

RATE CARD 2019

PRICES, FORMATS, SUBJECTS & SCHEDULE

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INTRODUCTION



Today, we all have to keep up with digitalization, whether to achieve entrepreneurial success on a large scale or smaller successes among staff ranks or in management. However, keeping up in a connected world is no easy task. Technology, data and the knowledge required to handle both of these is both enriching and demanding in equal measure.

It is precisely here where LEAD comes in.

Digitalization affects us both at home and at the work place. The array of topics at LEAD reflects the wider scope of the issues. LEAD gives industry experts, start-ups, and those with common tasks and shared aims a forum in which to discuss opportunities and risks, developments and innovations of digitalizaion and to learn together.

LEAD explains, classifies, provides food for thought and clarifies complex topics. It also shows us in which areas we have a responsibility to expand our knowledge and learn more.

We are looking forward to introducing you to LEAD. And we would be happy to advise you on the ways in which you can best use this new platform for your communication objectives.

Best regards, Susanne Tacke

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DIGITAL PRODUCTS

FORMATS & PRICES

To get more information about coverage and subscriber structure please visit: verlag.wuv.de/lead

DISPLAY ADS

You would like **keyword targeting**?
[Please inform us!](#)






Ad format* (Multiscreen)	Format in pixels	CPM**
Content ad	 <p>Desktop: 300 x 250 Mobile: 300 x 250</p>	51.00
Superbanner	 <p>Desktop: 1000 x 150 Mobile: 640 x 100</p>	45.00
Text ad	 <p>Text incl. headline: approx. 300 characters incl. space characters Headline: max. 60 characters incl. space characters Teaser image: 280 x 280</p>	55.00
Billboard	 <p>Desktop: 1000 x 250 Mobile: 640 x 300</p>	75.00
Pushdown billboard	 <p>Desktop: 930 x 250 -> 930 x 500 Mobile: 640 x 100 -> 640 x 300</p>	85.00

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <https://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

DISPLAY ADS

You would like **keyword targeting**?
[Please inform us!](#)






Ad format* (Multiscreen)	Format in pixels	CPM**
Panorama billboard 	Desktop: 1300 x 400 Mobile: 650 x 500	110.00
Takeover (Frequency capping: 2/day/user) 	Desktop: 800 x 600 / Video Mobile.: 640 x 920 / Video	110.00
InRead (Frequency capping: 2/day/user) 	Playout based on articles Video 16:9	100.00
Scroll ad 	Desktop: 2500 x 1600 / Video Mobile: 800 x 1250 / Video	100.00
Halfpage 	300 x 600	75.00

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <https://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

DISPLAY ADS

You would like **keyword targeting**?
[Please inform us!](#)





Ad format* (mobile only)	Format in pixels	CPM**
 <p>Mobile banner small</p>	640 x 100	45.00
 <p>Mobile banner big</p>	640 x 300	55.00
 <p>Mobile Pre-Expandable Sticky Ad</p>	640 x 300 -> 640 x 100	90.00
 <p>Mobile interstitial</p>	Mobile: 640 x 920 / Video***	100.00
 <p>Mobile vertical InRead</p>	Playout based on articles Vertical InRead 9:16	100.00

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <https://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

*** In portrait view only.

NEWSLETTER ADS

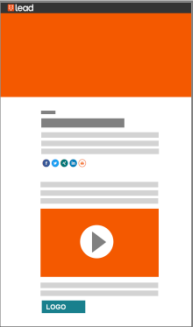
Ad format	Format in pixels	LEAD Newsletter* 25,000 Als/Week**	LEAD Tech Newsletter 9,000 Als/Week**
Text ad	 <p>Text incl. headline: approx. 300 characters incl. space characters Headline: max. 60 characters incl. space characters Teaser image: 290 x 163</p>	Pos. 1 1,290.00/Week Pos. 2-5 980.00/Week	
Banner	 <p>450 x 200 / 300 x 250</p>	Pos. 1 1,290.00/Week Pos. 2-5 980.00/Week	Exclusive Placement of your favourite advertising medium (text ad, banner or special format) inkl. logo directly over the news Publication frequency: on working days
Special format***	 <p>600 x 450 / 600 x 250</p>	Pos. 1 1,490.00/Week Pos. 2 - 5 1,130.00/Week	1,485.00/Week

* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.

** Ad impressions (Ai), in-house statistics, average: quarter III/2018.

*** Max. 2 special format ads per newsletter.

NATIVE ADVERTISING

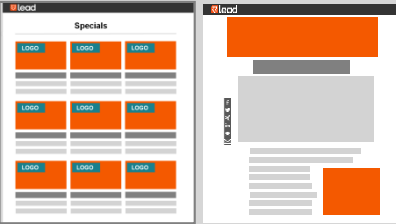

Ad format	Services	Package price*
<p>Sponsored post</p>  <p>Take a closer look</p>	<ul style="list-style-type: none"> ▪ Editorial article – listed for one week as an ad on , on LEAD Online and LEAD Mobile. ▪ Article proofed and corrected by our editing team. ▪ Prominent teaser – your articles runs through the news stream of the homepage ▪ Archived on LEAD Online after completion of the campaign. ▪ Teaser and link on the following channels: <ul style="list-style-type: none"> ▪ LEAD Newsletter ▪ LEAD and W&V Facebook fan page ▪ W&V Twitter account 	<p>4,990.00</p>

* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.

** Range: newsletter with one week; online/mobile with 90,000 ad impressions.

AD SPECIALS

More information on digital topics and dates can be found at: http://verlag.wuv.de/digitalprodukte/newsletter_ads >

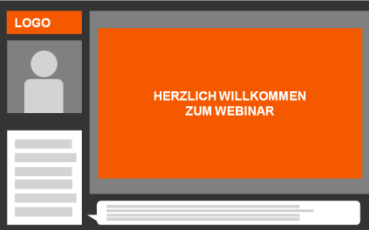
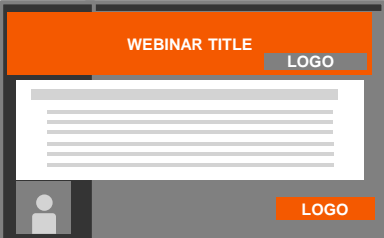
Ad format	Services	Package price
<p>Digital special</p> 	<ul style="list-style-type: none"> ▪ Separate special on LEAD Online with articles by the LEAD editorial team. ▪ Exclusive branding with your advertising medium on all pages of the special: content ad (online, mobile), billboard, sponsored post (only in Plus package). ▪ Prominent presence of your logo or sponsorship mention on the overview page of the special, in the LEAD social media posts on Facebook, Twitter and with co-branded advertising medium in the newsletter, online and mobile. ▪ Archiving of editorial content on LEAD Online. ▪ Guaranteed number of page impressions. 	<p>6,990.00 Full package</p>
<p>Whitepaper</p> 	<ul style="list-style-type: none"> ▪ Your white paper, study, case study or product information under menu entitled "white paper" on LEAD Online, the download campaign runs until the lead volume** specified by you has been achieved. ▪ Brief description and preview result in download as first impression of your white paper. ▪ We collect the following qualification features for you: Mr/Mrs, first name, last name, e-mail, company, position, company size, sector and headquarters location (country). ▪ We manage a campaign on all our online channels to generate your leads. ▪ We create the advertising medium for your white paper campaign. ▪ After completion of the campaign, we archive your white paper permanently on LEAD Online. 	<p>79.00 per lead You determine the number of leads**</p>

[Take a closer look](#)

* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.


** Maximum run time is three months, the minimum volume is 30 leads.

AD SPECIALS

Ad format	Services	Package price	
Webinar		<ul style="list-style-type: none"> You have the expertise! The spotlight is on you as your speaker conveys content on your topic via webcam and presentation. A facilitator from the LEAD editorial team introduces and supports the one-hour webinar. Participants can ask questions and interact via chat. Anybody interested can view the recording of the webinar by signing up (webcast). You can choose between three packages independent of the number of participants. You receive the lead count based on the booking. 	From 9,900.00*
Webcast		<p>Use the recording of your webinar and present this to LEAD users as a webcast. Showcase your expertise and continue to generate leads.</p>	From 4,900.00*

* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply. No discounts or commissions possible.

AD SPECIALS

Ad format	Services	Package price	
Stand -alone newsletter		With the stand-alone newsletter LEAD Business Trends you can explicitly direct your advertising message to up to 20,000 addresses. Ensure prominent, sole integration of your exclusive advertisement in a newsletter specially designed for this purpose, with or without introductory text.	From 2,987.00* Example: To 5,000 addresses

* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.

[Standard advertising forms](#)[Special advertising forms](#)

PRINT PRODUCTS

FORMATS & PRICES








To get more information about coverage and subscriber structure please visit: verlag.wuv.de/lead

STANDARD ADVERTISING FORMS

Full page or page section	Trimmed advertisements Width x height in mm + 5 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colour
1/1	210 x 297	188 x 269	3,010.00
3/4 horizontal / vertical	210 x 227 / 134 x 297	188 x 211 / 124 x 269	2,590.00
Corner field, small	104 x 144	–	1,590.00
Corner field, large	134 x 183	–	2,270.00
1/2 horizontal / vertical	210 x 144 / 104 x 297	188 x 126 / 94 x 269	1,990.00
1/3 horizontal / vertical	210 x 101 / 73 x 297	188 x 85 / 63 x 269	1,510.00
1/4 horizontal / vertical	210 x 81 / 54 x 296	188 x 65 / 44 x 269	1,350.00
1/3 vertical near editorial	73 x 297	63 x 269	1,720.00

* Prices in EUR plus VAT. The general business terms and conditions of the publishing company apply; b/w prices available on request.

STANDARD ADVERTISING FORMS



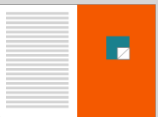

Ad as cover page, double spread or title page	Trimmed advertisements Width x height in mm + 5 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colour
2nd cover page / 3rd cover page 	210 x 297 / 210 x 297	188 x 269 / 188 x 269	3,580.00 / 3,240.00
4th cover page 	210 x 297	188 x 269	3,730.00
Opening spread (2nd cover page + 3rd page) 	420 x 297	–	6,630.00
2 x ½ pages horizontal/vertical, bundle 	420 x 144 / 208 x 297	400 x 144 / 208 x 269	3,510.00
2/1 	420 x 297	–	5,730.00
Title page grip corner** / Title page corner field**/ 1/4 horizontal on title** 	50 x 50 / 60 x 30 / 210 x 81	–	1,880.00 / 2,280.00 / 2,810.00
2/1 Sponsored article 	420 x 297	–	4,990.00

* Prices in EUR plus VAT. The general business terms and conditions of the publishing company apply; b/w prices available on request.

** Exclusive position can't be guaranteed, special form of advertising "cover" is still possible.

SPECIAL ADVERTISING FORMS

Please consider [technical data >>](#)

	Placement	Format	More details	Weight of paper	Prices*
Supplements		Supplements are placed somewhere within the booklet and can simply be removed by the reader.	max. 200 x 290 mm, min. 100 x 120 mm (width x height) for 2 pages paper grammage min. 100 g/m ² .	From 4 pages, the long page must be closed. A4 and other formats available on request.	– up to 25 g 390.00 per thousand
Bound in supplements		When compiled, bound-in supplements are bound in like a single sheet.	max. 210 x 297 mm + bleed margins min. 115 x 140 mm	Bleed margin: 6 mm on the top edge, 5 mm each left, right and bottom	for 4 pages min. 100 g/m ² and max. 250 g/m ² for 8 pages min. 70 g/m ² 590.00 per thousand 880.00 per thousand
Labels		Labels are adhered in booklet on a 1/1 page ad.	min. 55 x 75 mm, max. 190 x 277 mm	Type of adhesive: Strip gluing, parallel to fold, placement on the front or rear page of a sheet Adhesive tolerance: ± 5–10 mm Distances: From fold min. 30 mm to adhesive product, at least 20 mm on the trimming edge	for 2 pages min. 150 g/m ² 200.00 per thousand
Glued inserts		Glued inserts are adhered in a booklet on a 1/1 page editorial.	min. 55 x 75 mm, max. 190 x 277 mm	Type of adhesive: Strip adhesion parallel to fold, placement on the front or rear page of a sheet Adhesive tolerance: ± 5–10 mm Distances: From fold min. 15-65 mm to adhesive product, at least 20 mm on the trimming edge	for 2 pages min. 150 g/m ² 600.00 per thousand

* Prices in EUR plus VAT and the current postal fees. The general business terms and conditions of the publishing company apply.

SPECIAL ADVERTISING FORMS

Extract of all special advertising forms		Prices*	Extract of all special advertising forms		Prices*	Extract of all special advertising forms		Prices*
Adhered booklet		from 800.00 per thousand	Individual island ads 		on request	Double cover 		from 1,700.00 per thousand
Outside envelope page		from 790.00 per thousand						
Banderole		from 780.00 per thousand						

* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply, individuelle Preisangaben zu Special advertising forms on request.

TIMETABLE

DIGITAL & PRINT

TOPICS & SCHEDULE– 2019

Version from:
31.01.2019

Quarter	Issue*	Topics*	Sector dates*
Q1	LEAD Issue 1 (Publication date 20.03. / Advertisement deadline 18.02. / Print deadline 04.03.)	<ul style="list-style-type: none"> ▪ Influencer Marketing ▪ SEO ▪ Edge Computing ▪ Voice ▪ Employer Branding 	27.-30.01. World Hosting Days 19.-21.02. EuroCIS 19.- 21.02. Trade World 25.-28.02. Mobile World Congress 08.-17.03. South by Southwest 12.-13.03. Internet World 23.-26.03. Digital Innovators' Summit 28.03. W&V Data Marketing Day
Q2	LEAD Issue 2 (Publication date 04.06. / Advertisement deadline 06.05. / Print deadline 20.05.)	<ul style="list-style-type: none"> ▪ Payment & Risk Management ▪ Data Management & CMS ▪ Product Overview: Server & Storage, IT Security & Data Protection 	02.-03.04. Search Marketing Expo 02.-03.04. d3con 30.04. W&V Sportmarketing Summit 03.-07.06. Webinale 06.-08.05. re:publica 07.-08.05. Online Marketing Rockstars 04.-06.06. W&V Munich Marketing Week 24.-27.06. DMX – Developer Week 24.-28.06. CeBit
Q3	LEAD Issue 3 (Publication date 11.09. / Advertisement deadline 12.08. / Print deadline 26.08.)	<ul style="list-style-type: none"> ▪ Product Overview: Marketing Tools, Marketing for SMEs ▪ Smart Mobility ▪ Cloud Solutions 	02.-05.07. Tech Open Air 20.-24.08. Gamescom 06.-11.09. IFA 11.-12.09. Dmexco
Q4	LEAD Issue 4 (Publication date 04.12. / Advertisement deadline 04.11. / Print deadline 18.11.)	<ul style="list-style-type: none"> ▪ Logistics & Packaging ▪ Usability & UX ▪ Managed Hosting ▪ Business Devices 2019 	29.09.-01.10. Bits & Pretzels Neocom** Websummit**

* Subject to alterations. Other topics on request.







** Date not yet fixed.


LEAD JOB MARKET

FORMATS & PRICES

LEAD JOB MARKET

More information about all products and prices:
[rate card of W&V Job-Network.](#)

Print Job Market		Formats in type area Width x height in mm	Prices* b/w	Prices* 2c	Prices* 3c	Prices* colour
1/1		188 x 269	2,890.00	3,140.00	3,390.00	3,640.00
3/4 horizontal / vertical		188 x 173 / 124 x 269	2,190.00	2,440.00	2,690.00	2,940.00
1/2 horizontal / vertical		188 x 126 / 92 x 269	1,790.00	2,040.00	2,290.00	2,540.00
3/8 page horizontal/vertical		124 x 126 / 92 x 173	1,490.00	1,740.00	1,990.00	2,240.00
1/4 horizontal / vertical		188 x 55 / 44 x 269	1,290.00	1,540.00	1,790.00	2,040.00
1/4 page 2 rows		92 x 126	1,290.00	1,540.00	1,790.00	2,040.00






Examples		Trimmed advertisements Width x height in mm + 5 mm trim along outer edges	Formats in type area Width x height in mm	Price* colour
HR Image ad		1/2 horizontal / vertical 210 x 144 / 104 x 297	188 x 126 / 94 x 269	1,990.00

* The prices for job advertisements are not discountable. 15% commission shall only be charged in case of the mediation of third party orders and shall only be granted to registered advertisers.

LEAD JOB MARKET

More information about all products and prices:
[rate card of W&V Job-Network.](#)

Online Job Market

Bronze	770.00*	Silber	870.00*	Gold	1,090.00*	Platin	1,295.00*
 Unformatted ad text, choose between formal and informal interview language	 Formatted ad based on templates including your company logo	 Formatted ad in your CI /CD	 Formatted ad in your CI /CD				
Runs for 60 days	Runs for 60 days	Runs for 60 days	Runs for 60 days				
Personal contact person	Personal contact person	Personal contact person	Personal contact person				
50% discount for start-ups	50% discount for start-ups	50% discount for start-ups	50% discount for start-ups				
	Link to your ad in our LEAD newsletter	Link to your ad in our LEAD newsletter	Link to your ad in our LEAD newsletter				
	Logo appears in the search results list	Logo appears in the search results list	Logo appears in the search results list				
		Refreshed after 3 weeks (information updated)	Refreshed after 3 weeks (information updated)				
		Possibility to include a video for extra charge	Video included				
			Online Top-Job included				
							Free extension for 60 more days if needed and 50% discount off the list price for a repeat listing within 12 months

* The prices for job advertisements are not discountable. 15% commission shall only be charged in case of the mediation of third party orders and shall only be granted to registered advertisers.

DISCOUNTS

DISCOUNTS

The scale of discounts applies for the turnovers in print and digital products of the publishing company,

Verlag Werben & Verkaufen GmbH. The gross prices shown form the basis for the turnover scale for placements.

Bookings for special advertising forms (without technical costs) can be integrated into the basic order if necessary.

Turnover scale in EUR	Discounts in %
15,000	3
25,000	5
50,000	10
100,000	15
150,000	17
250,000	20
450,000	22
650,000	25
850,000	27
1,000,000	28

* Discounts are not applicable for W&V Job-Network.

[Sales-Team](#)[Weitere Ansprechpartner](#)

CONTACTS

PLEASE CONTACT US. WE ARE GLAD TO ADVISE YOU.

SALES-TEAM

PLEASE CONTACT US. WE ARE GLAD TO ADVICE YOU.



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[Print](#)[Special advertising forms](#)[Digital \[download\]](#)

TECHNICAL DATA

PRINT & SPECIAL ADVERTISING FORMS

TECHNICAL DATA

PRINT

Magazine format: 230 x 270 mm (width x height) plus 5 mm bleed on all edges. Trimming max. 4.5 mm. So that text and image elements do not reach into the gutter bleed, a 10 mm gap is to be observed on all four pages.

Printing procedure: Cover: Sheet offset, Content: Roller offset

Bookbinding finish: Saddle stitching

Saddle stitching: Cover: 300 g/m² image print, content: 100 g/m² MWC paper

Reproduction technique: The „Technischen Richtlinien Offsetreproduktionen“ (German Technical Guidelines for Offset Reproductions), published by Bundesverband Druck e. V. (German Federal Association of Printing) shall apply. These comprehensive standardised specifications are known to your repro supplier. However, the following productspecific data is important additional information for your repro company.

Proof: According to FOGRA standard. With FOGRA media wedge V3.0 according to the standard.

Cover: ISOcoated_v2_eci.icc, paper type 2 FOGRA 39L according to the standard

Content: ISOcoated_v2_300_eci.icc, paper type 3 FOGRA 39L according to the standard

Screen width: 60 lines/cm, technical screens no less than 10 %

Colours: DIN ISO 12647-2 for offset print

Colour sequence: Black, cyan, magenta, yellow

Multi colour advertisements: Forgoing the basic colour black will not influence the calculation of the advertisement. Special colours/shades which cannot be achieved by combined printing shall require special agreement.

For the technical data of our digital products please visit:
<https://verlag.wuv.de/technischdaten>.

Dot gain (acc. FOGRA bzw. BVDM):

Cover:

Coverage with 40 %: Black 13 % ± 7 %, chromatic colours 13 % ± 4 %

Coverage with 80 %: Black 11 % ± 5 %, chromatic colours 11 % ± 3 %

Content:

Coverage with 40 %: Black 16 % ± 7 %, chromatic colours 16 % ± 4 %

Coverage with 80 %: Black 11 % ± 5 %, chromatic colours 11 % ± 3 %

Negative frames: We recommend laying negative frames with 40 % cyan underneath as this provides a deeper black (scale colour supplement). In this connection, the cyan area is to be applied 0.04 mm wider.

Digital data delivery

Please send print documents via E-mail with a colour-accurate proof.

E-mail: druckunterlagen@wuv.de

File: Delivery of data as a PDF: PDF/X-1a:2001 (PDF-Version 1.3). Image data high definition with 300 dpi, resolution for 60 screen, color model always CMYK (never RGB or LAB elements). Bitmap (line scans) should have a resolution of at least 800 dpi. Maximum color application is 320%. The format is applied in its original dimensions plus crop marks and bleed margins.

In case of digital data transmission, we shall not assume any liability regarding the format, text and colour of the advertisement, as well as the appearance of the advertisement in case of nonadherence to the abovementioned specifications. Minimal colour differences are system-dependent and shall not be grounds for complaint.

TECHNICAL DATA

AD SPECIALS (SUPPLEMENTS, BOND-IN SUPPLEMENTS, LABELS, GLUED INSERTS)

Please observe for ad specials:

In case of any processing difficulties arising, the completion of the print run shall have precedence over enclosures, gluing and application. Minimum allocation in case of part print runs: 5,000 copies.

Reservation: In due time prior to the publication date. The order shall only become valid following the presentation of 3 samples.

Closing date: At the latest, 15 days prior to the publication date.

Glued on products:

Postcards are to be glued to the reverse side of supplements, glue traces close to the fold, no spot but rather line-form application of the adhesive. The automatic processing of supplements, special formats and sample goods is not possible without previous technical inspection.

Supplements – technical information:

Supplements are automatically inserted into the magazine. Therefore, they must be in one piece or held together by means of an envelope, or sewn or glued so that they can be processed as one piece. The side parallel to the fold must be closed. If supplements contain a glued-on postcard, then this must be attached parallel to the closed fold of the supplement so that it cannot loosen during automated processing. Supplements are inserted with the closed side parallel to the spine of the magazine. A particular placement cannot be confirmed. Zigzag-folded, perforated, punched or supplements furnished with clips cannot be automatically processed. Offers available on request.

Delivery condition of ad specials:

The delivered product must ensure smooth, immediate automated processing without additional manual preparation. Supplements which are stuck together because of printing ink being too fresh, or being highly electrostatically charged or damp, or which have folded corners, edges, crimp folds, displaced (rounded) spines cannot be processed.

Layers:

Non-entwined, edge on edge with a height of 80–100 mm. Tying or packing of individual layers incur additional costs.

Palletizing:

In an orderly manner on stable reusable pallets, the pallet base must be covered with stable cardboard or foil. In case of strapping /protective packing, the edges must not be damaged or bent. Labelling analogous to the delivery note, clearly visible with purpose, content and quantity data. With the delivery of several issues, each issue is to be separately palletized.

Delivery address:

2 weeks prior to the publication date to

Vogel Druck und Medienservice
Warenannahme (Goods Receipt)
Leibnizstraße 5, 97204 H.chberg
With note for W&V Issue No. xx/2019
Delivery times: Mon. to Fri. from 8:00 until 16:00 hours

GENERAL TERMS & CONDITIONS

TERMS & CONDITIONS

1. The advertising mandate shall be the contractual agreement between the publishing house, Verlag Werben & Verkaufen GmbH (hereinafter referred to as "Publisher"), and an advertising party or other party placing an advertisement (hereinafter referred to as "Client") for the publication of one or more advertisements in block letters and/or on the Internet for the purposes of dissemination or public announcement. For the advertising mandate and any follow-up mandate, exclusively these respective general business terms and conditions (hereafter, "GBTC") as well as the publishing house's price list that is currently valid at the point in time of the conclusion of the contractual agreement and whose provisions form an essential contractual component, shall be applicable. The Publisher is entitled to modify the general business terms and conditions at any time. The new general business terms and conditions shall be considered approved unless the Client objects to them in writing within one month after the change is announced. Any deviating GBTC of the Client shall not also become a contractual component even if we have not expressly objected to them. In the case that, for online publications, individual agreements are concluded, they shall also be fixed in writing on the respective order confirmation. Otherwise, these GBTC shall also be valid for them.

2. Supplement orders: These GBTC shall also apply accordingly for supplement orders. In principle, supplement orders are accepted by the publishing house only after a template has been submitted. Supplements which, owing to their format or layout, give the impression to the reader that they are part of the newspaper, shall not be accepted.

3. Conclusion of the contractual agreement: Orders for advertisements may be submitted in person, by telephone, in writing, via e-mail or the Internet. The publishing house shall not be liable for transmission errors. The contractual agreement shall only then be considered to have been concluded through the publishing house's confirmation of the order which shall be rendered in writing or via e-mail notwithstanding any other individual agreement between the publishing house and the Client. If the order is submitted via telephone, a written order confirmation shall be issued only by express request.

4. The call-off order is the request submitted by the Client to the publishing house to, based upon a concluded contractual agreement, publish a concrete advertisement, third-party supplement or other advertisement and the supplying of the texts and templates which are required for production.

5. Text segment advertisements are advertisements which typographically border editorial text on at least three of the sides and not on other advertisements.

6. Rejection of orders:

(1) The publishing house shall be entitled to reject advertising orders, including individual call-off orders based upon a framework contractual agreement which has been concluded. This shall be valid particularly if their content violates laws or governmental directives or was objected to, or could be objected to, by the German Advertising Council and/or the German Press Council in complaint proceedings, whose publication is unreasonable for the publishing house owing to the content, the origin or the technical form or the supplements, owing to the format or layout, give the reader the impression of being a component of the printed medium or contain third-party advertisements.

(2) After becoming aware of the affected contents, the publishing house shall promptly explain its rejection of such content. In particular, the publishing house can retract an advertisement which has already been published online if the Client himself belatedly makes changes to the contents of the advertisement published online or belatedly modifies the data to which a link makes reference and, by so doing, among others, the requirements of Clause 6 Paragraph 1 are fulfilled.

7. Concluding the advertising order and the publication dates: The publisher's deadlines and publication dates indicated on the price list shall be non-binding for the publishing house. The publishing house shall be at liberty to modify the deadlines and publication dates upon short notice based upon the production processes.

8. Cancellation of orders: The Client may cancel advertising orders in writing by contacting (e-mail address). Print ads may be cancelled up to the original closing date. If the ad is already in print, the Client must pay for the ad. Otherwise, the Publisher may demand that any costs incurred up to the time of cancellation be reimbursed as required by law. Online promotional materials must be cancelled in writing with two weeks' notice before the first publication. If the necessary data for the online ad placement is not submitted on time, the Publisher shall charge a fee of €50 per working day for the resulting extra effort and cost.

9. Placement of advertisements: Advertisements shall be published in certain editions, issues or in certain sections of the publication if this has been expressly agreed in writing, including by telefax or e-mail, when the order is issued. In principle, classified advertisements shall be published only in the respective section. Insofar as no clear placement has been agreed, the publishing house may freely choose the placement. Insofar as an advertisement should not be able to be placed within an ordered issue, the publishing house may publish the advertisement at the same price in an issue with a similar or larger publication area. If the Client requests an ad for a category whose content differs from that of the scheduled placement, the price that would have applied to the correctly placed ad shall be charged.

10. Calling off an order: If a publication date has been agreed, the advertisements must be called off by no later than one year after the contractual agreement has been concluded (publication timeframe). The conclusion of multiple advertisements must be implemented within one year after the publication of the first advertisement. If multiple conclusions are undertaken, the Client shall be entitled, subject to the available capacity, to call off the additional advertisements in the publication timeframe that has been agreed and/or specified in Clauses 1 and 2 including exceeding the ordered advertising quantity based upon the price list.

11. Printed documents: The deadlines for printed documents can be found on the price sheet, which is valid at the point in time of the conclusion of the contractual agreement, of the publishing house's advertising price list. The Client shall be responsible for the prompt supplying of the advertising text and the flawless printed documents or the supplements, accompanying booklets, glued-on inserts, etc. If the publishing house determines that the printed documents are unsuitable or damaged, it shall demand their prompt replacement. If any defects to the supplied printed documents such as supplements, inserts, etc. are not immediately recognisable, but only then become recognisable during the processing, then the advertising party must pay the additional costs incurred or tolerate the quality losses during production. The publishing house shall guarantee the print quality which is customary for the designated issue within the parameters of the possibilities available for the printed documents. The printed documents shall be sent back to the Client only by special request. Otherwise, they shall become the publishing house's property. The obligation to retain the documents shall end 6 weeks after the advertisement is published. Moreover, the Supplemental Business Terms and Conditions shall be valid for the digital transmission of advertising templates in accordance with Clause 30 of these GBTC.

12. Printing height of the advertisements: If no special sizes have been agreed or prescribed, the advertisement shall be published and billed with the height which is customary for such an advertisement. If the height of a submitted print document differs from the height specified in the order, the dimensions of the printed advertisement shall apply and no additional costs shall be incurred thereby. Any millimetres that have been begun shall be rounded upwards to the whole millimetre.

13. Editorially-designed (text segment) advertisements: The layout and labelling of the editorially-designed advertisements must be promptly agreed with the publishing house before publication. The publishing house shall be entitled to clearly label advertisements with the word "advertisement" which are not recognisable as such. In this regard, the publishing house shall have the ultimate decision-making right. (Text segment) advertisements must already differentiate themselves through their basic font sizes from the editorial section.

14. Liability for the content of the advertisement: The Client shall be responsible for the content and the legal permissibility of the advertisement. In addition, he releases the Publisher from all claims by third parties on the basis of copyright, personal rights, trademark, or other property rights infringements as well as from all third-party claims for property and ancillary rights infringements for the photographs used in the advertisements, including the reasonable costs of legal defense. The publishing house shall not be obliged to examine whether an advertising order restricts third-party rights. If the publishing house is obliged to publish a counterstatement or the like (e.g. through a court ruling), then the Client must pay the costs incurred based upon the valid advertising price list.

15. Proofs shall be supplied only by express request. The publishing house shall take corrections of mistakes into consideration which are reported to it within its prescribed timeframe. Otherwise, the approval to print shall be considered to have been issued. The Client shall assume responsibility for the accuracy of the corrected proofs.

16. Advertising documentation: Upon request, the publishing house shall supply advertising documentation with the invoice. If documentation can no longer be procured, it shall be replaced with a certificate from the publishing house regarding the publication and dissemination of the advertisement. Documentation copies shall be supplied only for fee-based advertisements.



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17. Box number advertisements:

(1) Replies to the box number advertisements shall be made available for pick-up up to a maximum of four weeks after publication of the advertisement and/or sent to the Client by normal post with the due care of a prudent businessman even if it concerns express or registered shipments.

(2) After this timeframe lapses, the replies shall be destroyed. Replies with a weight of more than 500 grams or a larger format than DIN A4 as well as shipments of goods, books, catalogues and advertisement mailings as well as small packages/packages shall be excluded from forwarding and shall only be retained for pick-up purposes. In particular, the publishing house shall not be obliged to forward obvious advertising offers such as business advertising claims and brokerage offers if no express written instruction to forward has been issued by the Client. The Client may authorise the publishing house to open the replies in lieu of and with the declared consent of the Client.

18. Advertising invoices, deferment and payment default

1) Advertising invoices must be paid within the timeframe stated on the invoice. The Client must assume any warning letter and debt collection costs which are incurred as the result of the payment default. If payment default occurs, all deferred payments (invoices and/or subsequent invoices) shall become immediately payable.

(2) In the event of a deferment or payment default, interest shall be charged in accordance with § 288 of the German Civil Code. In the event that payment default occurs, until payment is indeed rendered, the publishing house may suspend the continued implementation of an on-going order and demand advance payment. If there are justified doubts about the Client's solvency, the publishing house shall be entitled, including for the duration of a framework agreement, to make the publication of additional advertisements deviating from an originally-agreed payment due date contingent on the advance payment of the advertising fee and the settlement of outstanding invoiced amounts. The publishing house shall be entitled to correct flawed advertising invoices within six months after invoicing. If orders are accepted by telephone, orders from advertising customers shall be implemented via a SEPA direct debiting procedure without concluding a contractual agreement. The booking shall be done immediately after the invoicing date without any deductions. The so-called pre-notification timeframe after the SEPA basic direct debiting shall be reduced to one day. Erroneous advertising invoices may be corrected within six months after invoicing. The Client shall be entitled to offset with counterclaims only if they have been legally upheld, are undisputed or at least ready for a decision to be made.

19. Advertising orders from abroad: For countries with foreign representation of the publishing house, the payment and processing shall be undertaken in accordance with these Business Terms and Conditions. For countries without foreign representation, advance payment shall be required, preferably via credit card (Euro/Mastercard, American Express or Visacard). A foreign Client must present his VAT ID No. or his entrepreneurial status documentation or his exempt status from German VAT together with the advertising order. If the advertising order is VAT-exempt, the invoicing shall be done without calculating the VAT. The publishing house shall be entitled to subsequently bill the VAT if the competent government tax office affirms that the advertisement is subject to taxation.

20. Typesetting costs: The Client shall assume the costs for the creation of the ordered templates and drawings as well as for the designs requested by the Client or for designs which constitute substantial changes from the originally-agreed designs for which the Client is responsible.

21. Classified prices: Advertisements shall be classified by the publishing house based upon their content-related sense. If an advertisement is ordered by the Client for a deviating category, then the price shall nonetheless be valid which it would have cost if it had been correctly placed. If the price of the category requested by the Client is higher than the price of the correct placement, then the higher price shall be valid.

22. Advertising millimetres: When calculating acceptance quantities, text millimetre lines shall be converted into advertising millimetres based upon the price.

23. Deviating prices: For advertisements in publishing supplements and editorially-designed advertisements, advertisements in special publications and collections as well as advertisements which are sold after the publisher's deadline, the publishing house may charge prices that deviate from the price list.

24. Collective rebates: For the granting of a collective rebate for subsidiaries, the written documentation of a more than 50-percent equity stake is required. The publishing house shall grant collective rebates only for privately-organised companies. Thus, collective rebates are not possible for independent sovereign organisations or entities under public law.

25. Warranty: For obvious defects, complaints must be asserted by the Client by no later than within two weeks after the receipt of the invoice. For hidden defects, the Client must lodge a complaint by no later than 6 months after publication of the advertisement. Moreover, entrepreneurs must report the discovery of any hidden defect within two weeks. If a flawed publication of an advertisement occurs despite the prompt delivery of flawless printing documents and a prompt complaint having been made, the Client may demand the publication of a flawless replacement advertisement (subsequent performance). The claim for subsequent performance shall be excluded if this is associated with disproportionate costs for the publishing house. If the publishing house allows an appropriate notice period that has been set for it to lapse fruitlessly, it refuses to render subsequent performance, the subsequent performance is not reasonable for the Client or it is unsuccessful, then the Client shall have the right to withdraw from the contractual agreement or assert a claim for a reduction of the purchase price in the scope in which the purpose of the advertisement has been restricted. Warranty claims from entrepreneurs as the Client shall become statute-barred 12 months after publication of the corresponding advertisement or supplement.

26. Liability, force majeure: In the case of force majeure and labour disputes for which the Publisher is not responsible, the Publisher shall not be obligated to fill the order; there shall therefore be no entitlement to damage compensation. The publishing house shall be liable for damages caused by intentional wrongdoing or gross negligence, for damages arising from the culpable loss of life, physical injury or damage to health as well as for damages based upon at least the violation of an obligation based upon simple negligence whose fulfillment only then enables the proper implementation of the advertising order, whose violation puts the attainment of the contractual purpose at risk and upon whose adherence the Client regularly relies. Apart from the liability for intentional wrongdoing and the culpable loss of life, physical injury or damage to health, the obligation to pay damage compensation shall be limited to the foreseeable, typically-occurring damages. Otherwise, the damage compensation claims against the publishing house shall be excluded regardless of the legal reason. Insofar as the publishing house's liability is excluded or limited in accordance with the aforementioned provisions, this shall also be valid for the personal liability of its employees, representatives and vicarious agents. The liability in accordance with the German Product Liability Act shall remain unaffected. Apart from claims for tortious or intentional acts and/or grossly-negligent acts, damage compensation claims from entrepreneurs against the publishing house shall become statute-barred within 12 months after the point in time in which the Client became aware of, or would have to have become aware of, the sets of circumstances substantiating the claim. If the Client fails to follow the recommendations from the publishing house for creating and transmitting digital printed documents, he shall be entitled to no resulting claims owing to the flawed publication of the advertisement. This shall also be valid if the Client has not followed the other causal provisions of these GBTC. The Client shall be liable for ensuring that the transmitted files are free of viruses. The publishing house may delete files with viruses without the Client being able to derive claims from this. The publishing house reserves the right to assert damage compensation claims if the viruses cause damage.

27. Additional terms and conditions for placing an ad on the internet:

a) Data supplying: The Client shall be obliged to supply proper advertising resources—particularly corresponding to the formatting or technical standards of the publishing house—promptly before the advertisement is placed. If advertising documents are recognisable as being unsuitable or damaged, the publishing house shall demand their prompt replacement.

b) Assignment of rights: The Client shall assign to the publishing house all usage, ancillary copyright and other rights under copyright law which are required for the use of the advertising in online media of all kinds including the Internet—particularly the right to reproduce, disseminate, transmit, send, retrieve from a database and call off and indeed in the scope which is required for the implementation of the order, both with regards to time and content. In all cases, the aforementioned rights shall be assigned without any geographical restrictions and shall provide entitlement to place advertisements via all known technical procedures as well as all known forms of online media.

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c) Warranty from the publishing house: Within the parameters of the foreseeable requirements, the publishing house shall guarantee the best-possible reproduction of the advertising which corresponds to the respective highest possible customary technical standard. The warranty shall not be valid for minor defects. A minor defect in the presentation of the advertising shall be considered to exist particularly if it is caused through

- The use of non-suitable display software and/or hardware or
- The disruption of the communication networks of other operators or
- A computer disruption as the result of a system failure or
- A disruption of the ad server which does not last longer than 24 hours (continuously or cumulatively) within 30 days after the beginning of the contractually-agreed placement.

If there is a disruption of the ad server over a substantial timeframe (more than 10 percent of the booked time) within the parameters of a time-bound fixed booking, the Client's payment obligation for the disruption timeframe shall be rendered invalid. Any additional claims shall be excluded. If there is an unsatisfactory reproduction quality of the advertisement which constitutes a major defect, the Client shall have a claim to a payment reduction or a flawless replacement advertisement, but nonetheless only in the scope in which the purpose of the advertisement was restricted. If the replacement advertising is unsuccessful or unreasonable, the Client shall have a right to a payment reduction or to withdraw from the contractual agreement. If any defects in the advertising documents are not obvious, then the Client shall have no claims for insufficient publications based upon them. The same shall be valid for defects in the repeated advertisement placements if the Client does not make reference to the defect before publishing the next advertisement.

28. Advertising agencies shall be obliged to adhere to the publishing house's price list in its offers, contractual agreements and invoices to the advertising parties. Any commission granted by the Publisher shall be calculated on the basis of the customer net price, that is, after deducting rebates, bonuses and discounts due to a defect. The commission shall be applicable only to the brokerage of third-party orders and shall not be granted for private prices. It shall be paid only to the advertising agencies recognised by the publishing house subject to the requirement that the order is issued directly from the advertising agency, it is obliged to provide the complete and print-ready template and it possesses a commercial license as an advertising agency. The publishing house shall be at liberty to reject orders from advertising agencies if doubt exists about the professional activities of the advertising agency or the creditworthiness of the advertising agency. Advertising orders from advertising agencies shall be issued in their name and on their account. Insofar as advertising agencies issue orders, in cases of doubt, the contractual agreement shall thus be realised with the advertising agency. If an advertiser should become a Client, this must be separately agreed subject to the mentioning of the advertiser by name. The publishing house shall be entitled to demand documentation of the mandate from the advertising agency.

29. Data privacy:

(1) In the following, the Publisher provides information regarding the processing of personal data within the context of business relations. Personal data includes all data that are personally available to the Client, for example, name, address, email address, telephone number and payment details. The Publisher is the responsible party according to Article 4 No. 7 of the General Data Protection Regulation (GDPR).

Data processing takes place in accordance with the applicable regulations of the Federal Data Protection Act (BDSG 2018) and the General Data Protection Regulation (GDPR). The Publisher collects, processes and uses personal data of the Client. Further information regarding data processing and data retention can be found in the data protection statement of the Verlag Werben & Verkaufen GmbH, which can be read on <https://verlag.wuv.de/service/datenschutzklarung>.

(2) The data will be processed and used by the Publisher to the extent that this is necessary for contract initiation, contract execution, contract maintenance or to provide other contractual services, that is, to process orders and carry out services in accordance with the contract. This shall be done, in part, with the involvement of external service providers. The service providers have been carefully selected by the Publisher, commissioned in writing and obligated to comply with instructions. They are also regularly monitored. The service providers shall not communicate this data to third parties but shall delete it after fulfillment of the contract and at the end of statutory storage periods, unless the Client has approved an additional storage arrangement.

(3) The data collected by the Publisher will be processed and used to conduct internal market research to the extent that the Client has not expressed objections. This applies to the details needed to execute the order as well as to details that the Client has provided voluntarily. The Client may object to the use of the data for the purpose of internal market research at any time with future effect.

(4) The collected data will be processed and used by the Publisher to inform the Client by mail or electronically, e.g. via e-mail, of similar or comparable products and services to the extent that the Client has not expressed objections. The Client may object to the use of the data for promotional purposes at any time with future effect. This shall not be subject to any charges other than the forwarding costs at the basic rates.

If you do not wish to receive any direct advertising on this basis any more, you can cancel this use of your e-mail address or details for electronic communication at any time without incurring any more than transmission costs at the basic rates. Simply write to us at: Verlag Werben & Verkaufen GmbH, Hultschiner Straße 8, 81677 München/E-Mail: support@wuv.de.

(5) The Client shall have the right to demand that the Publisher provide information on his stored personal data at any time. This shall apply to the origin of the data as well as the recipients or categories of recipients to whom this data is communicated and the purpose for which it is being stored. If the Client has granted permission to use data, he may revoke this consent at any time with future effect. The Publisher furthermore notes that the Client is generally entitled to the correction of incorrect data or the deletion of personal data, provided that this right is not prevented by any statutory retention obligation.

(6) All legal rights to which the Client is entitled in connection with the processing of his data, such as the right to information, correction, deletion and revocation, may be exercised in writing by sending an e-mail to support@wuv.de or in writing to the following address: Verlag Werben & Verkaufen GmbH, Hultschiner Straße 8, 81677 Munich, Germany. Additional information on data collection and processing can be found in the Publisher's Data Privacy Statement.

30. Supplemental Business Terms and Conditions for the Digital Transmission of Printed Advertising Templates:

If printing templates are submitted digitally, thus transmitted in paperless fashion through digital carriers (e.g. diskettes, cartridges, CD-ROM) or via long-distance transmission (e.g. ISDN) to the publishing house, the following provisions shall also be valid:

- a) File format: Print templates are supposed to be transmitted digitally only with closed files, thus with such files which the publishing house cannot alter content-wise. The publishing house shall not be liable for the flawed publication of advertisements which are transmitted with open files (e.g. files saved under Corel Draw, QuarkXPress, Freehand).
- b) The related files must be sent and/or saved by the Client in a collective directory (folder).
- c) Colour advertisements: For digitally-transmitted print templates for colour advertisements, the Client must also at the same time provide a colour proof with Fogra Media Wedge (current version 3.0) and a proof and/or measurement protocol. Otherwise, no damage compensation claims of the Client shall be valid owing to any colour deviations.
- d) Computer viruses: The Client shall be liable for ensuring that the supplied files are free of computer viruses. The publishing house may delete files with computer viruses without the Client deriving any claims from so doing. Moreover, the publishing house reserves the right to assert damage compensation claims if the computer viruses cause additional damages for the publishing house.
- e) Claims owing to flawed publication: If the Client fails to adhere to these Business Terms and Conditions or the publishing house's recommendations for drafting and transmitting digital printed documents, then he shall be entitled to no claims owing to a flawed publication of the advertising.
- f) Data carriers: The diskettes or the CD-ROM with the print templates that are provided to the publishing house shall become the publishing house's property. They shall be sent back to the Client at his own risk only by express request and for a shipping fee of € 5.00. The publishing house shall send back other high-end data carriers such as cartridges, Iomega Zip 100, etc. to the Client without this having to be requested and upon a free-of-charge basis, but nonetheless at the Client's risk.

31. Dispute resolution process: The European Commission has set up a platform for resolving disputes online. It can be found at <https://ec.europa.eu/consumers/odr/>. Consumers can use the platform for settling their disputes. We are neither willing nor obliged to participate in a dispute resolution process before a consumer mediation body, unless we are legally required to do so.

32. Final provisions: Exclusively German law shall be applicable to these GBTC as well as the relationship between the Client and the publishing house. This choice of laws shall be valid for a consumer only insofar no mandatory statutory provisions of the country are restricted in which he has his place of residence or customary abode. The United Nations Convention on Contracts for the International Sale of Goods shall be excluded. Any ancillary agreements and contractual amendments must be in text form. With regards to business dealings with entrepreneurs, juridical persons under public law or special foundations under public law, the legal venue for lawsuits shall be Munich. Insofar as the publishing house's claims are not asserted during the warning letter procedure, the legal venue for non-entrepreneurs shall be determined based upon their residence. The place of performance shall be Munich. If one of more of the provisions of the advertising order/these GBTC should be or become invalid or unenforceable, then the validity of the remaining provisions shall not be affected. The parties shall then replace the respectively invalid or unenforceable provision with such a provision which in good faith most closely corresponds to the commercial intent of the invalid or unenforceable provision. The same shall be valid for any gaps or omissions.



PUBLISHING COMPANY INFORMATION

PUBLISHING COMPANY

Verlag Werben & Verkaufen GmbH

Hultschiner Straße 8
81677 München
Postal address
80289 München

Invoice address

Verlag Werben & Verkaufen GmbH
Kreditorenbuchhaltung
Postfach 82 05 10
81805 München

VAT ID number

DE 262 330 664

Managing directors

Christian Meitinger
Dr. Karl Ulrich

For the processing of orders, the Business Terms and Conditions of the publishing company apply. These can be found in this document. The information listed in these price lists may be revised over the course of the year, you can find the respective binding status of the price lists: [verlag.wuv.de/mediadaten](https://www.wuv.de/mediadaten).

Bank details

Hypovereinsbank München
IBAN: DE 67 7002 0270 0654 7679 47
BIC: HYVEDEMMXXX

Contacts publishing company

Tel.: 089/2183-7999
Fax: 089/2183-7868

[wuv.de](https://www.wuv.de)
[lead-digital.de](https://www.lead-digital.de)
[kontakter.de](https://www.kontakter.de)
[verlag.wuv.de](https://www.verlag.wuv.de)
[shop.wuv.de](https://www.shop.wuv.de)
[stellenmarkt.wuv.de](https://www.stellenmarkt.wuv.de)

Payment conditions

Payable within 30 days net.
SEPA direct debit scheme is possible.

