



The trade magazine  
for the toy industry

## Target group:

Traders/retailers, including manufacturers from the toys, games, multimedia segment, model kits, book industry, creative arts & handicrafts and festive articles line of business as well as other individuals who have a professional interest in these products.

## Print run:

8,855 copies\*

## Qualified circulation:

8,566 copies\*

## Frequency:

9 issues per year

## Volume:

108<sup>th</sup> volume 2017

## Membership/Participation:

IWV (Information Community for the Assessment of the Circulation of Media)

ITMA (International Toy Magazines Association)

LIMA (Licensing Industry Merchandisers' Association)

\*Source, IWV 1<sup>st</sup> Quarter 2016





## Brief description:

The trade magazine «das spielzeug» has been appearing since 1909, making it the oldest publication in the industry. It targets retailers, manufacturers and everyone professionally involved in toys, books, hobbies and handicrafts, licences and multimedia.

The editorial coverage includes national and international business concepts, current industry news, product presentations and trade fair reports. Exclusive contributions and studies round off the editorial offering.

The English-language magazine «Toy Fair Special by das spielzeug» has been published in a practical pocket format since 2013 – once a year in the run-up to the Nuremberg Spielwarenmesse.



Our magazine "Toy Fair News by das spielzeug and baby&junior" (bilingual in English and German) appears on the first four days of the Spielwarenmesse, featuring up-to-the-minute news and trends from the toy fair.

«das spielzeug» is a member of the International Toy Magazines Association (ITMA) and of the International Licensing Industry Merchandisers' Association (LIMA).



## Toy Fair News by das spielzeug and baby&junior

The magazine «Toy Fair News by das spielzeug and baby&junior» appears on the first four days of the Spielwarenmesse toy fair in Nuremberg. Each issue provides visitors with a "To Do List" featuring tips on what is really relevant and which stands are not to be missed. The magazine appears in an i-pad format and is distributed to the hotels in Nuremberg early each morning, by promoters at Nuremberg International Airport and to subscribers to das spielzeug and baby&junior. They are also available from the displays at the das spielzeug's exhibition stand as well as our advertisers' stands.

**Advertising deadline:** 09.01.2017  
**Publication dates:** 01.02.2017 (Wednesday), 02.02.2017 (Thursday), 03.02.2017 (Friday), 04.02.2017 (Saturday)

**Languages:** English/German  
**Magazine format:** 170 mm x 240 mm

**Print-run:** 5,000 copies per issue  
**Distributed circulation:** 4,900 copies per issue



## Toy Fair Special by das spielzeug 2017

The «Toy Fair Special by das spielzeug» provides our national and international readers in the retail trade with all the information they need to prepare their trip to the Spielwarenmesse in Nuremberg.

**Advertising deadline:** 01.12.2016  
 (limited advertising space)  
**Publication date:** from mid-December 2016 to the Spielwarenmesse 2017

**Language:** English  
**Magazine format:** 148 mm x 210 mm

**Print-run:** 15,000 copies per issue  
**Distributed circulation:** 14,900 copies per issue



Please request the complete media kit: Iris Lepach (i.lepach@dasspielzeug.de)

Every issue includes the following sections for your advertising:

Current opening topic – Our retailers/retail trade reports – Product innovations – Our enterprises/company interviews – Information on trade fairs

Issue	Ad and data submission deadline	Publication date	Topics	Distribution at the following trade fairs*
January <b>1</b>	07.12.2016	04.01.2017	Preview of Spielwarenmesse 2017 spotlighting: – Creative products, School items, Stationery – Dolls/plush – Sports, leisure, outdoor – Licensed products	Spielwarenmesse   Nuremberg Nordstil   Hamburg Ornaris   Zurich Creativeworld, Paperworld, Christmasworld   Frankfurt
February <b>2</b>	22.12.2016	24.01.2017	Fair issue featuring Spielwarenmesse 2017 spotlighting: – Baby & infant – Cinema and TV highlights in 2017 – Wooden toys – Model construction, hobbies – Toy safety – Lifestyle, trendy articles	Spielwarenmesse   Nuremberg Ambiente   Frankfurt Creativeworld, Paperworld, Christmasworld   Frankfurt Hotels in Nuremberg and surroundings
Toy Fair News by das spielzeug and baby&junior	09.01.2017	01.02.2017 02.02.2017 03.02.2017 04.02.2017	Four daily editions in English and German with current reports from the international toy fair Spielwarenmesse Nuremberg	Spielwarenmesse   Nuremberg Hotels in Nuremberg and surroundings Distributed by promoters at Nuremberg International Airport
March <b>3</b>	08.02.2017	02.03.2017	Reports on the Spielwarenmesse 2017 spotlighting: – Technical toys, educ. toys, promotional goods – Festive articles, carnival, fireworks – Model railways and accessories – Games, books, learning	
April <b>4</b>	17.03.2017	10.04.2017	– Licensed products – Summer/outdoor – RC/Racing	Tag der Lizenzen   Cologne EK Fun   Bielefeld

\*subject to change without prior notice

Issue	Ad and data submission deadline	Publication date	Topics	Distribution at the following trade fairs*
May/June <b>5/6</b>	20.04.2017	15.05.2017	<ul style="list-style-type: none"> <li>- Advent calendars</li> <li>- Trend &amp; lifestyle products</li> <li>- Children's vehicles</li> <li>- POS/shop fitting</li> </ul>	Tendence   Frankfurt
July/August <b>7/8</b>	22.06.2017	14.07.2017	<ul style="list-style-type: none"> <li>- Wooden toys</li> <li>- Safety</li> <li>- Licences</li> <li>- Adult toys</li> </ul>	Nordstil   Hamburg Ornaris   Bern
September <b>9</b>	08.08.2017	31.08.2017	<ul style="list-style-type: none"> <li>- Baby &amp; infant</li> <li>- Plush</li> <li>- RC/Racing</li> <li>- Electronics</li> </ul>	Kind + Jugend   Cologne
October <b>10</b>	07.09.2017	29.09.2017	<ul style="list-style-type: none"> <li>- Construction toys</li> <li>- Games and puzzles</li> <li>- Children's books</li> <li>- Back to school/stationery</li> <li>- Christmas</li> </ul>	InsightsX   Nuremberg Spiel   Essen BLE   London Buchmesse   Frankfurt
Nov./Dez. <b>11/12</b>	06.10.2017	30.10.2017	<ul style="list-style-type: none"> <li>- Licences</li> <li>- Water toys</li> <li>- Accessories</li> <li>- Wall calendars 2018</li> </ul>	Licensing Market   Munich
<b>Toy Fair Special</b>	20.11.2017	15.12.2017	English-language magazine in the run-up to the Spielwarenmesse 2018	Spielwarenmesse 2018 Hotels in Nuremberg and surroundings

\*subject to change without prior notice

Size	Format	Colour	Rate
<b>1/1</b>	PS: 185 mm x 264 mm B: 210 mm x 297 mm	4c	4,365,- €
<b>2/3</b>	PS: 122 mm x 264 mm	4c	3,110,- €
<b>1/2</b>	PS: 185 mm x 130 mm B: 210 mm x 147 mm PS: 90 mm x 264 mm B: 103 mm x 297 mm	4c	2,430,- €
<b>1/3</b>	PS: 185 mm x 85 mm B: 210 mm x 107 mm PS: 59 mm x 264 mm B: 67 mm x 297 mm	4c	1,740,- €
<b>1/4</b>	PS: 185 mm x 64 mm B: 210 mm x 75 mm PS: 90 mm x 130 mm	4c	1,285,- €
<b>1/6</b>	PS: 90 mm x 85 mm PS: 59 mm x 130 mm	4c	905,- €
<b>1/8</b>	PS: 59 mm x 96 mm PS: 90 mm x 64 mm PS: 185 mm x 30 mm	4c	680,- €

PS: Print Space B: Bleed

- 1 Surcharges Placement:**

Front cover page	5,800.- €
2nd cover page	4,850.- €
3rd cover page	4,635.- €
Back cover page	5,170.- €

10% surcharge for other compulsory placement instructions and confirmed placements

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.
- 2 Colours:**

Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 1,060.- €  
(No discount available)
- 3 Magazine format:**

DIN A 4, 210 mm wide x 297 mm high
- 4 Discounts:**

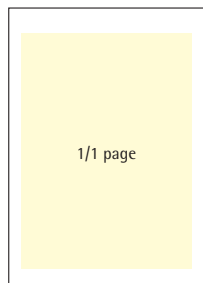
Ads within 12 months (insertion year):

Frequency discount	
3 Ads	5%
6 Ads	10%
9 Ads	15%
12 Ads	20%
- 5 Classified ads:**

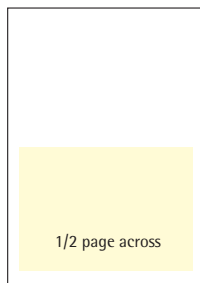
Basic rate mm-ad single-column line 4c	8,40 €
mm-ad rate for job offers/applications on request	
- 6 Ad specials:**

Inserts:  
up to 25 g € 280,00 o/oo  
up to 50 g € 350,00 o/oo  
Maximum format available for loose inserts: 210 x 297 mm

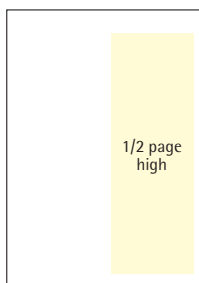
Rates for bound inserts on request



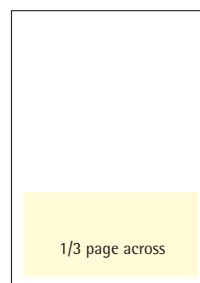
Print Space:  
w x h: 185 mm x 264 mm  
Bleed format:  
w x h: 210 mm x 297 mm



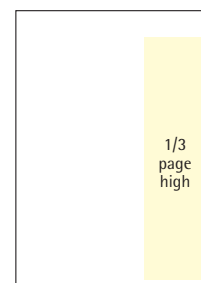
Print Space:  
w x h: 185 mm x 130 mm  
Bleed format:  
w x h: 210 mm x 147 mm



Print Space:  
w x h: 90 mm x 264 mm  
Bleed format:  
w x h: 103 mm x 297 mm

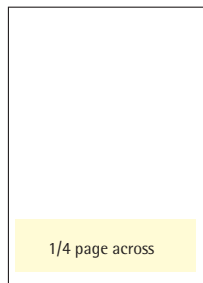


Print Space:  
w x h: 185 mm x 85 mm  
Bleed format:  
w x h: 210 mm x 107 mm

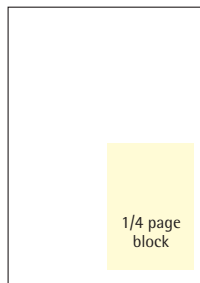


Print Space:  
w x h: 59 mm x 264 mm  
Bleed format:  
w x h: 67 mm x 297 mm

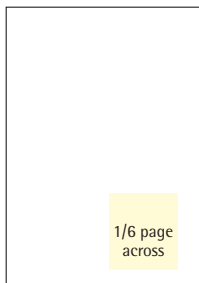
Ad formats bleed off:  
Bleed ad format  
plus 3 mm allowance  
on all sides



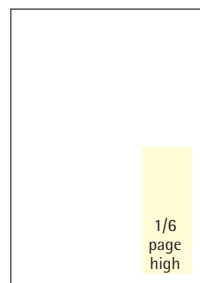
Print Space:  
w x h: 185 mm x 64 mm  
Bleed format:  
w x h: 210 mm x 75 mm



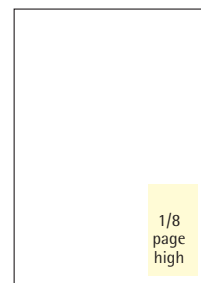
Print Space:  
w x h: 90 mm x 130 mm



Print Space:  
w x h: 90 mm x 85 mm



Print Space:  
w x h: 59 mm x 130 mm



Print Space:  
w x h: 59 mm x 96 mm

1/8 page across  
w x h: 185 mm x 30 mm  
1/8 page block  
w x h: 90 mm x 64 mm

- |   |  |
|---|--|
| <p>1 Magazine format:<br/>Print space: 210 mm wide x 297 mm high<br/>185 mm wide x 264 mm high</p> <p>2 Printing and<br/>binding methods: 4c offset printing (80 lpc-screen) on coated paper<br/>(chlorine free). Wire stitching or adhesive binding.<br/>For colour ads genuine proofs are necessary.</p> <p>3 Data formats: Your electronically submitted data will be processed by us<br/>with Windows 7 and Adobe InDesign CC 2015 (CMYK-<br/>colours) with the following programs for Windows:<br/>– Adobe Acrobat Version XI<br/>– Adobe InDesign (Version CC 2015)<br/>– Adobe Illustrator (Version CC 2015)<br/>– Adobe Photoshop (Version CC 2015)<br/>– Microsoft Office (Version 2013 for MAC and PC )</p> <p>Please send us your ads ready for publishing in one of the<br/>programs and formats mentioned above, if possible as<br/>PDF/X-4 data (Output Intent: ISOcoated_v2_300_eci.icc)<br/>with 3 mm bleed. Imagedate need at least a resolution<br/>of 300 dpi.<br/>Please ensure the PDF is compatible with Acrobat 7.<br/>Transparency effects or shading must be changed into image<br/>data by reducing transparency (high resolution). Should it be<br/>necessary to edit other files or adapt the layout, we will have<br/>to charge you our cost price of 72.- EUR/hour.</p> <p>4 Colours: Bio-Printing inks (CMYK) based on Euro Colour Scale<br/>CEI 12-66 /DIN 16538, special colours available on request.</p> | <p>5 Proof: When making the proof please consider that our printer<br/>works with standard PSO-ISO 12647 values both in the<br/>preparatory and in the printing stages. If you are unable to<br/>provide us with a binding colour proof or can only supply a<br/>digital colour printout, please note that your file will be<br/>printed in compliance with the ISOcoated_v2_300_eci.icc</p> <p>6 Data storage: Data will be archived. Unchanged rerun is generally<br/>possible. A data guarantee is, however, not assumed.</p> <p>7 Guarantee: By sending incomplete or differing data (texts, colours or<br/>images) we do not assume any liabilities for the correct<br/>print. Faulty exposure caused by incomplete or flawed files,<br/>incorrect settings or incomplete information will be<br/>invoiced to the customer. This also applies to additional<br/>composition and reproduction work as well as the creation<br/>of flawed proofs.</p> <p>8 Contact: Monika Schmidt, Order Management<br/>E-mail: m.schmidt@meisenbach.de<br/>Phone: +49 951 861-100</p> <p>9 General information: Image data in original sizes requires a resolution of 300 dpi<br/>(min. 600 dpi for line drawings). Indexed, LAB and RGB<br/>image data are converted by an in-house generated<br/>separation curve into the CMYK mode (the colour space<br/>is modified).</p> <p>10 Delivery address: Schleunungdruck,<br/>for attention of: Thomas Gesell<br/>Eltertstrasse 27<br/>97828 Markttheidenfeld<br/>Germany<br/>Phone: +49 9391 600 533</p> |
|---|--|



## 1 Circulation auditing:



[www.ivw.de](http://www.ivw.de)

The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.

## 2 Circulation analysis:

### Print run analysis

From the IVW-circulation analysis 1/2016

Actual circulation:	8.566	thereof abroad:	969
Paid circulation:	1.725		128
Subscribed copies:	645		122
Other sales:	1.080		6
Free copies:	6.841		841
Print run:	8.855		

## 3 Geographical distribution analysis: <sup>1</sup>

### Geographical distribution analysis:

(Percentage of print run actually distributed)

Germany	87,32 %
Abroad	12,68 %
Print run actually distributed	100,00 %

<sup>1</sup>Average in percent - issues July 2015 - June 2016

## 4 Classified potential of recipients:

Distribution Germany, Austria, Switzerland  
(Multiple answers possible)

Trade	Number
Specialised retail trade	30.834
Toy products	5.109
Toys and sports shops	189
Hobby, handicraft, stationery	1.243
Model railway/-construction	488
Multimedia	536
Department stores	901
Book trade	1.372
Furniture	4.608
Baby products	2.090
Gift articles	8.756
Bags and leather goods	188
Other general retail	4.897
Mail order / Online	457
Wholesale, agencies	2.543
Manufacturers	2.397
Total of potential of recipients	35.774

## 1 Ad formats and rates:

Ad formats	Placement	Formats in pixels	Rates in €
Banner	by agreement	600 x 75	349.– €
Text ad	allocation according to topics	image and text	459.– €

All rates are subject to VAT.




das spielzeug-Newsletter for your direct customer approach: conveniently informs hot from the press on current topics and useful product tips straight to the e-mail inbox.

It can not only be booked as an exclusive text ad with an image, but also as a banner with a link. That's how you reach a highly interesting target group who deserve to be informed about your products and services.

Current

Ad

**Banner 600 x 75 pixels**



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**Your text ad**



Ullia solupatet, to to molupta porae doluptam, unda pore, sum sequo que re non et, to bea vel illita dolupti nctincim ditat aut faceaquam iur sinvenderem. Nem nonsed ma consequa cone con repelene sent a volore nimusam, quam suntur, conseqe nune porempo rropores architin nus evel et, nis di consediti ut la quo essumet as quod evenduci quatqu pelibus daectur magnieni ommoluptus, si te eum Ehendigent, si dolore nimus aute eum id quo conmis rem simi, solupta corerum aut lam, conmiqum quid elitis correcte omnis eum, ut aut anis andae Cestium experum ipsande ndanda conmihiic te doluptates Sequassunt quatiis quam, sin natur aut facia nis elibus dolorem re niatiatest qui aut fuga. Untum

Teaser text: max. 350 characters ... read more

2 General information: «das spielzeug»-Newsletter informs late-breaking on all important news of the toy industry. The Newsletter is sent in HTML-format. Banner and text ad can be run between articles and columns.

3 Coverage: about 2.800 addresses (As per 8/2016)

4 Discounts: Individual cross-media offers available on request.

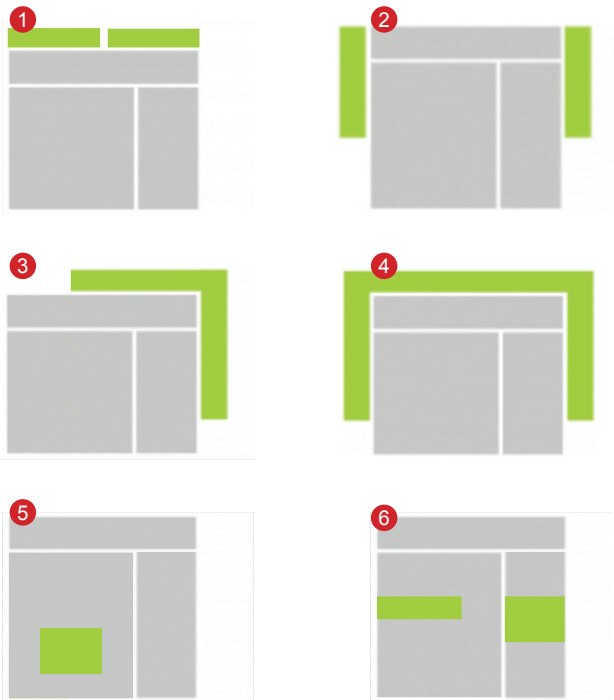
5 Data formats: JPG, GIF  
Please note that animated banners in various Outlook versions are not supported. Please contact our editorial department about image data and text submission when booking a text ad.

6 Special newsletters: Rate per newsletter € 1,190,- €  
Target group-specific Exclusive-Topic Newsletters or your company on request.  
Every special newsletter contains extra editorial content from «das spielzeug»

7 Data delivery: Ready and delivered advertising banners: 3 weekdays before date of publication  
Documents for text ads: 5 weekdays before date of publication  
Delivery per E-mail specifying the customer's name for the attention of  
Amelie Börger (a.boerger@meisenbach.de).

Please note:

- The final newsletter version is subject to change by editorial office.
- The release of text ads must be given at least 24 hours before delivery.



- |   |             |                                    |
|---|-------------|------------------------------------|
| 1 | Full Banner | 468 x 60 Pixels                    |
| 2 | Skyscraper  | 120 x 600 Pixels                   |
| 3 | Hockeystick | 728 x 90 Pixels + 120 x 600 Pixels |
| 4 | Webskin     | Formats on request                 |
| 5 | Content Ad  | 300 x 250 Pixels                   |
| 6 | Text Ad     | Text + image                       |

- 1 Circulation auditing:  [www.ivw.de](http://www.ivw.de)  
 The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.
- 2 Web address: [www.dasspielzeug.de](http://www.dasspielzeug.de)
- 3 Brief description: Here you will find all information on the trade magazine at a glance. Moreover, there are interesting background reports, certainly the latest product trends and of course up-to-date news from the trade and the industry. There is also a specific schedule of the trade.
- 4 Target group: Traders/retailers, including manufacturers from the toys, games, multimedia segment, model kits, book industry, creative arts & handicrafts and festive articles line of business as well as other individuals who have a professional interest in these products.
- 4 Publishing house: Meisenbach GmbH Verlag  
 Online management: Monika Schmidt  
 ✉ [m.schmidt@meisenbach.de](mailto:m.schmidt@meisenbach.de)  
 ☎ + 49 951 861-100

## 1 Rates and ad formats:

Ad formats	Format/Size in pixels	Rate per 1,000 ad impressions	Max. Size
Full Banner	468 x 60	60.– €	40 K
Skyscraper	120 x 600	75.– €	40 K
Hockey Stick	728 x 90 + 120 x 600	95.– €	40 K
Webskin	Formats on request	130.– €	40 K
Content Ad	300 x 250	75.– €	40 K
Text ad	Text + Image	110.– €	40 K

Other formats on request

## 2 Discounts:

Within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online.

## 3 Technical specifications:

GIF/JPG/Flash  
Max. Size: 40 K

## 4 Data delivery deadline:

The Banner must be delivered to the publishing house at the latest 6 days before the online campaign begins

## 5 General Terms and Conditions:

see [www.meisenbach.de](http://www.meisenbach.de)

1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisement» by the publishers.
6. The publishers have the right to refuse advertisement orders – including single terms within a contract – and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher.  
In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted.  
The advertiser will be informed immediately if his order is refused.
7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demands immediate replacement of obviously unsuitable or damaged printing material.  
The publisher guarantees the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.
9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order.  
Liability caused by unfulfilment, negligence on signing the contract or unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected.

- In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints – except for not obvious faults – must be forwarded within four weeks after receipt of invoice and voucher.
10. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
  11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements.  
In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.
  12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
  13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
  14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
  15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
  16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
  17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
  18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg.  
Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
  19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
  20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.

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Place of fulfilment and court of jurisdiction  
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