade fairs, explore intriguing new products, and present your own innovations.
We also voluntarily check the number of issues sold (IVW) online. Current figures can be viewed at any time at <http://ausweisung.ivw-online.de> or elektro.net. See page 18 for more information on the forms of advertising.
- For the Light + Building trade fair, 17,226 people will receive **two special newsletters** in addition to the newsletters which are sent out every 14 days throughout the year:
 - **Special newsletter 1:** Publication date March 6, 2018
 Deadline for submissions February 27, 2018
 - **Special newsletter 2:** Publication date March 13, 2018
 Deadline for submissions March 6, 2018

At approximately 50%, the opening rate of our newsletter is far above the average!



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Distributed and paid circulation of selected specialist magazines for the electrical trade



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1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue
(July 1, 2016 - June 30, 2017)

Print run:	40,000		
Number of copies actually distributed:	39,905	including abroad:	237
Sold circulation:	23,481	including abroad:	217
– subscribed copies:	18,414	including abroad:	209
including member copies:	5,533		
– other sales:	5,046		
– single copy sales:	21		
Free copies:	16,424		
Residual, specimen and archive copies:	95		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	84.8	33,835
Abroad	0.6	237
Others*	14.6	5,833
Number of copies actually distributed	100.0	39,905

* Section of circulation not analyzed such as trade fair and congress copies etc.

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	17.5	6,942
Bavaria	20.2	8,013
Berlin, Brandenburg	4.8	1,904
Bremen, Hamburg, Schleswig-Holstein	4.4	1,745
Hesse	9.7	3,848
Mecklenburg-Western Pomerania	0.9	357
Lower Saxony	8.0	3,173
North Rhine-Westphalia	18.6	7,378
Rhineland-Palatinate	6.1	2,420
Saarland	1.5	595
Saxony, Saxony-Anhalt	6.1	2,420
Thuringia	2.2	873
Copies actually distributed in Germany	100.0	39,668


Breakdown of foreign circulation:	Percentage of copies actually distributed	
	%	copies
Austria	46.5	110
Switzerland	15.6	37
Other countries	37.9	90
Number of copies actually distributed	100.0	237

1.1 Sectors / Industries / Fields / Professions

No. of classification	Recipient groups (acc. to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	Recipients
43.21 / 43.2	Electrical installation, other construction installation	71.2	28,412
71.1	Electrical planning; engineering offices	6.5	2,594
27 / 27.12 / 28 / 29.31 / 26.3 / 33.1	Processing trades	4.7	1,876
46.4 / 47	Wholesale business with electrical equipment and electrical-installation equipment; retail business with electrical household appliances and electrical products	7.1	2,833
35	Power generation	2.9	1,157
84.1	Public administration	2.1	838
85.42 / 85.32 / 94.99.1	Colleges, universities, and other institutions of higher learning; research; institutions of ongoing professional training	3.5	1,397
	Other*	2.0	798
Number of copies actually distributed		100.0	39,905

* Section of circulation not analyzed, such as trade fair and congress copies etc.

Issues	1-2/2018	3/2018	4/2018	5/2018	6/2018	7/2018	8/2018	9/2018	10/2018	11/2018	12/2018	13-14/2018	15-16/2018	17/2018	18/2018	19/2018	20/2018	21/2018	22/2018	23-24/2018
					Trade fair guide Light + Building			9a: Special issue Light + Building High- lights (see page 15d)			12a: Special issue pv-praxis.de (see page 15d)				18a: Special issue Technical Safety (see page 15d)				22a: Special issue Lighting (see page 15d)	
Publication date	Jan. 16, 2018	Feb. 1, 2018	Feb. 15, 2018	Mar. 1, 2018	Mar. 15, 2018	Apr. 3, 2018	Apr. 17, 2018	May 2, 2018	May 15, 2018	June 1, 2018	June 15, 2018	July 17, 2018	Aug. 16, 2018	Sept. 4, 2018	Sept. 18, 2018	Oct. 2, 2018	Oct. 16, 2018	Nov. 2, 2018	Nov. 15, 2018	Dec. 12, 2018
Advertising deadline	Dec. 19, 2017	Jan. 9, 2018	Jan. 23, 2018	Feb. 6, 2018	Feb. 20, 2018	Mar. 7, 2018	Mar. 21, 2018	Apr. 6, 2018	Apr. 18, 2018	May 4, 2018	May 22, 2018	June 22, 2018	July 23, 2018	Aug. 9, 2018	Aug. 24, 2018	Sept. 7, 2018	Sept. 20, 2018	Oct. 9, 2018	Oct. 22, 2018	Nov. 19, 2018
Editorial deadline	Dec. 8, 2017	Dec. 28, 2017	Jan. 12, 2018	Jan. 26, 2018	Feb. 9, 2018	Feb. 26, 2018	Mar. 12, 2018	Mar. 26, 2018	Apr. 9, 2018	Apr. 24, 2018	May 9, 2018	June 13, 2018	July 12, 2018	July 31, 2018	Aug. 14, 2018	Aug. 29, 2018	Sept. 11, 2018	Sept. 27, 2018	Oct. 11, 2018	Nov. 8, 2018
Trade fairs	Jan. 23- 25, 2018 Expert training for electronics, Rostock	Feb. 6 - 8, 2018 E-World, Essen	Feb. 20 - 22, 2018 EMV, Duesseldorf Feb. 20 - 23, 2018 Bautec, Berlin Feb. 21 - 22, 2018 Feuertrutz, Nuremberg Feb. 27 - Mar. 3, 2018 R+T, Stuttgart	Mar. 6 - 9, 2018 SHK, Essen Mar. 7 - 13, 2018 IHM, Munich Mar. 18 - 23, 2018 Light + Building, Frankfurt	Mar. 15 - 18, 2018 New Energy, Husum Mar. 18 - 23, 2018 Light + Building, Frankfurt	Apr. 10 - 12, 2018 Automation meeting, Boeblingen Apr. 10 - 13, 2018 IFH/Intherm, Nuremberg	Apr. 23 - 27, 2018 HMI, Hanover Apr. 25 - 27, 2018 PV-Symposium, Bad Staffelstein		May 23 - 25, 2018 ZVEH annual meeting, Munich	June 11 - 15, 2018 Cebit, Hanover June 12 - 14, 2018 Anga Com, Cologne	June 20 - 22, 2018 Intersolar, Munich June 27 - 28, 2018 CEB, Karlsruhe		Aug. 31 - Sept. 5, 2018 IFA, Berlin		Sept. 20 - 27, 2018 IAA Nutzfahrzeuge, Hanover Sept. 25 - 28, 2018 Security, Essen	Oct. 8 - 11, 2018 Motek, Stuttgart Oct. 11 - 12, 2018 AAL-Kongress, Karlsruhe	Oct. 16 - 18, 2018 Chillventa, Nuremberg Nov. 6 - 8, 2018 belektro, Berlin	Nov. 22 - 24, 2018 GET Nord, Hamburg Nov. 27 - 29, 2018 SPS IPC Drives, Nuremberg		
Electrical installation	Outside electrical installation	Control cabinets, distributors and meter panels	Emphasis: Fire protection	Power supply systems	Planning + Project planning	Explosion protection	Emphasis: Measuring and testing	MCBs, RCDs and AFDDs	Emphasis: Installation components and systems	Grounding and potential equalisation	Electrical installation in special areas	Cables, lines and carrying systems	Emphasis: Lightning and surge protection	Responsibility and liability	Installation and laying systems	Emphasis: Switching devices, distributors and terminals	Electrical installation at electrical machines	Emphasis: Safety measures	Electrical installation in office and functional buildings	Electrical installation in the industrial sector
Light + Energy	Emphasis: LED in conversions and retrofits	Internal consumption of PV electricity	Emergency lighting	Emphasis: Electrical heating and hot water	Lighting controls	Electric mobility	Heat pumps in the area of renovation	Industrial lighting	Controlled living space ventilation	Emphasis: Lamps and lumi- naires	Climate technology	Emphasis: PV storage	Safety lighting	Use of CHP	Photovoltaics	Heat pumps for heating purposes	Exterior lighting	Restoration of lighting systems	Electrical direct heating	Emphasis: Energy management
Building automa- tion + Networking	Individual room controls	Components of glass-fibre transmission technology	Controls for blinds, drives for doors and gates	Polymer optical fibres	Emphasis: Smart Home and Smart Building	Measuring technology for data cables	Manufacturer- specific bus systems	Emphasis: Measuring technology for network technology	Building automation with KNX	Glass-fibre technology for satellite transmission	"Building intelligence" that can be retrofitted	Splicing technique	Small control systems and logic relays	Emphasis: Network hubs	Wireless building automation	FTTH, distributors, connector technology	Technology supported living (AAL)	Industrial cabling/ data technology Industry 4.0	Emphasis: Green Buildings	Passive components
Safety + Communication	Control cabinet climate control, power supply	Emphasis: PBX systems	Fire alarms	Intruder alarms	Wireless technology, WLAN	Emphasis: Smart Security	Migration to VoIP	Motion and presence detectors	Satellite technology CATV networks	Door communication	Emphasis: Emergency call technology with VoIP	Smoke detectors	Network analysis	Video surveillance	Wireless technology	Data protection and security	Emphasis: Active components in LAN	Access control	Final report on migration VoIP	The secure home
Management	Procurement law	Occupational safety	Power tools	Business software	Insurances	Marketing	Utility vehicles and vehicle equipment	Construction site organisation	Tax law	Personal protective equipment (PPE)	Customer service	Controlling	Online marketing	Training and continued training	Emphasis: Utility vehicles	Store design	Succession and/or takeover	Apps for the electrical trade	Health management	Meetings with banks
Permanent sections	Practical problems . . . Once learned, never forgotten . . . Company news . . . Miscellaneous (product news, company publications, books + software) . . . Trade fairs /conventions /seminars . . . New standards . . . Interviews																			

Special issue	Light + Building Highlights (9a)	p _v -praxis.de (12a) 	Technical Safety (18a)	Lighting (22a)
Publication date	May 2, 2018	June 15, 2018	Sept. 18, 2018	Nov. 15, 2018
Advertising deadline	Apr. 6, 2018	May 22, 2018	Aug. 24, 2018	Oct. 22, 2018
Editorial deadline	Mar. 26, 2018	May 9, 2018	Aug. 14, 2018	Oct. 11, 2018
published with de	9/2018	12/2018	18/2018	22/2018
Trade fairs		June 20 - 22, 2018 Intersolar, Munich	Sept. 25 - 28, 2018 Security, Essen	Nov. 22 - 24, 2018 GET Nord, Hamburg
Topics	Trade fair reports on Light + Building, amongst others on the following topics: Electrical installation components Lightning and surge protection Measurement and testing technology Building automation (KNX, EnOcean as well as manufacturer-specific systems) Lamps, LED Technical luminaires Emergency and safety lighting Factory equipment	Inverters Modules Storage systems Internal consumption Energy management Planning software Lightning and surge protection Analysis software Profit optimisation Preview: Innovations at Intersolar	Alarm systems and intruder alarms Fire alarms Smoke detectors Access control and door communication Video surveillance Fire protection Lightning and surge protection Safe building automation Emergency and safety lighting Explosion protection	LED and OLED Emergency and safety lighting Energy-efficient lighting Lighting control systems Motion and presence detectors Office lighting Industrial lighting Lighting design/planning software Use of daylight

Advertising and Editorial Dept.: Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: www.elektro.net

Brief overview

In 2017 we will be offering you various special issues for **de – das elektrohandwerk**:



Special issue "pv-praxis.de"

The special issue pv-praxis.de looks at all aspects of photovoltaics and is produced for the electrical trade target group, from beginners to experts, with real-world applications in mind.



Special issue "Technical safety"

There are many facets to safety and security. Risks are presented by people (e.g. break-ins), technical faults (e.g. short-circuits) or natural occurrences (e.g. lightning strikes). Buildings and technical facilities must therefore be protected accordingly. Such protection is provided by technical systems and services that are planned and installed by the electrical trade. Our special edition provides an overview of the wide-ranging aspects.



Special issue "Lighting"

Thanks to the remarkable success of LED, energy efficiency is becoming increasingly important in the lighting sector. The potential for saving is clear: In functional buildings, artificial lighting accounts for almost 40% of power consumed. A key requirement for making significant reductions in energy requirements here is the interconnection of lighting and the building automation system. Specialist firms from the electrical planning/electrical installation segment and system integrators are clear choices for such tasks. Our special issue on energy-efficient lighting with LED provides this target group with the necessary tools.

Special feature:

The special magazines are exclusively sent to the **paid circulation** of **de = 23,481 copies** and not to the full circulation. (**de – das elektrohandwerk** is IVW certified, see page 11)

Magazine format: DIN A4 (210 mm wide, 297 mm high)
Type area: 178 mm wide, 257 mm high
Number of columns: 4 columns / 3 columns
Column width: 41 mm / 56 mm

Advertising prices (Prices do not include the statutory value added tax.):

Format	Width x height (in mm)	Base price b/w in €
1/1 page	178 x 257	3,525.–
1/2 page	86 x 257 / 178 x 126	1,770.–
1/3 page	56 x 257 / 178 x 83	1,195.–
1/4 page	41 x 257 / 86 x 126 / 178 x 62	895.–
1/8 page	41 x 126 / 86 x 62 / 178 x 29	470.–

Color surcharge from Euroscale in € (not discountable):

Colors	1/1 page	1/2 page	1/3 and 1/4 page	1/8 page and smaller
2c	485.–	290.–	185.–	105.–
4c	1,455.–	870.–	555.–	315.–

Title page (210 mm w x 184 mm h plus 3 mm trim):

Total price 4c

€ 5,190.–

Inside front cover and outside back cover:

4c

€ 3,795.–

Format surcharges (not discountable):

Advertisements across gutter:

10 % on basic rate

Bleed advertisements:

10 % on basic rate

Island ads (surrounded by text on all sides):

40 % on basic rate

Discounts (for purchase within one insertion year):

The **de** framework discount applies to accounts

Frequency discount:

2-time publication	5.0 %
3-time publication	7.5 %
4-time publication	10.0 %

Quantity discount:

2 pages	5.0 %
3 pages	10.0 %
4 pages	15.0 %

Bound inserts, loose inserts and other advertising material upon request

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de Almanacs 2019

The almanacs provide you with the ideal advertising platform for presenting your company and products. Clearly presented, well-structured and covering all the latest technical development trends.

By placing an advert with us, you address your target group in a precise way: 365 days of the year.



“Electrical Engineering for Trade and Industry 2019”

The electrical technology almanac has been an indispensable tool for all specialists working in the electrical industry for over 40 years.

It focuses on fundamental and reference knowledge as well as all the latest changes to standards and regulations. It also contains over 50 specialist articles on the latest topics.



“Electric Machines and Drives 2019”

In compact form, this contains everything you need to know about **the latest developments in the field of electrical machines and drive technology**, development trends and the current status of standards and regulations.

The classic publication that provides a comprehensive overview.

Company imprints/editions: The perfect gift for your customers.

Your own cover page design is possible.

We would be pleased to provide you with an offer: bettina.landwehr@huethig.de

Advertising formats and basic prices b/w:

Format (width x height in mm)		Basic price in €	
		Electrical Engineering	Electric Machines and Drives
1/1 page (108 x 173)	b/w	2,515.–	1,190.–
	2c	3,240.–	1,555.–
	4c	4,690.–	2,285.–
1/2 page (54 x 173 / 108 x 86)	b/w	1,280.–	615.–
	2c	1,745.–	875.–
	4c	2,675.–	1,395.–
1/3 page (36 x 173 / 108 x 57)	b/w	875.–	425.–
	2c	1,340.–	685.–
	4c	2,270.–	1,205.–
Preferential placement			
Back cover page	4c	5,875.–	2,845.–
Inside front cover/ inside back cover page	4c	5,315.–	2,590.–

Bleed surcharge: 10% of the basic price + 3 mm bleed at the outside

Book format: NEW: 148 mm wide x 210 mm high

Publication date: October 2018

Advertising deadline: August 3, 2018

Format cover pages: 148 mm wide x 210 mm high + 3 mm bleed on each side

The prices indicated exclude VAT.

elektro.net

- 1 Web address (URL):** www.elektro.net
- 2 Profile in brief:**
elektro.net is the online portal for the trade journal de. The online site gives users the ability to access the archive and research all content from 1999 to the present. In addition, www.elektro.net everyday up-to-date offers a wealth of other specialist information that goes beyond the printed version, as well as software downloads, a discussion forum, etc. The information on offer is continually expanded.
- 3 Target group:**
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.
- 4 Publishing house:** Hühig GmbH
- 5 Editorial Contact:** Michael Wanner
Editor online
Phone: +49 89 2183-8984
michael.wanner@huethig.de
- 6 Contact for Online Advertising:** Bettina Landwehr
Advertising Manager
Phone: +49 89 2183-8988
bettina.landwehr@huethig.de

- 7 Data delivery:** Sabine Greinus
Phone: +49 6221 489-598
online-dispo@huethig.de
- 8 Delivery deadline:** minimum 5 business days prior to publication
- Complete Online Media Kit:** www.elektro.net/mediabereichdaten

Facts:

Traffic¹

- visits / month: 70,752
- page impressions / month: 206,904
- approx. 2.29 minutes average dwell time
- 17,226 newsletter subscribers²

Content

- technical articles
- product reports
- news
- editorials
- archive
- practical problems
- videos

Channels

- practical problems
- electrical installation
- building services
- photovoltaics
- information technology
- business management
- test preparation

elektro.net
is IVW certified

¹ Source: IVW, May 2017 ² publisher's claim October 2017

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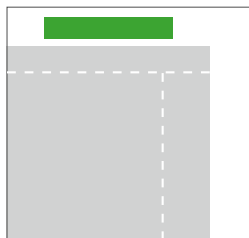
1 Rates and Advertising Formats

Advertising format website	Format	Bookable channels	Price in €	Price in € in March (month of trade fair)
Full-size banner	468 x 60 pixels	total rotation	1,115.00 / month	1,280.00
Half-size banner	234 x 60 pixels	total rotation	845.00 / month	970.00
Super banner (= Big-size banner)	728 x 90 pixels	total rotation	2,200.00 / month	2,530.00
Billboard Ad	800 x 250 pixels	total rotation	7,305.00 / month	8,400.00
Skyscraper	160 x 600 pixels	total rotation	2,200.00 / month	2,530.00
Content ad	300 x 250 pixels	total rotation	2,460.00 / month	2,830.00
Rectangle	300 x 250 pixels	total rotation	2,310.00 / month	2,660.00
Wallpaper	728 x 90 and max. 160 x 900 pixels	total rotation	3,415.00 / month	3,930.00
Partner site button	300 x 120 pixels	total rotation	1,370.00 / month	1,575.00
Sponsoring button	870 x 30 pixels	total rotation	2,925.00 / month	3,365.00
Combination: Video + Content ad	Video (mp4, flv) + 300 x 250 pixels		6,000.00 / year + 2,085.00 / month (optionally available extra monthly)	
Microsite / Specials	text, image, as agreed	Link in main navigation + sidebar	895.00 / month	1,030.00
Company video / Specials	400 x 280 pixels	Link in the video channel	6,000.00 / once per year	
Job vacancy	text, company logo	Link in sidebar, main navigation	610.00 / month	
Sponsored post	text + max. 5 images	1 week integration on homepage + archiving for at least 1 year	2,405.00	2,765.00
Advertising format newsletter	Format	Bookable channels	Price in €	Price in € in March (month of trade fair)
Newsletter / Sponsoring ad	660 x 30 to 90 pixels		710.00 / issue	820.00 / issue
Newsletter / Button	160 x 80 pixels		465.00 / issue	535.00 / issue
Newsletter / Content ad	480 x 150 pixels		670.00 / issue	770.00 / issue
Newsletter / Skyscraper	160 x 600 pixels		745.00 / issue	855.00 / issue
Newsletter / Text ad	150 x 100 pixels		670.00 / issue	770.00 / issue
Standalone newsletter	HTML (inline CSS), format (width): 660 pixels or text, image (jpg, png) and links		5,765.00 / issue	6.630.00 / issue

All prices in Euros exclusive of applicable VAT.

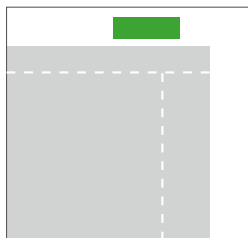
1 Banner formats

You can book a large variety of different banner formats on elektro.net. Whether an animated gif or an HTML5 banner, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of two additional advertising partners in this placement. Your campaign will be billed at the monthly fixed-price rate. The minimum booking period is four weeks.



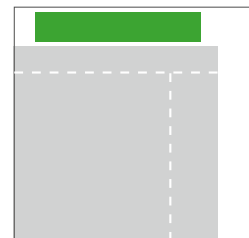
Full-size banner

Format: 468 x 60 pixels
Price/month: € 1,115.–
Price in March: € 1,280.–
File type: jpg, gif, png,
HTML5
File size: max. 50Kb



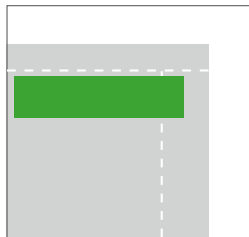
Half-size banner

Format: 234 x 60 pixels
Price/month: € 845.–
Price in March: € 970.–
File type: jpg, gif, png,
HTML5
File size: max. 50Kb



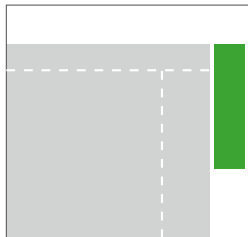
Super banner

Format: 728 x 90 pixels
Price/month: € 2,200.–
Price in March: € 2,530.–
File type: jpg, gif, png,
HTML5
File size: max. 50Kb



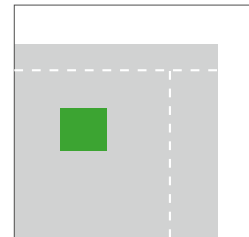
Billboard Ad

Format: 800 x 250 pixels
Price/month: € 6,955.–
Price in March: € 8,400.–
File type: jpg, gif, png,
HTML5
File size: max. 50Kb



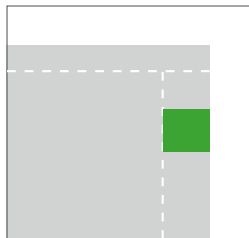
Skyscraper

Format: 160 x 600 pixels
Price/month: € 2,200.–
Price in March: € 2,530.–
File type: jpg, gif, png,
HTML5
File size: max. 50Kb



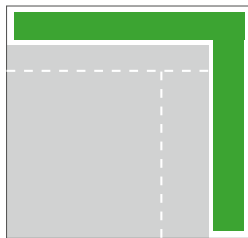
Content ad

Format: 300 x 250 pixels
Price/month: € 2,460.–
Price in March: € 2,830.–
File type: jpg, gif, png,
HTML5
File size: max. 50Kb



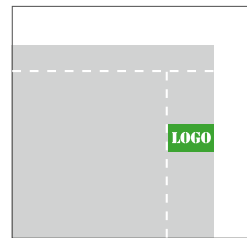
Rectangle

Format: 300 x 250 pixels
 Price/month: € 2,310.–
 Price in March: € 2,660.–
 File type: jpg, gif, png,
 HTML5
 File size: max. 50Kb



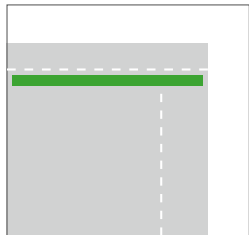
Wallpaper

Format: 728 x 90 pixels
 and max. 160 x 900 pixels
 Price/month: € 3,415.–
 Price in March: € 3,930.–
 File type: jpg, gif, png,
 HTML5
 File size: max. 50Kb



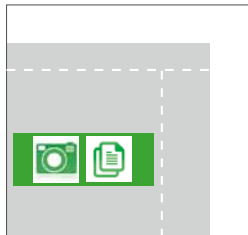
Partner site button

Format: 300 x 120 pixels
 Price/month: € 1,575.–
 Price in March: € 1,280.–
 File type: jpg, gif, png,
 HTML5
 File size: max. 50Kb



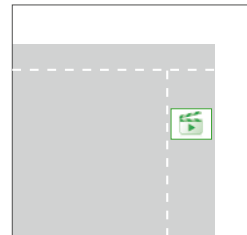
Sponsoring button

Format: 870 x 30 pixels
 Price/month: € 2,925.–
 Price in March: € 3,365.–
 File type: jpg, gif, png,
 HTML5
 File size: max. 50Kb



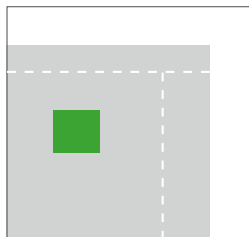
Sponsored post

Format: HTML content
 page, supply of content as
 Word doc., max. 5 images
 as png or jpg. Appears in
 third position of the news
 on the homepage after
 which archiving on the
 page for at least 1 year
 Price: € 2,405.–
 Price in March: € 2,765.–

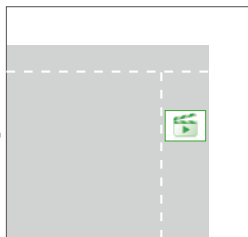


Company video / Specials

Format: 400 x 280 pixels
 Price per video / run-time
 12 months: € 6,000.–
 File type: MP4,
 max. 5 minutes

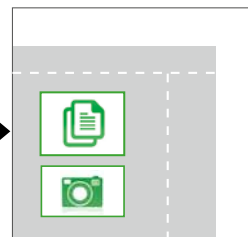
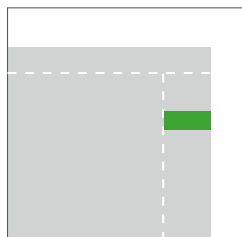


+



Combination:

Video + Content ad
 Format video: mp4, flv
 Format content ad:
 300 x 250 pixels
 Price video:
 € 6,000.– / year
 Price content ad:
 € 2,460.– / month
 (optionally available
 extra monthly)



Microsite / Specials

Content:
 Text, Video, Link,
 Document (optional)
 Price/month: € 895.–
 Price in March: € 1,030.–
 The microsite is
 promoted via a button
 (300 x 120 pixels) in
 the sidebar in overall
 rotation.

All prices in Euros exclusive of applicable VAT.

Advertising and Editorial Dept.: Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: www.elektro.net

Digital Market Overviews

Our first digital market overview on **commercial vehicles** has been available since June 2016 at www.elektro.net. Further topics will follow shortly.

Presentation options:

Sponsorship positioning – market overview:

Your advertising message is exclusively positioned above the frequently viewed lists view in the immediately visible area of a market overview with full rotation.

Format: 900 x 250 pixels
Price per year: € 5,220.–
Minimum duration: 1 year
File type: gif, jpg, png

Positioning – top ranking:

Your product is displayed first! The editorial product or company item is shown as the first in a market overview in the list view according to the user's filter criteria. This form of advertising can be booked by a maximum of three advertising customers.

Format: 180 x 120 pixels for logo or product image
Price per year: € 2,625.–
Minimum duration: 1 year
File type: gif, jpg, png

An overview of the benefits for you:

- Excellent targeting (exclusively target group)
- Increased visibility thanks to new form of advertising
- High-quality editorial context
- Positioning of your advertising message in innovative decision-maker tool with unique selling proposition



Job market

The elektro.net job market gives you the opportunity to find first-class technical and executive personnel.

Price/month: € 610.–

Delivery deadline: 5 business days prior to publication

What we need from you:

- Company logo as gif, tif or jpg
- Advertising text as doc, rtf or pdf
- Brief statement of where the logo should be placed
- Complete address for the applicants, possibly e-mail or web address

Facts

Advertisement content

- Company logo
- Job description
- Contact
- Link to website



All prices in Euros exclusive of applicable VAT.

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1 **Name:** elektro.net-Newsletter

2 **Profile in brief:**

Each Tuesday of every second week, our newsletter is sent to over 17,226¹ subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.

3 **Target group:**

Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.

4 **Frequency:**

2x per month, on Tuesdays and 2 special newsletters to the trade fair Light + Building

5 **Editorial Contact:**

Michael Wanner
Editor online
Phone: +49 89 2183-8984
michael.wanner@huethig.de

6 **Contact for Online Advertising:**

Bettina Landwehr
Advertising Manager
Phone: +49 89 2183-8988
bettina.landwehr@huethig.de

7 **Data delivery:**

Sabine Greinus
Phone: +49 6221 489-598
sabine.greinus@huethig.de

8 **Delivery deadline:**

5 business days prior to publication

9 **Dispatch dates:**

Jan. 16, 2018	Mar. 13, 2018	May 22, 2018	Sept. 4, 2018	Nov. 13, 2018
Jan. 30, 2018	Mar. 27, 2018	June 5, 2018	Sept. 18, 2018	Nov. 27, 2018
Feb. 13, 2018	Apr. 10, 2018	June 19, 2018	Oct. 2, 2018	Dec. 11, 2018
Feb. 27, 2018	Apr. 24, 2018	July 17, 2018	Oct. 16, 2018	
Mar. 6, 2018	May 8, 2018	Aug. 14, 2018	Oct. 30, 2018	

¹ publisher's claim, October 2017

All prices in Euros exclusive of applicable VAT.



Sponsoring ad

Format: 660 x 30 to 90 pixels
Price/issue: € 710.-/820.-²
File type: gif³, jpg, png

Button

Format: 160 x 80 pixels
Price/issue: € 465.-/535.-²
File type: gif³, jpg, png

Content ad

Format: 480 x 150 pixels
Price/issue: € 670.-/770.-²
File type: gif³, jpg, png

Skyscraper

Format: 160 x 600 pixels
Price/issue: € 745.-/855.-²
File type: gif³, jpg, png

Text ad (image + text)

Image: 150 x 100 pixels
Text: max. 330 characters
Price/issue: € 670.-/770.-²
File type: gif³, jpg, png

² Price increase in March, the month of the trade fair

³ Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

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Standalone Newsletter

You have the option to send a standalone newsletter to all registered subscribers. The newsletter will be sent in the name of your company and will contain 100% customer content. The standalone newsletter can link to more detailed information on your company website or to integrated customer content within elektro.net.

Publication:

The frequency of the standalone newsletter is strictly limited.
Detailed information available on request.

Format:

660 pixels
File type: HTML (inline CSS) or as text and image (jpg, png) separately
Number of characters: +/- 3,000
Number of graphics: max. 5
Number of links: max. 5
Publishing details with CEO

Price: € 5,765.-/issue

Price in March: € 6,630.-/issue

All prices in Euros exclusive of applicable VAT.

Wissenswertes zur ungeerdeten Stromversorgung (IT-System)




Die bessere Art der Stromversorgung: Hochverfügbar – volle Sicherheit

Durch unerwartete Isolationsfehler in Anlagen, die zu Ausfällen führen, steigen die Folgekosten an, sodass die Auswahl des richtigen Stromversorgungssystems entscheidend ist. Eine mögliche Netzform, neben geerdeten Netzen, ist das ungeerdete Netz - das IT-System. Es bietet höchste Betriebssicherheit nicht nur in sensiblen Bereichen wie z. B. in OP-Sälen oder Kraftwerken, sondern auch in industriellen Produktionsanlagen.

Mehr Informationen zum IT-System ist erhalten Sie [hier](#)

IT-System: Die Vorteile einer zuverlässigen Stromversorgung



Die ungeerdete Stromversorgung - das IT-System - bietet Brandschutz, keine ungewollten Betriebsunterbrechungen, Fehlerkalkulation und vieles mehr. Im Vergleich zum geerdeten Netz (TN- oder TT-System) ist sie häufig die bessere Alternative.

Warum dies in vielen Fällen so ist und welche Vorteile es gegenüber den geerdeten Netzformen bietet erfahren Sie [hier](#)

The Big Switch



Umschalten auf Verfügbarkeit – umschalten auf das IT-System

Besuchen Sie unser Seminar zum Thema „IT-System“ und profitieren von unserem umfassenden Know-how in der elektrischen Sicherheit. Lernen Sie die Vorteile des IT-Systems kennen und verschaffen Sie sich einen echten Wissensvorsprung in puncto zuverlässige Stromversorgung.

Die Termine und sowie die Möglichkeit zur Anmeldung finden Sie

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

§ 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

§ 2 Offer, Conclusion of Contract

1. Conclusion in the meaning of the General Terms and Conditions set out below is a contract on the publication of one or more advertisements, third-party supplements or other advertising media of an advertiser or other commercial interests in printed form for the purposes of distribution.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press or Advertising Council or if their publication is deemed unacceptable to the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

§ 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand). Files which belong together must be sent or saved in a common directory (folder). In the event that the customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color errors or omissions which may occur in the customer's proofs or drawings shall be borne by the customer. The publisher shall retain the right to delete files containing computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable or damaged copy. Copy shall only be returned to the customer if specifically requested. Failing this, it shall become the property of the publisher. The obligation to store all documents which are sent expires three months after publication of the respective order.

3. Costs for the proof, film or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be obtained, the publisher shall send confirmation that the advertising material has been published and distributed.

6. The design and labeling of advertorial styled advertising material must be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertising materials as advertisements if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail (even if the replies have been sent by express or registered mail). Notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Orders may only be cancelled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties stemming from the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission paid by the publisher is calculated based on the net charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be made in their name and at their own expense. To the extent that advertising agencies place orders, in the event of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

§ 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to companies if the publisher has notified them thereof at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year ("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast order volume, the excess discount granted shall be subsequently invoiced to the customer.

4. Unless otherwise agreed, following receipt of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Debit has been shortened to four days. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to defer delivery on a current contract until payment is made, as well as require advance payment. In case of reasonable doubt concerning the customer's ability to pay, the publisher shall be authorized, including during the term of an overall contract, to deviate from an originally agreed date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. All prices exclude statutory VAT amounts on the day the invoice is issued.

6. For orders from abroad which are not subject to VAT, the invoice shall be issued without VAT. The publisher is entitled to charge VAT retroactively should the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such time manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

§ 5 Warranty for Defects

1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.

2. In the event the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions.

3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced with defects – despite prompt delivery of error-free copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was not affected. If the customer is not satisfied with subsequent fulfillment, the customer may request the publisher to unreasonably expenses. In the event the publisher is given a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

§ 6 Liability, Force Majeure

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breach of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence which leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. The publisher shall not be liable for damages caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or if claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health. To the extent that the publisher's liability is excluded, this shall also apply to the personal liability of its employees, representatives, bodies and vicarious agents. All claims for damages against the publisher expire 12 months after the point in time at which the customer became aware or should have become aware of the circumstances substantiating the claim.

2. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order; no claims for damages shall arise from this.

§ 7 Concession of Rights

The customer warrants that he holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for duplication, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without geographical restriction and confer authorization for placement by all known technical methods and in all known forms of advertising media.

§ 8 Storage of Customer Data

Within the scope of business relations, the publisher stores customer data with the help of electronic data processing in accordance with the statutory provisions of the Federal Data Protection Act. The publisher shall be entitled to forward gross advertising sales and comparable relevant data of the customer at product level for publication purposes to companies whose business is the collection and evaluation of such information. This data will be aggregated there and communicated to the market in anonymized form.

§ 9 Out-of-court online dispute resolution

The European Commission has set up a platform for online dispute resolution. You can reach this at: <http://ec.europa.eu/consumers/odr/>. Consumers can use the platform to resolve their dispute. We are neither willing nor obligated to participate in a dispute resolution procedure before a dispute resolution body unless there is a legal obligation to participate.

§ 10 Place of Performance, Place of Jurisdiction

The law of the Federal Republic of Germany applies, excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is the publisher's registered office. The place of jurisdiction for lawsuits against merchants, legal persons under public law or special funds under public law shall be the publisher's registered office.

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