

das **spielzeug**

dasspielzeug.de

MEDIAKIT 2021

Ad rates no. 49, valid from 1 October 2020, as per: 21 September 2020

Menschen. Märkte. Meisenbach.





The trade magazine for the toy industry



Special publication in advance of the Spielwarenmesse



Up-to-date from the Spielwarenmesse

Target group:

Buyers/decision-makers from the brick-and-mortar retail trade and online stores, trading in toys, games, books, arts & handicrafts and related areas. Furniture and interior design stores, department stores, pharmacies, health and beauty stores, trading companies, sports shops, buying groups, wholesalers and agencies.

Print run:

7,362 copies*

Qualified circulation:

7,208 copies*

Frequency:

9 issues per year

Jahrgang:

112th volume 2021

Membership/Participation:

IWW (Information Community for the Assessment of the Circulation of Media)
 ITMA (International Toy Magazines Association)
 LIMA (Licensing Industry Merchandisers' Association)

*Source, IWW 1st Quarter 2020



TOPICS
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Brief Description

Appearing nine times per year, the trade magazine «das spielzeug» has been the mouthpiece of the trade and industry since 1909. Editorial coverage includes reports on specialist stores and company portraits, as well as detailed product introductions presented under different sections, such as licences, wooden toys, construction, games + puzzles, summer + outdoor. Easy-read current industry news, exclusive articles and guest contributions as well as reports on trade fairs, associations and manufacturers round off the editorial offering.

Since 2013, the team of the trade magazine Handel und Industrie has been preparing for the upcoming international Spielwarenmesse in Nuremberg with its high-circulation bilingual "Toy Fair Special by das spielzeug".

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

The website, www.dasspielzeug.de, complements the print edition with current news items and industry reports as well as product information, competitions and interactive elements such as our live blog at the Spielwarenmesse. Our online portfolio also includes the «das spielzeug» Newsletter and our social media presence on Facebook, Instagram, YouTube and Twitter.



Kerstin Barthel

Responsible Editor

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Topics and Dates

das spielzeug 1/2021

Editorial deadline
06.12.2020

Advertising deadline
11.12.2020

Publication date
08.01.2021

Novelty highlights for the toy year 2021

- More focal themes:**
- wooden toys
 - creative products
 - movement in- and outdoor
 - dolls/plush
 - games/puzzles

Trade fairs
Nordstil, Hamburg
Trendset, München

das spielzeug 2/2021

Editorial deadline
11.01.2021

Advertising deadline
15.01.2021

Publication date
05.02.2021

Novelty highlights for the toy year 2021

- More focal themes:**
- licenses
 - wooden toys
 - models/model construction
 - children's media/audio books/books
 - RC/digital

Trade fairs
Kid's Time, Kielce

das spielzeug 3/2021

Editorial deadline
08.02.2021

Advertising deadline
15.02.2021

Publication date
05.03.2021

Novelty highlights for the toy year 2021

- More focal themes:**
- games/puzzles
 - big easter-special
 - creative/PBS/crafting
 - construction
 - sustainability



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Topics and Dates

das spielzeug 4/2021

Editorial deadline
10.03.2021

Advertising deadline
17.03.2021

Publication date
12.04.2021

Focal themes

- licences
- wooden toys
- advent calendar special (the original)
- on-trend products
- Toys2Go

Trade fairs

Tag der Lizenzen, Cologne
EK Fun, Bielefeld
International Consumer Goods – Special Edition
(Ambiente, Christmasworld, Paperworld),
Frankfurt/a.M.

das spielzeug 5-6/2021

Editorial deadline
15.04.2021

Advertising deadline
22.04.2021

Publication date
17.05.2021

Focal themes

- educational toys
- collectibles
- baby and toddler/plush
- around the sphere
- digital/RC/smart toys

das spielzeug 7-8/2021

Editorial deadline
01.06.2021

Advertising deadline
08.06.2021

Publication date
30.06.2021

Focal themes

- wooden toys
- licences
- construction
- view of autumn novelties 2021
- trend products

Trade fairs

Nordstil, Hamburg



Topics and Dates

das spielzeug 9/2021

Editorial deadline
29.07.2021

Advertising deadline
05.08.2021

Publication date
27.08.2021

- Focal themes**
- baby/toddler
 - dolls/plush
 - safety first
 - digital/RC
 - educational toys

Trade fairs
Kind + Jugend, Cologne

das spielzeug 10/2021

Editorial deadline
01.09.2021

Advertising deadline
08.09.2021

Publication date
30.09.2021

- Focal themes**
- Games/Jigsaws
 - christmas highlights
 - handcraft/PBS/school
 - construction toys
 - books

Trade fairs
Insights-X, Nuremberg
Spiel, Essen

das spielzeug 11-12/2021

Editorial deadline
01.10.2021

Advertising deadline
08.10.2021

Publication date
02.11.2021

- Focal themes**
- models/model construction
 - licences
 - trend products
 - wooden toys
 - Spring innovations 2022
- EXTRA: Wall calendar 2022

Trade fairs
Licensing Market, Munich



Topics and Dates (Toy Fair News)

Toy Fair News 1/2022

Publication date
02.02.2022

three daily issues in English and German with current reports from the international Spielwarenmesse Nürnberg

Distribution

Display at the Toy Fair Nuremberg
(if possible according to hygiene concept)
hotels in Nuremberg and surroundings
distributed by promoters at the main train station in Nuremberg
postale-distribution to our reader and subscribers as paper

Toy Fair News 2/2022

Publication date
03.02.2022

three daily issues in English and German with current reports from the international Spielwarenmesse Nürnberg

Distribution

Display at the Toy Fair Nuremberg
(if possible according to hygiene concept)
hotels in Nuremberg and surroundings
distributed by promoters at the main train station in Nuremberg
postale-distribution to our reader and subscribers as epaper

Toy Fair News 3/2022

Publication date
04.02.2022

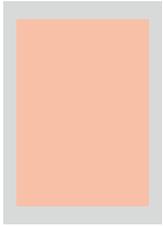
three daily issues in English and German with current reports from the international Spielwarenmesse Nürnberg

Distribution

Display at the Toy Fair Nuremberg
(if possible according to hygiene concept)
hotels in Nuremberg and surroundings
distributed by promoters at the main train station in Nuremberg
postale-distribution to our reader and subscribers as epaper



Ad Rates and Ad Formats*



1/1 page

PS: 185 mm x 264 mm
B: 210 mm x 297 mm

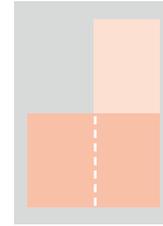
4,365.- €



2/3 page

PS: 122 mm x 264 mm

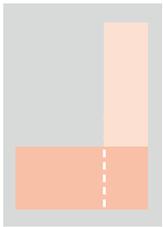
3,110.- €



1/2 page

PS: 185 mm x 130 mm
B: 210 mm x 147 mm
PS: 90 mm x 264 mm
B: 103 mm x 297 mm

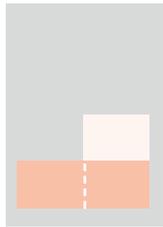
2,430.- €



1/3 page

PS: 185 mm x 85 mm
B: 210 mm x 107 mm
PS: 59 mm x 264 mm
B: 67 mm x 297 mm

1,740.- €



1/4 page

PS: 185 mm x 64 mm
B: 210 mm x 75 mm
PS: 90 mm x 130 mm

1,285.- €



1/6 page

PS: 90 mm x 85 mm
PS: 59 mm x 130 mm

905.- €



1/8 page

PS: 185 mm x 30 mm
PS: 90 mm x 64 mm
PS: 59 mm x 96 mm

680.- €

Best Placement:

- Front cover page
- 2nd cover page
- 3rd cover page
- Back cover page

5,800.- €

4,850.- €

4,635.- €

5,170.- €

Surcharge for other compulsory placement instructions and confirmed placements **10 %**

* Special formats on request

PS: Print Space B: Bleed
Formats = width x height

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

Ad Rates and Ad Formats

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

Colour:

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

Magazine format:

DIN A 4, 210 mm wide x 297 mm high

Discounts:

Ads within 12 months (insertion year):

Frequency discount

3 Ads	5 %
6 Ads	10 %
10 Ads	15 %
12 Ads	20 %

Ad rate for job offers (mm-ad rate in b/w):

1 column, 59 mm width	3.18 €
1,5 columns, 90 mm width	4.77 €
2 columns, 122 mm width	7.06 €
3 columns 184 mm width	9.54 €
coloured logo surcharge:	75.- €
4c ad surcharge:	30 %

Ad specials:

Inserts

up to 25g:	390.- € o/oo
up to 50g:	480.- € o/oo

Maximum format available for loose inserts:

210 x 297 mm

Rates for bound inserts

1 sheet:	2,784.- €
every further sheet:	900.- €



Iris Lepach

Media consulting:

Tel.: +49 951 861-123

Fax: +49 951 861-149

E-Mail: i.lepach@dasspielzeug.de

Advertorial Print

An increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - the text and images are embedded in the editorial section both in terms of look and feel.

ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

1 page Advertorial: 3,950.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:
3-4 images | Company logo | Main text minimum: 1,600 characters | Maximum: 3,500 characters (incl. spaces, headings and captions): The price includes one proofing cycle.*

Plus 600.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the dasspielzeug layout. The price includes one proofing cycle.*

1/2 page Advertorial: 2,150.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:
2 images | Company logo | Main text minimum: 600 characters | Maximum: 1,200 characters (incl. spaces, headings and captions): The price includes one proofing cycle.*

Plus 300.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the dasspielzeug layout. The price includes one proofing cycle.*

*Every additional proofing cycle will incur a charge of 100.- €. Any net travel expenses will be billed to the customer.

Toy Fair News by das spielzeug and baby&junior



The magazine «Toy Fair News by das spielzeug and baby&junior» appears on the first three days of the Spielwarenmesse toy fair in Nuremberg. The publication is presented in an i-pad format for improved navigation around the fair, providing visitors with everything they need to know about the Spielwarenmesse.

Each issue comprises an exhibition guide, featuring tips on what is really relevant and which stands are not to be missed.

das spielzeug

Thanks to the extensive distribution with promoters at Nuremberg main station and in the surrounding hotels, visitors are already prepared for the day in the morning before the start of the fair.

As part of our communications mix, the print issues are complemented by our online concept. Newsletters before and during the fair, das spielzeug's online presence and, above all, the LIVETICKER and social stream during the Spielwarenmesse guarantee you all-round brand exposure!

Benefit from the added value:

All three daily editions will be pushed about our newsletter and are available on www.dasspielzeug.de.

Target group:

All visitors to the Spielwarenmesse and specialist retailers/manufacturers in the toy and baby & infant segments as well as their agencies and associations.

Frequency: 02.02.-04.02.2022

Print-run/daily: 5,000 copies

Qualified print-run/daily: 4,900 copies

Qualified print-run:

Display at the fair (if possible according to the hygiene concept) The issues are distributed at the hotels in and around Nuremberg, exclusively by promoters at Nuremberg main station and to subscribers and readers of das spielzeug and baby&junior via postal-distribution.

Format: Width 170 mm x Height 240 mm

Languages:

bilingual – English/German

Advertising rates/per day /per issue: (advertisement size width x height in mm)

1/1 page 4c (170 x 240): 2,950.- €

1/2 page 4c (170 x 120 o. 82,5 x 240): 1,650.- €

1/3 page 4c (170 x 80 o. 56 x 240): 1,150.- €

1/4 page 4c (170 x 60 oder 70,5 x 99): 825.- €

1/8 page 4c (70,5 x 49): 399.- €

front cover page: 3,850.- €

2nd cover page: 3,450.- €

4th cover page: 3,600.- €

4-page bound insert: 2,800.- €

Rates do not include VAT

Quantity discount: 2x=3%, 3x=5%, 4x=10%



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Toy Fair Special by das spielzeug 2021



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. Focal themes include the presentation of product innovations as well as background reports of international relevance on current issues facing the industry such as licensing, trends, safety and multichannel.

This is complemented with interviews with and statements from leading personalities in the toy industry. Our editorial team is supported by its colleagues from the International Toy Magazines Association (ITMA).

Benefit from the added value:

The print issue is also available as e-papers at www.dasspielzeug.de. In addition we push the coverage of the e-papers with promotions in our newsletters before and during the Spielwarenmesse. Further channels for distributing the e-paper are planned.

Target group:

Buyers and decision-makers from the brick-and-mortar retail trade and online stores, owners and agencies and manufacturers involved in the national and international toy industry

Publication date: 15.12.2021

Advertising deadline: 22.11.2021

Print-run: 10,000 copies

Qualified print run: 9,900 copies

Language: German/English

Distribution:

International distribution and loose insert in the January 2022 issue of das spielzeug
During Spielwarenmesse distribution at hotels in Nuremberg
Display at the fair: depending on hygiene concept

Format: 170 mm x 240 mm

Advertising rates

(ad sizes width x height in mm):

1/1 page 4c (170 x 240)	1,976.– €
1/2 page 4c (170 x 120 o. 82,5 x 240)	1,029.– €
1/3 page 4c (170 x 80 oder 56 x 240)	790.– €
1/4 page 4c (170 x 60 oder 70,5 x 99)	590.– €
1/8 page across 4c (70,5 x 49)	350.– €

Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 185 mm wide x 264 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSO-coated_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 72.- €/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Version XI
- Adobe InDesign (Version CC 2017)

- Adobe Illustrator (Version CC 2017)
- Adobe Photoshop (Version CC 2017)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated_v3.icc If you are interested, please contact Monika Schmidt (m.schmidt@meisenbach.de, +49 951 861-100), who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:

Monika Schmidt, Order Management
m.schmidt@meisenbach.de
+49 951 861-100

Delivery address:

Schleunungdruck GmbH
Inserts: for attention of Thomas Gesell
Eltertstraße 27
97828 Marktheidenfeld
+49 9391 6005-33

Distribution

1 Circulation auditing: www.ivw.de

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



2 Subscription prices 2021

Subscription prices 2021*

Issues per year	9
Domestic incl. postage and 7% VAT	99.- €
Abroad Europe	108.- €
Abroad world	162.- €

*All prices incl. delivery charges

Terms of payment: After invoicing by bank transfer or credit card.

European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

Other foreign countries: VAT-free

3 Circulation analysis:

Print run analysis

From the IVW-circulation analysis 1/2020* thereof abroad:

Actual circulation:	7,208 (*688)
Paid circulation:	1,225 (*87)
Subscribed copies:	517 (*85)
Other sales:	708 (*2)
Free copies:	5,983 (*601)
Print run:	7,362

4 Geographical distribution analysis:*

Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	90.45 %
Abroad	9.55 %
Print run actually distributed	100.00 %

*Average in percent- Issues July 2019 – June 2020

5 Classified potential of recipients:

Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
Specialised retail trade	30,146
Toy products	4,799
Toys and sports shops	171
Hobby, handicraft, stationery	1,195
Model railway/-construction	434
Multimedia	580
Department stores	901
Book trade	1,225
Furniture	4,497
Baby products	2,313
Gift articles	8,334
Bags and leather goods	170
Other general retail	4,921
Mail order / Online	606
Wholesale, agencies	2,443
Manufacturers	2,155
Total of potential of recipients	34,744



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Cross-media Opportunities

coverage (print + online)

das spielzeug	7,362 copies
Newsletter	ca. 2,700 recipients
Website	204,868 page impressions 39,611 visits

fans social media

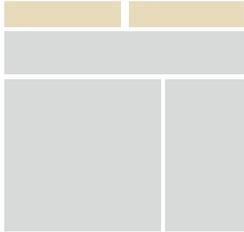
Facebook	2,000 subscribers
Twitter	660 follower
Instagram	1.300 subscribers

status: July 2020



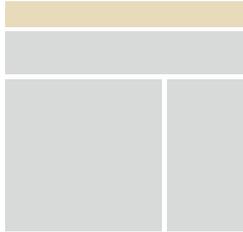
Ad Banner on www.dasspielzeug.de

1 Full Banner



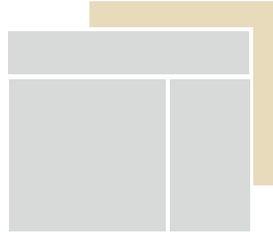
Size: 468 x 60 pixels
Price*: 1,575.- €

2 Superbanner



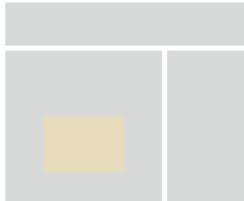
Size: 950 x 90 pixels
Price*: 2,365.- €

3 Hockeystick



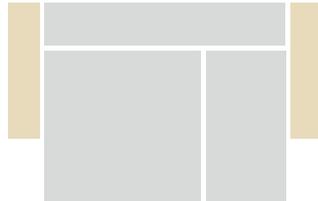
Size: 728 x 90 pixels +
120 x 600 pixels
Price*: 2,100.- €

4 Content Ad



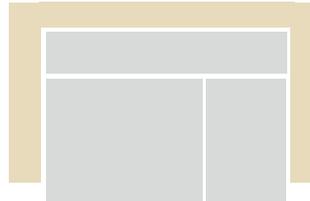
Size: 300 x 250 pixels
Price*: 1,215.- €

5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels
Price*: 1,855.- €

6 Webskin



Size: (2x) 120 x 600 pixels +
980 x 90 pixels
Price*: 2,485.- €

Discounts:

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

Individual cross-media offers are available on request.

*Price for 4 weeks duration

Delivery of the banner data incl. linking by e-mail stating the customer name to Monika Schmidt (m.schmidt@meisenbach.de).

Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 765.- €

Bookable in combination with print adverts – we will be happy to make you an individual offer.

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and Twitter.  

Surcharge: 300.- €



You can also find our guidelines and examples under:

<https://dasspielzeug.de/Mediadaten/Richtlinien/Ihr-Advertorial>

Ad Opportunities Newsletter

Banner



General information: The „das spielzeug“-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to [Monika Schmidt \(m.schmidt@meisenbach.de\)](mailto:Monika.Schmidt@meisenbach.de).

Rates per Ad (Banner): 400.– €

Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

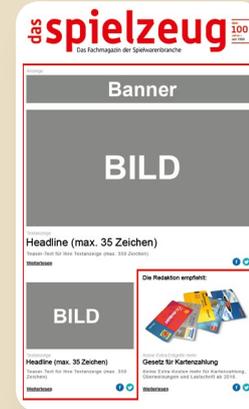
Advertorial:

- Headline: max. 35 characters, teaser text: max. 350 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

Banner:

- 700 x 120 pixels, max. 100K

Price: 1,675.–





Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers, but also to inform themselves about new products.

Package prices:

5 posts (per calendar year): 800.- €

10 posts (per calendar year): 1,500.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram, you can integrate up to 18 hashtags in addition to your text.

Our content manager Carmen Mlcoch will be happy to advise you individually on this: c.mlcoch@meisenbach.de

Via Instagram, we have built up an extensive retailer-network from which you can also benefit: Use our **Instagram package** to present your products and innovations or to publish an image campaign.



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Product Specials

Do you like to place your print ads in a thematically appropriate environment? With our product specials we offer you the opportunity to do this on our website, as well!

There are two formats to choose from – but a combination is also possible:

Calendar format:

On selected times (Advent, Christmas, Easter, etc.) we „open“ a door on our website every day, behind which your product can be hidden (Similar to an advent calendar). The daily interaction awakens the reader's curiosity and the product specials receive great feedback.

Link for example:
<https://t1p.de/lx59>



Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable – here every novelty gets the attention it deserves.

Link for example:
<https://t1p.de/6jsb>





General Terms and Conditions

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

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

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TOPICS
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