

baby&junior  
babyundjunior.de

# MEDIAKIT 2020

Ad rates no. 46, valid from 1 October 2019, as per: 14 July 2020

Menschen. Märkte. Meisenbach.



baby&junior  
www.babyundjunior.de  
DAS INTERNATIONALE FACHMAGAZIN  
THE INTERNATIONAL TRADE MAGAZINE



BUSINESS TALK ab S. 8  
MESSENEUHEITEN ab S. 26

KIND + JUGEND ab S. 20  
BABY SHOWER ab S. 58

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

SONDERAUSGABE 2020  
BRAND  
by baby&junior  
NEWS



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:

4,400 copies\*

### Qualified circulation:

4,361 copies\*

### Frequency:

6 issues per year + BRAND News

### Volume:

62<sup>nd</sup> Volume 2020

### Membership/Participation:

IVW (German Audit Bureau of Circulation)  
BCMI – Baby Care Magazines International  
LIMA (Licensing Industry Merchandisers' Association)

\*Source, IVW 2. Quarter 2019



TOPICS  
DATES



PRINT  
PRICES



TECHNIQS



SALES



ONLINE



TERMS



CONTACT

# 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.

Kind + Jugend is canceled in 2020. As an international communication platform, baby&junior is now more than ever a mouthpiece and multiplier: that's why we will be publishing our

planned trade fair newspaper – as a novelty show – Brand News in German and English. 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 and Twitter.



**Katja Keienburg**  
Responsible Editor baby&junior

**baby&junior**  
Meisenbach GmbH Verlag  
Franz-Ludwig-Str. 7a  
96047 Bamberg

Telefon: +49 951 861-122  
Fax: +49 951 861-149  
E-Mail: [k.keienburg@babyundjunior.de](mailto:k.keienburg@babyundjunior.de)  
Web: [www.babyundjunior.de](http://www.babyundjunior.de)



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

# Topics and Dates

## **baby&junior 1/2020**

**Editorial deadline**  
20.01.2020

**Advertising deadline**  
20.01.2020

**Publication date**  
14.02.2020

### **Focal themes**

- Ecological, organic, plastic-free – how today's parents consume
  - Organic nursery products
- Exhibition review – (Green) fashion AW 2020/21 – from children's shoes to swimming trunks
- Innovations from the Spielwarenmesse 2020 in Nuremberg: Toys for toddlers, organic toys, digital educational toys

### **Comments**

Book now!  
Online special – Fashion AW 2020/21

**New: Magazine available to read at doctors' surgeries, nationwide (gynaecologists)**

## **baby&junior 2/2020**

**Editorial deadline**  
13.03.2020

**Advertising deadline**  
13.03.2020

**Publication date**  
08.04.2020

### **Focal themes**

- Car safety seats
  - (E-)prams & travel systems
- On the go with baby & toddler (ecologically):  
Baby carriers, bicycle accessories, vehicles, travel accessories, drinking bottles, boxes
- Child safety/the Smart Home

### **Comments**

Book now!  
Online special – Gifts for Easter baskets

**New: Magazine available to read at doctors' surgeries, nationwide (gynaecologists)**

## **baby&junior 3/2020**

**Editorial deadline**  
04.05.2020

**Advertising deadline**  
04.05.2020

**Publication date**  
29.05.2020

### **Focal themes**

- Baby's first products: Care and hygiene, feeding, pacifiers, pumps, breast-feeding and napping changing accessories, changing bags, bottles, boxes, body fashion
- Sweet dreams: Mattresses, cot bumpers etc.
  - Preview (Green) fashion S/S 2021
  - Enchanting gifts for baby showers

### **Trade fairs/Comments**

Innatex, Hofheim-Wallau; Supreme Kids, Munich; Kindermoden Nord, Hamburg; Jot Juniormode, Salzburg

Book now:  
Online special-Fashion FS 2021



TOPICS  
DATES



PRINT  
PRICES



TECHNIQS



SALES



ONLINE



TERMS



CONTACT

# Topics and Dates

## **baby&junior 4/2020**

**Editorial deadline**  
17.08.2020

**Advertising deadline**  
17.08.2020

**Publication date**  
09.09.2020

### **Focal themes**

- Preview of the latest trends, innovations and new products
- Green Generation: Sustainable solutions from the baby market
- Your product in the baby&junior test
  - Fashion fairs/Fashion

## **baby&junior 5/2020**

**Editorial deadline**  
25.09.2020

**Advertising deadline**  
25.09.2020

**Publication date**  
21.10.2020

### **Focal themes**

- Preview of the latest trends, innovations and new products
  - Car safety seats
  - (E-)prams & strollers

### **Comments**

Book now:  
Online special - Gifts for special occasions

## **baby&junior 6/2020**

**Editorial deadline**  
16.11.2020

**Advertising deadline**  
16.11.2020

**Publication date**  
17.12.2020

### **Focal themes**

- Home & lifestyle - bedrooms, a paradise for children: Children's furniture, highchairs, baby bouncers, textiles and more
  - Toys & play: Preview of the Spielwarenmesse Nuremberg
  - (Digital) on-trend products
- Give-aways for the point of sale

### **Trade fairs/Comments**

Innatex, Hofheim-Wallau; Supreme Kids, Munich; Kindermoden Nord, Hamburg; Jot Juniormode, Salzburg

Book now:  
Online special - Toys for babies and infants



# Topics and Dates

## **baby&junior BRAND NEWS**

**Editorial deadline**  
24.08.2020

**Advertising deadline**  
24.08.2020

**Publication date**  
17.09.2020

### **Focal themes**

Kind + Jugend is canceled in 2020. As an international communication platform, baby&junior is now more than ever a mouthpiece and multiplier: that's why we will be publishing our planned trade fair newspaper - as a novelty show - Brand News in German and English.

## **Toy Fair News by baby&junior & dassspielzeug**

**Editorial deadline**  
13.01.2020

**Advertising deadline**  
20.01.2020

**Publication dates**  
3 daily issues (29.01.2020 +  
30.01.2020 + 31.01.2020)

### **Focal themes**

The three Toy Fair News editions by das spielzeug and baby&junior come with enhanced exhibition navigation in an iPad format, keeping visitors abreast of what's happening at the Spielwarenmesse in Nuremberg.

### **Trade fairs/Comments**

Spielwarenmesse, Nuremberg 29.01. - 02.02.2020



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE

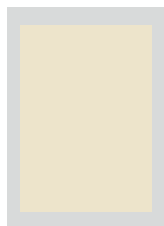


TERMS

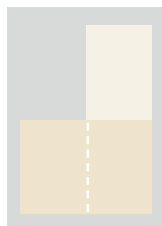


CONTACT

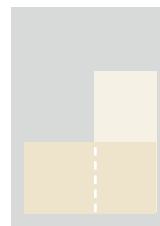
# Ad Rates and Ad Formats\*



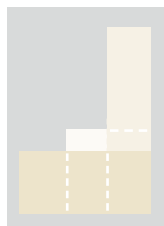
**1/1 page**  
PS: 192 mm x 263 mm  
B: 210 mm x 297 mm  
**4,405.- €**



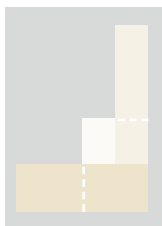
**1/2 page**  
PS: 192 mm x 131 mm  
B: 210 mm x 151 mm  
PS: 94 mm x 263 mm  
B: 100 mm x 297 mm  
**2,420.- €**



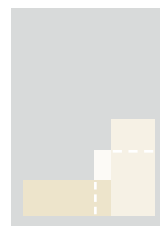
**3/8 page**  
PS: 192 mm x 99 mm  
PS: 94 mm x 197 mm  
**1,915.- €**



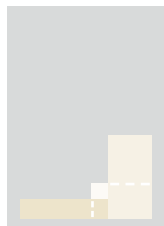
**1/3 page**  
PS: 192 mm x 87 mm  
B: 210 mm x 106 mm  
PS: 62 mm x 263 mm  
B: 78 mm x 297 mm  
PS: 127 mm x 131 mm  
**1,725.- €**



**1/4 page**  
PS: 192 mm x 65 mm  
PS: 94 mm x 131 mm  
PS: 62 mm x 197 mm  
**1,300.- €**



**1/6 page**  
PS: 192 mm x 43 mm  
PS: 94 mm x 86 mm  
PS: 62 mm x 131 mm  
**900.- €**



**1/8 page**  
PS: 94 mm x 66 mm  
PS: 62 mm x 99 mm  
PS: 192 mm x 33 mm  
**690.- €**

## Best Placement:

Front cover page	<b>5,565.- €</b>
2nd cover page	<b>5,150.- €</b>
3rd cover page	<b>4,740.- €</b>
Back cover page	<b>5,540.- €</b>

Surcharge for other compulsory placement  
instructions and confirmed placements **10%**

## \* Special formats on request

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

# 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 for 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:

390.- € 0/00

up to 50 g:

480.- € 0/00

Maximum format available for loose inserts:  
210 x 297 mm

Rates for bound inserts

1 sheet

2,825.- €

every further sheet:

950.- €



**Maria Radovanović**

Advertising Sale:

Tel.: +49 (0)951 861-126

Fax: +49 (0)951 861-149

E-Mail: [m.radovanovic@babyundjunior.de](mailto:m.radovanovic@babyundjunior.de)



# 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.

# Novelty show – BRAND News



## Brief description

Kind + Jugend is canceled in 2020. As an international communication platform, baby&junior is now more than ever a mouthpiece and multiplier: that's why we will be publishing our planned trade fair newspaper – as a novelty show – Brand News in German and English. The magazine will contain innovations from all over the world and will be published digitally worldwide.

**Print run: 4,900 copies**

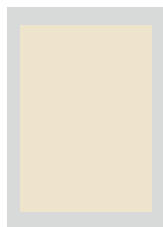
**Newspaper format:** 245 mm wide x 340 mm high

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

**Closing date Advertising:** 24.08.2020

**Closing date Editorial:** 24.08.2020

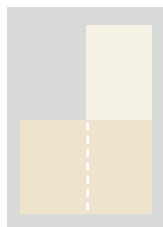
**Publication date:** 17.09.2020



## 1/1 page

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

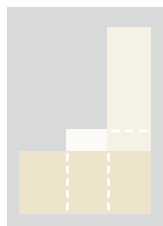
**4,405.- €**



## 1/2 page

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

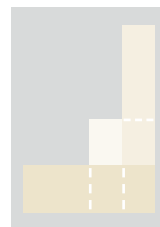
**2,420.- €**



## 1/3 page

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

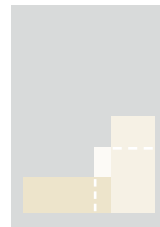
**1,725.- €**



## 1/4 page

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

**1,300.- €**



## 1/6 page

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

**900.- €**



## 1/8 page

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

**690.- €**

# 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: PSOcoated\_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 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)

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 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. If you are interested, please contact Anna Ugrica (a.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  
a.ugrica@meisenbach.de  
+49 951 861-195

## Delivery address:

Schleunungdruck 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 2020

### Subscription prices 2020\*

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

\*All prices incl. delivery charges

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

**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 2/2019 \* thereof abroad:

Actual circulation:	4,361 (*580)
Paid circulation:	265 (*40)
Subscribed copies:	260 (*39)
Other sales:	5 (*1)
Free copies:	4,096 (*540)
Print run:	4,400

## 4 Geographical distribution analysis:\*

### Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	86.71 %
Abroad	13.29 %
<b>Print run actually distributed</b>	<b>100.00 %</b>

\*Average in percent- Issues July 2018 – June 2019

## 5 Classified potential of recipients:

### Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
<b>Specialist retail trade</b>	<b>22,885</b>
Retail trade – clothing	9,611
Retail trade – furniture, interior fittings	3,454
Retail trade – baby and children's products	2,723
Retail trade – toys	2,877
Retail trade – textiles, home textiles	1,307
Drugstores, pharmacies	359
Department stores, mail order business	1,456
Book trade	1,098
<b>Wholesale, trade agencies</b>	<b>1,897</b>
<b>Manufacturers</b>	<b>2,033</b>
<b>Total number of recipients</b>	<b>26,815</b>

# Cross-Media Opportunities

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



### coverage (print + online)

baby&junior	4,000 copies
Newsletter	2,350 recipients
Website	23,382 page impressions
Website	13,369 visits

### fans social media

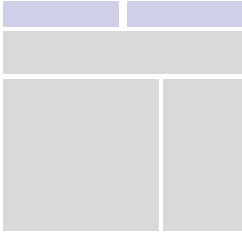
Facebook	2,880 fans
Twitter	1,050 follower
Instagram	500 subscribers

status: July 2019



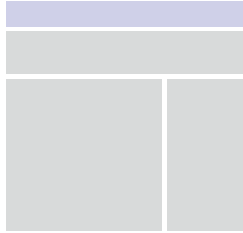
# Ad Banner on www.babyundjunior.de

## 1 Full Banner



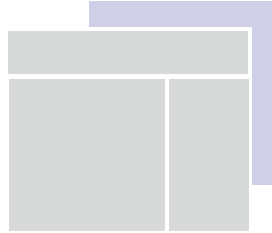
Size: 468 x 60 pixels  
Price\*: 715.– €

## 2 Superbanner



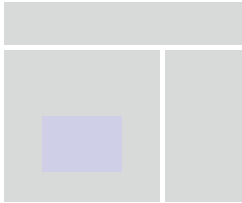
Size: 950 x 90 pixels  
Price\*: 1,490.– €

## 3 Hockeystick



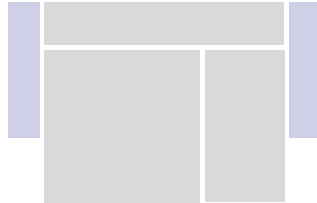
Size: 728 x 90 pixels +  
120 x 600 pixels  
Price\*: 1,135.– €

## 4 Content Ad



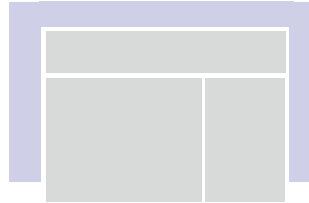
Size: 300 x 250 pixels  
Price\*: 905.– €

## 5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels  
Price\*: 905.– €

## 6 Webskin



Size: (2x) 120 x 600 pixels +  
980 x 90 pixels  
Price\*: 1,565.– €

### 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 Ugrica ([a.ugrica@meisenbach.de](mailto:a.ugrica@meisenbach.de)).



Transparency guaranteed!  
The visitor numbers of [www.babyundjunior.de](http://www.babyundjunior.de) are checked and published by the IWW.

# Text Ads Online



## 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: 450.- €

(Bookable in combination with Print.)

# Ad Opportunities Newsletter



Transparency guaranteed! The distribution of our newsletter is checked by the independent IWW. Trust us with the media planning on our serious usage data.

## 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 and text ad 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 Uglica (a.uglica@meisenbach.de).

**Rates per Ad (Banner): 365.– €**

## Teaser Newsletter

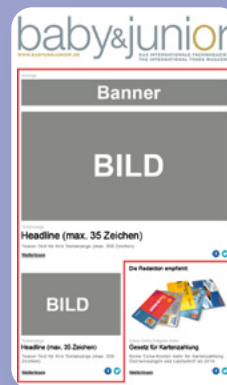


Increase the scope of your website text ad with a teaser in our Newsletter. You can position your content within our editorial Newsletter.

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

**Rate: 670.– €**

## 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
  - 1-2 images, Minimum width: 1,000 pixels (16:10), 72 dpi
  - Banner 700 x 120 pixels, max. 100K

**Rate: 1,450.– €**




# Social Media

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&juniors's social media channels (Facebook, Instagram & Twitter).

<https://www.facebook.com/BabyundJunior>



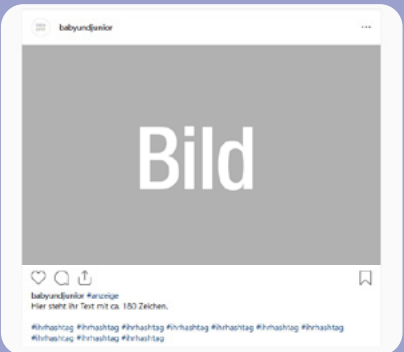
Facebook post mockup showing a large image placeholder labeled "Bild" and a headline "Vorspann des Advertorials".

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: 175.- €**

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




Instagram post mockup showing a large image placeholder labeled "Bild" and a headline "Vorspann des Advertorials".

Use a post on our Instagram page to increase your image.

- Post-text: with 1-3 images, preferably in square format
- Minimum dimensions: 1,200 x 1,200 pixels
- Text up to 180 characters, additionally up to 10 hashtags

**Rate: 165.- €**

[https://twitter.com/baby\\_und\\_junior](https://twitter.com/baby_und_junior)



Twitter post mockup showing a large image placeholder labeled "Bild" and a headline "Vorspann des Advertorials".

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: 85.- €**

# Your company profile on our website

Having your company profile on our website means that news from your company, your contact details and events will appear alongside editorial articles by our journalists.

## Benefits:

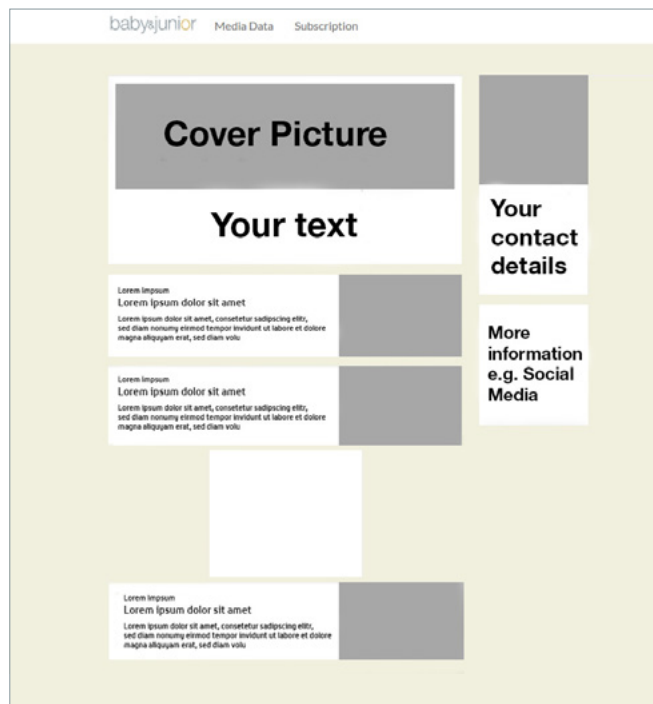
- Your company profile is included on our website together with your address. You can design your profile yourself.
- This enables you to reach our readers with a mixture of your advertising and company messages and our content on a company-specific page.
- The relevance of our trade magazine will increase your visibility on Google.

## Price per year\*

Basic rate: 1,499.- €

Maintaining your company profile: 399.- €

\*Your company profile will be extended by a year unless we receive written cancellation from you at least four weeks before the contract ends. The current list price applies. All prices in euros plus VAT.



At the top, you can introduce your company with a text and a logo or image.

At the side, there is enough space for your contact details, a photo and other information, e.g. social media.

All the articles we have published about your company are listed at the bottom.

Editorial reports, product reports and advertorials are all featured here.

# 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 unfulfillment 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 unfulfillment, 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.

Terms online: [www.babytjunior.de/AGB](http://www.babytjunior.de/AGB)



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

# Ad Sales & Distribution:

## Advertising Sales:

Maria Radovanović  
☎ +49 951 861-126  
✉ +49 951 861-149  
✉ m.radovanovic@babyundjunior.de

Iris Lepach  
☎ +49 951 861-123  
✉ +49 951 861-149  
✉ i.lepach@babyundjunior.de

## Distribution:

Ulla Schiel  
☎ +49 951 861-101  
✉ +49 951 861-149  
✉ vertrieb@meisenbach.de

## Commercial Agency:

Baden-Württemberg, Südbayern  
Christian Keller Media  
Roc de Caglière  
11220 Lagrasse  
Frankreich  
☎ +49 162 2015013  
✉ christian@kellermmedia.eu

## Order Management:

Anna Ugrica  
☎ +49 951 861-195  
✉ +49 951 861-158  
✉ a.ugrica@meisenbach.de

# Editorial staff:

## Responsible Editor:

Katja Keienburg  
☎ +49 951 861-122  
✉ +49 951 861-149  
✉ t.keienburg@babyundjunior.de

## Editorial Office:

Erika Neff-Tahiri  
☎ +49 951 861-111  
✉ +49 951 861-149  
✉ e.neff.tahiri@babyundjunior.de

## Head of online editorial office:

Daniel Keienburg  
☎ +49 951 861-176  
✉ +49 951 861-149  
✉ d.keienburg@meisenbach.de

## Content Management:

Carmen Mlcoch  
☎ +49 951 861-188  
✉ +49 951 861-149  
✉ c.mlcoch@meisenbach.de

# Publishing house:

Meisenbach GmbH  
Franz-Ludwig-Straße 7a  
96047 Bamberg  
P.O. Box: 20 69  
96011 Bamberg

☎ +49 951 861-0  
✉ +49 951 861-158  
✉ info@meisenbach.de  
www.meisenbach.de

Managing Director: Ulrich Stetter  
Head of editorial office: Sabine Stenzel  
Head of online editorial office: Daniel Keienburg  
Manager sales/distribution/marketing: Christian Matthe

## Bank details:

Sparkasse Mainfranken, Würzburg  
IBAN: DE50790500000047955265  
Kto-Nr.: 47955265  
BLZ: 790 500 00  
BIC: BYLADEM1SWU

## 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)

