



## Target group:

Targets individuals and companies in Germany and abroad who are commercially interested in products for the tabletop, kitchen and lifestyle as well as gifts.

## Print run:

8,040 copies\*

## Qualified circulation:

7,533 copies\*

## Frequency:

10 issues per year

## Volume:

92<sup>th</sup> volume 2017

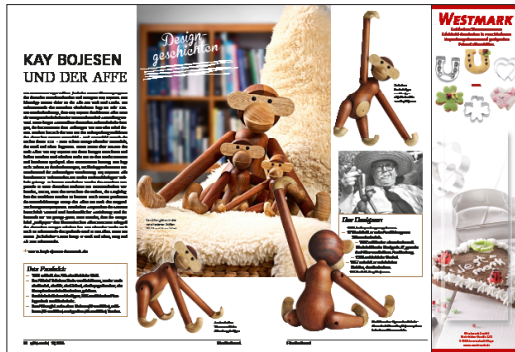
## Membership/Participation:

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

\*Source, IVW 2. Quarter 2016



Your trade magazine for living, cooking and giving



## Brief description:

stil & markt – the trade magazine for home living, cooking and giving presents ranges and brands in keeping with the consumer home environment. Just like a concept store, stil & markt spotlights products such as porcelain, cutlery and glasses alongside unconventional gift ideas and trendy accessories such as bags and scarves. These items are not presented in different product groups but in home settings.

stil & markt shows its readers how this trend can be implemented and used to maximum benefit in-store: evoking a homely feel both in our magazine and at retail.

stil & markt also provides expertise from the trade and industry, featuring reportages on specialist stores, sections such as "Products Put to the Test", "Retail Trainee" and "Online Shop of the Month" and background articles on specialist topics, trade fairs and companies, rounded off with tips from the editors and entertaining features such as columns and competitions.

In addition, stil & markt's readers receive a variety of different supplements throughout the year such as the trade-fair calendar.

stil & markt's homepage [www.stilundmarkt.de](http://www.stilundmarkt.de) complements the print edition with up-to-the-minute reports from the industry, additional product information and interactive features such as votings. stil & markt's newsletter is a regular source of valuable information serving the sector. Our trade magazine is also on social media at [www.facebook.com/stilundmarkt](https://www.facebook.com/stilundmarkt).

A feeling of home – in our magazine, online and in the trade.





## 360 Days Coverage PLUS Print

In every issue our readers are taken on an exciting journey through the home of stil&markt, starting in the kitchen, lounge and dining room, through the home office and into the bathroom, bedroom and garden. Our editorial team presents products and brands in luxurious lifestyle worlds, providing inspiration for powerful POS displays.

Our online editorial team also sheds light on current topics at [www.stilundmarkt.de](http://www.stilundmarkt.de) and in our newsletter.



Classified potential of recipients: Distribution Germany, Austria, Switzerland  
(Multiple answers possible)

Trade	Number
<b>Specialist retail trade</b>	<b>28.307</b>
GPC	5.098
Gifts	8.805
Flowers and garden centers	1.122
Semiluxury food	701
Household goods	4.533
Furniture and interior design trade	4.021
Stationery	1.098
Warehouses	1.221
Mail-order trade	321
Bags and leather goods	188
Book industry	1.199
<b>Wholesale, trade agencies</b>	<b>1.978</b>
<b>Industry</b>	<b>4.439</b>
<b>Total number of recipients</b>	<b>34.724</b>



Issue	Dates	Topics	Distribution at Trade Fairs*
<b>1</b> January	Publication date: 18.01.2017 Ad and editorial deadline: 15.12.2016	Christmas in all its glory: New products for the festival of all festivals New soft furnishings: Home textiles	TrendSet in Munich: 04.01. – 06.01.2017 * Heimtextil in Frankfurt/Main: 10.01. – 13.01.2017 * Nordstil in Hamburg: 14.01. – 16.01.2017 * Vivanti in Dortmund: 21.01. – 23.01.2017 * Christmasworld in Frankfurt/Main: 27.01. – 31.01.2017 * Paperworld in Frankfurt/Main: 28.01. – 31.01.2017 *
<b>2</b> February	Publication date: 02.02.2017 Ad and editorial deadline: 05.01.2017	Exhibition Special Ambiente Table Top & Kitchen, Giftware & Lifestyle	Ambiente in Frankfurt/Main: 10.02. – 14.02.2017 *
<b>3</b> March	Publication date: 15.03.2017 Ad and editorial deadline: 16.02.2017	Spring trends: Exhibition review Porcelain trends: Innovations	Cadeaux in Leipzig: 04.03. – 06.03.2017 *
<b>4/5</b> April/May	Publication date: 26.04.2017 Ad and editorial deadline: 30.03.2017	Cooking, mixing, chopping: New products for the kitchen Enjoyed both hot and cold: Coffee, tea & more	
<b>6</b> June	Publication date: 13.06.2017 Ad and editorial deadline: 17.05.2017	Exhibition Special Tendence: Innovations for the 2nd half of the year Celebrating: Products for Christmas, Easter & more	Tendence in Frankfurt/Main: 24.06. – 27.06.2017 *

\* Subject to changes

Issue	Dates	Topics	Distribution at Trade Fairs*
<b>7</b> July	Publication date: 18.07.2017 Ad and editorial deadline: 23.06.2017	One fair follows the next: The trends Stylish accessories: Bags, jewellery, clocks and watches	vivanti in Dortmund: 01.07. – 03.07.2017 * TrendSet in Munich: 08.07. – 10.07.2017 * Nordstil in Hamburg: 22.07. – 24.07.2017 *
<b>8</b> August	Publication date: 22.08.2017 Ad and editorial deadline: 28.07.2017	Exhibition Special IFA: The latest electrical goods Outdoor living: Products for BBQs, picnics & more	IFA in Berlin: 01.09. – 06.09.2017 * spoga+gafa in Köln: 03.09. – 05.09.2017 * EK Home in Bielefeld: 08.09. – 09.09.2017 *
<b>9/10</b> September/ October	Publication date: 29.09.2017 Ad and editorial deadline: 07.09.2017	Chic, sharp, sleek: Cutlery and knives Dinner is served: Crockery, glasses and more	Cadeaux in Leipzig: 02.09. – 04.09.2017 * Designers' Open in Leipzig: 20.10. – 22.10.2017 *
<b>11</b> November	Publication date: 13.11.2017 Ad and editorial deadline: 18.10.2017	Roasting, baking, cooking, preserving: Cooking equipment, tins and more Beautifully wrapped with warm greetings: Paper goods & more Trade fair calendar/Dates in 2018	
<b>12</b> December	Publication date: 12.12.2017 Ad and editorial deadline: 20.11.2017	Types of giftware: Bespoke ideas Made/designed in Germany: Products from Germany	

\* Subject to changes

Size	Format	Colour	Rate
2/1	B: 440 mm x 297 mm	4c	10,129,- €
1/1	PS: 184 mm x 260 mm B: 220 mm x 297 mm	4c	4,460,- €
1/2	PS: 184 mm x 127 mm B: 220 mm x 139 mm PS: 122 mm x 194 mm B: 107 mm x 297 mm	4c	2,385,- €
1/3	PS: 184 mm x 81 mm B: 77 mm x 297 mm B: 220 mm x 92 mm PS: 90 mm x 171 mm	4c	1,700,- €
1/4	PS: 184 mm x 59 mm PS: 59 mm x 194 mm PS: 90 mm x 127 mm	4c	1,270,- €
1/6	PS: 122 mm x 59 mm PS: 90 mm x 81 mm PS: 59 mm x 127 mm	4c	900,- €
1/8	PS: 184 mm x 27 mm PS: 90 mm x 59 mm PS: 59 mm x 92 mm	4c	670,- €

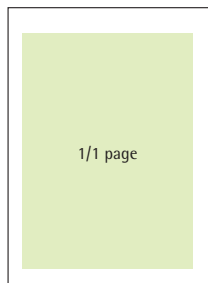
PS: Print Space B: Bleed

- Surcharges Placement:**

Front cover page and back cover page	10,040,- €
Front cover page	5,830,- €
2 <sup>nd</sup> cover page	5,355,- €
3 <sup>rd</sup> cover page	5,130,- €
Back cover page	5,620,- €

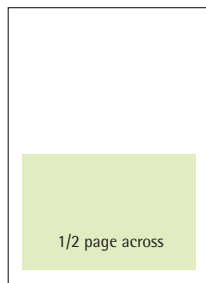
Surcharge for other compulsory placement instructions and confirmed placements 10%

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.
- Colours:** Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 1,060,- € (No discount available)
- Magazine format:** 220 mm wide x 297 mm high
- Discounts:** Ads within 12 months (insertion year):  
 Frequency discount  
 3 Ads 5%  
 6 Ads 10%  
 12 Ads 15%
- Classified ads:** Basic rate mm-ad single-column line 4c 8.46 €  
 mm-ad rate for job offers/applications on request
- Ad specials:** Inserts  
 up to 25 g 280.00 € o/oo  
 up to 50 g 350.00 € o/oo  
 Maximum format available for loose inserts: 220 x 297 mm  
 Rates for bound inserts on request



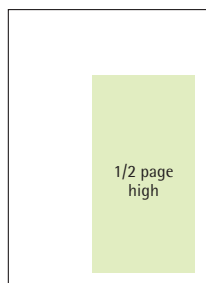
1/1 page

Print space:  
w x h: 184 mm x 260 mm  
Bleed format:  
w x h: 220 mm x 297 mm



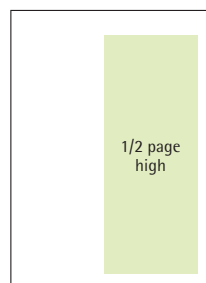
1/2 page across

Print space:  
w x h: 184 mm x 127 mm  
Bleed format:  
w x h: 220 mm x 139 mm



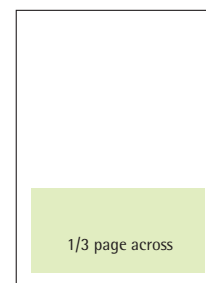
1/2 page high

Print space:  
w x h: 122 mm x 194 mm



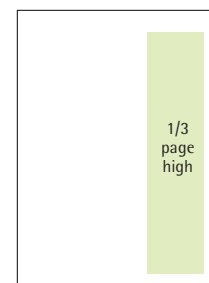
1/2 page high

Print space:  
w x h: 90 mm x 260 mm  
Bleed format:  
w x h: 107 mm x 297 mm



1/3 page across

Print space:  
w x h: 184 mm x 81 mm  
Bleed format:  
w x h: 220 mm x 92 mm



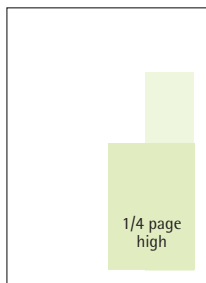
1/3 page high

Print space:  
w x h: 59 mm x 260 mm  
Bleed format:  
w x h: 77 mm x 297 mm



1/4 page across

Print space:  
w x h: 184 mm x 59 mm



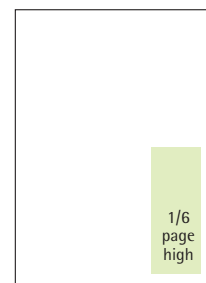
1/4 page high

Print space:  
w x h: 90 mm x 127 mm  
w x h: 59 mm x 194 mm



1/6 page across

Print space:  
w x h: 122 mm x 59 mm  
w x h: 90 mm x 81 mm



1/6 page high

Print space:  
w x h: 59 mm x 127 mm



1/8 page high

Print space:  
w x h: 59 mm x 92 mm



1/8 page across

Print space:  
w x h: 184 mm x 27 mm  
w x h: 90 mm x 59 mm

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



- |   |   |
|---|---|
| <p>1 Magazine format:<br/>Print space: 220 mm wide x 297 mm high<br/>184 mm wide x 260 mm high</p> <p>2 Printing and<br/>binding methods: 4c offset printing (80 lpc-screen) on coated paper<br/>(chlorine free). Wire stitching or adhesive binding.<br/>For colour ads genuine proofs are necessary.</p> <p>3 Data formats: Your electronically submitted data will be processed by us<br/>with Windows 7 and Adobe InDesign CC 2015 (CMYK-<br/>colours) with the following programs for Windows:<br/>– Adobe Acrobat Version XI<br/>– Adobe InDesign (Version CC 2015)<br/>– Adobe Illustrator (Version CC 2015)<br/>– Adobe Photoshop (Version CC 2015)<br/>– Microsoft Office (Version 2013 for MAC and PC )</p> <p>Please send us your ads ready for publishing in one of the<br/>programs and formats mentioned above, if possible as<br/>PDF/X-4 data (Output Intent: ISOcoated_v2_300_eci.icc)<br/>with 3 mm bleed. Imagedate need at least a resolution<br/>of 300 dpi.<br/>Please ensure the PDF is compatible with Acrobat 7.<br/>Transparency effects or shading must be changed into image<br/>data by reducing transparency (high resolution). Should it be<br/>necessary to edit other files or adapt the layout, we will have<br/>to charge you our cost price of 72.- EUR/hour.</p> <p>4 Colours: Bio-Printing inks (CMYK) based on Euro Colour Scale<br/>CEI 12-66 /DIN 16538, special colours available on request.</p> | <p>5 Proof: When making the proof please consider that our printer<br/>works with standard PSO-ISO 12647 values both in the<br/>preparatory and in the printing stages. If you are unable to<br/>provide us with a binding colour proof or can only supply a<br/>digital colour printout, please note that your file will be<br/>printed in compliance with the ISOcoated_v2_300_eci.icc</p> <p>6 Data storage: Data will be archived. Unchanged rerun is generally<br/>possible. A data guarantee is, however, not assumed.</p> <p>7 Guarantee: By sending incomplete or differing data (texts, colours or<br/>images) we do not assume any liabilities for the correct<br/>print. Faulty exposure caused by incomplete or flawed files,<br/>incorrect settings or incomplete information will be<br/>invoiced to the customer. This also applies to additional<br/>composition and reproduction work as well as the creation<br/>of flawed proofs.</p> <p>8 Contact: Monika Schmidt, Order Management<br/>E-mail: m.schmidt@meisenbach.de<br/>Phone: +49 951 861-100</p> <p>9 General information: Image data in original sizes requires a resolution of 300 dpi<br/>(min. 600 dpi for line drawings). Indexed, LAB and RGB<br/>image data are converted by an in-house generated<br/>separation curve into the CMYK mode (the colour space<br/>is modified).</p> <p>10 Delivery address: Schleunungsdruck,<br/>for attention of: Thomas Gesell<br/>Eltertstrasse 27<br/>97828 Markttheidenfeld<br/>Germany<br/>Phone: +49 9391 600 533</p> |
|---|---|

## 1 Circulation auditing:



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

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

## 2 Circulation analysis:

Print run analysis From the IVW-circulation analysis 2/2016			
Actual circulation:	7.533	thereof abroad::	225
Paid circulation:	838		141
Subscribed copies:	768		133
Other sales:	53		8
Free copies:	6.695		84
Print run:	8.040		

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

Geographical distribution analysis: (Percentage of print run actually distributed)	
Germany	96,67%
Abroad	3,33%
Print run actually distributed	100,00 %

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

## 4 Classified potential of recipients:

Distribution Germany, Austria, Switzerland  
(Multiple answers possible)

Trade	Number
<b>Specialist retail trade</b>	<b>28.307</b>
GPC	5.098
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Warehouses	1.221
Mail-order trade	321
Bags and leather goods	188
Book industry	1.199
<b>Wholesale, trade agencies</b>	<b>1.978</b>
<b>Industry</b>	<b>4.439</b>
<b>Total number of recipients</b>	<b>34.724</b>

## 1 Ad formats and rates:

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

All rates are subject to VAT.

2 General information: The stil & markt Newsletter informs monthly on all important trade news from the tabletop & kitchen as well as gifts & lifestyle sectors. The Newsletter is sent in HTML-format. Banner and text ad can be run between articles and columns.

3 Coverage: about 4,838 addresses (As per August 2016)

4 Discounts: Individual cross media offers on request.

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

6 Special newsletters: Rate per newsletter 2,000.– €  
Target group relevant Exclusive-Topic-Newsletter by your company on request.  
In every special newsletter extra editorial content by stil & markt is always included.

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

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

## stil & markt



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

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

Current

Ad

Banner 600 x 75 pixels



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### Your text ad

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

Image



- |   |              |                                   |
|---|--------------|-----------------------------------|
| 1 | Full Banner  | 468 x 60 pixels                   |
| 2 | Skyscraper   | 120 x 600 pixels                  |
| 3 | Hockey Stick | 728 x 90 pixel + 120 x 600 pixels |
| 4 | Webskin      | format on request                 |
| 5 | Content Ad   | 300 x 250 pixels                  |
| 6 | Text ad      | Text + Image                      |

1 Circulation auditing:



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

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

2 Web address:

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

3 Brief description:

Here you will find all information on the trade magazine at a glance. Moreover, there are interesting background reports, certainly the latest product trends and of course up-to-date news from the trade and the industry. There is also a specific schedule of the trade.

4 Target group:

Targets individuals and companies in Germany and abroad who are commercially interested in products for the tabletop, kitchen and lifestyle as well as gifts.

5 Publishing house:

Meisenbach GmbH Verlag

Online-Mangement:

Monika Schmidt

E-mail: [m.schmidt@meisenbach.de](mailto:m.schmidt@meisenbach.de)

Phone: + 49 951 861-100

## 1 Rates and ad formats:

Ad formats	Format/Size in pixels	Rate per 1000 ad impressions	Max. Size
Full Banner	468 x 60	60,- €	40 K
Skyscraper	120 x 600	75,- €	40 K
Hockeystick	728 x 90 + 120 x 600	95,- €	40 K
Webskin	Format on request	130,- €	40 K
Content Ad	300 x 250	75,- €	40 K
Text Ad	Text + Image	110,- €	40 K

Other formats on request

## 2 Discounts:

Within one contractual year

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

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

## 3 Technical specifications:

GIF/JPG/Flash  
Max. Size: 40 K

## 4 Data delivery deadline:

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

## 5 General Terms and Conditions:

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

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

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

## Editorial staff:

### Editor in Chief:

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