

baby&junior
babyundjunior.de

MEDIAKIT 2020

Ad rates no. 46, valid from 1 October 2019, as per: 18 September 2019

Menschen. Märkte. Meisenbach.





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



The Trade Fair Newspaper for Kind + Jugend
(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 + Fair issue

Volume:

62nd 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

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ONLINE



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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.

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

baby&junior's website – babyundjunior.de – and its English-language counterpart – 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.



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Responsible Editor baby&junior

baby&junior
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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 and Dates

baby&junior 4/2020

Editorial deadline
17.08.2020

Advertising deadline
17.08.2020

Publication date
09.09.2020

Focal themes

- Exhibition issue Kind + Jugend 2020 in Cologne: Preview of the latest trends, innovations and new products
- Green Generation: Sustainable solutions from the baby market
- Your product in the baby&junior test
- Review – Fashion fairs

Trade fairs

Kind + Jugend, Cologne; Kids Austria, Salzburg

baby&junior 5/2020

Editorial deadline
25.09.2020

Advertising deadline
25.09.2020

Publication date
21.10.2020

Focal themes

- Review Kind + Jugend 2020: Trends & highlights from the leading fair in Cologne
 - 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 **The Trade Fair Newspaper**

Editorial deadline
24.08.2020

Advertising deadline
24.08.2020

Publication dates
17.09.2020

Focal themes
Trade Fair News – a special advertising format for Kind + Jugend. In September, our bilingual exhibition newspaper (German/English) appears at Kind + Jugend in addition to the regular edition of baby&junior.

Trade fairs/Comments
Kind + Jugend, Cologne

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

Editorial deadline
13.01.2020

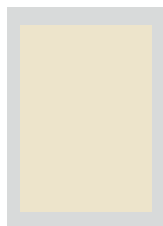
Advertising deadline
20.01.2020

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

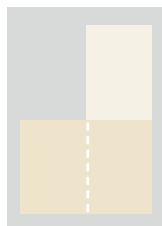
Ad Rates and Ad Formats*



1/1 page

PS: 192 mm x 263 mm
B: 210 mm x 297 mm

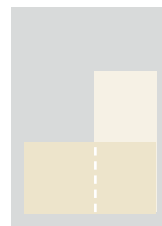
4,405.- €



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

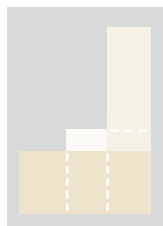
2,420.- €



3/8 page

PS: 192 mm x 99 mm
PS: 94 mm x 197 mm

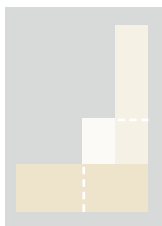
1,915.- €



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

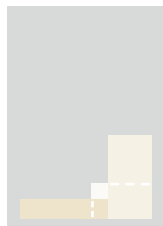
1,300.- €



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	5,565.- €
2nd cover page	5,150.- €
3rd cover page	4,740.- €
Back cover page	5,540.- €

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

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.

The Trade Fair Newspaper for Kind + Jugend in Cologne



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 regular magazine baby&junior.

Print run: 5,500 incl. hotel distribution

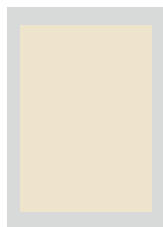
Newspaper format: 245 mm wide x 340 mm high

Print space: 215 mm wide x 290 mm high

Closing date Advertising: 24.08.2020

Closing date Editorial: 24.08.2020

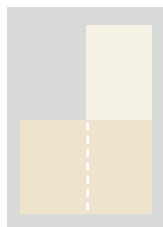
Publication date: 17.09.2020



1/1 page

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

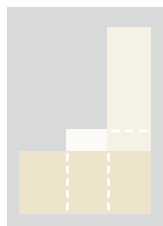
4,405.- €



1/2 page

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

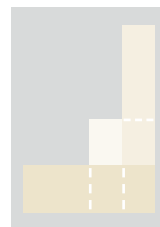
2,420.- €



1/3 page

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

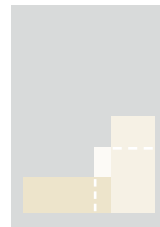
1,725.- €



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



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Distribution

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 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 %
Print run actually distributed	100.00 %

*Average in percent- Issues July 2018 – June 2019

5 Classified potential of recipients:

Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
Specialist retail trade	22,885
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
Wholesale, trade agencies	1,897
Manufacturers	2,033
Total number of recipients	26,815

Cross-Media Opportunities

1 Circulation auditing: 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

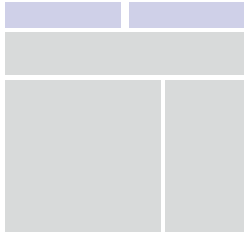
Facebook	2,880 fans
Twitter	1,050 follower
Instagram	500 subscribers

status: July 2019



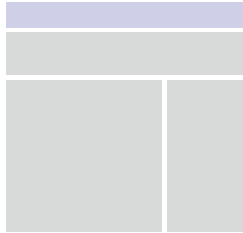
Ad Banner on www.babyundjunior.de

1 Full Banner



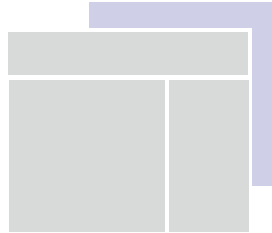
Size: 468 x 60 pixels
Price*: 715.– €

2 Superbanner



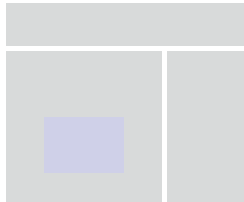
Size: 950 x 90 pixels
Price*: 1,490.– €

3 Hockeystick



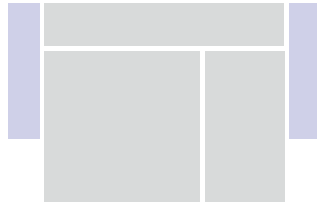
Size: 728 x 90 pixels +
120 x 600 pixels
Price*: 1,135.– €

4 Content Ad



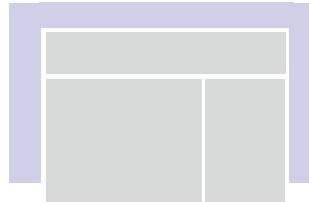
Size: 300 x 250 pixels
Price*: 905.– €

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.

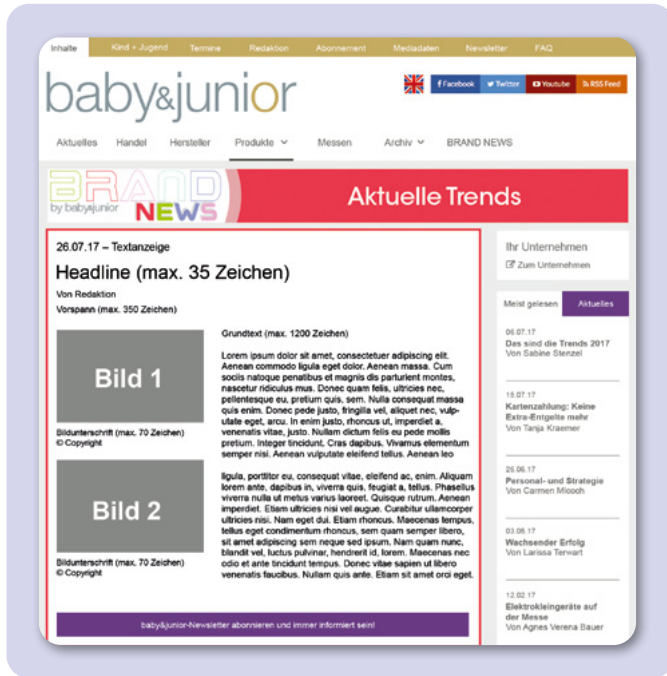
*Price for 4 weeks duration

Delivery of the banner data incl. linking by e-mail stating the customer name to Anna Ugrica (a.ugrica@meisenbach.de).



Transparency guaranteed!
The visitor numbers of www.babyundjunior.de are checked and published by the IWV.

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

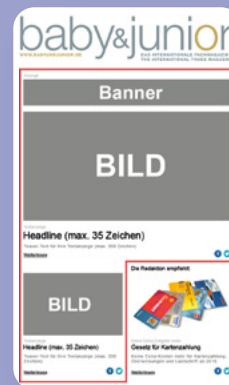


Increase the scope of your website text ad with a teaser in our Newsletter. You can position your content within our editorial Newsletter.

- 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>



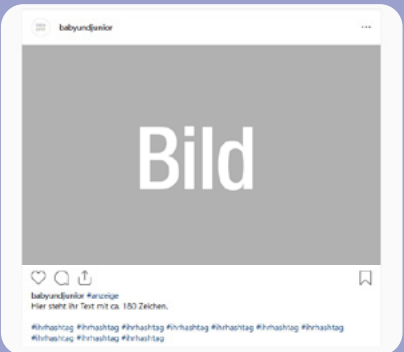
Facebook post mockup showing a large image placeholder labeled "Bild" and a headline "Vorspann des Advertorials".

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



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:

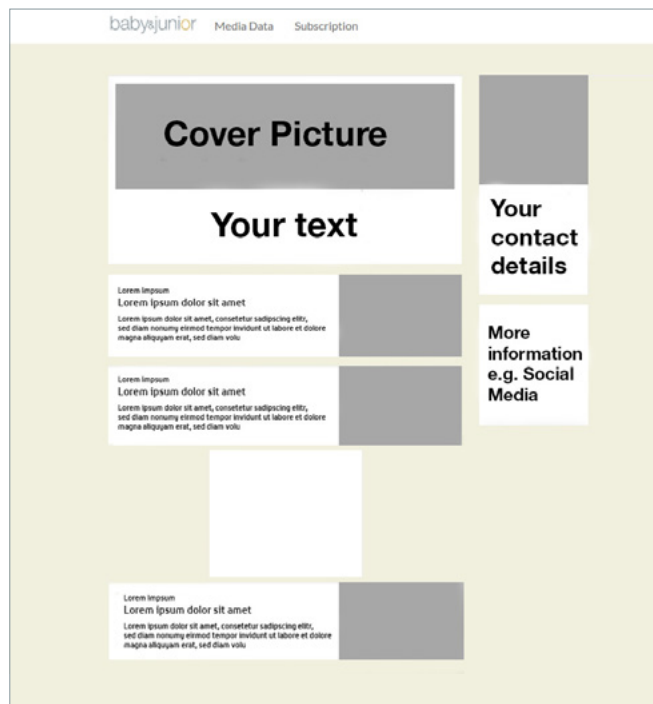
- Your company profile is included on our website together with your address. You can design your profile yourself.
- This enables you to reach our readers with a mixture of your advertising and company messages and our content on a company-specific page.
- The relevance of our trade magazine will increase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



TOPICS
DATES



PRINT
PRICES



TECHNIQS



SALES



ONLINE



TERMS



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