

EISENBAHNTECHNISCHE
RUNDSCHAU
Inspiration for the
railway system

Your partner in the Publishing House **Content**



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www.eurailpress.de/etr

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DVV Media Group GmbH, Hamburg
Postal Address: P.O. Box 10 16 09, D-20010 Hamburg
Company Address: Heidenkampsweg 75, D-20097 Hamburg
Telephone: +49 40237 14-03 • Telefax: +49 40237 14-236

Editorial/Publishing Company 2022

effective from 01.01.2022

1 Editorial profile:

The German-language Eisenbahntechnische Rundschau (ETR) sees itself as an inspiration for the railway system and has stood for more than 70 years for high technical and content-related quality and sustained value for its readers. The ETR uses contemporary media forms and formats in a modern reader-friendly look, is mainly addressed to technically orientated managers and decision makers at railway companies, in the railway industry and construction as well as in consulting, science and research.

The **portfolio of ETR** includes: The German edition is published ten times p. a. with regular published supplements ETR Austria and ETR Swiss.

In addition, special editions for relevant international markets and countries are published: such as **ETR-International Edition and ETR-China Edition** as well as editions for companies from the rail industry and special topics.

2 Cooperation:

VDI-Gesellschaft Fahrzeug- und Verkehrstechnik (VDI-FVT), Deutsches Verkehrsforum, Eisenbahn-Bundesamt, Österreichische Forschungsgesellschaft Straße · Schiene · Verkehr (FSV)

3 Editor/Editorship:

Dipl.-Volkswirtin **Ursula Hahn**

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E-Mail: ursula.hahn@dvvmedia.com

4 Advertising Department:

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E-Mail: tim.feindt@dvvmedia.com

5 **Volume/ Frequency:** 71st volume 2022
monthly (2 double issues, Jan/Feb, July/Aug)

6 **Publishing House:** DVV Media Group GmbH, Hamburg
Postal Address: Postfach 10 16 09, D-20010 Hamburg
Company Address: Heidenkampsweg 75, D-20097 Hamburg
Telephone: +49 40 237 14-03 • Telefax: +49 40 237 14-236

7 **Publishing/Editorial Schedule:** see page 8 – 10

8 **Subscription Rate:**
annual subscription € 314.00 (incl. postage)
foreign plus postage € 351.00 (incl. postage)

ISSN: 0013-2845

Advertisement rate No. 58

effective from 01.01.2022

Main topics:
Train traffic & operations
Infrastructure & components

Vehicles & components
Signalling &
communication technology



1 **Magazine format:** 210 mm width, 297 mm height, DIN A 4

2 **Page size:** 182 mm width, 265 mm height

Column number: 3 columns, column width: 58 mm

3 **Printing and binding, reprographics data:** Offset printing, adhesive binding. Data transfer formats: print-optimized PDF with at least 300 dpi resolution.

4 **Publication schedules:**

Publication: monthly, 10 issues (2 double issues)

5 **Publisher:**

DVV Media Group GmbH

Postal Address: Heidenkampsweg 75, D-20097 Hamburg

Post address: P.O. Box 101609, D-20010 Hamburg

Advertisement department:

Telephone: +49 40237 14-220

Telefax: +49 40237 14-236

6 **Conditions of Payment:** Payment due immediately on receipt of invoice, not without deductions. VAT ID number: DE 118619873

Bank:

Deutsche Bank AG

Account No. 0201 426 (sorting code 200 700 00)

IBAN DE 83 2007 0000 0020 1426 00

BIC (Swift) DEUTDEHH

7 **Sizes for bleed advertisements:***

* plus 3mm bleed on each side

Format	size (+ 3 mm on each side)	total
1/1 page	210 x 297 mm	216 x 303 mm
1/2 page width	210 x 148 mm	216 x 154 mm
1/2 page height	102 x 297 mm	108 x 303 mm
1/3 page width	210 x 99 mm	216 x 105 mm
1/3 page height	70 x 297 mm	76 x 303 mm
1/4 page width	210 x 75 mm	216 x 81 mm
1/4 page height	107 x 148 mm	113 x 154 mm

8 **Surcharges:**

Advertisement across binding	10 % surcharges b/w
Bleed Advertisement	10 % surcharges b/w

9 **Price, single column (58 mm):**

€ 4.80

Advertising Ratecard No. 58

effective from 01.01.2022

Main topics:
 Train traffic & operations
 Infrastructure & components

Vehicles & components
 Signalling &
 communication technology



10 Advertising sizes and rates: (width x height mm)

216 x 181 mm front cover incl. bleed only 4c € 4,460.00	182 x 265 mm 1/1 page basic price b/w € 3,730.00	182 x 190 mm 3/4 page width basic price b/w € 2,805.00	132 x 265 mm 3/4 page height basic price b/w € 2,775.00	182 x 175 mm 2/3 page width basic price b/w € 2,500.00	120 x 265 mm 2/3 page height basic price b/w € 2,500.00	182 x 130 mm 1/2 page width basic price b/w € 1,865.00	89 x 265 mm 1/2 page height basic price b/w € 1,865.00
182 x 85 mm 1/3 page width basic price b/w € 1,250.00	58 x 265 mm 1/3 page height basic price b/w € 1,250.00	182 x 64 mm 1/4 page width basic price b/w € 935.00	89 x 130 mm 1/4 page height basic price b/w € 935.00	182 x 32 mm 1/8 page width basic price b/w € 470.00	89 x 64 mm 1/8 page height basic price b/w € 470.00		

11 Surcharges for special positions:

2., 3. and 4. cover page and specified position	10 % surcharge on basic price
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12 Colour surcharges:

per additional colour (European Scale)	€ 330.00
4 colours in total	€ 990.00
per special colour (HKS/Pantone)	€ 450.00

13 Discounts: for bookings within a 12 months calendar year

Frequency discount		Volume discount	
insertions	%	pages	%
2 x	3	2	5
4 x	5	4	10
6 x	10	6	15
from 8 x	15	from 8	20

Discount does not apply to colour surcharges, insertion bleed and other additional technical charges. The General terms of business online www.eurailpress.com

Special Advertisement No. 58

effective from 01.01.2022

Special Advertisements stand out from the other adverts while simultaneously enhancing awareness and thus achieving positive effects.

1 Bound inserts: *

2 pages € 3,730.00	4 pages € 5,595.00	6 pages € 6,528.00	8 pages € 7,461.00
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For discounts see volume discount list. One page = one advertisement page.

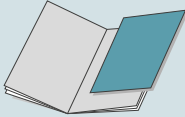
Please deliver bound insertions in unbled format of 216 mm width and 303 mm height (four pages and more should be folded). If the insertion overlaps from the pages of the magazine on two corners, the German post office will levy an additional postal charge. Number of insertions given on application.

2 Loose inserts: * size 205 x 290 mm

Up to 25 g. p. € 340.00 number of inserts given on application.

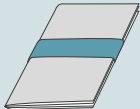
3 Banderole: * full colour, Euro 4,010.00 (total circulation)

Loose inserts



205 x 290 mm;
up to 25 g
total weight.
€ 340.00 per
thousand

Banderole



full colour,
total circulation,
€ 4,050.00

4 Delivery address for bound inserts, loose inserts and banderole:

A & O GmbH, Elisabeth-Selbert-Straße 5,
D-63110 Rodgau-Dudenhofen
(mark consignment: Für „ETR“ – No. .../22)

5 Partner of railway

Present your company with an extended advertorial on 4 pages in exclusive placement on the first pages of an issue.

4/1 pages, 4c = 8,500.00 plus VAT

More information on request.

Are you bubbling over ideas?

Contact us – We are open to your creativity and new ideas!

* For further details and technical data please contact publishing house.

Advertorial - Your content

effective from 01.01.2022

1 In brief:

With Advertorials we offer you successful advert solutions, in which you can publish your content including images and text elements in the editorial environment of ETR - EISENBAHNTECHNISCHE RUNDSCHAU. Advertorials are particularly suitable for communicating products and services that require comprehensive, extensive information and for storytelling.

2 Technical information:

Text in unformatted Word Doc.
(graphic elements such as infographics are also possible)

3 Logo requirements:

Print material format: PDF (PDF version at least 1.3), EPS or TIF files, Transmission by e-mail
Image resolution: at least 300 dpi
Colour mode: CMYK

4 Price per Advertorial:

- 1/1 page, 4c = € 4,100.-
- 2/1 page, 4c = € 7,800.-

5 Text requirements:

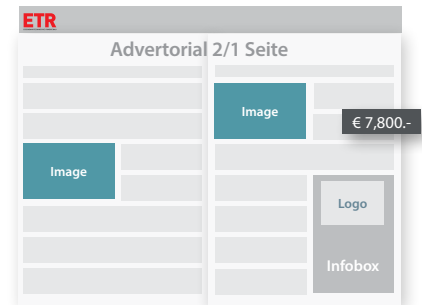
Advertorial 1/1 page:

- **Headline:**
max. 50 characters*
- **Lead-in:**
max. 200 characters*
- **Body text:**
max. 3.000 characters*
- **Infobox:**
max. 225 characters*
- **Image caption:**
max. 85 characters*



Advertorial 2/1 page:

- **Headline:**
max. 50 characters*
- **Lead-in:**
max. 200 characters*
- **Body text:**
max. 6.000 characters*
- **Infobox:**
max. 225 characters*
- **Image caption:**
max. 85 characters*



*incl. spaces

Your advertorial could look like this
(Example - Subject to alterations)

Topics 2022 (subject to alteration) issues 1 – 12

effective from 01.01.2022 / PD = publication date, AC = advertising copy deadline, PM = printing material deadline, AD = advertorial deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution *subject to change
Issue 1+2/2022	PD: 09. 02. 2022 AC: 12. 01. 2022 PM: 21. 01. 2022	Review 2021: New German Government, Transport policy, Year of Rail, Frame Conditions Freight transport: Technology and Concepts Track Maintenance Best of Wheel-Track-Conference incl. Light-Reviewed Articles Including ETR-Science	24th Annual Meeting of EBA Railway Experts , Fulda, 15.- 16. 2. 2022 International Railway Summit , Berlin, 15. -17. 2. 2022
Issue 3/2022	PD: 09. 03. 2022 AC: 10. 02. 2022 PM: 18. 02. 2022	Energy and Environment: Electrification, Alternative Drives/Catenary-free Driving, Storage Technologies, Aerodynamics Advice and Consulting Investments in the Railway Infrastructure (Network, Stations, Reloading Points, Energy Systems) Switch Point Technology, Rail Fastenings Including ETR-Austria 1/22	IT-TRANS 2022 , Karlsruhe, 8.-10. 3. 2022 RailTech Europe 2022 , Utrecht, 8. -10. 3. 2022 64th VDEI Conference on Permanent Way , 24. 3. 2022, Darmstadt 47th Conference on Modern Railway Vehicles , 3. – 5. 04. 2022, Graz 7th Symposium Railway Brigdes and Structural Engineering , 10. - 11 . 3. 2022, München VDEI Conference „BIM in the Infrastructure“ , 15. - 16. 3. 2022, Dresden
Issue 4/2022	PD: 08. 04. 2022 AC: 11. 03. 2022 PM: 22. 03. 2022	Digital Rail Germany Upgrading the Rail System for Extreme Weather Conditions Noise Protection Measures (on Vehicles and Routes) Next Generation: Study and Training for the Rail Sector Including ETR-Swiss 1/22	Track Access Charges Summit , 20. - 21. 04. 2022, Riga
Issue 5/2022	PD: 13. 05. 2022 AC: 12. 04. 2022 PM: 22. 04. 2022	IRSA 2021: Science and Research for the Rail of the Future Infrastructure Management, Operation, Digitization Resource-Efficient Construction Trends and News around the Railway Superstructure: Planning, Construction, Diagnosis and Maintenance, Rail-Road Vehicles Including ETR-Science	28th International Exhibition for Track Technology , 31. 5. - 2. 6. 2022, Munster

Issue 6/2022	PD: 14. 06. 2022 AC: 10. 05. 2022 PM: 18. 05. 2022	Focus Local Transport in German speaking countries: Operation: Autonomous Driving Technology: Digital Innovation, Vehicles New Services and Technologies for City and Region Rail Transport in the Metropolitan Area Frankfurt and Hessen Including ETR-Austria 2/22	VDV Annual Meeting 2022 , 20 - 22. 6. 2022, Frankfurt
Issue 7+8/2022	PD: 10. 08. 2022 AC: 11. 07. 2022 PM: 19. 07. 2022	Focus Europe: Planning, Construction and Maintenance of Rail Infrastructure Structural Engineering: Bridges, Tunnel Expansion of Junctions, Night Trains, Long-Distance Vehicles	
Issue 9/2022	PD: 13. 09. 2022 AC: 15. 08. 2022 PM: 22. 08. 2022	Official Fair Issue for InnoTrans 2022 incl. Pre-Reports Products and Services for eco-friendly and digital Railway Market Research and Trends, Lightweight Construction, Additive Manufacturing Electronic Drive vs. Diesel, Interior, Brake Technology, Wheel Set Technology, Electrical- and air-conditional Components Connectors, Sensors, Surface Technology, Cleaning Infrastructure: Track Technology, Tunnel Technology, New Construction, Monitoring, Maintenance Including ETR-Austria 3/22	InnoTrans , 20. 9. - 23. 9. 2022, Berlin International Rail Forum and Conference , 5. 10. - 7. 10. 2022, Prague
Issue 10/2022	PD: 14. 10. 2022 AC: 09. 09. 2022 PM: 19. 09. 2022	Operational Concepts and Digitization Timetabling, Disruption Management Deutschlandtakt Shift2Rail Including ETR-Swiss 2/22	
Issue 11/2022	PD: 15. 11. 2022 AC: 12. 10. 2022 PM: 19. 10. 2022	Stations and Traffic Systems: BIM, Concepts, Projects, Equipment, Services, Networking of the Transport Modes Safety /Safety and Security / IT for Reliability andDurability Fire Protection, Level Crossing Technology Incl. Annual Calendar 2023	22nd International SIGNAL+DRAHT Congress , 16. - 18. 11. 2022, Fulda
Issue 12/2022	PD: 13. 12. 2022 AC: 10. 11. 2022 PM: 18. 11. 2022	Railway in the Region Berlin Brandenburg Review InnoTrans 2022 Maintenance of Rail Vehicles Incl. ETR-Austria 4/22	

ETR-Country features / dates and topics 2022

effective from 01.01.2022 / PD = publication date, AC = advertising copy deadline, PM = printing material deadline, AD = Advertorial deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution *subject to change
ETR international edition (english language)	PD: 05. 09. 2022 AC: 10. 08. 2022 AC: 27. 07. 2022 PM: 17. 08. 2022	International trade fair edition (InnoTrans 2022) Foreign markets for German industry: USA, China and UK Projects and products - Clean Mobility made in Germany Market research and trends	InnoTrans, 20. 9. - 23. 9. 2022, Berlin

Analysis of circulation and contents

effective from 01.01.2022

Monthly number of copies
4,611 copies
(IV. Q. 2020– III. Q. 2021)

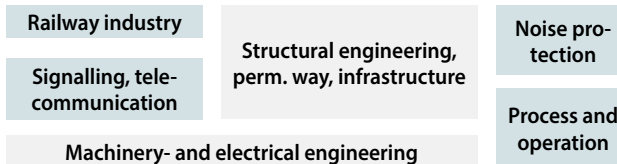
- 1 **Circulation:** controlled circulation
- 2 **Analysis of average:** IV. quarter 2020 - III. quarter 2021

Total number of copies:	4.611
therefrom printed:	3.400
therefrom digital:	1.211
Circulation by id Circulation:	4.193
Paid circulation:	1.548
Single subscription:	755
Digital licences:	793
Industry mailing / Promotional copies	2.578
Remaining copies, Voucher copies:	67
Foreign share	1.053

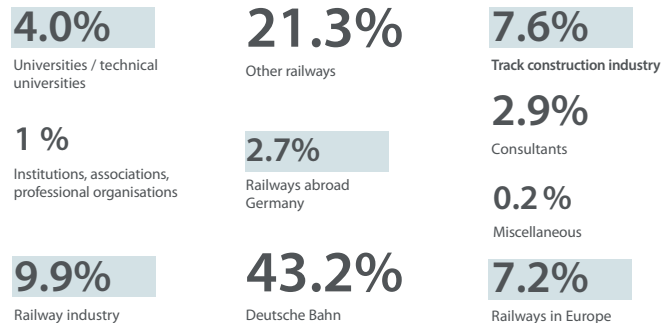
3 Geographical Analysis of Distribution:

Area	Part of total Circulation	
Germany	74.89 %	3,140 copies
Foreign Countries	25.11 %	1,053 copies

4 Analysis of editorial contents:



5 Analysis of editorial contents



Online

effective from 01.01.2022

Advertise successfully on the internet

Eurailpress.de offers daily news articles, information on tenders and contracts, a comprehensive archive. Flanked by our weekly e-newsletter with around 13,000 subscribers, Eurailpress.de is the most important source of information for the railway industry in the Central European, German-speaking countries.

1 Facts:

Access control:

Page Impressions*:

Visits*:

Unique Visits*:

* average: January - September 2021 (Measurable reach)



50.642

28.518

12.649

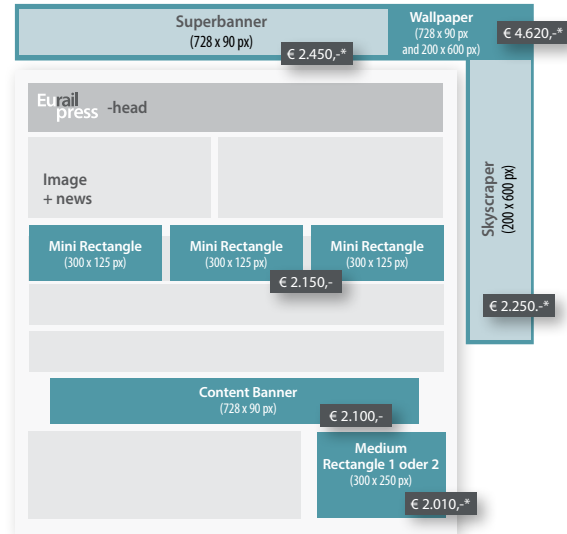
2 **Rotation note:** In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel 980x90 Pixel	300 x 125 Pixel	€ 2.450,00
Mini Rectangle	300x125 Pixel	300 x 125 Pixel	€ 2.150,00
Content Banner	728x90 Pixel	300 x125 Pixel	€ 2.100,00
Medium Rectangle	300x250 Pixel	300 x250 Pixel	€ 2.010,00
Skyscraper	120x600 Pixel 160x600 Pixel 200x600 Pixel	120 x 600 Pixel 160 x 600 Pixel 200 x 600 Pixel	€ 2.250,00
Wallpaper (Super Banner M plus Skyscraper)	728x90 Pixel 120x600 Pixel	not suitable for mobile	€ 4.620,00

4 Discounts:

5%	2 months	15%	6 months
10%	4 months	20%	12 months



* All prices are for 30 days

5 Supply data:

Please supply the data for **Desktop and Mobile-Version at least 3 working days before publication date to:**

E-Mail: cornelia.baer@dvvmedia.com

6 Technical Specifications:

- JPEG-, GIF- or SWF-Format/ HTML5. Please include the URL for image files and the use of a click tag for Flash-Banner or HTML5.
- Size of the banner should not exceed 150kB

E-Newsletter – You are the sponsor!

The E-Newsletter from Eurailpress | Woche is a favourite source of information amongst industry experts. It offers a weekly summary of the latest news from the rail industry as well as information on forthcoming events. The E-Newsletter is sent every Friday to approx. 13,000 experts from the rail industry and provides its sponsors with excellent results. Each newsletter has only one sponsor.

Sponsoring in a nutshell:

- **Your company logo** exclusive in the header area of the newsletter
- **Your products** as Advertorial
Text for the Advertorial has to be delivered as a Word-Document with **max. 1.500 characters** (incl. blanks!)

Subscribers: approx. 13.000

Price per mailing:

€ 1,550.-

Technical specifications:

- All images must be supplied in GIF- or JPEG-Format and the file size should not exceed 80 Kb with 72 dpi
Please do not use animated files.
- All images must be hosted externally by the customer and must be delivered with a link.

Our advice:

As you want your advertorial to be read, keep the text short and simple. Remember: Keep it short and sweet.

Advertorial: 275 x 229 px plus Text

Logo/Header: 570 x 60 px or 570 x 94 px

Supply date: 3 working days prior to publication to: cornelia.baer@dvvmedia.com

Contact: Tim Feindt , +49 40 23714-220, tim.feindt@dvvmedia.com

Additional positions:

Medium Rectangle (300x250px)

Content Banner (570x60 oder 570x94px)

€ 1,090.-

€ 1,200.-

weekly publication!



Price per Mailing:

€ 1,550.-

Stand-Alone Mailing/E-Shot

Our distributor for your company

The difference to Newsletter is the Stand-Alone-Mailing is determined to a specific reason or occasion. If you present your **new product** or **your innovations** or **announcing an upcoming event**, Stand-Alone-Mailing is your perfect medium. Stand-Alone Mailing are tailored to your specific requirements.

Our advice for higher opening rate:

- Match your mailing from content and layout adjusting to your marketing goal
- Keep your layout short and simple as you avoid horizontal scrolling
- Important for your mailing to be read is key message in the reference line. Keep an eye on a important and substantial key message, not longer than 30 characters (especially for mobile phone and tablets). That is important for a high opening rate
- Send interesting content to the reader with a suitable Call-to-Action - readers will be motivated to open the mailing
- Be creativ but still be understandable

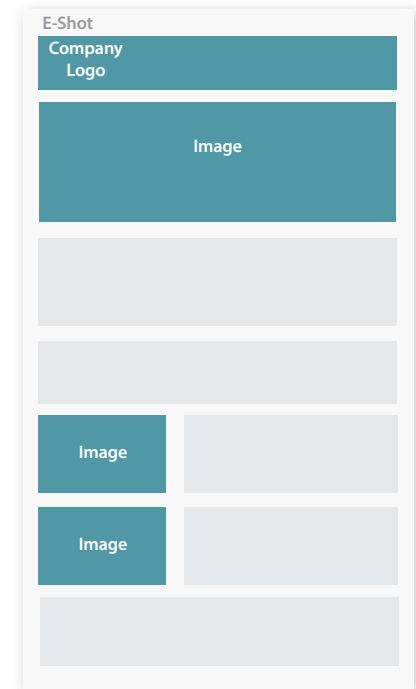
Price per mailing: € 2,550.–

Subscribers: approx. 13.000

Technical specifications:

- All E-Mails must be supplied in **HTML-Format**
- E-Mails should not exceed a maximum width of 600 pixel, there are not height limit
- Files should be as small as possible, ideally 40 to 100 Kb.
- Do not use **any JavaScript or Flash or forms, frames animated gif files or embedded videos**. All images must be hosted externally by the customer and must be delivered with a link.

For further informationen please contact us.



Price per Mailing:

€ 2,550.–

Webinar – Go online with us together!

The term webinar is composed of the words web and seminar and describes the modern form of an Online conference or training, which can be transmitted to the Internet using various online tools.

The biggest advantage of a webinar is that it can be followed from almost anywhere in the world and that by an unlimited number of participants. The only requirement is a desktop or a mobile device that has a stable network connection.

We combine for you our decades of experience in the railway industry and in the implementation of various events with a cutting-edge form of event online presence. We would like to assist you with the implementation of your webinars with the support of our editorial and technical know-how.

We offer you:

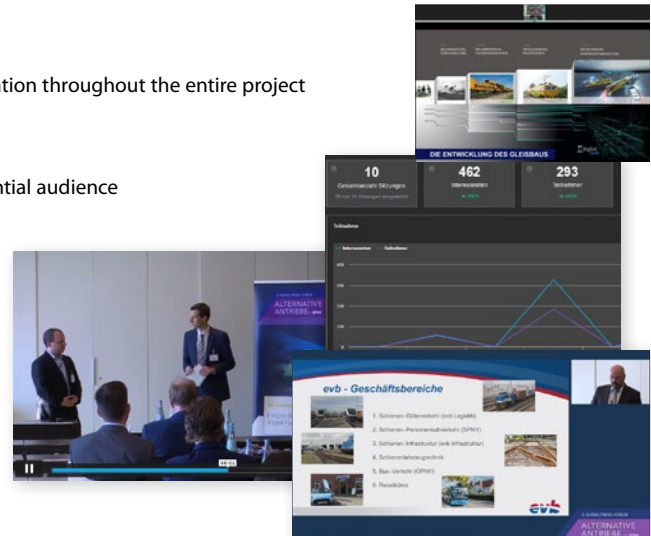
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the railway industry for the content design of your format
- The handling of the entire participant and speaker management
- A marketing plan which is tailor-made for your webinar in order to reach your potential audience
- The supply of the prepared video material following the online event
- A long-term platform for webinar review
- A detailed evaluation and analysis of the webinar data
- Lead Generation

Possible areas of application:

- E-Learning
- Introduction and explanation of (new) products
- Online interviews and discussions
- Company internal communication platform
- Replacement for a meeting on the spot to cover distances

Your advantages:

- Information of the participants regardless of the location
- You benefit from our publishing network and with our help you can design versatile programs
- Greater reach in marketing activities
- Through detailed analysis and feedback from the participants, you can draw long-term conclusions for your company



Price on request!

Sponsored Content

effective from 01.01.2022

Sponsored Content articles are promotional articles with the look and feel of editorial articles, which are integrated into the high-quality editorial of the website and marked as Sponsored Content.

Your Sponsored Content is delivered via the regular editorial system, begins its distribution via the start page and is published on the start page for a period of one month.

Benefit from this offer and present your products and services in an editorial outfit. You use a length of 300 words, a picture with a format width of 1920 px .

In addition, you can place a direct web link to your website.

1 Reason:

- Presentation of products and services
- Communication of new products
- Trade fair pre-communication

2 Presentation:

- Size: 1920 px width
- Text volume: 300 words
- Duration: 1 month
- Will be marked as Advertorial

Price:
€ 3,990.–



Eurailpress Über uns Kontakt Abo Werbung Newsletter Shop

NACHRICHTEN DOSSIERS PUBLIKATIONEN ARCHIV VERANSTALTUNGEN EURAJOBBS

Tu volentem fuga. Cepudi iusdand aeribus eveliquabit ea sita plignat. Accullo molestandi ris magnitotas

SPONSORED CONTENT

Neue U-Bahn-Werkstatt für die Hamburger Hochbahn

01. Januar 2021

Die Hamburger Hochbahn hat eine neue U-Bahn-Werkstatt in Betrieb genommen. Sie liegt zwischen den Haltestellen Legienstraße und Billstedt und hat 44 Millionen Euro gekostet. Alle 21 Tage kommt eine Hamburger U-Bahn in die Werkstatt. Geputzt werden die Bahnen zwar jede Nacht, aber kontrolliert und repariert nur alle drei Wochen. Nun geschieht das auch in Billstedt, am Gleis der U2 und U4. Das spart auf Dauer richtig Geld, wie Hochbahn-Vorstand Jens-Günter Lang sagte: „Alle Fahrzeuge der U2 und U4 mussten bisher auf die U1 nach Farmsen überführt werden, weil da unsere einzige Betriebswerkstatt liegt. Nun sparen wir 26 Überführungsfahrten am Tag.“ Die neue Werkstatt ist 135 Meter lang, 34 Meter breit und verfügt über vier Gleise mit je 120 Metern Länge. 40 Männer und Frauen reparieren die Züge - selbst an den Weihnachtsfeiertagen und Neujahr. Erstmals haben sie eine Arbeitsbühne für das Dach der Züge, um die Klimaanlage zu warten. Mitarbeiter der Hochbahn kommen nun bequem aufs Dach der Züge, um die Klimaanlage zu warten.

Auch ökologisch ist die U-Bahn-Werkstatt spitze, wie Verkehrssenator Anjes Tjarks (Grüne) betonte: „Das Projekt ist mit einer sehr intensiven Dachbegrünung geplant. Es ist so, dass nur Regenwasser verwendet und wiederaufbereitet wird, sodass wir höchste Standards der ökologischen Qualität haben.“ Die Waschanlage mit Regenwasser hat nun auch ein Kurzprogramm von 18 Minuten - quasi für die Katzenwäsche bei kaum verschmutzten U-Bahnen.

DVV Media Group General Terms and Conditions of Business

These general terms and conditions of business shall be valid for all contracts concluded with DVV Media Group GmbH (hereinafter referred to as “publisher”) regarding the publication of advertisements, irrespective of whether the client or customer is a consumer, an entrepreneur or a merchant. Any terms and conditions issued by the client or the customer which conflict with or differ from these general terms and conditions of business shall not be recognized. This shall also apply, if we do not expressly object to the inclusion.

1. Advertisements

1. The term „advertisement order” as used in the following general conditions of business shall refer to the contract concerning the publication of one or more advertisements of any advertiser or any other space buyer in a printed publication for circulation purposes.
2. Advertisement orders can be placed in person, by telephone, in written form, by e-mail, by fax or via the internet. The publisher shall not be liable for transmission errors. In case of doubt, advertisements shall be called up within one year after the signing of the contract. If the right to call up individual advertisements is granted within the framework of the contract, the order processing has to be completed within one year after publication of the first advertisement, provided that the first advertisement is called up and published within the deadline specified in clause 1.
3. Upon contractual signing, the customer shall also be entitled, within the agreed time period or the time period mentioned in paragraph 2, to retrieve further adverts in addition to the volume stated in the order.
4. If non-performance occurs during the course of the contract, as a result of circumstances for which the publisher is not responsible, the client is obliged to totally reimburse the price, regardless of any other legal obligations. Reimbursement shall not apply if the non-compliance is based upon force majeure in the publisher’s sphere of risk. In the event of force majeure or interruptions of operations (e.g. strikes, seizure etc.) the publisher has the right to a full payment of the published advertise-

ments, if the orders have been fulfilled with 80% of the guaranteed paid circulation.

5. As regards the calculation of order quantities, the millimeter lines of the text shall be converted in accordance with the price into advertisement millimeters.
6. Orders for advertisements and third party inserts, which are placed with the declared intention of being published only in certain numbers, specific issues or at certain places in the printed publication, have to be communicated to the publisher in good time, so that the client can be notified prior to the respective closing date, if the order cannot be fulfilled in the requested manner. Otherwise there shall be no guarantee for the inclusion of advertisements in certain numbers, issues or places in the printed publication. Categorized advertisements shall be put under the respective heading without requiring a specific agreement to this effect.
7. Contrary to advertisements on ad-pages, advertisements with a text part will be published on editorial pages. Advertisements “only in the text” are advertisements not adjacent to other advertisements. The publisher is entitled to flag editorially designed advertisements which cannot be discerned as being such as “advertisement”.
8. The publisher reserves the right to reject advertisements – as well as individual placements as part of a standing order – and insert orders on the basis of their content, their origin or their technical form in accordance with uniform, objectively justified principles; the same applies if their content violates laws or administrative regulations or if their publication would be unacceptable to the publisher. This also applies to orders, which are placed with branch offices, order lines or agents. Insert orders are only binding for the publisher after submission of a sample insert and the publisher’s approval thereof. Orders for supplements shall not be processed, if the supplements would give readers the impression of being a component of the newspaper or the magazine due to their format or layout, or if they contain advertisements by third parties. The refusal of an order will be communicated immediately to the client. The client bears sole responsibility for the content and legal admissibility of the text and

the graphics provided for the insertion. The client shall indemnify the publisher against third party claims in this respect. This also applies if the order is cancelled. The publisher does not have a duty to determine whether orders or an advertisement order constitute an impairment of third party rights.

9. The customer is responsible for ensuring the timely delivery of the advertisement copy, proper printing material or inserts. The publisher shall require immediate replacement for visibly unsuitable or damaged printing material. The publisher guarantees the usual standard of print quality for the selected title within the technical scope of the material submitted.
10. If the advertisement is printed completely or partially illegible, the client is entitled to a reduction in payment or a correct substitute, but only to the extent that the purpose of the advertisement has been impaired. If the publisher does not comply with a reasonable deadline set for this purpose or if the substitute advertisement is again incorrect, the client shall have the right to reduce the price or to cancel the order. Any complaints – except in the case of obvious deficiencies – must be notified within four weeks after receipt of the invoice. The publisher shall hold responsible in all cases of contractual and extra-contractual liability in the event of wrongful intent and gross negligence in accordance with the statutory provisions for damage claims and reimbursement of expenses incurred in vain. In all other cases the publisher shall only accept liability – unless otherwise specified – in the event that an essential obligation of the contract has been violated, and the fulfillment of this contractual obligation is vital for the proper performance of the contract, and the observation of which the client may regularly rely on (so-called cardinal duty), however, restricted to the compensation for the foreseeable damages which are typical for the contract. In all other cases liability shall be excluded subject to the following clause. Liability for damages resulting in loss of life, physical injury or health damage, as well as liability under the Product Liability Act shall remain unaffected by the above restrictions to liability and liability exclusions.

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11. Proofs shall only be provided if this is explicitly requested. The client shall bear the responsibility for the correctness of the returned proofs. The publisher shall take into account all corrections reported within the final deadline stipulated upon sending the proof. If the test prints sent to the client in good time are not returned by the deadline for the advertisements, then the approval for printing shall be considered to have been granted.

12. If no specific formats are indicated, the actual printing height as it is common for that type of advertisement will be taken as the basis for calculation.

13. If the client does not make payment in advance, the invoice shall be posted within 14 days following publication of the advertisement. The invoice shall be paid within the time limit as shown on the rate card, starting with the receipt of the invoice, if in specific cases no other time limit for payment or advance payment has been mutually agreed upon. Any discounts for premature payments are granted in accordance with the price list.

14. In the event of late or deferred payment, interests and collection costs shall be charged. The publisher is entitled to hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published. In case of reasonable doubt concerning the solvency of the client the publisher shall be entitled, also during the term of an advertising order, to make the publishing of additional advertisements a contingent on payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.

15. Upon request, the publisher will supply a specimen copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order, cuttings of advertisements, sample pages or complete copies of the issue will be supplied. If a sample copy is no longer available, the publisher shall provide instead a legally binding declaration confirming the publishing and distribution of the advertisement.

16. The client shall bear the costs for printing blocks, films, lithographs, matrices and drawings, and any significant changes to

the originally agreed specifications requested by the client.

17. A decrease in circulation may give grounds for an entitlement to a price reduction, if the overall circulation average throughout the insertion year beginning with the first advertisement or stipulated in the price list or otherwise – if the circulation has not been specified – is smaller than the average circulation sold during the previous calendar year (in case of trade magazines this refers to the circulation actually distributed, if applicable). A reduction in circulation shall only be a deficiency that justifies a price reduction, if the circulation falls short by at least 20%. Furthermore, any claims to price reduction or compensation shall be excluded, if the publisher has notified the client of the reduction in circulation in such a timely manner that the client could have withdrawn from the contract before the advertisement was published.

18. For advertisements with box numbers the publisher will keep and punctually pass on offers with the due diligence of a prudent businessman. Registered letters and express letters in response to box number advertisements shall only be forwarded by normal postal means. Any incoming letters for box number advertisements will be retained for four weeks and will be destroyed if not called for within this period. Valuable documents shall be returned by the publisher without being obligated to do so. The publisher reserves the right to open incoming letters for checking purposes in order to prevent the abuse of box number services. The publisher is not obliged to pass on business proposals and offers from brokers. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages are excluded from onward transmission and will not be accepted; however, receipt and forwarding can be agreed in particular cases, if the client bears the charges/costs incurred as a result.

19. Print material shall only be returned to the client upon special request. The obligation to keep this material ends three months after expiry of the order.

20. The place of performance is Hamburg. In commercial transactions with merchants, legal persons under public law or public law special funds the place of jurisdiction is Hamburg. If the client does not have a general place of jurisdiction in the inland,

then the area of jurisdiction is Hamburg. If the domicile or place of habitual residence of the client is unknown at the point in time when the complaint is raised, or if, after conclusion of the contract, the client has transferred his usual residence to a place outside the area in which the law is valid, it is agreed that the publisher's business address shall be the place of jurisdiction. The contract shall be subject to German law. We are not willing nor obligated to submit to an "out-of-court consumer arbitration litigation" concerning consumer dispute settlement proceedings.

