

DRAHT
draht-magazin.de
WIRE
wire-magazine.de

MEDIAKIT 2020

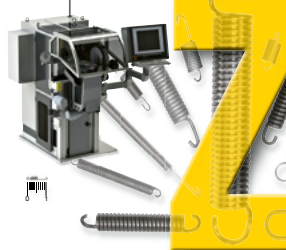
Ad rates no. 59, valid from 1 October 2019, as per: 31 March 2020

Menschen. Märkte. Meisenbach.





German magazine for the spring, wire and cable industry



English magazine for the spring, wire and cable industry

Target group:

The recipients of DRAHT and WIRE are decision makers and staff responsible for sourcing, technical investments and development: Managing directors, manufacturing and production managers, designers, technicians and engineers as well as people who determine the manufacturing process, decide on investments and thus have an influence on the technical development of their enterprise. Industries include: Manufacturers and suppliers of and for wire, steel bar, strip, cables, wire ropes, wire mesh and gauze, springs and formed parts and their customers in mechanical engineering, plant production and the automotive industry, the electronics and IT sector, shipbuilding and aircraft construction.

Print run: 6,370 copies DRAHT*, 4,000 copies WIRE

Qualified circulation: 6,137 copies DRAHT*, 3,912 copies WIRE

Frequency: 6 times per year DRAHT, 4 times per year WIRE

Volume: 71th Volume (2020) DRAHT, 70th Volume (2020) WIRE

Membership/Participation:

ICFG (International Cold Forging Group)
IWV (German Audit Bureau of Circulation), DRAHT
IWMA (International Wire+Machinery Association))
Netzwerkdraht e.V. (network of the German wire industry)
VDFI (German spring industry association)
VDKM (German wire and cable machinery manufacturers association)

* Source IWV 2nd quarter 2019



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Brief Description:

DRAHT (German) and WIRE (English) contain first-hand reports on solutions that can already be profitably applied today in industry as well as trends and developments that will prove their financial worth in the future. The editorial content targets the wire, spring, steel bar, formed parts and cable industry. The magazines are leading in Europe.

DRAHT appears in print six times per year as well as continuously online at www.draht-magazin.de, and is complemented by our newsletters.

WIRE appears in print four times per year as well as continuously online at www.wire-magazine.de, and is complemented by our newsletters.

Original reports from research and science are also published online in German and English at www.umformtechnik.net/whitepaper/.

DRAHT and WIRE are members of the International Wire+Machinery Association (IWMA). DRAHT is also a member of the VDKM, the German wire and cable machinery manufacturers

association, and the VDFI, the German spring manufacturers' association and is the reporting publication for the International Academy of Production Engineering (CIRP).

WIRE is the reporting publication for the International Cold Forging Group (ICFG).

DRAHT and WIRE deliver core information for technical decision makers. They report on the production and processing of wire, strip and wire ropes, cables, springs and formed parts.

This is rounded off by analysis reports and articles on research, business, trade fairs and markets relating to the industry. Compact, easy-to-read original articles from industry, research, science and editorial research shed light on state-of-the-art developments and trends in production technology for wire, strip, springs and cables and their related processes. The reports on associations, industry and company developments are clearly structured. Short articles on production, auxiliaries and operating materials

for manufacturers and processors of wire and cable as well as the industry itself are set out in sections and are therefore easy to find. Detailed unedited research reports, or white papers, are published in German and English at www.umformtechnik.net.



Jörg Dambock

Editor-in-Chief

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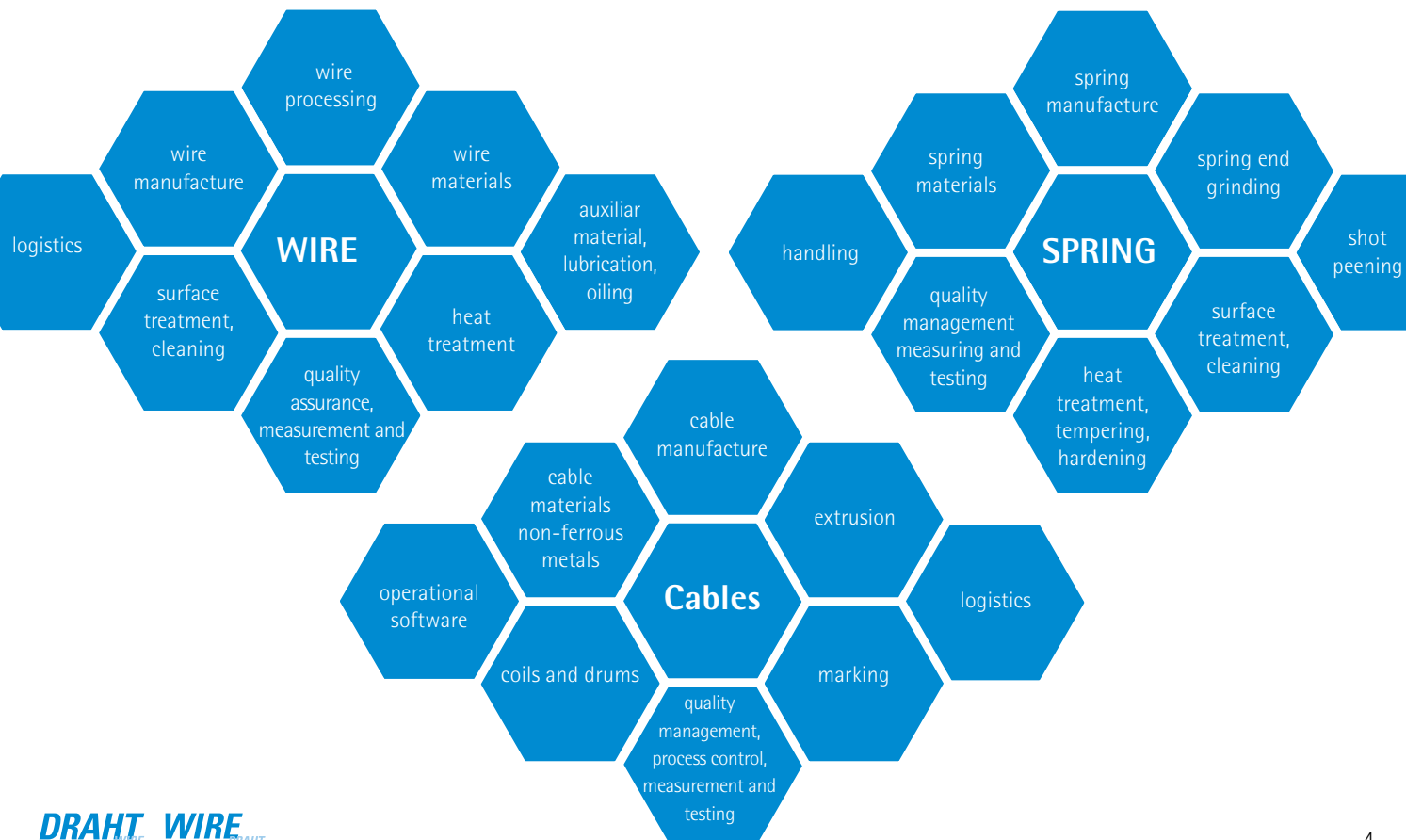


TERM



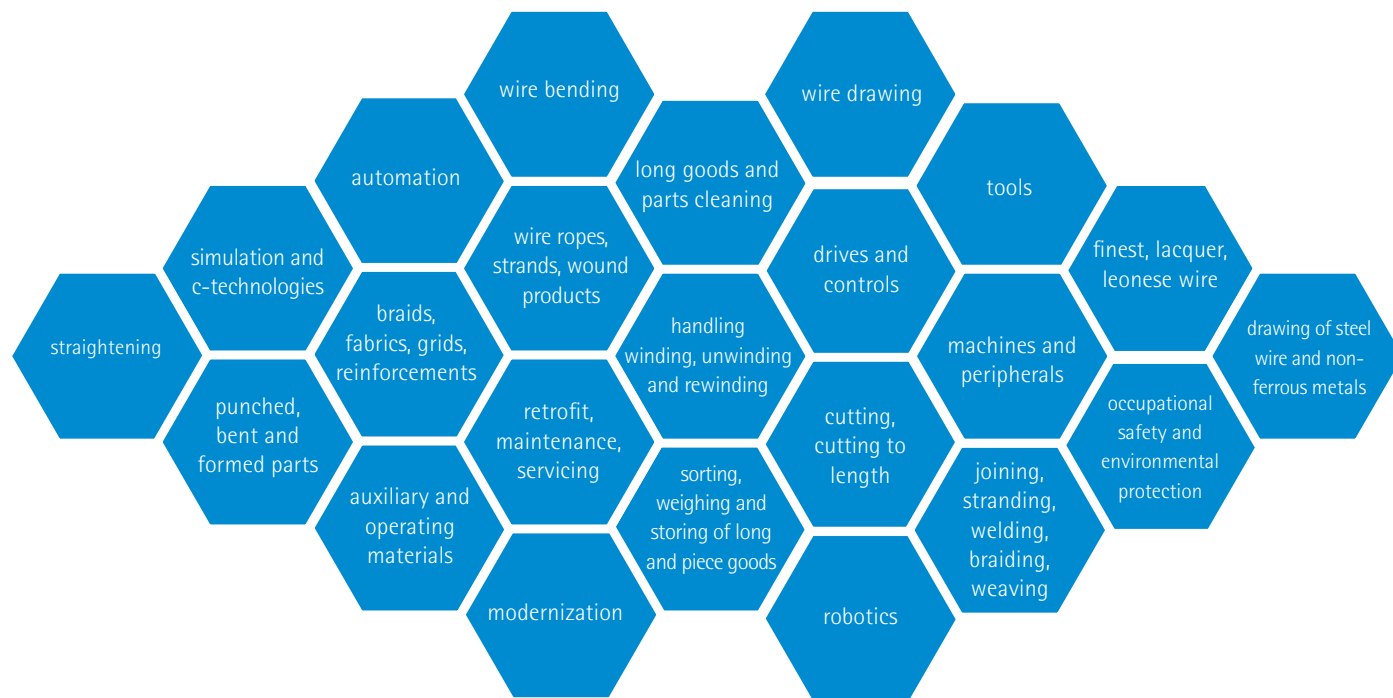
CONTACT

The following topics are the subject of continuous reporting





Furthermore DRAHT and WIRE report on:



Further categories are:

industry news | orders+projects, associations, people, business, trade fairs, conventions, calendar, research, products | for manufacturers, products | from the industry, media, who|what|where



Topics and Dates DRAHT

**1/2020
February**

Editorial deadline
16.01.2020

Advertising deadline
23.01.2020

Publication date
13.02.2020

**Preview issue
wire Düsseldorf**

**2/2020
March**

Editorial deadline
14.02.2020

Advertising deadline
21.02.2020

Publication date
19.03.2020

**Exhibition issue
wire Düsseldorf**

**3/2020
May**

Editorial deadline
22.04.2020

Advertising deadline
29.04.2020

Publication date
25.05.2020

Spring

materials, production, spring end grinding, shot peening, tempering, hardening, quality management, measuring and testing, sorting, storage, heat and surface treatment, c-technologies



Topics and Dates DRAHT

4/2020
September

Editorial deadline
20.08.2020

Advertising deadline
27.08.2020

Publication date
18.09.2020

Wire

materials, production, processing, drawing, straightening, cutting to length, handling systems, winding, unwinding and rewinding equipment, c-technologies, quality management, measuring and testing, heat and surface treatment, joining grids, fabrics, braids, welding wire, stranding, wire ropes, wire products, punched, bent and shaped part

Trade fair

Aluminium, Düsseldorf, 6. – 8.10.2020
IMT/MSV, Brno/Czech Republic, 5. – 9.10.2020

5/2020
October

Editorial deadline
23.09.2020

Advertising deadline
30.09.2020

Publication date
22.10.2020

Cable

materials, production, extrusion, stranding, aids, handling systems, winding, unwinding and rewinding equipment, spools and drums, marking, c-technologies process control, quality management, measuring and testing, fibre optic cables

Trade fair

parts2clean, Stuttgart, 27. – 29.10.2020

6/2020
December

Editorial deadline
23.10.2020

Advertising deadline
29.10.2020

Publication date
24.11.2020

Jubilee 70th birthday DRAHT 1950 – 2020
Exhibition issue wire Düsseldorf

Trade fair

ITM, Posen/Poland, 3.11. – 6.11.2020
wire, Düsseldorf, 7.12. – 11.12.2020

Topics and Dates WIRE

1/2020
February

Editorial deadline
10.01.2020

Advertising deadline
17.01.2020

Publication date
11.02.2020

Preview issue
wire Düsseldorf

2/2020
March

Editorial deadline
06.02.2020

Advertising deadline
13.02.2020

Publication date
11.03.2020

Exhibition issue
wire Düsseldorf

3/2020
September

Editorial deadline
04.08.2020

Advertising deadline
11.08.2020

Publication date
02.09.2020

Fair issue
wire China

Trade fair
wire China, Shanghai/China,
23. – 25.9.2020
IMT/MSV, Brno/Czech Republic,
5. – 9.10.2020
IMTS, Chicago/USA,
14. – 19.9.2020

4/2020
November

Editorial deadline
09.10.2020

Advertising deadline
16.10.2020

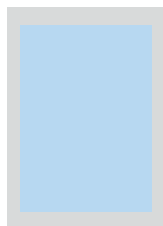
Publication date
10.11.2020

Exhibition issue
wire Düsseldorf

Trade fair
wire, Düsseldorf, 7.12. –
11.12.2020



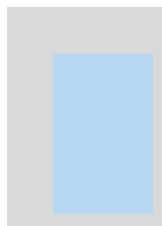
Ad Rates and Ad Formats*



1/1 page

PS: 184 mm x 260 mm
B: 210 mm x 297 mm

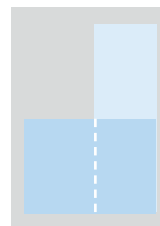
4,215.- €



Junior Page

PS: 130 mm x 184 mm
B: 142 mm x 201 mm

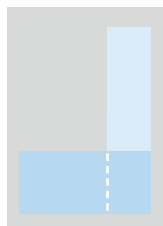
2,590.- €



1/2 page

PS: 184 mm x 127 mm
PS: 90 mm x 260 mm
B: 102 mm x 297 mm
B: 210 mm x 147 mm

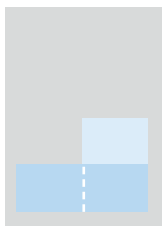
2,380.- €



1/3 page

PS: 184 mm x 81 mm
PS: 59 mm x 260 mm
B: 72 mm x 297 mm
B: 210 mm x 98 mm

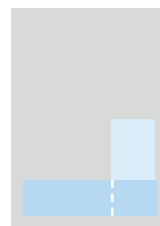
1,825.- €



1/4 page

PS: 184 mm 59 mm
PS: 90 mm x 127 mm
B: 55 mm x 297 mm
B: 210 mm x 76 mm

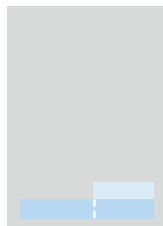
1,580.- €



1/6 page

PS: 184 mm x 45 mm
PS: 59 mm x 127 mm

1,220.- €



1/8 page

PS: 184 mm x 27 mm
PS: 90 mm x 59 mm

865.- €

* 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

Best Placement:

Front cover page **4,750.- €**

2nd cover page **4,565.- €**

3rd cover page **4,345.- €**

Back cover page **4,565.- €**

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

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

Ad Rates and Ad Formats

Colours:

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%
9 Ads	15%
12 Ads	20%

Millimetre price classifieds

8.65 €

Ad specials:

Inserts

up to 25 g:

390.- € 0/00

up to 50 g:

480.- € 0/00

Maximum format available for loose inserts:
210 x 297 mm

Rates for bound inserts on request



Philipp Riegel

Advertising Sale

Tel.: +49 951 861-125

Fax: +49 951 861-158

p.riegel@meisenbach.de

Advertorial Print

As an increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary – 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: 2,830.- €

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: 1,600 characters |
Maximum: 3,000 characters (incl. spaces, headings and captions): The price includes one proofing cycle.*

Texts researched and produced on behalf of the editorial staff (price on request):

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

* Every additional proofing cycle will incur a charge of 100.- €.

** Travel expenses will be charged to the customer without surcharge.

1/2 page Advertorial: 1,730.- €

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: 1-2 image | Company logo |
Main text minimum: 600 characters |
Maximum: 1,500 characters (incl. spaces, headings and captions). The price includes one proofing cycle.*

Texts researched and produced on behalf of the editorial staff (price on request):

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

DRAHT – Wall Calendar 2021 (enclosed in issue 6/2020 with an edition of 6,370 copies)

DRAHT 2019
WIRE
www.draht-magazin.de

Advertisements and Logos:

- FORTUNA FERN:** YOUR RELIABLE PARTNER IN SPRING MACHINERY
- HERA:** Verleibt in Funktionalität
- K:** DRAHT, STRECK- UND VERFORMUNGSTECHNIKEN
- REINIGUNG D. ENTWÜRFGANGS:** First in upcasting
- UPCAST:** first in upcasting

Placements and number of banners is variable

220 mm x 60 mm
1,500.- €

110 mm x 60 mm
850.- €

110 mm x 60 mm
850.- €

110 mm x 60 mm
850.- €

110 mm x 60 mm
850.- €



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Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 184 mm wide x 260 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding.

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 with 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 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 2015)
- Adobe Illustrator (Version CC 2015)

- Adobe Photoshop (Version CC 2015)
- Microsoft Office (Version 2013 for MAC and PC)

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 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 Anna Uglica (a.uglica@meisenbach.de, Tel.: +49 951 861-195) 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:

Anna Uglica, Order Management
a.uglica@meisenbach.de
Tel.: +49 951 861-195

Delivery address:

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

Distribution

1 Circulation auditing: DRAHT

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: DRAHT

From the IVW-circulation analysis 2/2019 (German edition)

Actual circulation:	6,137 (*204)
Paid circulation:	493 (*85)
Subscribed copies:	437 (*83)
Other sales:	56 (*2)
Free copies	5,644 (*119)
Print run:	6,370

* thereof abroad

3 Geographical distribution analysis DRAHT*

(Percentage of print run actually distributed)

Germany	96.96%
Abroad	3.04%
Print run actually distributed	100.00%

*Average in percent- Issues July 2018 – June 2019

4 Classified potential of recipients WIRE

Trade	Number
Europe	5,178
Asia	1,899
South America	701
North America	784
Africa	109
Oceania	97
	8,768

In addition to the print edition, an e-paper is sent to 4,500 recipients.

5 Subscription prices 2020*

	DRAHT	WIRE
Issues per year	6	4
Domestic incl. postage and 7% VAT	105.- €	64.- €
Abroad Europe	114.- €	72.- €
Abroad world	147.- €	90.- €

*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



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Cross-Media Opportunities

Coverage (print + online)

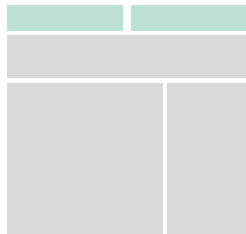
DRAHT	6,370 copies
WIRE	4,000 copies
Website DRAHT	6,578 page impressions
Website WIRE	4,619 page impressions
Newsletter DRAHT	ca. 3,300 recipients
Newsletter WIRE	ca. 4,500 recipients
Twitter	350 follower
umformtechnik.net	12,480 impressions

status: July 2019



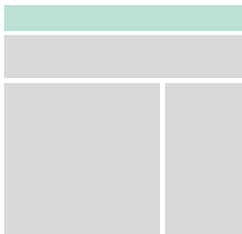
Ad Banner on draht-magazin.de and wire-magazine.de

1 Full Banner



size: 468 x 60 pixels
price*: 656.– €
price**: 984.– €

2 Superbanner



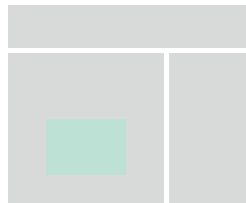
size: 728 x 90 pixels
price*: 1,590.– €
price**: 2,385.– €

3 Hockeystick



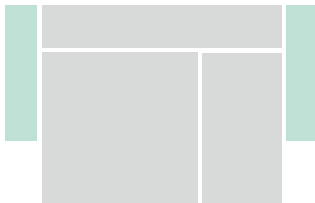
size: 728 x 90 pixels +
120 x 600 pixels
price*: 1,250.– €
price**: 1,875.– €

4 Content Ad



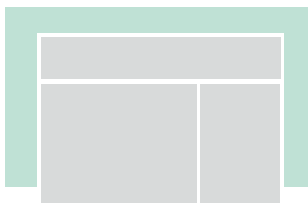
size: 300 x 250 pixels
price*: 945.– €
price**: 1,417.– €

5 (Wide) Skyscraper



size: 120 x 600 pixels
price*: 945.– €
price**: 1,417.– €

6 Webskin



Größe: (2x) 120 x 600 pixels +
980 x 90 pixels
price*: 1,730.– €
price**: 2,595.– €

Discounts:

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

Individual cross-media offers are available on request.

* price for www.draht-magazin.de
or www.wire-magazine.de
** price for www.draht-magazin.de
and www.wire-magazine.de

Delivery of the banner data incl. linking by e-mail indicating the customer name to Anna Uglica (a.uglica@meisenbach.de).

Advertorial Online



Advertorial

Your advertorial will be integrated in the DRAHT or WIRE website as an article, positioned in a thematically assigned section and in the News section.

- Headline – teaser and text ad: max. 35 characters
- Lead paragraph – teaser and text ad: max. 350 characters
- Basic text: max. 1,200 characters
- Image – teaser: 1 image
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Images – text ad: min. 1 and max. 2 images
- Minimum width: 1,000 pixels
- Resolution: 72 dpi
- Caption per image: max. 70 Characters
- Video – optional: integration of a YouTube video

Rate: 795.- €

(Bookable in combination with Print.)

Ad Opportunities Newsletter

Banner



General information: The DRAHT- and the WIRE-Newsletter inform late-breaking on all important news of the metal working industry. They are sent in HTML-format.

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 Anna Ugrica (a.ugrica@meisenbach.de).

Rates per Ad (Banner): 475.- €

Teaser Newsletter

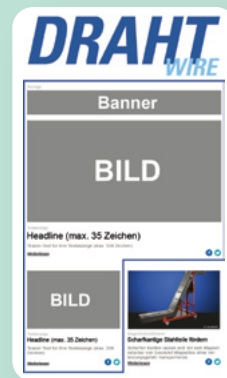


Increase the scope of your website advertorial with a teaser in our Newsletter. You can place your content within our editorial Newsletter.

- Headline: max. 35 characters
- Teaser-Text: max. 350 characters
- Image: 1 Image
- Min. width: 1,000 pixels (16:10)
- Resolution: 72 dpi

Rate: 775.- €

Special Newsletter



Increase the scope of your website advertorial with teasers in our Special newsletter. You can place your content within an exclusive Special newsletter. Our editorial team will add an editorial contribution. Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

- Possible content:
- 1-2 text ads
 - 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

Rate: 2,200.- € DRAHT

Rate: 2,750.- € WIRE

Your company profile on our website

Having your company profile on our website means that news from your company, your contact details and events will appear alongside editorial articles by our journalists.

Benefits:

- Your company profile is included on our web site together with your address. You can design your profile yourself.
- This enables you to reach our readers with a mixture of your advertising and company messages and our content on a company-specific page.
- The relevance of our trade magazine will increase your visibility on Google.

Price per year*

Basic rate: 1,499.- €

Maintaining your company profile: 399.- €

*Your company profile will be extended by one year unless we receive written cancellation from you at least four weeks before the contract ends. The current list price applies. All prices in euros plus VAT.



At the top, you can introduce your company with a text and a logo or image.

At the side, there is enough space for your contact details, a photo and other information, e.g. social media.

All the articles we have published about your company are listed at the bottom.


Editorial reports, product reports and advertorials are all featured here.


Social Media

Would you like to increase the scope of your advertorial with a teaser in our social media network?

You can place your content within our editorial coverage.

Your message will have the look and feel of an editorial post on DRAHT/WIRE's social media channel (Twitter).

https://twitter.com/WIRE_DRAHT




WIRE + DRAHT Fachmagazine @WIRE_DRAHT

#Anzeige

Hier steht ihr Tweet-Text mit max. 280 Zeichen (inkl. Hashtags, Erwähnungen und evtl. Link)

Hier ist der Link zu Ihrem Advertorial: bit.ly/25ZYRUA

Bild

Increase the scope of your advertorial with a teaser on our Twitter-channel.

- Tweet-Text: max. 280 characters (incl. hashtags, mentions and target-URL as a bit link)
- Images – text ad: 1 image
- Minimum width: 440 x 220 pixels
- Resolution: 72 dpi

Rate: 180.- €

A strong combination

The metal-technical magazines from Meisenbach Verlag Bamberg for your comprehensive advertisement

The metal-technical trade magazines published by Meisenbach Verlag offer you a good opportunity to address the decision-makers in your customer segments in a cost-effective and targeted manner. Take advantage of the broadest spread of combined advertising in several titles.

Your advantage: coverage with combination discount!



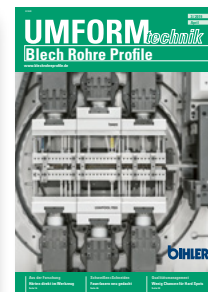
www.draht-magazin.de
edition: 6,137*



www.wire-magazine.de
edition: 3,912



www.umformtechnik.net
edition: 6,471*



Cross-industry advertising

Suppliers of cross-technology products such as automation technology, control technology, regulation technology and drive technology, quality assurance systems, software solutions, heat and surface treatment plants etc. can use combined advertising in the four specialist titles for the non-cutting forming of up to 16,520 (distributed circulation) possible receiver contacts** per advertising campaign.

Benefit from our package savings prices! We will be happy to submit our offer to you.

** if the four titles are occupied



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 «Advertisements» 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 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.

Terms online: content.meisenbach.de/AGB



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



TERM




CONTACT


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
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
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TOPICS
DATES



PRINT
PRICES



TECHNIQS



SALES



ONLINE



TERM



CONTACT