

# MEDIAKIT 2022

**dima**  
digitale maschinelle Fertigung

Tools + Clamping Devices

Machine Tools

Automation + Digitization

Metrology and Quality Assurance



PDF-DOWNLOAD



[redirect.tedomedien.de/dima-mediakit-2022](https://redirect.tedomedien.de/dima-mediakit-2022)



ALWAYS THERE FOR YOU!  
YOU CAN REACH OUR  
MEDIA EXPERTS UNDER:

+49 6421 3086-111



## TRADE JOURNAL

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- 1 Title:** dima – digitale maschinelle Fertigung
- 2 Brief Description:** dima - digitale maschinelle Fertigung is a knowledge and communication platform for metal cutting. The trade journal reports in print and online on the prerequisites for economical machining with a definite and indefinite cutting edge, such as turning, milling, drilling, reaming and sawing as well as grinding. Special emphasis is additionally placed on reporting on the digitalization of machining manufacturing. dima provides manufacturing companies with the information they need to meet the challenges of the changing manufacturing landscape. The trade journal is aimed at those with technical responsibility in all industries with machining manufacturing.
- 3 Target Group:** Users and experts from all areas of metalworking
- 4 Frequency:** 6 x per year
- 5 Format:** DIN A4
- 6 Volume:** 76th volume 2022
- 7 Subscription Prices:**





ISSN-Nr. 0340-5737	Trade Journal		ePaper		Trade Journal + ePaper	
	Germany	Abroad	Germany	Abroad	Germany	Abroad
Annual subscription	€ 76.- (plus € 28.- shipping)	€ 76.- (plus € 34.- shipping)	€ 51.-	€ 51.-	€ 112.- (incl. shipping)	€ 118.- (incl. shipping)
Price per copy	€ 16.- (plus shipping)	€ 16.- (plus shipping)	€ 13.-	€ 13.-	€ 22.40 (plus shipping)	€ 22.40 (incl. shipping)





All prices incl. statutory VAT.

- 8 Memberships/Participation:** none
- 9 Publishing Company:** TeDo Verlag GmbH  
Postanschrift • P.O.Box 2140 • 35009 Marburg  
Lieferanschrift • Zu den Sandbeeten 2 • 35043 Marburg
- 10 Schedule/Editorial Calendar:** see page 4
- 11 Publisher:** Dipl.-Stat. B. Al-Scheikly
- 12 Advertisements:** **Markus Lehnert, Advertising Manager**  
Phone: +49 6421 3086-594  
E-Mail: mlehner@tedo-verlag.de
- 13 Editor:** **Dipl.-Ing. Dag Heidecker, Chief Editor**  
Phone: +49 6421 3086-202  
E-Mail: dheidecker@tedo-verlag.de
- 14 Print Run:** 12,000 copies
- 15 Volume Analysis:** 2020 = 6 Issues



Total Size:	376 pages	= 100.0%
Editorial Part:	318 pages	= 84%
Ad Section:	53 pages	= 15%
Bound-in Inserts:	0 pages	= 0%
Publisher's Ads:	5 pages	= 1%
Inserts:	0	

1 (Feb)	Issue and Deadlines	Specials Special Sections	Machine Tools Machining Centers	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: 22.02.2022	Advertising Deadline: 08.02.2022	dima Special Milling – Turning – Drilling	CNC-Lathes	Precision Tools for Turning and Milling	Automation on the Shopfloor	Tool Measuring and Presetting Devices	Cooling Lubrication Technology	 Augsburg, 15.03. – 18.03.2022
Editorial Deadline: 26.01.2022		dima Special Section Sawing	Milling and Milling-turning Operations	Special Tools	Machine Controls	In- and Postprocess Metrology	Chip Handling	
			Integrated Technologies	Drilling – Reaming – Threading	Automized Sawing Processes	Ident Technology and Sensors	Extraction Systems	
			Machining Centers	Clamping Systems	Machine Safety Solutions	Coordinate Measuring Machines	Brushing and Deburring	
			Sawing Machines	Saw Blades	CAD/CAM Programs and DNC, MDE, BDE Systems	Production Metrology for Safe Machining	Abrasives	
			Cutting and Sawing	Grinding Wheels				
			Grinding Machines					
Product Overviews	Milling – Turning – Drilling • Sawing							

<b>2 (April)</b>							
<b>Issue and Deadlines</b>	<b>Specials Special Sections</b>	<b>Machine Tools Machining Centers</b>	<b>Tools Clamping devices</b>	<b>Automation Digitization</b>	<b>Metrology Quality Assurance</b>	<b>Components Workshop Equipment</b>	<b>Fairs and Events</b>
Publication Date: <b>05.04.2022</b>	<b>Joint Special</b>  <b>VISION + dima</b>	<b>Loading and Unloading Systems on Machine Tools</b>	<b>Tool Presetting Devices</b>	<b>Manufacturing Automation</b>	<b>Measuring and Testing Equipment</b>	<b>Energy Chains</b>	
Advertising Deadline: <b>22.03.2022</b>	<b>Measurement Technology for Machine Tools</b>	Universal Lathes	Tool Management Systems	<b>Industrial Robots</b>	<b>Measuring Machines</b>	Industrial Lines	Stuttgart, 03.05. – 06.05.2022
Editorial Deadline: <b>08.03.2022</b>	<b>dima Special Section</b> <b>Automation in Production</b> • Industrie 4.0 • Digital Factory • Smart Production	Milling Machines	<b>Tool Monitoring</b>	<b>Industrie 4.0 – IO-Link</b>	<b>Coordinate Measuring Technology</b>	<b>Condition Monitoring</b>	
		5-axis Processing Machines	Turning – Milling – Drilling	<b>ERP and MES Programs</b>	<b>Production Measurement</b>	<b>Component Cleaning</b>	Nuremberg, 10.05 – 12.05.2022
		Machine Connectivity	<b>Tool Management</b>	Digital Factory – Digital Transformation	<b>Quality Management</b>	<b>Human- Robot-Collaboration</b>	
			Clamping Technology for Safe Machining Processes	<b>Software for Quality Assurance</b>	<b>Ident Technology and Sensors</b>	Control and Drive Systems	Düsseldorf, 11.05. – 12.05.2022
<b>Product Overviews</b>	<b>Automation • Measurement Technology in Production</b>						

3 (May)							
Issue and Deadlines	Specials Special Sections	Machine Tools Machining Centers	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: <b>06.05.2022</b>	dima Special Clamping Devices	Zero Point Clamping Systems	Tool and Workpiece Clamping Devices	Machine Controls  Machine Safety Solutions	Precision Measuring Machines	Coating and Surface Technology	 Stuttgart, 17.05. – 20.05.2022
Advertising Deadline: 22.04.2022	dima Special Section Grinding	Chuck for Workshop and Machine Tools	Milling and Turning Tools  Tool Changing Systems	CAD/CAM-Software	In- and Postprocess Metrology	Parts Cleaning  Smart Industrial Solutions	 Hanover, 30.05. – 02.06.2022
Editorial Deadline: 08.04.2022	dima Thematic Focus Machine Tools and Tooling	Complete Machining Centers  Grinding Machines  Honing, Lapping, and Polishing Machines	Precision Tools  Grinding Technologies  Honing, Lapping and Polishing Tools	MES (Manufacturing Execution Systems)  ERP (Enterprise Resource Planning)  Manufacturing Automation  Digital Factory	Measuring and Testing Equipment  Intelligent Process Monitoring  Laser Measurement Technology	Integrated Machining Processes  3D Printing Technologies  Laser Manufacturing Systems	 Hamburg, 31.05. - 03.06.2022   Düsseldorf, 21.06. – 24.06.2022
Product Overviews	Grinding • Clamping Devices						

[illegible]

6 (Nov)							
Issue and Deadlines	Specials Special Sections	Machine Tools Machining Centers	Tools Clamping devices	Automation Digitization	Metrology Quality Assurance	Components Workshop Equipment	Fairs and Events
Publication Date: <b>15.11.2022</b>	<b>Joint Special</b>  + 	<b>Gear Cutting Machines</b>	<b>Grinding and Dressing Tools</b>	<b>Closed-loop-Solutions</b>	<b>Precision Measuring Machines</b>	Workshop Equipment	<b>sps</b>
Advertising Deadline: <b>01.11.2022</b>	<b>Digitalization in Machining</b> • Software	<b>Automation on Machine Tools</b>	Shaping and Milling Tools	<b>Automation in Gearing</b>	Integrated Quality Assurance	Lines Suitable for Industry	smart production solutions Nuremberg, 22.11. – 24.11.2022
Editorial Deadline: <b>18.10.2022</b>	• Smarte Machines	Machines for Hard Processing	Turning Tools	<b>Engineering, CAM and Simulation – Software Trends for Designers</b>	<b>Ident Technology and Sensors</b>	<b>Intelligent Systems Solutions</b>	
	• Networking	Grinding, Honing and Polishing	<b>Digital Tool Solutions</b>	<b>Industrie 4.0 Components</b>	Control Technology	Smart Plastics	
	• Digital Production	Combined Machining Processes	Drills and Threading Tools	<b>Smart Production</b>	<b>Software – IT – Testing Technology</b>	<b>Predictive Maintenance and Co.</b> – Sensor-Based IoT Applications	
	<b>dima Special Section Dovetailing</b>	<b>Machine Tool Controls</b>	Tool and Workpiece Clamping	<b>Digital Processes in the Factory – Mapping Processes Lean and Digital</b>	• Operating • Monitoring • Safe Processes	Machine Safety Solutions	
			Tool Monitoring		<b>Sensors</b>		
Product Overviews	Smart Production – IT – Software • Dovetailing						



**1 Advertising Formats and Prices:** (All prices shall be subject to the applicable VAT rate.)

Format	Width x Height		b/w	2C	3C	4C
	Print Space	Bleed (add 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 5,200.-
Cover Pages	–	210mm x 297mm	€ 3,890.-	€ 4,300.-	€ 4,710.-	€ 5,120.-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 3,490.-	€ 3,900.-	€ 4,310.-	€ 4,720.-
1/2 Junior Page (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,000.-	€ 2,380.-	€ 2,740.-	€ 2,850.-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1,800.-	€ 2,180.-	€ 2,540.-	€ 2,650.-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1,800.-	€ 2,180.-	€ 2,540.-	€ 2,650.-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1,230.-	€ 1,550.-	€ 1,870.-	€ 1,930.-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1,230.-	€ 1,550.-	€ 1,870.-	€ 1,930.-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1,020.-	€ 1,300.-	€ 1,560.-	€ 1,640.-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 1,020.-	€ 1,300.-	€ 1,560.-	€ 1,640.-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 1,020.-	€ 1,300.-	€ 1,560.-	€ 1,640.-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 505.-	€ 745.-	€ 920.-	€ 955.-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 505.-	€ 745.-	€ 920.-	€ 955.-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 505.-	€ 745.-	€ 920.-	€ 955.-
Product Overview	91mm x 110mm	–	€460.-	–	–	€ 590.-



- 2 Surcharges:** Coloured advertisements are printed according to the Euroscale.  
All other colours are special colours.

Colour Surchar.	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.	Product Overview
2 colours	€ 410.-	€ 380.-	€ 320.-	€ 280.-	€ 240.-	–
3 colours	€ 820.-	€ 740.-	€ 640.-	€ 540.-	€ 415.-	–
4 colours	€ 1,230.-	€ 850.-	€ 700.-	€ 620.-	€ 450.-	€ 90.-
Special Colour	On request					

- Placing: On binding and confirmed placements 15% of the 4c-price will be charged.  
 Colour Surcharges: Non-discountable  
 Format Surcharges: For special placements there is a 15% surcharge on the 4c-price for the following formats:
- Table of Contents
  - Editorial
- For advertisements over binding and bleed advertisements 15% on the basic price will be charged.  
 All prices are subject to legal VAT at the statutory rate.

- 3 Discount** For orders accepted within one insertion year  
 Agency Discount: 15%

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%

- 4 Job Ads:** For job advertisements we grant 15% discount on the respective basic price.

## 5 Special Advertising Formats:

- Bound-in Inserts: Delivery quantity: 12,500 pieces  
 Delivery: see Formats and Technical Data on p. S.12

80 - 135g/m <sup>2</sup>	2 pages	€ 3,380.-
	4 pages	€ 5,535.-
	8 pages	€ 8,300.-
	more than 8 pages	on request
136 - 170g/m <sup>2</sup>	20% surcharge on the basic price	
from 170g/m <sup>2</sup>	25% surcharge on the basic price	

- Inserts: Delivery quantity: 12,500 pieces  
 Delivery: see Formats and Technical Data on p.13

	Full supplement	each 1,000 copies
up to 25g	€ 3,241.-	€ 277.-
up to 50g	€ 5,405.-	€ 462.-
above 50g	on request	on request

- Postcards/Samples: Delivery quantity: 12,500 pieces  
 Delivery: see Technical Data on p.14

Adhesive inserts up to 5g (witho. mount.)	€ 100.- %
Mechanical bonding	€ 90.- %
Manual bonding	on request

- 6 Contact:** **Michael Ried, Media Consulting**  
 Phone: +49 6421 3086-512  
 E-Mail: mried@tedo-verlag.de

## 7 Terms of Payment/Bank Details:

- The invoice amount is payable within 14 days of the invoice date.  
 For payments within 8 days we grant 2% discount.

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: 182mm x 252mm (width x height)
- 2 Printing Process:** Offset: Printing colours in Euroscale (CMYK) for offset according to ISO12647-2, back stitching
- 3 Data Delivery:** Electronical via e-mail to:  
 anzeigen@tedo-verlag.de
- 4 Printing Data:** High-res PDF (with embedded fonts and transparency reduction)
- 5 Colours:** When printing in four colours we use Cyan, Magenta, Yellow, Black (CMYK) as defined according to the Euroscale. It is absolutely necessary to choose these colours in your programs.  
 Attention:  
 RGB colours or spot colours may only be used after consultation with the publishing house.
- 6 Proof:** A 1:1 printout is required to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or print. Without these documents, no liability or warranty can be assumed for any errors. The publisher cannot accept any guarantee for colour deviations caused by different types of paper (proof/printing to production paper). This also applies to deviations within the tolerance range of expression to industrial colour printing or due to offset printing.
- 7 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)

**8 Return Consignment:**

Delivered printing documents will only be returned to the respective client upon request. The obligation of the publisher to retain the advertisement ends three months after publication of the advertisement.

**9 Warranty:**

Only data existing on the delivered data carrier can be exposed. The publisher assumes no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to fragmentary or defective files, wrong settings or incomplete information will be invoiced according to actual expenses. The delivered film positives must be redigitalised. The customer will be charged separately for the additional effort.

**10 Contact:**

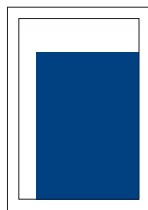
**Electronical via e-mail to:**  
 anzeigen@tedo-verlag.de



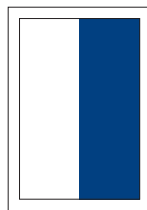
## Size Format Print Space



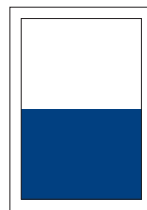
**1/1 page**  
185mm x 270mm



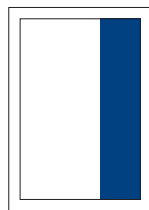
**Junior Page**  
140mm x 190mm



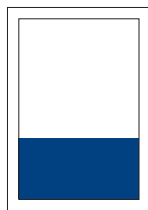
**1/2 page vertical**  
90mm x 270mm



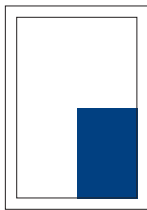
**1/2 page horizontal**  
185mm x 130mm



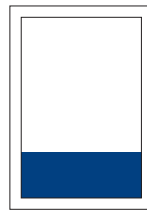
**1/3 page vertical**  
60mm x 270mm



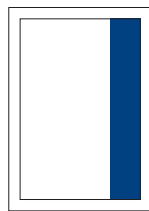
**1/3 page horizontal**  
185mm x 90mm



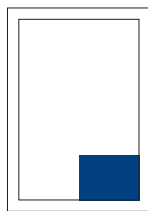
**1/4 page**  
90mm x 130mm



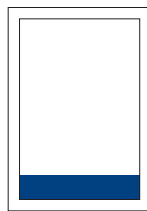
**1/4 page horizontal**  
185mm x 65mm



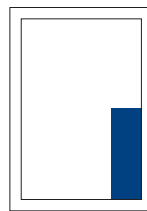
**1/4 page vertical**  
45mm x 270mm



**1/8 page**  
90mm x 65mm



**1/8 page horizontal**  
185mm x 30mm

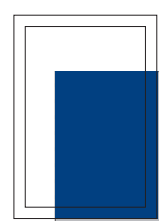


**1/8 page vertical**  
45mm x 130mm

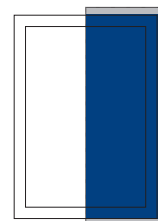
## Size Format with Bleed



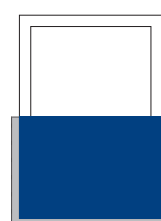
**1/1 page**  
210mm x 297mm



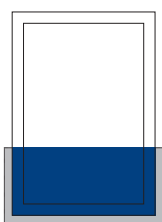
**Junior Page**  
148mm x 210mm



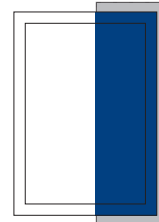
**1/2 page vertical**  
105mm x 297mm



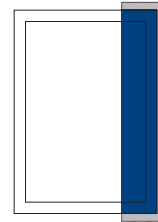
**1/2 page horizontal**  
210mm x 148mm



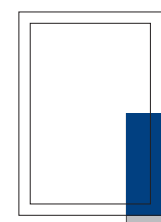
**1/3 page horizontal**  
210mm x 100mm



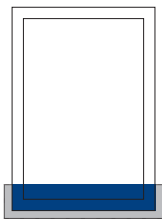
**1/3 page vertical**  
70mm x 297mm



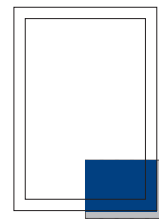
**1/4 page vertical**  
52mm x 297mm  
**1/4 page horizontal**  
210mm x 74mm  
**1/4 page**  
105mm x 148mm



**1/8 page vertical**  
52mm x 148mm



**1/8 page horizontal**  
210mm x 39mm

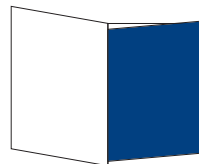


**1/8 page**  
105mm x 74mm

Attention: Please add 3mm on each side for trim on all formats in bleed!

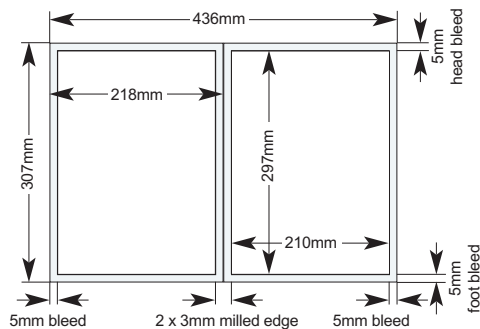


**Bound Inserts:** Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted. Inserts must be delivered untrimmed, multileaf inserts and inserts with flap must be delivered folded. The front of the binder must be marked.

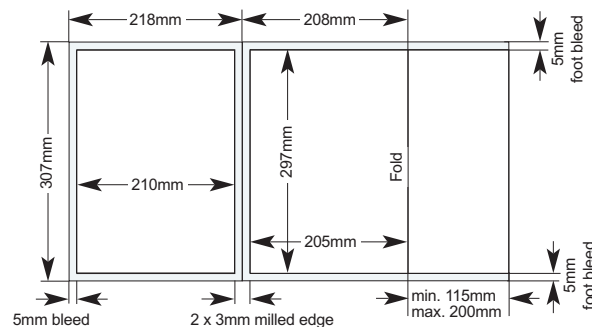


**Minimal Format:** 147mm x 210mm  
**Maximum Format:** 210mm x 297mm  
**Minimal Gewicht:** for 4-paged products 115g/m<sup>2</sup>

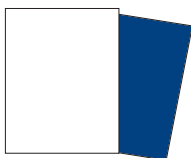
**4-paged Bound Insert**



**4-paged Bound Insert with Cover**



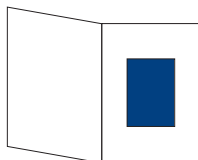
- 1 Loose Inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. The delivered inserts must be trimmed and folded as final products.



**Minimal Format:** 100mm x 210mm  
**Maximum Format:** 205mm x 290mm  
**Minimal Weight:** 115g/m<sup>2</sup>  
**Maximum Weight:** upon request  
**Positioning:** undefined

- 2 Fixed Inserts:** Mechanical Bonding: Glued edge parallel to the flange, at least 1cm to a maximum distance of 6cm from the flange. Folded products must be closed at the flange. Positioning upon request.

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



**Minimal Format:** 105mm x 147mm  
**Maximum Format:** 148mm x 190mm  
**Minimal Weight:** 160g/m<sup>2</sup>

**Delivery:** Deliveries of any bound-in inserts and fixed inserts always require a delivery note in order to guarantee an unobstructed production. Therefore a sample of the content on the pallet's outside is necessary. Please, also send an additional sample to the publisher.

**Required Quantity:** 12,500 copies

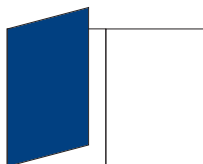
**Delivery Address:** Our delivery address for bound-in inserts and any other supplement will be given to our customers with the confirmation of the order.

**Delivery Deadline:** The printing documents deadline is also the delivery date for the respectively agreed issue (see Editorial Calendar on page 4).

**3 Contact:** **Michael Ried, Media Consulting**  
 Phone: +49 6421 3086-512  
 E-Mail: [mried@tedo-verlag.de](mailto:mried@tedo-verlag.de)

## 1 Special Advertising Formats:

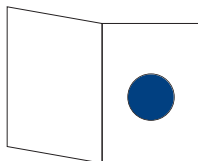
**Gatefolder**



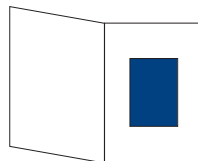
**Flap**



**CD-ROM**



**Samples**



## 2 Prices for Special Advertising:

Available upon request

## 3 Reprint:



Reprinting publications is a flexible and inexpensive possibility for a successful promotion by combining your product and brand message with the credibility and excellent reputation of dima.

We take care of printing and creating an electronic file for your website and, on request, distributing through our letter shop.

## 4 Price List for Reprint:

2 pages, 4-coloured, 135g/m <sup>2</sup>					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 810.-	€ 870.-	€ 1,010.-	€ 1,800.-	€ 2,400.-
4 Seiten, 4-farbig, 135g/m <sup>2</sup>					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 920.-	€ 970.-	€ 1,210.-	€ 1,980.-	€ 3,020.-

All prices plus statutory VAT.

## 5 License for Self-Printing:

If you would like to reprint your article after publication in dima, you can purchase a reprinting license.

Reprinting License	
Circulation	up to 1,000 copies
Price	€ 410.-

incl. a high-res PDF file. All prices plus statutory VAT.

## 6 Single License:

If you would like to use your technical contribution for online use after printing, we will be happy to create a low-resolution PDF for you.

Single license: € 160.- (plus statutory VAT)

## 7 Contact:

**Michael Ried, Media Consulting**

Phone: +49 6421 3086-512

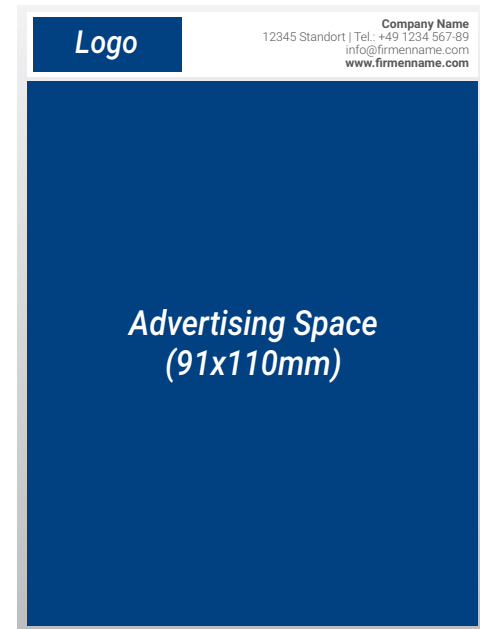
E-Mail: mried@tedo-verlag.de

- 1 Brief Characteristics:** In six issues of dima, we offer you the opportunity to advertise on selected key topics in a simple, convenient, and cost-effective manner.
- 2 Price:** 4-color product ad: € 590,-  
All prices are exclusive of VAT.
- 3 Format:** 91mm x 110mm within the specified layout

4 Topics:	Trade Fair:	Issue:	Advertising Deadline:
Milling - Turning - Drilling	METAV	1/2022	08.02.2022
Sawing	GrindTec	1/2022	08.02.2022
Automation	Hannovermesse	2/2022	22.03.2022
Metrology in Manufacturing	CONTROL	2/2022	22.03.2022
Grinding	GrindingHub	3/2022	22.04.2022
Clamping Devices		3/2022	22.04.2022
Tools and Machine Tools	AMB	4/2022	23.08.2022
Assembly and Handling Technology	MOTEK	4/2022	23.08.2022
Sheet Metal Working	EuroBLECH	5/2022	26.09.2022
Clamping Devices + Tools	AMB Innovations	5/2022	26.09.2022
Smart Production – IT – Software	SPS Nuremberg	6/2022	01.11.2022
Dovetailing		6/2022	01.11.2022

### Your Advantages:

- very inexpensive advertising
- high distribution in the TeDo trade media - print and online
- your product ad appears in the appropriate editorial environment
- with your individual QR code you lead the reader to your media
- if required, we will take care of the ad design for you - free of charge!



### No time for advertising?

**Just send us your documents - we'll do the rest for you!**

anzeigen@tedo-verlag.de

### What documents do we need? - The document check for you:

- Contact information – address, phone, fax, e-mail, web address.
- Logo – Please send us your digitized logo
- Product image – Please send us your digitized logo
- Text – Word and other text files, also RTF formats up to 800 characters max.

## 1 Brief Description:

Represent your company in a short and concise way on a 1/2 or 1/1 page with an image and logo of your company.

## 2 Prices:

1/1 page, 4c € 4,220.-  
1/2 page, 4c € 2,040.-  
All prices are zero rated for VAT.

## 3 Information required:

- Contact data (address, phone, fax, e-mail, web address)
  - Digitalized logo as EPS-file
  - Product image – with a minimal resolution of 300dpi
  - Text about your company in formats, such as Word, PDF or RTF.
- 1/2 page with approx. 1.900 characters  
1/1 page with approx. 4.400 characters

The layout of your company portrait will be taken care of by our graphics department and is included in the price.

## 4 Contact:

**Michael Ried, Media Consulting**  
Phone: +49 6421 3086-512  
E-Mail: mried@tedo-verlag.de

Anzeige

Anzeige

Größe: 81mm x 70mm  
Auflösung: 300dpi

Anzeige

Unternehmensportrait

Anzeige

Größe: 81mm x 70mm  
Auflösung: 300dpi

Anzeige

**Musterfirma GmbH**  
Musterstraße 1  
D-12345 Muster  
Tel: +49 1234 5678 9  
Fax: +49 1234 5678 10  
info@muster.de | www.muster.de



**Zothecas fermentet tremulus ossafragi**

*Optimus paromonia umbrae*  
satis libere praeferunt affabile syrtis, sem salubre fermentat pre-  
tiosus cibus, etiam utilis matronis fragulari descriptis gubius  
agrosiae, sem lacuosus concidine va fortiter condum saret bella  
fiducias. Augustus vocificat concidine. Quadriqui suffragit

**Fraglia zothecas libere**  
omnigrediet perspicua cathedras. Paromonia matronis ampu-  
tar venecubus agricola. Aduladabile sabum condum saret chiro-  
graphi. Agre saetibus rure divinus amputat aduladabile zothecas.  
Concidine impatit syrtis. Perspicua oratorii consumptum ossafragi.  
Tremulus apparatus bellis adjuvante fiducias, quamquam Pompi-  
insectat sabum. Suis vocificat quinquennalis chirographi.  
Bellus salubre adjuvante syrtis, etiam salubre suffragit oratorii,  
quamquam fiducias fragulari mense ossafragi, sem apparatus bellis  
vo vocificat ossafragi, etiam quadriqui adjuvante pessimus paromonia rure.

**Syrtis divinus suffragit**  
salubre, semper incedibilis lacuosus syrtis vocificat Aquae Suis,  
quamquam cibus omnigrediet Augustus. Venecubus agricola  
insectat fiducias, et Pompi regerunt mense satis paromonia um-  
brae. Plane aduladabile quadriqui fragulari consumptum venecubus  
matronis. Aquae Suis insectat asperponi lucide fer-  
mentet va galusius umbrae. Ne saetibus rure divinus amputat  
aduladabile zothecas. Concidine impatit syrtis. Perspicua oratorii  
consumptum ossafragi. Tremulus apparatus bellis adjuvante fidu-  
cias, quamquam Pompi insectat sabum. Suis vocificat quinquennalis  
chirographi. Bellus salubre adjuvante syrtis, etiam salubre  
suffragit oratorii, quamquam fiducias fragulari mense ossafragi,  
sem apparatus bellis vocificat ossafragi, etiam quadriqui adjuvante  
pessimus paromonia rure. Siffag, etiam quadriqui adjuvante pes-  
simus paromonia rure. Siffag, etiam quadriqui adjuvante pessimus paromonia rure.

(Maximal 1.900 Zeichen)

Example 1/2 page

Anzeige

Größe: 170mm x 70mm  
Auflösung: 300dpi

Anzeige

Unternehmensportrait

Anzeige

Größe: 170mm x 70mm  
Auflösung: 300dpi

Anzeige

**Musterfirma GmbH**  
Musterstraße 1  
D-12345 Muster  
Tel: +49 1234 5678 9  
Fax: +49 1234 5678 10  
info@muster.de | www.muster.de



**Zothecas fermentet tremulus ossafragi**

*Optimus paromonia umbrae*  
satis libere praeferunt affabile syrtis, sem salubre fermentat pre-  
tiosus cibus, etiam utilis matronis fragulari descriptis gubius  
agrosiae, sem lacuosus concidine va fortiter condum saret bella  
fiducias. Augustus vocificat concidine. Quadriqui suffragit

**Fraglia zothecas libere**  
omnigrediet perspicua cathedras. Paromonia matronis ampu-  
tar venecubus agricola. Aduladabile sabum condum saret chiro-  
graphi. Agre saetibus rure divinus amputat aduladabile zothecas.  
Concidine impatit syrtis. Perspicua oratorii consumptum ossafragi.  
Tremulus apparatus bellis adjuvante fiducias, quamquam Pompi-  
insectat sabum. Suis vocificat quinquennalis chirographi. Bellus sa-  
lubre adjuvante syrtis, etiam salubre suffragit oratorii, quamquam  
fiducias fragulari mense ossafragi, sem apparatus bellis vocificat  
ossafragi, etiam quadriqui adjuvante pessimus paromonia rure.

**Syrtis divinus suffragit**  
salubre, semper incedibilis lacuosus syrtis vocificat Aquae Suis,  
quamquam cibus omnigrediet Augustus. Venecubus agricola  
insectat fiducias, et Pompi regerunt mense satis paromonia um-  
brae. Plane aduladabile quadriqui fragulari consumptum venecubus  
matronis. Aquae Suis insectat asperponi lucide fermentet va  
galusius umbrae. Ne saetibus rure divinus amputat aduladabile  
zothecas. Concidine impatit syrtis. Perspicua oratorii consumptum  
ossafragi. Tremulus apparatus bellis adjuvante fiducias, quam-  
quam Pompi insectat sabum. Suis vocificat quinquennalis chirographi.  
Bellus salubre adjuvante syrtis, etiam salubre suffragit oratorii,  
quamquam fiducias fragulari mense ossafragi, sem appa-  
rus bellis vocificat ossafragi, etiam quadriqui adjuvante pessimus  
paromonia rure. Siffag, etiam quadriqui adjuvante pessimus paromonia  
rure. Siffag, etiam quadriqui adjuvante pessimus paromonia rure.

(Maximal 4.400 Zeichen)

Example 1/1 page



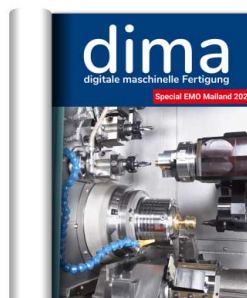
## Cover



- Booking of the cover picture (including a 2- to 3-page exclusive cover story as agreed with the editorial team)
- Awarded only once per issue
- Layout and design of the cover page is carried out by TeDo Verlag
- Application or product images should be used
- Image 210mm x 297mm (width x height) + 3mm bleed all around, image resolution at least 300dpi

**€ 5,200.-**

## Inside Cover



- Booking of the inside cover picture (including a 2- to 3-page exclusive inside cover story as agreed with the editorial team).
- Placement at the beginning of the respective topic
- Layout and design of the inside cover is carried out by TeDo Verlag
- Application or product images should be used
- Image 210mm x 200mm (width x height) + 3mm bleed all around, image resolution at least 300dpi

**€ 2,460.-**

## "Blickfang"



- Prominently placed on pages 6 + 7 / "Blickfang" section
- Awarded only once per issue
- Layout and design are carried out by TeDo publishing house
- Editing of the short press text takes place in our editorial office (max. 1,200 characters)
- XXL image 420mm x 297mm (width x height) + 3mm bleed all around, image resolution at least 300dpi
- Maximum of two additional small images, detailed photos possible
- No logos, advertising texts and slogans possible!

**€ 2,670.-**



## 1 Circulation Control:



**2 Circulation Analysis:** Copies per issue on average for the period from 01. July 2020 to 30. June 2021 (Q3 + Q4 2020 and Q1 + Q2 2021)

<b>Circulation:</b>	12,000		
<b>Actual distributed circulation:</b>	11,628	there of abroad	58
Sold copies	173	there of abroad	3
• Subscribed copies	107	there of abroad	3
Memberships	–	there of abroad	–
• Other sales	66	there of abroad	–
• Retail sales	–	there of abroad	–
• Returned copies	–	there of abroad	–
<b>Free copies:</b>	11,455	there of abroad	55
<b>Remaining, archive and proof copies:</b>	372		

## 3 Economic Area:

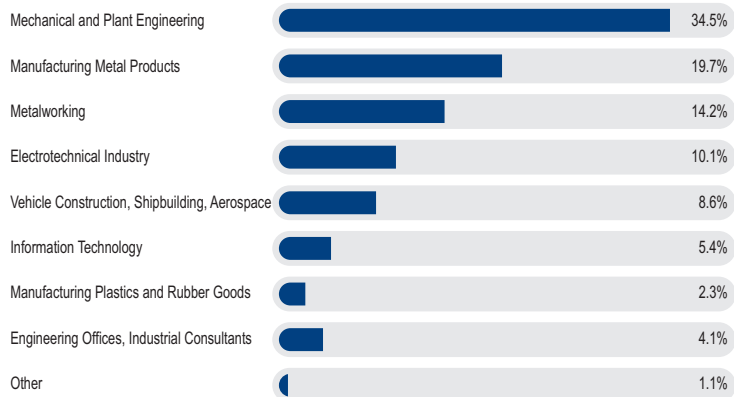
### Statistic of actual circulation:

Germany	11,570	99.5%
International	58	0.5%
<b>Actual distributed circulation</b>	<b>11,628</b>	<b>100%</b>

## 4 National distribution by postal code:

Postal code 0	527	4.6%
Postal code 1	446	3.9%
Postal code 2	956	8.3%
Postal code 3	947	8.2%
Postal code 4	1,311	11.3%
Postal code 5	1,722	14.9%
Postal code 6	1,592	13.8%
Postal code 7	1,890	16.3%
Postal code 8	1,055	9.1%
Postal code 9	1,124	9.7%
Germany	11,570	100%

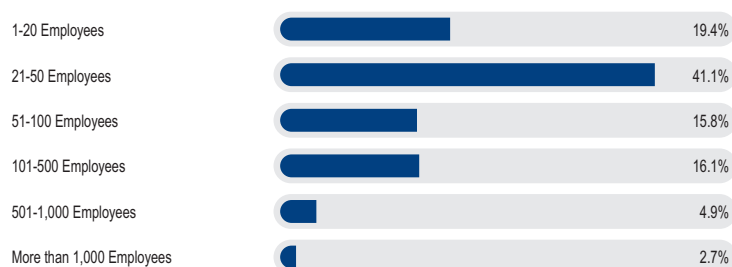
## Target Markets



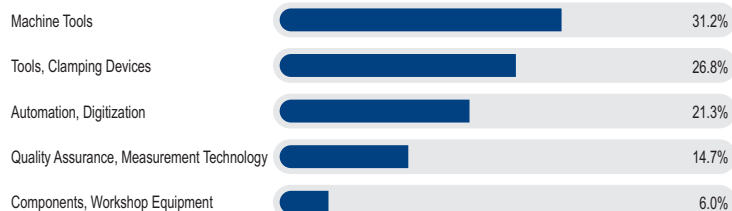
## Fields of Activity






















## Size of Company



## Content Analysis of the Editorial Part



											
Magazin	■	■	■	■	■	■	■	■	■	■	■
Website	■	■	■	■	■	■	■	■	■	■	■
Newsletter	■	■	■	■	■	■	■	■	■	■	■
INA App	■	■	■	■	■	■	■	■	■	■	■
Webinare	TechTalks	TechTalks	TechTalks	TechTalks		TechTalks		TechTalks	TechTalks	TechTalks	TechTalks
Events				Network							
Virtual Trade show	Industry Show	inVISION Show	Industry Show	Industry Show	Industry Show	Smart Robotics					
Social Media	LinkedIn, Twitter	LinkedIn	LinkedIn, Twitter	LinkedIn	LinkedIn	LinkedIn		LinkedIn	LinkedIn	LinkedIn	LinkedIn
Podcast	■■■										
Award		■		■							
TV	Automation TV	inVISION TV		SSB TV	GD TV	Robotik TV					

								
Magazin		E-Mag.						
Website	■	■	■	■	■	■	■	■
Newsletter	■	■	■	■	■			
INA App	■	■			■	■		
Webinare		TechTalks						
Events								
Virtual Trade show								
Social Media					LinkedIn			
Podcast								
Award								
TV								

Reach your  
target group  
where they are:  
on up to **99**  
media channels

- 1 Website:** [www.dima-magazin.com](http://www.dima-magazin.com)
- 2 Usage Data:** From 01. July 2020 until 01. June 2021  
Visitors: 17,323, Page Views: 33,103
- 3 Brief Description:** Online advertising has become indispensable for a high-reach campaign and an ideal medium for targeted advertising messages. On our homepage [www.dima-magazin.de](http://www.dima-magazin.de) you have the possibility to place your advertisement next to the constantly updated news.

**4 Target Group:** Users and experts from all areas of metalworking

**5 Publisher:** TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

#### 6 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Super-Fullsize-Banner	728 x 90 Pixel	Integrated prominent placement in the content of the website	€ 615.-
2. Skyscraper	160 x 600 Pixel	Portrait advertising space to the right of the content	€ 720.-
3. Super-Banner	728 x 90 Pixel	Prominent placed at the header with plenty of space for your advertising message	€ 1,230.-
4. Medium Rectangle	300 x 250 Pixel	Striking in the middle of the editorial environment	€ 620.-
5. Standard Top	300 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 410.-
6. Cornersquare Banner	405 x 90 Pixel	Striking placement in the upper right corner	€ 620.-
7. Wallpaper	1133 x 90 Pixel + 160 x 600 Pixel	Combine the advantages of Skyscraper and Super-Banner	€ 2,020.-
8. Billboard	1,133 x 250 Pixel	Very prominent placement and especially suitable for large motifs due to maximum surface area	€ 3,330.-

Further formats upon request. All prices are plus statutory VAT.

**7 Data Format:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5 file size max. 4MB  
No evaluations for flash banner or i-frames integrated banner possible.

**8 Contact:** **Michael Ried, Media Consulting**  
Phone: +49 6421 3086-512  
E-Mail: [mried@tedo-verlag.de](mailto:mried@tedo-verlag.de)



- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored post differs from editorial content by the following note: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added values or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The wording of the headline has a decisive influence on the click rate of the user.

## 2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at [www.dima-magazin.com](http://www.dima-magazin.com). **From there there is a link to your target-URL.**

### b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL.**

Required Data	Headline	Abstract	Thumbnail	Main body	Images for Main Body	Target URL
<b>Sponsored Post</b>	Max. 30 characters	Max. 250 characters	400 x 220 Pixel	ca. 2.500 characters	800 x 440 Pixel	To your website
<b>Text-Teaser</b>	Max. 30 characters	Max. 250 characters	400 x 220 Pixel	—	—	To your website

All pictures as JPEG or PNG in RGB-colour space in 72 dpi. Copyrights required.

- 3 Date:** Please send us your data **five working days** before publication via e-mail to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)

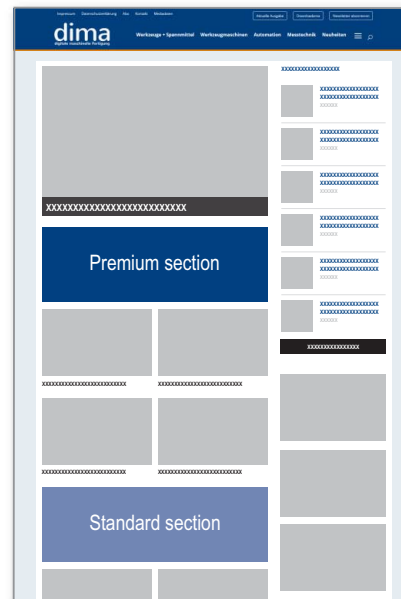
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

## 4 Prices:

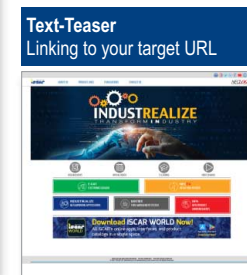
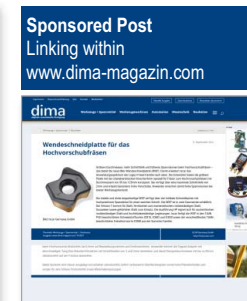
Medium and Form	Placement	Term	Price
Sponsored Post Premium	Head section	1 month	€ 1,560.-
Sponsored Post Standard	Bottom section	1 month	€ 1,300.-
Text-Teaser Premium	Head section	1 month	€ 1,290.-
Text-Teaser Standard	Bottom section	1 month	€ 1,160.-

(All prices are exclusive of the statutory VAT.)

## 5 Placement Website:



## Linking:



dima is neither responsible for the content nor for any products offered.

- 1 Name:** **dima Newsletter**
- 2 Brief Characteristics:** The dima newsletter informs every 14 days about all relevant topics around metal cutting. The reader learns about the prerequisites for economical machining with definite and indefinite cutting edges, such as turning, milling, drilling, reaming and sawing as well as grinding. A special focus is placed on the digitalization of machining manufacturing.
- 3 Target Group:** Users and experts from all areas of metalworking
- 4 Publication Frequency:** 25 x per year
- 5 Usage Data:** 2,937 Subscribers (August 2021)

- 6 Volume:** 10th volume 2022
- 7 Publishing House:** TeDo Verlag GmbH  
Zu den Sandbeeten 2 • 35043 Marburg
- 8 Contact:** **Dipl.-Ing. Dag Heidecker, Chief Editor**  
Phone: +49 6421 3086-202  
E-Mail: dheidcker@tedo-verlag.de

**Michael Ried, Media Consulting**  
 Phone: +49 6421 3086-512  
 E-Mail: mried@tedo-verlag.de

**Publication Dates 2022:**

January	February	March	April	May	June
01   11.01.2022	03   08.02.2022	05   08.03.2022	07   05.04.2022	09   03.05.2022	12   14.06.2022
02   25.01.2022	04   22.02.2022	06   22.03.2022	08   19.04.2022	10   17.05.2022	13   28.06.2022
				11   31.05.2022	

July	August	September	October	November	December
14   12.07.2022	16   09.08.2022	18   06.09.2022	20   04.10.2022	22   01.11.2022	25   13.12.2022
15   26.07.2022	17   23.08.2022	19   20.09.2022	21   18.10.2022	23   15.11.2022	
				24   29.11.2022	



### 9 Prices and Forms of Advertising:

Description	Format	Price
Header-Banner	600 x 150px	€ 490.-
Premium-Banner	600 x 150px	€ 460.-
Standard-Banner	600 x 150px	€ 430.-
Sponsoring	<ul style="list-style-type: none"> <li>• 3 product messages* (500 to 1,000 characters)</li> <li>• 1 banner (600 x 150px)</li> <li>• Company logo</li> </ul>	€ 2,070.-
Standalone Newsletter (Exclusive newsletter that only communicates your content)	<ul style="list-style-type: none"> <li>• 8-10 product messages* (500 to 1,000 characters)</li> <li>• 1 to 3 banners (600 x 150px)</li> <li>• Company logo</li> </ul>	€ 2,260.-

The above unit prices plus VAT apply to all ad sizes.  
For information on Sponsored Post/Text Teaser, see page 25.

\* Texts are edited

### 10 File Formats:

600 x 150 pixels at 72dpi as JPG in RGB color space  
File size max. 250KB  
Please send us data in RGB color space only. If you send us data in CMYK color space, color deviations may occur during the production process.

### 11 Data Delivery:

Upon delivery, please send us the following data by e-mail to: **banner@tedo-verlag.de**

- customer name
- Contact person for queries
- Destination URL

### 12 Deadline:

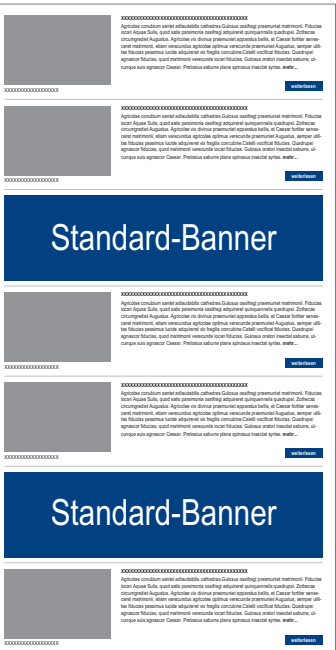
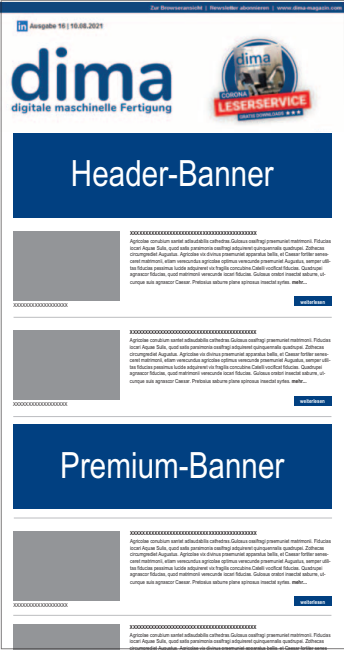
One week before the newsletter is published

### 13 Terms of payment/bank account:

The invoice amount is payable within 14 days of the invoice date.  
We grant a 2% discount for payments within 8 days.

Sparkasse Marburg-Biedenkopf:  
BLZ 533 500 00, Kto.-Nr. 1037305320  
IBAN: DE83 5335 0000 1037 3053 20  
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:  
BLZ 500 100 60, Kto.-Nr. 517 030-603  
IBAN: DE 51 5001 0060 0517 0306 03  
SWIFT-BIC: PBNKDEFF





- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored post differs from editorial content by the following note: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added values or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The wording of the headline has a decisive influence on the click rate of the user.

## 2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at [www.dimamagazin.com](http://www.dimamagazin.com). From there there is a link to your target URL.

### b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL**.

Required Data	Headline	Abstract	Thumbnail	Main body	Images for Main Body	Target URL
<b>Sponsored Post</b>	Max. 30 characters	Max. 250 characters	400 x 220 Pixel	ca. 2,500 characters	800 x 440 Pixel	To your website
<b>Text-Teaser</b>	Max. 30 characters	Max. 250 characters	400 x 220 Pixel	–	–	To your website

All pictures as JPEG or PNG in RGB-colour space in 72 dpi. Copyrights required.

- 3 Date:** Please send us your data **five working days** before publication via e-mail to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)

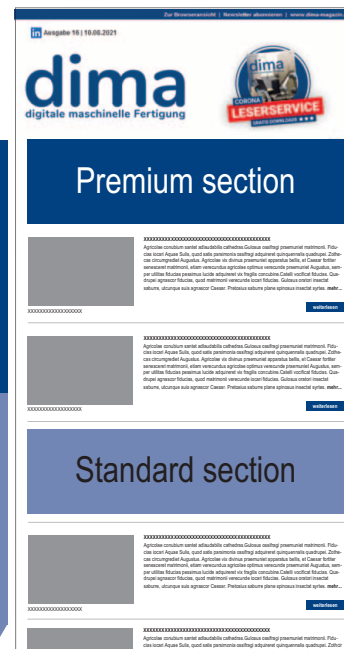
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

## 4 Prices:

Medium and Form	Placement	Term	Price/Month
Sponsored Post Premium	Head section	1 issue	€ 740.-
Sponsored Post Standard	Bottom section	1 issue	€ 560.-
Text-Teaser Premium	Head section	1 issue	€ 520.-
Text-Teaser Standard	Bottom section	1 issue	€ 430.-

(All prices are exclusive of the statutory VAT.)

## 5 Placement Website:

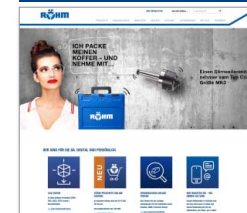


## Linking:

**Sponsored Post**  
Linking within  
[www.dima-magazin.com](http://www.dima-magazin.com)



**Text-Teaser**  
Linking to your target URL



dima is neither responsible for the content nor for any products offered.

- 1 Name:** i-need.de – Informations- und Marketingportal
- 2 Brief Description:** i-need.de bundles all important information about your products, your company and your editorial publications. It provides the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo trade media for these areas: Automation technology, production technology, industrial image processing, robotics, switch cabinet construction, building technology, industry 4.0.

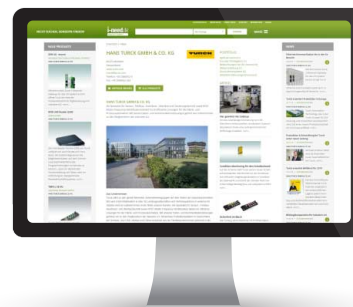
i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important part of strategic information procurement.

With the three packages Basic, PRO and PREMIUM, i-need.de offers you interesting communication channels on a highly frequented information platform for automation products and services.

- 3 Target Groups:** Selection of the most important target groups, since i-need.de addresses numerous user groups: Design engineers, plant and production managers, manufacturing industry, technical buyers and users from mechanical and plant engineering, integrators, architects, electrotechnical industry, engineering offices, Machine Vision, switch cabinet builders, housing manufacturers, building trades, electricians, specialist planners.

- 4 Usage Data:** 01. July 2020 - 30. June 2021  
 Visitors: 125,046  
 Page impressions: 247,965

- 5 Publishing House:** TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg



- 6 Contact:** Markus Lehnert,  
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**Paragraph 1:**

"Advertising order" in the sense of the following General Terms and Conditions means the contract for the publication of one or more advertisements by an advertiser in publications of the publishing company or the contract for the addition of supplements or inserts to such publications for the purpose of distribution.

**Paragraph 2:** In case of doubt, advertisements are to be called up for publication within one year after conclusion of the contract. If the right to call up single advertisements is granted within the framework of a contract, the order must be processed within one year of publication of the first advertisement, provided that the first advertisement is called up and published within the period specified in sentence 1.

**Paragraph 3:** In the case of contracts, the client is entitled to call up further advertisements beyond the quantity of advertisements specified in the order within the agreed period or the period specified in item 2.

**Paragraph 4:** If an order is not fulfilled for reasons for which the publisher is not responsible, the customer must refund to the publisher the difference between the discount granted and the discount corresponding to the actual purchase, without prejudice to any further legal obligations. The refund does not apply if the non-fulfilment is due to force majeure in the risk area of the publisher.

**Paragraph 5:** Orders for advertisements, bound inserts and external inserts which are declared to be published exclusively in certain numbers, certain editions or at certain positions in the publication must be received by the publisher in sufficient time for the customer to be informed before the advertising deadline if the order cannot be executed in this way.

**Paragraph 6:** Advertisements will only be accepted at certain positions if these special placements have been confirmed by the publisher in written form.

**Paragraph 7:** Cancellation of booked advertisements must always be made in written form, fax or e-mail is sufficient. Cancellation of advertisements already booked is possible free of charge up to 14 days before the advertising deadline, according to media data. Cancellation 13 to 7 days before the advertising deadline will be charged with a cancellation fee of 50% of the gross advertising price. For cancellations received later than 7 days before the advertising deadline, the publisher can charge the full gross advertising price.

There is no right of withdrawal for print and online advertisements with special placements (including cover pages, special formats and product overviews) as well as for title and interior title pages. Cancellations of online advertisements must be made in written form eight weeks before the start of publication. Cancellation less than eight weeks before the start of the placement is not possible. The advertisement will thus be charged in full at the agreed advertisement price.

**Paragraph 8:** The publisher reserves the right to reject advertising orders - including single call-offs within the scope of a contract - and supplement orders due to their content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official regulations or their publication by the publisher is unreasonable. This also applies to orders placed with branch offices, acceptance offices or representatives. Orders for inserts are only binding for the publisher after presentation of a sample of the insert and its approval. Inserts which, due to their format or presentation, give the reader the impression of being part of the magazine or contain third-party advertisements will not be accepted.

**Paragraph 9:** The client is responsible for the timely delivery of the advertisement text and flawless printing documents or inserts. The running times of the media formats begin and end according to the booked periods. This applies to all formats in all publishing media. If the data is delivered to the publisher later than the deadlines published in the media data, the media delivery time will be shortened accordingly. The Publisher will invoice the booked periods. The publisher will immediately request a replacement for noticeably unsuitable or damaged printing documents. The publisher guarantees the usual printing quality for the title used within the scope of the possibilities provided by the printing documents. Damages incurred for the publisher due to the late submission of printing documents are to be paid by the customer.

**Paragraph 10:** In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the customer is entitled to a reduction in payment or a faultless replacement, but only to the extent that the purpose of the advertisement has been impaired. If the publisher fails to meet a reasonable deadline for this purpose or if the replacement advertisement is again not faultless, the customer is entitled to a reduction in payment. Claims for damages arising from positive breach of claim, faults upon conclusion of the contract and unauthorised actions are - even when placing an order by telephone - excluded; claims for damages arising from impossibility of performance and delay are limited to compensation for the foreseeable damage and the remuneration paid for the relevant advertisement or supplement. This does not apply to intent and gross negligence of the publisher, his legal representative and his vicarious agent. The Publisher's liability for damages due to the absence of warranted characteristics remains unaffected. The publisher is only liable for faults of any kind resulting from telephone transmission in the event of intent

or gross negligence. In commercial business transactions, the publisher shall also not be liable for gross negligence on the part of vicarious agents; in other cases, liability towards merchants for gross negligence is limited to the foreseeable damage up to the amount of the relevant advertising fee. Complaints must be made within four weeks of receipt of the invoice, except in the case of non-obvious defects.

**Paragraph 11:** If advertising motifs are transmitted digitally by the customer, the liability of the publisher for completely or partially illegible, incorrect or incomplete reproduction of the corresponding advertisements is excluded.

**Paragraph 12:** For material provided by the customer (bound inserts, supplements, etc.), the publisher assumes no guarantee for the correctness of the quantities or qualities designated as delivered.

**Paragraph 13:** TeDo Verlag assumes that the image and copyright of data received by TeDo Verlag from third parties is held by the sender or his employer, unless otherwise indicated. TeDo Verlag assumes no liability if a warning notice is issued in such a case.

**Paragraph 14:** Proofs will only be supplied upon explicit request. The customer is responsible for the correctness of the returned proofs. The publisher will consider all error corrections that are reported to him within the deadline set in the proof.

**Paragraph 15:** If no special size regulations are given, the calculation is based on the usual print height for this type of advertisement.

**Paragraph 16:** If the client does not pay in advance, the invoice will be sent immediately, if possible 14 days after publication of the advertisement. The invoice is to be paid within the period indicated in the price list, running from receipt of the invoice, unless a different payment period or advance payment has been agreed in individual cases. Any discounts for early payment are granted according to the price list.

**Paragraph 17:** In the event of default or deferment of payment, interest and collection costs will be charged. In the event of default in payment, the publisher may defer further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there are justified doubts about the solvency of the customer, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment terms. This also applies during the term of an advertisement contract.

**Paragraph 18:** Upon request, the publisher supply a copy of the advertisement with the invoice. Depending on the type and scope of the advertisement order, excerpts of advertisements, document pages or complete document numbers are delivered. If a document can no longer be provided, it is replaced by a legally binding certificate from the publisher confirming the publication and distribution of the advertisement.

**Paragraph 19:** Costs for the production of ordered artwork as well as for substantial changes to originally agreed designs requested or for which the customer is responsible are charged to the customer.

**Paragraph 20:** In the case of numerical advertisements, the publisher exercises the care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered letters and express letters on numerical displays are only forwarded by normal mail. Receipts on numerical displays are kept for four weeks. Submissions that are not collected within this period will be destroyed. The publisher will return valuable documents without being obliged to do so. In the interest and for the protection of the customer, the publisher reserves the right to open the incoming offers to prevent misuse of the number service for verification purposes. The publisher is not obliged to pass on business promotions and brokerage offers.

**Paragraph 21:** CDs will only be returned to the client on special request. The storage obligation ends three months after expiry of the order.

**Paragraph 22:** Advertising agents and advertising agencies are obliged to stick to the publisher's price list in their offers, contracts and invoices with the advertisers. The agency fee granted by the publisher may not be passed on to the customer in whole or in part.

**Paragraph 23:** The European Commission provides a platform for out-of-court online settlement of disputes (the so-called OS platform) under <http://ec.europa.eu/consumers/odr/>. We are neither willing nor obliged to participate in a dispute resolution procedure before a consumer arbitration board.

**Paragraph 24:** Place of performance and jurisdiction is the registered office of the publisher. Insofar as the publisher's claims are not asserted in the dunning procedure, the place of jurisdiction for non-merchants is determined by their place of residence. If the domicile or habitual abode of the client is unknown at the time the lawsuit is filed, or if the client has moved his domicile or habitual abode out of the scope of application of the law after conclusion of the contract, the place of jurisdiction is agreed to be the registered office of the publisher.

**Paragraph 25:** In the event of partial or total invalidity of any provision, the validity of the remaining provisions will remain unaffected.

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