1 Title: ema – elektrische maschinen

2 Profile in brief:
ema – elektrische maschinen is the trade journal for the production, commercialization, application and maintenance of small to mid-sized rotating and static electrical machinery of all types, including accessory equipment and associated steering and control technology. Well-researched technical articles focus on basic aspects, manufacturing technologies, application areas and environments, maintenance, insulation and testing techniques as well as business management. Editorial offerings are rounded out with brief reports on new electrical machinery and drives together with their accessories, controls and testing technology, through machines and tools for electrical machine building companies as well as the adjacent economic areas, organizations and associations.

3 Target group:
Owners, managers and executives in the electric machine building trade; larger electrical trade firms with electric machine building divisions; electricians working in an industrial environment; manufacturers and repairers of electric drives.

4 Publication:
9 x per year, according to the Schedule and Editorial Calendar

5 Magazine format:
width 210 mm, height 297 mm

6 Volume/Year:
Volume 100/2021

7 Price:
- Annual subscription domestic (incl. VAT and shipping costs) € 93.00
- foreign (incl. VAT and shipping costs) € 103.00
- Single copy price (incl. VAT, not incl. shipping costs) € 10.00

8 Organ:
Official organ of the Federal Department of Electrical Engineering of the Central Association of the German Electrical and Information Technology Trades.

9 Memberships:
—

10 Publishing company:
Hüthig GmbH
Managing Director: Moritz Warth
Publishing Director: Rainer Simon
Address Publisher: Im Weiher 10, D-69121 Heidelberg
Phone: +49 6221 489-384
Fax: +49 8221 489-443

11 Publisher:
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bfe National Technology Center for Electronic and Information Technology
Donnerschweer Straße 184
D-26123 Oldenburg
Phone: +49 441 34092-0
E-mail: ema@bfe.de

14 Volume analysis:
2019 = 9 issues
- Total volume: 277 pages = 100.00 %
- Editorial section: 257 pages = 92.78 %
- Advertising section: 20 pages = 7.22 %
- Supplements: 5

15 Analysis of editorial content
2019 = 257 pages
- Technical articles, product information: 234 pages = 91.05 %
- other (tables of contents, legal notice etc.): 23 pages = 8.95 %
Circulation:  
Print run:  1,400 copies  
Average annual number of copies actually distributed:  1,069 copies

Magazine format:  
Width 210 mm, height 297 mm  
Type area: Width 178 mm, height 257 mm  
Number of columns: 4/3 columns  
Column width: 41 mm/56 mm

Printing and binding process,  
Print documents:  
Sheed-fed offset, back stitching, print documents in digital format. Please see our separate guidelines under "Technical specifications"

Dates:  
Publication:  9 times annually, in accordance with schedule and editorial calendar  
Publication date:  see Schedule and Editorial Calendar, p. 5  
Advertising deadline:  see Schedule and Editorial Calendar, p. 5

Media service:  
Bettina Landwehr (Advertising Manager)  
E-mail: bettina.landwehr@huethig.de  
Phone: +49 89 2183-8988  
Fax: +49 89 2183-8989

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

Ad formats and prices:  
(Statutory VAT to be added to all prices)

<table>
<thead>
<tr>
<th>Format</th>
<th>Type Area (Width x Height in mm)</th>
<th>Bleed formats (Width x Height in mm)*</th>
<th>Basic rate b/w in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 257</td>
<td>216 x 303</td>
<td>1,520.–</td>
</tr>
<tr>
<td>Junior page</td>
<td>126 x 178</td>
<td>145 x 203</td>
<td>865.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>86 x 257/178 x 126</td>
<td>105 x 303/216 x 149</td>
<td>800.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>56 x 257/178 x 83</td>
<td>75 x 303/216 x 105</td>
<td>575.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>41 x 257/178 x 62/86 x 126</td>
<td>216 x 85/60 x 303/105 x 149</td>
<td>450.–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>41 x 126/178 x 29/86 x 62</td>
<td>216 x 52/60 x 149/105 x 85</td>
<td>295.–</td>
</tr>
</tbody>
</table>

*including 3 mm bleed on each side to be trimmed

Preferential placements:  
Cover 4-color, total price  
210 x 184 mm + 3 mm trim at right and at bottom  
Inside front cover  
Outside back cover  
Binding placements: 10% surcharge on basic rate

Surcharges on Euroscale colors (not discountable):

<table>
<thead>
<tr>
<th>Color</th>
<th>1/1 page in €</th>
<th>1/2 and Junior page in €</th>
<th>1/3 and 1/4 page in €</th>
<th>1/8 and 1/16 page in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-color</td>
<td>235.–</td>
<td>155.–</td>
<td>115.–</td>
<td>65.–</td>
</tr>
<tr>
<td>4-color</td>
<td>705.–</td>
<td>465.–</td>
<td>345.–</td>
<td>180.–</td>
</tr>
</tbody>
</table>

No special color available.
Format surcharges (not eligible for discount): bled-off and gutter-bleed advertisements 10% surcharge on basic rate

Ad formats for bled-off advertisements:

- 1/1 page 216 x 303 mm
- 1/2 page vertical 105 x 303 mm
- 1/2 page horizontal 216 x 149 mm

including 3 mm bleed on each side to be trimmed

Classified ads (not eligible for discount): only available as 2 or 4 columns (2 columns = 86 mm wide)

<table>
<thead>
<tr>
<th>Minimum height: 20 mm</th>
<th>Basic rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job offers per mm (2 columns, 86 mm wide), b/w</td>
<td>€ 3.50</td>
</tr>
<tr>
<td>Job offers per mm (2 columns, 86 mm wide), 4c</td>
<td>€ 3.80</td>
</tr>
<tr>
<td>Employment wanted per mm (2 columns, 86 mm wide) b/w</td>
<td>€ 3.40</td>
</tr>
<tr>
<td>For sale and Wanted, miscellaneous – per mm (2 columns, 86 mm wide)</td>
<td>€ 3.50</td>
</tr>
<tr>
<td>Cypher fee (incl. postage for shipment)</td>
<td>€ 18.00</td>
</tr>
<tr>
<td>Setting costs, flat rate</td>
<td>€ 35.00</td>
</tr>
</tbody>
</table>

Online job market on www.elektro.net: from € 695.00 / month

You can find additional options at www.elektro.net/stellenmarkt/pakete

Discount:

for purchase within an insertion year – beginning with the publication of the first advertisement

Recommendation advertisements:

<table>
<thead>
<tr>
<th>Frequency discount rate</th>
<th>Volume discount rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x publication</td>
<td>3 pages</td>
</tr>
<tr>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>6 x publication</td>
<td>6 pages</td>
</tr>
<tr>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>9 x publication</td>
<td>9 pages</td>
</tr>
<tr>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Combinations: –

Special ad formats: on request

Stick-on advertising media (not discountable): on request

Delivery address for supplements and supplements:
QUBUS media GmbH, Beckstr. 10, D-30457 Hannover clearly marked: (for “ema” no. ...)

Technical specifications:

Data transfer: ema-dispo@huethig.de

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.

Color advertisements:

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.

Proof specifications:

as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 or, according to standard, PSO_LWC_Improved_eci.icc for contents 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.

Contact ad management: Sabine Greinus
Im Weiher 10
D-69121 Heidelberg
Phone: +49 6221 489-598
sabine.greinus@huethig.de
## Schedule and Editorial Calendar

|-------------|----------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|

## Emphases

- **Cable and lines**
- **Control technology components**
- **Gear technology**
- **Special motors**
- **Braking systems**
- **Storage technology**
- **Electric mobility**
- **Wind energy**
- **Transformers**

- **Materials**
- **Explosion protection**
- **Measuring non-electrical values**
- **Electrical systems safety**
- **Remote maintenance of machines**
- **100-year anniversary of ema**
- **Measuring electrical values**
- **Machine safety**
- **Engine tests**

- **Technical + economic changes 2021**
- **Preview: HMI 2021**
- **Preview: National ema conference 2021**
- **Workplace instructors**
- **HMI 2021 news**
- **Post-event report: National ema conference**
- **EMC**
- **Standards, circuit symbols**
- **Preview: SPS Smart Production Solutions 2021**
2022 Almanac for Electric Machines and Drives

The yearbook offers you the ideal advertising environment for presenting your company and products. Clearly presented, well-structured and featuring all the latest technical development trends. By placing an ad with us, you address your target group precisely: and that on every day of the year.

Content:
In compact form, readers can find everything on the current developments in the field of electrical machines and propulsion technology, development tendencies as well as the latest norms and regulations. The classic publication with the comprehensive overview!

Publisher: Peter Behrends
Size: approx. 330 pages, numerous figures and tables
Publication date: October 20, 2021
Advertising deadline: August 3, 2021

<table>
<thead>
<tr>
<th>Advertisement format and price in €:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page (108 x 173)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1/2 pages (54 x 173 / 108 x 86)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1/3 pages (36 x 173 / 108 x 57)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Preferential placement

| Outside back cover | 4c | 2,845.– |
| Inside front/back cover | 4c | 2,590.– |

Bleed premium
10% of the basic price + 3 mm bleed on all outer pages

Book format:
148 mm wide x 210 mm high

Format of cover pages:
148 mm x 210 mm, plus 3 mm trim on each page

Company imprints/company editions on request (price on request).
The stated prices are all excl. VAT.

Newsletter

At multiple points each year, we will be offering our new editorial ema Newsletter as an advertising platform.

Publication dates:
February 4, April 8 (for Hanover trade fair), May 12 (for CWIEME), June 24, September 9 and November 18 (for SPS)

Your advertising opportunities:

Button
Format: 160 x 80 pixels
Price: € 120.– per issue
File type: gif, jpg

Banner
Format: 480 x 150 pixels
Price: € 390.– per issue
File type: gif, jpg
1 Circulation monitoring: –

2 Circulation analysis: Average annual number of copies per issue (July 1, 2019 - June 30, 2020)

<table>
<thead>
<tr>
<th>Section</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run:</td>
<td>1,400</td>
</tr>
<tr>
<td>Number of copies actually distributed:</td>
<td>1,069 including abroad: 56</td>
</tr>
<tr>
<td>Sold circulation:</td>
<td>550</td>
</tr>
<tr>
<td>– subscribed copies:</td>
<td>547 including abroad: 53</td>
</tr>
<tr>
<td>including member copies:</td>
<td>193</td>
</tr>
<tr>
<td>– other sales:</td>
<td>0</td>
</tr>
<tr>
<td>– single copy sales:</td>
<td>3</td>
</tr>
<tr>
<td>Free copies:</td>
<td>519</td>
</tr>
<tr>
<td>Remnant, document and archive copies:</td>
<td>331</td>
</tr>
</tbody>
</table>

**Geographical distribution analysis:**

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>domestic</td>
<td>94.8</td>
</tr>
<tr>
<td>foreign</td>
<td>5.2</td>
</tr>
<tr>
<td>Number of copies actually distributed</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Distribution by federal states</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Baden-Wuerttemberg</td>
<td>15.8</td>
</tr>
<tr>
<td>Bavaria</td>
<td>14.6</td>
</tr>
<tr>
<td>Berlin, Brandenburg</td>
<td>5.0</td>
</tr>
<tr>
<td>Bremen, Hamburg, Schleswig-Holstein</td>
<td>6.8</td>
</tr>
<tr>
<td>Hesse</td>
<td>5.4</td>
</tr>
<tr>
<td>Mecklenburg-Western Pomerania</td>
<td>2.3</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>11.7</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td>21.1</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>5.5</td>
</tr>
<tr>
<td>Saarland</td>
<td>1.2</td>
</tr>
<tr>
<td>Saxony, Saxony-Anhalt</td>
<td>8.3</td>
</tr>
<tr>
<td>Thuringia</td>
<td>2.3</td>
</tr>
<tr>
<td>Number of copies actually distributed</td>
<td>100.0</td>
</tr>
</tbody>
</table>
### 1.1 Sectors/industries/specialist areas/professional groups

<table>
<thead>
<tr>
<th>No. of classification</th>
<th>Recipient Groups (acc. to industrial sector classification, WZ 2008)</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>23/24/25/26/27/28/4321</td>
<td>Electrical machine builder trades as small and/or special series supplier and maintenance firm; combination firms that pursue several electrical areas.</td>
<td>65.5 700</td>
</tr>
<tr>
<td>16/17/18/19/20/35</td>
<td>General industry, including electrical industry, energy sector</td>
<td>18.8 201</td>
</tr>
<tr>
<td>84.1/94.1</td>
<td>Guilds, municipal trade associations, government agencies, associations clubs</td>
<td>1.7 18</td>
</tr>
<tr>
<td>85.42.1/85.32/94.99.1</td>
<td>Education and training, higher education, research</td>
<td>10.3 110</td>
</tr>
<tr>
<td>Various*</td>
<td></td>
<td>3.7 40</td>
</tr>
</tbody>
</table>

| Number of copies actually distributed | 100.0 | 1,069 |

*Section of circulation not analyzed, e.g. trade fair and congress copies, retail bookstore copies etc.*
Summary of Survey Method

1. Survey method:
   Recipient structure analysis through dataset analysis – comprehensive survey

2. Description of the recipients at the time of the data collection:

2.1 Dataset quality:
   The recipient dataset includes the addresses of all recipients. Due to the provided postal information, the dataset can be sorted by postcodes or domestic and foreign recipients. The dataset also includes: Industry affiliation, company size classes and job characteristics.

2.2 Total number of recipients in the dataset: 1,008

2.3 Total number of changing recipients: 345

2.4 Structure of the recipients of an average edition by sales method:

   - Copies sold: 550
     of which: subscribed copies 547
     retail sales 3
     other sales 0
   - Free copies: 519
     of which: permanent free copies 116
     changing free copies 403
     advertising copies* 331

   Copies actually distributed: 1,069
   – sold domestically 1,013
   – sold internationally 56

3. Description of the analysis

3.1 Population (examined share):
   Population 1,069 = 100.0%
   *of which are not included in the analysis:
   – Advertising copies 331 = 30.9%
   The analysis represents of the population (copies actually distributed) 738 = 69.1%

3.2 Date of the dataset analysis: July 10, 2020

3.3 Description of the database:
   The analysis is based on the entire dataset. The calculated shares for the distribution areas were projected onto the actually distributed print-run as an annual average in accordance with AMF clause 17.

3.4 Target person of the analysis: is omitted

3.5 Definition of the reader: is omitted

3.6 Analysis period: July 1, 2019 - June 30, 2020

3.7 Analysis conducted by: Hüthig GmbH

The design, implementation and report of this analysis conforms to the current version of the ZAW framework scheme for advertising media analyses.
1. Advertising order as used in the General Terms and Conditions below shall mean a contract on the publication of one or several ads, third-party supplements or other advertising materials of an advertising company or other commercial advertiser in any advertising media (print/digital) for the purpose of advertising.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("material") 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 any of the material is not transmitted digitally to the publisher (e.g. by CD-Rom or by 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 of measurement or proof sheet. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations, changes in the order of advertising material, or in any other respects.

3. If the advertising material is not in a suitable technical standard, i.e. if the publication deadline is missed, or if the material contains computer viruses, the publisher reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately request replacement of clearly unsuitable or damaged advertising material. If the publisher has sent the advertising material complete and in a suitable technical standard and under the license of the advertising agency to publish or distribute it, the publisher shall be released from any claims of third parties stemming from the publication of the advertising material, including reasonable costs for legal defense. The publisher shall immediately demand replacement of clearly unsuitably or damaged advertising material.

4. 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 canceled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertising material already placed by the publisher. If the order is canceled, the customer shall observe the following obligations:

a) If the order is canceled within one year of conclusion of contract, commencing with the first publishing of the advertising material.

b) In the event that the customer is in default of payment, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount.

3. If an order is extended, the customer shall be entitled to be retroactively refunded 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 advertising year. If an order fails to reach the forecast volume or the average volume of the advertising year, the customer shall be entitled to a retroactive discount.

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-payment due to the consideration owed to the customer, which has been invoiced in the preceding advertising year, shall be due within one month of receipt of the invoice together with all claims against the third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared and payable. In the event of payment default, running and collection expenses shall be charged to the customer. In the event of payment default the publisher may, at its discretion, withhold the advertising material, retain it, sell it, or dispose of it as it deems fit. In case of due notice of reasonable doubt as to the customer's ability to pay, the publisher shall be authorized, including during the term of an overall contract, to decide on the publication or withholding, retention and sale of advertising material and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. If orders are cancelled within one year of conclusion of contract, 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 advertising year. If an order fails to reach the forecast volume or the average volume of the advertising year, the customer shall be entitled to a retroactive discount.

6. The client shall bear all charges, costs and expenses arising in connection with any legal prosecution conducted against them outside of Germany.

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 advertising year which commences with the first publication, circulation falls short of the average circulation of the contractually specified circulation in the previous calendar year by 10% or more. 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 customer itself is in default of payment, has been declared bankrupt, has gone into liquidation, or has not paid the final settlement for the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

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.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("material") 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 any of the material is not transmitted digitally to the publisher (e.g. by CD-Rom or by 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 of measurement or proof sheet. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations, changes in the order of advertising material, or in any other respects.

3. If the advertising material is not in a suitable technical standard, i.e. if the publication deadline is missed, or if the material contains computer viruses, the publisher reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately request replacement of clearly unsuitable or damaged advertising material. If the publisher has sent the advertising material complete and in a suitable technical standard and under the license of the advertising agency to publish or distribute it, the publisher shall be released from any claims of third parties stemming from the publication of the advertising material, including reasonable costs for legal defense. The publisher shall immediately demand replacement of clearly unsuitably or damaged advertising material.

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b) In the event that the customer is in default of payment, 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 advertising year. If an order fails to reach the forecast volume or the average volume of the advertising year, the customer shall be entitled to a retroactive discount.

3. If an order is extended, the customer shall be entitled to be retroactively refunded 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 advertising year. If an order fails to reach the forecast volume or the average volume of the advertising year, the customer shall be entitled to a retroactive discount.

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-payment due to the consideration owed to the customer, which has been invoiced in the preceding advertising year, shall be due within one month of receipt of the invoice together with all claims against the third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared and payable. In the event of payment default, running and collection expenses shall be charged to the customer. In the event of payment default the publisher may, at its discretion, withhold the advertising material, retain it, sell it, or dispose of it as it deems fit. In case of due notice of reasonable doubt as to the customer's ability to pay, the publisher shall be authorized, including during the term of an overall contract, to decide on the publication or withholding, retention and sale of advertising material and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. If orders are cancelled within one year of conclusion of contract, 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 advertising year. If an order fails to reach the forecast volume or the average volume of the advertising year, the customer shall be entitled to a retroactive discount.

6. The client shall bear all charges, costs and expenses arising in connection with any legal prosecution conducted against them outside of Germany.