



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

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:

4.474 copies*

Qualified circulation:

4.350 copies*

Frequency:

7 issues per year + Fair issue

Volume:

61.st Volume 2018

Membership/Participation:

IVW (German Audit Bureau of Circulation)
BCMI – Baby Care Magazines International

*Source, IVW 2. Quarter 2018



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 seven 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.

Featuring a comprehensive review of Kind + Jugend, baby&junior review issue appears in October.

baby&junior's website – www.babyundjunior.de – and its English-language counterpart – www.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 online portfolio also includes the baby&junior Newsletter and our social media presence on Facebook, Instagram and Twitter.



MEDIAKIT 2019 – Dates and Topics

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	19.12.2018	19.12.2018	18.01.2019	Fashion/Green Fashion/Outdoorfashion: Sneek peek at children's fashion trends A/W 2019/20, Fashion Fairs Toys & Play: babies' and toddlers' toys at Spielwarenmesse 2019	kleine fabrick, Amsterdam January 2019 KIDS NOW, Wallau January 2019 Pitti Bimbo January 2019 INNATEX*, Wallau January 2019 Playtime, Berlin, January 2019 Supreme Kids*, Munich January 2019 Play- time, Paris, January 2019 Spielwarenmesse Nuremberg*, 30.01. to 03.02.2019 Kindermoden Nord*, Hamburg February 2019 CPM kids, Moscow February 2019 JOT Juniormode*, Salzburg February 2019 ISPO, München, 03.02. bis 06.02.2019
Toy Fair News by das spielzeug and baby&junior	15.01.2019	21.01.2019	30.01.2019 31.01.2019 01.02.2019	Toys trends 2019 Toy Award winners 2019 Impressions – Toy Preview Special feature on Baby & Infant	Spielwarenmesse*, Nuremberg, 30.01 to 03.02.2019 Distributed by promoters at Nuremberg International Airport and also at Hotels in and around Nuremberg
2 March/April	22.02.2019	22.02.2019	18.03.2019	Prams, Buggies & Accessories Changing bags Baby Care, Feeding, Changing- Accessories, Dental Care Pregnaby & First Months: Maternity Wear, Health & Fitness, Cosmetics, Breastfeeding Accessories	Baby&Stroller, Guangzhou April 2019
3 May/June	16.04.2019	16.04.2019	13.05.2019	Car Seats & Car Safety Baby on the Go: baby carriers, bicycle seats, trailers, wheels, helmets, functional clothing, travel cots, accessories Child Safety/Baby Monitors/ Smart Home in children's rooms	Pueri Expo & FIT 0/16, São Paulo April 2019
4 July/August	05.06.2019	05.06.2019	01.07.2019	Fashion/Green Fashion/Outdoorfashion: Sneek peek at children's fashion trends Spring/Summer 2020 Fashion Fairs Sleeping Comfort: Mattresses, Textiles & Accessoires	KIDS NOW*, Wallau INNATEX*, Wallau Supreme Kids*, Munich Kindermoden Nord*, Hamburg Playtime, Berlin* JOT Juniormode*, Salz- burg Pitti Bimbo, Florence kleine fabrick, Amsterdam Outdoor, Munich 30.06. to 03.07.2019

*subject to change

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

MEDIAKIT 2019 – Dates and Topics

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

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	Editorial	Advertising			
5 September	08.08.2019	08.08.2019	02.09.2019	Preview edition for Kind + Jugend 2018: Trade fair highlights Trends&News Baby Shower	Kind + Jugend*, Cologne Kids Austria*, Salzburg CBME, Shanghai CPM kids, Moscow
Trade Fair News at Kind + Jugend	26.08.2019	26.08.2019	19.09.2019	Products, Trends & Innovations at Kind + Jugend 2019 The most important information about the leading trade fair at a glance	Kind + Jugend*, Cologne
6 October	25.09.2019	25.09.2019	21.10.2019	Trade fair review issue Kind + Jugend 2019 Innovation Award Winners 2019 Happy Hour Impressions	ABC Kids Expo, Las Vegas FIT 0/16, São Paulo
7 November/ December	25.11.2019	25.11.2019	16.12.2019	Focus Interior: Children's Furniture, Highchairs, Textiles, Toys, Design- and Lifestyle-Products, Lighting, Decoration For hungry mouths: dishes, drinking bottles, bibs, cutlery, storage, baby food prep machines, bottle warmer Loose insert: Wall calendar 2020	

*subject to change

*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	4,340.- €
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	2,380.- €
3/8	PS: 192 mm x 99 mm PS: 94 mm x 197 mm	4c	1,885.- €
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	1,700.- €
1/4	PS: 192 mm x 65 mm PS: 94 mm x 131 mm PS: 62 mm x 197 mm	4c	1,280.- €
1/6	PS: 192 mm x 43 mm PS: 94 mm x 86 mm PS: 62 mm x 131 mm	4c	885.- €
1/8	PS: 94 mm x 66 mm PS: 62 mm x 99 mm PS: 192 mm x 33 mm	4c	680.- €

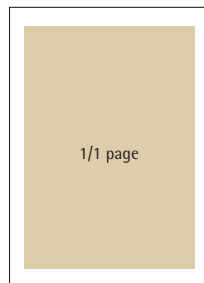
PS: Print Space B: Bleed

- 1 Surcharges:** Front cover page 5,480.- €
Placement: 2nd cover page 5,070.- €
3rd cover page 4,670.- €
Back cover page 5,455.- €

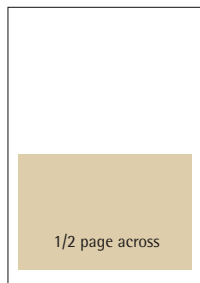
Surcharge for other compulsory placement instructions and confirmed placements 10%

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.
- 2 Colours:** Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 1,060.- €
(No discount available)
- 3 Magazine format:** DIN A 4, 210 mm wide x 297 mm high
- 4 Discounts:** Ads within 12 months (insertion year):
Frequency discount
3 Ads 5%
6 Ads 10%
10 Ads 15%
- 5 Ad rate for job offers:**
(mm-ad rate in b/w) 1 column, 62 mm width 3,04 €
1,5 columns, 94 mm width 4,56 €
2 columns, 127 mm width 6,08 €
3 columns, 192 mm width 9,12 €
(coloured Logo surcharge: 75,- €, 4c ad surcharge: 30 %)
- 6 Ad specials:** Inserts
up to 25g: 354.- € o/oo
up to 50g: 438.- € o/oo
Maximum format available for loose inserts: 210 x 297 mm

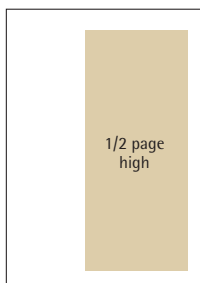
Rates for bound inserts
1 sheet 2,784.- €
every further sheet: 950.- €



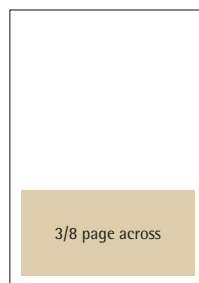
Print space:
w x h: 192 mm x 263 mm
Bleed format:
w x h: 210 mm x 297 mm



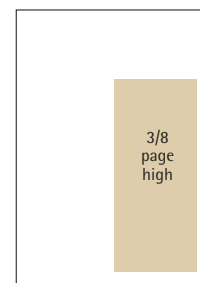
Print space:
w x h: 192 mm x 131 mm
Bleed format:
w x h: 210 mm x 151 mm



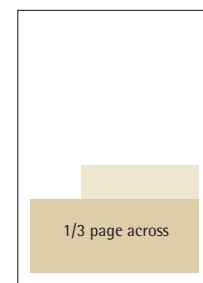
Print space:
w x h: 94 mm x 263 mm
Bleed format:
w x h: 100 mm x 297 mm



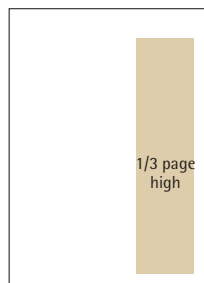
Print space:
w x h: 192 mm x 99 mm



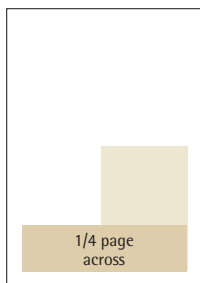
Print space:
w x h: 94 mm x 197 mm



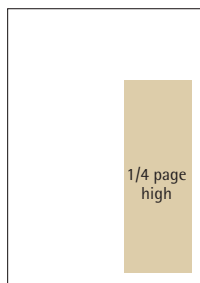
Print space:
w x h: 192 mm x 87 mm
Bleed format:
w x h: 210 mm x 106 mm
Print space: 127 mm x 131 mm



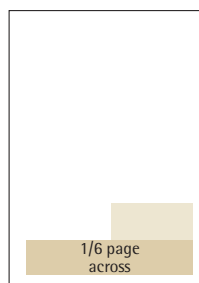
Print space:
w x h: 62 mm x 263 mm
Bleed format:
w x h: 78 mm x 297 mm



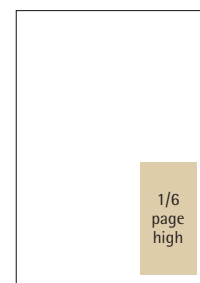
Print space:
w x h: 192 mm x 65 mm
w x h: 94 mm x 131 mm



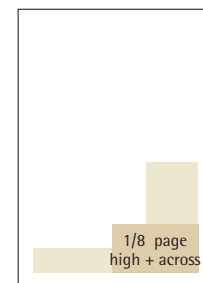
Print space:
w x h: 62 mm x 197 mm



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: PSOcoated_v3.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 PSOcoated_v3.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 Marktheidenfeld
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 2/2018			
Actual circulation:	4.350	thereof abroad:	580
Paid circulation:	286		48
Subscribed copies:	280		47
Other sales:	6		1
Free copies:	4.064		532
Print run:	4.474		

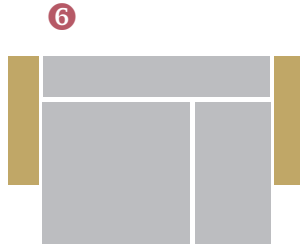
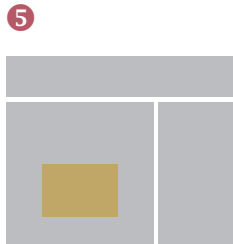
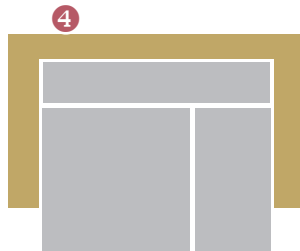
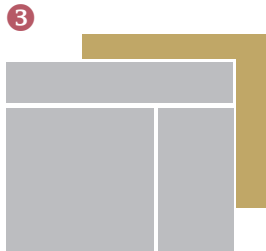
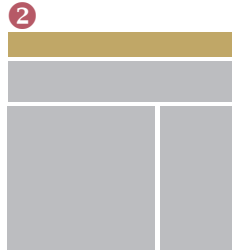
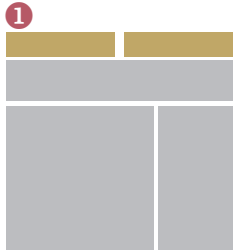
3 Geographical distribution analysis:

Geographical distribution analysis: (Percentage of print run actually distributed)	
Germany	86,67 %
Abroad	13,33 %
Print run actually distributed	100,00 %

*Average in percent – issues July 2017 – Juni 2018

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

Trade	Number
Specialist retail trade	22.839
Retail trade - clothing	9.630
Retail trade – furniture, interior fittings	3.468
ERetail trade – baby and children's products	2.701
Retail trade - toys	2.899
Retail trade – textiles, home textiles	1.327
Drugstores, pharmacies	348
Department stores, mail order businesses	1.425
Book trade	1.105
Wholesale, trade agencies	1.907
Manufacturers	2.009
Total number of recipients	26.809



- | | | |
|---|-------------------|--|
| 1 | Full Banner | 468 x 60 pixels |
| 2 | Superbanner | 950 x 90 pixels |
| 3 | Hockeystick | 728 x 90 Pixel + 120 x 600 pixels |
| 4 | Webskin | (2x) 120 x 600 Pixel + 980 x 90 pixels |
| 5 | Content Ad | 300 x 250 pixels |
| 6 | (Wide) Skyscraper | (160) 120 x 600 pixels |

1 Circulation auditing:



www.ivw.de

The IVW (German Audit Bureau of Circulation) 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 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.
- 2 Coverage: approx. 2,700 addresses (last update: August 2018)
- 3 Data formats: JPG, 700 x 88 pixels, max. size 100K
- 4 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 Monika Schmidt (m.schmidt@meisenbach.de).
- 5 Rates per Ad (Banner): € 350.-

1 Rates and ad formats:

Ad type	Format/Size in pixels	Rate in euros for 4 weeks of broadcasting	Max. size
Full Banner	468 x 60	690.–	40 K
Superbanner	950 x 90	1,435.–	40 K
Hockeystick	728 x 90 + 120 x 600	1,090.–	40 K
Webskin	120 x 600 + 980 x 90 + 120 x 600	1,495.–	40 K
Content Ad	300 x 250	865.–	40 K
(Wide) Skyscraper	(160) 120 x 600	865.–	40 K
Banner Newsletter	700 x 88	350.–	100 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

Individual cross-media offers are available on request.

3 Technical specifications:

GIF/JPG/Flash
Max. size: see above

4 Data delivery:

The ads must be delivered to the publishing house at least 6 working days before the online campaign is due to begin.

5 General Terms and Conditions:

see www.meisenbach.de.

6 IVW-tested:

www.ivw.de



The baby&junior website is a member of the IVW Group for online media. The number of visits is checked and published by the IVW on a monthly basis.

Text Ads – Website



Text ads

Your Text ad will be integrated in the baby&junior website as an article, positioned in a thematically assigned section and in the News section.

- Headline – teaser and text ad: max. 35 characters
- Lead paragraph – teaser and text ad: max. 350 characters
- Basic text: max. 1,200 characters
- Image – teaser: 1 image
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Images – text ad: min. 1 and max. 2 images
- Minimum width: 1,000 pixels
- Resolution: 72 dpi
- Caption per image: max. 70 Characters
- Video – optional: integration of a YouTube video

Rate: € 430.-

Social Media Teaser – Newsletter

Would you like to increase the scope of your text ad with a teaser in our social media network?

You can position your content within our editorial coverage.

Your message will have the look and feel of an editorial post on baby&junior's social media channels.



@baby_und_junior



Increase the scope of your text ad with a teaser on our Twitter-channel.

- Tweet-text: max. 280 characters (incl. hashtags, mentions and target-URL as a bit link)
- Images – text ad: 1 image
- Minimum width: 440 x 220 pixels
- Resolution: 72 dpi

Rate: € 50.-



@babyundjunior



Increase the scope of your text ad with a teaser on our Facebook-page.

- Post-text: approx. 90 characters (recommendation from Facebook)
- Link-heading: Headline of the text ad
- Meta description of the link-preview: Lead paragraph of the text ad
- Image of the link preview: First image of the text ad.

Rate: € 160.-

Teasers in our Newsletter



Increase the scope of your website text ad with a teaser in our Newsletter.

You can position your content within our editorial Newsletter.

- Headline: max. 35 characters
- Teaser-Text: max. 350 characters
- Image: 1 image
- Min. width: 1,000 pixels (16:10)
- Resolution: 72 dpi

Rate: Text ad incl. Newsletter teaser:
€ 645.-

Teasers in our Special Newsletter



Increase the scope of your website text ads with teasers in our Special newsletter. You can position your content within an exclusive Special Newsletter. Our editorial team will add an editorial contribution.

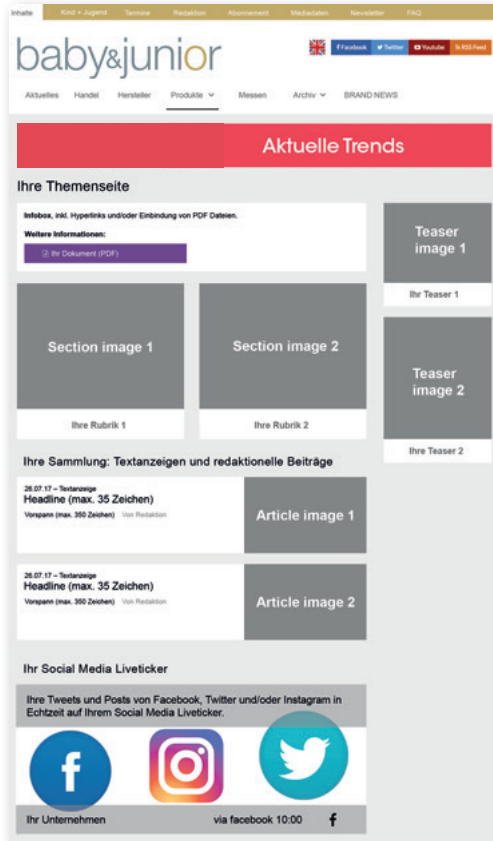
Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

Possible content:

- 1-2 text ads
- Headline: max. 35 characters
- Teaser text: max. 350 characters
- Image: 1-2 images
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Banner 700 x 88 pixels, max. 100K

Rate: € 0,395.-

Theme page on our website



Place your products and topics among our editorial content. You can complement your advertising activities by addressing our readers with a mix of editorial content, advertising and brand communication on your very own theme page.

Your theme page will be integrated within a designated section on the baby&junior website, enabling you to design it to your own specifications.

Headline of the theme page: max. 35 characters.

Teaser:

Free number of teaser tiles possible.

Teaser text with max. 40 characters.

Teaser image with a minimum width of 1,000 pixels and a resolution of 72 dpi. Teaser tiles can either lead to segment on your theme page or to an external website.

Info box:

Info box with max. 1,000 characters.

It is possible to use hyperlinks and to incorporate pdf-files.

Section tiles:

Free number of teaser tiles possible.

Section image must have a minimum width of 1,000 pixels and a resolution of 72 dpi. Each section tile leads to another landing page with your content. Here you can position your products, information and pointers as well as your communication content. You can include texts, files, images and videos.

Collection of text ads and editorial contributions:

Our editorial contributions are automatically tied in with your theme page.

Social media liveticker:

Presentation of your social media content on Facebook, Twitter and / or Instagram.

We will be pleased to advise you and help you develop your own theme page.

Rate on request.

1 Preise und Werbeformen:

Ad type	Publication periode	Rate in euros
Text ad on our Website	Visible on our website from publication date	430.-
Facebook-Teaser	Visible on our Facebook-page from publication date	160.-
Twitter Teaser	Visible on our Twitter-Channel from publication date	50.-
Text ad - website incl. Newsletter teaser	Published with the dispatch of our Newsletter in accordance with the given calendar week	645.-
Teaser in our Special Newsletter	Published with the dispatch of our Special Newsletter in accordance with the given calendar week	1,395.-
Theme page on our website	Serviced running time of one year from the date of publication	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

Individual cross-media offers are available on request.

3 Technical specifications:

on request

4 Data delivery

The data for text ads and teaser must be delivered to the publishing house at least 6 working days before the publication date

Special arrangements apply for theme pages.

Delivery by email, quoting the customer's name, to m.hegner@meisenbach.de

5 General Terms and Conditions:

see www.meisenbach.de.

6 IVW-tested:

www.ivw.de



The baby&junior website is a member of the IVW Group for online media. The number of visits is checked and published by the IVW on a monthly basis.



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. 45

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 121 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		

TOY FAIR NEWS

Toy Fair News by das spielzeug und baby&junior



The magazine «Toy Fair News by das spielzeug und baby&junior» appears on the first three days of the Spielwarenmesse toy fair in Nuremberg. The publication is presented in an i-pad format for improved navigation around the fair, providing visitors with everything they need to know about the Spielwarenmesse.

Each issue comprises an exhibition guide, featuring tips on what is really relevant and which stands are not to be missed.

The magazine appears and is distributed to the hotels in Nuremberg early each morning, and by promoters at Nuremberg International Airport, ensuring visitors are ready for the day ahead before they even arrive at the fair.

As part of our communications mix, the print issues are complemented by our online concept. Newsletters before and during the fair, das spielzeug's online presence and, above all, the LIVETICKER and social stream during the Spielwarenmesse guarantee you all-round brand exposure!

Benefit from the added value:

All three daily editions are also available as e-papers at www.dasspielzeug.de (IVW-tested).

Target group:

All visitors to the Spielwarenmesse and specialist retailers/manufacturers in the toy and baby & infant segments as well as their agencies and associations.

Frequency:

3 daily issues (30.01.2019 + 31.01.2019 + 01.02.2019)

Print-run: 5,000 copies

Qualified print-run: 4,900 copies

Qualified print-run:

The issues are distributed at the hotels in and around Nuremberg, exclusively by promoters and at display stands at Nuremberg Airport, and to subscribers to das spielzeug and baby&junior. They are also displayed at das spielzeug's exhibition stand and our advertisers' stands.

Format: Width 170 mm x Height 240 mm

Languages: bilingual – English/German

Advertising rates/per day /per issue:

1/1 page 4c: 2,950.- €	front cover page: 3,850.- €
1/2 page 4c: 1,650.- €	2 nd cover page: 3,450.- €
1/3 page 4c: 1,150.- €	4 th cover page: 3,600.- €

4-page bound insert: €2,800.- €

Rates do not include VAT

Quantity discount: 2x=3%, 3x=5%, 4x=10%

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 «Advertisements» 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 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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(Unless otherwise determined by law

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