

MEDIA KIT 2017

SPS
MAGAZIN

Market-Trends-Technology

Automation Technology

inMotion

Safe Automation

Sensor & Measurement Technology

Education and Training

Service



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TRADE JOURNAL

1	Portrait SPS-MAGAZIN	Page 3
T	Schedule and editorial calendar	Page 4
	Successful cross-media communication	Page 13
P	Price list SPS-MAGAZIN	Page 14
1	Portrait Industrial Communication Journal	Page 16
P	Price list Industrial Communication Journal	Page 17
P	Price list Process Automation	Page 18
F	Formats and technical data	Page 19
F	Special Advertising formats	Page 24
F	Product overviews and Company portraits	Page 25
2	Circulation and distribution analysis	Page 28
3-E	Receiver structure	Page 29

WEBSITE

1	Portrait	Page 30
N	Usage Data	Page 31
P	Whitepaper	Page 31
F	Formats and technical data	Page 32
P	Prices/Advertising formats	Page 33

NEWSLETTER

1	Dates and Portrait	Page 32
N	Usage Data Automation Newsletter	Page 32
P	Prices/Advertising formats Automation Newsletter	Page 33
F	Formats and technical data Automation Newsletter	Page 33
P	Automation Product Newsletter	Page 34

i-need

P	Product finder i-need.de	Page 36
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Your Contacts at TeDo Verlag

Page 39

General Terms and Conditions

Page 40

Our Media Brand

Cross-Media Offerings

SPS-MAGAZIN

Page 4

SPS-MAGAZIN Website

Page 30

Automation Newsletter

Page 32

SPS-MAGAZIN App

Page 31

Automation Product Newsletter

Page 34

Product Finder

www.i-need.de

Page 36



i-need.de
PRODUCT FINDER |

1 Title:	SPS-MAGAZIN		9 Memberships:	-	
2 Profile in brief:	Within the space of one volume, SPS-MAGAZIN informs comprehensively about all topics concerning the automation sector. SPS-MAGAZIN is known for a high quality in its editorial section and for picking up new trends and innovations as well as their practical presentation. Thereby SPS-MAGAZIN has become the most popular automation magazine among operators, marketing heads and experts in the automation sector within only a few years – a trusted asset in this field. Our range of topics has increased constantly over the years. The categories structure the magazine topically and allow readers an easy access to specific information. SPS-MAGAZIN offers an complete and up-to-date overview of product innovations, concepts, events and trends. Altogether SPS-MAGAZIN presents the entire world of automation and allows an systematic overview.		10 Publishing Company:	TeDo Verlag GmbH P.O.Box: 2140 • 35009 Marburg Delivery address: Zu den Sandbeeten 2 • 35043 Marburg	
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3 Target group:	Operators and Experts		14 Volume Analysis:	2015 = 18 Issues, thereof 1 x Process Automation and 4 x ICJ	
4 Frequency:	13 x per year plus 9 special issues: 4 x Industrial Communication Journal, 1x Process Automation, 4 x Robotik und Produktion			Size	DIN A4, 210mm (W) x 297mm (H)
5 Size:	DIN A4			Total Size	2.650 Pages = 100%
6 Volume:	30th Volume 2017			Editorial Section	2.010 Pages = 75,8%
7 Subscription Price:	Annual subscription: Germany: €99,- (incl. porto and taxes) International: € 115,- (incl. porto)			Advertisement Section	640 Pages = 24,2%
	Price per copy: € 9,- (incl. taxes./plus porto)			thereof Bound-in Inserts	28 Pages = 1,1%
	ISSN-Nr. 0935-0187			Publisher's Ads	45 Pages = 1,7%
8 Organ:	-			Loose Enclosures	18 Pieces

Regular Contents SPS-MAGAZIN: Product News · Control Technology · Engineering · Communication · Security · Operating & Monitoring · Drive Technology · Sensor Systems · Safety · Process Technology · Education & Training

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
1+2 Publication Date: 10.02.2017 Advertisement Deadline: 27.01.2017 Editorial Deadline: 05.01.2017	Small and compact PLC Systems <i>with Market Overview</i> Embedded Hardware <i>with Market Overview</i>	Operating and Monitoring for Industry 4.0	Servo Technology and Motion Control Motor Starter <i>with Market Overview</i>	Safety PLCs	Thermography & Pyrometer Vision Sensors <i>with Market Overview</i>	all about  automation friedrichshafen Friedrichshafen, 08.03.–09.03.2017  Nürnberg, 14.03.–16.03.2017
	Communication Industrial Ethernet	Components Cabinet and Housing Systems	Construction and Mechatronics Engineering Environments and Tools			
	PC-based Controlling Embedded Systems	Telecontrol and Remote Maintenance				
Product Overviews see Page 27						

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
3 Publication Date: 03.03.2017 Advertisement Deadline: 17.02.2017 Editorial Deadline: 27.01.2017	Embedded Operating Systems <i>with Market Overview</i> Average and big PLC Systems <i>with Market Overview</i> Object Orientation: Pros and Cons	Multitouch Displays in Practice	Drives and Frequency Converters Gear Motors <i>with Market Overview</i>	Safety Evaluation Units <i>with Market Overview</i>	Inductive Sensors Filling Level <i>with Market Overview</i>	 Stuttgart, 14.03.–16.03.2017  Böttingen, 28.03.–30.03.2017
	Communication Fibre Optic Cables IoT Gateways	Components Industry 4.0-suitable Components for Automation	Construction and Mechatronics Elektro CAD Systems <i>with Market Overview</i>			
	AS-Interface and IO-Link Products	Operating and Monitoring Devices	Linear Technology/Robotic and Handling Technology		Data Recorders and Loggers	
Product Overviews see Page 25						

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
4 Publication Date: 27.03.2017 Advertisement Deadline: 13.03.2017 Editorial Deadline: 20.02.2017	Combination Devices: PLCs with integrated Operating Unit <i>with Market Overview</i>	M2M: New Standards in Machine Communication	Small Servo Drives and Compact Drives Rotary Encoders and Position Sensors	Safe Drive Technology <i>with Market Overview</i>	Identification (Codes, RFID) Light Barriers <i>with Market Overviews</i>	 Halle, 05.04.2017  Hannover Messe Hannover, 24.04.–28.04.2017
	Control Technology for Industry 4.0					
	Communication	Components	Construction and Mechatronics			
	New Products and Solutions	Overvoltage, Lightning and Arc Fault Protection	Mechatrical Engineering			
Product Overviews see Page 25	Fieldbus Products		Frequency Converters			

Regular Contents ICJ: Best Practice • Market • Trends • Systems • Technologies • Infrastructure • Wireless • Protocols • Realtime • Ethernet • Security

Issue and Dates	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Market Overviews / Market Surveys	Exhibitions and Events
Industrial Communication Journal I Publication Date: 27.03.2017 Advertisement Deadline: 13.03.2017 Editorial Deadline: 20.02.2017 Price List Page 17	Profibus and Profinet AS-Interface	OPC UA as a Backbone for Industry 4.0 Communication Solutions for Drive Technologies	LTE-M and Mobile Communications	Redundant Communication (PSP, HSR etc.) Plagiarism and Know-How Protection	Internet of Things (IoT) Cloud Big Data Data Consistency Security	Serial Adapters for Fieldbus and Ethernet	 Halle, 05.04.2017  Hannover Messe Hannover, 24.04.–28.04.2017
						Wireless Products	

Regular Contents SPS-MAGAZIN: Product News · Control Technology · Engineering · Communication · Security · Operating & Monitoring · Drive Technology · Sensor Systems · Safety · Process Technology · Education & Training

Issue and Dates	Target Industries	Content	Exhibitions and Events
Process Automation Publication Date: 27.03.2017 Advertisement Deadline: 13.03.2017 Editorial Deadline: 20.02.2017 Price List Page 18	Topic: Automation Technology in Process Industry This special issue addresses readers working in the sector automation technology in process industries. Our special issue offers an optimal platform to companies having their target groups in the chemical, pharmaceutical, food and beverage and bio technology sector but also in the paper, automotive and supply industries.	• Energy Efficiency, • wireless Communication, • inherently safe Field Devices and Remote-IOs, • Measurement Technology, Process Technology, • Process Control Systems, • Profibus PA/Foundation Fieldbus, • Asset Management, • Other Topics with Submission	 Hannover Messe Hannover, 24.04. – 28.04.2017  Halle, 05.04.2017

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
Hannover Messe Publication Date: 18.04.2017 Advertisement Deadline: 03.04.2017 Editorial Deadline: 14.03.2017	Big Special Section Hannover Messe Control News	OPC UA: Information Model and Engineering Integration for Industry 4.0	IE3/IE4 Drives, Efficiency and energetic Recovery <i>with Market Overview</i> Drive Technology Highlights on the Hannover Messe	Standards, Guidelines and Safety Services	Temperature Sensors Pressure Measurement <i>with Market Overview</i>	 Hannover Messe Hannover, 24.04. – 28.04.2017  Control Stuttgart, 09.05. – 12.05.2017
	Communication Fieldbus Wiring AS-Interface and IO-Link	Components Cables for Automation Power Supplies and UPS	Construction and Mechatronics Current Engineering Trends			
	Product Overviews see Page 25	Ethernet Components	Process Visualisation Systems			

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
5 Publication Date: 22.05.2017 Advertisement Deadline: 08.05.2017 Editorial Deadline: 18.04.2017	S7 and compatible Controls <i>with Market Overview</i> Codesys Controls	Process Visualisation Systems <i>with Market Overview</i>	Low Tension Switchgears and Motor Protection Switches <i>with Market Overview</i>	Safety I/O Units <i>with Market Overview</i>	Data Loggers Pyrometer <i>with Market Overview</i>	 SENSOR+TEST 2017 DIE MESSTECHNIK-MESSE The Measurement Fair Nürnberg, 30.05.–01.06.2017  MEORGA MSR-Spezialmesse Nord Hamburg, 14.06.2017 all about  automation essen Essen, 21.06.–22.06.2017
	Communication	Components	Construction and Mechatronics			
	Modems and Mobile Communication (GSM/GPRS/LTE) <i>with Market Overview</i> Wireless in I4.0-Production	Cable Runs and Energy Chains	Simulation			
	Industrial Computers	Industrial Power Supply	Rotary Encoders			
Product Overviews see Page 25						

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
6 Publication Date: 19.06.2017 Advertisement Deadline: 06.06.2017 Editorial Deadline: 15.05.2017	Industrial Computers <i>with Market Overview</i> Automation with IEC61499	VPN Access – but safely	Decentralised Drive Concepts for I4.0 Stepper Motors <i>with Market Overview</i>	Safety Light Grids <i>with Market Overview</i>	Intelligent measuring Sensors Flowmeter Measurement Systems <i>with Market Overview</i>	 LASER World of PHOTONICS München, 26.06.–29.06.2017
	Communication	Components	Construction and Mechatronics			
	New Products and Solutions	Plug Connectors	Online Tools			
	Codesys Products	Displays, Touchscreens, Keyboards and Peripheral Products				
Product Overviews see Page 25						

Regular Contents ICJ: Best Practice • Market • Trends • Systems • Technologies • Infrastructure • Wireless • Protocols • Realtime • Ethernet • Security

Issue and Dates	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Market Overviews / Market Surveys	Exhibitions and Events
Industrial Communication Journal II Publication Date: 19.06.2017 Advertisement Deadline: 06.06.2017 Editorial Deadline: 15.05.2017 Price List Page 17	Ethercat Modbus TCP/IP CC-Link and CC-Link IE	Cables and Connection Technology Fibre Optic Cables (FO)	One M2M MQTT and AMQP	IT Safety Act	Internet of Things (IoT) Cloud Big Data Data Consistency Security	Cables and Wires <i>with Market Overview</i>	all about  automation essen Essen, 21.06.–22.06.2017
Product Overviews	Ethercat Components					IT and Network Security	

Regular Contents SPS-MAGAZIN: Product News • Control Technology • Engineering • Communication • Security • Operating & Monitoring • Drive Technology • Sensor Systems • Safety • Process Technology • Education & Training

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
7 Publication Date: 10.07.2017 Advertisement Deadline: 26.06.2017 Editorial Deadline: 06.06.2017	PC-based Control Systems <i>with Market Overview</i> S7 Programming	I4.0 News for Operating and Monitoring Mice, Keyboards and Joysticks	Rotary Encoders and Position Sensors <i>with Market Overview</i>	Safety Emergency Stop Switches <i>with Market Overview</i>	Condition Monitoring Thermography <i>with Market Overview</i>	 MEORGA MSR-Spezialmesse Niedersachsen Braunschweig, 13.09.2017
	Communication Protocol Converters and Multiprotocol Solutions Fieldbus Products <i>with Market Overview</i>	Components Energy Distribution	Construction and Mechatronics Mechatronical Engineering			
Product Overviews see Page 25		Cables, Wires and Plug Connectors		Security Sensor Technology		

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
8 Publication Date: 11.08.2017 Advertisement Deadline: 28.07.2017 Editorial Deadline: 07.07.2017	PC-based Control Systems (integrated Systems) <i>with Market Overview</i>	Telecontrol and Remote Maintenance <i>with Market Overview</i>	Linear Technology <i>with Market Overview</i> Robotics Integration	Safety Controls <i>with Market Overview</i>	Ultrasonic Sensors Colour Sensors <i>with Market Overview</i>	 Hannover, 18.09.–23.09.2017  Braunschweig, 13.09.2017
	Version Management for PLC Projects	Portal for Remote Services				
	Communication	Components	Construction and Mechatronics			
	Ethernet Wiring	Power Supplies and UPS	PDM and PLM			
	M2M and Remote for Industry 4.0					
Product Overviews see Page 25		Switches, Relays and Contactors	Electric Motors			

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
9 Publication Date: 07.09.2017 Advertisement Deadline: 25.08.2017 Editorial Deadline: 03.08.2017	Microcontrollers <i>with Market overview</i>	Integrated Operating and Visualisation Concepts	Servo Technology and Motion Control	Safety Position Switches (Type 1) <i>with Market Overview</i>	Level Sensor Technology Temperature Measurement Systems <i>with Market Overview</i>	all about  leipzig Leipzig, 27.09.–28.09.2017  Stuttgart, 09.10.–12.10.2017
	Everyday prefabricated Solution Blocks		Handling and Conveyor Technology			
	Communication	Components	Construction and Mechatronics			
	Fieldbus and Ethernet Diagnostics	Switchgear and Buttons	Simulation			
Product Overviews see Page 25		Electro CAD Engineering			Identsystems/Rfid	

Regular Contents SPS-MAGAZIN: Product News • Control Technology • Engineering • Communication • Security • Operating & Monitoring • Drive Technology • Sensor Systems • Safety • Process Technology • Education & Training

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
10 Publication Date: 06.10.2017 Advertisement Deadline: 22.09.2017 Editorial Deadline: 01.09.2017	Engineering Systems for PLCs Scalable Control Solutions	Machinery Visualisation <i>with Market Overview</i> Signalling Devices and Light Indicators	Drive Dimensioning and Configuration Tools Drive Technology <i>with Market Overview</i>	Safety Bus Technology <i>with Market Overview</i>	Flow Rate Multimeters <i>with Market Overview</i>	 Landshut, 25.10.2017  Medica/Compamed Düsseldorf, 13.11.–16.11.2017
	Communication New Products and Solutions	Components Signal Technology Industry 4.0: everyday Components for Automation	Construction and Mechatronics Integration			
Product Overviews see Page 25	PLC Systems	Cabinet and Housing Systems	Servo Technology / Motion Control			

Regular Contents ICJ: Best Practice • Market • Trends • Systems • Technologies • Infrastructure • Wireless • Protocols • Realtime • Ethernet • Security

Issue and Dates	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Market Overviews / Market Surveys	Exhibitions and Events
Industrial Communication Journal III Publication Date: 06.10.2017 Advertisement Deadline: 22.09.2017 Editorial Deadline: 01.09.2017	Ethernet/IP Varan CAN/CANopen	PoE and PoE+ Installation and Data Management	WLAN for Machines	Anti Virus Software for Industry	Internet of Things (IoT) Cloud Big Data Data Consistency Security	WLAN for Industry Security	 SPS IPC Drives Nürnberg, 28.11.–30.11.2017
Product Overviews						Industrial Ethernet in Drive Technology Industrial Ethernet in Measurement Techn.	

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
11 Publication Date: 30.10.2017 Advertisement Deadline: 16.10.2017 Editorial Deadline: 25.09.2017	Industrial-PCs <i>with Market Overview</i> Industry-4.0-News for Controls	Gesture Control	Rotary Encoders and Position Sensors Drives and Frequency Converters <i>with Market Overview</i>	Safety Products	Vision Sensors / Smart Cameras RFID <i>with Market Overview</i>	 SPS IPC Drives Nürnberg, 28.11.–30.11.2017
	Communication	Components	Construction and Mechatronics			
	Redundancy	Cabinet Air Conditioning	CAD and CAE			
Product Overviews see Page 25	Fieldbus Products				Sensors	

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
SPS-Special Publication Date: 20.11.2017 Advertisement Deadline: 06.11.2017 Editorial Deadline: 16.10.2017	Big Special Part: SPS IPC Drives Programming Software for PLCs <i>with Market Overview</i> OPC UA in Controllers	Process Control Systems <i>with Market overview</i>	Electric Motors <i>with Market overviews</i> Drive Technology Highlights on the SPS IPC Drives	Holistic Safety Concepts	Light Barriers Opto Sensors <i>with Market Overview</i>	 SPS IPC Drives Nürnberg, 28.11.–30.11.2017
	Communication	Components	Construction and Mechatronics			
	Switches, Routers and Access Points	New Components for Automation	Engineering Trends			
Product Overviews see Page 25				Safety Products	Products for hazardous Environments	

Regular Contents SPS-MAGAZIN: Product News • Control Technology • Engineering • Communication • Security • Operating & Monitoring • Drive Technology • Sensor Systems • Safety • Process Technology • Education & Training

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and Measurement Technology	Exhibitions and Events
12 Publication Date: 08.12.2017 Advertisement Deadline: 24.11.2017 Editorial Deadline: 03.11.2017	Dezentral. I/O Systems <i>with Market Overview</i> Programming Strategies for Controls	Operating Terminals <i>with Market Overview</i>	Drive Units and Mechatronics	Safety Laser Scanners <i>with Market Overview</i>	Review SPS IPC Drives 2017	
	Communication New Products and Solutions Ethernet Components <i>with Market Overview</i>	Components New Components for Automation	Construction and Mechatronics Engineering Interfaces			
Product Overviews see Page 25					Process Controllers	

Regular Contents ICJ: Best Practice • Market • Trends • Systems • Technologies • Infrastructure • Wireless • Protocols • Realtime • Ethernet • Security

Issue and Dates	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Market Overviews / Market Surveys	Exhibitions and Events
Industrial Communication Journal IV Publication Date: 08.12.2017 Advertisement Deadline: 24.11.2017 Editorial Deadline: 03.11.2017 Price List Page 17	Ethernet Powerlink Sercos IO-Link	Diagnostics and (remote) Maintenance	NFC and Bluetooth	Access Protection and Firewalls Security with RFID	Internet of Things (IoT) Cloud Big Data Data Consistency Security	I/O Systems with Ethernet / Fieldbus Connection	
Product Overviews						Industrial Ethernet Components	

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1 Advertising Formats and Prices: (All prices are zero rated for VAT.)

Format	Width x Height		b/w	2c	3c	4c
	Print Space	Bleed (add 3mm trim on each side)				
Front Page	-	-	-	-	-	€ 7.990,-
Cover Pages	210mm x 297mm	-	€ 6.300,-	€ 7.020,-	€ 7.300,-	€ 7.700,-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 5.500,-	€ 6.220,-	€ 6.500,-	€ 6.900,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 3.230,-	€ 3.750,-	€ 4.050,-	€ 4.400,-
1/2 Page vertical	90mm x 270mm	105mm x 297mm	€ 2.750,-	€ 3.270,-	€ 3.570,-	€ 3.920,-
1/2 Page oblong	185mm x 130mm	210mm x 148mm	€ 2.750,-	€ 3.270,-	€ 3.570,-	€ 3.920,-
1/3 Page vertical	60mm x 270mm	70mm x 297mm	€ 1.850,-	€ 2.260,-	€ 2.380,-	€ 2.850,-
1/3 Page oblong	185mm x 90mm	210mm x 100mm	€ 1.850,-	€ 2.260,-	€ 2.380,-	€ 2.850,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1.360,-	€ 1.750,-	€ 1.840,-	€ 2.160,-
1/4 Page vertical	45mm x 270mm	52mm x 297mm	€ 1.360,-	€ 1.750,-	€ 1.840,-	€ 2.160,-
1/4 Page oblong	185mm x 65mm	210mm x 74mm	€ 1.360,-	€ 1.750,-	€ 1.840,-	€ 2.160,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 720,-	€ 970,-	€ 1.070,-	€ 1.270,-
1/8 Page vertical	45mm x 130mm	52mm x 148mm	€ 720,-	€ 970,-	€ 1.070,-	€ 1.270,-
1/8 Page oblong	185mm x 30mm	210mm x 39mm	€ 720,-	€ 970,-	€ 1.070,-	€ 1.270,-
Product Overviews	91mm x 110mm	-	€ 720,-	-	-	€ 880,-

2 Surcharges:

Coloured advertisements are printed according to the Euro Scale.
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Colour Surcharges	1/1 P.	1/2 P.	1/3 P.	1/4 P.	1/8 P.	Product Overview
2-coloured	€ 720,-	€ 520,-	€ 410,-	€ 390,-	€ 250,-	-
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4-coloured	€ 1.400,-	€ 1.170,-	€ 1000,-	€ 800,-	€ 550,-	€ 160,-
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Placing:	Extra charge of 10% on basic price (b/w) on binding and confirmed placings.
Colour Surcharges:	non-discountable
Format Surcharges:	Advertisements over binding, gutter bleed: 10% on basic price
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In case of purchase within 12 months

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Quantity:	2 Pages 5%	4 Pages 10%	8 Pages 15%	12 Pages 20%

Occasional Discount:	10% (Job Ads)
Agency Discount:	15%

4 Job Ads:

On job ads we grant a discount of 10% on the particular basic price.

5 Special Advertising Formats:

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	Delivery Details: See 'Formats and technical Data' on P.21
	80-135g/m ² 2 Pages € 5.050,-
	4 Pages € 6.850,-
	8 Pages € 10.250,-
	12 Pages € 13.350,-
	136-170g/m ² 10% extra charge on basic price
	from 170g/m ² 15% extra charge on basic price

Loose Inserts:	Delivery Quantity: 25.300 Copies
	Delivery Details: See 'Formats and technical Data' P.22
	Full Supplement each 1.000 Copies
	up to 25g € 7.585,- € 290,-
	up to 50g € 9.675,- € 370,-
	above 50g on enquiry on enquiry

Postcards/Samples:	Delivery Quantity: 25.300 Copies
	Delivery Details: see 'Technical Data' P.22
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	Mechanical Gluing € 80,- %
	Manual Gluing on enquiry

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E-Mail: mlehnert@sps-magazin.de

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Advertisement Section:	43 Pages = 17,5%
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Publisher's Ads:	4 Pages = 1,6%



Circulation
15.000

1 Advertising Formats and Prices:

(All prices are zero rated for VAT.)

Colour surcharges are no discountable.

Format	Width x Height	b/w	2c	3c	4c
Cover Pages	185mm x 270mm	€ 3.650,-	€ 3.970,-	€ 4.270,-	€ 4.600,-
1/1 Page	185mm x 270mm	€ 3.230,-	€ 3.550,-	€ 3.850,-	€ 4.180,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2.040,-	€ 2.240,-	€ 2.480,-	€ 2.600,-
1/2 Page vertical	90mm x 270mm	€ 1.780,-	€ 1.980,-	€ 2.220,-	€ 2.340,-
1/2 Page oblong	185mm x 130mm	€ 1.780,-	€ 1.980,-	€ 2.220,-	€ 2.340,-
1/3 Page vertical	60mm x 270mm	€ 1.270,-	€ 1.420,-	€ 1.530,-	€ 1.720,-
1/3 Page oblong	185mm x 90mm	€ 1.270,-	€ 1.420,-	€ 1.530,-	€ 1.720,-
1/4 Page	90mm x 130mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/4 Page vertical	45mm x 270mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/4 Page oblong	185mm x 65mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/8 Page	90mm x 65mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
1/8 Page vertical	45mm x 130mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
1/8 Page oblong	185mm x 30mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
Product Overview	91mm x 110mm	€ 620,-	-	-	€ 750,-

2 Discount:

In case of purchase within 12 months.

Frequency:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Quantity:	2 Pages 5%	4 Pages 10%	8 Pages 15%	12 Pages 20%

3 Bound Inserts:

Delivery Quantity: 15.300 Copies

80–135g/m ²	2 Pages	€ 3.200,-
	4 Pages	€ 4.500,-
	8 Pages	€ 6.500,-
	12 Pages	€ 8.450,-

136–170g/m² 10% Surcharge on basic Price

from 170g/m² 15% Surcharge on basic Price

Affixed Postcards are charged as Bound Inserts (see 'Bound Inserts').

4 Loose Inserts:

Delivery Quantity: 15.300 Copies

Delivery Details: See 'Technical Data' P.22

	Full Supplement	Each 1.000 Copies
up to 25g	€ 2.775,-	€ 185,-
up to 50g	€ 3.675,-	€ 245,-
from 50g	on enquiry	on enquiry

5 Postcards/Samples: Delivery Quantity: 15.300 Copies

Costs up to 25g	€ 90,- %
Mechanical Gluing	€ 80,- %
Manual Gluing	on enquiry

6 Contact:

Thomas Möller, Media Consultant

Phone: +49 6421 3086-513

tmoeller@sps-magazin.de

7 Terms of Payment / Bank Account Data

Payment within 14 days from date of invoice. For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Kto.-Nr. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank Code 500 100 60, Kto.-Nr. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

Circulation
15.000

1 Advertising Formats and Prices:

(All prices are zero rated for VAT.)
Colour surcharges are no discountable.

Format	Width x Height	b/w	2c	3c	4c
Cover Pages	185mm x 270mm	€ 3.650,-	€ 3.970,-	€ 4.270,-	€ 4.600,-
1/1 Page	185mm x 270mm	€ 3.230,-	€ 3.550,-	€ 3.850,-	€ 4.180,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2.040,-	€ 2.240,-	€ 2.480,-	€ 2.600,-
1/2 Page vertical	90mm x 270mm	€ 1.780,-	€ 1.980,-	€ 2.220,-	€ 2.340,-
1/2 Page oblong	185mm x 130mm	€ 1.780,-	€ 1.980,-	€ 2.220,-	€ 2.340,-
1/3 Page vertical	60mm x 270mm	€ 1.270,-	€ 1.420,-	€ 1.530,-	€ 1.720,-
1/3 Page oblong	185mm x 90mm	€ 1.270,-	€ 1.420,-	€ 1.530,-	€ 1.720,-
1/4 Page	90mm x 130mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/4 Page vertical	45mm x 270mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/4 Page oblong	185mm x 65mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/8 Page	90mm x 65mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
1/8 Page vertical	45mm x 130mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
1/8 Page oblong	185mm x 30mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-

2 Discounts:

	In case of purchase within 12 months			
Frequency:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Quantity:	2 Pages 5%	4 Pages 10%	8 Pages 15%	12 Pages 20%

3 Bound Inserts:

Delivery Quantity 15.300 Copies

80–135g/m² 2 Pages € 2.200,-

4 Pages € 4.500,-

8 Pages € 6.500,-

12 Pages € 8.450,-

136–170g/m² 10% Surcharge on basic price

from 170g/m² 15% Surcharge on basic price

Affixed Postcards are charged as Bound Inserts (see 'Bound Inserts').

4 Loose Inserts:

Delivery Quantity: 15.300 Copies

Delivery Details: See 'Technical Data' P:22

Full Supplement Each 1.000 Copies

up to 25g € 2.775,- € 185,-

up to 50g € 3.675,- € 245,-

above 50g on enquiry on enquiry

5 Postcards/Samples:

Delivery Quantity: 15.300 Copies

Costs up to 25g € 90,- %

Mechanical Gluing € 80,- %

Manual Gluing on enquiry

6 Contact, Advices, Booking:

Heiko Hartmann, Media Consultant

Phone: +49 6421 3086-511

hhartmann@sps-magazin.de

7 Terms of Payment / Bank Account Data

Payment within 14 days from date of invoice. For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Kto.-Nr. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank Code 500 100 60, Kto.-Nr. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

- 1 Sizes:** DIN A4: 210mm x 297mm (Width x Height)
 Print Space: 185mm x 270mm (Width x Height)
- 2 Printing Process:** Offset: Printing Colours in Euro Scale (CMYK) for Offset according to ISO12647-2, Adhesive Binding
- 3 Delivery:** Post Mail: TeDo Verlag GmbH, Anzeigendisposition,
 P.O.Box 2140, 35009 Marburg
 Courier Service: TeDo Verlag GmbH, Anzeigendisposition,
 Zu den Sandbeeten 2, 35043 Marburg
- 4 Printing Data:** High-Res-PDF, EPS (Fonts covered into Paths or Embedded), TIFF (Resolution 300dpi)
- 5 Data Carrier:** CD-ROM
- 6 Colours:** When printing in four colours we use Cyan, Magenta, Yellow and Black (CMYK) as defined according to the Euro Scale. It is absolutely necessary to choose these colours in your programs.
Attention:
 We can not use colours defined in the RGB colour area or spor colours.
- 7 Proof:** For checking purposes of a delivered advertisement we need a 1:1 proof. When printing coloured advertisements, a binding proof/printout is required to assure the authenticity of colours. Without these documents we not guarantee colour fastness. The same applies to deviations that vary within the tolerance of industrial colour printing or as a result of the offset processes.
- 8 Image Formats:** TIFF, JPEG, EPS (with embedded fonts)
- 9 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)

10 Return:

Material is only returned in the case of special requests of our customer. Our storage obligation ends three months after the advertisement has been published.

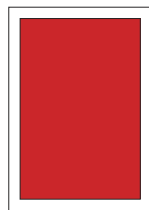
11 Warranty:

Only data existing on the delivered data carrier can be exposed. The publisher assumes no liability for deviances in texts, illustrations and especially in colours. Misexposures effected by incomplete or wrong information are charged by expediture. Positive patterns being sent must be digitized and the customer is charged seperately for any additional work.

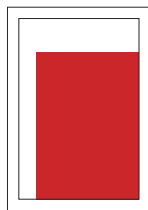
12 Contact:

Michaela Preiß, Media Ad Reservation
 Phone: +49 6421 3086-444
 E-Mail: mpreiss@sps-magazin.de

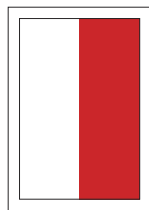
Size Format Print Space (Width x Height)



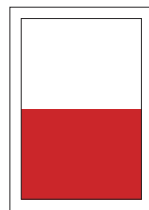
1/1 Page
185mm x 270mm



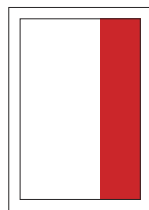
Junior Page
140mm x 190mm



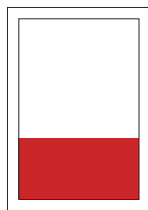
1/2 Page vertical
90mm x 270mm



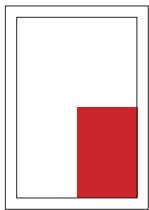
1/2 Page oblong
185mm x 130mm



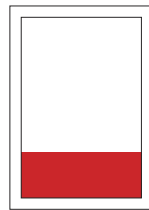
1/3 Page vertical
60mm x 270mm



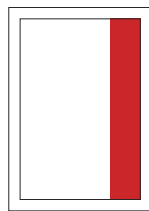
1/3 Page oblong
185mm x 90mm



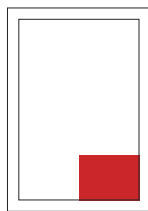
1/4 Page
90mm x 130mm



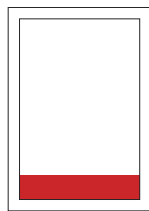
1/4 Page oblong
185mm x 65mm



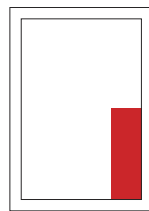
1/4 Page vertical
45mm x 270mm



1/8 Page
90mm x 65mm



1/8 Page oblong
185mm x 30mm

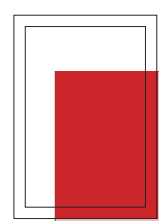


1/8 Page vertical
45mm x 130mm

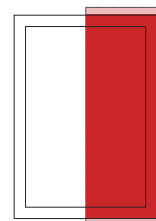
Size Format with Bleed (Width x Height)



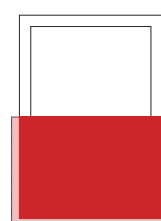
1/1 Page
210mm x 297mm



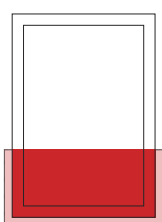
Junior Page
148mm x 210mm



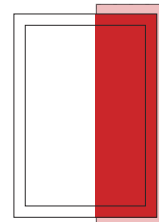
1/2 Page vertical
105mm x 297mm



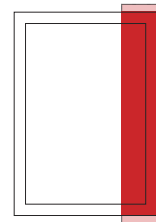
1/2 Page oblong
210mm x 148mm



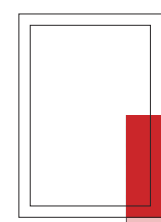
1/3 Page oblong
210mm x 100mm



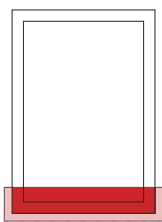
1/3 Page vertical
70mm x 297mm



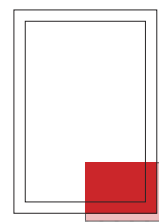
1/4 Page vertical
52mm x 297mm
1/4 Page oblong
210mm x 74mm
1/4 Page
105mm x 148mm



1/8 Page vertical
52mm x 148mm



1/8 Page oblong
210mm x 39mm

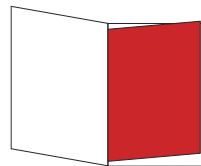


1/8 Page
105mm x 74mm

Attention: Please add 3mm on each side for trim on the formats above!

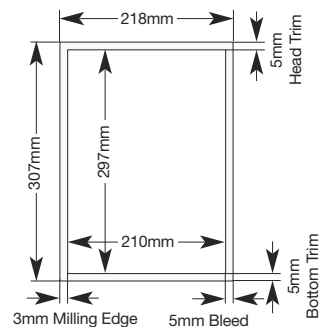


Bound Inserts: Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds. Multisheet bound-in supplements or those with flaps are to be delivered folded. The front page of these supplements need to be marked. The placing is between two sheet parts. Cut pages, also within the gutter, need a 3mm margin per cut page.

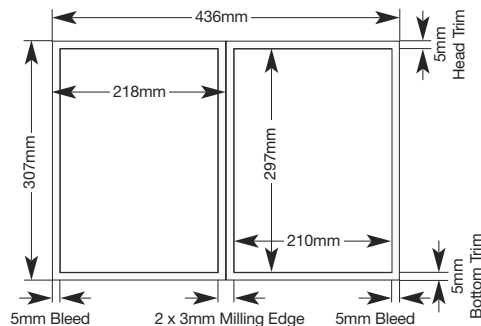


Minimal Size: 147mm x 210mm
Maximum Size: 210mm x 297mm
Minimal Weight: For Products with 4 Pages 115g/m²

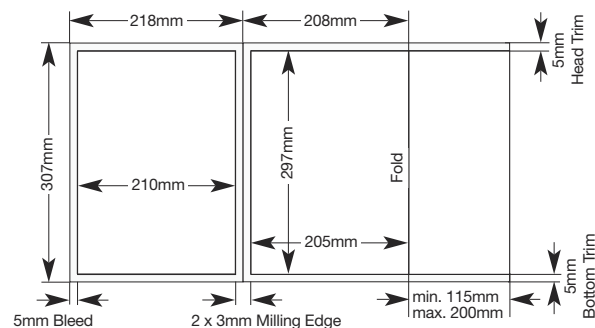
2 Pages Bound-In



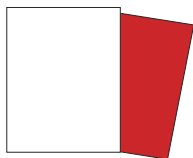
4 Pages Bound-In



4 Pages Bound-in with Cover



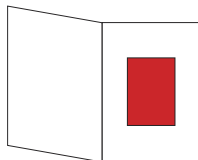
- 1 Loose Inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. We need the inserts trimmed and clinched as final products.



Minimal Size: 100mm x 210mm
 Maximum Size: 205mm x 290mm
 Minimum Weight: 115g/m²
 Maximum Weight: on enquiry
 Positioning: undefined

- 2 Fixed Inserts:** Mechanical gluing: glued edge is fixed parallel to the flange, at least 10mm to maximum 60mm from the flange. Folded items have to be closed at the flange. Positioning on request.

Affixed postcards, product samples on bound-in inserts or full-paged advertisements are additionally charged as fixed inserts. Before the order is accepted and confirmed, we do require a copy of a binding sample with an indication of size and weight.



Minimal Size: 105mm x 147mm
 Maximum Size: 148mm x 190mm
 Minimal Weight: 160g/m²

Delivery: The delivery of any bound-in inserts and fixed inserts always requires a delivery note. To guarantee an unobstructed production, please fix a sample of the content on the pallet's outside. Please also send an additional sample to the publisher.

Delivery Quantity: 25.300 Copies

Delivery Address: Our delivery address for bound-in inserts and any other supplement will be given to our customers with the confirmation.

Delivery Deadline: The printing material deadline is also the material deadline for the issue (see 'Editorial Calendar' starting on page 4).

3 Contact: Markus Lehnert, Advertising Management
 Phone: +49 6421 3086-594
 E-Mail: mlehner@sp-s-magazin.de

1 Inner Cover:

Target-oriented and precise Advertising in an appropriate Framework

2 Profile in brief:

With the format 'Inner Cover' we offer our customer a special form of advertising. Your advertisement opens up one of the permanent sections, so you are able to highlight the special role of your company in the particular industry and to raise awareness more specifically. Our 'Inner Cover' contains the following six elements for your cross-media communication:

1. Your 'Inner Cover' in the particular section
2. Introducing technical paper in this section
3. Technical paper in electronic format
4. Publication of a teaser of this technical paper in the Automation Product Newsletter
5. Publication of this technical paper on www.sps-magazin.de
6. Publication of this technical paper on Facebook, Google+

Sections are:

- Control Technology
- Drive Technology
- Sensors and Measurement
- Components
- Operation and Observation
- Safe Automation / Safety
- Communication
- Construction and Mechatronics

3 Size:

Image: 210x212mm (add 3mm trim on each side)

4 Data Delivery:

PDF, JPEG or TIF with a resolution of 300dpi,
Technical Paper: approx. 8.000 Characters, Logo,
Images as JPEG, TIF with a resolution of 300dpi

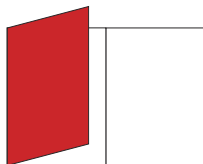
5 Price:

€ 4.500,- (Price is zero rated for VAT.)

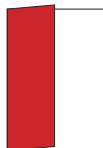


1 Special Advertising:

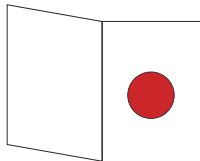
Gatefolder



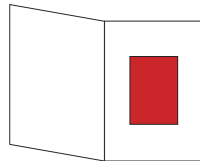
Flying Sheet



CD-ROM



Postcard/Sample



2 Prices for special Advertising:

On enquiry

3 Special Print / Reprint:



Reprinting technical papers, interviews and product information is a flexible way to connect your product and brand messages with the credibility and reputation of our trade journal at a reasonable price.

We take care of printing, creating an electronic file for your web presence and, on request, distributing through our lettershop.

4 Price List Reprint:

2 Pages, 4 Colours, 135g/m ²					
Circulat.	500	1.000	2.000	5.000	10.000
Price	€ 725,-	€ 770,-	€ 865,-	€ 1.180,-	€ 1.395,-
4 Pages, 4 Colours, 135g/m ²					
Circulat.	500	1.000	2.000	5.000	10.000
Price	€ 810,-	€ 850,-	€ 975,-	€ 1.385,-	€ 2.010,-

(All prices are zero rated for VAT.)

5 Reprint License:

If you want to reprint a paper after publication in the SPS-MAGAZIN on your own, you can purchase a reprint license including a high resolution PDF-file.

Reprint License	
Copies	up to 1.000 copies
Price	€ 240,-

6 Low-res-PDF:

If you want to use your article in your online area after publication in our trade journal, we are pleased to provide you a free low resolution PDF-file.

7 Contact and Booking:

Markus Lehnert, Advertising Management
 Phone: +49 6421 3086-594
 E-Mail: mlehner@sp-s-magazin.de

1 Profile in brief:

In every issue of the SPS-MAGAZIN we offer you the possibility to advertise in specific thematical sectors simply and economically. Our graphics department designs your product advertisement with your own material. Of course you will receive a proof copy before print.

2 Price:

4 coloured Product Advertisement: € 880,-
For a special price of only € 720,- (for b/w) we will stage your products optimally – for low surcharges also in coloured form.

3 Size:

91mm x 110mm within the given layout

4 Order Form:

www.sps-magazin.de/produkteubersichten

5 Contact

Product Overviews:

Judith Vogler
Advertisement/Media Consultant
Phone: +49 6421 3086-519
E-Mail: jvogler@sp-s-magazin.de



Don't have time for advertising?

Just send us your material and we will take care of the rest!

anzeigen@sp-s-magazin.de

What do we need? Required Data Check:

- Contact Information – Everything important: Phone, Fax, Web-Address, E-Mail
- Logo – Please send us your digitized company logo.
- Product Image – We need your image with a minimum resolution of 300dpi.
- Text – Word and other text files (e.g. RTF) up to a maximum of 800 characters.
- QR-Code – A direct link to your online content

- Very inexpensive kind of Advertising
- High Circulation in TeDo Expert Media –
Print (tvA: 26.000) and Online (Ø 17.000 Visits/Month)
- Your Product Ad appears in the related editorial Context
- With an individual QR-Code linked to your Media
- If required we take care for your Advertisement Design - for free!

Topic	Publication Date	Material Deadline
Display and Operating Devices	03.03.2017 (Issue 3/2017)	17.02.2017
AS-Interface and IO-Link Products	03.03.2017 (Issue 3/2017)	17.02.2017
CoDeSys Products	19.06.2017 (Issue 6/2017)	06.06.2017
Data Recorders and Loggers	03.03.2017 (Issue 3/2017)	17.02.2017
Displays, Touchscreens, Keyboards and peripheral Products	19.06.2017 (Issue 6/2017)	06.06.2017
Rotary Encoders	22.05.2017 (Issue 5/2017)	08.05.2017
Electrical CAD Systems / Engineering	07.09.2017 (Issue 9/2017)	25.08.2017
Electric Motors	11.08.2017 (Issue 8/2017)	28.07.2017
Embedded Systems	10.02.2017 (Issue 1+2/2017)	27.01.2017
Ethernet Components	18.04.2017 (Issue HMI-Special/2017)	03.04.2017
Fieldbus Products	27.03.2017 (Issue 4/2017)	13.03.2017
Fieldbus Products	30.10.2017 (Issue 11/2017)	16.10.2017
Telecontrol and Remote Maintenance	10.02.2017 (Issue 1+2/2017)	27.01.2017
Frequency Converters	27.03.2017 (Issue 4/2017)	13.03.2017
Cabinet and Housing Systems	06.10.2017 (Issue 10/2017)	22.09.2017
Identsystems/RFID	07.09.2017 (Issue 9/2017)	25.08.2017
Industrial PCs	22.05.2017 (Issue 5/2017)	08.05.2017
Industrial Power Supply	22.05.2017 (Issue 5/2017)	08.05.2017
Cables, Lines and Plug Connectors	10.07.2017 (Issue 7/2017)	26.06.2017
Linear Technology/Robotics and Handling Technology	03.03.2017 (Issue 3/2017)	17.02.2017
PC-based Controls	10.02.2017 (Issue 1+2/2017)	27.01.2017
Products for hazardous Areas	20.11.2017 (Issue SPS-Special/2017)	06.11.2017
Process Controllers	08.12.2017 (Issue 12/2017)	24.11.2017
Process Visualisation Systems	18.04.2017 (Issue HMI-Spezial/2017)	03.04.2017
Safety Products	20.11.2017 (Issue SPS-Special/2017)	06.11.2017
Switches, Relais, Contractors	11.08.2017 (Issue 8/2017)	28.07.2017
Sensors	30.10.2017 (Issue 11/2017)	16.10.2017
Servo Technology/Motion Control	06.10.2017 (Issue 10/2017)	22.09.2017
Security Sensor Technology	10.07.2017 (Issue 7/2017)	26.06.2017
PLC Systems	06.10.2017 (Issue 10/2017)	22.09.2017

1 Profile in brief:

In every issue of the SPS-MAGAZIN we offer you the possibility to give a short and concise presentation of your company. On a ½ page with space for approx. 1.400 characters, a company image and your company logo, you are able to highlight your company according to your wishes.

- Issue integrated layout with logo, company image and textually customizable portrait components (Address, Profile, Products etc.)
- Approx 1.400 characters
- Bookable as a ½ Page 4c

2 Price:

1/2 Page, 4c € 2.750,-
(zero rated for VAT)

3 This requires:

- Complete Contact Details
- Digitized Logo

- Images in a sufficient size and 300dpi
- A text about your company (Word or other text files)

The layout of your company portrait is done by our graphics department and is included in the price. You will receive a proof before printing.

4 Contact and Booking: Markus Lehnert, Advertisement Management

Phone: +49 6421 3086-594

E-Mail: mlehner@sp-s-magazin.de





1 Circulation Control:



2 Circulation Analysis: Copies per issue on average from:

01.07.2015 - 30.06.2016 (Q3 + Q4 2015 und Q1 + Q2 2016)

In 2017 the SPS-MAGAZIN will be published with a circulation of 25.000 copies.

Printed Copies:	26.500		
Actually distributed Copies (ADC):	26.097	thereof internat.	921
Sold Copies	1.237	thereof internat.	227
• Subscribed Copies	1.223	Member Copies	none
• Other Sale	-	-	-
• Single Sale	14	thereof internat.	1
• Returned Copies	-	-	-
Free Copies:	24.860	thereof internat.	686
Remaining, Archive and Voucher Copies:	403		

3a Economic Area:

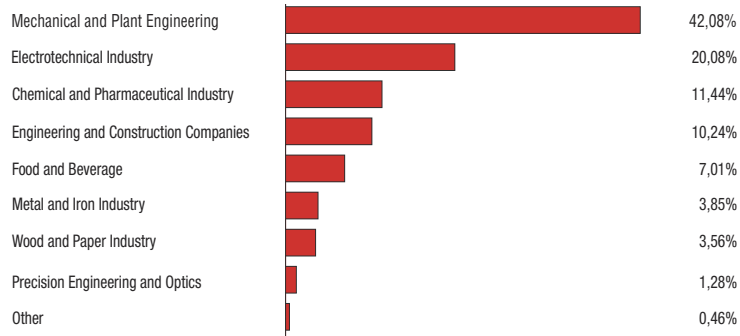
Percentage of actual distributed Circulation:

	Copies	%
Germany	25.176	96,47%
International	921	3,53%
Actual distributed Circulation	26.097	100%

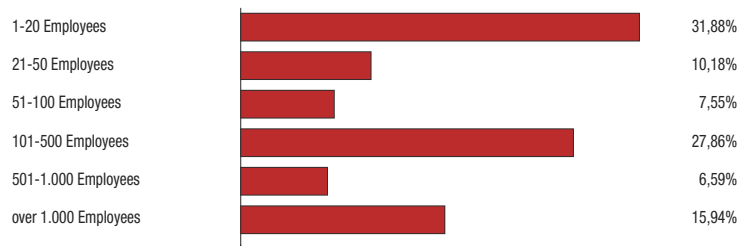
3b National Distribution by Postal Code:

Postal Code 0	967	3,84%
Postal Code 1	774	3,07%
Postal Code 2	2.004	7,96%
Postal Code 3	2.813	11,17%
Postal Code 4	3.078	12,23%
Postal Code 5	3.533	14,03%
Postal Code 6	2.727	10,83%
Postal Code 7	4.217	16,75%
Postal Code 8	2.711	10,77%
Postal Code 9	2.352	9,34%
Germany	25.176	100%

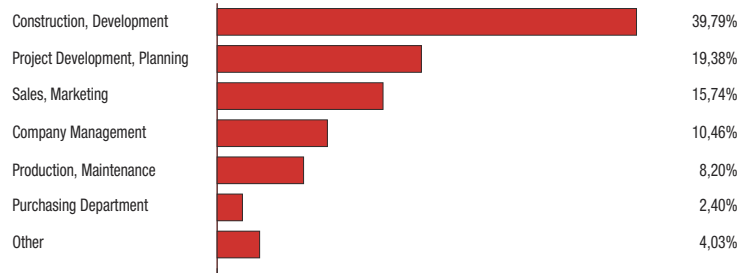
Target Markets



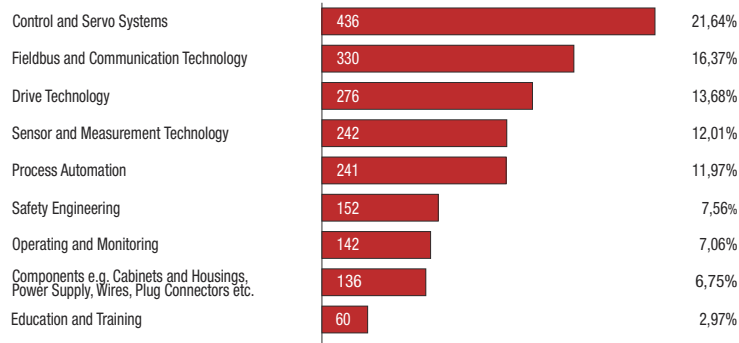
Company Sizes



Sectors



Content Analysis of the editorial Part



1 Usage Data: from 01. July 2015 to 30. June 2016
Visitors: 205.365, Page Impressions: 410.025, Actions: 467.145

2 Profile in brief: Online advertising has become indispensable for extensive campaigning nowadays and is the ideal medium for precise advertisement messages. Our homepage www.sps-magazin.de enables you to place your advertisements next to the constantly updated news.

3 Target Groups: Users in the Plant and Mechanical Engineering Sector

4 Publisher: TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 Pixel	Integrated and prominent placing in the content section of the website	€ 1.220,-
2. Skyscraper	120 x 600 Pixel	Portrait Advertisement Space to the right alongside of the content	€ 1.450,-
3. Expandable-Skyscraper	160 x 600 Pixel 300 x 600 Pixel opened	Not only long in the User's Field of Vision, but also interactive via Mouse-Over	€ 2.460,-
4. Super-Banner	728 x 90 Pixel	Prominently placed at the Heading Section with a lot of space for product presentations	€ 1.390,-
5. Expandable-Super-Banner	728 x 90 Pixel 728 x 160 Pixel opened	Even more space for your product presentations in the eye-catching Heading Section	€ 2.340,-
6. Medium Rectangle	345 x 200 Pixel	Outstanding in the editorial content and big enough for the most creative Advertisements	€ 1.350,-
7. Billboard	970 x 250 Pixel	Very prominent placing with a maximum area, specially suited for big motives	€ 3.200,-
8. Standard Top	170 x 60 Pixel	Smaller Ad Space to the right alongside of the content	€ 1.000,-
9. Cornersquare Banner	345 x 90 Pixel	Prominent placing in the upper right corner	€ 1.000,-

(All prices are zero rated for VAT.)

5 File Formats: GIF, PNG, JPEG, HTML5

6 Data Delivery: Please send the following data upon delivery to:
anzeigen@sp-s-magazin.de

- Customer Name
- Contact for Requests
- Target URL

1. Fullsize-Banner



2. Skyscraper



3. Expandable-Skyscraper



4. Super-Banner



5. Expandable-Super-Banner



6. Medium Rectangle



7. Billboard



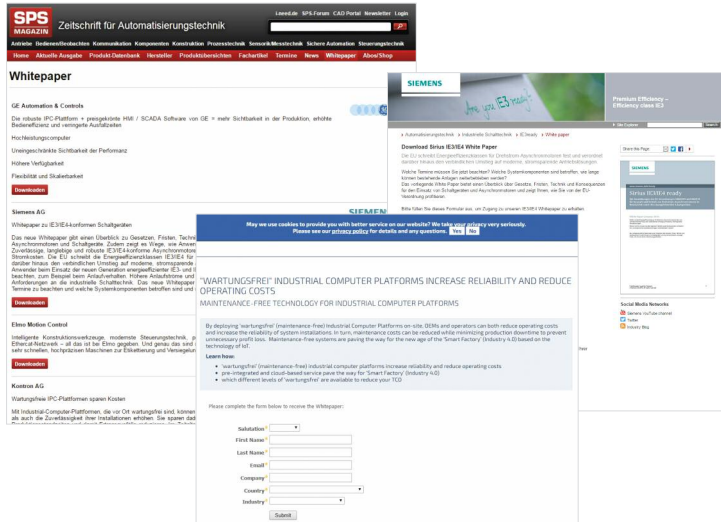
8. Standard Top



9. Cornersquare Banner



Whitepaper



1 Usage Data:

From 01st July 2015 to 30th June 2016
Visitors: 205.365, Page Impressions: 410.025,
Actions: 467.145

2 Profile in brief:

Our section 'Whitepapers' offers you the opportunity to place your case studies, user descriptions and market research results and to inform decision makers in the automation industry about the performance of your company.

3 Target Group:

Users and Experts in Machinery and Plant Engineering

4 Publisher:

TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

5 File Formats:

PDF Files (maximum 3MB Storage Space available)

6 Prices:

Runtime	Prices
3 Months	€ 580,-
6 Months	€ 1.180,-
9 Months	€ 1.520,-
12 Months	€ 1.880,-

7 Data Delivery:

Please send uns your data until one week before your runtime starts via E-Mail to anzeigen@sps-magazin.de.

SPS-MAGAZIN News-App

Our SPS-MAGAZIN News-App provides you with a quick and clear access to news, backgrounds and reports in the automation sector. The app enables a direct access to information from our website www.sps-magazin.de. Moreover it presents the Automation Newsletter of SPS-MAGAZIN in the current version 1.0.



www.sps-magazin.de/News-App

1 Name: Automation Newsletter



January	February	March	April	May	June
Thu 12.01.2017	Thu 02.02.2017	Thu 02.03.2017	Thu 06.04.2017	Wed 04.05.2017	Thu 01.06.2017
Thu 19.01.2017	Thu 09.02.2017	Thu 09.03.2017	Thu 13.04.2017	Thu 11.05.2017	Thu 08.06.2017
Thu 26.01.2017	Thu 16.02.2017	Thu 16.03.2017	Thu 20.04.2017	Thu 18.05.2017	Wed 14.06.2017
	Thu 23.02.2017	Thu 23.03.2017	Thu 27.04.2017	Wed 24.05.2017	Thu 22.06.2017
		Thu 30.03.2017			Thu 29.06.2017

July	August	September	October	November	December
Thu 06.07.2017	Thu 03.08.2017	Thu 07.09.2017	Thu 05.10.2017	Thu 02.11.2017	Thu 07.12.2017
Thu 13.07.2017	Thu 10.08.2017	Thu 14.09.2017	Thu 12.10.2017	Thu 09.11.2017	Thu 14.12.2017
Thu 20.07.2017	Thu 17.08.2017	Thu 21.09.2017	Thu 19.10.2017	Thu 16.11.2017	
Thu 27.07.2017	Thu 24.08.2017	Thu 28.09.2017	Thu 26.10.2017	Thu 23.11.2017	
	Thu 31.08.2017			Thu 30.11.2017	

2 Profile in brief:

The Automation Newsletter keeps you informed about current topics of the automation sector. For more than 9 years it has already been the sector's newsletter and serves as a customer-oriented advertising medium for quick and direct advertising messages with an high repeating frequency.

3 Target Group:

Users and Experts in the Mechanical and Plant Engineering Sector

4 Usage Data:

10.674 Subscribers

5 Frequency:

49 x per year

6 Volume:

12th Volume 2017

7 Publisher:

TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

8 Contacts:

Editorial Department

Kai Binder, Editor in Chief

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E-Mail: kbinder@sps-magazin.de

Mathis Bayerdörfer, Editor in Chief

Phone: +49 6421 3086-297

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Online Advertising

Heiko Hartmann, Advertisement / Media Consultant

Phone: +49 6421 3086-511

E-Mail: hhartmann@sps-magazin.de

1 Prices and Advertising Formats Automation Newsletter:

Format	Placement	Page 1	from Page 2
185 x 30mm	Top	€ 1.230,-	€ 955,-
90 x 65mm	Middle	€ 1.025,-	€ 875,-
185 x 30mm	Bottom	€ 955,-	€ 820,-
123 x 87mm	Bottom	-	€ 1.280,- (only Page 2)
35 x 15mm	Top	€ 720,-	-
49 x 84mm	Middle	-	€ 670,- (Page before 'Zahlenfutter')

(All prices are zero rated for VAT.)

2 File Formats:

Please send us data only in the RGD colour space and in a resolution of 300dpi. Data in the CMYK color space can lead to colour loss during the production process. Supported data file formats are PDF or EPS with embedded fonts resp. fonts changed in trailers.

3 Data Delivery:

Please send the following data on delivery via mail to:
anzeigen@sps-magazin.de

- Customer Name
- Contact for Requests
- Target URL

4 Deadline:

7 Days before Release Date

Page 1



Page 2



Page 3



Page 4



1 Name: Automation Product Newsletter

2 Publication Dates:

January	February	March	April	May	June
Tue 17.01.2017	Tue 07.02.2017	Tue 07.03.2017	Tue 04.04.2017	Tue 02.05.2017	Tue 06.06.2017
Tue 24.01.2017	Tue 14.02.2017	Tue 14.03.2017	Tue 11.04.2017	Tue 09.05.2017	Tue 13.06.2017
Tue 31.01.2017	Tue 21.02.2017	Tue 21.03.2017	Tue 18.04.2017	Tue 16.05.2017	Tue 20.06.2017
	Tue 28.02.2017	Tue 28.03.2017	Tue 25.04.2017	Tue 23.05.2017	Tue 27.06.2017
				Tue 30.05.2017	
				 	

July	August	September	October	November	December
Tue 04.07.2017	Tue 01.08.2017	Tue 05.09.2017	Mon 02.10.2017	Tue 07.11.2017	Tue 05.12.2017
Tue 11.07.2017	Tue 08.08.2017	Tue 12.09.2017	Tue 10.10.2017	Tue 14.11.2017	Tue 12.12.2017
Tue 18.07.2017	Tue 15.08.2017	Tue 19.09.2017	Tue 17.10.2017	Tue 21.11.2017	
Tue 25.07.2017	Tue 22.08.2017	Tue 26.09.2017	Tue 24.10.2017	Tue 28.11.2017	
	Tue 29.08.2017		Mon 30.10.2017		
					

3 Profile in brief:

The recipients of the Automation Product Newsletter know news long before they appear in print. The Newsletter presents news not only earlier but also shorter and in a more concise way. Thereby you get a quick overview about new components, systems and solutions. The concept: not one unnecessary word. Readers wishing for more in-depth information will get advice for additional literature and a link to read on.

4 Target Group:

Users and Experts in the field of Mechanical and Plant Engineering

5 Usage Data:

10.704 Subscribers (Status: June 2016)

6 Frequency:

48x per year

7 Volume:

8th Volume 2017

8 Format:

HTML

9 Publisher:

TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

10 Contact:

Christina Worm
Phone: +49 6421 3086-516



11 Prices and Advertising Formats Automation Product Newsletter:

Description	Format	Prices
Banner 1	900 x 150px	€ 950,-
Banner 2	435 x 314px	€ 950,-
Advertorial	900 x 200px	€ 1.150,-
Sponsoring Newsletter	• 3 Product News (500-1.000 Characters) • 1 Banner (900 x 150px) • Your Company Logo	€ 3.200,-
Standalone Newsletter	• Minimal 8-10 Product News • 1-3 Banner (900 x 150px) • Your Company Logo	€ 6.000,-

Product news will be linked to the desired URL via www.sps-magazin.de
(All prices are zero rated for VAT.)

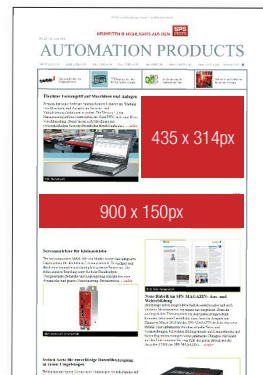
12 File Formats: JPEG, PNG or animated GIF in the RGB colour space with 72dpi

13 Data Delivery: Please send us the following data upon delivery via Mail to: cworm@sps-magazin.de

- Customer Name
- Contact for Requests
- Target URLs
- Company Logo
- Sponsoring News (Text as Word, RTF etc. + Image)

14 Deadline: 7 Days before Release Date

Banner 1+2



Advertorial



Sponsoring Newsletter



Standalone Newsletter



1 Name: i-need.de – Product Finder

2 Profile in brief:

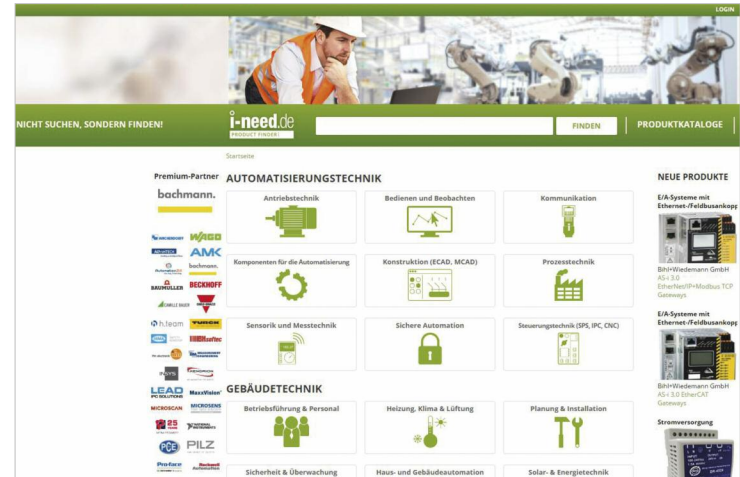
i-need brings all important information about your products and your company together. It presents users comprehensive information in text, image and video format. The i-need Product Finder combines every TeDo specialist media product overview in the sectors of automation technology, production technology, industrial image processing, robotics, cabinets and housings, building technology and Industrie 4.0.

i-need.de is unique because it summarizes product information clearly arranged according to sectors. The search results deliver a comprehensive overview about every product in the relevant segment. Users appreciate the high quality of search results, which are an important part of strategic information procurement.

With the four account packages Basic, PRO, PREMIUM and PLATIN, i-need.de offers interesting communication channels on a highly frequented information platform for industrial products and services.

NEW
on i-need.de

- Extension of the product catalogues for six industry sectors
- New and optimized user interface – easy and intuitive navigation
- Copy function – update similar products easy and fast
- Entry status Info – clearly on the dashboard
- Automatic allocation of the right product categories by clear catalogue choices – this makes entries easier and optimizes search results
- Publishing videos
- Optional: Service data maintenance and product news in our newsletters
- Automatic datasheet export offers multiple advantages for your communication (coming 2017)
- Optimized account management with different user rights (coming 2017)



2 Profile in Brief:

i-need brings all important information about your products and your company together. It presents users comprehensive information in text, image and video format. The i-need Product Finder combines every TeDo specialist media product overview in the sectors of Automation technology, Production technology, Industrial image processing, Robotics, Switch cabinet and Building technology.

i-need.de is unique because it summarises product information clearly arranged according to sectors. The search results deliver a comprehensive overview about every product in the relevant segment. Users appreciate the high quality of search results, which are an important part of strategic information procurement.

	Basic	PRO	PREMIUM - Topseller -	PLATIN
All Prices are zero rated for VAT.	€ 0,00	from € 199,00	from € 499,00	All services from € 798,00
1 Present unlimited products Present an unlimited number of products on i-need.de	✓	✓	✓	✓
2 Printed market overviews in our expert media Depending on editorial choices	✓	✓	✓	✓
3 Company presentation Present your company to your target audience		✓	✓	✓
4 Microsite Platform for your company presentation: combines company Presentation / product overview / technical papers / product news		✓	✓	✓
5 Overview of your entire product portfolio Present your entire product portfolio		✓	✓	✓
6 Prominent presentation of your products Search results are displayed preferedly with the PRO Package		✓	✓	✓
7 Publish technical papers Show publications of your company and about your products		✓	✓	✓
8 Communicate product news Inform about your latest product highlights		✓	✓	✓
9 Premiumlisting in market overviews Your company logo is listed at the top with other PRO account companies		✓	✓	✓
10 Publish videos Connect and share your product and company videos on i-need.de		✓	✓	✓
11 Whitepaper download Present user reports, case studies and market research results via download		✓	✓	✓
12 Newsletter Publish up to two product news per month			✓	✓
13 Data maintenance services - Up to 10 new entries per month and 50 updates per month - Automatic completion of your product portfolio and publication with your approval				✓

Present your company, products and solution expertise with one of the following packages!

Basic:

Our free Basic package gives a first introduction in the product finder i-need.de. Filter functions increase the relevance of search results for users and the clear presentation allows a quick access to results.

PRO:

With the i-need.de PRO package you are able to present your products and your company in a more prominent way and get access to many additional and exclusive features.

PREMIUM:

With our PREMIUM package you benefit from every service of the PRO package. In addition you are able to inform your target audience about your latest product innovations with our newsletter directly. The newsletter has a circulation of over 21.000 subscribers and fits perfectly to send your message into the market. This package includes two product news per month with one product message (each) and up to 1.500 characters text. (Unused newsletter messages expire at the end of each month and can not be added up)

PLATIN:

Never waste time with data maintenance again! With our PLATIN bundle you receive our data maintenance service. We take care of the timeconsuming data maintenance and your product entries. This includes up to 50 product updates for entries, that have already been uploaded to i-need.de, and 10 new product entries per month. (Unused data maintenance service packages expire at the end of each month and can not be added up.)

Invoices take place annually. In case of monthly payment the subscriber prices of PRO and PREMIUM accounts the price rises by 7% and of PLATIN accounts by 5%.

The single service packages are bookable as annual subscriptions. The subscription is valid until the end of the year and extends automatically for one year if it is not cancelled by October 31st. Booked and unused services expire at the end of each month and can not be added up.

6 Advertisement Formats i-need.de:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	728 x 90 Pixel	Integrated prominent placement in the content of the website	€1.880,-
2. Skyscraper	300 x 800 Pixel	High-sized advertising space right to the content	€4.880,-
3. Super-Banner	on enquiry	Prominent head-placement with a lot of room for your product presentations	on enquiry

7 File Formats: GIF, PNG, JPEG, (72dpi, RGB Colour Space) or HTML5 with a maximum of 4MB

8 Data Delivery: Please send your data upon delivery via mail to: anzeigen@sps-magazin.de

- Customer Name
- Contact for Requests
- Target URL

9 Contact: Markus Lehnert, Advertising Management
 Phone: +49 6421 3086-594
 E-Mail: mlehnert@sps-magazin.de

10 Terms of Payment / Bank Account Data

Payment within 14 days from date of invoice.

Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Kto.-Nr. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

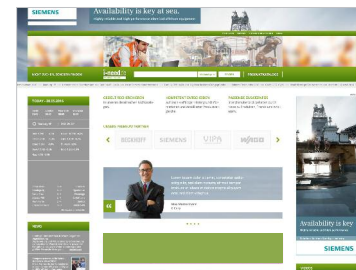
Postbank Frankfurt/Main:

Bank Code 500 100 60, Kto.-Nr. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

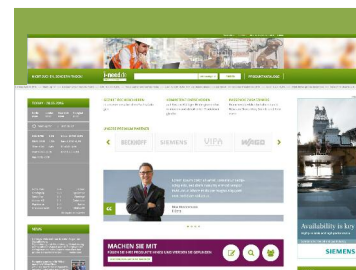
1. Fullsize-Banner:



2. Skyscraper:



3. Super-Banner:



Ziffer 1: „Anzeigenauftrag“ im Sinn der nachfolgenden Allgemeinen Geschäftsbedingungen ist der Vertrag über die Veröffentlichung einer oder mehrerer Anzeigen eines Werbungstreibenden oder sonstigen Inserenten in Publikationen des Verlages oder der Vertrag über die Beifügung von Beilagen oder Einheften zu solchen Publikationen zum Zweck der Verbreitung.

Ziffer 2: Anzeigen sind im Zweifel zur Veröffentlichung innerhalb eines Jahres nach Vertragsabschluss abzurufen. Ist im Rahmen eines Abschlusses das Recht zum Abruf einzelner Anzeigen eingeräumt, so ist der Auftrag innerhalb eines Jahres seit Erscheinen der ersten Anzeige abzuwickeln, sofern die erste Anzeige innerhalb der in Satz 1 genannten Frist abgerufen und veröffentlicht wird.

Ziffer 3: Bei Abschlüssen ist der Auftraggeber berechtigt, innerhalb der vereinbarten bzw. der in Ziffer 2 genannten Frist auch über die im Auftrag genannte Anzeigenmenge hinaus weitere Anzeigen abzurufen.

Ziffer 4: Wird ein Auftrag aus Umständen nicht erfüllt, die der Verlag nicht zu vertreten hat, so hat der Auftraggeber, unbeschadet etwaiger weiterer Rechtspflichten, den Unterschied zwischen dem gewährten und dem tatsächlichen Abnahme entsprechenden Nachlass dem Verlag zu erstatten. Die Erstattung entfällt, wenn die Nichterfüllung auf höherer Gewalt im Risikobereich des Verlages beruht.

Ziffer 5: Aufträge für Anzeigen, Einhefter und Fremdbeilagen, die erklärtermaßen ausschließlich in bestimmten Nummern, bestimmten Ausgaben oder an bestimmten Plätzen der Druckschrift veröffentlicht werden sollen, müssen so rechtzeitig beim Verlag eingehen, dass dem Auftraggeber noch vor Anzeigenschluss mitgeteilt werden kann, wenn der Auftrag auf diese Weise nicht auszuführen ist.

Ziffer 6: Anzeigen werden an bestimmten Positionen nur aufgenommen, wenn diese Sonderplatzierungen jeweils vom Verlag schriftlich bestätigt wurden.

Ziffer 7: Eine Stornierung von gebuchten Anzeigen muss immer schriftlich erfolgen, Telefax oder E-Mail ist ausreichend. Die Stornierung von bereits gebuchten Anzeigen ist bis 14 Tage vor Anzeigenschluss, laut Mediataten, kostenfrei möglich. Bei Stornierung 13 bis 7 Tage vor Anzeigenschluss fallen Stornengebühren in Höhe von 50 % des Anzeigenbruttopreises an. Für Stornierungen, die später als 7 Tage vor Anzeigenschluss eingehen, kann der Verlag den vollen Anzeigenbruttopreis in Rechnung stellen.

Für Print- und Online-Anzeigen mit Sonderplatzierungen (auch Umschlageseiten, Sonderformate und Produktübersichten) sowie für Titel- und Innertitelseiten besteht kein Rücktrittsrecht. Abbestellungen von Online-Anzeigen müssen acht Wochen vor Schaltungsbeginn schriftlich erfolgen. Eine Stornierung von weniger als acht Wochen vor Schaltungsbeginn ist nicht möglich. Die Anzeige wird somit in voller Höhe des vereinbarten Anzeigenpreises berechnet.

Ziffer 8: Der Verlag behält sich vor, Auftragsaufträge – auch einzelne Abrufe im Rahmen eines Abschlusses – und Beilagenaufträge wegen ihres Inhalts, der Herkunft oder der technischen Form nach einheitlichen, sachlich gerechtfertigten Grundsätzen des Verlages abzulehnen, wenn deren Inhalt gegen Gesetze oder behördliche Bestimmungen verstößt oder deren Veröffentlichung durch den Verlag unzumutbar ist. Dies gilt auch für Aufträge, die bei Geschäftsstellen, Annahmestellen oder Vertretern aufgegeben werden. Beilagenaufträge sind für den Verlag erst nach Vorlage eines Modells der Beilage und deren Billigung bindend. Beilagen, die durch Format oder Aufmachung beim Leser den Eindruck eines Bestandteils der Zeitung oder Zeitschrift erwecken oder Fremdanzeigen enthalten, werden nicht angenommen.

Ziffer 9: Für die rechtzeitige Lieferung des Anzeigentextes und einwandfreier Druckunterlagen oder der Beilagen ist der Auftraggeber verantwortlich. Für erkennbar ungeeignete oder beschädigte Druckunterlagen fordert der Verlag unverzüglich Ersatz an. Der Verlag gewährleistet die für den belegten Titel übliche Druckqualität im Rahmen der durch die Druckunterlagen gegebenen Möglichkeiten. Für den Verlag entstandene Schäden durch das nicht rechtzeitige Einreichen von Druckunterlagen sind vom Auftraggeber zu leisten.

Ziffer 10: Der Auftraggeber hat bei ganz oder teilweise unleserlichem, unrichtigem oder bei unvollständigem Abdruck der Anzeige Anspruch auf Zahlungsminderung oder eine einwandfreie Ersatzanzeige, aber nur in dem Ausmaß, in dem der Zweck der Anzeige beeinträchtigt wurde. Lässt der Verlag eine ihm hierfür gestellte angemessene Frist verstreichen oder ist die Ersatzanzeige erneut nicht einwandfrei, so hat der Auftraggeber ein Recht auf Zahlungsminderung. Schadensersatzansprüche aus positiver Forderungsverletzung, Verschulden bei Vertragsabschluss und unerlaubter Handlung sind – auch bei telefonischer Auftragserteilung – ausgeschlossen; Schadensersatzansprüche aus Unmöglichkeit der Leistung und Verzug sind beschränkt auf Ersatz des vorhersehbaren Schadens und auf das für die betreffende Anzeige oder Beilage zu zahlende Entgelt. Dies gilt nicht für Vorsatz und grobe Fahrlässigkeit des Verlegers, seines gesetzlichen Vertreters und seines Erfüllungsgehilfen. Eine Haftung des Verlages für Schäden wegen des Fehlens zugesicherter Eigenschaften bleibt unberührt. Für Fehler jeder Art aus telefonischer Übermittlung haftet der Verlag nur bei Vorsatz oder grober Fahrlässigkeit. Im kaufmännischen Geschäftsverkehr haftet der Verlag darüber hinaus auch nicht für grobe Fahrlässigkeit von Erfüllungsgehilfen; in den übrigen Fällen ist gegenüber Kaufleuten die Haftung für grobe Fahrlässigkeit dem Umfang nach auf den voraussehbaren Schaden bis zur Höhe des betref-

fenden Anzeigenentgelts beschränkt. Reklamationen müssen – außer bei nicht offensichtlichen Mängeln – innerhalb von vier Wochen nach Eingang der Rechnung und Beleg geltend gemacht werden.

Ziffer 11: Werden Anzeigenmotive vom Auftraggeber digital übermittelt, so ist die Haftung des Verlages für ganz oder teilweise unleserliche, unrichtige oder unvollständige Wiedergaben der entsprechenden Anzeigen ausgeschlossen.

Ziffer 12: Für vom Auftraggeber bereitgestelltes Material (Einhefter, Beilagen usw.) übernimmt der Verlag keine Gewähr für die Richtigkeit der als geliefert bezeichneten Mengen oder Qualitäten.

Ziffer 13: Der TeDo Verlag geht davon aus, dass Bild- und Urheberrechte von Daten, die der TeDo Verlag von Dritten erhält, beim Versender beziehungsweise seinem Arbeitgeber liegen, wenn die Daten nicht anders gekennzeichnet sind. Der TeDo Verlag übernimmt keine Haftung, wenn es in einem solchen Fall zu einer Abmahnungsklage kommt.

Ziffer 14: Probeabzüge werden nur auf ausdrücklichen Wunsch geliefert. Der Auftraggeber trägt die Verantwortung für die Richtigkeit der zurückgesandten Probeabzüge. Der Verlag berücksichtigt alle Fehlerkorrekturen, die ihm innerhalb der bei der Übersendung des Probeabzuges gesetzten Frist mitgeteilt werden.

Ziffer 15: Sind keine besonderen Größenvorschriften gegeben, so wird die nach Art der Anzeige übliche, tatsächliche Abdruckhöhe der Berechnung zugrunde gelegt.

Ziffer 16: Falls der Auftraggeber nicht Vorauszahlung leistet, wird die Rechnung sofort, möglichst aber 14 Tage nach Veröffentlichung der Anzeige, übersandt. Die Rechnung ist innerhalb der aus der Preisliste ersichtlichen, vom Empfang der Rechnung an laufende Frist zu bezahlen, sofern nicht im einzelnen Fall eine andere Zahlungsfrist oder Vorauszahlung vereinbart ist. Etwaige Nachlässe für vorzeitige Zahlung werden nach der Preisliste gewährt.

Ziffer 17: Bei Zahlungsverzug oder Stundung werden Zinsen sowie die Einziehungskosten berechnet. Der Verlag kann bei Zahlungsverzug die weitere Ausführung des laufenden Auftrages bis zur Bezahlung zurückstellen und für die restlichen Anzeigen Vorauszahlung verlangen. Bei Vorliegen begründeter Zweifel an der Zahlungsfähigkeit des Auftraggebers ist der Verlag berechtigt, auch während der Laufzeit eines Anzeigenabschlusses das Erscheinen weiterer Anzeigen ohne Rücksicht auf ein ursprünglich vereinbartes Zahlungsziel von der Vorauszahlung des Betrages und von dem Ausgleich offenstehender Rechnungsbeträge abhängig zu machen.

Ziffer 18: Der Verlag liefert mit der Rechnung auf Wunsch einen Anzeigenbeleg. Je nach Art und Umfang des Anzeigenauftrages werden Anzeigenausschnitte, Belegseiten oder vollständige Belegnummern geliefert. Kann ein Beleg nicht mehr beschafft werden, so tritt an seine Stelle eine rechtsverbindliche Bescheinigung des Verlages über die Veröffentlichung und Verbreitung der Anzeige.

Ziffer 19: Kosten für die Anfertigung bestellter Druckvorlagen sowie für vom Auftraggeber gewünschte oder zu vertretende erhebliche Änderungen ursprünglich vereinbarter Ausführungen hat der Auftraggeber zu tragen.

Ziffer 20: Bei Ziffernanzeigen wendet der Verlag für die Verwahrung und rechtzeitige Weitergabe der Angebote die Sorgfalt eines ordentlichen Kaufmanns an. Einschreibebriefe und Eilbriefe auf Ziffernanzeigen werden nur auf dem normalen Postweg weitergeleitet. Die Eingänge auf Ziffernanzeigen werden vier Wochen aufbewahrt. Zuschriften, die in dieser Frist nicht abgeholt werden, werden vernichtet. Wertvolle Unterlagen sendet der Verlag zurück, ohne dazu verpflichtet zu sein. Der Verlag behält sich im Interesse und zum Schutz des Kunden das Recht vor, die eingehenden Angebote zur Ausschaltung von Missbrauch des Zifferndienstes zu Prüfzwecken zu öffnen. Zur Weiterleitung von geschäftlichen Anpreisungen und Vermittlungsangeboten ist der Verlag nicht verpflichtet.

Ziffer 21: CDs werden nur auf besondere Anforderung an den Auftraggeber zurückgesandt. Die Pflicht zur Aufbewahrung endet drei Monate nach Ablauf des Auftrages.

Ziffer 22: Werbungsvermittler und Werbeanzeigen sind verpflichtet, sich in ihren Angeboten, Verträgen und Abrechnungen mit den Werbungtreibenden an die Preisliste des Verlages zu halten. Die vom Verlag gewährte Mittlergebühr darf an den Kunden weder ganz noch teilweise weitergegeben werden.

Ziffer 23: Erfüllungsort und Gerichtsstand ist der Sitz des Verlages. Soweit Ansprüche des Verlages nicht im Mahnverfahren geltend gemacht werden, bestimmt sich der Gerichtsstand bei Nichtkaufleuten nach deren Wohnsitz. Ist der Wohnsitz oder gewöhnliche Aufenthalt des Auftraggebers zum Zeitpunkt seiner Klageerhebung unbekannt oder hat der Auftraggeber nach Vertragsabschluss seinen Wohnsitz oder gewöhnlichen Aufenthalt aus dem Geltungsbereich des Gesetzes gelegt, ist als Gerichtsstand der Sitz des Verlages vereinbart.

Ziffer 24: Bei teilweiser oder gänzlicher Unwirksamkeit einzelner Bestimmungen bleibt die Gültigkeit der übrigen Bestimmungen unberührt.

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