

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

# MEDIAKIT 2021

Ad rates no. 60, valid from 1 October 2020, as per: 21 September 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:** 5,025 copies DRAHT\*, 4,000 copies WIRE

**Qualified circulation:** 4,916 copies DRAHT\*, 3,912 copies WIRE

**Frequency:** 6 times per year DRAHT, 3 times per year WIRE

**Volume:** 72<sup>th</sup> Volume (2021) DRAHT, 71<sup>th</sup> Volume (2021) 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 2<sup>nd</sup> quarter 2020



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERM



CONTACT



# 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](http://www.draht-magazin.de), and is complemented by our newsletters.

WIRE appears in print three times per year as well as continuously online at [www.wire-magazine.de](http://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/](http://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](http://www.umformtechnik.net).



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TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERM

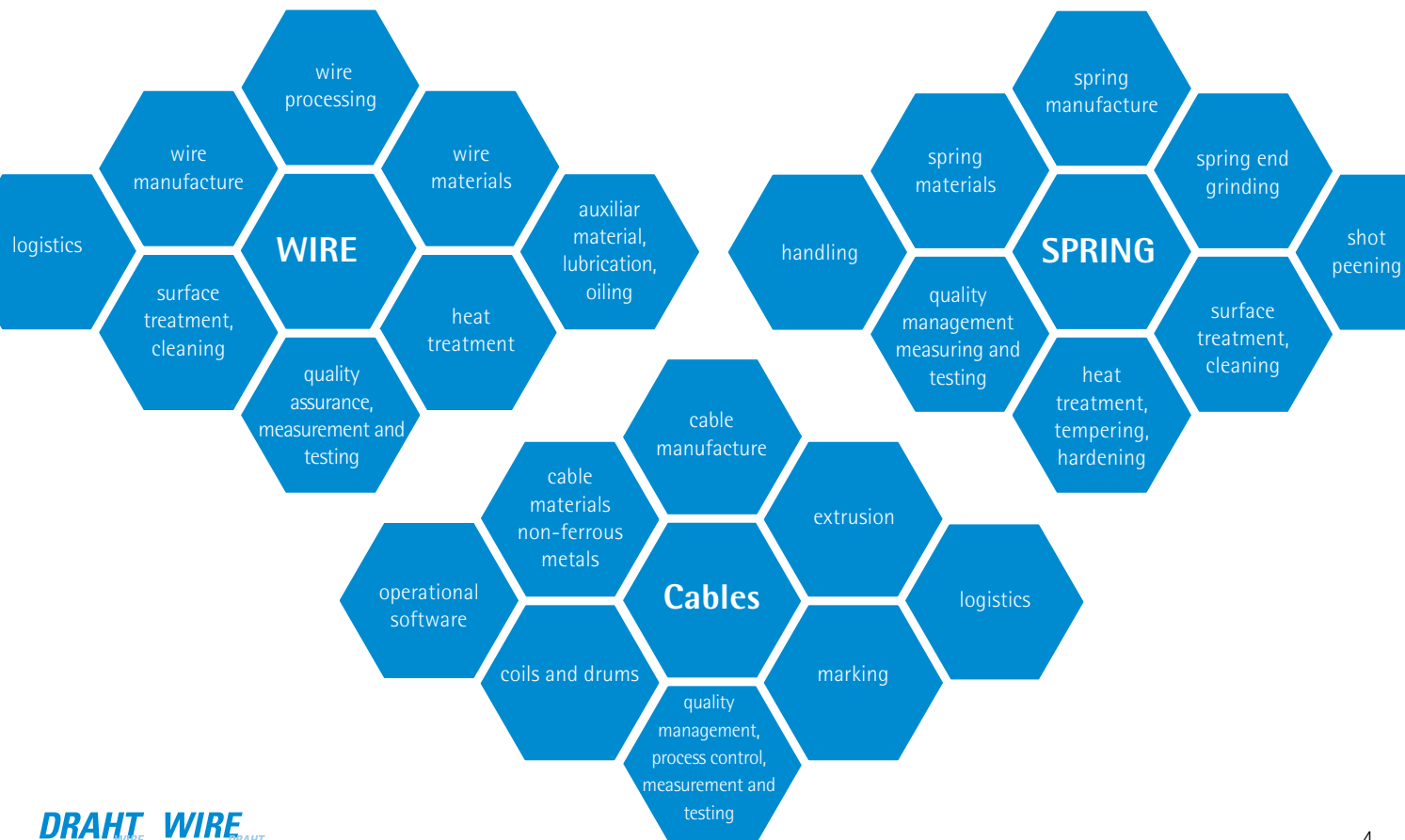


CONTACT





# The following topics are the subject of continuous reporting



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERM

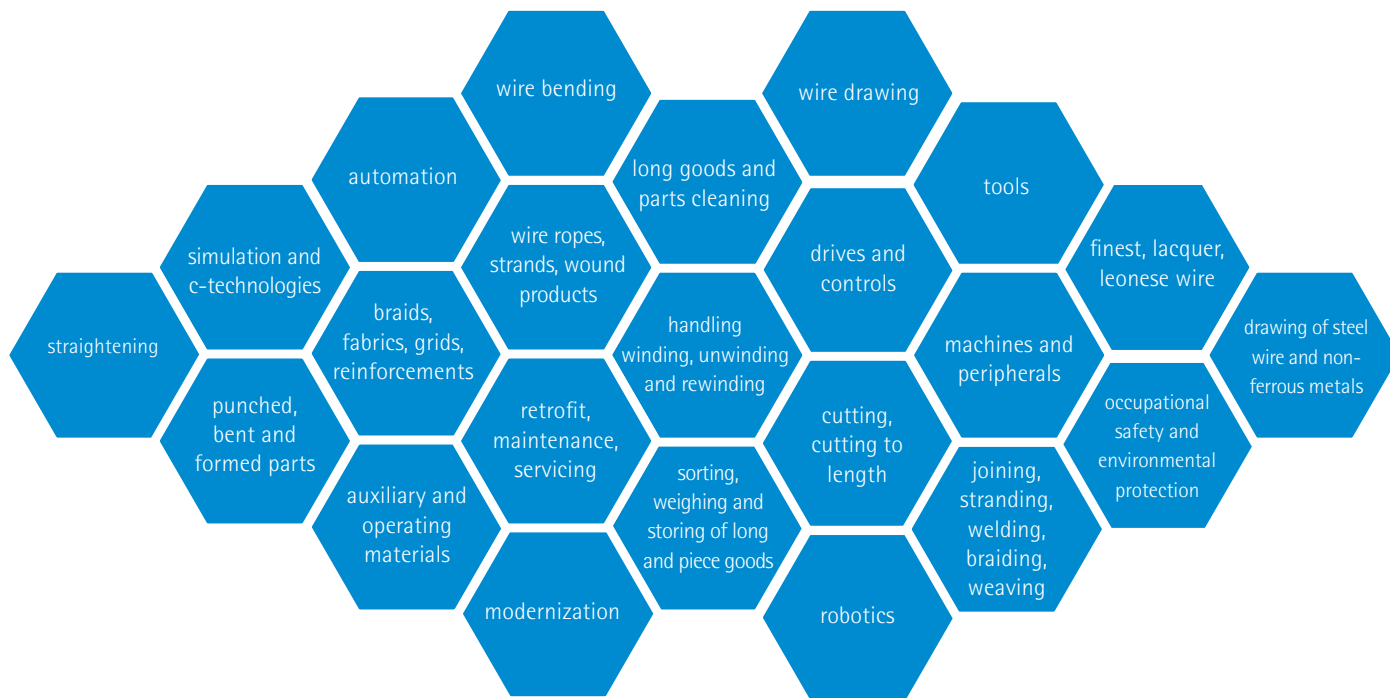


CONTACT





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

**1/2021**  
**March**

**Editorial deadline**  
29.01.2021

**Advertising deadline**  
05.02.2021

**Publication date**  
01.03.2021

## **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 fairs**

Intec+Z, digital, 2. – 5.3.2021  
Metav, digital 23. – 26.3.2021  
Hanover Messe, digital, 12. – 16.4.2021

**2/2021**  
**April**

**Editorial deadline**  
17.03.2021

**Advertising deadline**  
24.03.2021

**Publication date**  
19.04.2021

## **Spring**

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

## **Trade fairs**

wire Russia, Moskau/Russia, 8. – 10.6.2021

**3/2021**  
**June**

**Editorial deadline**  
19.05.2021

**Advertising deadline**  
26.05.2021

**Publication date**  
21.06.2021

## **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



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERM



CONTACT



# Topics and Dates DRAHT

**4/2021**  
**September**

**Editorial deadline**  
26.08.2021

**Advertising deadline**  
02.09.2021

**Publication date**  
24.09.2021

## 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 fairs

Aluminium Business Summit, Kongress hybrid,  
28. – 30.9.2021  
wire South America, São Paulo/Brasilien,  
5. – 7.10.2021  
parts2clean, Stuttgart, 5. – 7.10.2021

**5/2021**  
**October**

**Editorial deadline**  
23.09.2021

**Advertising deadline**  
30.09.2021

**Publication date**  
22.10.2021

## Spring

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

## Trade fairs

Schweisstec, Stuttgart, 26. – 29.10.2021  
MSV Brno, Brno/Czech Republic  
8. – 12.11.2021

**6/2021**  
**November**

**Editorial deadline**  
28.10.2021

**Advertising deadline**  
04.11.2021

**Publication date**  
26.11.2021

## 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

**This issue includes the DRAHT wall calendar 2022**



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERM



CONTACT



# Topics and Dates WIRE

**1/2021**  
**April**

**Editorial deadline**  
31.03.2021

**Advertising deadline**  
06.04.2021

**Publication date**  
29.04.2021

## **Wire**

**Trade Fair edition for wire Russia**  
**70th birthday WIRE with portraits of companies**  
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 fairs**

wire Russia, Moskau(Russia), 8. – 10.6.2021

**2/2021**  
**September**

**Editorial deadline**  
10.08.2021

**Advertising deadline**  
16.08.2021

**Publication date**  
08.09.2021

## **Spring**

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

## **Trade fairs**

wire show, Shanghai/China 31.8 – 02.9.2021

**3/2021**  
**December**

**Editorial deadline**  
10.11.2021

**Advertising deadline**  
17.11.2021

**Publication date**  
09.12.2021

## **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



TOPICS  
DATES



PRINT  
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TECHNICS



SALES



ONLINE



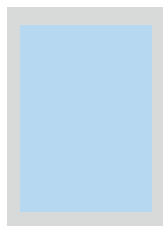
TERM



CONTACT



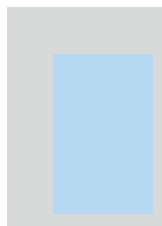
# Ad Rates and Ad Formats\*



## 1/1 page

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

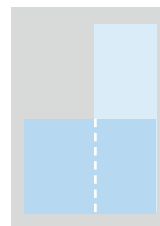
**4,215.- €**



## Junior Page

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

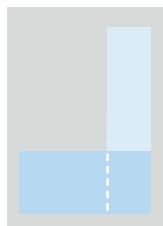
**2,590.- €**



## 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

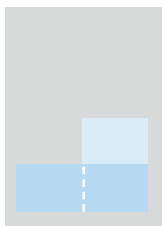
**2,380.- €**



## 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

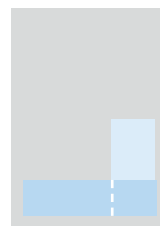
**1,825.- €**



## 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

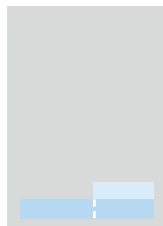
**1,580.- €**



## 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**

Media consulting

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 2022 (enclosed in issue 6/2021 with an edition of 6,370 copies)

**DRAHT 2022**  
WIRE  
www.draht-magazin.de

Verschen, Mitten, Mettenbach, ...  
Anzeigenpreise: ...  
Anzeigenvertrieb: ...

Dezember, Januar, Februar, März, April, Mai, Juni, Juli, August, September, Oktober, November, Dezember, Januar

1. bis 31. ...

**sample**

**FF FORTUNA FERN**  
ASTORIA  
YOUR RELIABLE PARTNER  
IN SPRING MACHINERY

**HERA**  
Verleibt in Funktionalität

**K**

**REINIGUNG & ENTWÜRFUNG**  
ENTWÜRFUNGSGESAMT

**UPCAST**  
first in upcasting

Placements and number of banners are 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.- €



# 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 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 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](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: DRAHT

From the IVW-circulation analysis 2/2020 (German edition)

Actual circulation:	4,916 (*81)
Paid circulation:	464 (*78)
Subscribed copies:	411 (*76)
Other sales:	53 (*2)
Free copies	4,452 (*3)
Print run:	5,025

\* thereof abroad

## 3 Geographical distribution analysis DRAHT\*

(Percentage of print run actually distributed)

Germany	98.35%
Abroad	1.65%
<b>Print run actually distributed</b>	<b>100.00%</b>

\*Average in percent- Issues July 2019 – June 2020

## 4 Classified potential of recipients WIRE

Trade	Number
Europe	5,166
Asia	1,913
South America	691
North America	799
Africa	98
Oceania	85
	<b>8,752</b>

## 5 Subscription prices 2021\*

	DRAHT	WIRE
Issues per year	6	3
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



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERM



CONTACT



# Cross-Media Opportunities

## Coverage (print + online)

DRAHT	5,025 copies
WIRE	4,000 copies
Website DRAHT	6,448 page impressions
Website WIRE	16,724 page impressions
Newsletter DRAHT	ca. 3,000 recipients
Newsletter WIRE	ca. 4,300 recipients
Twitter	370 follower
umformtechnik.net	35,475 impressions

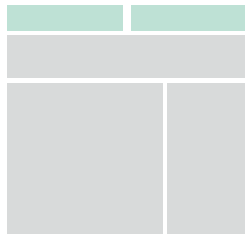
status: July 2020





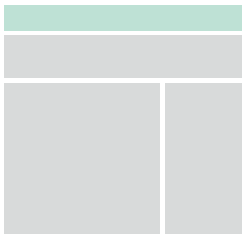
# Ad Banner on draht-magazin.de and wire-magazine.de

## 1 Full Banner



size: 468 x 60 pixels  
price\*: 650.- €  
price\*\*: 950.- €

## 2 Superbanner



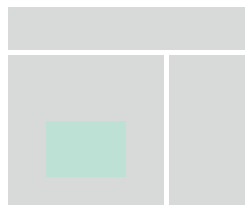
size: 750 x 90 pixels  
price\*: 950.- €  
price\*\*: 1,450.- €

## 3 Hockeystick



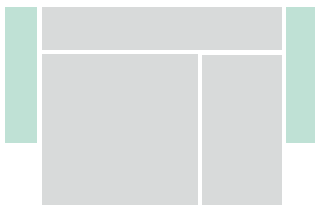
size: 728 x 90 pixels +  
120 x 600 pixels  
price\*: 950.- €  
price\*\*: 1,450.- €

## 4 Content Ad



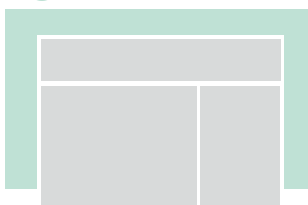
size: 300 x 250 pixels  
price\*: 650.- €  
price\*\*: 975.- €

## 5 (Wide) Skyscraper



size: (160) 120 x 600 pixels  
price\*: 950.- €  
price\*\*: 1,450.- €

## 6 Webskin



size: (2x) 120 x 600 pixels +  
980 x 90 pixels  
price\*: 1,250.- €  
price\*\*: 1,875.- €

## 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](http://www.draht-magazin.de)  
or [www.wire-magazine.de](http://www.wire-magazine.de)  
\*\* price for [www.draht-magazin.de](http://www.draht-magazin.de)  
and [www.wire-magazine.de](http://www.wire-magazine.de)  
duration: 4 weeks

Delivery of the banner data incl. linking by e-mail indicating the customer name to Anna Ugrica ([a.ugrica@meisenbach.de](mailto:a.ugrica@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: 795.- €**

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 Twitter. 

**Surcharge: 150.- €**



You can also find our guidelines and examples under:

<https://umformtechnik.net/wire/Content/Media/Guidelines/Ihr-Advertorial>



# 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 Uglica (a.uglica@meisenbach.de).

### Rates per Ad (Banner):

520.- € (Draht)

520.- € (Wire)

## 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:

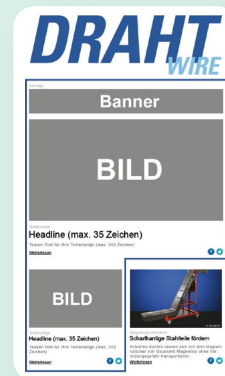
- Headline: max. 35 characters, teaser text: max. 350 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

### Banner:

- 700 x 120 pixels, max. 100K

Price: 1,750.- € (Draht)

Price: 1,750.- € (Wire)



You can also find our guidelines and examples under:  
<https://umformtechnik.net/wire/Content/Media/Guidelines>



# A strong combination

Take advantage of our well-established metal technical magazines for non-cutting forming.  
Advertise comprehensively with the greatest reach by means of a combined advertisement in several titles.

Your advantage: more coverage with combination discount!



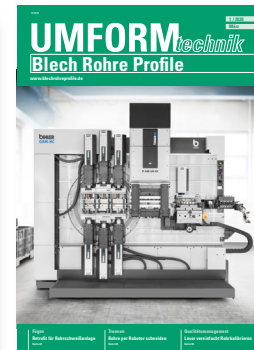
[www.draht-magazin.de](http://www.draht-magazin.de)



[www.wire-magazine.de](http://www.wire-magazine.de)



[www.umformtechnik-magazin.de](http://www.umformtechnik-magazin.de)



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

## 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 benefit from combined advertising in the four specialist titles published by Meisenbach Verlag.

Ask for our package savings prices and an offer tailored to your needs!

Contact us: Christian Matthe, +49 951 861-129, [c.matthe@meisenbach.de](mailto:c.matthe@meisenbach.de)





# 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](http://content.meisenbach.de/AGB)



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERM



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### Terms of payment:

3% discount on payment before publication,

2% discount on payment within 8 days from

date of invoice, net 30 days from invoice.

Place of fulfilment and court of jurisdiction

is Bamberg. (Unless otherwise determined by law)



TOPICS  
DATES



PRINT  
PRICES



TECHNIQS



SALES



ONLINE



TERM



CONTACT