

# MediaKit

2021

Technik und Wirtschaft für die deutsche Industrie

# Produktion



**m<sub>1</sub>** connect



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**Title:** Produktion

### Brief description:

With its blend of practice-oriented topics from the spheres of technology and business, Produktion magazine reaches decision-makers of all levels in the manufacturing industry. These include brand-focused decision makers, production managers and production-related departments such as design and logistics (who decide what volumes to buy and which technologies to deploy) as well as directors and CTOs (who decide what to finance). Produktion supports you with extensive reports on trends and innovations from the world of industry, examples of practical applications, product innovations and new top technologies for the shop floor. Competitor and market analyses

help readers to make commercial decisions. Produktion magazine sets itself apart from other publications through its high proportion of self-researched articles and exclusive topics.

### Target audience:

Produktion enables you to reach decision-makers of all levels in the manufacturing industry, from technical staff and operators to production managers and heads of departments integrated in the production process – such as product design and logistics – to directors and CTOs.

**Publication frequency:** 18x per year, plus 5 special editions

**Format:** 285 mm width, 400 mm height

**Year:** 60th year of publication in 2021

### Annual subscription prices:

Germany	€ 124.12 (plus € 23.54 shipping & VAT = € 147,66)
Overseas	€ 124.12 (plus € 47,08 shipping & VAT = € 171,20)
Single issue price	€ 7.28 (incl. VAT, excl. shipping)

**Company:** verlag moderne industrie GmbH / mi connect  
**Postal address:** D-86895 Landsberg  
**Street address:** Justus-von-Liebig-Str. 1, D-86899 Landsberg  
**Telephone:** +49 (0)8191/125-0  
**Fax:** +49 (0)8191/125-304  
**Internet:** www.mi-connect.de

**Publisher:** verlag moderne industrie GmbH / mi connect

**Sales:** Matthias Piro, Head of Sales  
 Telephone: +49 (0)8191/125-167  
 Email: sales.produktion@mi-connect.de



### Print run monitoring:



### Print run analysis:

Copies per issue as an annual average  
July 1, 2019 – June 30, 2020

**Print run:** 39,563

**Total actual circulation (TAC):** 39,339 of which internationally: 661

**Copies sold:** 3,016 of which internationally: 57

– Subscriber copies: 587

– Right of access in paid content subscription\*\*:

595

– Other sales: 2,429

– Retail sales: 0

**Free copies:** 36,323

**Remaining, specimen and archive copies:** 224

\* Copies not analyzed, e.g. trade fair and congress copies, etc.

\*\* Company data

For a detailed description of the data collection method, see page 5

### Geographical distribution analysis:

Economic area:	Share of total actual circulation	
	%	Copies
Domestic	98.0	38,579
International	1.7	661
Other*	0.3	99
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>39,339</b>

Distribution by federal state:	Share of total actual circulation	
	%	Copies
Baden-Württemberg	21.7	8,331
Bavaria	17.2	6,634
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.8	1,465
Bremen, Hamburg, Schleswig-Holstein	4.3	1,646
Hesse	7.5	2,902
Lower Saxony	7.3	2,832
North Rhine-Westphalia	23.7	9,157
Rhineland-Palatinate	4.2	1,629
Saarland	1.3	510
Saxony, Saxony-Anhalt	6.2	2,400
Thuringia	2.8	1,073
<b>Total actual domestic circulation (TAC)</b>	<b>100.0</b>	<b>38,579</b>

## Sectors/branches

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Proportion of total actual circulation	
		%	Recipients
28	Manufacture of machinery	33.9	13,341
25	Manufacture of fabricated metal products	19.2	7,558
19.2, 20, 21	Mineral oil processing, chemical industry	4.6	1,815
35.1, 27	Energy supply, electricity generation, manufacture of devices for electricity generation	6.0	2,365
26.51, 26.6, 26.7, 32.5	Medical, measurement, control and navigation technologies, optical instruments	5.3	2,090
22	Manufacturing of rubber and plastic goods	6.1	2,365
29, 30	Manufacture of motor vehicles, motor vehicle components and other transport equipment (incl. ship, rail vehicle, aircraft and spacecraft construction)	5.1	2,011
24	Metal production and processing	4.4	1,736
10, 11	Manufacture of food products	2.5	988
26.2, 26.3	Manufacture of computers and communication equipment	3.1	1,225
16, 17, 18	Wood, paper and printing industries	1.8	713
	Other sectors	7.7	3,033
	Other*	0.3	99
<b>Total actual circulation</b>		<b>100.0</b>	<b>39,339</b>

\* Copies not analyzed, e.g. trade fair and congress copies, etc.

## Size of business entity

	Share of total actual circulation	
	%	Recipients
Up to 49 employees	38.7	15,241
50 – 99 employees	15.7	6,181
100 – 199 employees	13.3	5,232
200 – 499 employees	13.1	5,154
500 – 999 employees	5.6	2,208
1.000 employees and above	6.4	2,503
Number of employees not known	6.9	2,721
Other*	0.3	99
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>39,339</b>

## Job characteristics: Position in the business

	Share of total actual circulation	
	%	Recipients
<b>Company management</b> (owners, executives, directors, branch mgmt., works mgmt., operations mgmt.)	<b>46.6</b>	<b>18,374</b>
<b>Department and divisional management</b> <b>of which: Manufacturing and production management</b> (technical managers, production managers, operations scheduling managers, storage managers) <b>of which: Construction, development and MSR management</b>	<b>38.4</b> 27.9 10.5	<b>15,105</b> 10,975 4,130
<b>Project management / skilled employees</b>	<b>13.8</b>	<b>5,416</b>
<b>Other positions</b>	<b>0.9</b>	<b>345</b>
<b>Other*</b>	<b>0.3</b>	<b>99</b>
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>39,339</b>

\* Copies not analyzed, e.g. trade fair and congress copies, etc.

## Description of data collection method

Distribution and recipient structure analysis (AMF Scheme 2 and 3-E)  
Totals examined through file evaluation per IVW guidelines

Description of data collection method for the distribution and recipient structure analysis (AMF Scheme 2, No. 3 and AMF Scheme 3-E, Nos. 1.1 to 2.1)

<b>1. Examination method:</b> Recipient structure analysis through file evaluation – data collection per IVW guidelines	
<b>2. Description of recipients at the time of data collection:</b>	
<b>2.1 Nature of the file</b> The recipients file contains the addresses of all recipients. Due to the postal information in the file, the contents can be sorted by zipcode or into domestic and international recipients. The file also contains the sector, company size classification and job characteristics.	
<b>2.2 Total number of recipients in the file:</b>	134,312
<b>2.3 Total number of alternating recipients:</b> (change after every third issue)	131,213
<b>2.4 Structure of recipients of an average issue by distribution type:</b>	
– Issues sold	3,016
of which: Subscriber copies	587
Right of access in paid content subscription*:	595
Retail sales	0
Other sales	2,429
– Free copies	36,323
of which: Permanent free copies	83
Alternating free copies	36,016
Advertising copies	224
Total actual circulation	39,339
→ of which is domestic	38,678
→ of which is international	661

\* Company data

## 3. Description of the examination:

<b>3.1 Basic total (examined share):</b>	
Basic total (TAC)	39,339 = 100.00%
of which is not included in the examination:	
→ Advertising copies	224 = 0.50%
Share of basic total (TAC) included in examination	39,115 = 99.50%
<b>3.2 Date of file evaluation:</b>	August 3, 2020
<b>3.3 Description of data pool:</b>	
To allocate the criteria of sector, business size and job characteristic to recipients, we continuously update the data in our address and customer system and constantly make small adjustments to keep up to date with the latest market trends.	
<b>3.4 Survey target person:</b>	The personal recipients at institutions entered in the file.
<b>3.5 Definition of the reader:</b>	n/a
<b>3.6 Survey period:</b>	July 2019 to June 2020
<b>3.7 Survey implementation:</b>	mi connect

This survey was created and carried out and the report produced in accordance with the current version of the ZAW framework for analyses of advertising media.

Month	Issue	Publication date	Advertising dead-line	Sections that appear in every issue:	Trade fairs in 2021
				Main topics	Trade fair special features / other dates
February	1	10.02.	22.01.	<b>Special: Industry trends</b> <b>Metal-cutting manufacturing</b> CNC controls systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making <b>Smart sensors and quality assurance</b> Image processing, embedded vision, smart vision, coordinate measurement technology, measurement, testing and control technology, inspection systems, intelligent sensors <b>Robotics</b> Handling systems, robots, robot components, human-robot collaboration	We publish <b>extensive special features</b> on the listed trade fairs and events as well as previews to some trade fairs, including the new products to look out for
	Special issue	16.02.	20.01.	<b>Produktion MAGAZIN: The best for maintenance 1 (more info on page 14/15)</b>	
March	2	03.03.	12.02.	<b>Industrial engineering and measures to protect people, plant and machinery</b> operating equipment, compressed air technology/tools, facility management, heating/air-conditioning/ventilation, maintenance, cleaning, surface engineering <b>Construction</b> Drive technology, fixtures, filters, hydraulics, pneumatics, pumps, materials	all about automation 09.-10.03. Friedrichshafen InPrint 09.-11.03. Munich
	3	17.03.	26.02.	<b>Special: Industrial software (PLM, security, ERP, IoT, MES, CAD/CAM)</b> <b>Automation – Industry 4.0</b> Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics <b>Assembly and connection technology</b> Joining, bonding, screwing, welding/welding equipment <b>Forming and laser technology</b> Sheet metal processing, lasers, cutting, waterjet cutting	<b>METAV</b> 23.-26.03. Düsseldorf ISH 22.-26.03. Frankfurt European Coatings Show 23.-25.03. Nuremberg
April	4	07.04.	17.03.	<b>Material flows / smart logistics</b> Industrial trucks, cranes/lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport/procurement logistics <b>Metal-cutting manufacturing</b> CNC controls systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making	<b>Hanover Trade Fair</b> 12.-16.04. Hanover DST Dreh- und Spantage Südwest 14.-16.04. Villingen-Schwenning.
	5	14.04.	24.03.	<b>Special: Financing for SMEs (leasing, loans, funding programs)</b> <b>Aeronautical engineering</b> <b>Industrial engineering and measures to protect people, plant and machinery</b> operating equipment, compressed air technology/tools, facility management, heating/air-conditioning/ventilation, maintenance, cleaning, surface engineering	MedteLive 20.-22.04. Nuremberg Aero 21.-24.04. Friedrichshafen
	6	28.04.	09.04.	<b>Medical technology</b> <b>Smart sensors and quality assurance</b> Image processing, embedded vision, smart vision, coordinate measurement technology, measurement, testing and control technology, inspection systems, intelligent sensors <b>Robotics</b> Handling systems, robots, robot components, human-robot collaboration	<b>Highlights of the Hanover Trade Fair</b> T4M 04.-06.05. Stuttgart SENSOR+TEST 04.-06.05. Nuremberg transport logistic 04.-07.05. Munich Control 04.-07.05. Stuttgart LIGNA 10.-14.05. Hanover
May	7	12.05.	23.04.	<b>Special: Industrial software (PLM, security, ERP, IoT, MES, CAD/CAM)</b> <b>Automation – Industry 4.0</b> Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics <b>Metal-cutting manufacturing</b> CNC controls systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making	FASTENER FAIR 18.-20.05. Stuttgart Prodex 18.-21.05. Basel SWISSTECH 18.-21.05. Basel all about automation 19.-20.05. Heilbronn
June	8	02.06.	12.05.	<b>Special: Innovative Germany</b> <b>Material flows / smart logistics</b> Industrial trucks, cranes/lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport/procurement logistics <b>Assembly and connection technology</b> Joining, bonding, screwing, welding/welding equipment	<b>Moulding Expo</b> 08.-11.06. Stuttgart CastForge 08.-10.06. Stuttgart Saw EXPO 08.-11.06. Friedrichshafen all about automation 09.-10.06. Essen Intersolar 09.-11.06. Munich ACHEMA 14.-18.06. Frankfurt
	Special issue	08.06.	07.05.	<b>Produktion MAGAZIN: Best Products 1 (further info on page 13)</b>	
	9	16.06.	27.05.	<b>Aeronautical engineering</b> <b>Robotics</b> Handling systems, robots, robot components, human-robot collaboration <b>Forming and laser technology</b> Sheet metal processing, lasers, cutting, waterjet cutting <b>Industrial engineering and measures to protect people, plant and machinery</b> Operating equipment, compressed air technology/tools, facility management, heating/air-conditioning/ventilation, maintenance, cleaning, surface engineering	<b>LogiMAT</b> 22.-24.06. Stuttgart LASER 21.-24.06. Munich Paris Air Show 21.-27.06. Le Bourget

Month	Issue	Publication date	Advertising deadline	Sections that appear in every issue:	Trade fairs in 2021
				News, economic facts, trends + innovations, R+D (research+development), construction, manufacturing, automation, software and IT, practical application	We publish <b>extensive special features</b> on the listed trade fairs and events as well as previews to some trade fairs, including the new products to look out for
				Main topics	Trade fair special features / other dates
July	10	14.07.	25.06.	<b>Special: Financing for SMEs (leasing, loans, funding programs)</b> <b>Metal-cutting manufacturing</b> CNC control systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making <b>Smart sensors and quality assurance</b> Image processing, embedded vision, smart vision, coordinate measurement technology, measurement, testing and control technology, inspection systems, intelligent sensors <b>Material flows / smart logistics</b> Industrial trucks, cranes/lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport/procurement logistics	
	11	08.09.	20.08.	<b>Construction</b> Drive technology, fixtures, filters, hydraulics, pneumatics, pumps, materials <b>Automation – Industry 4.0</b> Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics	<b>SCHWEISSEN &amp; SCHNEIDEN</b> 13.-17.09. Essen HUSUM Wind 14.-17.09. Husum all about automation 22.-23.09. Chemnitz
September	Special issue	17.09.	23.08.	<b>Produktion MAGAZIN: Guide to EMO 2021 (further info on page 13)</b>	
	12	22.09.	03.09.	<b>Material flows / smart logistics</b> Industrial trucks, cranes/lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport/procurement logistics <b>Metal-cutting manufacturing</b> CNC controls systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making	<b>FachPack</b> 28.-30.09. Nuremberg <b>EMO</b> 04.-09.10. Milan
	13	29.09.	10.09.	<b>Special: Industrial software (PLM, security, ERP, IoT, MES, CAD/CAM)</b> <b>Robotics</b> Handling systems, robots, robot components, human-robot collaboration <b>Assembly and connection technology</b> Joining, bonding, screwing, welding/welding equipment	<b>Motek/Bondexpo</b> 05.-08.10. Stuttgart Deburring Expo 12.-14.10. Karlsruhe parts2clean 05.-07.10. Stuttgart Fakuma 12.-16.10. Friedrichsh. Interlift 19.-22.10. Augsburg
October	Special issue	12.10.	15.09.	<b>Produktion MAGAZIN: The best for maintenance (more info on page 14/15)</b>	
	14	13.10.	24.09.	<b>Special: Financing for SMEs (leasing, loans, funding programs)</b> <b>Industrial engineering and measures to protect people, plant and machinery</b> Operating equipment, compressed air technology/tools, facility management, heating/air-conditioning/ventilation, maintenance, cleaning, surface engineering <b>Forming and laser technology</b> Sheet metal processing, lasers, cutting, waterjet cutting	<b>Blechexpo</b> 26.-29.10. Stuttgart <b>Schweisstec</b> 26.-29.10. Stuttgart In.Stand 26.-27.10. Stuttgart A+A 26.-29.10. Düsseldorf
	15	27.10.	08.10.	<b>Aeronautical engineering</b> <b>Material flows / smart logistics</b> Industrial trucks, cranes/lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport/procurement logistics <b>Metal-cutting manufacturing</b> CNC control systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making <b>Assembly and connection technology</b> Joining, bonding, screwing, welding/welding equipment	<b>Highlights of the Motek/Bondexpo trade fair</b> <b>Highlights of the EMO trade fair</b> FMB 04.-06.11. Bad Salzuflen
November	Special issue	09.11.	12.10.	<b>Produktion MAGAZIN: Best Products 2 (further info on page 13)</b>	
	16	10.11.	21.10.	<b>Special: 3D Printing / Additive manufacturing / Rapid prototyping</b> <b>Medical technology</b> <b>Automation – Industry 4.0</b> Drive technology, image processing, smart vision, fieldbus systems, intelligent sensors, control technology, communication technology, assembly and handling technology, robotics <b>Robotics</b> Handling systems, robots, robot components, human-robot collaboration	MEDICA/COMPAMED 16.-19.11. Düsseldorf formnext 16.-19.11. Frankfurt productronica 16.-19.11. Munich
December	17	17.11.	28.10.	<b>Supplement: 2022 calendar</b> <b>Industrial engineering and measures to protect people, plant and machinery</b> Operating equipment, compressed air technology/tools, facility management, heating/air-conditioning/ventilation, maintenance, cleaning, surface engineering <b>Smart sensors and quality assurance</b> Image processing, embedded vision, smart vision, coordinate measurement technology, measurement, testing and control technology, inspection systems, intelligent sensors	<b>sps smart production solutions</b> 23.-25.11. Nuremberg
	18	08.12.	19.11.	<b>Special: Sustainability</b> <b>Metal-cutting manufacturing</b> CNC controls systems, cooling lubricants and their preparation, precision tools, sawing technology, clamping technology, machine tools, tool and mold making <b>Material flows / smart logistics</b> Industrial trucks, cranes/lifting equipment, intralogistics, RFID, industrial packaging, C-parts management, transport equipment, transport/procurement logistics	EUROGUSS 18.-20.01.22 Nuremberg Nortec 25.-28.01.22 Hamburg

## 1 Ad prices and formats (see also page 14 "Formats")

	Advert sizes	Formats width x height in mm	Prices in € (incl. color)
A4 formats	A4 double page	432 x 280	20,300
	A4 page	198 x 280	11,050
	Junior page	148 x 201	5,750
	1/2 page A4 horizontal	198 x 137	5,250
	1/2 page A4 vertical	97 x 280	5,250
	1/3 page A4 horizontal	198 x 90	3,540
	1/3 page A4 vertical	72 x 280	3,540
	1/3 page A4 square	97 x 201	3,540
	1/4 page A4 horizontal	198 x 67	2,270
	1/4 page A4 vertical	47 x 280	2,270
	1/4 page A4 square	97 x 137	2,270
	1/8 page A4 horizontal	198 x 32	1,150
	1/8 page A4 vertical	47 x 137	1,150
	1/8 page A4 square	97 x 67	1,150
1/16 page A4 square	47 x 67	595	
Magazine formats	2/1 page	534 x 371	20,300
	1/2 page panorama	534 x 183	17,200
	1/1 page	249 x 371	11,050
	2/5 page vertical	97 x 371	6,610
	1/2 page horizontal	249 x 183	10,150
	1/3 page horizontal	249 x 120	6,900
	1/4 page horizontal	249 x 89	4,400
1/8 page horizontal	249 x 42	2,320	

All prices are stated in € inclusive of color surcharges and exclusive of statutory value-added tax.

Price per mm (minimum size 30 mm): € 11.30

**Placement surcharges** (not eligible for discounts):

Binding placement requirements possible from area of 400 mm: 10 %

**Discounts** (when purchased within one year\*)

**Frequency scale**

from 3 ads

**Volume scale**

from 3 pages

10%

from 6 ads

5% from 6 pages

15%

from 12 ads

10% from 12 pages

20%

from 24 ads

15% from 18 pages

25%

\*Multi-year arrangements available on request

• **Seminar ads:**

On page 2 in each issue

47 mm width x 100 mm height: € 544.00

97 mm width x 100 mm height: € 1,088.00

• **Job adverts:**

Printed edition: 20% discount on the list price

**Cancellation charges:**

35% of the ad price if four weeks before publication date or later



**Special forms of advertising:**

- Exclusive title page placement, 47 mm width x 50 mm height: € 1,985.00
- Island ad, 47 mm width x 50 mm height: € 1,350.00  
Placement: In editorial section, surrounded by at least 3 pages of text
- Sleeve, incl. printing and adhesive costs: €15,400.00  
Format: 430 x 105 mm + 3 mm bleed margin on all sides  
Partial insert: € 418.00 per thousand; minimum volume 10,000 units  
Sleeves are not eligible for discounts
- 1/1 tunnel ad, 332 mm width x 371 mm height: €21,230.00  
Placement: Across the spread; editorial content on left and right
- 1/2 tunnel ad, 332 mm width x 183 mm height: €11,210.00  
Placement: Across the spread; editorial content on left and right
- Company profile, 198 mm width x 90 mm height: € 2,220.00
- Interview advertorial on the last page: € 5,900.00  
1/2 page in magazine format (249 x 183 mm)

**Further special forms of advertising on request**

**Bound inserts:** Only available in Produktion MAGAZIN

**Postcard affixed to interior:**

In conjunction with an ad or bound insert. Prices on request.

**Postcard affixed to title page:**

Prices on request.

**Supplements:**

Up to 25 g including postage	€ 12,180.00
Up to 30 g including postage	€ 12,860.00
Partial insert for your desired selection – minimum volume 3,000 units:	
Up to 25 g (per thousand):	€ 319.00
Increase per additional 5 g (per thousand):	€ 12.00
Max. supplement format 190 x 275 mm	
Supplements are not eligible for discounts	

**Postal address for supplements:**

westermann druck GmbH  
Georg-Westermann-Allee 66  
D-38104 Braunschweig

**Contact:** See pages 29/30

**Payment conditions:**

Due within 14 days net of the invoice date  
2% discount for pre-payment  
3% discount for payment via direct debit

**Bank details:**

HypoVereinsbank  
Sort code: 70020270,  
Account no.: 15764474  
IBAN: DE76 7002 0270 0015 7644 74  
SWIFT (BIC): HYVEDEMMXXX



**Magazine format:** 285 mm width, 400 mm height (tabloid)  
**Print space:** 249 mm width, 371 mm height  
5 columns @ 47 mm width

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### Printing and binding process

Heatset web offset printing (ISO 12647-2)

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### Profiles

Content: PSO\_SNP\_Paper\_eci.icc

Download profiles for free:

<http://www.eci.org/de/downloads>

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**Data formats:** Deliver data as PDF/X-1a (2001 or 2003), images at least 300 dpi resolution, line scans (e.g. texts, graphics) at least 800 dpi. Attachment in original format plus 3 mm trim and crop marks.

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### Proof:

For color ads, the customer must supply a color proof with Fogra Media Wedge V3.0 with test protocol. If this is not supplied, the customer will not be entitled to make any compensation claims for color deviations.

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### Guarantees:

1. No guarantee is issued that ads will be included in specific numbers or in specific issues or at specific locations in an issue.
2. The company guarantees the flawless printed reproduction of ads on print paper. This requires suitable printing templates to be supplied by the customer (cf. information in price list).
3. Color ads: If the customer sends digital masters for color advertisements, the customer must also supply a color proof. If this is not supplied, the customer will not be entitled to make any compensation claims for color deviations.
4. In the event of obvious defects, the customer must raise a complaint no later than two weeks after receipt of the invoice. In the event of non-obvious defects, the customer

must raise a complaint no later than one year after the release of the publication in question. In the event of improper printing of an advertisement despite flawless master copies being supplied on time and a complaint being raised promptly, the customer may demand that a flawless replacement advertisement be printed (cure). The claim to a cure is excluded if it would entail disproportionate costs for the company. If the company allows a reasonable period of time set to perform the cure to lapse away, the customer has the right to withdraw from the contract or claim for a price reduction proportionate to the level to which the purpose of the advertisement was impaired. Claims under guarantee asserted by business customers shall lapse within 12 months after publication of the advertisement or supplement in question.

5. If any defects are not immediately identifiable in the print documents and only become clear upon printing, the customer shall not be entitled to assert any claims for unsatisfactory printing.
6. If the customer ignores the company's recommendations regarding the creation and transfer of digital print documents, the customer shall not be entitled to assert any claims for defective publication of advertisements.
7. The customer is liable for ensuring that the files they supply are free from computer viruses. The company is entitled to delete files infected with computer viruses without this giving rise to any claims on the part of the customer. The company also reserves the right to assert claims for compensation if computer viruses cause further damage to the company.
8. In relation to materials provided by the customer (bound inserts, supplements, etc.), the company assumes no liability for the accuracy of the quantity or quality of materials designated as having been delivered.

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### Contact/data transfer

Regine Russek

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## Trade fair guide for EMO, Milan

**Publication date:** September 17, 2021  
**Advertising deadline:** August 23, 2021

Looking for advance notice of what's going on at major trade fairs? Our trade fair guide has a unique combination of technology highlights, exhibition services and tips for evening events during the fair.



## Best Products 1 + 2

**Publication date:** **Advertising deadline:**  
**1** June 8, 2021 May 7, 2021  
**2** November 9, 2021 October 12, 2020

A systematic layout allows readers to search quickly for products that interest them. The contents are carefully categorized into construction, manufacturing technology, automation, material flows, industrial engineering, safety, software and IT.

Special issues have a print run of 39,500 copies.

Advert sizes	Print space formats (width x height in mm)	Bleed formats (incl. 3 mm trim)	Prices in € (incl. color)
2/1 page	-	432 x 303	20,300.00
Inside front cover or outside back cover	-	216 x 303	12,070.00
1/1 page	178 x 257	216 x 303	11,050.00
Junior page	126 x 178	145 x 203	5,750.00
1/2 page horizontal	178 x 126	216 x 149	5,250.00
1/2 page vertical	86 x 257	105 x 303	5,250.00
1/3 page horizontal	178 x 83	216 x 106	3,540.00
1/3 page vertical	56 x 257	75 x 303	3,540.00
1/4 page horizontal	178 x 62	-	2,270.00
1/4 page vertical	41 x 257	-	2,270.00
1/4 page square	86 x 126	-	2,270.00
1/8 page horizontal	178 x 29	-	1,150.00
1/8 page vertical	41 x 126	-	1,150.00
1/8 page square	86 x 62	-	1,150.00
Company profile	178 x 83	-	2,220.00
2-page bound insert			12,450.00
<b>Special form of advertising in Produktion MAGAZIN AMB trade fair guide:-</b> Cover picture (216 mm width x 303 mm height) incl. 2-page post			13,500.00
<b>Special form of advertising in Produktion MAGAZIN Best Products:</b> Cover photo (51 mm width x 164 mm height) incl. product report			2,650.00

All prices excl. statutory value-added tax.

**Cancellation charges:**  
 35% of the ad price if four weeks before publication date or later

**Postal address for bound inserts, supplements and tip-ons:**  
 Westermann Druck, Georg-Westermann-Allee 66, D-38104 Braunschweig



## The best for maintenance

Publication date: Advertising deadline:

- 1 February 16, 2021 January 20, 2021  
2 October 12, 2021 September 15, 2021

Trends and technology, methods and management: 2 x per year, the editorial team offers guidance and a wealth of useful information for maintenance staff. To make sure "things keep rolling"!

Special issues have a print run of 12,700 copies.

Advert sizes	Print space formats (W x H in mm)	Bleed formats* (W x H in mm)	Prices incl. color surcharge
1/1 page	178 x 257	216 x 303	5,840.00
Junior page	126 x 178	145 x 203	3,800.00
1/2 page vertical	86 x 257	105 x 303	3,550.00
1/2 page horizontal	178 x 126	216 x 149	3,550.00
1/3 page vertical	56 x 257	75 x 303	2,400.00
1/3 page horizontal	178 x 83	216 x 106	2,400.00
1/4 page vertical	41 x 257	60 x 303	1,700.00
1/4 page horizontal	178 x 62	216 x 85	1,700.00
1/4 page square	86 x 126	105 x 149	1,700.00
1/8 page vertical	41 x 126	60 x 149	980.00
1/8 page horizontal	178 x 29	216 x 52	980.00
1/8 page square	86 x 62	105 x 85	980.00
<b>Front Page:</b> Cover picture (216 mm width x 303 mm height) incl. 2-page article			<b>5,980.00</b>

All prices excl. statutory value-added tax.

**Supplements:** (not eligible for discounts and only for total print run)  
up to 25g weight € 4,380.00  
per additional 25g weight € 2,200.00  
(Prices inclusive of postage)  
max. paper format 20 x 29 cm

**Provision:** Sample before order placement. Must be provided at least 10 days prior to publication.

### Sectors/branches

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Proportion of total actual circulation	
		%	Recipients
28	Manufacture of machinery (incl. repairs and installation)	25.5	3,173
19, 20, 21	Coke oven products and refined petroleum, chemical and pharmaceutical industry	8.0	995
25	Manufacture of fabricated metal products (incl. repairs and installation)	12.9	1,608
26, 27, 32.5	Electrical technology (measurement, control and regulation, medical and telecommunications technology, electrical equipment)	10.7	1,330
22, 23	Manufacture of rubber and plastic goods, cement, chalk and gypsum	6.9	866
24	Manufacture of basic metals	5.0	625
29, 30	Manufacture of motor vehicles and motor vehicles parts, other transport equipment (ship, rail vehicle, aircraft and spacecraft construction)	5.2	646
49-97	Telecommunications, corporate consultations, general cleaning of buildings, streets and means of transport	10.8	1,341
46, 47	Wholesale and retail trade (except of machines, equipment and accessories)	5.0	618
	Other sectors	8.5	1,083
	Miscellaneous*	1.3	163
	Rounding difference	0.2	19
<b>Total actual circulation (TAC)</b>		<b>100.0</b>	<b>12,467</b>

\* Copies not analyzed, e.g. trade fair and congress copies, etc.

### Affixed advertising materials:

In conjunction with an ad or bound insert. €1,160.00  
Exclusive of adhesive costs  
– for machine processing € 540.00  
– for manual processing € 1,200.00

### Cancellation charges:

35% of the ad price if four weeks before publication date or later

### Bound inserts:

Size	Paper weight	up to 170 g/m <sup>2</sup>	over 170 g/m <sup>2</sup>
2 pages		4,650.00	4,740.00
4 pages		7,830.00	7,980.00

**Provision:** Sample before order placement. Must be provided at least 14 days prior to publication.

Format untrimmed 216 mm width, 303 mm height.

Head trim 3 mm. Multi-page pull-outs folded to format stated above.

### Postal address for supplements and bound inserts:

Westermann Druck, Georg-Westermann-Allee 66,  
38104 Braunschweig

### Job characteristics: Field of duties

	Proportion of total actual circulation	
	%	Recipients
Maintenance (maintenance managers, maintenance specialists, technical office)	34,7	4.332
Company management (owners, executives, directors, CTOs)	26,3	3.280
Production (operations managers, works managers, production managers)	18,8	2.341
Construction (construction, development, research, testing)	5,5	689
Purchasing, distribution, marketing	3,5	438
Other functions (e.g. product management, project planning)	10,0	1.225
Other*	1,3	163
Rounding difference	-0,1	-1,0
<b>Total actual circulation (TAC)</b>	<b>100,0</b>	<b>12.467</b>

**Web address:** [www.produktion.de](http://www.produktion.de)

**Brief description:**

[www.produktion.de](http://www.produktion.de) is the leading information portal for German industry and offers its users a complete, fully up-to-date overview of all the key news and events relating to technology trends, innovations, companies, markets, sectors and people.

The website also features elaborate and elegant image galleries, a freemium area with exclusive content and the option for users to set up their own personal website.

**Target audience:**

Decision-makers throughout the manufacturing industry in management positions, production, construction, development, purchasing, maintenance and logistics.

**Display:**

As a basic rule, weekly bookings are shown in rotation with max. two other advertising clients in this position.

**Advertising material supplied via DCM (Google Campaign Manager):**

Please supply URL of creative agency relaying material here.

**Delivery of data:** 6 working days before campaign starts, by email to [michaela.richter@mi-connect.de](mailto:michaela.richter@mi-connect.de)

**Note for supply of mobile advertising materials:**

With every booking, please supply a Medium Rectangle 300x250.

**Access control:** For up-to-date data, see: <http://ausweisung.iwv-online.de/>

**Reporting:** We can provide ad impression and ad clicks analysis if requested.

**Usage data:** Page Impressions: 705,220  
Visits: 318,897  
Monthly average: April 2020

Book the whole program with us – please talk to us about a deal.

	Advertising material	Placement	Device	Format (in pixels)	Price / CPT
	Billboard	RoS under header	Desktop, tablet	728x90, 940x250, 970x250, 1000x250, 770x250, 800x250	160.– EUR
	Half-page ad	RoS (sticky)	Desktop	300x600	210.– EUR
	Skyscraper right	RoS (sticky)	Desktop	120x600, 160x600	85.– EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	175.– EUR
	Skyscraper left 1	RoS	Desktop	120x600, 160x600	75.– EUR
	Skyscraper left 2	RoS	Desktop	120x600, 160x600	75.– EUR
	Leaderboard post (start)	Post, under teaser image	Desktop mobile/tablet	728x90, 940x250, 770x250, 800x250	110.– EUR
	Leaderboard post (end)	Post, after 1st text block, or end of post	Desktop mobile/tablet	728x90, 940x250, 770x250, 800x250	110.– EUR
	Content ad	RoS	Desktop mobile/tablet	300x250	85.– EUR
	Full-size banner 1	Listing after 4th article teaser	Desktop mobile/tablet	468x60, 468x80, 600x90	55.– EUR
	Full-size banner 2	Listing after 8th article teaser	Desktop mobile/tablet	468x60, 468x80, 600x90	55.– EUR
	Baseboard ad	RoS	Desktop	940x250, 960x90	95.– EUR

## White paper



### Basis:

- Dispatch of standalone newsletter
- Individual banner ads
- Guarantee of 60 leads

€ 9,900.-

### Plus:

- Creation of a separate target market segment
- Dispatch of standalone newsletter
- Individual banner ads
- Advertising in entire mi network, across all titles
- Guarantee of 90 leads

€ 12,900.-

## Live webinar promoted by Produktion



- \* Dispatch of standalone newsletter (incl. design)
- Individual banner ads (portal and newsletter)
- Moderated by our editorial team
- Webinar recording placed on our portal

€ 8,900.-

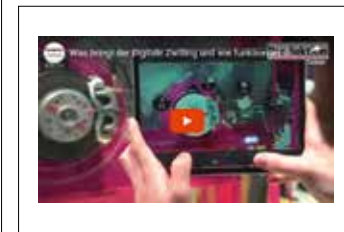
## Live webinar hosted by Produktion



- Co-branding
- Technical organization and implementation
- Dispatch of a standalone newsletter (incl. design)
- Individual banner ads (portal and newsletter)
- Former webinar participants targeted (depending on the subject)
- Editor-in-Chief serves as moderator
- Webinar recording placed on our portal

€ 12,900.-

## Video Marketing



- Storyboard creation
- Video shoot on location
- Post-production by specialist videographers
- Integration on our portal
- Newsletter marketing

from € 8,500.-



Wolfgang Kräußlich,  
+49 8191/125-6 67,  
wolfgang.kraeusslich@  
mi-connect.de

## Online advertorial



- Post in a strand of your choice
- Placed in top position, offering enhanced visibility
- Post design and integration (look & feel editing)
- Monitoring / SEO management
- Newsletter marketing
- Post archived on the portal = permanently retrievable via Google

€ 3,690.00 per week

## Native Content Ad (image / copy ad)



Native content ads are a “genuine”, native form of advertising consisting of images, copy and other elements.

- Headline max. 90 characters
- Image with at least 1200x627 px resolution (retina-ready)
- Body copy max. 220 characters
- CTA copy max. 15 characters

€ 160.- CPT

## Native video ad



Native video ads are a “genuine”, native form of advertising consisting of a video and other elements:

- Headline max. 25 characters
- Video in SD quality 720p (1,280x720)
- CTA copy max. 15 characters

€ 160.- CTP

## Podcast marketing



- Storyboard creation
- Recording in-person or over the phone
- Post-production by our editorial team
- Editorial support to define podcast content
- Integration on our portal
- Newsletter marketing

from € 8,500.-

+ Social media

Marketing through our social media channels, Facebook, LinkedIn and Xing  
(total reach as at June 2020: 45,400 subscribers / followers)

€ 1,290.-

# Produktion

verlag moderne industrie GmbH / mi connect, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49 (0) 8191 125-370

- Name:** Produktion newsletter
- Brief description:** The Produktion newsletter provides up-to-the-minute reports on everything important and intriguing from the manufacturing industry and supplies in-depth information on companies, people, markets, products and technologies. The latest sector news is supplemented with useful background information.
- Target audience:** Decision-makers throughout the manufacturing industry in management positions, production, construction, development, purchasing, maintenance and logistics.
- Publication frequency:** Daily (Mon-Fri, except public holidays)
- Distribution:** 15,000 subscribers (as at: July 2020)

## Forms of advertising and prices:

Ad form	Format (in pixels)	Placement	Data volume	Price in € per week
Maxi format	650 x 90	Top	max. 50 KB	1,350.00
Content ad	300 x 250	Report section	max. 50 KB	1,350.00
Full-size banner	468 x 60	Report section	max. 50 KB	1,050.00
Text ad	max. 400 characters + image (145 x 145 px)	Report section	max. 50 KB	1,540.00



All newsletters are **mobile optimized** for use on a smartphone or tablet.



## Standalone Newsletter!

As well as our regular newsletters, you can also opt for a standalone newsletter to get your message out to our audience.

Design a newsletter containing exclusively your content. This guarantees that you can address potential customers in your specific target groups and create distraction-free advertising. The newsletter is then sent in our site's name to around 15,000 subscribers, made of up 100% your content.

- Option 1 – based on our building-block template
- Option 2 – based on your customer HTML

Prices include newsletter creation and one round of amendments

**Price: € 5,900.00** inclusive A/B-testing with 2,000 test-users

**Re-send to recipients who did not open newsletter: +25% on basic price**

## Build your own individual distributor:

Compile recipients by sector, position and company size

Price on request

Technik und Wirtschaft für die deutsche Industrie  
**Produktion**  
Der Infoletter

## DEN AUTOMOBILBAU NEU ERFINDEN

Erfahren Sie mehr über die aktuellen Herausforderungen der Automobilindustrie sowie die neuesten Trends und Technologien.

### Kostenloses Whitepaper: Den Automobilbau neu erfinden

Gesellschaftlicher, politischer und ökologischer Druck zwingen die Automobilindustrie zu einer Neuausrichtung. Elektrifizierung, kundenindividuelle Massenproduktion, Robotertechnik, Automatisierung und additive Fertigung verändern Fahrzeuge und damit auch die Fertigungsprozesse, die zu ihrer Produktion nötig sind.

In diesem Whitepaper erfahren Sie mehr über die aktuellen Herausforderungen, mit denen die Automobilindustrie heute konfrontiert ist. Außerdem erklären wir, wie moderne Technologien wie hybride Fertigung, Simulation und Automatisierung dabei helfen können, die nächste Fahrzeuggeneration schneller auf die Straße zu bringen.

[Whitepaper kostenlos herunterladen](#)

## Audience Targeting

Reach B2B users in the Google display network.

### Your benefit:

- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

**Minimum order:** 50,000 ad impressions

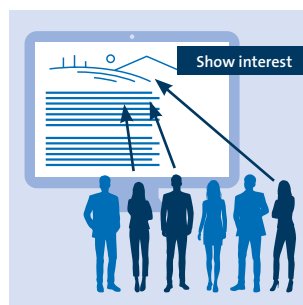
**Price:** 65.– EUR (CPT)

We will be happy to check whether the reach you desire is achievable.

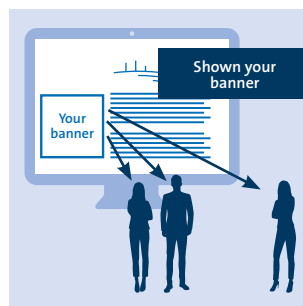
### This is how it works:



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the thematic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.

## Keyword Advertising

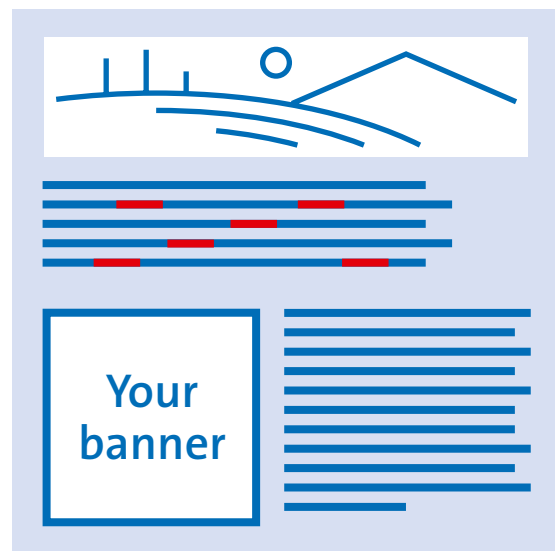
Place your banner with articles on our specialist portal containing at least one of your **5 to 10 key terms**. We will test the potential for success of your key words in advance.

### Your benefit:

- Potential for new customers
- Generate awareness in the right thematic environment at the right time
- Optimize your reach in the mi connect network
- Reduce scatter loss
- Activate new target markets, bringing great potential for new customers

**Price per 1,000 ad impressions:**

+15% on the regular CPT for the format booked



Your banner will appear in the right thematic environment if your key words are used there.

Marketing service provider with its own content platforms

We are a supplier of specialist information and advertising solutions for industry		We network the industrial sector with its target market.	
Part of Südwestdeutsche Medienholding SWMH	<ul style="list-style-type: none"> <li>• 120 sector and technology experts</li> <li>• Offline/Online marketing specialists</li> <li>• Live experience experts</li> </ul>	Network:	<ul style="list-style-type: none"> <li>• Hanover</li> <li>• Landsberg</li> <li>• Heidelberg</li> <li>• London</li> <li>• Munich</li> <li>• Pattensen</li> </ul>

## Our products

Tailored to your needs.

Impact		Service areas		Service		Media products	
What impact do you want to achieve with your planned marketing budget?		What skills do you have in house, in what areas can we complement them?		We see ourselves as your marketing service provider. Take advantage also of our service offers.		We offer not only know-how but also direct access to your target markets. This reach is not bought, we have it at our fingertips.	
↓		↓		↓		↓	
Opinion leadership	New contacts	Content	Microsites	Optimization	Republishing	Display ads	Native ads
Product launch	Employer branding	Email marketing	Audience analytics	Automation	Production	Social ads	Moving images
		Live experience marketing	SEO	Analysis	Reporting & Controlling		
		Creation	Campaign management	Planning			
		Marketing					

### Expanding your existing customer base

### Promoting customer loyalty

### Generating new customers

### Boosting response rate

## Enhancing sales performance and tapping new sales potentials

Mailshots are the ideal advertising medium, offering extensive, flexible design options and thereby ensuring a high degree of attention, especially if they are integrated into a cross-media advertising campaign. Benefit from our direct contacts in German industry, and address over 500,000 decision-makers in a targeted and personalized manner.

- **Addresses are very up-to-date** thanks to regular distribution of periodicals
- **Exclusive contacts** extending up to specialist departments thanks to continuous address qualification by telephone
- **Personalized addressing** of managing directors, decision-makers and specialists
- **Flexible address utilization** with single use, multiple use or yearly use
- **Billing according to net input quantity** by matching against your database

## All-round service with guaranteed delivery

- **The right type of address list renting:** The right addressees for your communication
- **More target group:** We research additional target group potential for you
- **Full service from the professionals:** We produce and ship millions of print products annually
- **Delivery guarantee:** On request, undeliverable returns will be credited to you for a follow-up order

## Target group without dispersion losses

Based on the following criteria, the desired target group can be filtered without dispersion losses and selected in any combination:

- Readers of one or more trade journal titles
- Industry and secondary industry according to WZ08
- Decision-makers by position/function within the company
- Company size, region (postal code, state), national and international

## High-quality, individual, surprising

- More attention is paid to a personal cover letter, which remains present for longer
- Printed material awakens emotions thanks to its touch-based experience and striking appearance
- Diverse design possibilities for printed advertising media generate attention
- The focused approach is ideal for integration into cross-media advertising campaigns (e.g. via personalised websites)
- Printed material works, and is the perfect advertising medium for winning new customers

### NOW test it for free!

We determine your desired target group's potential free of charge and without obligation.

Get in touch with us:

Address list renting	Single use (price per use)	Double use (price per use)	Triple use (price per use)	Annual rent (lump-sum)
Database lump sum	€ 180.00			
Company address + 1 contact person	from € 0.24	from € 0.22	from € 0.19	from € 0.95
Minimum order value	€ 590.00 (including database and selection fee)			
Minimum purchase	70% of delivered addresses (for address matching)			

All rental prices per use, annual rent flat rate and depending on quantity  
Price quotations plus VAT. The conditions according to the offer/order confirmation apply.

## Optional full service – we take care of EVERYTHING!

<p><b>Advice</b></p> <p>We advise you on the selection of target groups, determine your desired target group's potential free of charge, and prepare an offer for full-range services.</p>	<p><b>Production</b></p> <p>We print the advertising media, whether standard or special formats.</p>
<p><b>Address matching</b></p> <p>We reconcile rented address lists against your customer base.</p>	<p><b>Letter shop</b></p> <p>We look after the packing of the advertising material, postage optimization and postal delivery of the mailshot.</p>



Alexander Zöller  
+49 81 91/125-345  
alexander.zoeller@mi-connect.de

## General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

### § 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

### § 2 Offer, Conclusion of Contract

1. Advertising order as used in the General Terms and Conditions below shall mean a contract on the publication of one or several ads, third-party supplements or other advertising materials of an advertising company or other commercial advertiser in any advertising media (print/digital) for the purpose of distribution.

2. The publisher's advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions or were considered objectionable by the German Press or Advertising Council in its complaints procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

### § 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand), files which belong together must be sent or saved in a common directory (folder). In the event that the customer sends digital copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete files containing computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable or damaged copy. Copy shall only be returned to the customer if specifically requested. Failing this, it shall become the property of the publisher. The obligation to store all documents which are sent expires three months after publication of the respective order.

3. Costs for the production of ordered copy, films or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be obtained, the publisher shall instead send confirmation that the advertising material has been published and distributed.

6. The design and labeling of advertorial styled advertising material must be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertorial materials as advertisements if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail (even if the said replies have been sent by express or registered mail). Notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the publisher's requirements.

9. Orders may only be canceled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties in connection with the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission paid by the publisher is calculated as net charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be made in their own name and at their own expense. To the extent that advance orders are placed, in the event of a price increase, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

### § 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to contracts if the publisher has notified the customer in writing of at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year ("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast order volume the excess discount granted is subsequently invoiced to the customer.

4. Unless otherwise agreed, following receipt of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Debit is has been shortened to four days. The publishing house shall have the right to assign their claims against the client to third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared due and payable. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to defer delivery on a current contract until payment is made, as well as require advance payment. In case of reasonable doubt concerning the customer's ability to pay the publisher shall be authorized, including during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. All prices exclude statutory VAT amounts on the day the invoice is issued.

6. The publisher shall be authorized to charge retroactively to VAT on invoices issued without VAT. The publisher is entitled to charge VAT retroactively should the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available, then the average circulation in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such timely manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

### § 5 Warranty for Defects

1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.

2. If the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.

3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced with a defect – despite the customer's error-free copy and contract in good time – the customer may demand a substitute placement, appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is given a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

### § 6 Liability, Force Majeure

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breach of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence on the part of the publisher, to the extent that the breach of contractual obligations of the publisher has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months after the point in time at which the customer became aware or should have become aware of the circumstances substantiating the claim.

2. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order; no claims for damages shall arise from this.

3. The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for duplication, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without geographical restriction and confer authorization for placement by all known technical methods and in all known forms of advertising media.

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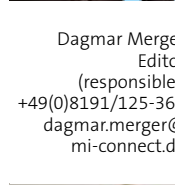
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