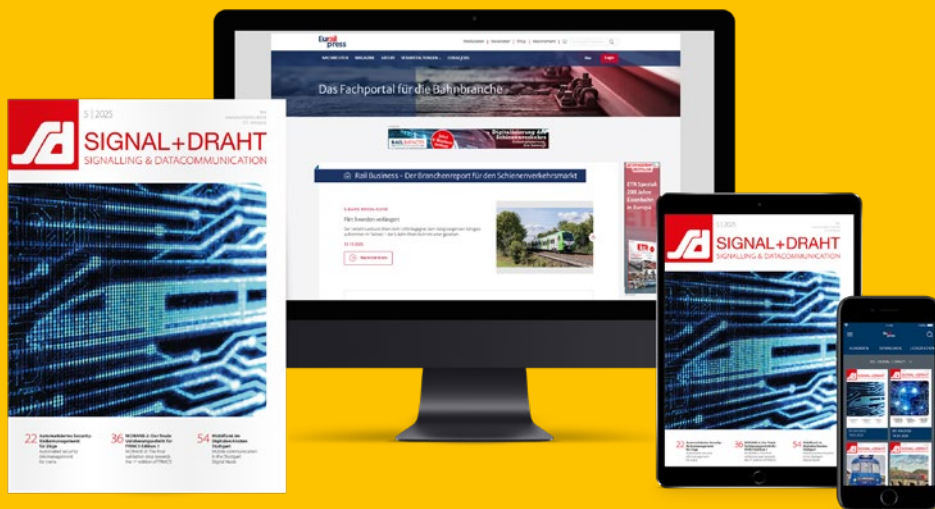




MEDIA DATA 2026

SIGNAL + DRAHT
SIGNALLING AND
DATACOMMUNICATION

120
JAHRE



Eurail
press



Your partner in the publishing house Content



Silke Härtel (Advertising Director)
Phone: +49 40 23714-227
E-Mail: silke.haertel@dvvmmedia.com



Silvia Sander (Ad Sales)
Phone: +49 40 23714-171
E-Mail: silvia.sander@dvvmmedia.com



Nicole Junge (Ad Technique)
Phone: +49 40 23714-263
E-Mail: nicole.junge@dvvmmedia.com

www.eurailpress.de

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Editorial / Publishing

effective from 01.01.2026

1 Editorial profile:

The world's leading expert source of signalling, telecommunications, passenger information. Founded in 1906, the trade magazine SIGNAL+DRAHT (SD) is a guide to modern signalling, communication and information technology in rail transportation. Today SD is the acknowledged leading international trade medium which is the source of information for engineers, experts and executives from railway, industries and the sciences worldwide. **From 2016 on the magazine is completely published bilingually in German and English and thus is for a more internationally orientated readership.**

2 Cooperation:

Mediendatenbank der Deutschen Fachpresse

3 Publisher:

DVV Media Group GmbH

4 Editor-in-Chief:

Dipl.-Phys. Reinholdt Hundt, Ing. August Zierl

Editorial Department: Jennifer Schacha

E-Mail: jennifer.schacha@dvvmedia.com

5 Advertising Department:

Silke Härtel (Advertisement Director)

Phone: +49 40 23714-227

E-Mail: silke.haertel@dvvmedia.com

Silvia Sander (Advertisement Sales)

Phone: +49 40 23714-171

E-Mail: silvia.sander@dvvmedia.com

6 Volume: 118th year of publication 2026

Frequency: monthly (10 copies a year, 2 double issues)

7 Publishing House: DVV Media Group GmbH, Hamburg

Postal Address: P.O.Box 101609, D-20010 Hamburg

Company Address: Heidenkampsweg 75, D-20097 Hamburg

Telephone: +49 40 2 37 14-100

8 Publishing/Editorial Schedule: Topics see page 8–9

9 Subscription Rate:

foreign annual subscription € 341.00 (incl. postage)

10 ISSN: 0037-4997

Advertisement rates No. 59

effective from 01.01.2026

1 Magazine format: 210 mm width, 297 mm height, DIN A4

2 Page size: 182 mm width, 265 mm height

Column number: 2 columns, column width: 89 mm

3 Printing and binding, reprographics data: Offset printing, adhesive binding. Data transfer formats: printable pdf, 300 dpi resolution in CMYK

4 Publication schedules:

(see page 8 - 9)

Publication: monthly, 10 issues (2 double issues)

5 Publisher:

DVV Media Group GmbH

Postal Address: Heidenkampsweg 75, D-20097 Hamburg

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

Advertisement department:

Telephone: +49 40 23714-227, -171

6 Conditions of Payment:

Payment due immediately on receipt of invoice, without deduction. VAT ID number: DE 11819873

Bank:

Deutsche Bank AG

Account No. 0201 42600 (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	104 x 297 mm	110 x 303 mm
1/3 page width	210 x 99 mm	216 x 115 mm
1/4 page width	210 x 80 mm	216 x 86 mm
1/4 page height	104 x 148 mm	110 x 154 mm

8 Surcharges:

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

9 Price per column:

€ 4.14

* no agency commission applicable

Advertisement rates No. 59

effective from 01.01.2026

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

 SIGNAL+DRAHT SIGNALING & DATA COMMUNICATION 195 x 176 mm Cover page only in 4c € 4.700,-	182 x 265 mm 1/1 page basic price b/w € 3,125.00	182 x 190 mm 3/4 page width basic price b/w € 2,370.00	182 x 175 mm 2/3 page width basic price b/w € 2,140.00	120 x 265 mm 2/3 page height basic price b/w € 2,140.00	182 x 130 mm 1/2 page width basic price b/w € 1,600.00	89 x 265 mm 1/2 page height basic price b/w € 1,600.00	182 x 85 mm 1/3 page width basic price b/w € 1,110.00
182 x 64 mm 1/4 page width basic price b/w € 840.00	89 x 130 mm 1/4 page height basic price b/w € 840.00	182 x 32 mm 1/8 page width basic price b/w € 440.00	89 x 64 mm 1/8 page height basic price b/w € 440.00				

11 Surcharges for special positions:

2., 3. and 4. cover page and specified position	10 % surcharge on basic price
---	-------------------------------

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 insertions	%	Volume discount pages	%
2 x	3	2	5
4 x	5	4	10
6 x	10	6	15
from 9 x	15	from 9	20

Discount does not apply to colour surcharges, insertion bleed and other additional technical charges.

Special Advertisement 2026 No. 59

effective from 01.01.2026

Special Advertisements stand out from the other adverts while simultaneously enhancing awareness and thus achieving positive effects. Are you bubbling over ideas? Contact us – We are open to your creativity and new ideas!

1 Bound inserts:*

2 pages € 3,135.00	4 pages € 4,700.00	6 pages € 5,495.00	8 pages € 6,250.00
-----------------------	-----------------------	-----------------------	-----------------------

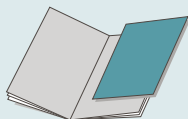
For discounts see volume discount list. One page = one advertisement page.

Please deliver bound insertions in unbled format of 216 mm width and 303 mm height (four pages and more should be folded). Number of insertions given on application.

2 Loose inserts:*

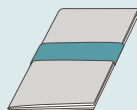
size 205 x 290 mm
Up to 25 g. **per thousand € 395.00** plus handling costs.
Number of inserts given on application.

Loose inserts



205 x 290 mm;
up to 25 g
total weight.
€ 395.00 per
thousand

Banderole



Full colour
€ 4,200,00

3 **Banderole:*** **Full colour, € 4,200.00** (total circulation)
For further information and technical data please contact us.

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

A & O GmbH, Elisabeth-Selbert-Str. 5,
63110 Rodgau-Dudenhofen
(Mark consignment: For "SIGNAL + DRAHT" – No. .../2026)

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

Advertorial - Your content

effective from 01.01.2026

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 **SIGNAL + DRAHT**. 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 = € 4,260.-
- 2/1 page, 4c = € 7,970.-

5 Text requirements:

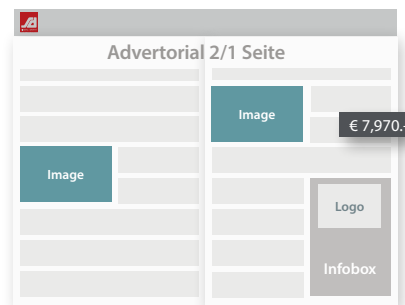
Advertorial 1/1 page:

- **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)*

Dates and topics 2026 / Issues 1 – 6

Valid from 01.01.2026 / PD = publication date, AC = advertising copy deadline, PM = printing material deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution
1+2/26	PD: 13.2.2026 AC: 16.1.2026 PM: 23.1.2026	Automation of railway operations Integration of AI in the development process of safety-critical railway systems EULYNX Deployment Cluster – an overview Follow-up report from the SIGNAL+DRAHT Congress	
3/26	PD: 17.3.2026 AC: 13.2.2026 PM: 20.2.2026	Operations management and control technology - Artificial intelligence and capacity management Closing time optimisation for level crossings using train control ETCS Level 2 roll-out programme in Austria The control station system of the future	22th. Intern. Conference on Railway Vehicle-Wheel/Track , 04.03. - 06.03.2026, Dresden 28th Annual Meeting of EBA Railway Experts , 17.3.-18.3.2026, Berlin
4/26	PD: 17.4.2026 AC: 13.3.2026 PM: 20.3.2026	FRMCS, GSM-R, 5G for rail, Cyber Security Data potential for efficient railway operations Safety and security ETCS ATO test deployment with a pre-FRMCS multi-channel router in the SM5 train 5G RACOM goals, practical application and chances of implementation	RDMC - Railway Diagnostic and Monitoring Conference , 16.4.-17.4.2026, Hamburg 9th Eurailpress-Forum „Alternative drives in Passenger Transport , 5.5.2026, Hamburg
5/26	PD: 18.5.2026 AC: 14.4.2026 PM: 20.4.2026	ETCS: Regulations and Rules Approaches to managing complexity in the digital control and safety technology sector Cost Drivers of ETCS Trackside Systems: the supply industry's perspective First cross-manufacturer radio block centre change in Germany	VDV-Annual Conference , 9.6.-11.6.2026, Karlsruhe
6/26	PD: 18.6.2026 AC: 18.5.2026 PM: 22.5.2026	Testing of pre-measurement procedures for tamping machines Experience with ETCS on-board retrofitting Experience with ssector guideline 2.0 Testing and approval of GoA3/GoA4 systems	16th German Public Transport Day , 23.6.-25.6.2026, Koblenz

Dates and topics 2026 / Issues 7-12

Valid from 01.01.2026 PD = publication date, AC = advertising copy deadline, PM = printing material deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution
7+8/26	PD: 19.8.2026 AC: 17.7.2026 PM: 24.7.2026	ETCS: Projects and System Development Modernisation of key management in digital railway operations The error correction process and BCA questionnaires ETCS Level 2 projects in Germany	
9/26	PD: 16.9.2026 AC: 14.8.2026 PM: 21.8.2026	Official trade fair issue to mark InnoTrans 2026, Berlin Industry news and innovations with exhibitor preview IIT as the inspection train of the future Axle counter with EULYNX interface in operation The evolution of holistic switch health diagnostics – current status ATO shunting operations	InnoTrans 2026 , 22.9.-25.9.2026, Berlin
10/26	PD: 15.10.2026 AC: 11.9.2026 PM: 18.9.2026	Regional Rail Technology / Train Control Systems for Regional Railroads Railway safety concepts in other areas of mobility Experience gained from the development of fully automated driving at Digital Rail Germany Efficient control in rail transport	
11/26	PD: 3.11.2026 AC: 5.10.2026 PM: 13.10.2026	120 years of SIGNAL+DRAHT – Official congress edition for the 26th SIGNAL+DRAHT CONGRESS Cross-border signalling technology Bridging capability up to the digitisation of signal box and block technologies in existing systems Antenna measurement methods using drone technology	26th SIGNAL+DRAHT-Congress , 11.11.-13.11.2026, Fulda
12/26	PD: 17.12.2026 AC: 17.11.2026 PM: 23.11.2026	Fibre optic sensing applications, Level crossing and switch technology TecWatch – monitoring platform Radio-based monitoring system for manual switches Switch changeover via app Detection of overheated motors and gearboxes	

Analysis of circulation and contents

effective from 01.01.2026

- 1 **Circulation:** Controlled circulation
- 2 **Analysis of average:** I. Quartal 2025 – III. Quartal 2025

Total Number of copies	3,067
therefrom printed	1,892
therefrom digital	1,175
Distribution according to recipients	2,569
Paid Circulation:	2,209
Individual subscriptions	1,901
Digital user licences	308
Industry mailings and promotional items	210
Archives and Voucher copies	150
Foreign share of distributed circulation	936

3 Geographical Analysis of Distribution:

Area	Part of total Circulation	
Germany *	63.5 %	1,633 copies
Foreign Countries	36.5 %	936 copies

Classification of the distribution in foreign countries*

Area	%	Copies
Austria	26.2	245
Switzerland	17.1	160
East-/South Europe	20.7	194
Other European States	26.0	244
Foreign countries	10.0	93
Foreign total	100.0	936

* UIC, OSShd and UEEIV as well as their connected railway companies belong to the addressee of SIGNAL + DRAHT.

4 Subjects:

Signalling and Control technology	FRMCS / 5G for rail	Wayside Train Monitoring Systems
Cyber Security	Overvoltage protection	Points and Level crossing technology
Train Detection	Control and safety technology	ETCS / ERTMS

5 Branch of industry / professional groups:

30.1
Deutsche Bahn AG

10.3%
Railway industry, signalling, telecommunication and operation control technology

4.1 %
Technical planning, consultants

26.0 %
Private railways, regional railways, factory train, harbour railway, public transport rail

4.4 %
Technical universities, universities, scientific institutions

2.0 %
Railway companies, companies of track building and maintenance

16.0
Railway in Europe

6.0 %
Railway outside Europe

0.4 %
Miscellaneous

0.7 %
Professional organisations, trade associations, transport policy institutions

Online

effective from 01.01.2026

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 10,000 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*:

38.502

Visits*:

25.299

Unique Visits*:

15.389

* monthly average: March 2025 - September 2025 (Measurable reach)

2 Rotation note:

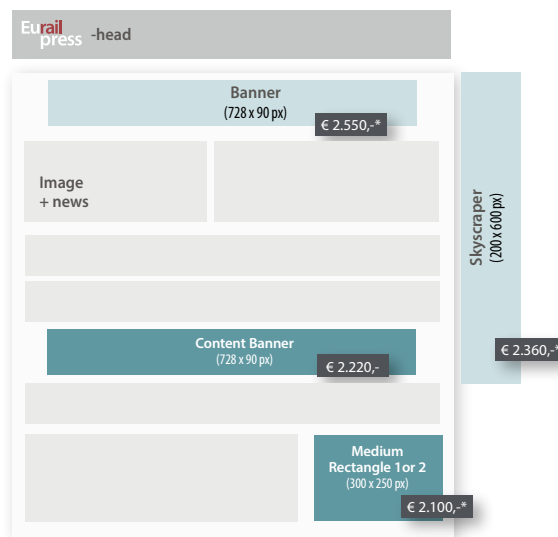
In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel 980x90 Pixel	300 x 125 Pixel	€ 2,550.00
Content Banner	728x90 Pixel	300 x125 Pixel	€ 2,220.00
Medium Rectangle	300x250 Pixel	300 x250 Pixel	€ 2,100.00
Skyscraper	120x600 Pixel 160x600 Pixel 200x600 Pixel	120 x 600 Pixel 160 x 600 Pixel 200 x 600 Pixel	€ 2,360.00

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: frank.schnakenbeck@dvvmedia.com

6 Technical Specifications:

- JPEG-, GIF- or 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

Sponsored Content

effective from 01.01.2026

Your brand in the editorial environment

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.

Use this attractive format to effectively **present your products, services or brand** – with the look and feel of an editorial article.

1 Suitable for:

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

2 Scope of service:

- Size: **1920 pixel width**
- Text volume: **300 words**
- **Direct web link** to your website

Price:
€ 3,990.–


Über uns Kontakt Abo Werbung Newsletter Shop

NACHRICHTEN
DOSSIERS
PUBLIKATIONEN
ARCHIV
VERANSTALTUNGEN
EURAILJOBS



Tu volentem fuga. Cepaui iudand aeribus eveliquat ea sita pilgnat. Accullo molestandi nis magnitnas

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.

E-Newsletter – You are the sponsor!

The weekly E-Newsletter from Eurailpress | Woche is a valued source of information amongst industry experts. Every Friday it delivers the latest news from the railway industry in a compact format and provides information about upcoming events.

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. 1,000 characters** (incl. blanks!)

Subscribers: approx. 10,000

Price per mailing (every Friday):

€ 1,690.-

Technical specifications:

- The image must be supplied in PNG- or JPEG-Format and the file size should not exceed 80 KB with 72 dpi- Please do not use animated files.
- The image 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 as this is the only way to ensure your advertorial will be read and not overlooked.

Advertorial: 275 x 229 px plus text

Company-Logo/Header: 570 x 60 px or 570 x 100 px

Supply date: 3 working days prior to publication to: frank.schnakenbeck@dvvmmedia.com

Additional positions:

Medium Rectangle (300 x 250 px)

Content Banner (728 x 90 px)

€ 1,340.-

€ 1,490.-



Stand-Alone Mailing / E-Shot

effective from 01.01.2026

Stand-Alone-Mailing - targeted, effective, personalised

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.

Your advantages:

- **Customisable:** Content and design can be tailored precisely to your needs and goals.
- **High visibility:** A clear focus on your message ensures that it is noticed

Our advice for higher opening rate:

- **Tailor content and design to your target audience:** consistent, appealing, targeted
- **Simple layout:** Avoid horizontal scrolling - important on mobile devices.
- **Catchy reference line:** Maximum 30 characters and a clear core message – crucial for the opening rate
- **Relevant content & Call-to-action:** Offer interesting content and encourage interaction.
- **Be creative but still be understandable:** Grab attention without complicating the message. This is how you reach your audience efficiently, precisely and effectively.

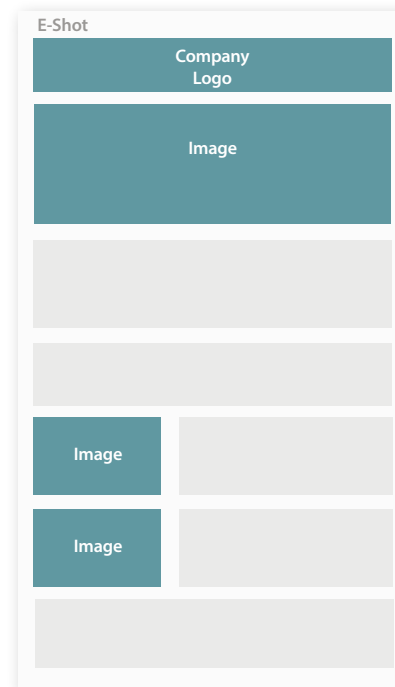
Price per mailing: € 2,770.–

Subscribers: approx. 10,000

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.

Please note: Additional cost will be charged, depending on the work associated with extensive editing and creating of E-shots (templates).



Price per Mailing:

€ 2,770.–

Social Media

effective from 01.01.2026

Product	Channel				Formats		
Advertising Format	Instagram	Facebook	LinkedIn	X	Instagram	Facebook	LinkedIn
Feed Post classic	€ 550.-	€ 590.-	€ 650.-	€ 550.-	1080x1080 (square), 1080x508 (landscape), 1080x1350 (portrait)	1200x627 (Linkpost), 1200x630 (imagepost, landscape), 1200x1500 (Image post portrait), 1200x677 (Videopost)	1200x627 (only Image)
Facebook, Instagram Story (Customer delivers „finished“ Reel) Running time 24 h	€ 600.-	€ 550.-	–	–	1080x1920	1080x1920	–

Our social media channels:

	LinkedIn	5,033 Follower*
	Facebook	1.755 Follower*
	X	614 Follower*
	Instagram	233 Follower*

* Status: October 2025

Advantages Social Media Marketing

- high target group affinity
- little scattering loss
- better success control through measurability
- more coverage and visibility by intelligent linking of online and offline marketing measures

Use the range of social media to publicize your business, your product, your event or your service.

Facebook, X, Instagram und LinkedIn are leading social media provider

Use the opportunity, to advertise your image via postings, short video clips or photos

Your contact person: Tim Feindt
Phone: +49/40/237 14-220
E-Mail: tim.feindt@dvvmedia.com

Timeline

- 
- Content Deliver to tim.feindt@dvvmedia.com 7 days prior to publication date
 - Preparation of postings/stories and final approval by customer
 - Postings/stories will be published in planned week of publication
 - Reporting after 4 weeks created

Webinar – Go online with us together!

Webinar – Your digital stage for knowledge and exchange

A webinar is a modern combination of web and seminar: an online conference or training course that is broadcast live on the internet. The biggest advantage is that it can be held anywhere and has an unlimited number of participants. All you need is a computer or mobile device with a stable internet connection.

We combine our many years of experience in the rail industry and in organising events with state-of-the-art online technology. With our editorial and technical expertise, we support you in planning and implementing your webinar – professionally and efficiently.

Our services:

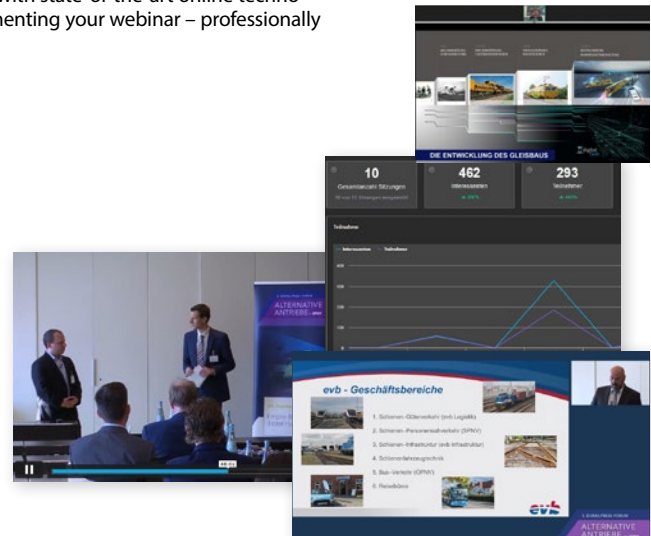
- Personal contact person throughout the entire project
- Professional implementation via a user-friendly online tool
- Access to our industry network for content design
- Participant and speaker management
- Individual marketing plan for participant recruitment
- Preparation and provision of video material after the event
- Long-term platform for webinar review
- Detailed evaluation of the webinar data and 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:

- Location-independent participant information
- Use of our publishing network for diverse content
- Increased reach through targeted marketing measures
- Valuable insights through participant analysis and feedback



Price on request!

General Terms of Business for Advertisements

1. "Advertisement order" in the following General Terms of Business is an agreement covering one or several advertisements of an advertiser or client in a publication for the purpose of dissemination.

2. Unless otherwise agreed upon, advertisements are to be released for publication within one year from date of order. If a contract provides for the right to release individual advertisements such a contract should be filled within one year from date of publication of the first advertisement provided the first advertisement was released and published within the period outlined in sentence 1.

3. Under a contract the advertiser is entitled to release additional advertisements in excess of the number covered in the contract, within the period agreed or within the period outlined in section 2.

4. Should an order not be filled for reasons beyond the publisher's control, the advertiser is obliged to refund to the publisher the difference between the discount granted and the respective discount for the number of advertisements actually published, irrespective of any other contractual obligations. Should the non-performance be due to force majeure on the part of the publisher, there is to be no such refund. In case of interruption of operation or external intervention (industrial disputes or seizures etc.), the publisher is entitled to payment in full of the advertisements published, if the advertising order has been filled with 80 % of the guaranteed circulation being sold. Otherwise payment is to be made on the basis of cost-per-thousand per page according to the guaranteed circulation stated in the tariff.

5. In computing the total space, text millimeter lines will be converted into advertisement millimeter in respect of the price.

6. Orders for advertisements and furnished inserts which are to be published in specific editions or editions, or in a specified space, must be received by the publisher in good time, so as to allow the publisher before closing time to advise the client should it prove impossible to execute the order as stipulated. Classified advertisements will be placed in the respective section without requiring any special arrangement.

7. Unlike advertisements in advertisement pages, reader advertisements will be placed on the editorial pages. Such reader advertisements stand by themselves and face text on at least three sides without facing another advertisement. Advertisements which are not identifiable as such on account of their editorial drafting will be marked by the publisher with the word "Advertisement".

8. The publisher reserves the right to refuse the acceptance of advertisement orders or of individual releases under a contract, as well as of orders for inserts on account of their content, -origin, or technical form on the basis of uniform and justified principles, should their content violate any existing laws or regulations or should such publication be unacceptable to the publisher. This also applies to orders placed with branch offices, advertising agencies for representatives. Orders for furnished inserts will not become binding on the publisher until specimens of such inserts have been presented and approved. Inserts whose format or layout give the impression of being part of the newspaper or peri-

odical, or which contain other advertisements, will not be accepted by the publisher. The client will be advised of such refusal of an order without delay. The advertiser bears the sole responsibility for both content and legality of the text and image material supplied to the publisher. The advertiser is obliged to exempt the publisher from any liability against a third party which may arise from the execution of an order, even after its cancellation. The publisher is under no obligation to verify orders or advertisements in respect of possible infringements of the rights of a third party.

9. The client is responsible for the supply in good time of the advertisement text, as well as correct copy or inserts. Should the material supplied be unsuitable or damaged, the publisher will immediately request replacement. The publisher warrants the usual quality of print in the newspaper or periodical specified, within the limits of quality of the material/manuscripts furnished.

10. Should the print of an advertisement be completely or partly illegible, incomplete or incorrect the advertiser/client is entitled to an allowance in price or to a reprint but only to the extent to which the purpose of the advertisement was affected. If the publisher lets the appointed time pass, or if the reprint is again unsatisfactory, the advertiser/client has the right to demand an allowance or cancellation of the order. The publisher is not liable for damages for reasons of negligence and tort at the time of concluding the contract, including telephone orders. Claims for damages arising from impossibility of performance or from delay are limited to compensation of the foreseeable damage or loss and to the price payable for the advertisement or insert. This does not apply to intent or gross negligence on the part of the publisher or his representative or his servants. Moreover it does not affect the publisher's liability in respect of breach of warranty. In commercial transactions the publisher is not liable for gross negligence on the part of his servants, and in all other cases the liability vis-à-vis commercial clients for gross negligence is limited in extent to the amount of consideration for the advertisement in question. Complaints must be raised within four weeks from date of bill or specimen copy - except in cases of obvious mistakes or defects.

11. Proof copies will only be supplied on special request. The client is responsible for the correctness of proof copies returned by him. The publisher will consider any corrections made by the client if and when they are made within the period as stated on the proof copy.

12. Should the size/space of the advertisement not be specified by the client, the publisher will charge for the actual size of the printed advertisement.

13. Unless the client effects payment in advance, the bill will be sent immediately, or within 14 days after publication of the advertisement. Payment is to be made within the period specified in the tariff from date of bill, unless different terms or advance payment have been agreed upon in individual cases. Discounts for premature payments will be allowed according to our price list.

14. In case of default or respite interest and charges will have to be borne by the client. In case of default the publisher has the right to

post-pone execution of the balance of order until payment has been made and to demand advance payment for the outstanding advertisements. In case of doubt concerning solvency of a client, the publisher is entitled to demand advance payment of the amount in question and/or settlement of any outstanding accounts, even during the term of a contract and irrespective of the terms of payment originally agreed and prior to publishing any further advertisements.

15. On request the publisher will submit a specimen copy together with the bill, i.e. a cutting, advertising page or complete issue depending on the nature and size of the advertisement order. Should a specimen copy not be available the publisher will issue a statement confirming that the advertisement has been properly printed and published.

16. The advertiser/client is to bear the costs for printing blocks, matrix and drawings ordered, as well as costs for major subsequent alterations made at the request of the client.

17. A lower circulation under a contract for several advertisements entitles the client to a claim for diminution provided that the average circulation during the contract year is actually below the circulation stated in the price list; if a circulation has not been stated it is to be understood as the average of net paid circulation, or delivered circulation in the case of trade journals. The shortage in circulation must be at least 20 per cent to justify a diminution in price. Claims for diminution under a contract will not be considered if the publisher has advised the client about the decline in circulation in good time so as to allow the client to withdraw from the contract before publication of the advertisement.

18. The publisher will employ due diligence in keeping and forwarding replies received in response to box number advertisements. Registered letters and letters for special delivery in response to box number advertisements will be forwarded by ordinary mail. Replies to box number advertisements will be kept for four weeks and will be destroyed if not called for within this period. Valuable material will be returned to sender, without any obligation on the part of the publisher. To safeguard the interest of clients the publisher reserves the right to open and inspect such replies to box number advertisements in order to prevent abuse of this service. The publisher is not obliged to forward offers or literature from merchants or intermediaries.

19. Clients' manuscripts or other material will only be returned on request. The publisher is not obliged to keep such material for more than three months.

20. Place of performance is Hamburg. Place of jurisdiction is Hamburg for all transactions with private and/or public companies or corporations, or state-owned funds. If the client has no place of venue in Germany, the agreed place of jurisdiction is to be Hamburg. If at the time of commencement of action, the client's residence or address is unknown or in case of transfer to another country, the agreed place of jurisdiction is to be Hamburg. Please note that in case of any doubt the German version of these General Terms of Business is valid.

