RECYCLING magazin

RATE CARD 2017

PRICE LIST NO. 58 VALID FROM 1 JANUARY 2017

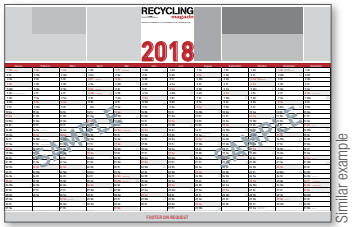
Special editions
Frequency: annually

Cover similar

Reference book
Frequency: annually

Fortnightly newsletter

www.recyclingmagazin.de



Similar example

Calendar
Frequency: annually

The magazine
Frequency: fortnightly

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RECYCLING magazin is a member of

BDE
Bundesverband der Deutschen Entsorgungs-, Wasser- und Rohstoffwirtschaft e.V.
Wirtschafts- und Arbeitgeberverband

BDSV
Bundesvereinigung Deutscher Stahlrecycling- und Entsorgungsunternehmen e.V.

BIR

bvse

VDM Verband Deutscher Metallhändler e.V.

1 Brief description

More than 70 years, the RECYCLING magazin has reported independently on the latest economic, political and technical developments in the recycling and waste management industry. The editorial team takes an in-depth look at each of the various groups of materials and likewise analyses events in the worlds of business, politics and technology. The RECYCLING magazin provides its readers with orientation that helps them classify and explain new developments, making it an indispensable medium for the recycling and waste management sector.

2 Publishing House	ATEC Business Information GmbH
3 Managing Director	Karin Lang
4 Editorial team	Michael Brunn (Responsible as defined under German press law) Sabine Hatzfeld
5 Advertising	Jörg Hoffmann; Sales Nielsen area 1, 3, 4, 7 Gabriele Herzig; Sales Nielsen area 2, 5, 6 Rainer Lapp; International Romy Früh, Coordination / Display manager
6 Volume	72nd volume 2017; frequency: twice per month
7 Address	Postfach 20 16 63, D-80016 München Hackerbrücke 6, D-80335 München
8 Telephone	+ 49 (0) 89/8 98 17-0
Fax	+ 49 (0) 89/8 98 17-3 50
9 Internet	www.recyclingmagazin.de
E-mail	info@recyclingmagazin.de
10 GTC	All advertising orders are implemented exclusively in accordance with the General Terms and Conditions of the publishing house, which are available online at: www.recyclingmagazin.de/rmeng/terms.asp
11 Topics and deadlines	From page 7

12 Subscription price The annual subscription comprises 24 german and 4 english issues of the RECYCLING magazin and the annual RECYCLING Almanach 2018.

Within Germany	€230.00 (incl. postage and VAT)
Abroad	€232.00 (incl. postage and VAT)
Students within Germany*	€115.00 (incl. postage and VAT)
Students abroad*	€117.00 (incl. postage, excluding VAT)
Single issue price	€11.40 (plus postage)

*Upon showing a certificate of matriculation.

13 Scale analysis 2016, 1st – 2nd quarter

Size:	DIN A4		%
Total scale:	544	pages =	100.0%
Editorial:	433	pages =	79.7%
Advertisements:	111	pages =	20.3%
Own publishing advertisements:	29	pages	

14 Editorial analysis 2015, Issue 01 – 12/2016

Editorial	10	pages =	2.3%
Content	12	pages =	2.8%
Statistics	11	pages =	2.5%
News	68	pages =	15.7%
Cover stories	65	pages =	15.0%
Focus topics	49	pages =	11.3%
Other topics	170	pages =	39.3%
Dates	17	pages =	3.9%
Market data	19	pages =	4.4%
Sorting residue	12	pages =	2.8%

15 Terms of payment Within 30 days of invoice date net, 2% discount for payment within 14 days. Prices do not include VAT.
Bank data: Deutsche Bank Munich, bank code 700 700 10,
Account no: 170 33 88 00, VAT ID no: DE 270 81 94 23,
IBAN DE 86 7007 0010 0170 3388 00, SWIFT/BIC DEUTDEMM

Circulation control on average

Source: IVW advertising media data, 2nd quarter 2016

	Copies
Total number printed	3,000
Copies actually distributed (TvA)	2,211
Subscription	1,711
Other sales	48
Total sold	1,759
Free copies /voucher copies	452
Rest and archive copies	789

Coverage

Coverage per issue on average: 11,055 readers

Source: reader survey

Geographical distribution analysis

Source: VU Meynen, 2nd quarter 2016

Economic area	Share in the number of copies actually distributed	
	%	Copies actually distributed
Germany	87	1,914
Other countries	13	297
Number of copies actually distributed	100	2,211

Breakdown of subscribers on average

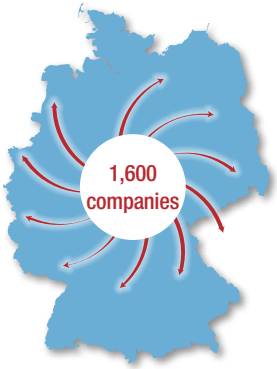
Source: Vertriebsunion Meynen, 2nd quarter 2016

Classified according to German federal states	%	Copies
Nielsen area 1	15	287
Schleswig-Holstein, Hamburg, Lower Saxony, Bremen		
Nielsen area 2	26	498
North Rhine-Westphalia		
Nielsen area 3a	17	325
Hesse, Rhineland-Palatinate, Saarland		
Nielsen area 3b	14	268
Baden-Württemberg		
Nielsen area 4	17	325
Bavaria		
Nielsen area 5	2	38
Berlin		
Nielsen area 6	4	77
Mecklenburg-West Pomerania, Brandenburg, Saxony-Anhalt		
Nielsen area 7	5	96
Thuringia, Saxony		
Number of copies actually distributed	100	1,914

Copies actually distributed abroad (TvA)	%	Copies
Austria	40	119
Switzerland	38	113
Benelux countries	14	41
Scandinavia	3	9
Other countries	5	15
Number of copies actually distributed	100	297

RECYCLING magazin reaches the market

RECYCLING magazin is distributed to more than 1,600 companies, institutions and individuals (and to more than 330 companies abroad).



Source: VU Meynen

RECYCLING magazin is willingly shared

Each copy is read by an average of 5.1 people.
The overall coverage per issue is 11,000.

Average of 5.1 readers per copy

Source: reader survey

RECYCLING magazin goes further

3,300 people have subscribed to the RECYCLING magazin newsletter. 80 per cent of those readers are not print subscribers. With every newsletter you reach another 2,700 potential customers.

3,300 newsletter subscribers

Source: RECYCLING magazin datapool

RECYCLING magazin connects

Every month 7,500 people visit the “RECYCLING magazin“ website.

7,500 unique visitors per month

Source: Google Analytics

Industrial classification*

Waste disposal	42
Service	29
Recycling/recovery	26
Raw materials trading	19
Treatment	15
Mechanical and plant engineering	11
Industrial health and safety	3
Production of components	6
Science & research	10
(Commercial) vehicle manufacture	1
Other	14

Source: reader survey 2016; all figures in per cent, *(multiple choices possible)

Specialisation (groups of materials)*

Metals	49
Steel scrap	31
Plastics	46
E-waste	35
(Used) wood	23
Scrap cars	12
Construction waste	21
Hazardous waste	23
(Waste) glass	11
(Waste) oil	10
(Waste) textiles	11
Waste paper	30
Other	15

Source: reader survey 2016; all figures in per cent, *(multiple choices possible)

Field of activity in the company

Management	21
Purchasing/distribution/sales	30
Marketing/advertising	10
Management/strategic management	12
Technical management	20
Production	6
Finance/controlling	5
Other	18

Source: reader survey 2016; all figures in per cent, *(multiple choices possible)

RECYCLING magazin is well received

Almost 78 per cent of our readers are
“very pleased“ or “pleased“ with the magazine.

Source: reader survey 2016

Issue	Advertising deadline	Publication date	Specials	Planned topics	Trade fairs/congresses/conventions	
1	05.01.17	18.01.17	Outlook 2017		17. – 20.01.	IERC, Salzburg (Austria)
					19.01.	bvse New year reception, Filzmoos (Austria)
					24.01.	Recycling Congress, Biel (Switzerland)
					26.01.	Euregio-Meeting VDM/BDSV, Aachen (Germany)
					30. – 31.01.	Waste management and energy conference, Berlin (Germany)
					01.02.	Petcore-Konferenz, Brussels (Belgium)
					07. – 08.02.	14th International Aluminium Recycling Congress, Manchester (Great Britain)
2	19.01.17	01.02.17		Waste plastics	14. – 15.02.	15th Münsteraner waste management days, Münster (Germany)
3	02.02.17	15.02.17		E-waste	21. – 22.02.	Energy-from-waste conference, London (Great Britain)
					21. – 22.02.	4th mineral day, Würzburg (Germany)
					22. – 23.02.	Identiplast, Vienna (Austria)
4	16.02.17	01.03.17		Construction materials	06. – 07.03.	Recycling and raw material conference, Berlin (Germany)
					07. – 08.03.	Landfill management conference, Leipzig (Germany)
					15. – 16.03.	bvse Forum, Göttingen (Germany)
					15. – 16.03.	17th Bavarian Waste and Landfill days, Augsburg (Germany)
					16. – 17.03.	7th Scientific congress on waste and raw materials management, Aachen (Germany)
SH	16.02.17	08.03.17	International 1	E-waste; Cicular economy		
5	02.03.17	15.03.17		Scrap cars	22. – 24.03.	17th International automobile recycling congress IARC, Berlin (Germany)
					23.03.	20th International recovered paper day (Germany)
					28.03.	Euric Conference, Brussels (Belgium)
					29. – 30.03.	Plastics Recycling Show Europa, Amsterdam (Netherlands)
6	16.03.17	29.03.17		Waste plastics	05. – 07.04.	Terratec, Leipzig (Germany)
7	29.03.17	12.04.17		Organic waste	25. – 27.04.	29th Kasseler waste and bioenergy forum (Germany)
					27. – 29.04.	Recycling Aktiv, Karlsruhe (Germany)
8	13.03.17	26.04.17		Non-ferrous metals	22. – 27.04.	ISRI Convention & Exposition 2017, New Orleans (USA)
					04.05.	VDM annual conference, Berlin (Germany)
					10. – 11.05.	6th International textile scrap conference, Rostock-Warnemünde (Germany)
					10. – 11.05.	Recycling Technik, Dortmund (Germany)
					10. – 11.05.	VinylPlus Sustainability Forum, Berlin (Germany)

subject to alterations

Issue	Advertising deadline	Publication date	Specials	Planned topics	Trade fairs/congresses/conventions	
9	27.04.17	10.05.17		Waste paper	16.05. 16. – 18.05. 22. – 24.05. 30. – 31.05. 30. – 31.05.	26th Conference on plastics recycling Saxony, Dresden (Germany) Waste-to-Resources, Hanover (Germany) BIR 2016 World Recycling Convention & Exhibition, Hongkong (China) 20th International waste plastics day, Bad Neuenahr (Germany) National congress on municipal waste management and city cleaning, Berlin (Germany)
SH	04.05.17	24.05.17	Plastics recycling			
10	11.05.17	24.05.17		Steel scrap	01.06.	BDE annual conference, Berlin (Germany)
SH	11.05.17	31.05.17	International 2	Scrap cars, Recovered paper		
11	24.06.17	07.06.17		Non-ferrous metals	22. – 23.06.	Exchange of experiences on municipal waste management, Berlin (Germany)
12	14.06.17	28.06.17		Organic waste	26. – 27.6. 12. – 15.07.	Berlin Conference Mineralproducts and waste, Berlin (Germany) EUBCE, Stockholm (Sweden)
13	29.06.17	12.07.17		Construction materials		
SH	29.06.17	19.07.17	Metal recycling			
14	13.07.17	26.07.17		Waste wood		
15	27.07.17	09.08.17		E-waste		
16	10.08.17	23.08.17		Steel scrap		
SH	10.08.17	30.08.17	International 3	Waste plastics, Non-ferrous-metals		
17	24.08.17	06.09.17		Waste plastics	12. – 14.09. 13. – 14.09. 13. – 15.09. 18. – 19.09. 20. – 22.09.	RWM, Bimingham (Great Britain) VDI, Recycling of plastics and compound material, Hamburg (Germany) bvse annual conference, Potsdam (Germany) ICCR, Vienna, (Austria) ICBR, Lissabon (Portugal)
18	07.09.17	20.09.17		Organic waste	25. – 27.09. 27. – 28. 09. 04. – 05.10.	ISWA World Congress, Baltimore (USA) VDI; Conference Wate-to-energy, Würzburg (Germany) Car recycling convention, Hohenroda (Germany)

subject to alterations

Issue	Advertising deadline	Publication date	Specials	Planned topics	Trade fairs/congresses/conventions	
19	21.09.17	04.10.17		E-waste	17.– 20.10.	Poleko, Posen (Poland)
20	05.10.17	18.10.17		Non-ferrous metals		
SH	05.10.17	25.10.17	International 4	Steel scrap, Incineration		
21	19.10.17	02.11.17		Construction materials	07.– 10.11.	Ecomondo, Rimini (Italy)
22	02.11.17	15.11.17		Steel scrap	29. – 30.11.	BDSV annual conference, Dortmund (Germany)
	19.10.17	15.11.17	Calender 2018			
23	16.11.17	29.11.17		Waste plastics		
24	30.11.17	13.12.17		E-waste		
	23.11.17	13.12.17	Almanac 2018			
1		17.01.18	Outlook 2018			

subject to alterations

Advertising rates for magazine section

Size (width x height)	Bleed* ads	Type area ads	Rate (€) 4c
1/1 page	210 x 297 mm	180 x 248 mm	3,470
2/3 page	210 x 198 mm 133 x 297 mm	180 x 165 mm 118 x 248 mm	2,445
1/2 page	210 x 142 mm	180 x 122 mm	1,855
1/3 page	210 x 102 mm 72 x 297 mm	180 x 82 mm 57 x 248 mm	1,220
1/4 page	210 x 80 mm	180 x 60 mm	995
Advertorial 1/1 page	210 x 297 mm	180 x 248 mm	3,470

* Above-mentioned bleed sizes require additional 3 mm allowance for trim on each outer side.

Special sizes available on request

Cover pages U2 – U4 cover page rate 4c €3,725
Special colour €305 surcharge each on the 4c rate

Terms of payment

30 days after invoice date net. 2% discount for payment within 14 days.
Prices do not include VAT. Bank data: Deutsche Bank Munich,
bank code 700 700 10, account no. 170 33 88 00, VAT ID no.: DE 270 81 94 23,
IBAN DE 86 7007 0010 0170 3388 00, SWIFT DEUTDEMM

Advertising rates for market section

Size (width x height)	Type area ads	Rate (€) 4c
1/4 page	88 x 122 mm 180 x 60 mm	995
1/8 page	88 x 60 mm 180 x 29 mm	560
1/16 page	88 x 29 mm 42 x 60 mm	325
1/32 page	42 x 29 mm	175

Advertising rates list for Jobs

Printed version: Ad rates for magazine section/market section minus 15 per cent. Online version: €470
Combinations on request.

Rates for box number

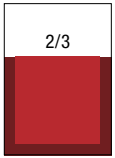
Box number fee: €20

Frequency discount

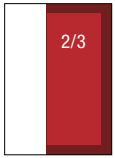
From 3 placements 5%
From 6 placements 7%
From 12 placements 10%
From 18 placements 15%
From 24 placements 20%

Magazine section (width x height)

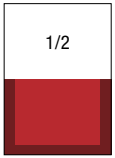
Bleed: 210 x 297 mm
Type area: 180 x 248 mm



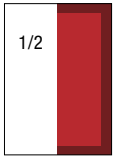
Bleed: 210 x 198 mm
Type area: 180 x 165 mm



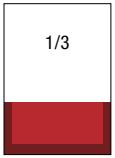
Bleed: 133 x 297 mm
Type area: 118 x 248 mm



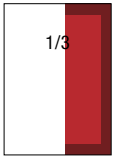
Bleed: 210 x 142 mm
Type area: 180 x 122 mm



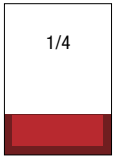
Bleed: 103 x 297 mm
Type area: 88 x 248 mm



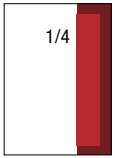
Bleed: 210 x 102 mm
Type area: 180 x 82 mm



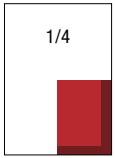
Bleed: 72 x 297 mm
Type area: 57 x 248 mm



Bleed: 210 x 80 mm
Type area: 180 x 60 mm

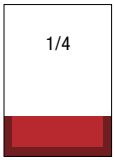


Bleed: 57 x 297 mm
Type area: 42 x 248 mm

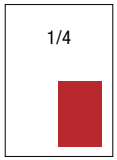


Bleed: 103 x 142 mm
Type area: 88 x 122 mm

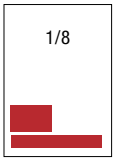
Market section (width x height)



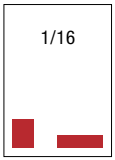
Bleed: 210 x 80 mm
Type area: 180 x 60 mm



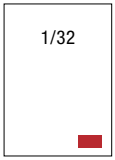
Type area:
88 x 122 mm



Type area:
88 x 60 mm; 180 x 29 mm



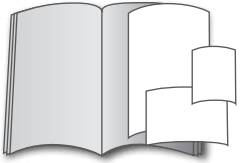
Type area:
42 x 60 mm; 88 x 29 mm



Type area:
42 x 29 mm

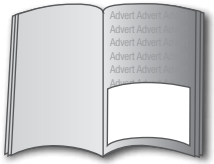
Special sizes available on request.
1 column in magazine section = 57 mm;
1 column in advertising market = 42 mm
Above-mentioned bleed sizes require additional 3 mm allowance for trim on each outer side.

Inserts



Description	Loosely inserted printed matter, such as pamphlets, cards or single sheets of paper Inserts without a closed side, such as fan-fold flyers, have to be inserted manually. Cost on request.
Minimum size	105 x 148 mm
Maximum size	205 x 290 mm
Rate	Rate up to 25 grams €280 per 1,000 copies, including postage Rates for heavier inserts available upon request
Allowance	When delivering the insert, please include a 2% allowance.

Tip-on cards



Description	Brochures, envelopes glued to a general ad or other printed matter.
Minimum size	Available only in conjunction with an ad of 1/2 a page or larger DIN A6 or DIN A6 with glue strip
Rate	€190 per 1,000 copies including postage – not subject to discounts. Heavier weights, thicknesses and sizes available on request.

Reprint

Description	Reprint for articles published in RECYCLING magazin
Size	DIN A4, mind. 2 pages
Rate	printable PDF € 500 Reprint (individually designed) upon request

Terms of payment

30 days after invoice date net. 2% discount for payment within 14 days. Prices do not include VAT.
Bank data: Deutsche Bank Munich, bank code 700 700 10, account no. 170 33 88 00,
VAT ID no.: DE 270 81 94 23, IBAN DE 86 7007 0010 0170 3388 00, SWIFT DEUTDEMM

Address for shipment of ad specials and delivery conditions

W. Kohlhammer Druckerei GmbH & Co.KG
Contact: Jörg Ackermann
Augsburger Str. 722
D-70329 Stuttgart

Delivery hours:
Monday to Friday 8 a.m to 4 p.m.

The shipping note should be affixed to the outside of the pallet or carton (please do not place delivery note inside a carton).
It must contain following information:

- Customer (orderer)
- Magazine title and issue number
- Delivery quantity:
  - Total weight
  - Number of pallets and/or cartons
  - Size and type (flat, folded)
  - Address and phone number of the deliverer

Delivery deadline: eight working days prior to the delivery date of the project (journal/magazine) by 8 a.m. at the above address.

Annual calendar

Do you want to be visible to your customers the whole year round? Then why not place an ad in our 2018 calendar! The calendar will be inserted in the “RECYCLING magazin” at the end of the year and also distributed at trade fairs, conferences and conventions.

Size 990 x 860 mm
Circulation 3,800 copies

Size (width x height)		Rates
1 field:	80 x 80 mm	€905
2 fields:	80 x 161 mm / 161 x 80 mm	€1,640
3 fields:	241 x 80 mm / 80 x 241 mm	€2,535

Entry event €299

Further sizes and rates available on request.
Rates are not discountable.
Prices do not include VAT.

Advertising/print document deadline	19.10.2017
Publication date	15.11.2017

Cover similar

The new Recycling Almanach 2018

Brief profile
The “Recycling Almanach” is the standard book of reference for the recycling industry and is published once a year. It is a work of several hundred pages and a reliable source of reference, a guide and the ideal companion for anyone looking for comprehensive information about the recycling sector.

Your benefits at a glance!
- Included in the “Recycling magazin” subscription
- Over 2,500 copies printed
- Ideal opportunity to present your products and services
- Accurate way of boosting awareness of your company, products or services

Advertising/print document deadline 15.11.2017
Publication date 13.12.2017

Rates for ads

Size (width x height)	Ad sizes including bleed	Rate (€) 4c
1/1 page	165 x 240 mm*	1,850
1/2 page horizontal	165 x 112,5 mm*	1,035
1/3 page horizontal	165 x 80 mm*	825
NEW **Product information**	**70 x 92 mm**	**520**
Company portrait print		995
Company portrait online		499
Company portrait print & online		1,249

*Above-mentioned bleed sizes require additional 3 mm allowance for trim on each outer side.

Prices do not include VAT.

Cover similar

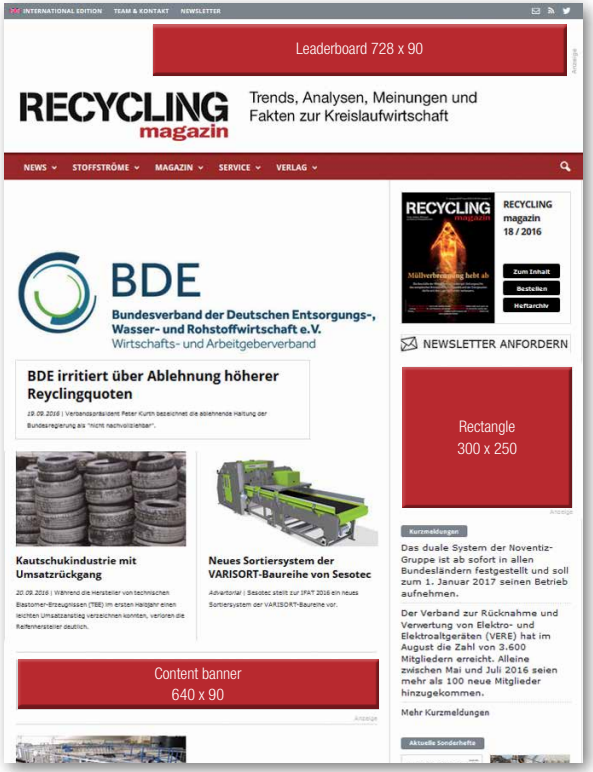
www.recyclingmagazin.de

News
Extensive news portal with a wide range of the latest news items and comprehensive background information

User profile online
Source: Google Analytics
Monthly visits: approx. 9,800; page impressions: approx. 19,000
Evaluation 01. – 08.2015

Advertising rates for website

Size (width x height)	Rate per month (€)
Rectangle 300 x 250 pixel	985
Content banner 640 x 90 pixel	780
Leaderboard 728 x 90 pixel	1,295
Billboard 970 x 250 pixel	1,550
Job ad	470
Video ad (available content/size on request)	780
Online advertorial incl. logo, target URL, 2 images, text (500 characters). Additional content on request.	985
NEW Topic sponsoring 3 months	2.500
Almanach company profile 12 months	499



Newsletter

Every two weeks the editorial team sends a newsletter with the latest news and previews about the next magazine to around 3,300 qualified addresses. The target group comprises decision-makers in the recycling and waste disposal industry.

Stand-alone newsletter

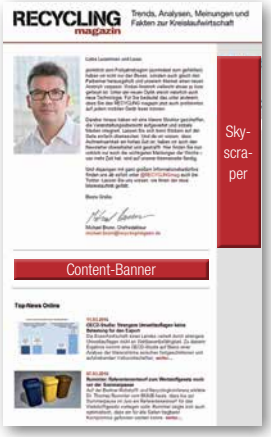
You can, of course, also use our addresses exclusively for your promotional activities. This means we will send your individually designed “html” or “text” newsletter to our newsletter subscribers on your behalf.

Rates for stand-alone newsletter

List of qualified addresses: around 3,300; Rate for a complete mailing: €1,590
We will also gladly take care of the design work for you at a small extra charge (available on enquiry).

Ad rates per newsletter

Size (width x height)		Rate per issue (€)
Text ad	500 keystrokes + logo	420
Content banner	560 x 60 pixels	570
Sponsoring logo	120 x 20 pixels	420
Skyscraper	120 x 600 pixels	630



Reporting for banners and newsletters

In cooperation with our partners Adtech and Webtrends we can provide you with a detailed overview of the campaigns you have commissioned. On request we can provide you with comprehensive reporting on ad impressions, unique visitors and click rates. The information enables you to take individual action, even during your campaign. You are, of course, free at any time to replace the currently running banner with a new one, which helps you react quickly to any version changes.

Technical data

Banner:
JPG, GIF or Flash files, maximum 70 KB; data volume of video clips on request

Newsletter banner:
As from Outlook 2007 only a randomly selected frame is displayed for animated GIF banners. For this reason we recommend delivering a fixed, not an animated banner.

Field: Recycling and secondary raw materials Advertising rate card no. 58, valid from 01.01.2017

1 Magazine size 210 mm wide, 297 mm high, DIN A4

2 Type area 180 mm wide, 248 mm high
Number of columns 3 columns, width 57 mm; 4 columns, width 42 mm

3 Printing and binding process, print documents
Offset printing (computer-to-plate), saddle stitching. Please comply with the requirements regarding delivery of digital print documents stipulated in this media information. The reproduction costs for artwork, prints or slides will be charged accordingly.

4 Deadlines Frequency: twice per month on Wednesday
For publication and advertising deadlines,
see schedule starting on page 9.

5 Terms of payment Within 30 days of invoice date net, 2% discount for payment within 14 days. VAT ID no: DE 260 11 85 54

Bank details Deutsche Bank München (BLZ 700 700 10),
account no. 170 33 88 00
IBAN DE 86 7007 0010 0170 33 88 00, SWIFT DEUTDEMM

6 Printer W. Kohlhammer Druckerei GmbH & Co.KG
Contact: Jörg Ackermann, Augsburger Str. 722, D-70329 Stuttgart
T: +49 (0)711/3272-131, F: +49 (0)711/3272-431
E: joerg.ackermann@kohlhammerdruck.de
I: www.kohlhammerdruck.de
Incoming goods/dispatch: Monday to Friday, 8 a.m. – 4 p.m.
For information on delivering inserts, see page 12

Technical data
In order to accelerate and optimise the production processes of our publications, all ATEC Business Information GmbH magazines are printed computer-to-plate. This process makes it necessary to have all printing documents available in digital form. In order to prevent errors in printing or exposure, the following points must be observed when preparing data files. Please forward this information to the agency or advertising department you have commissioned to produce your print documents.

Data files
- The printable data file must be created according to PDF/X1a or PDF/X3 standards using Adobe Distiller.
- All fonts must be embedded.
- Colours may not be in RGB. If special colours are to be used, please arrange this in advance with the publisher.
- Allowance must be made for all colour profiles.
- Please do not use hairlines.
- We recommend using 300 dpi as an image resolution.
- The data file must be generated in the final size (100%).
- For sizes larger than 1/1 page, each page must be generated separately (incl. allowance for trim). Montage will be carried out by the printer.
- Allow 3 mm trim for bleed elements.
- The size of the advertisement must correspond to the size specified in the advertising order.

Proof
For colour advertisements the printer requires a colour-defined digital proof. For b/w advertisements a laser print is required. If no proof is available, any variations from the original advertisement could be possibly overlooked.

Contact for technical enquiries: Romy Früh, Advertising Coordination
T: +49 (0) 89/38 16 20- 68, F: +49 (0) 89/38 16 20- 99, E: disposition@recyclingmagazin.de

General Terms and Conditions of Business for Advertisements and Preprint Inserts in the "NEWSPAPERS AND MAGAZINES"

1. An "advertisement order" within the meaning of the following General Terms and Conditions of Business is a contract with respect to the publication of one or more advertisements of an advertiser or space buyer in a publication for advertising purposes.

2. If there is any doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If, within the framework of the contract, the right has been granted to call up individual advertisements, the order is to be wound up within a year of the publication of the first advertisement provided the first advertisement was called up and published within the period of time mentioned in sentence 1.

3. When a contract is concluded the advertiser is entitled to call up further advertisements within the period of time agreed on or within the period of time mentioned in item 2 over and above the number of advertisements mentioned in the order.

4. If an order is not fulfilled due to circumstances beyond the control of the publishing house, the advertiser has, regardless of any other legal obligations which might arise, to reimburse the publishing house for the difference between the discount that was granted and the discount that would correspond to the amount actually purchased.

5. Once the purchase amount has been reached text millimetre line rates will be converted into the appropriate ad millimetre rates.

6. Orders for ads and preprint inserts that are expressly only to be published in specific issues or positions in the magazine have to arrive at the publisher in sufficient time for the advertiser to be informed prior to the closing date for advertisements should it not be possible to execute the order in the requested manner. Classified ads are printed in the appropriate section and require no particular agreement.

7. Advertisements that because of their editorial design are not recognisable as such will be made more clearly distinguishable by the publishing house adding the word "advertisement".

8. The publishing house reserves the right to reject advertisement orders – also individual release orders within the scope of a contract – and insert orders, on account of their content, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their contents violate laws or official regulations or it cannot reasonably be expected that the publishing house print them. This also applies to orders placed with branch offices, advertisement offices or representatives. Insert orders only become binding for the publishing house once a sample of the insert has been submitted and approved. Inserts which give the reader the impression that they are part of the newspaper/magazine on account of their format or layout, or include advertisements from third parties, will not be accepted. The advertiser will be informed immediately that his advertising order has been rejected.

9. The advertiser is responsible for ensuring that the advertisement text and faultless artwork or the insert is delivered to the publishing house in good time. The publishing house will be prompt to demand a replacement for any artwork that is visibly unsuitable or damaged. The publishing house guarantees the usual printing quality of the booked title within the scope of the means arising from the artwork submitted.

10. If the printed version of the advertisement is partially illegible, not correct or incomplete, the advertiser is entitled to a reduction in payment or to a replacement advertisement that is free from defect, but only to the same extent as the purpose of the advertisement was impaired. In the event that the publishing house lets an appropriate deadline that he was set for this pass, or that the replacement advertisement is once again not free from defects, the advertiser has the right to a reduction in payment or to withdraw from the contract. Claims for damages or compensation occasioned by positive violation of a claim, negligence on conclusion of the contract and tortious acts are – even if the order was placed by telephone – excluded. Claims for damages or compensation occasioned by impossibility of performance and delay in performance are limited to compensation for the foreseeable damage and to the remuneration to be paid for the advertisement or insert in question. This does not apply to damage caused intentionally or by gross negligence by the publishing house, its legal representative or its vicarious agents.
The liability of the publishing house for damages due to the lack of characteristics or features that were promised remain unaffected. In addition, in the course of business the publishing house is also not liable for the gross negligence of its vicarious agents; in the remaining cases liability towards businessmen and women for gross negligence is, in

terms of scope, limited to the foreseeable damage up to the amount of remuneration to be paid for the advertisement in question. Complaints – except in the case of non-obvious defects – must be put forward within four weeks of receipt of the invoice and voucher copy.

11. Trial copies are only supplied if expressly requested. The advertiser is responsible for the correctness of the returned trial copy. The publishing house takes into account all corrections that are communicated to him within the deadline set when the trial copies were originally sent to the advertiser.

12. If no particular instructions are given with respect to size, the actual and usual height of the print version for that type of advertisement will be taken as the basis for calculation.

13. In the event that the advertiser does not make an advance payment, the invoice will, as far as possible, be sent fourteen days after publication of the advertisement. The invoice is to be paid within the time period mentioned in the price list as from the date on which the invoice was received, provided that no other terms of payment or advance payment has been agreed on in individual cases. Possible discounts for early payment will be granted in accordance with the price list.

14. In the event that the advertiser defaults or requests an extension, interest and collection fees are charged. If the advertiser defaults the publishing house can defer the implementation of the remaining current order until payment has been made and demand that advance payment be made for the remaining advertisements. If there is reasonable or legitimate doubt about the advertiser's ability to pay, the publishing house is entitled, even while the advertising contract is running, to make the appearance of further advertisements dependent on the advance payment of the sum and on the settlement of unpaid invoices irrespective of the terms of payment originally agreed on.

15. If requested to do so the publishing house will supply an advertiser's copy with the invoice. Depending on the type and scope of the advertising contract, tear sheets and the complete advertiser's copies will also be supplied. If an advertiser's copy can no longer be procured, a legally binding certification from the publishing house confirming the publication and distribution of the advertisement will take its place.

16. The advertiser is to bear the cost of producing the necessary artwork and of any substantial modifications requested by the advertiser, or for which he is responsible, to the design originally agreed on.

17. The orderer guarantees that he has the legal ownership regarding all rights to publish the advert. The orderer is solely responsible for the content and the legal admissibility of all material being delivered in connection with the publication of the advert. The orderer exempts the publishing house from all possible third party claims, which may be enforced in connection with the publication of the advert. Furthermore, the orderer exempts the publishing house from all costs being necessary for legal assistance in the subject matter. After all, the orderer is obliged to support the publishing house in good faith with respect to the gathering of information and material being necessary for potential legal affairs. He is also obliged to inform the publishing house in writing about omission statements or temporary injunctions with regard to the rights of third parties.

18. In the case of box number advertisements the publishing house exercises the diligence and care of a prudent businessman when it comes to safekeeping and passing on the offers in good time. Recorded deliveries and express letters in response to box number advertisements will be sent on by normal post. Replies to box number advertisements will be kept for four weeks. Replies that have not been collected within the time will be destroyed. The publishing house will return valuable documents without being obliged to do so.
The publishing house can, by individual contract, be granted the right, as an agent, to open the incoming offers instead of and in the explicit interest of the advertiser. The publishing house is not obliged to pass on offers of people trying to sell their wares and offers of mediation.

19. Artwork will only be returned to the advertiser if this has been specifically requested in writing. The publishing house is only obliged to keep such artwork for a period of three months from the time that the advertisement appeared in print and in the case of contracts from the time that the last advertisement appeared in print.

20. Place of jurisdiction and place of performance is the office of the publishing house.

Advertising & Sales

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