

baby&junior  
babyundjunior.de

# MEDIAKIT 2022

Ad rates no. 48, valid from 1 October 2021, as per: 21 September 2021

Menschen. Märkte. Meisenbach.





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



Novelty show – BRAND NEWS (German/English)

#### Target group by industry and function:

Bricks-and-mortar retailers and online stores, as well as manufacturers, agencies, associations, buying groups, cooperatives, market research and trade institutes, department stores, furniture and interior design stores, pharmacies, health and beauty stores, midwives and book sellers.

#### Print run:

4,130 copies\*

#### Qualified circulation:

3,567 copies\*

#### Frequency:

6 issues per year + BRAND NEWS

#### Volume:

64<sup>th</sup> Volume 2022

#### Membership/Participation:

IVW (Information Community for the Assessment of the Circulation of Media)  
BCMI – Baby Care Magazines International  
LIMA (Licensing Industry Merchandisers' Association)

\*Source, IVW 2. Quarter 2021



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# Brief Description

baby&junior, the international trade magazine for children's products and fashion, has been the mouthpiece of the trade and industry for 60 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 outfitting products for babies and children including car seats, prams, furniture, textiles, care products and toys as well as children's and maternity fashion. Reports and articles on trade fairs, associations, manufacturers, the retail trade and e-commerce complement the featured topics, whilst constituting a valuable decision-making tool for buyers.

In September, the bi-lingual "Trade Fair News" by baby&junior appears in an attractive newspaper format at the annual Kind + Jugend

exhibition, featuring outstanding products as well as news about this important event for trade buyers. The magazine will contain innovations from all over the world and will be published digitally worldwide. It will focus on the innovations and highlights of the second half of the year. A wide range of products for baby and child is shown.

baby&junior's website – [babyundjunior.de](http://babyundjunior.de) – and its English-language counterpart – [babyundjunior.de/en](http://babyundjunior.de/en) – complement the print edition with current news items and industry reports as well as product information, competitions, picture galleries and interactive elements such as our daily social stream and our live blog at Kind + Jugend. Our on-line portfolio also includes the baby&junior Newsletter and our social media presence on Facebook, Instagram, LinkedIn and Twitter.



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Web: [www.babyundjunior.de](http://www.babyundjunior.de)



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# Topics and Dates

## 1/2022

**Editorial deadline:** 14.01.2022  
**Advertising deadline:** 21.01.2022  
**Publication date:** 15.02.2022

### Focal themes

- From head to toe: (sustainable) fashion for wind and weather: A/W 2022/23
- Awarded: award-winning products from the baby industrys
- Let's go: safely on the move in strollers, child car seats, infant carriers & Co.
- At the table, please: tableware, bottles, bibs, chairs

## 2/2022

**Editorial deadline:** 11.03.2022  
**Advertising deadline:** 18.03.2022  
**Publication date:** 12.04.2022

### Focal themes

- On tour with baby and child: strollers, stretchers, vehicles, running bikes, children car safety seat
- Sustainable and new play ideas: Dolls, plush, wooden toys and more
- Desire for summer: accessories, fashion and water toys

## 3/2022

**Editorial deadline:** 30.05.2022  
**Advertising deadline:** 03.06.2022  
**Publication date:** 28.06.2022

### Focal themes

- Baby's first products: products from pregnancy to birth around the topics of care and hygiene, feeding and drinking, nursing and diapering equipment, baby fashion
- News from the fashion world: preview of the (Green) Fashion F/S 2023
- Scandi Style: beautiful products in Scandinavian style

### Trade fairs

Innatex, Hofheim-Wallau  
Supreme Kids, Munich  
Kindermoden Nord, Hamburg  
Jot Juniormode, Salzburg  
Cliff Kids, Kopenhagen  
Playtime, Paris  
4-Kidz.eu, Neuss  
Kids World, Frankfurt  
Pitti Bimbo, Florenz

From fashion to baby equipment to interior and toys – baby&junior has suitable space for your strong advertising presence in each issue.



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# Topics and Dates

4/2022

**Editorial deadline:** 01.08.2022  
**Advertising deadline:** 08.08.2022  
**Publication date:** 01.09.2022

## Focal themes

- Novelty show: preview of trends, novelties and innovations
- Animals: trendy animal prints and designs
- Cuddling time: including plush and dolls, cosy interior ideas, textile equipment, sleeping comfort
- EXTRA: Pocket Diary 2023

## Trade fairs

Kind + Jugend, Cologne  
Kids Austria, Salzburg

5/2022

**Editorial deadline:** 23.09.2022  
**Advertising deadline:** 30.09.2022  
**Publication date:** 25.10.2022

## Focal themes

- Clever and smart: digital helpers from baby monitors to music boxes and safety in the nursery
- Baby mobile: car safety seats, (E)prams and strollers
- Sustainable products for everyday life with baby and child

6/2022

**Editorial deadline:** 18.11.2022  
**Advertising deadline:** 25.11.2022  
**Publication date:** 20.12.2022

## Focal themes

- Children's oasis of well-being: children's furniture, high chairs, rockers, textiles and decoration
- The first 1000 days: products for a good start in life until infancy
- Preview of fashion trends 2023
- EXTRA: Pocket Diary 2023

## Trade fairs

Innatex, Hofheim-Wallau  
Supreme Kids, Munich  
Kindermoden Nord, Hamburg  
Jot Juniormode, Salzburg  
Cliff Kids, Kopenhagen  
Playtime, Paris  
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# Topics and Dates

## **baby&junior** **BRAND NEWS**

**Editorial deadline:** 12.08.2022  
**Advertising deadline:** 15.08.2022  
**Publication date:** 08.09.2022

### **Focal themes**

Special edition for Kind + Jugend 2022:  
Product innovations, industry news &  
information about the fair

Distribution of the trade fair  
magazine for Kind + Jugend in  
Cologne hotels, distribution with  
promoters at Kind + Jugend

## **baby&junior** **Online-Special 2022**

### **Focal themes**

- Fashion trends S/S 2023
- New products for the second half of the year

## **baby&junior** **Pocket Diary 2023**

**Advertising deadline:** 08.08.2022  
**Publication date:** 01.09.2022

### **Facts**

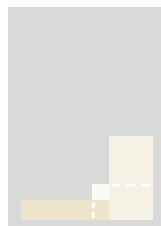
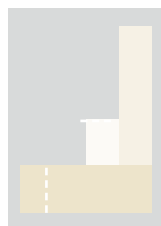
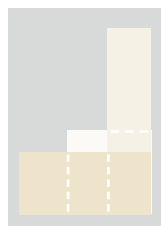
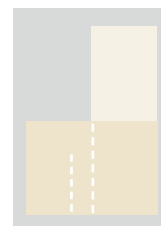
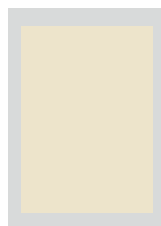
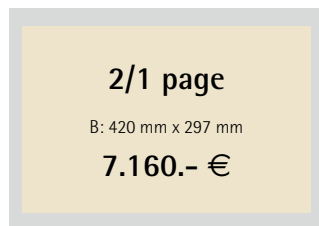
- 92 x 157 mm (width x height),  
plus 3 mm bleed on all sides
- Print run: 4,600 copies

The calendar will be available at  
Kind + Jugend and will be enclosed  
in the issues 4 + 6

From fashion to baby equipment to interior and toys – baby&junior has suitable space for your strong advertising presence in each issue.



# Ad Rates and Ad Formats\*



## Best Placement:

Front + Back cover page	<b>8,960.- €</b>
Opening spread (2nd cover page + page 3)	<b>7,740.- €</b>
Front cover page	<b>5,615.- €</b>
2nd cover page	<b>5,205.- €</b>
3rd cover page	<b>4,795.- €</b>
Back cover page	<b>5,595.- €</b>
Eye-catcher	<b>2,950.- €</b>
Lead page	<b>2,050.- €</b>
Surcharge for other compulsory placement instructions and confirmed placements	<b>10 %</b>

\* Special formats on request

PS: Print Space B: Bleed  
Formats = width x height

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

# Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

## Colour:

Colours from the Euro Colour Scale CEI 12-66  
DIN 16539 included in price /  
special colours  
(no discount available) **each 1,060.- €**

## 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 %**

## Ad rate for job offers (mm-ad rate in b/w):

on request

## Ad specials:

Inserts

up to 25 g:

**405.- €** <sup>‰</sup>

up to 50 g:

**510.- €** <sup>‰</sup>

Maximum format available for loose inserts:  
205 x 297 mm

Rates for bound inserts on request

Pocket diary

Cover page

Inner part

**666,- €**

**555,- €**



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# Advertorial Print

An increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - the text and images are embedded in the editorial section both in terms of look and feel.

## ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

### 1 page Advertorial: 2,945.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
2 images | Company logo | Main text minimum: 1,600 characters | Maximum: 3,500 characters (incl. blanks, headline and picture captions). The price includes one proofing cycle.\*

### Plus 600.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the baby&junior layout. The price includes one proofing cycle.\*

### 1/2 page Advertorial: 1,600.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
1-2 images | Company logo | Main text minimum: 600 characters | Maximum: 1,200 characters (incl. blanks, headline and picture captions). The price includes one proofing cycle.\*

### Plus 300.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the baby&junior layout. The price includes one proofing cycle.\*

\*Every additional proofing cycle will incur a charge of 100.- €. Any net travel expenses will be billed to the customer.

**We will also be glad to publish your advertorial online as an option.  
You will find the prices for this on page 15.**



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# Novelty show – BRAND NEWS



## Brief description

In September, the bi-lingual "Trade Fair News" by baby&junior appears in an attractive newspaper format. The magazine will contain innovations from all over the world and will be published digitally worldwide. It will focus on the innovations and highlights of the second half of the year.

**Print run: 5,500 copies** (incl. 600 copies hotel distribution)

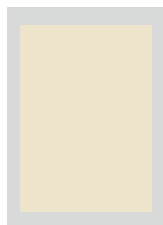
**Newspaper format:** 245 mm wide x 340 mm high

**Print space:** 215 mm wide x 290 mm high

**Closing date Editorial:** 12.08.2022

**Closing date Advertising:** 15.08.2022

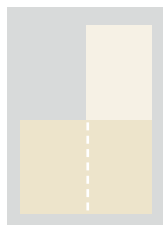
**Publication date:** 08.09.2022



## 1/1 page

PS: 215 x 290 mm  
B: 245 x 340 mm

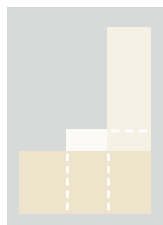
**4,475.- €**



## 1/2 page

PS: 105 x 290 mm  
PS: 215 x 142 mm  
B: 120 x 340 mm  
B: 245 x 168 mm

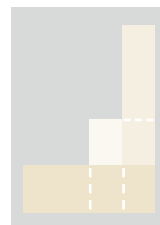
**2,455.- €**



## 1/3 page

PS: 67 x 290 mm  
PS: 215 x 95 mm  
B: 82 x 340 mm  
B: 245 x 115 mm

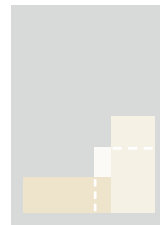
**1,755.- €**



## 1/4 page

PS: 50 x 290 mm  
PS: 215 x 70 mm  
PS: 105 x 145 mm

**1,345.- €**



## 1/6 page

PS: 105 x 95 mm  
PS: 215 x 45 mm

**935.- €**



## 1/8 page

PS: 105 x 70 mm  
PS: 215 x 35 mm

**705.- €**

Maximum format for loose insert: 240 x 340 mm (width x height)  
Ad formats bleed off: Bleed ad format plus 3 mm allowance on all sides

# Specifications

**Magazine format:** 210 mm wide x 297 mm high

**Print space:** 192 mm wide x 263 mm high

**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.

**Data creation and delivery:** 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: PS0coated\_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

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.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)

- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

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). This can lead to colour deviations, for which we cannot assume any liability.

**Colours:** Bio-Printing inks (CMYK, special colours available on request.

**Proof:** When making the proof please consider that our printer works with standard PSO-ISO 12647-2 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 PS0coated\_v3.icc. If you are interested, please contact Anna Ugrica ([anna.ugrica@meisenbach.de](mailto:anna.ugrica@meisenbach.de), +49 951 861-195) who will also tell you the costs.

**Data storage:** Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

**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.

## Contact:

Anna Ugrica, Order Management  
[anna.ugrica@meisenbach.de](mailto:anna.ugrica@meisenbach.de)  
+49 951 861-195

## Delivery address:

Schleunungsdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Marktheidenfeld  
+49 9391 6005-33

# Distribution

## 1 Circulation auditing: [www.ivw.de](http://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 Subscription prices 2022

### Subscription prices print 2022\*

Issues per year	6
Domestic incl. postage and 7 % VAT	98.- €
Abroad Europe	105.- €
Abroad world	162.- €

### Subscription prices digital 2022\*

digital	88.- €
Premium (print + digital) domestic	113.- €
Premium (print + digital) europe	120.- €
Premium (print + digital) world	177.- €

\*All prices incl. delivery charges

**Terms of payment:** After invoicing by bank transfer, credit card or PayPal.

**European Union (EU):** If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

**Other foreign countries:** VAT-free

## 3 Circulation analysis:

### Print run analysis

From the IVW-circulation analysis 2/2021 \* thereof abroad:

Actual circulation:	3,567 (*573)
Paid circulation:	225 (*31)
Subscribed copies:	214 (*31)
Other sales:	11 (*0)
Free copies:	3,342 (*542)
Print run:	4,130

## 4 Geographical distribution analysis:\*

### Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	83.94 %
Abroad	16.06 %
<b>Print run actually distributed</b>	<b>100.00 %</b>

\*Average in percent – Issues July 2020 – June 2021

## 5 Classified potential of recipients:

### Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
<b>Specialist retail trade</b>	<b>23,164</b>
Retail trade – clothing	9,541
Retail trade – furniture, interior fittings	3,720
Retail trade – baby and children's products	2,719
Retail trade – toys	2,854
Retail trade – textiles, home textiles	1,267
Drugstores, pharmacies	353
Department stores, mail order business	1,495
Book trade	1,215
<b>Wholesale, trade agencies</b>	<b>1,879</b>
<b>Manufacturers</b>	<b>2,035</b>
<b>Total number of recipients</b>	<b>27,078</b>

# Cross-Media Opportunities

## coverage (print + online)

baby&junior	4,130 copies
Newsletter	2,000 recipients
Website	146,116 page impressions
Website	15,501 visits

## fans social media

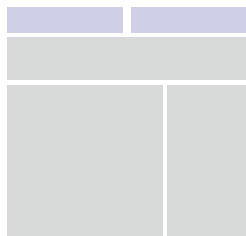
Facebook	3,350 subscribers
Twitter	1,000 follower
Instagram	1,200 subscribers

status: June 2021



# Ad Banner on www.babyundjunior.de

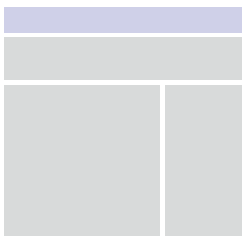
## 1 Full Banner



Size: 468 x 60 pixels

Price\*: 825.– €

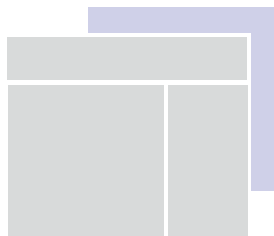
## 2 Superbanner



Size: 950 x 90 pixels

Price\*: 1,725.– €

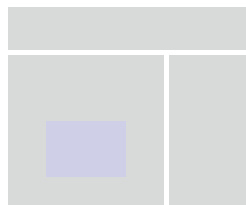
## 3 Hockeystick



Size: 728 x 90 pixels +  
120 x 600 pixels

Price\*: 1,325.– €

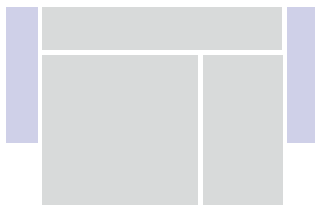
## 4 Content Ad



Size: 300 x 250 pixels

Price\*: 1,045.– €

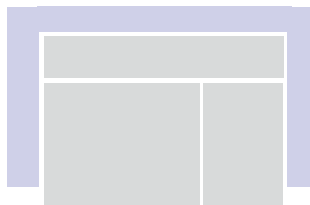
## 5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels

Price\*: 1,045.– €

## 6 Webskin



Size: (2x) 120 x 600 pixels +  
980 x 90 pixels

Price\*: 1,805.– €

### Discounts:

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

Individual cross-media offers are available on request.

### \*Price for 4 weeks duration

Delivery of the banner data incl. linking by e-mail stating the customer name to Anna Uglica ([anna.uglica@meisenbach.de](mailto:anna.uglica@meisenbach.de)).

# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

**All advertorials will be published in our newsletter and displayed as sliders on our website!**

**Price: 795.- €**

Bookable in combination with print adverts – we will be happy to make you an individual offer.

**Optional: Increase your reach with our social media package!**

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and Twitter.



**Surcharge: 150.- € per portal**



You can also find our guidelines and examples under:

<https://babyundjunior.de/de/Mediadaten/Richtlinien/Ihr-Advertorial>

# Ad Opportunities Newsletter

## Banner



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 can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K  
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Anna Ugrica (anna.ugrica@meisenbach.de).

**Rates per Ad (Banner): 425.– €**

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

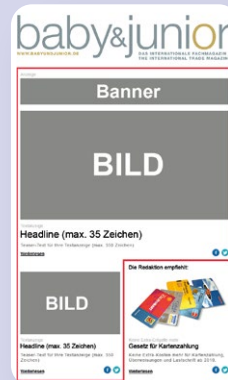
### Advertorial:

- Headline: max. 35 characters, teaser text: max. 350 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

### Banner:

- 700 x 120 pixels, max. 100K

**Price: 1,695.– €**







# Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers, but also to inform themselves about new products.

## Package prices:

5 posts (per calendar year): 800.- €

10 posts (per calendar year): 1,500.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram, you can integrate up to 18 hashtags in addition to your text.

Via Instagram, we have built up an extensive retailer-network from which you can also benefit: Use our **Instagram package** to present your products and innovations or to publish an image campaign.

<https://www.instagram.com/babyundjunior/>



# Product Specials

Do you like to place your print ads in a thematically appropriate environment? With our product specials we offer you the opportunity to do this on our website, as well!

There are two formats to choose from – but a combination is also possible:

## Calendar format:

On selected times (Advent, Christmas, Easter, etc.) we „open“ a door on our website every day, behind which your product can be hidden (Similar to an advent calendar). The daily interaction awakens the reader's curiosity and the product specials receive great feedback.

Price on request.

## Link for example:

[https://bit.ly/Special\\_BJ](https://bit.ly/Special_BJ)



Weihnachts-Special



## Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable – here every novelty gets the attention it deserves.

Price on request

## Link for example:

[https://bit.ly/Bildergalerie\\_BJ](https://bit.ly/Bildergalerie_BJ)





# General Terms and Conditions

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 demand immediate replacement of obviously unsuitable or damaged printing material.  
The publisher guarantee 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 an 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 remain 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.
21. Advertising orders can be cancelled up to the closing date for advertisements. Cancellation must be made in writing or in text form (by mail, fax or e-mail). If the advertisement has already been printed, the customer must pay for the advertisement. Otherwise, the publisher may demand reimbursement of the costs incurred up to the cancellation in accordance with the statutory provisions.



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## 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 fulfilment and court of jurisdiction

is Bamberg. (Unless otherwise determined by law)



TOPICS  
DATES



PRINT  
PRICES



TECHNIQS



SALES



ONLINE



TERMS



CONTACT