

stil & markt

stilundmarkt.de

MEDIAKIT 2020

Ad rates no. 21, valid from 1 October 2019, as per: 18 September 2019

Menschen. Märkte. Meisenbach.





Your trade magazine for living,
cooking and giving



stil & markt trade-fair calendar 2020

stil & markt

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:

6,818 copies*

Qualified circulation:

6,511 copies*

Frequency:

9 issues per year

Volume:

21th volume

Membership/Participation:

IWW (German Audit Bureau of Circulation)

*Source, IWW 2nd Quarter 2019



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

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 reportages on specialist stores 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, www.twitter.com/stilundmarkt and www.instagram.com/stilundmarkt.

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



Sabine Stenzel

Editor-in-Chief

Tel.: +49 951 861-181

Fax: +49 951 861-149

E-Mail: s.stenzel@stilundmarkt.de

A feeling of Home



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.



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

Topics and Dates

stil & markt 1/2020

Editorial deadline
12.12.2019

Advertising deadline
12.12.2019

Publication date
15.01.2020

Focal themes

Christmas glow: New products for the festive season, Beautifully packaged, seasonal greetings: Paper & stationery

Trade fairs

Heimtextil in Frankfurt/Main: 07.01. – 10.01.2020
Christmasworld in Frankfurt/Main: 24.01. – 28.01.2020
Paperworld in Frankfurt/Main 25.01. – 28.01.2020

stil & markt 2/2020

Editorial deadline
08.01.2020

Advertising deadline
08.01.2020

Publication date
30.01.2020

Focal themes

Exhibition special Ambiente
Tabletop & kitchen, Giftware & lifestyle

Trade fairs

Ambiente in Frankfurt/Main: 07.02. – 11.02.2020
Cadeaux Spring in Leipzig: 29.02. – 02.03.2020

stil & markt 3/2020

Editorial deadline
17.02.2020

Advertising deadline
17.02.2020

Publication date
09.03.2020

Focal themes

Spring trends: A review
Dinner is served: Porcelain, glass and more



Topics and Dates

stil & markt 4-5/2020

Editorial deadline
01.04.2020

Advertising deadline
01.04.2020

Publication date
29.04.2020

Focal themes
Fun in the kitchen: Cookware,
small electrical goods & more
The great outdoors: Products for BBQs,
picnics and outings

stil & markt 6-7/2020

Editorial deadline
14.07.2020

Advertising deadline
14.07.2020

Publication date
06.08.2020

Focal themes
Fresh ideas for the POS: Innovations
for the second half of the year
Enjoy hot or cold: Products for coffee,
tea & more

Trade fairs
Tendence in Frankfurt/Main
gardiente in Hofheim-Wallau
TrendSet in Munich
Nordstil in Hamburg

stil & markt 8/2020

Editorial deadline
14.07.2020

Advertising deadline
14.07.2020

Publication date
06.08.2020

Focal themes
Exhibition special IFA 2020:
The latest small electrical appliances
Following the industry for 20 years:
stil & markt celebrates

Trade fairs
IFA in Berlin: 04.09. – 09.09.2020
Cadeaux Autumn in Leipzig: 05.09. – 07.09.2020
spoga+gafa in Cologne: 06.09. – 08.09.2020
EK Live Autumn in Bielefeld: 16.09. – 18.09.2020

Online special Advent calendar 2020
01.09. – 24.09. 2020
Editorial and advertising deadline: 26.08.2020



Topic and Dates

stil & markt 9-10/2020

Editorial deadline
01.09.2020

Advertising deadline
01.09.2020

Publication date
23.09.2020

Focal themes
Sharps: Knives, cutlery & co.
Stylish when on the go: From bottles to bags

stil & markt 11/2020

Editorial deadline
14.10.2020

Advertising deadline
14.10.2020

Publication date
05.11.2020

Focal themes
Roasting, baking, preserving:
Cookware, baking tins and more
Home accessories: From puristic to pretty
Exhibition calendar/dates 2021

stil & markt 12/2020

Editorial deadline
16.11.2020

Advertising deadline
16.11.2020

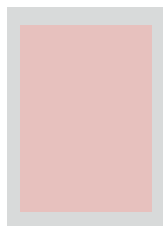
Publication date
08.12.2020

Focal themes
Neat and tidy:
Practical items for office, kitchen and more
Colours, shapes, designs: Trends 2021

Trade fairs
Nordstil in Hamburg: 16.01. – 18.01.2021
EK Live Spring in Bielefeld: January 2021



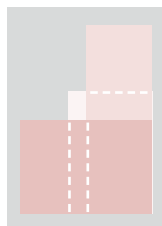
Ad Rates and Ad Formats*



1/1 page

PS: 184 mm x 260 mm
B: 220 mm x 297 mm

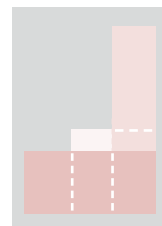
4,570.- €



1/2 page

PS: 184 mm x 127 mm
B: 220 mm x 139 mm
PS: 122 mm x 194 mm
PS: 90 mm x 260 mm
B: 107 mm x 297 mm

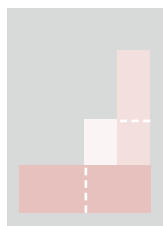
2,446.- €



1/3 page

PS: 184 mm x 81 mm
B: 270 mm x 92 mm
PS: 90 mm x 171 mm
PS: 59 mm x 260 mm
B: 77 mm x 297 mm

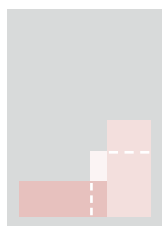
1,740.- €



1/4 page

PS: 184 mm x 59 mm
B: 220 mm x 80 mm
PS: 90 mm x 127 mm
PS: 59 mm x 194 mm

1,305.- €



1/6 page

PS: 122 mm x 59 mm
PS: 90 mm x 81 mm
PS: 59 mm x 127 mm

925.- €



1/8 page

PS: 90 mm x 59 mm
PS: 59 mm x 92 mm
PS: 184 mm x 27 mm

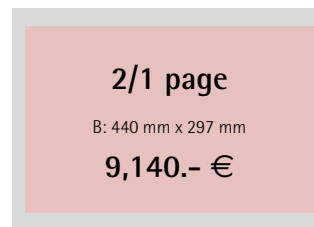
685.- €

Best Placement:

Front cover + Back cover page	10,305.- €
Front cover page	5,980.- €
2nd cover page	5,495.- €
3rd cover page	5,260.- €
Back cover page	5,760.- €

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

PS: Print Space B: Bleed
Formats = width x height
Special formats on request



2/1 page

B: 440 mm x 297 mm

9,140.- €

Ad Rates and Ad Formats

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

Colour:

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

Magazine format:

220 mm wide x 297 mm high

Discounts:

Ads within 12 months (insertion year):

Frequency discount

3 Ads	5%
6 Ads	10%
9 Ads	15%

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

on request

Ad specials:

Inserts

up to 25 g:

390.- € 0/00

up to 50 g:

480.- € 0/00

Maximum format available for loose inserts:
220 x 297 mm

Rates for bound inserts

1 sheet:

3,195.- €

every further sheet:

950.- €



Maria Radovanović

Advertising Sale

Tel.: +49 951 861-126

Fax: +49 951 861-149

E-Mail: m.radovanovic@stilundmarkt.de

Advertorial Print

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

ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

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

1 page Advertorial: 3,045.- €

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:**
2-3 images | Company logo | Lead paragraph/Entry point: 250 characters | Main text minimum: 1,000 characters | Maximum: 1,500 characters (both including spaces):
The price includes one proofing cycle.*

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

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

1/2 page Advertorial: 1.615.- €

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 image | Company logo | Lead paragraph/Entry point: 250 characters | Main text minimum: 750 characters | Maximum: 1,000 characters (both including spaces):
The price includes one proofing cycle.*

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

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

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

stil & markt trade-fair Calendar 2021



stil & markt

Keep your finger on the pulse and plan the year ahead with our trade-fair Calendar. We will inform our readers of the exhibition highlights in 2021 chronologically:

Calendar format: 148 x 148 mm (square)

Your advertising format: 148 x 148 mm
plus 3 mm bleed on all sides = 154 x 154 mm
(width x height)

Print-run: Approx. 8,500 copies

Distribution: Loose insert in the November issue of stil & markt

Validity: The whole of 2021

Advertising & editorial deadline: 14.10.2020

Publication date: 05.11.2020

Advertising rate 1 page, plus a 2-page trade fair profile: 1,950.- €

Increased print-run as additional copies can be ordered for our readers, their staff and customers at the POS (as long as stocks last).



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

Specifications

Magazine format: 220 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. For colour ads genuine proofs are necessary.

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

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

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

- Adobe Acrobat Version XI

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

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

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

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

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

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

Contact:

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

Delivery address:

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



Distribution

1 Circulation auditing: www.ivw.de

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



2 Subscription prices 2020

Subscription prices 2020*

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

*All prices incl. delivery charges

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

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

Other foreign countries: VAT-free

3 Circulation analysis:

Circulation analysis

From the IVW-circulation analysis 1/2019 * thereof abroad

Actual circulation:	6,511 (*276)
Paid circulation:	632 (*97)
Subscribed copies:	591 (*90)
Other sales:	41 (*7)
Free copies:	5,879 (*179)
Print run:	6,818

4 Geographical distribution analysis:*

Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	95.72%
Abroad	4.28%
Print run actually distributed	100.00%

*Average in percent- Issues July 2018 – June 2019

5 Classified potential of recipients:

Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
Specialist retail trade	30,577
GPC	4,956
Gifts	8,415
Flowers and garden centers	1,030
Semi luxury food	759
Household and cooking	4,187
Electrical household goods	3,324
Furniture and interior design trade	3,911
Stationery	1,003
Warehouses	1,095
Mail-order trade	597
Bags and leather goods	178
Book industry	1,122
Wholesale, trade agencies	1,891
Industry	4,091
Total number of recipients	36,559



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

Cross-media Opportunities

1 Circulation auditing: 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.



coverage (print + online)

stil & markt	6,818 copies
Newsletter	approx 4,100 recipients
Website	25,451 impressions
	14,193 visits

fans social media

Facebook	820 fans
Twitter	590 follower
Instagram	400 subscribers

status: July 2019



TOPICS
DATES



PRINT
PRICES



TECHNICS



SALES



ONLINE



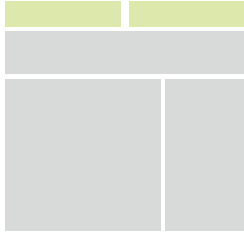
TERMS



CONTACT

Ad Banner on www.stilundmarkt.de

1 Full Banner



Size: 468 x 60 pixels
Price*: 620.– €

2 Superbanner



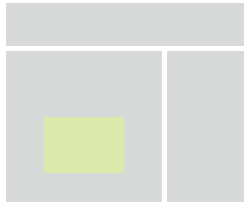
Size: 950 x 90 pixels
Price*: 1,235.– €

3 Hockeystick



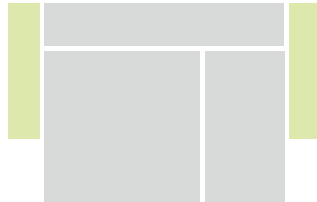
Size: 728 x 90 pixels +
120 x 600 pixels
Price*: 975.– €

4 Content Ad



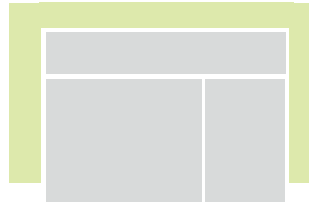
Size: 300 x 250 pixels
Price*: 905.– €

5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels
Price*: 775.– €

6 Webskin



Size: (2x) 120 x 600 pixels +
980 x 90 pixels
Price*: 1,325.– €

Discounts:

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

Individual cross-media offers are available on request.

*Price for 4 weeks duration

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



Transparency guaranteed!
The visitor numbers of www.stilundmarkt.de are checked and published by the IWV.

Text Ads Online



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: 575.- €

(Bookable in combination with Print.)

Ad Opportunities Newsletter



Transparency guaranteed! The distribution of our newsletter is checked by the independent IWW. Trust us with the media planning on our serious usage data.

Banner



General information: The stil & markt-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner and text ad can be run between articles and columns.

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

Rates per Ad (Banner): 495.- €

Teaser Newsletter

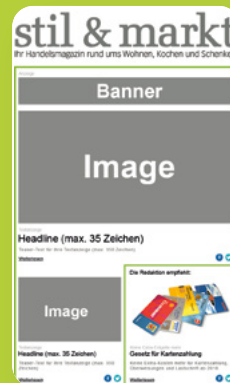


Increase the scope of your website text ad with a teaser in our Newsletter. You can position your content within our editorial Newsletter.

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

Rate: 815.- €

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
- 1-2 images, Minimum width: 1,000 pixels (16:10), 72 dpi
- Banner 700 x 120 pixels, max. 100K

Rate: 2,490.- €

Social Media

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 (Facebook, Instagram & Twitter).

<https://www.facebook.com/stilundmarkt>

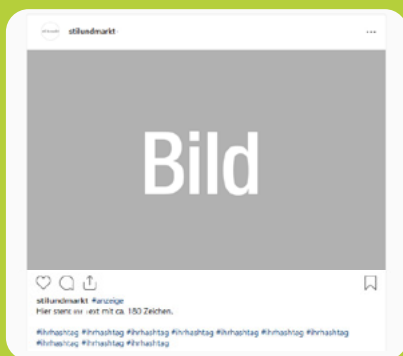


Increase the scope of your text ad with a teaser on our Facebook-page.

- 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: 110.- €

<https://www.instagram.com/stilundmarkt>



Use a post on our Instagram page to increase your image.

- Post-text: with 1-3 images, preferably in square format
- Minimum dimensions: 1,200 x 1,200 pixels
- Text up to 180 characters, additionally up to 10 hashtags

Rate: 165.- €

<https://twitter.com/stilundmarkt>



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: 150.- €

Your company profile on our website

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

Benefits:

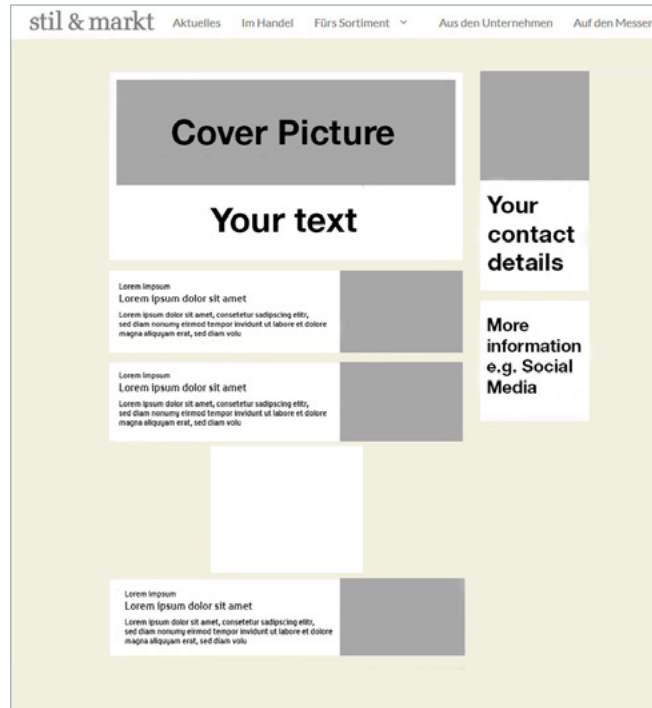
- Your company profile is included on our website together with your address. You can design your profile yourself.
- This enables you to reach our readers with a mixture of your advertising and company messages and our content on a company-specific page.
- The relevance of our trade magazine will increase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

Price per year*

Basic rate: 1,499.- €

Maintaining your company profile: 399.- €

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



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

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

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

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



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

Terms online: www.stilundmarkt.de/AGB



Ad Sales & Distribution:

Advertising Sales:

Maria Radovanović
☎ +49 951 861-126
✉ +49 951 861-149
✉ m.radovanovic@stilundmarkt.de

Ariane Schlotter
☎ +49 8341 9955850
✉ +49 951 861-170
✉ a.schlotter@meisenbach.de

Distribution:

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

Commercial Agency:

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

Order Management:

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

Editorial staff:

Editor-in-Chief:

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

Editorial Office:

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

Head of online editorial office:

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

Content Management:

Carmen Mlcoch
☎ +49 951 861-188
✉ +49 951 861-149
✉ c.mlcoch@meisenbach.de

Publishing house:

Meisenbach GmbH
Franz-Ludwig-Straße 7a
96047 Bamberg
P.O. Box: 20 69
96011 Bamberg

☎ +49 951 861-0
✉ +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

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)

