

# MEDIA KIT 2021



From April 1<sup>st</sup>:  
new layout  
and a lot new  
features!

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 **Hüthig**  
successful media for experts

Media Group  Süddeutscher Verlag



Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

**1 Website (URL):** www.all-electronics.de

**2 Profile in brief:**

all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH.

The portal focuses chiefly on the topics of electronic development, electronic manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the portal's journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines. The user also has extensive research facilities at hand in the business directory, which contains over 5,000 companies listed by specific industry. And the online presence is reinforced by a newsletter with about 12,000 registered subscribers.

The offering is rounded out by an extensive job market featuring positions for skilled staff and executive management in the electronics industry.

**3 Target group:**

The portal's target group is comprised of developers and decision-makers in the electronics industry, as well as automation specialists from all industries. The majority of users are engineers and designers.

**4 Publisher:** Hüthig GmbH

**5 Editorial Contact:** Dipl.-Ing. Alfred Vollmer, Editor-in-chief  
Phone: +49 8191 125-206  
E-mail: alfred.vollmer@huethig.de

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Phone: +49 6221 489-221  
E-mail: petra.gottwald@huethig.de

**6 Contact – Online Advertising:** Frank Henning, Head of Sales  
Phone: +49 6221 489-363  
E-mail: frank.henning@huethig.de

**7 Data delivery:** Sabine Greinus  
Phone: +49 6221 489-598  
E-mail: all-dispo@huethig.de

**8 External ad server used:** Google Ad Manager from Google

**Facts**

**Traffic**

- 103,132 visits / month<sup>1</sup>
- 183,914 page impressions / month<sup>1</sup>
- 11,896 newsletter subscribers<sup>2</sup>

**Content**

- technical articles
- product reports
- news
- editorials
- videos

**Channels**

- news
- components
- embedded
- measuring + testing
- e-manufacturing
- automation
- applications
- market overviews
- events
- job market
- videos

all-electronics.de  
is IVW certified

<sup>1</sup>Source: IVW, as of 1/2020 <sup>2</sup>Source: Emarsys, as of 7/2020



Start with all-electronics  
into a lot of  
**new advertising  
opportunities!**

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## Head into the Fourth Dimension with Us

### How it works:









Our magazines are available as e-papers via the web browser. Editorial articles are also enhanced with digital content and can be called up as a digital overlay. We can also link your advertising to digital content. The benefit of this is that there is no change of medium: the reader remains within the magazine and consumes the digital content directly on the page.

Speak to our sales team; we will be happy to show you exactly how everything works!



### Digital overlay

The “e-paper” offers the possibility of using “digital overlays”. These are small items that are placed on the advertisements or in editorial articles and indicate to the reader that they will find additional informative content there.

-  Text (text field appears with your customized text)
-  Image (a photo or graphic)
-  Gallery (multiple photos or graphics for swiping through)
-  Sound (mp3 file). No longer than 90 seconds.
-  Link (direct link to your homepage or to the advertised product)
-  YouTube video (implemented from your channel)
-  Vimeo video (implemented from your channel)
-  Transparent overlay

Transparent overlays can accommodate any type of overlay and are not visible as you continue through the document but are clickable. Transparent overlays are always a good choice where the page or advertisement already indicates to the reader/user by graphical means that they can perform an action there.

Price per digital overlay: € 250.–

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

**Portal:**

Ad Format	Format	Bookable Channels	Playout	Price in Euros per month	Prices in trade fair months March/Oct./Nov.
Leaderboard (Premium)	728 x 90 pixels	Homepage & articles / RoS in combination with Fullsize Banner possible	Desktop	3,050.–	3,350.–
Leaderboard (Basic)	728 x 90 pixels	Homepage & articles / RoS in combination with Fullsize Banner possible	Desktop	2,500.–	2,750.–
Billboard Ad	800 x 250 pixels	Total rotation	Desktop	4,900.–	5,400.–
Skyscraper	160 x 600 pixels	Total rotation	Desktop	2,495.–	2,720.–
Sticky-Sitebar	200 x 600 pixels	Total rotation	Desktop	3,900.–	4,300.–
Content Ad (Premium)	300 x 250 pixels	Total rotation	Desktop, Mobile	3,400.–	3,680.–
Content Ad (Basic)	300 x 250 pixels	Total rotation	Desktop, Mobile	2,700.–	2,980.–
Halfpage Ad	300 x 600 pixels	Total rotation	Desktop	5,100.–	5,600.–
Wallpaper	728 x 90 and max. 160 x 900 pixels	Total rotation	Desktop	4,880.–	5,300.–
Baseboard Ad	940 x 250 pixels, 960 x 90 pixels	Total rotation	Desktop	4,100.–	4,500.–
Partner-Site-Button	300 x 120 pixels	Total rotation	Desktop, Mobile	1,580.–	1,740.–
Sponsored Post	Text + max. 5 images	1 week integration on homepage + archiving for at least 1 year		2,100.–	2,350.–

**Newsletter:**

Ad Format	Format	Price in Euros per week/issue	Prices in trade fair months March/Oct./Nov.
Newsletter / Content Ad	650 x 150 pixels	790.–	850.–
Newsletter / Text Ad	Image: max. 190 x 100 pixels, text: max. 330 characters	865.–	950.–
Newsletter / Sponsoring		1,100.–	1,150.–

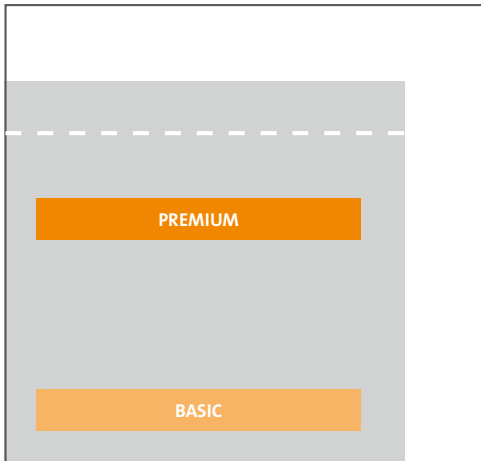
**Business Directory:**

Ad Format	Bookable Channels	Price in Euros
Company entry / Standard	Business directory	free
Company entry / Plus	Business directory	395.– per year
Company entry / Premium	Business directory	580.– per year

## Leaderboard

Leaderboards, also known as Big Size Banners, are large format banners of 728 x 90 pixels. They fill all of the upper area of the screen. The user's attention is particularly drawn to this large format advertising medium.

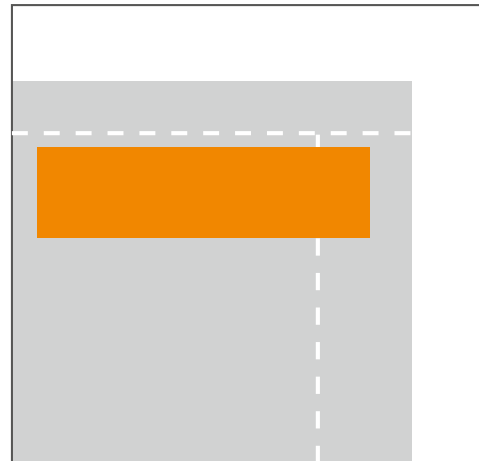
**Format:** 728 x 90 pixels  
**Price/month:** Premium: € 3,050.- / € 3,350.-\*  
Basic: € 2,500.- / € 2,850.-\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



## Billboard Ad

The Billboard Ad is optimally positioned directly beneath the site's navigation in the direct line of vision of users. It is very prominently integrated into the site's content and therefore has a striking impact.

**Format:** 800 x 250 pixels  
**Price/month:** € 4,900.- / € 5,400.-\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



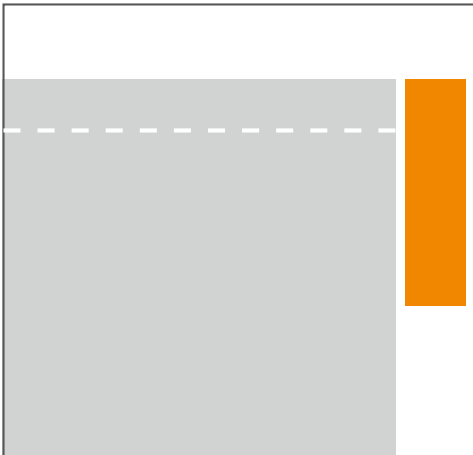
\* Increased price before trade fairs, see page 4

All prices are quoted in euros excl. VAT at the statutory rate.

## Skyscraper

Skyscrapers are large format banners that are placed near the content on the right-hand side of the screen. They are always in view and their large format provides plenty of space for advertising content. Your advertising message thus achieves a high impact due to its prominent position.

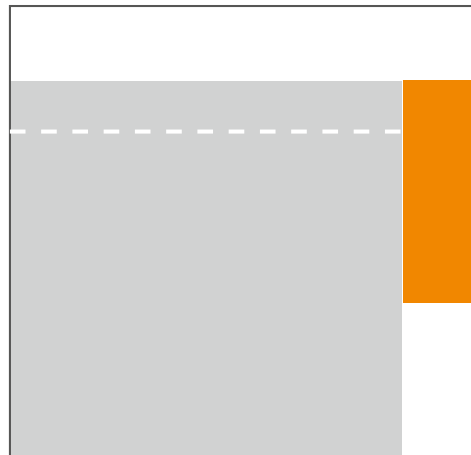
**Format:** 160 x 600 pixels  
**Price/month:** € 2,495.- / € 2,720.-\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



## Sticky-Sitebar

The sidebar offers a large, creative platform for your banner, as well as a permanent presence for your advertising message. The advertisement will be adjusted dynamically to suit the screen size. In addition, the "sticky effect" will keep the sidebar in the area visible to users at all times.

**Format:** 200 x 600 pixels  
**Price/month:** € 3,900.- / € 4,300.-\*  
**File size:** max. 50 KB  
**File type:** HTML5/redirect-code



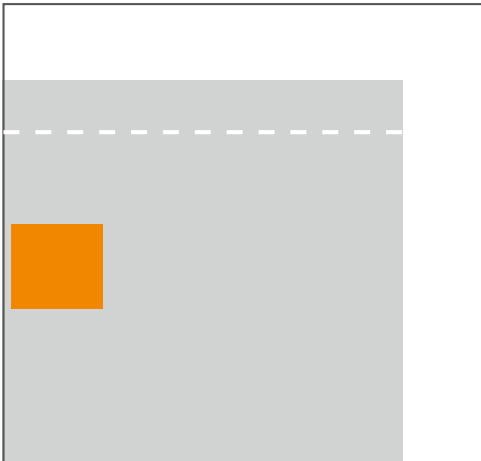
\* Increased price before trade fairs, see page 4

All prices are quoted in euros excl. VAT at the statutory rate.

### Content Ad (Premium)

A Content Ad is an advertising format that is placed in the upper visible area of our content for maximum impact. Your message is therefore in the user's direct line of sight when reading the article. The Content Ad is comparable to a solus advertisement position in print media and is supplied in a 300 x 250 pixel format.

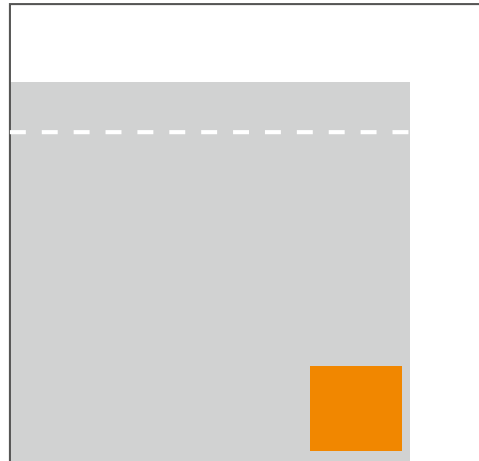
**Format:** 300 x 250 pixels  
**Price/month:** € 3,400.– / € 3,680.–\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



### Content Ad (Basic)

A Content Ad basic especially stands out with its placement in the middle of editorial content. Comparable to a solus advertisement position in print media, it achieves increased attention. Additionally this format convinces with its size, providing space for more complex advertising messages.

**Format:** 300 x 250 pixels  
**Price/month:** € 2,700.– / € 2,980.–\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



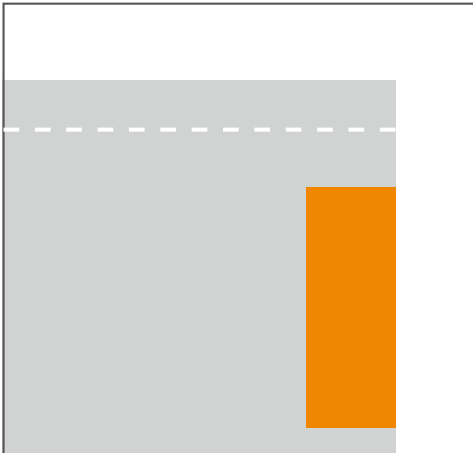
\* Increased price before trade fairs, see page 4

All prices are quoted in euros excl. VAT at the statutory rate.

## Halfpage Ad

The half-page ad is an attention-grabbing format in a highly visible size of 300 x 600 pixels. The half-page ad is integrated directly in the content area in the sidebar on the website.

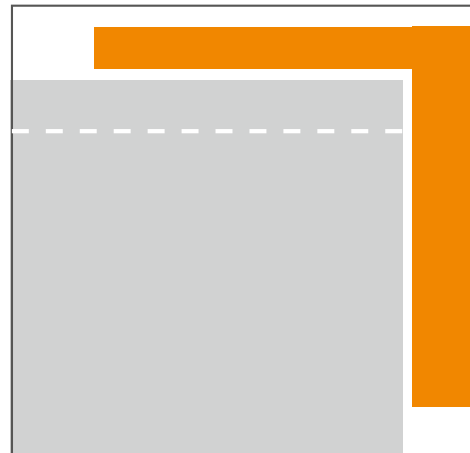
**Format:** 300 x 600 pixels  
**Price/month:** € 5,100.– / € 5,600.–\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



## Wallpaper

This extremely large format advertising medium combines the Superbanner and Skyscraper options and surrounds the entire page. The Wallpaper format is particularly useful for “branding” purposes as it registers very well with the viewer.

**Format:** 728 x 90 pixels and up to 160 x 900 pixels  
**Price/month:** € 4,880.– / € 5,300.–\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



\* Increased price before trade fairs, see page 4

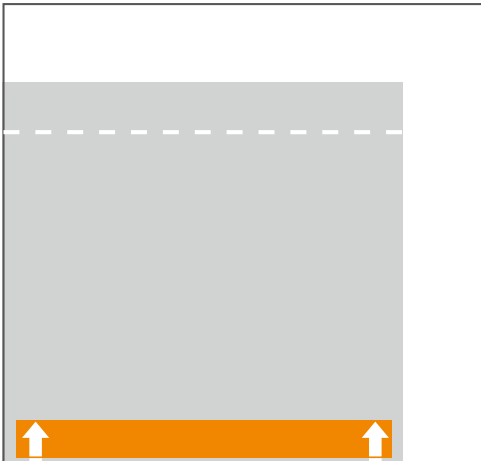
All prices are quoted in euros excl. VAT at the statutory rate.



### Baseboard Ad

The "Baseboard Ad" is located as a page overlaying footer at the bottom of the screen. Thanks to its "sticky effect," it always remains in the user's field of vision. With the help of the automatic scaling of the background coloring of the screen, the effect of the advertising medium is additionally increased.

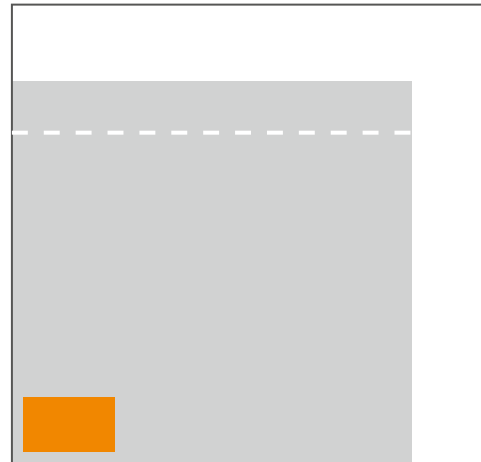
**Format:** 940 x 250 pixels, 960 x 90 pixels  
**Price/month:** € 4,100.– / € 4,500.–\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



### Partner-Site-Button

With this advertising format, you put your company logo in the field of vision. Your company logo is displayed in the format 300 x 120 pixels with a maximum of two partners.

**Format:** 300 x 120 pixels  
**Price/channel/month:** € 600.– / € 660.–\*  
**Price/homepage/month:** € 1,730.– / € 1,895.–\*  
**File size:** max. 50 KB  
**File type:** jpg, gif, png, HTML5



\* Increased price before trade fairs, see page 4

All prices are quoted in euros excl. VAT at the statutory rate.

### Sponsored Post

A Sponsored Post is an article posted on all-electronics.de that consists of your individual content and is labelled as such. Your article is included in the subject area you select and will be archived there for at least a year. In addition, a sponsored post will be fixed for one week on the all-electronics.de homepage in the first visible area.

You can freely choose the text and images of your content.

The frequency of this advertising form is strictly limited: A maximum of one Sponsored Post per week is published.

**Format:** HTML content page, delivery of contents in MS Word document.  
Maximum of 5 images in png, jpg or gif format.

**Price:** € 2,100.–\* / 2,350.–\*\*

### What we need from you

- Meaningful catchword
- Meaningful headline
- Teaser (2 short sentences which arouse interest)
- Text incl. link (recommendation: maximum 2 DIN A4 pages)
- Maximum of 5 images (jpg, png)



Placement of the Sponsored Post on the homepage

### Special Forms of Advertising

At all-electronics.de, you have the option of booking special made-to-measure forms of advertising as well as the various banner formats listed above. Customized advertising packages are ideal for this purpose and we would be delighted to discuss with you how your package might look.



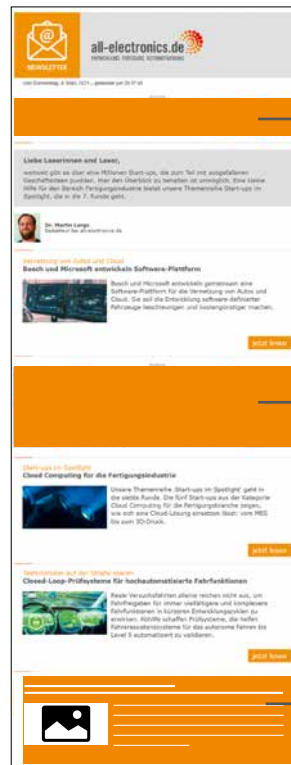
\* Integrated for one week on the homepage, archiving minimum one year  
\*\* Increased price before trade fairs, see page 4

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

- 1 Name:** all-electronics.de-Newsletter
- 2 Profile in brief:**  
Each Tuesday and Thursday, our weekly newsletter is sent to over 12,500 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:**  
The portal's target group is comprised of developers and decision-makers in the electronics industry, as well as automation specialists from all industries. The majority of users are engineers and designers.
- 4 Frequency:** 2 x per week, on Tuesday and Thursday
- 5 Editorial Contact:**  
Dipl.-Ing. Alfred Vollmer, Editor-in-chief  
Phone: +49 8191 125-206  
E-mail: alfred.vollmer@huethig.de  
  
Dipl.-Ing. Petra Gottwald, Editor-in-chief  
Tel.: +49 6221 489-221  
E-mail: petra.gottwald@huethig.de
- 6 Contact – Online Advertising:** Frank Henning, Head of Sales  
Phone: +49 6221 489-363  
E-mail: frank.henning@huethig.de
- 7 Data delivery:** Sabine Greinus  
Phone: +49 6221 489-598  
E-mail: all-dispo@huethig.de

<sup>1</sup> publisher's claim

All prices in Euros without applicable VAT



**Sponsoring Ad<sup>2</sup>**

**Format:** 650 x 60 pixels  
**Price/issue:** € 1,100.–/€ 1,150.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

**Content Ad<sup>2</sup>**

**Format:** 650 x 150 pixels  
**Price/issue:** € 790.–/€ 850.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

**Text ad (image + text)<sup>2</sup>**

**Image:** 190 x 100 pixels  
**Text:** max. 330 characters  
**Price/issue:** € 865.–/€ 950.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

<sup>2</sup> The banners and text ads in the newsletter are visible for one week after publication.

<sup>3</sup> Increased price before trade fairs, see page 4

<sup>4</sup> Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.

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**Business Directory**

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our Business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Standard	Plus	Premium
Display of your company profile in the article	✓	✓	✓
E-mail contact	✓	✓	✓
Address data	✓	✓	✓
Manage your product program, product groups and social media channels		✓	✓
Telephone and fax number		✓	✓
Link to homepage		✓	✓
Company logo		✓	✓
Profile image		✓	✓
Highlighting in search results		✓	✓
Image gallery			✓
Company profile			✓
Specific contact partners			✓
Links to sales offices or branches			✓
Additional information as a file			✓
Include company videos			✓
Include whitepapers			✓
Price/year	free	€ 395.–	€ 580.–

All prices are quoted in euros excl. VAT at the statutory rate.



## Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

### Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company
- You bring about a positive change in your image, right through to being viewed as an expert
- You become established as an opinion maker
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information
- You increase your range and gain far greater visibility
- You benefit from protecting and boosting sales figures and your bottom line for the long-term



### We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

### Interested? For a customized quote, contact:



Frank Henning, Head of Sales  
Phone: +49 6221 489-363  
[frank.henning@huethig.de](mailto:frank.henning@huethig.de)

## The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

### The benefits of the webinar package at a glance

- **Comprehensive promotional package**  
We plug your webinar, thereby generating your leads
- **New contacts**  
Get to know new potential customers that are interested in your product.  
You receive all information about the registered participants for commercial use at your company
- **Expert implementation**  
You provide the speaker; our experienced team will take care of moderation and technical implementation
- **Image boost**  
Modern companies use modern media formats
- **Cost and time savings**  
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**  
You share video, audio and files with the participants
- **Direct contact**  
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**  
Results of surveys, the interest rate and the average attendance duration of the participants
- **Recording of webinars**  
We put the recording of the webinar on our website as an on-demand webcast

### Your webinar services:

- Advertisement of your webinar on the website with logo, test and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports
- On-demand webcast following live event on website with reproduction and text

### Interested?

For a customized quote, contact:



Frank Henning, Head of Sales  
Phone: +49 6221 489-363  
frank.henning@huethig.de



## The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

### With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise
- you provide readers with added value by addressing a highly specific problem for your target group, for example
- you create trust and credibility by avoiding a sales pitch of any kind
- you generate new B2B leads for your company

### Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.



Interested? For a customized quote, contact:



Frank Henning, Head of Sales  
Phone: +49 6221 489-363  
frank.henning@huetthig.de

## 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. 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 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 due 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 in a complaints procedure, 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 advertisements, the customer shall, at the same time, supply a color proof and proof protocol and measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations which may occur. The customer warrants that all files supplied are free of computer viruses. 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 unusable 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 production of ordered copy, films 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 instead 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 advertorial 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 said 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 publisher's requirements.

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 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 in relation to 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 on their own expense. In the event that the publisher places orders, in the event of a price increase, 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 complete if the publisher has notified the customer in advance and 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 will 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 Directdebit is has been shortened to four days. The publishing house shall have the right to assign their claims against the client to third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared due and payable. 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 the event of a 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 due 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. The publisher shall be authorized to subject to VAT on invoices 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 undereached 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 timely 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 or the price list.

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 errors – despite the customer's complaint in good time – the publisher shall be obliged to make a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable 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 on the part of the publisher, 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 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.

3. The customer warrants that it 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.

4. Data processing shall be carried out in accordance with the applicable regulations of the Federal Data Protection Act and the European General Data Protection Regulation. Hütting GmbH shall collect, process and use the customer's personal data. Further information on data processing and data protection can be found in the data protection policy of Hütting GmbH at <https://www.huetting.de/datenschutz>

### § 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 disputes. 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, Reimbursement of Costs

1. 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.

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

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