



The trade magazine for children's and youth fashion and products for children in Germany

Target group:

Stationary and online trade, manufacturers, associations and purchasing associations for baby and children's products, children's furniture, toys, baby and children's fashion as well as maternity wear.

Print run:

4,590* copies

Qualified circulation:

4,362* copies

Frequency:

6 issues per year

Volume:

59th volume 2016

Membership/Participation:

IWV (Information Community for the Assessment of the Circulation of Media)

BCMI – Baby Care Magazines International

*Source, IWV 2. Quarter 2016





Brief description:

baby&junior, the international trade magazine for children's products and fashion, has been the specialist publication for the trade and industry for the past 59 years and is read in around 30 countries. baby&junior has the children's market in its sights – always objective, always competent.

Appearing six times per year, baby&junior presents the latest kid's and maternity fashion as well as products such as car seats, prams, children's furniture, textiles, care products and toys. Reports and articles on trade fairs, associations, manufacturers and the retail trade complement our special features, whilst constituting a valuable decision-making tool for buyers.

In September, the bi-lingual "Trade Fair Newspaper" by baby&junior appears at the annual Kind + Jugend exhibition in Cologne, featuring outstanding products and providing visitors with news about this important event.

Published in October, BRAND-NEWS 2017/18 by baby&junior will feature a comprehensive review of "Kind + Jugend". Across approximately 100 pages, the industry will discover the latest trends and innovations from the fields of children's products, toys and fashion in autumn 2017 and spring/summer 2018. BRAND-NEWS by baby&junior is rounded off with a large service section for retailers.

baby&junior's homepage www.babyundjunior.de and its English-language counterpart www.babyundjunior.de/en complement the print edition with current reports and articles from the industry, product information, competitions, picture galleries and interactive elements such as the Live Blog at Kind+Jugend. Our online portfolio also includes the baby&junior newsletter and our presence on social media such as Facebook, YouTube and Twitter.



Every issue includes the following sections for your advertising:

Cover story, retail trade reports, company portraits, information on trade fairs, interviews with experts and product innovations

Issue	Closing Dates		Publication dates	Special features	Trade Fairs
	Editorial	Advertising			
1 January/February	22.12.2016	22.12.2016	20.01.2017	Fashion – Preview of the kids' fashion trends for A/W 17/18 Maternity Sustainable fashion & Textiles Play & Learn – Spielwarenmesse preview	kleine fabriek, Amsterdam 8./9.01.2017 KIDS NOW, Wallau 13. to 15.01.2017 Pitti Bimbo 19. to 21.01.2017 INNATEX*, Wallau 21. to 23.01.2017 Supreme Kids*, Munich 27. to 29.01.2017 Kindermoden Nord*, Hamburg Februar 2017 CPM kids, Moscow February 2017 Spielwarenmesse Nuremberg*, 01. to 06.02.2017 JOT Juniormode*, Salzburg 12./13.02.2017
Toy Fair News by das spielzeug and baby&junior	09.01.2017	09.01.2017	01.02.2017 02.02.2017 03.02.2017 04.02.2017	Four daily issues in English and German featuring current reports from the International Spielwarenmesse Nuremberg	Spielwarenmesse* Nuremberg, 01. to 06.02.2017 Distributed by promoters at Nuremberg International Airport and also at Hotels in and around Nuremberg
2 March/April	03.03.2017	03.03.2017	24.03.2017	Prams & Buggies Toys & Play – Review Spielwarenmesse Changing bags Care products & Hygiene Fashion fairs – a review	
3 May/June	02.05.2017	02.05.2017	24.05.2017	Twins & Triplets – products for multiple kids Baby on the move – Car seats, bicycle seats, trailers, carry systems & accessories Sleeping in comfort	Pueri Expo & FIT 0/16, São Paulo
4 July/August	14.06.2017	14.06.2017	07.07.2017	Fashion – Preview of the children's fashion trends for S/S 17/18 Child safety / Baby monitors Sustainable products for children	KIDS NOW*, Wallau INNATEX*, Wallau Supreme Kids*, Munich Kindermoden Nord*, Hamburg JOT Juniormode*, Salzburg Pitti Bimbo, Florence kleine fabriek, Amsterdam

*Distribution at the fair is planned but subject to change without prior notice

Every issue includes the following sections for your advertising:

Cover story, retail trade reports, company portraits, information on trade fairs, interviews with experts and product innovations

Issue	Closing Dates		Publication dates	Special features	Trade Fairs
	Editorial	Advertising			
5 September/ October	07.08.2017	07.08.2017	01.09.2017	Special featuring Kind + Jugend Made in Germany Baby shower / Baby party	Kind + Jugend*, Cologne 14. to 17.09.2017 Kids Austria*, Salzburg CBME, Shanghai CPM kids, Moscow
Exhibition Newspaper for Kind + Jugend	23.08.2017	23.08.2017	14.09.2017	Innovations at Kind + Jugend 2017	Kind + Jugend*, Cologne 14. to 17.09.2017
BRAND NEWS by baby&junior	18.10.2017	18.10.2017	08.11.2017	BRAND NEWS by baby&junior 2017/18 featuring a big review of Kind + Jugend 2017	ABC Kids Expo, Las Vegas FIT 0/16, São Paulo
6 November/ December	08.11.2017	08.11.2017	30.11.2017	Children's furniture/Interior Textile furnishings Design & Lifestyle	

*Distribution at the fair is planned but subject to change without prior notice

Size	Format	Colour	Rate
1/1	PS: 192 mm x 263 mm B: 210 mm x 297 mm	4c	4,275.- €
1/2	PS: 192 mm x 131 mm B: 210 mm x 151 mm PS: 94 mm x 263 mm B: 100 mm x 297 mm	4c	2,345.- €
3/8	PS: 192 mm x 99 mm PS: 94 mm x 197 mm	4c	1,860.- €
1/3	PS: 192 mm x 87 mm B: 210 mm x 106 mm PS: 62 mm x 263 mm B: 78 mm x 297 mm PS: 127 mm x 131 mm	4c	1,675.- €
1/4	PS: 192 mm x 65 mm PS: 94 mm x 131 mm PS: 62 mm x 197 mm	4c	1,265.- €
1/6	PS: 192 mm x 43 mm PS: 94 mm x 86 mm PS: 62 mm x 131 mm	4c	870.- €
1/8	PS: 94 mm x 66 mm PS: 62 mm x 99 mm PS: 192 mm x 33 mm	4c	670.- €

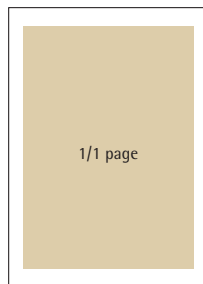
PS: Print Space B: Bleed

- Surcharges:** Front cover page 5,400.- €
Placement: 2nd cover page 4,995.- €
3rd cover page 4,600.- €
Back cover page 5,375.- €

Surcharge for other compulsory placement instructions and confirmed placements 10%

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.
- Colours:** Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 1,060.- €
(No discount available)
- Magazine format:** DIN A 4, 210 mm wide x 297 mm high
- Discounts:** Ads within 12 months (insertion year):
Frequency discount
3 Ads 5%
6 Ads 10%
10 Ads 15%
- Classified ads:** Basic rate mm-ad single-column line 4c 7,46 €
mm-ad rate for job offers/applications on request
- Ad specials:** Inserts
up to 25 g € 280.00 o/oo
up to 50 g € 350.00 o/oo
Maximum format available for loose inserts: 210 x 297 mm

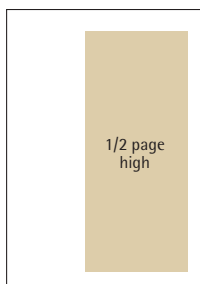
Rates for bound inserts on request



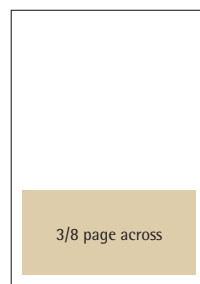
Print space:
w x h: 192 mm x 263 mm
Bleed format:
w x h: 210 mm x 297 mm



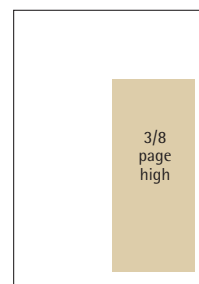
Print space:
w x h: 192 mm x 131 mm
Bleed format:
w x h: 210 mm x 151 mm



Print space:
w x h: 94 mm x 263 mm
Bleed format:
w x h: 100 mm x 297 mm



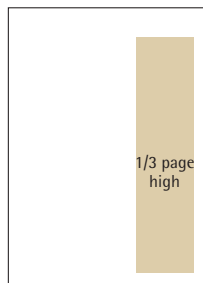
Print space:
w x h: 192 mm x 99 mm



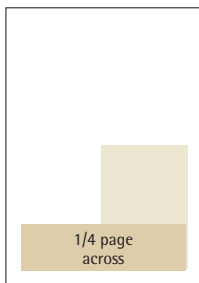
Print space:
w x h: 94 mm x 197 mm



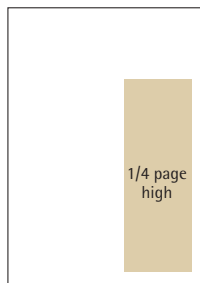
Print space:
w x h: 192 mm x 87 mm
Bleed format:
w x h: 210 mm x 106 mm
Print space: 127 mm x 131 mm



Print space:
w x h: 62 mm x 263 mm
Bleed format:
w x h: 78 mm x 297 mm



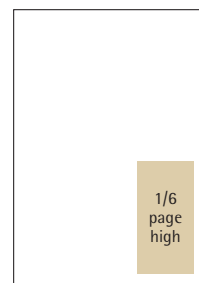
Print space:
w x h: 192 mm x 65 mm
w x h: 94 mm x 131 mm



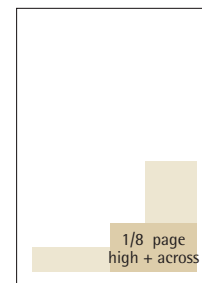
Print space:
w x h: 62 mm x 197 mm



Print space:
w x h: 192 mm x 43 mm
w x h: 94 mm x 86 mm



Print space:
w x h: 62 mm x 131 mm



Print space:
w x h: 94 mm x 66 mm
w x h: 62 mm x 99 mm
w x h: 192 mm x 33 mm

Ad formats bleed off: Bleed ad format plus 3 mm allowance on all sides

- | | |
|---|--|
| <p>1 Magazine format:
Print space: 210 mm wide x 297 mm high
192 mm wide x 263 mm high</p> <p>2 Printing and
binding methods: 4c offset printing (80 lpc-screen) on coated paper
(chlorine free). Wire stitching or adhesive binding.
For colour ads genuine proofs are necessary.</p> <p>3 Data formats: Your electronically submitted data will be processed by us
with Windows 7 and Adobe InDesign CC 2015 (CMYK-
colours) with the following programs for Windows:
– Adobe Acrobat Version XI
– Adobe InDesign (Version CC 2015)
– Adobe Illustrator (Version CC 2015)
– Adobe Photoshop (Version CC 2015)
– Microsoft Office (Version 2013 for MAC and PC)</p> <p>Please send us your ads ready for publishing in one of the
programs and formats mentioned above, if possible as
PDF/X-4 data (Output Intent: ISOcoated_v2_300_eci.icc)
with 3 mm bleed. Imagedate need at least a resolution
of 300 dpi.
Please ensure the PDF is compatible with Acrobat 7.
Transparency effects or shading must be changed into image
data by reducing transparency (high resolution). Should it be
necessary to edit other files or adapt the layout, we will have
to charge you our cost price of 72.- EUR/hour.</p> <p>4 Colours: Bio-Printing inks (CMYK) based on Euro Colour Scale
CEI 12-66 /DIN 16538, special colours available on request.</p> | <p>5 Proof: When making the proof please consider that our printer
works with standard PSO-ISO 12647 values both in the
preparatory and in the printing stages. If you are unable to
provide us with a binding colour proof or can only supply a
digital colour printout, please note that your file will be
printed in compliance with the ISOcoated_v2_300_eci.icc</p> <p>6 Data storage: Data will be archived. Unchanged rerun is generally
possible. A data guarantee is, however, not assumed.</p> <p>7 Guarantee: By sending incomplete or differing data (texts, colours or
images) we do not assume any liabilities for the correct
print. Faulty exposure caused by incomplete or flawed files,
incorrect settings or incomplete information will be
invoiced to the customer. This also applies to additional
composition and reproduction work as well as the creation
of flawed proofs.</p> <p>8 Contact: Monika Schmidt, Order Management
E-mail: m.schmidt@meisenbach.de
Phone: +49 951 861-100</p> <p>9 General information: Image data in original sizes requires a resolution of 300 dpi
(min. 600 dpi for line drawings). Indexed, LAB and RGB
image data are converted by an in-house generated
separation curve into the CMYK mode (the colour space
is modified).</p> <p>10 Delivery address: Schleunungdruck,
for attention of: Thomas Gesell
Eltertstrasse 27
97828 Markttheidenfeld
Germany
Phone: +49 9391 600 533</p> |
|---|--|

1 Circulation auditing: www.ivw.de

The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.

2 Circulation analysis:

Print run analysis From the IVW-circulation analysis 2/2016			
Actual circulation:	4,362	thereof abroad:	592
Paid circulation:	351		60
Subscribed copies:	338		57
Other sales:	13		3
Free copies:	4,011		532
Print run:	4,590		

3 Geographical distribution analysis:

Geographical distribution analysis: (Percentage of print run actually distributed)	
Germany	86.58%
Abroad	13.42%
Print run actually distributed	100.00%

*Average in percent – issues July 2015 – Juni 2016



4 Classified potential of recipients: Distribution Germany, Austria, Switzerland (Multiple answers possible)

Trade	Number
Specialist retail trade	22,607
Retail trade – clothing	10,002
Retail trade – furniture, interior fittings	3,211
ERetail trade – baby and children's products	2,385
Retail trade – toys	2,401
Retail trade – textiles, home textiles	1,513
Drugstores, pharmacies	401
Department stores, mail order businesses	1,495
Book trade	1,199
Wholesale, trade agencies	2,002
Manufacturers	2,165
Total number of recipients	26,774

1 Ad formats and rates:

Ad formats	Placement	Formats in pixels	Rates
Banner	by agreement	600 x 75	349.– €
Text ad	allocation according to topics	image and text	459.– €

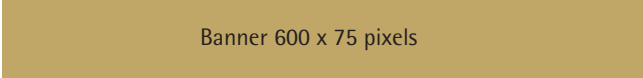
All rates are subject to VAT.

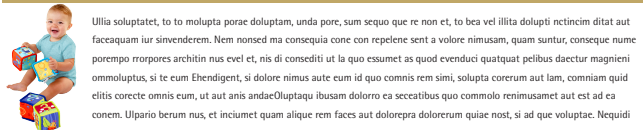
The baby&junior Newsletter for your direct customer approach: conveniently informs hot from the press on current topics and useful product tips straight to the e-mail inbox. It can not only be booked as an exclusive text ad with an image, but also as a banner with a link. That's how you reach a highly interesting target group who deserve to be informed about your products and services.

Current

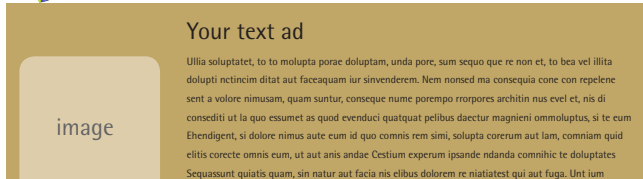
Ad



Banner 600 x 75 pixels



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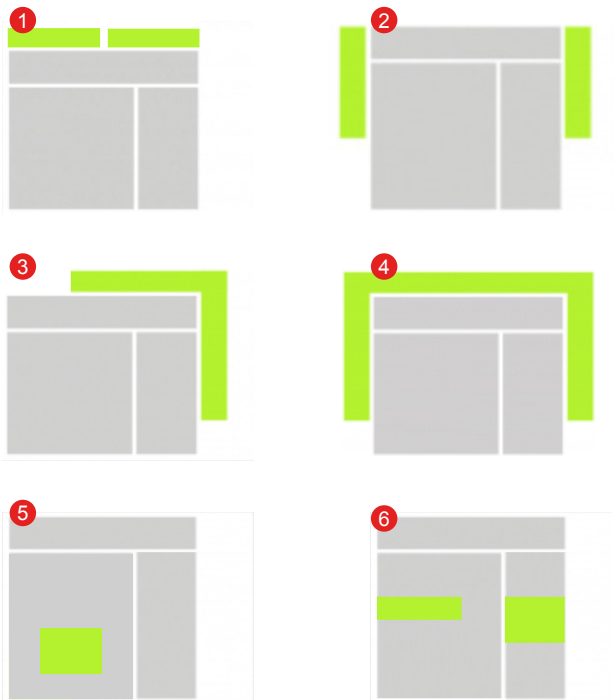
image

Your text ad

Ullia soluptatet, to to molupta porae doluptam, unda pore, sum sequo que re non et, to bea vel illita dolupti nctincim dicit aut faceaquam iur sinverderem. Nem nonsed ma consequa cone con repelene sent a volore nimusam, quam suntur, conseqe nume porempo rrrorpes architlin nus evel et, nis di consediti ut la quo esumet as quod evenduci quatqu pelibus daectur magnieni ommoluptus, si te eum Ehendigent, si dolore nimus aute eum id quo commis rem simi, solupta corerum aut lam, conmiam quid elitis corecte omnis eum, ut aut anis andae Cestium experum ipsande ndanda commihie te doluptates Sequassunt quiatis quam, sin natur aut facia nis elibus dolore re niatatet qui aut fuga. Unt iam

Teaser text: max. 350 characters ... read more

- General information: The baby&junior Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner and text ad can be run between articles and columns.
 - Coverage: 2,865 addresses (As per: August 2016)
 - Discounts: Individual multimedia offers on request.
 - Data formats: JPG, GIF
Please note that animated banners of various Outlook versions are not supported. Please contact our editorial department about data image and text submission when booking a text ad.
 - Special newsletters: Rate per newsletter 1,190.– €
Target group relevant Exclusive-Topic-Newsletter by your company on request.
In every special newsletter extra editorial content by baby&junior is always included.
 - Data delivery: Ready and delivered advertising banners: 3 weekdays before date of publication
Documents text ad: 5 weekdays before date of publication
Delivery per E-mail under specification of customer's name to the attention of Amelie Börger (a.boerger@meisenbach.de)..
- Please note:
- The final newsletter version is subject to change by editorial office.
 - The release of text ads must be given at least 24 hours before delivery.



- | | | |
|---|--------------|------------------------------------|
| 1 | Full Banner | 468 x 60 pixels |
| 2 | Skyscraper | 120 x 600 pixels |
| 3 | Hockey Stick | 728 x 90 pixels + 120 x 600 pixels |
| 4 | Webskin | format on request |
| 5 | Content Ad | 300 x 250 pixels |
| 6 | Text ad | Text + Image |

1 Circulation auditing:



www.ivw.de

The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.

2 Web address:

www.babyundjunior.de

3 Brief description:

Here you will find all information on the trade magazine at a glance. Moreover, there are interesting background reports, certainly the latest product trends and of course up-to-date news from the trade and the industry. There is also a specific schedule of the trade.

4 Target group:

Stationery and online trade, manufacturers, associations and purchasing associations of baby and children's products, children's furniture, toys, baby and children's fashion as well as maternity wear.

5 Publishing house:

Meisenbach GmbH Verlag

Online management:

Monika Schmidt

✉ m.schmidt@meisenbach.de

☎ + 49 951 861-100

1 Rates and ad formats:

Ad formats	Format/Size in pixels	Rate per 1,000 ad impressions	Max. Size
Full Banner	468 x 60	60.– €	40 K
Skyscraper	120 x 600	75.– €	40 K
Hockey Stick	728 x 90 + 120 x 600	95.– €	40 K
Webskin	Format on request	130.– €	40 K
Content Ad	300 x 250	75.– €	40 K
Text ad	Text + Image	110.– €	40 K

Other formats on request

2 Discounts:

Within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online.

3 Technical specifications:

GIF/JPG/Flash
Max. Size: 40 K

4 Data delivery deadline:

The ads must be delivered to the publishing house at the latest 6 days before the online campaign begins

5 General Terms and Conditions:

see www.meisenbach.de



Brief description

The Trade Fair News is a special advertising format on the occasion of the Kind + Jugend. The bilingual newspaper is published in September in time for the fair in Cologne in an eye-catching oversized format in addition to the monthly magazine baby&junior.



Print run: 5,500 copies
incl. hotel distribution

Newspaper format
245 mm wide x 340 mm high

Print space
215 mm wide x 290 mm high

Rates in €
See valid ad rates no. 43

Size	Format/ Print space w x h	Bleed ad format	plus 3 mm allowance on all sides
1/1	215 x 290 mm	245 x 340 mm	251 x 346 mm
1/2	high across 105 x 290 mm 215 x 142 mm	120 x 340 mm 245 x 168 mm	126 x 346 mm 251 x 171 mm
1/3	high across 67 x 290 mm 215 x 95 mm	82 x 340 mm 245 x 115 mm	88 x 346 mm 251 x 110 mm
1/4	high across corner 50 x 290 mm 215 x 70 mm 105 x 145 mm		
1/6	high across 105 x 95 mm 215 x 45 mm		
1/8	high across 105 x 70 mm 215 x 35 mm		



Brief Description:

BRAND-NEWS 2017/18 by baby&junior is a high-gloss luxury magalog. Across approximately 100 pages, the industry will discover the latest trends and innovations for autumn 2017 and spring/summer 2018 from the fields of children's products, toys and fashion. BRAND-NEWS by baby&junior is rounded off with a large service section for retailers.

In terms of its underlying structure, this magazine is divided into age groups: different columns are included within each group to create a complete product world for each age category.

New products are introduced in a short profile, including a check list for each product group. This exciting publication also features background information such as interviews, reports, comments, statistics, studies and much more.

The magazine targets retailers, online stores, owners and decision makers as well as agencies and manufacturers.

Print run: 5,500 copies

Magazine format

210 mm wide x 297 mm high

Print space

192 mm wide x 263 mm high

Rates in €

See valid ad rates no. 43



Toy Fair News by das spielzeug and baby&junior

The magazine «Toy Fair News by das spielzeug and baby&junior» appears on the first four days of the Spielwarenmesse toy fair in Nuremberg.

Each issue provides visitors with a "To Do List"

featuring tips on what is really relevant and which stands are not to be missed. The magazine appears in an i-pad format and is distributed to the hotels in Nuremberg early each morning, by promoters at Nuremberg International Airport and to subscribers to das spielzeug and baby&junior. These issues are also available from the displays at the das spielzeug's exhibition stand as well as our advertisers' stands.



Advertising deadline:	09.01.2017
Publication dates:	01.02.2017 (Wednesday), 02.02.2017 (Thursday), 03.02.2017 (Friday), 04.02.2017 (Saturday)
Languages:	English/German
Magazine format:	170 mm x 240 mm
Print-run:	5,000 copies per issue

Please request the complete media kit from: Iris Lepach (i.lepach@dasspielzeug.de)

1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisement» by the publishers.
6. The publishers have the right to refuse advertisement orders – including single terms within a contract – and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher.
In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted.
The advertiser will be informed immediately if his order is refused.
7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demands immediate replacement of obviously unsuitable or damaged printing material.
The publisher guarantees the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.
9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order.
Liability caused by unfulfilment, negligence on signing the contract or unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected.

- In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints – except for not obvious faults – must be forwarded within four weeks after receipt of invoice and voucher.
10. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
 11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements.
In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.
 12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
 13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
 14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
 15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
 16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
 17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
 18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg.
Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
 19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
 20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.

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