

# stil & markt

stilundmarkt.de

## MEDIAKIT 2021

Ad rates no. 22, valid from 1 October 2020, as per: 21 September 2020

Menschen. Märkte. Meisenbach.





Your trade magazine for living,  
cooking and giving



BRAND NEWS – Special Edition

### 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:

5,405 copies\*

### Qualified circulation:

5,341 copies\*

### Frequency:

7 issues per year + BRAND NEWS

### Volume:

22<sup>th</sup> volume

### Membership/Participation:

IWW (German Audit Bureau of Circulation)

\*Source, IWW 2<sup>nd</sup> Quarter 2020

# 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 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), [www.twitter.com/stilundmarkt](https://www.twitter.com/stilundmarkt) and [www.instagram.com/stilundmarkt](https://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](mailto: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, garden and more. 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.



# Topics and Dates

## stil & markt 1-2/2021

**Editorial deadline**  
14.01.2021

**Advertising deadline**  
14.01.2021

**Publication date**  
11.02.2021

### Focal themes

Christmas glow: new products for the festive season  
Beautifully packaged, seasonal greetings:  
paper & stationery

### Trade fairs\*

Cadeaux spring in Leipzig: 27.02. – 01.03.2021

## stil & markt 3/2021

**Editorial deadline**  
10.03.2021

**Advertising deadline**  
10.03.2021

**Publication date**  
07.04.2021

### Focal themes

Exhibition special International Consumer Goods  
Show – Special Edition:  
Tabletop & Kitchen, Giftware & Lifestyle

### Trade fairs\*

International Consumer Goods Show – Special Edition  
(Ambiente, Christmasworld, Paperworld) in Frankfurt/Main:  
17.04. – 20.04.2021  
Heimtextil in Frankfurt/Main: 04.05. – 07.05.2021

## stil & markt BRAND NEWS 1

**Editorial deadline**  
17.03.2021

**Advertising deadline**  
17.03.2021

**Publication date**  
14.04.2021

### Focal themes

Special Edition for the International Consumer  
Goods Show – Special Edition 2021:  
product innovations, industry news & information  
about the show

### Trade fairs\*

International Consumer Goods Show – Special Edition  
(Ambiente, Christmasworld, Paperworld) in Frankfurt/Main:  
17.04. – 20.04.2021  
Heimtextil in Frankfurt/Main: 04.05. – 07.05.2021

\*as per: September 2020



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# Topics and Dates

## stil & markt 4-5/2021

**Editorial deadline**  
21.04.2021

**Advertising deadline**  
21.04.2021

**Publication date**  
18.05.2021

### Focal themes

After the fairs: novelty show  
Dinner is served: the trends  
The great outdoors: new for outdoors

### Trade fairs\*

spoga+gafa in Cologne: 30.05. – 01.06.2021

## stil & markt 6-7/2021

**Editorial deadline**  
20.05.2021

**Advertising deadline**  
20.05.2021

**Publication date**  
21.06.2021

### Focal themes

In the mood for ordering: new products for the  
second half of the year  
Tasting, smelling, enjoying: products for coffee,  
tea & more

### Trade fairs\*

Tendence in Frankfurt/Main: summer 2021  
TrendSet in Munich: 10.07. – 12.07.2021  
Nordstil in Hamburg: 24.07. – 26.07.2021

### Online special Advent calendar 2021

01.09. – 24.09. 2021  
Editorial and advertising deadline: 25.08.2021

## stil & markt 8/2021

**Editorial deadline**  
21.07.2021

**Advertising deadline**  
21.07.2021

**Publication date**  
18.08.2021

### Focal themes

Under power: the IFA novelties  
But please sustainable: resource-saving products

### Trade fairs\*

IFA in Berlin: 03.09. – 07.09.2021  
Cadeaux autumn in Leipzig: 04.09. – 06.09.2021  
EK Live autumn in Bielefeld: 15.09. – 17.09.2021

\*as per: September 2020



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# Topic and Dates

## stil & markt 9-10/2021

**Editorial deadline**  
02.09.2021

**Advertising deadline**  
02.09.2021

**Publication date**  
30.09.2021

### Focal themes

Beautiful, sharp, sleek: cutlery and flatware  
Order is essential: practical for kitchen, office and  
on the road

## stil & markt BRAND NEWS 2

**Editorial deadline**  
28.09.2021

**Advertising deadline**  
28.09.2021

**Publication date**  
21.10.2021

### Focal themes

Special Edition Christmas 2021,  
products and gift ideas around Christmas

## stil & markt 11-12/2021

**Editorial deadline**  
09.11.2021

**Advertising deadline**  
09.11.2021

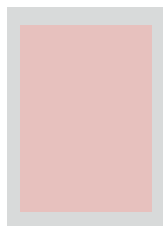
**Publication date**  
15.12.2021

### Focal themes

Roasting, baking, preserving:  
Cookware, baking tins and more  
Nice gift: ideas for every taste  
Home accessories: From puristic to pretty  
Trade-fair Calendar/dates 2022



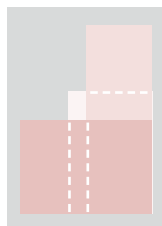
# Ad Rates and Ad Formats\*



## 1/1 page

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

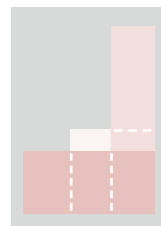
**4,570.- €**



## 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

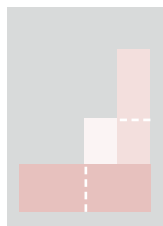
**2,446.- €**



## 1/3 page

PS: 184 mm x 81 mm  
B: 220 mm x 92 mm  
PS: 90 mm x 171 mm  
PS: 59 mm x 260 mm  
B: 77 mm x 297 mm

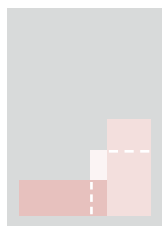
**1,740.- €**



## 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.- €**

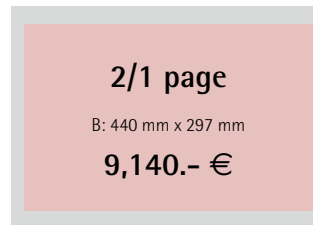
### Best Placement:

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

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

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

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



## 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	<b>5%</b>
6 Ads	<b>10%</b>
9 Ads	<b>15%</b>

## 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**

Media consulting

Tel.: +49 951 861-126

Fax: +49 951 861-149

E-Mail: [m.radovanovic@stilundmarkt.de](mailto: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.



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# BRAND NEWS – The source of inspiration for Christmas 2021



## Brief description

The second special edition of BRAND NEWS by stil & markt is published in print and digitally worldwide in time for the Christmas season. The magazine presents novelties of the second half of the year in eye-catching pictures, especially products and gift ideas around Christmas.

**Print run: 6,000 copies**

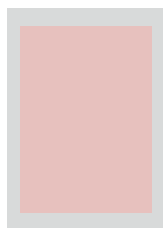
**Newspaper format:** 245 mm wide x 340 mm high

**Print space:** 215 mm wide x 290 mm high

**Closing date Editorial:** 28.09.2021

**Closing date Advertising:** 28.09.2021

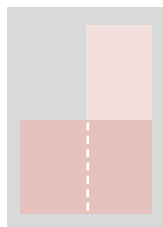
**Publication date:** 21.10.2021



## 1/1 page

PS: 215 x 290 mm  
B: 245 x 340 mm

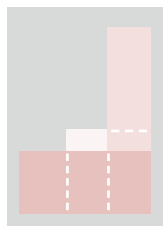
**4,405.- €**



## 1/2 page

PS: 105 x 290 mm  
PS: 215 x 142 mm  
B: 120 x 340 mm  
B: 245 x 168 mm

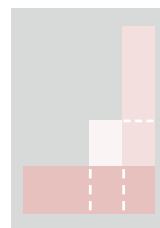
**2,420.- €**



## 1/3 page

PS: 67 x 290 mm  
PS: 215 x 95 mm  
B: 82 x 340 mm  
B: 245 x 115 mm

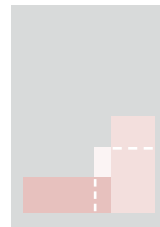
**1,725.- €**



## 1/4 page

PS: 50 x 290 mm  
PS: 215 x 70 mm  
PS: 105 x 145 mm

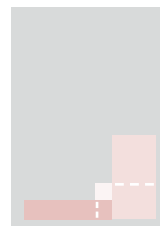
**1,300.- €**



## 1/6 page

PS: 105 x 95 mm  
PS: 215 x 45 mm

**900.- €**



## 1/8 page

PS: 105 x 70 mm  
PS: 215 x 35 mm

**690.- €**

**stil & markt**

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



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# stil & markt trade-fair Calendar 2022



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 2022 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 2022

**Advertising & editorial deadline:** 28.10.2021

**Publication date:** 24.11.2021

**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).



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# 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 2017)
- Adobe Illustrator (Version CC 2017)
- Adobe Photoshop (Version CC 2017)

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

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

**Proof:** When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated\_v3.icc. If you are interested, please contact 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:**  
Schleunungdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Marktheidenfeld  
+49 9391 6005-33

# Distribution

## 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 Subscription prices 2021

### Subscription prices 2021\*

Issues per year	7
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 1/2020 \* thereof abroad

Actual circulation:	5,341 (*102)
Paid circulation:	580 (*84)
Subscribed copies:	542 (*79)
Other sales:	38 (*5)
Free copies:	4,761 (*18)
Print run:	5,405

## 4 Geographical distribution analysis:\*

### Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	98.09%
Abroad	1.91%
<b>Print run actually distributed</b>	<b>100.00%</b>

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

## 5 Classified potential of recipients:

### Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
<b>Specialist retail trade</b>	<b>30,688</b>
GPC	4,941
Gifts	8,406
Flowers and garden centers	1,038
Semi luxury food	764
Household and cooking	4,179
Electrical household goods	3,330
Furniture and interior design trade	3,899
Stationery	1,009
Warehouses	1,074
Mail-order trade	653
Bags and leather goods	170
Book industry	1,225
<b>Wholesale, trade agencies</b>	<b>1,871</b>
<b>Industry</b>	<b>4,080</b>
<b>Total number of recipients</b>	<b>36,639</b>



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# Cross-media Opportunities

## coverage (print + online)

stil & markt	5,405 copies
Newsletter	approx 3,850 recipients
Website	60,775 impressions
	14,018 visits

## fans social media

Facebook	1,150 subscribers
Twitter	600 follower
Instagram	760 subscribers

status: July 2020



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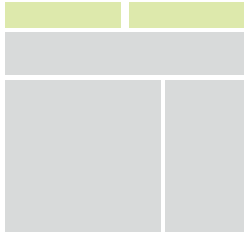
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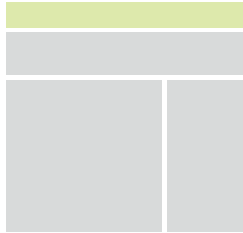
# Ad Banner on [www.stilundmarkt.de](http://www.stilundmarkt.de)

## 1 Full Banner



Size: 468 x 60 pixels  
Price\*: **680.– €**

## 2 Superbanner



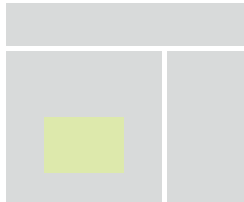
Size: 950 x 90 pixels  
Price\*: **1,355.– €**

## 3 Hockeystick



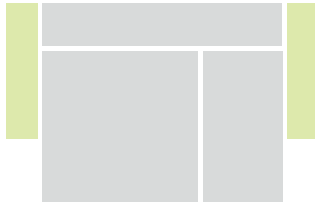
Size: 728 x 90 pixels +  
120 x 600 pixels  
Price\*: **1,075.– €**

## 4 Content Ad



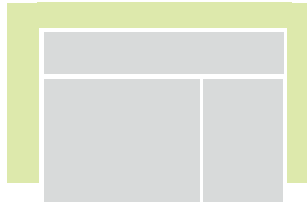
Size: 300 x 250 pixels  
Price\*: **965.– €**

## 5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels  
Price\*: **855.– €**

## 6 Webskin



Size: (2x) 120 x 600 pixels +  
980 x 90 pixels  
Price\*: **1,455.– €**

### 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 \(m.schmidt@meisenbach.de\)](mailto:m.schmidt@meisenbach.de).



# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?



Our readers should definitely find out about your product innovations, your company news or your trade fair? Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 835.- €

Bookable in combination with print adverts - we will be happy to make you an individual offer

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and Twitter.  

Surcharge: 300.- €



You can also find our guidelines and examples under:

<https://stilundmarkt.de/Mediadaten/Richtlinien/Ihr-Advertorial>

# Ad Opportunities Newsletter

## 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 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](mailto:m.schmidt@meisenbach.de)).

**Rates per Ad (Banner): 545.- €**

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

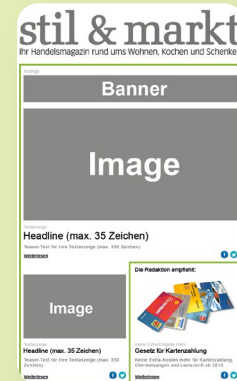
### Advertorial:

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

### Banner:

- 700 x 120 pixels, max. 100K

**Price: 2,740.- €**





# Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers, but also to inform themselves about new products.

## Package prices:

5 posts (per calendar year): 800.- €

10 posts (per calendar year): 1,500.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram, you can integrate up to 18 hashtags in addition to your text.

Our content manager Carmen Mlcoch will be happy to advise you individually on this: [c.mlcoch@meisenbach.de](mailto:c.mlcoch@meisenbach.de)

Via Instagram, we have built up an extensive retailer-network from which you can also benefit: Use our **In-gram package** to present your products and innovations or to publish an image campaign.



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



stil & markt



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



SALES



ONLINE



TERMS



CONTACT

# Product Specials

Do you like to place your print ads in a thematically appropriate environment? With our product specials we offer you the opportunity to do this on our website, as well!

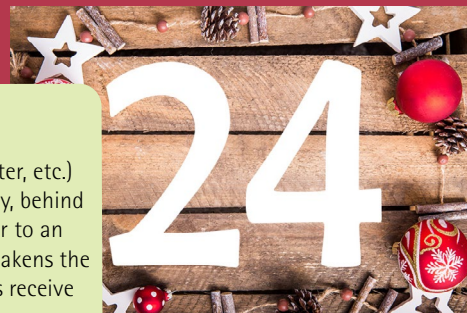
There are two formats to choose from – but a combination is also possible:

## Calendar format:

On selected times (Advent, Christmas, Easter, etc.) we „open“ a door on our website every day, behind which your product can be hidden (Similar to an advent calendar). The daily interaction awakens the reader's curiosity and the product specials receive great feedback.

### Link for example:

<https://t1p.de/41f9>



## Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable – here every novelty gets the attention it deserves.

### Link for example:

<https://t1p.de/ug2f>





# 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](http://www.stilundmarkt.de/AGB)



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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  
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