

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

Target group:

Stationery 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:

5,724* copies

Qualified circulation:

4,959* copies

Frequency:

10 issues per year

Volume:

57th volume 2015

Membership/Participation:

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

BCMI – Baby Care Magazines International

*Source, IWW 2. Quarter 2014



Brief description:

The international trade magazine for children's products and fashion!
 The leading trade and industry publication since 57 years.
 With print, e-paper, online and social media presence.
 Distributed in more than 30 countries.
 And entirely new! Bilingual German and English.
 baby&junior focuses on the children's market – critically and with professional competence.

The specialised trade magazine baby&junior is published ten times a year and features current children's fashion and products such as child restraint systems (CRS), prams/buggies, children's furniture or toys. Articles and reports on trade fairs, associations, manufacturers and the retail trade supplement the special pages on innovative products and are a valuable resource for decision-making buyers. In addition, the baby&junior editorial department publishes a fair newspaper in September in time for the trade fair Kind + Jugend in Cologne in newspaper format with reports of the event.



Baby&junior is available as an e-paper too:
www.babyundjunior.de

Contents

Profile	Seite	1
Brief description	Seite	2
Content Publishing house Contacts	Seite	3
Pages analysis Content analysis	Seite	4
Dates and Topics	Seite	5-6
Ad rates	Seite	7
Ad formats	Seite	8
Combination ads	Seite	9
Technical formats and specifications	Seite	10
Print run and circulation analysis	Seite	11
Newsletter	Seite	12
Website ad opportunities	Seite	13
Website rates	Seite	14
Trade Fair Newspaper	Seite	15
General Terms and Conditions	Seite	16

Publishing house:

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SWIFT Code: DEUTDEMM760

Sparkasse Bamberg

(BLZ 770 500 00) 22335
IBAN: DE78 7705 0000 0000 0223 35
SWIFT Code: BYLADEM1SKB

Commerzbank Bamberg

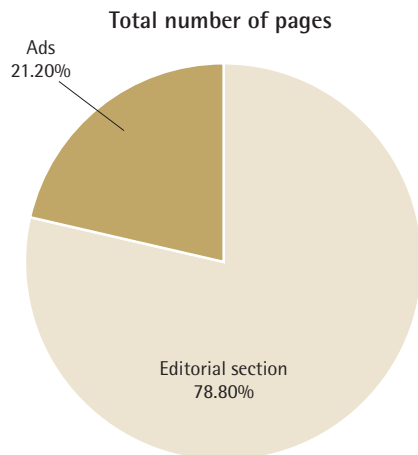
(BLZ 770 400 80) 1218288
IBAN: DE10 7704 0080 0121 8288 00
SWIFT Code: COBADEFF770

Terms of payment:

3% discount on payment before publication,
2% discount on payment within 8 days from
date of invoice, net 30 days from invoice.
Place of fulfillment and court of jurisdiction
is Bamberg.

(Unless otherwise determined by law)

Pages analysis: 6.2013 to 5.2014 = 10 issues		
Total number of pages:	684 pages	100.00%
Editorial section:	539 pages	78.80%
Advertising section:	145 pages	21.20%



Content analysis of the editorial section 6.2013 to 5.2014	
Kidzmix	4.37%
Shop Talk	14.07%
Names	10.02%
Fairs	11.69%
Other	11.54%
Innovative products	
Interior	4.25%
Mobile baby	11.29%
Feeding, changing, attending	4.80%
Maternity wear	1.98%
Fashion	13.74%
Toys	7.37%
Safety	1.61%
Textile furnishings	2.44%
Shopfitting	0.83%

Issue	Deadline		Publication Date	Topics	Trade fairs
	Editorial	Ads			
1 January	05.01.2015	05.01.2015	20.01.2015	Children's footwear Swimwear (Green) Fashion Body fashion Main focus: Fashion Trade Fairs fashion	Pitti Bimbo, Florence kleine fabriek, Amsterdam Supreme Kids, Munich KOMM, Wallau; CPM Kids, Moscow 4-Kidz, Neuss INNATEX, Wallau The Little Gallery, Dusseldorf Children's Fashion Cologne JOT Juniormode, Salzburg
2 February	05.01.2015	05.01.2015	23.01.2015	Toys in the first year Playing & Learning! Expecting a baby! Buggies toys	International Toy Fair, Nuremberg
3 + 4 March/April	23.03.2015	23.03.2015	13.04.2015	Children's safety Double & Treble – everything for multiples Design products Outdoors Feeding, changing, attending	brand news
5 May	21.04.2015	21.04.2015	12.05.2015	Mobile baby Baby shower/ Baby party (Changing) bags	brand news
6 June	20.05.2015	20.05.2015	11.06.2015	Baby monitors Made in Germany Licence topics & products Sleeping comfort	brand news

<p>7 July</p>	<p>24.06.2015</p>	<p>24.06.2015</p>	<p>14.07.2015</p>	<p>Children's footwear Maternity wear Festive fashion Accessories Main focus: Fashion Fairs</p> <p>fashion</p>	<p>Pitti Bimbo, Florence FIMI, Spanien GDS, Dusseldorf Supreme Kids, Munich KOMM, Wallau 4-Kidz, Neuss The Little Gallery, Dusseldorf Children's Fashion Cologne</p>
<p>8 + 9 August/ September</p>	<p>05.08.2015</p>	<p>05.08.2015</p>	<p>28.08.2015</p>	<p>Trade fair premier and product innovations Main focus: Hardware Trade Fairs Sustainable Products & Eco-Fashion Christmas</p>	<p>CBME, Shanghai Kind + Jugend, Cologne JOT Juniormode, Salzburg INNATEX, Wallau</p> <p>pre-fair</p>
<p>Fair News- paper at Kind + Jugend</p>	<p>21.08.2015</p>	<p>21.08.2015</p>	<p>10.09.2015</p>	<p>Trade Fair Newspaper at Kind + Jugend</p>	<p>Kind + Jugend, Cologne</p> <p>Kind + Jugend</p>
<p>10 October</p>	<p>25.09.2015</p>	<p>25.09.2015</p>	<p>15.10.2015</p>	<p>Fair Review Kind + Jugend Prams/buggies & accessories Multifunctional products Child car seats</p>	<p>Kind + Jugend, Cologne ABC Kids Expo, Las Vegas CPM Kids, Moscow Kids Austria, Salzburg</p> <p>post-fair</p>
<p>11 + 12 November/ December</p>	<p>28.10.2015</p>	<p>28.10.2015</p>	<p>17.11.2015</p>	<p>Textile furnishings Children's furniture Beautiful items – design in children's rooms Walls & Floors</p>	<p>interior</p>

Size	Format	Colour	Rate in €
1/1	PS: 192 mm x 263 mm B: 210 mm x 297 mm	b/w 4c	2,667.- 4,276.-
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	b/w 4c	1,462.- 2,345.-
3/8	PS: 192 mm x 99 mm PS: 94 mm x 197 mm	b/w 4c	1,163.- 1,864.-
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	b/w 4c	1,047.- 1,678.-
1/4	PS: 192 mm x 65 mm PS: 94 mm x 131 mm PS: 62 mm x 197 mm	b/w 4c	789.- 1,267.-
1/6	PS: 192 mm x 43 mm PS: 94 mm x 86 mm PS: 62 mm x 131 mm	b/w 4c	543.- 870.-
1/8	PS: 94 mm x 66 mm PS: 62 mm x 99 mm PS: 192 mm x 33 mm	b/w 4c	418.- 671.-

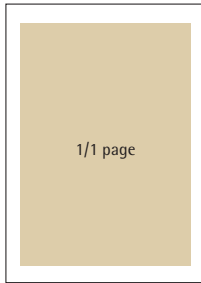
PS: Print Space B: Bleed

- Surcharges:**
 - Front cover page 5,402.- €
 - 2nd cover page 4,995.- €
 - 3rd cover page 4,603.- €
 - Back cover page 5,375.- €

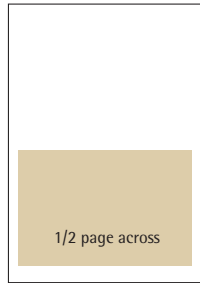
10 % surcharge for other compulsory placement instructions and confirmed placements

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 € 220.00 o/oo
up to 50 g € 275.00 o/oo
Maximum format available for loose inserts: 210 x 297 mm

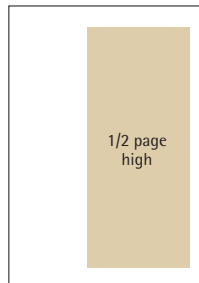
Rates for bound inserts on request



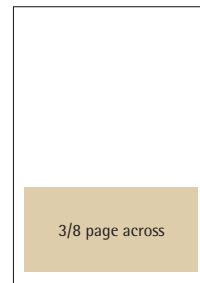
Print space:
w x h: 192 mm x 263 mm
Bleed format:
w x h: 210 mm x 297 mm



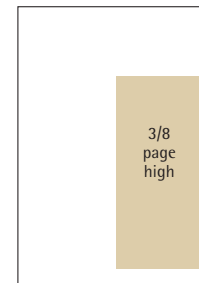
Print space:
w x h: 192 mm x 131 mm
Bleed format:
w x h: 210 mm x 151 mm



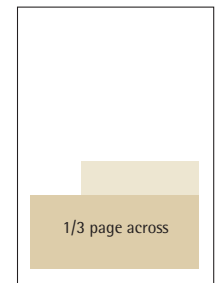
Print space:
w x h: 94 mm x 263 mm
Bleed format:
w x h: 100 mm x 297 mm



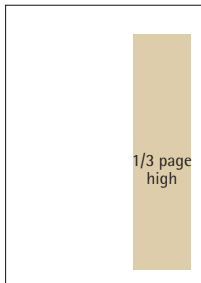
Print space:
w x h: 192 mm x 99 mm



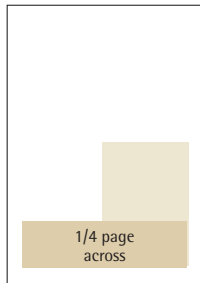
Print space:
w x h: 94 mm x 197 mm



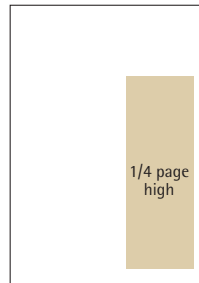
Print space:
w x h: 192 mm x 87 mm
Bleed format:
w x h: 210 mm x 106 mm
Print space: 127 mm x 131 mm



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



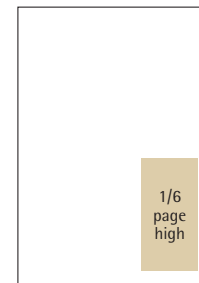
Print space:
w x h: 192 mm x 65 mm
w x h: 94 mm x 131 mm



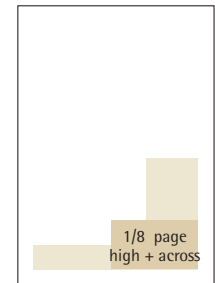
Print space:
w x h: 62 mm x 197 mm



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

Combination ads:

The powerful combination for your cross-cutting advertising

The trade magazines by Meisenbach GmbH Verlag offer you a great opportunity to address decision makers target-oriented in important segments of the market at a reasonable rate: the advertising combination in several magazines with wide media penetration.

Your advantage: maximum coverage with combination discounts!



Print run 4,959 *



Print run 8,161 *



Print run 8,433 *


*Source, IWW, distributed issues 2. Quarter 2014

Technical Formats and Specifications:

- 1 Magazine format: 210 mm wide x 297 mm high
Print space: 192 mm wide x 263 mm high
- 2 Printing and binding methods: 4c offset printing on coated paper (chlorine free).
Frequency-modulated (FM) screen (70s Standard).
For colour ads genuine proofs are necessary.
- 3 Data formats: Your electronically submitted data will be processed by us with Windows 7 and Adobe InDesign CS6 (CMYK-colours) with the following programs for Windows:
- Adobe InDesign until CS6 (up version 8.0x)
- Adobe Illustrator until CS6 (up version 16.0x)
- Adobe Photoshop until CS6 (up version 13.0x)
- Microsoft Word (until version 2010) only text files,
Image data see above

Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-3 data. Please ensure the PDF is compatible with Acrobat 5 (corresponds with the current PDF 1.4 version). 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 €/hour.
- 4 Colours: Printing inks (CMYK) based on Euro Colour Scale CEI 12-66 / DIN 16538, special colours available on request.
- 5 Proof: When making the proof please consider that our printer works with standard FOGRA 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 „FOGRA standard colours for coated paper“.
- 6 Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.
- 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.
- 8 Contact: Beate Schlapa, Order Management
E-mail: b.schlapa@meisenbach.de
Phone: +49 951 861-190
- 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).
- 10 Delivery address: Schleunungdruck,
for attention of: Thomas Gesell
Eltertstraße 27
97828 Marktheidenfeld
Germany
Phone: +49 9391 600533

Print run and circulation analysis:

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 2/2014			
Actual circulation:	4,959	thereof abroad:	813
Paid circulation:	422		68
Subscribed copies:	403		64
Other sales:	19		4
Free copies:	4,537		745
Print run:	5,724		

3 Geographical distribution analysis:

Geographical distribution analysis:	
(Percentage of print run actually distributed)	
Germany	86.31%
Abroad	13.69%
Print run actually distributed	100.00%

*Average in percent - issues September 2013 to August 2014



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

Trade	Number
Specialist retail trade	23,343
Retail trade - clothing	10,139
Retail trade - furniture, interior fittings	3,569
Retail trade - baby and children's products	2,404
Retail trade - toys	2,456
Retail trade - textiles, home textiles	1,557
Drugstores, pharmacies	436
Department stores, mail order businesses	1,505
Book trade	1,277
Wholesale, trade agencies	2,135
Manufacturers	2,177
Total number of recipients	27,655

1 Ad formats and rates:

Ad formats	Placement	Formats in pixel	Rates in €
Banner	by agreement	600 x 75	249.–
Text ad	allocation according to topics	image and text	349.–

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 pixel



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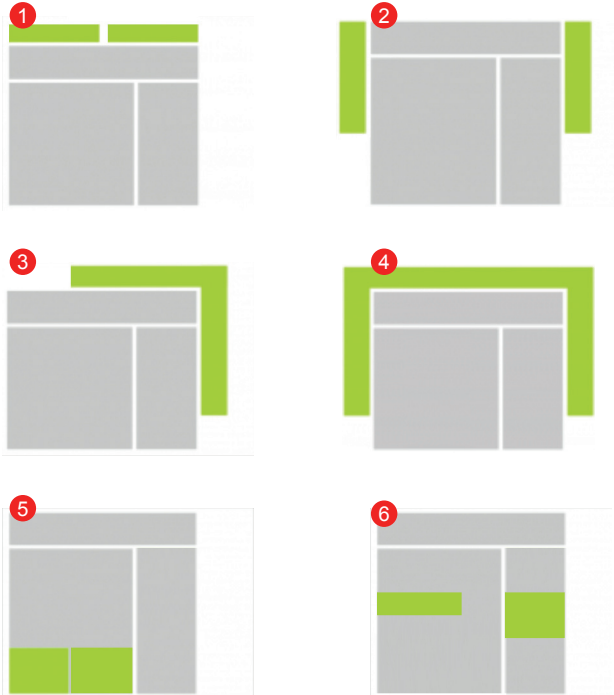
Your text ad

Image

Ullia soluptatet, to to molupta porae doluptam, unda pore, sum sequo que re non et, to bea vel illita dolupti nectincim dital aut faceaquam iur sinvenderem. Nem nored ma consequa cone con repelene sent a volore nimusam, quam suntur, conseqe nume porempo rrorpores architin nus evel et, nis di consediti ut la quo essumet as quod evenduci quatquat pelibus daectur magnieni ommoluptus, si te eum Ehendigent, si dolore nimus aute eum id quo conmis rem simi, solupta corerum aut lam, conmiam quid elitis corecte omnis eum, ut aut anis andae Cestium experum ipsande ndanda conmihic te doluptates Sequassunt quaiis quam, sin natur aut facia nis elibus dolore re niatiatest qui aut fuga. Unt tum

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

- 2 General information: The baby&junior Newsletter informs late-breaking on all important news of the toy industry trade industry. The Newsletter is sent in HTML-format. Banner and text ad can be run between articles and columns.
- 3 Coverage: about 4,000 addresses
- 4 Discounts: Individual multimedia offers on request.
- 5 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.
- 6 Special newsletters: Rate per newsletter 1,400.00 €
Target group relevant Exclusive-Topic-Newsletter by your company on request.
In every special newsletter extra editorial content by baby&junior is always included.
- 7 Data delivery: Ready and delivered advertising banners:
6 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 Markus Stoll (m.stoll@meisenbach.de).



- 1 Full Banner 468 x 60 pixel
- 2 Skyscraper 120 x 600 pixel
- 3 Hockey Stick 728 x 90 pixel + 120 x 600 pixel
- 4 Webskin format on request
- 5 Content Ad 300 x 250 pixel
- 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:
Online-Management:

Meisenbach GmbH Verlag
Markus Stoll
E-mail: m.stoll@meisenbach.de
Phone: + 49 951 861-131

1 Rates and ad formats:

Ad formats	Format/Size in pixel	Rate in € per 1,000 ad impressions	Max. Size
Full Banner	468 x 60	50.–	40 K
Skyscraper	120 x 600	65.–	40 K
Hockey Stick	728 x 90 + 120 x 600	75.–	40 K
Webskin	Format on request	115.–	40 K
Content Ad	300 x 250	65.–	40 K
Text ad	Text + Image	95.–	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 Banner 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 newspaper 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: 5.000 + 600 copies 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. 41, page 7

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		

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.