



Your trade magazine for living, cooking and giving

Target group:

Targets individuals and companies in Germany and abroad who are commercially interested in products for table top, kitchen and lifestyle as well as gifts: Bricks-and-mortar retailers and online stores, as well as manufacturers, agencies and associations.

Also included are department stores, furniture and interior design stores, electrical goods retailers, book sellers and market research and trade institutes.

stil & markt is the official partner of gia, the Global Innovator Award.

Print run:

7,174 copies*

Qualified circulation:

6,779 copies*

Frequency:

9 issues per year

Volume:

94th volume 2019

DIE SCHAULADE and present

Membership/Participation:

IWW (German Audit Bureau of Circulation)

*Source, IWW 2nd. Quarter 2018



Brief description:

stil & markt – the trade magazine for home living, cooking and giving features 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 repertoires 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 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.

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

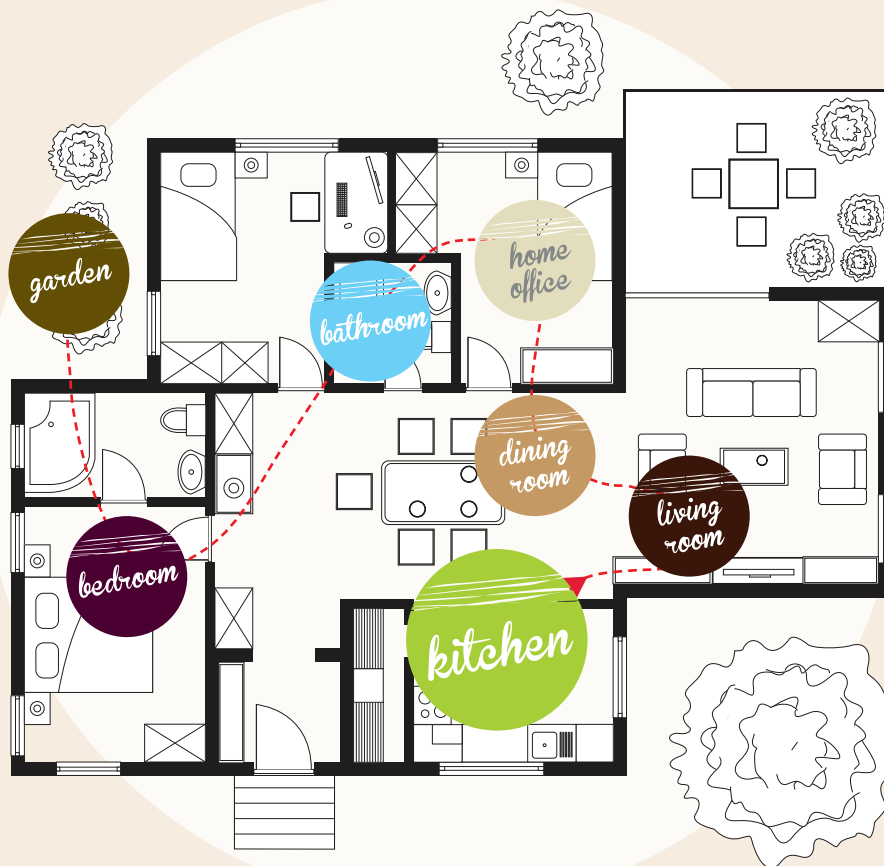




360 Days Coverage PLUS Print

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 and in our newsletter.



Issue	Dates	Topics	Distribution at Trade Fairs*
1 January	Publication date: 16.01.2019 Ad and editorial deadline: 19.12.2018	A Christmas Festival: Decorations and gifts Writing, greeting, wrapping: Stationery & more	Christmasworld in Frankfurt/Main: 25.01. – 29.01.2019 * Floradecora in Frankfurt/Main: 25.01. – 29.01.2019 * Paperworld in Frankfurt/Main: 26.01. – 29.01.2019 *
2 February	Publication date: 31.01.2019 Ad and editorial deadline: 09.01.2019	Trade-fair special Ambiente Tabletop & Kitchen, Giftware & Lifestyle	Ambiente in Frankfurt/Main: 08.02. – 12.02.2019 * Cadeaux in Leipzig: 09.03. – 11.03.2019 *
3 March	Publication date: 13.03.2019 Ad and editorial deadline: 18.02.2019	News from the trade fairs: Rich pickings Table worlds, Trend worlds: Crocery, cutlery & co.	
4/5 April/May	Publication date: 30.04.2019 Ad and editorial deadline: 02.04.2019	Irresistible: Food trends at the POS Stimulating: The latest on tea & coffee	Loft – Das Designkaufhaus in Karlsruhe: 24.05. – 26.05.2019 *
6/7 June/July	Publication date: 19.06.2019 Ad and editorial deadline: 22.05.2019	Fresh ideas for retailers: Innovations for the 2nd half of the year For fresh-air fanatics: Products for BBQs, picnics & more	Tendence in Frankfurt/Main: 29.06. – 01.07.2019 * TrendSet in Munich: 06.07. – 08.07.2019 * Nordstil in Hamburg: 27.07. – 29.07.2019 *

* Subject to changes

Issue	Dates	Topics	Distribution at Trade Fairs*
8 August	Publication date: 20.08.2019 Ad and editorial deadline: 24.07.2019	Trade-fair special IFA 2019 (Pleasurable) gifts for all tastes	IFA in Berlin: 06.09. – 11.09.2019 * Cadeaux in Leipzig: 07.09. – 09.09.2019 * spoga+gafa in Cologne: 01.09. – 03.09.2019 * EK Home in Bielefeld: 18.09. – 20.09.2019 *
9/10 September/ October	Publication date: 26.09.2019 Ad and editorial deadline: 02.09.2019	Sharp and sleek: Cutlery and knives Travelling and on the go: Practical accessories	
11 November	Publication date: 06.11.2019 Ad and editorial deadline: 10.10.2019	Bake, bake, cook: From baking tins to frying pans Ideas from around the world: Beautiful products for the home Trade-fair calendar/dates 2020	
12 December	Publication date: 06.12.2019 Ad and editorial deadline: 12.11.2019	Tidy house, tidy mind: Kitchen aids, office organisers and more Colours, shapes, designs: Trends for 2020	TrendSet in Munich: January 2020 * Nordstil in Hamburg: 11.01. – 13.01.2020 * EK Live in Bielefeld: January 2020 *

* Subject to changes

Size	Format	Colour	Rate
2/1	B: 440 mm x 297 mm	4c	10,230.- €
1/1	PS: 184 mm x 260 mm B: 220 mm x 297 mm	4c	4,500.- €
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	2,410.- €
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	1,715.- €
1/4	PS: 184 mm x 59 mm PS: 59 mm x 194 mm PS: 90 mm x 127 mm	4c	1,285.- €
1/6	PS: 122 mm x 59 mm PS: 90 mm x 81 mm PS: 59 mm x 127 mm	4c	910.- €
1/8	PS: 184 mm x 27 mm PS: 90 mm x 59 mm PS: 59 mm x 92 mm	4c	675.- €

PS: Print Space B: Bleed

- 1 Surcharges**
Placement:

Front cover page and back cover page	10,150.- €
Front cover page	5,890.- €
2 nd cover page	5,410.- €
3 rd cover page	5,180.- €
Back cover page	5,675.- €

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.
- 2 Colours:**

Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 1,060.- €
(No discount available)
- 3 Magazine format:** 220 mm wide x 297 mm high
- 4 Discounts:**

Ads within 12 months (insertion year):

Frequency discount	
3 Ads	5%
6 Ads	10%
12 Ads	15%
- 5 Ad rate for job offers:**
 (mm-ad rate in b/w)

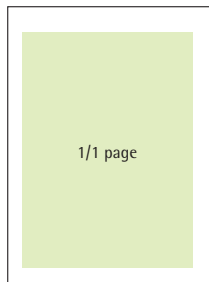
1 column, 59 mm width	3,74 €
1,5 columns, 90 mm width	5,71 €
2 columns, 122 mm width	6,94 €
3 columns 184 mm width	10,41 €

(coloured Logo surcharge: 75.- €, 4c ad surcharge: 30 %)
- 6 Ad specials:**

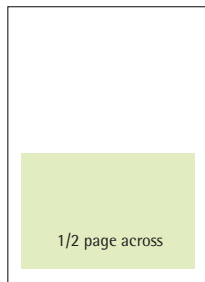
Inserts
 up to 25g: 354.00 € o/oo
 up to 50g: 438.00 € o/oo
 Maximum format available for loose inserts: 220 x 297 mm

Rates for bound inserts

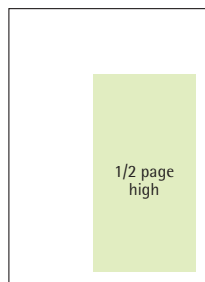
1 sheet:	3,195.- €
every further sheet:	900.- €



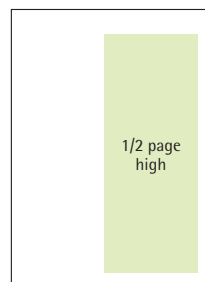
Print space:
w x h: 184 mm x 260 mm
Bleed format:
w x h: 220 mm x 297 mm



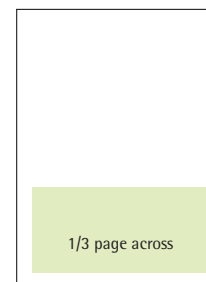
Print space:
w x h: 184 mm x 127 mm
Bleed format:
w x h: 220 mm x 139 mm



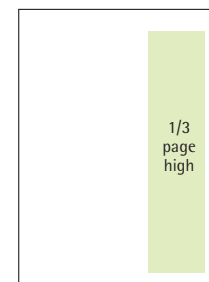
Print space:
w x h: 122 mm x 194 mm



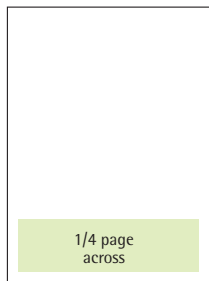
Print space:
w x h: 90 mm x 260 mm
Bleed format:
w x h: 107 mm x 297 mm



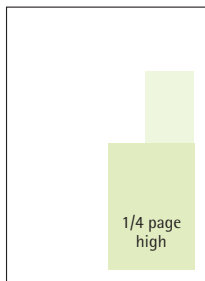
Print space:
w x h: 184 mm x 81 mm
Bleed format:
w x h: 220 mm x 92 mm



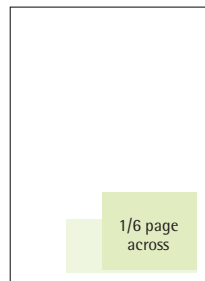
Print space:
w x h: 59 mm x 260 mm
Bleed format:
w x h: 77 mm x 297 mm



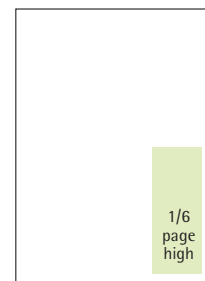
Print space:
w x h: 184 mm x 59 mm



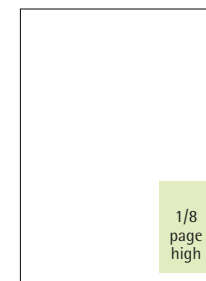
Print space:
w x h: 90 mm x 127 mm
w x h: 59 mm x 194 mm



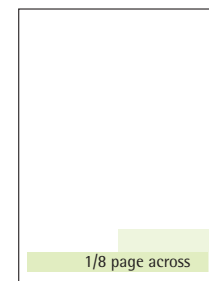
Print space:
w x h: 122 mm x 59 mm
w x h: 90 mm x 81 mm



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



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



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:
Print space: 220 mm wide x 297 mm high
184 mm wide x 260 mm high</p> <p>2 Printing and
binding methods: 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.</p> <p>3 Data formats: Your electronically submitted data will be processed by us with Windows 7 and Adobe InDesign CC 2015 (CMYK-colours) with the following programs for Windows:</p> <ul style="list-style-type: none"> - 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) <p>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: PSOcoated_v3.icc) with 3 mm bleed. Imagedate need at least a resoulution of 300 dpi.</p> <p>Please ensure the PDF is compatible with Acrobat 7.</p> <p>Transparency effects or shading must be changed into image data by reducing transparency (high resolution). Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 72.- EUR/hour.</p> <p>4 Colours: Bio-Printing inks (CMYK) based on Euro Colour Scale CEI 12-66 /DIN 16538, special colours available on request.</p> | <p>5 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</p> <p>6 Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.</p> <p>7 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.</p> <p>8 Contact: Monika Schmidt, Order Management
E-mail: m.schmidt@meisenbach.de
Phone: +49 951 861-100</p> <p>9 General information: 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).</p> <p>10 Delivery address: Schleunungdruck,
for attention of: Thomas Gesell
Eltertstrasse 27
97828 Marktheidenfeld
Germany
Phone: +49 9391 600 533</p> |
|---|---|

1 Circulation auditing: www.ivw.de

The IVW (German Audit Bureau of Circulation) 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 2/2018			
Actual circulation:	6,779	thereof abroad::	202
Paid circulation:	694		114
Subscribed copies:	647		107
Other sales:	47		7
Free copies:	6,085		88
Print run:	7,174		

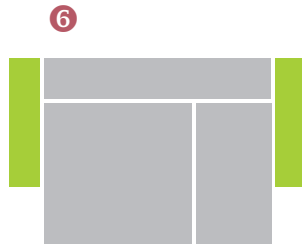
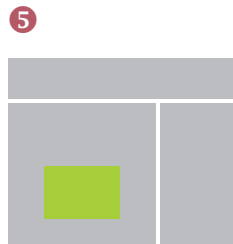
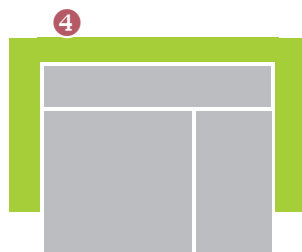
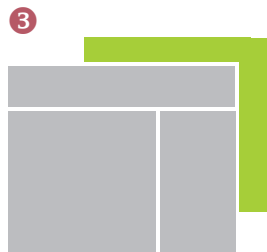
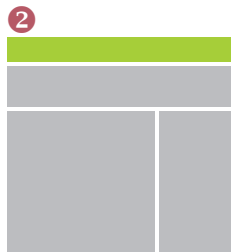
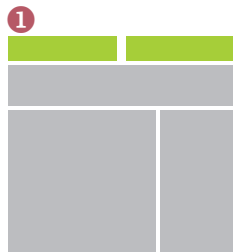
3 Geographical distribution analysis: ¹

Geographical distribution analysis: (Percentage of print run actually distributed)	
Germany	97,02%
Abroad	2,98%
Print run actually distributed	100,00%


¹Average in percent – issues July 2017 – June 2018

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

Trade	Number
Specialist retail trade	30,673
GPC	4,977
Gifts	8,433
Flowers and garden centers	1,019
Semi luxury food	748
Household and cooking	4,207
Electrical household goods	3,350
Furniture and interior design trade	3,945
Stationery	1,022
Warehouses	1,105
Mail-order trade	551
Bags and leather goods	162
Book industry	1,154
Wholesale, trade agencies	1,905
Industry	4,068
Total number of recipients	36,646



- | | |
|---------------------|--|
| ① Full Banner | 468 x 60 pixels |
| ② Superbanner | 950 x 90 pixels |
| ③ Hockeystick | 728 x 90 Pixel + 120 x 600 pixels |
| ④ Webskin | (2x) 120 x 600 Pixel + 980 x 90 pixels |
| ⑤ Content Ad | 300 x 250 pixels |
| ⑥ (Wide) Skyscraper | (160) 120 x 600 pixels |

- 1 Circulation auditing:  www.ivw.de (German Audit Bureau of Circulation)
The stil & markt website is a member of the IVW-Group for online media. The number of visits is checked and published by the IVW on a monthly basis.
- 2 Web adress: <https://stilundmarkt.de>
- 3 Brief description:: This is where you will find all there is to know about the trade magazine at a glance. Moreover, the website features interesting background reports, the latest product trends and, of course, up-to-date news from trade and industry. It also includes a trade-specific overview of important dates.
- 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 Data delivery: Banner data including links should be emailed, quoting the customer's name, to Monika Schmidt (m.schmidt@meisenbach.de)
- 6 Publishing house: Meisenbach GmbH Verlag

stil & markt
Ihr Handelsmagazin rund ums Wohnen, Kochen und Schenken

Anzeige

Banner



© shutterstock/Peshkova

Studie zur Digitalisierung im Mittelstand

Bereit für die digitale Zukunft?

Die Studie „Digitaler Reifegrad im Mittelstand 2017“ von TÜV Rheinland Consulting zielt darauf ab, mittelständische Unternehmen stärker für das Thema Digitalisierung als Teil der Unternehmensentwicklung zu sensibilisieren.

[Weiterlesen](#)

Anzeige

Banner

- 1 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.
- 2 Coverage: approx. 4,500 addresses (last update: August 2018)
- 3 Data formats: JPG, 700 x 88 pixels, max. size 100K
- 4 Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date.
Delivery by email, quoting the customer's name, to Monika Schmidt (m.schmidt@meisenbach.de).
- 5 Rates per Ad (Banner): € 475.-

1 Rates and ad formats:

Ad type	Format/Size in pixels	Rate in euros for 4 weeks of broadcasting	Max. size
Full Banner	468 x 60	595.-	40 K
Superbanner	950 x 90	1,180.-	40 K
Hockeystick	728 x 90 + 120 x 600	935.-	40 K
Webskin	120 x 600 + 980 x 90 + 120 x 600	1,275.-	40 K
Content Ad	300 x 250	835.-	40 K
(Wide) Skyscraper	(160) 120 x 600	740.-	40 K
Banner Newsletter	700 x 88	475.-	100 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

Individual cross-media offers are available on request.

3 Technical specifications:

GIF/JPG/Flash
Max. size: 40K

4 Data delivery:

The ads must be delivered to the publishing house at least 6 working days before the online campaign is due to begin.

5 General Terms and Conditions:

see www.meisenbach.de.

6 IVW-tested:

www.ivw.de



The stil & markt website is a member of the IVW Group for online media. The number of visits is checked and published by the IVW on a monthly basis.

Text Ads – Website



Text ads

Your text ad will be integrated in the stil & markt 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: € 450–

Social Media Teaser – Newsletter

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

You can position your content within our editorial coverage.

Your message will have the look and feel of an editorial post on stil & markt's social media channels.



Increase the scope of your text ad 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: € 145.-



Increase the scope of your text ad with a teaser on our Facebook-page.

- Post-text: approx. 90 characters (recommendation from Facebook)
- Link-heading: Headline of the text ad
- Meta description of the link-preview: Lead paragraph of the text ad
- Image of the link preview: First image of the text ad.

Rate: € 105.-

Teasers in our Newsletter



Increase the scope of your website text ad with a teaser in our Newsletter.

You can position 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: Text ad incl. Newsletter teaser:
€ 775.-

Teasers in our Special Newsletter



Increase the scope of your website text ads with teasers in our Special Newsletter. You can position your content within an exclusive Special Newsletter. Our editorial team will add an editorial contribution.

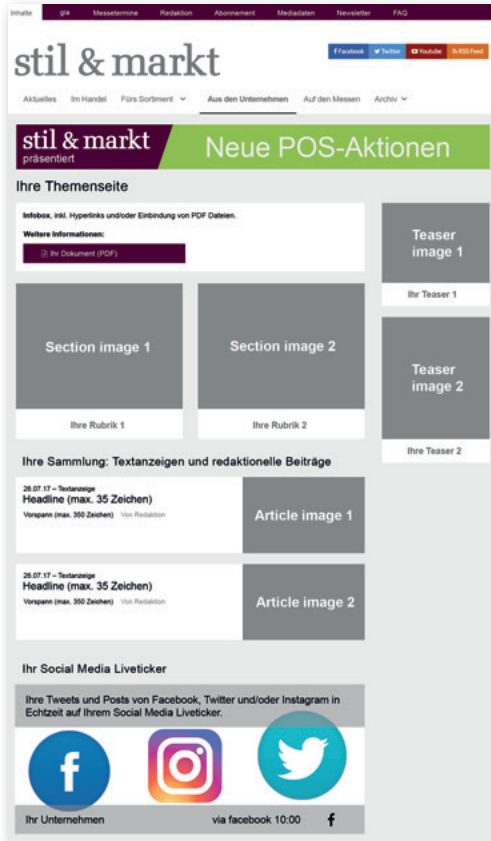
Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

Possible content:

- 1-2 text ads
- Headline: max. 35 characters
- Teaser text: max. 350 characters
- Image: 1-2 images
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Banner 700 x 88 pixels, max. 100K

Rate: € 2,395.-

Theme page on our website



Place your products and topics among our editorial content. You can complement your advertising activities by addressing our readers with a mix of editorial content, advertising and brand communication on your very own theme page.

Your theme page will be integrated within a designated section on the stil & markt website, enabling you to design it to your own specifications.

Headline of the theme page: max. 35 characters.

Teaser:

Free number of teaser tiles possible.

Teaser text with max. 40 characters.

Teaser image with a minimum width of 1,000 pixels and a resolution of 72 dpi. Teaser tiles can either lead to a segment on your theme page or to an external website.

Info box:

Info box with max. 1,000 characters.

It is possible to use hyperlinks and to incorporate pdf-files.

Section tiles:

Free number of teaser tiles possible.

Section image must have a minimum width of 1,000 pixels and a resolution of 72 dpi. Each section tile leads to another landing page with your content. Here you can position your products, information and pointers as well as your communication content. You can include texts, files, images and videos.

Collection of text ads and editorial contributions:

Our editorial contributions are automatically tied in with your theme page.

Social media liveticker:

Presentation of your social media content on Facebook, Twitter and / or Instagram.

We will be pleased to advise you and help you develop your own theme page.

Rate on request.

1 Rates and ad formats:

Ad type	Publication periode	Rate in euros
Text ad on our Website	Visible on our website from publication date	450.-
Facebook-Teaser	Visible on our Facebook-page from publication date	105.-
Twitter Teaser	Visible on our Twitter-channel from publication date	145.-
Text ad - website incl. Newsletter teaser	Published with the dispatch of our Newsletter in accordance with the given calendar week	775.-
Teaser in our Special Newsletter	Published with the dispatch of our Special Newsletter in accordance with the given calendar week	2,395.-
Theme page on our website	Serviced running time of one year from the date of publication	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
Individual cross-media offers are available on request.

3 Technical specifications:

on request

4 Data delivery

The data for text ads and teaser must be delivered to the publishing house at least 6 working days before the publication date

Special arrangements apply for theme pages.

Delivery by email, quoting the customer's name, to m.hegner@meisenbach.de

5 General Terms and Conditions:

www.meisenbach.de.

6 IVW-tested:

www.ivw.de



The stil & markt website is a member of the IVW Group for online media. The number of visits is checked and published by the IVW on a monthly basis.

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 «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 unfulfilment, 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.

This image shows a full page of blank graph paper. The grid consists of small, uniform squares formed by thin, light gray lines. There are no margins, text, or other markings on the page.

Editorial staff:

Editor in Chief:

Sabine Stenzel
 ☎ +49 951 861-181
 [FAX] +49 951 861-149
 ✉ s.stenzel@stilundmarkt.de

Editorial department:

Kerstin Barthel
 ☎ +49 951 861-163
 [FAX] +49 951 861-149
 ✉ k.barthel@meisenbach.de

Tanja Kraemer

☎ +49 951 861-119
 [FAX] +49 951 861-149
 ✉ t.kraemer@meisenbach.de

Carmen Mlcoch

☎ +49 951 861-153
 [FAX] +49 951 861-149
 ✉ c.mlcoch@meisenbach.de

Editorial office:

Erika Neff-Tahiri
 ☎ +49 951 861-111
 [FAX] +49 951 861-149
 ✉ e.neff.tahiri@stilundmarkt.de

Head of online editorial office:

Daniel Keienburg
 ☎ +49 951 861-176
 [FAX] +49 951 861-149
 ✉ d.keienburg@meisenbach.de

Content Management:

Miriam Hegner
 ☎ +49 951 861-188
 [FAX] +49 951 861-149
 ✉ m.hegner@meisenbach.de

Advertising Sales and Distribution:

Advertising Manager:

Christian Matthe
 ☎ +49 951 861-129
 [FAX] +49 951 861-149
 ✉ c.matthe@meisenbach.de

Advertising Sales:

Maria Radovanovic
 ☎ +49 951 861-126
 [FAX] +49 951 861-149
 ✉ m.radovanovic@stilundmarkt.de

Distribution:

Ulla Schiel
 ☎ +49 951 861-101
 [FAX] +49 951 861-149
 ✉ vertrieb@meisenbach.de

Order management :

Monika Schmidt
 ☎ +49 951 861-100
 [FAX] +49 951 861-158
 ✉ m.schmidt@meisenbach.de

Advertising Sales:

Baden-Württemberg, South Bavaria
 Christian Keller Media
 Roc de Caglière
 11220 Lagrasse
 France
 ☎ +49 162 2015013
 ✉ christian.kellermedia.eu

For all other regions, please contact our
 Advertising Sales Manager:

Maria Radovanovic
 ☎ +49 951 861-126
 [FAX] +49 951 861-149
 ✉ m.radovanovic@stilundmarkt.de

Anna Uglica

☎ +49 951 861-195
 [FAX] +49 951 861-158
 ✉ a.uglica@meisenbach.de

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)

Publishing house:

Meisenbach GmbH
 Franz-Ludwig-Straße 7a
 96047 Bamberg
 P.O. Box: 20 69
 96011 Bamberg
 ☎ +49 951 861-0
 [FAX] +49 951 861-158
 ✉ info@meisenbach.de
 www.meisenbach.de

Managing Director: Ulrich Stetter

Head of editorial office:
 Sabine Stenzel

Head of online editorial office:
 Daniel Keienburg

Manager sales /distribution/marketing:
 Christian Matthe

Bank details:

Sparkasse Mainfranken, Würzburg
 IBAN: DE50790500000047955265
 Kto-Nr.: 47955265
 BLZ: 790 500 00
 BIC: BYLADEM1SWU