

MEDIA KIT

2020

INDUSTRIAL
COMMUNICATION
JOURNAL **icj**

Protocols & Standards

Components & Solutions

Wireless & Remote

Safety & Security

M2M & Industrial IoT



Media Kit Online

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www.tedo-verlag.de/mediadaten



TRADE JOURNAL

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i-need.de
PRODUCT FINDER |



App
Industrial News Arena
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- 1 Title:** Special Issue INDUSTRIAL COMMUNICATION JOURNAL
- 2 Brief Description:** The INDUSTRIAL COMMUNICATION JOURNAL addresses the special target group of automation and network specialists, experts for manufacturing IT and the IoT as well as decision-makers for communication and production technology in industry who deal with hardware and software for wired data networks, Ethernet, wireless transmission methods and safety topics. Accordingly, INDUSTRIAL COMMUNICATION JOURNAL prepares suitable content with high quality and technical depth - true to the motto: For everyone, who want to know exactly!
- 3 Target Group:** Automation and network specialists, experts for production IT and the IoT, decision-makers for communication and production technology
- 4 Frequency:** 4 x per year as a special issue
- 5 Format:** DIN A4
- 6 Volume:** 14th volume 2020
- 7 Publishing House:** TeDo Verlag GmbH
Postal address: Postfach 2140 • 35009 Marburg
Delivery address: Zu den Sandbeeten 2 • 35043 Marburg
- 8 Publisher:** Dipl.-Stat. B. Al-Scheikly

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11 Print Run:

15,000 copies

12 Volume Analysis 2018:

4 Issues

Format: DIN A4, 210mm (W) x 297mm(H)

Total Size: 226 pages = 100%

Editorial Part: 178 pages = 78,8%


Ad Section: 48 pages = 21,2%

Publisher's Ads: 3 pages



Regular Topics ICJ: Best Practice, Companies & Markets, News & Novelties, Systems, Technologies, Infrastructure, Diagnosis, Wireless, Standards & Protocols, Norms & Guidelines, Real-Time Communication, Fieldbuses & Industrial Ethernet, Secure Communication, Security & Data Security

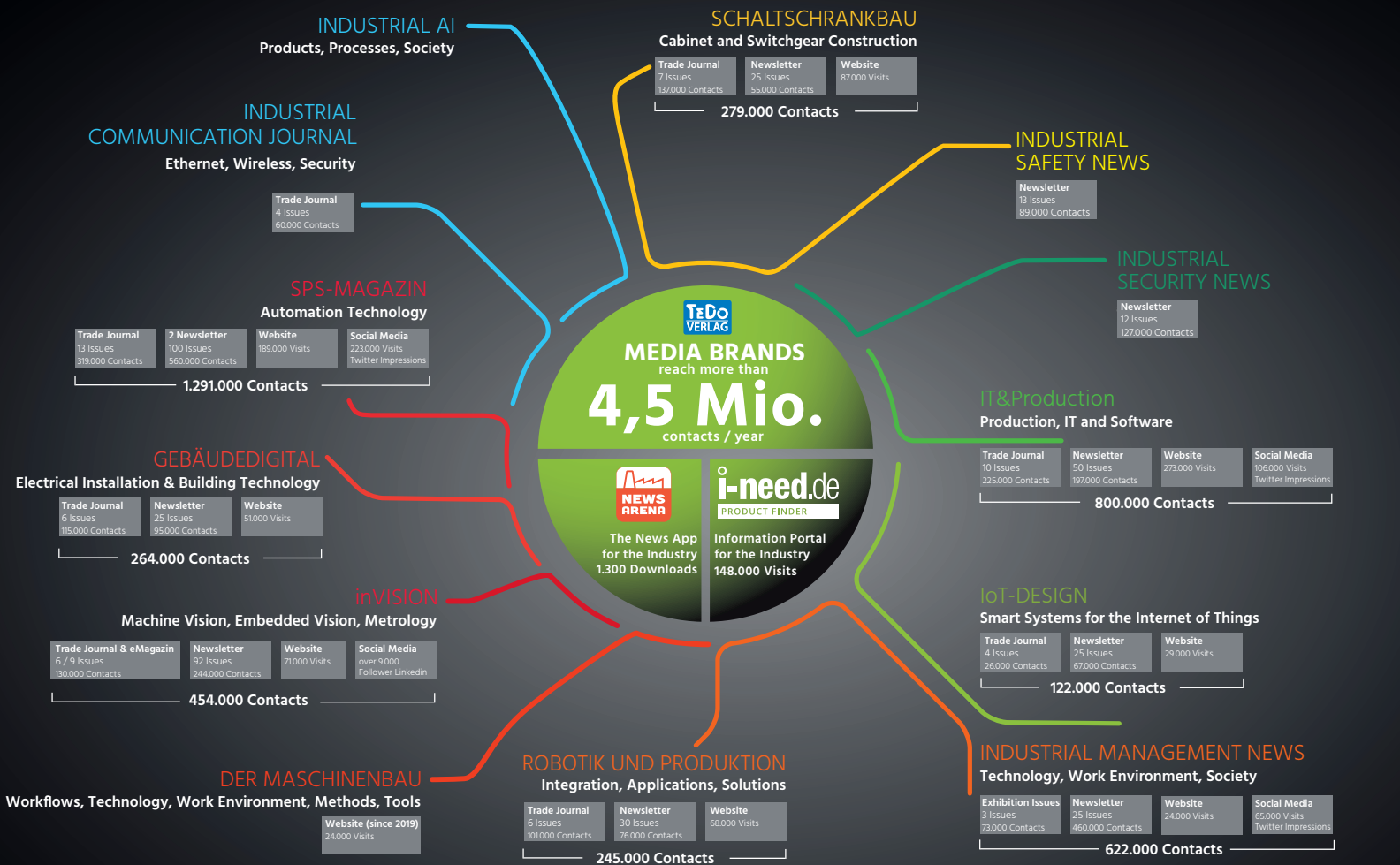
Issue and Deadlines	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Fairs and Events
1 (April) Publication Date: 26.03.2020 Advertising Deadline: 12.03.2020 Editorial Deadline: 27.02.2020 Price List Page 17	Profibus and Profinet AS Interface Single Pair Ethernet (SPE)	OPC UA as Backbone for the Smart Factory Communication Solutions for Drive Technology Serial Adapters for Ethernet <i>with Market Overview</i>	Industrial Mobile Radio Standards and Solutions	Redundant Communication (PSP, HSR etc.) Plagiarism- and Knowhow-Protection Secure Communication with FSoE	Industrial IoT & Digital Transformation Cloud & Big Data M2M & Predictive Maintenance Data Consistency Security Ethernet TSN & OPC UA	
Product Overviews		Fieldbus Components	Wireless Products			

Issue and Deadlines	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Fairs and Events
2 (May) Publication Date: 19.05.2020 Advertising Deadline: 05.05.2020 Editorial Deadline: 21.04.2020	Ethercat Modbus TCP/IP CC Link	Cables and Connectivity <i>with Market Overview</i> Waveguides & Optic Fibre (LWL)	Machine to Machine Communication (M2M) MQTT and AMQP	IT Security Law Secure Communication with OpenSafety	Industrial IoT & Digital Transformation Cloud & Big Data M2M & Predictive Maintenance Data Consistency Security Ethernet TSN & OPC UA	all about automation essen Essen, 27. – 28.05.2020 sps smart production solutions Parma, 26. – 28.05.2020 automatica München, 16. – 19.06.2020  Hanover, 13. – 17.06.2020
Product Overviews	Ethercat Components			IT- and Network Security		

Regular Topics ICJ: Best Practice, Companies & Markets, News & Novelties, Systems, Technologies, Infrastructure, Diagnosis, Wireless, Standards & Protocols, Norms & Guidelines, Real-Time Communication, Fieldbuses & Industrial Ethernet, Secure Communication, Security & Data Security

Issue and Deadlines	Protocols and Standards	Components und Lösungen	Wireless and Remote	Security	Industrial Communication 4.0	Fairs and Events
3 (October) Publication Date: 07.10.2020 Advertising Deadline: 23.09.2020 Editorial Deadline: 09.09.2020	Ethernet/IP Varan CAN/CANopen	Power over Ethernet (PoE and PoE+) Installation and Data Management	WiFi for the Industry <i>with Market Overview</i> Radio in the Field Level	Antivirus Software for the Industry Secure Communication with Profisafe Security <i>with Market Overview</i>	Industrial IoT & Digital Transformation Cloud & Big Data M2M & Predictive Maintenance Data Consistency Security Ethernet TSN & OPC UA	
Product Overview		Industrial Ethernet in Drive Technology Industrial Ethernet in Metrology				

Issue and Deadlines	Protocols and Standards	Components und Lösungen	Wireless and Remote	Security	Industrial Communication 4.0	Fairs and Events
4 (November) Publication Date: 18.11.2020 Advertising Deadline: 04.11.2020 Editorial Deadline: 21.10.2020	Ethernet Powerlink Sercos IO-Link	Diagnosis and (Remote) Maintenance IO Systems with Fieldbus/ Ethernet Connection <i>with Market Overview</i>	NFC and Bluetooth	Security with RFID Access Protection and Firewalls Secure Communication with CIP Safety	Industrial IoT & Digital Transformation Cloud & Big Data M2M & Predictive Maintenance Data Consistency Security Ethernet TSN & OPC UA	sps <i>smart production solutions</i> Nürnberg, 24. – 26.11.2020
Product Overview		Industrial Ethernet Components				



contacts = cumulative contacts per year

Timing: CW 49/2019

Circulation
15.000

1 Advertising Formats and Prices:

(All prices shall be subject to the applicable VAT rate.)

Colour surcharges are not discountable.

Format	Width x Height	b/w	2c	3c	4c
Cover Pages	185mm x 270mm	€ 3,870,-	€ 4,190,-	€ 4,490,-	€ 4,820,-
Front Page	185mm x 270mm	-	-	-	€ 7,180,-
1/1 page	185mm x 270mm	€ 3,420,-	€ 3,740,-	€ 4,040,-	€ 4,370,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2,160,-	€ 2,360,-	€ 2,600,-	€ 2,720,-
1/2 page vertical	90mm x 270mm	€ 1,890,-	€ 2,090,-	€ 2,330,-	€ 2,450,-
1/2 page horizontal	185mm x 130mm	€ 1,890,-	€ 2,090,-	€ 2,330,-	€ 2,450,-
1/3 page vertical	60mm x 270mm	€ 1,360,-	€ 1,510,-	€ 1,620,-	€ 1,810,-
1/3 page horizontal	185mm x 90mm	€ 1,360,-	€ 1,510,-	€ 1,620,-	€ 1,810,-
1/4 page	90mm x 130mm	€ 1,070,-	€ 1,200,-	€ 1,260,-	€ 1,370,-
1/4 page vertical	45mm x 270mm	€ 1,070,-	€ 1,200,-	€ 1,260,-	€ 1,370,-
1/4 page horizontal	185mm x 65mm	€ 1,070,-	€ 1,200,-	€ 1,260,-	€ 1,370,-
1/8 page	90mm x 65mm	€ 600,-	€ 700,-	€ 730,-	€ 810,-
1/8 page vertical	45mm x 130mm	€ 600,-	€ 700,-	€ 730,-	€ 810,-
1/8 page horizontal	185mm x 30mm	€ 600,-	€ 700,-	€ 730,-	€ 810,-
Product overview	91mm x 110mm	€ 620,-	-	-	€ 880,-

2 Discounts:

For orders accepted within one insertion year

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-in Inserts:

Delivery quantity 15,300 copies

80-135g/m ²	2 pages	€ 3,390,-
	4 pages	€ 4,770,-
	8 pages	€ 6,790,-
	12 pages	€ 8,960,-

136-170g/m² 10% surcharge on basic price

above 170g/m² 15% surcharge on basic price

Affixes postcards are charged as bound-in inserts.

4 Inserts:

Delivery quantity: 15,300 copies

Delivery: see Technical Data on p. 10

Full supplement each 1,000 copies

up to 25g	€ 8,050,-	€ 548,-
up to 50g	€ 10,260,-	€ 698,-
above 50g	on request	on request

5 Postcards/Samples:

Delivery quantity: 15,300 copies

Costs up to 5g	€ 100,- %
Mechanical gluing	€ 90,- %
Manual gluing	on request

6 Contact:

Thomas Möller, Media Consulting

Phone: +49 6421 3086-513

tmoeller@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, Acc. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

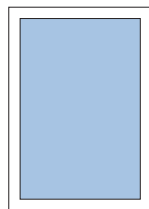
Bank code 500 100 60, Acc. 517 030-603

IBAN: DE51 5001 0060 0517 0306 03

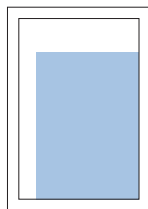
SWIFT-BIC: PBNKDEFF

1 Sizes	DIN A4: 210mm x 297mm (width x height) Print Space: 185mm x 270mm (width x height)	8 Output Profile	ISO Coated v2 (ECI) / FOGRA39 (ISO 12647-2:2004)
2 Printing Process	Offset: Printing colours in Euro Scale (CMYK) for offset according to ISO12647-2, back stitching	9 Return Consignment	Delivered printing material will only be returned to the respective client on a special request. The obligation on behalf of the publisher to keep records ends three months after publication of the advertisement.
3 Data Delivery	Via E-Mail to: Michaela Preiß, Ad Disposition/Planning Phone: +49 6421 3086-444 E-Mail: anzeigen@tedo-verlag.de	10 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.
4 Printing Data	High-Res-PDF, EPS (fonts either converted into paths or embedded), TIF (resolution of 300dpi)	11 Contact	Electronically by e-mail to: anzeigen@tedo-verlag.de
5 Colours	When printing in four colours we use Cyan, Magenta, Yellow, Black (CMYK) as defined according to the Euro Scale. It is absolutely necessary to choose these colours in your programs. Attention: RGB colours or spot colours will not be used.		
6 Proof	For checking purposes of a delivered advertisement we need a 1:1 proof. When printing coloured advertisements a binding proof is required to assure the authenticity of colours. Without these documents, no liability or warranty can be assumed for defects. Furthermore the publisher cannot assume liability for colour deviations caused by different types of paper. The same applies to deviations that vary within the tolerance of industrial colour printing or as a result of the offset processes.		
7 Permissible Image Formats	Image files as JPEG or PNG in RGB colour space at 72 dpi. Company logo as eps file.		

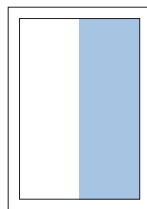
Size Format Print Space



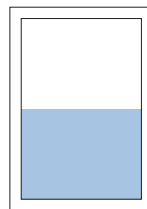
1/1 page
185mm x 270mm



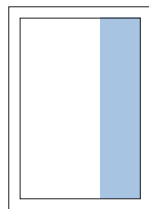
1/2 page A5 (junior)
140mm x 190mm



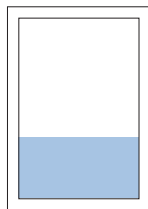
1/2 page vertical
90mm x 270mm



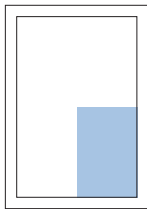
1/2 page horizontal
185mm x 130mm



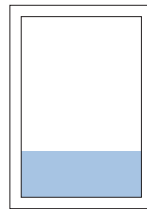
1/3 page vertical
60mm x 270mm



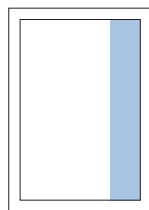
1/3 page horizontal
185mm x 90mm



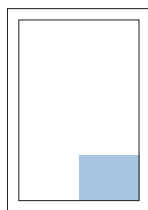
1/4 page
90mm x 130mm



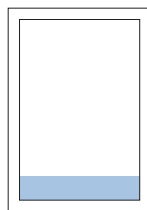
1/4 page horizontal
185mm x 65mm



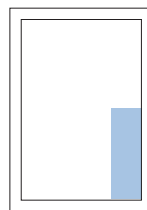
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

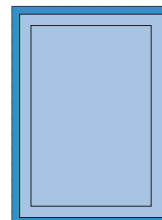


1/8 page horizontal
185mm x 30mm

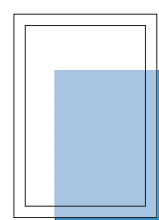


1/8 page vertical
45mm x 130mm

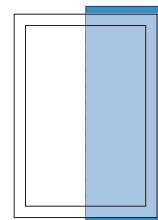
Size Format with Bleed



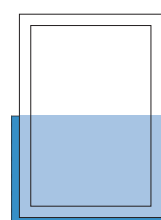
1/1 page
210mm x 297mm



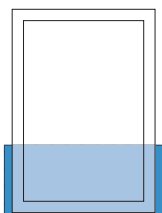
1/2 page A5 (junior)
148mm x 210mm



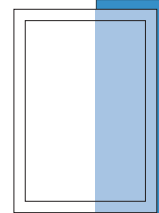
1/2 page vertical
105mm x 297mm



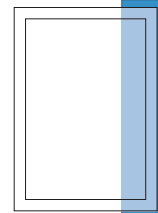
1/2 page horizontal
210mm x 148mm



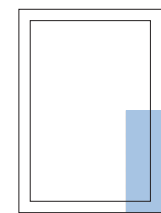
1/3 page horizontal
210mm x 100mm



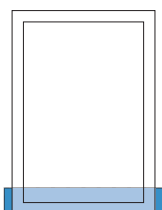
1/3 page vertical
70mm x 297mm



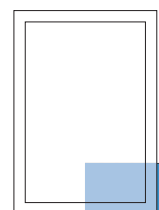
1/4 page vertical
52mm x 297mm
1/4 page oblong
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page vertical
52mm x 148mm



1/8 page horizontal
210mm x 39mm



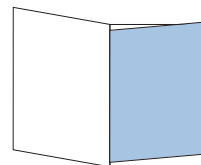
1/8 page
105mm x 74mm

**Attention: Please, add 3mm
for trim on each side on all
formats above!**



Bound Inserts

Before the order is accepted and confirmed, we require a copy of a binding sample including details about 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 the supplement needs to be marked. The placing is between two sheet parts. Multi-page inserts must be folded and delivered in untrimmed format. The pages within the gutter must be (at least) 5mm from the trimming edge.



Minimal Size

147mm x 210mm

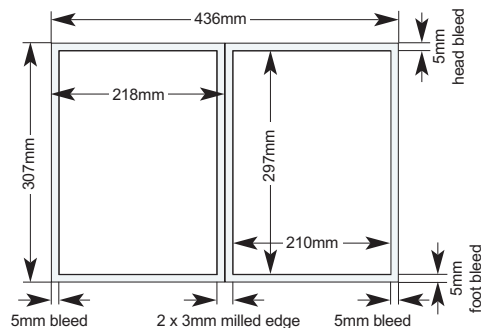
Maximum Size

210mm x 297mm

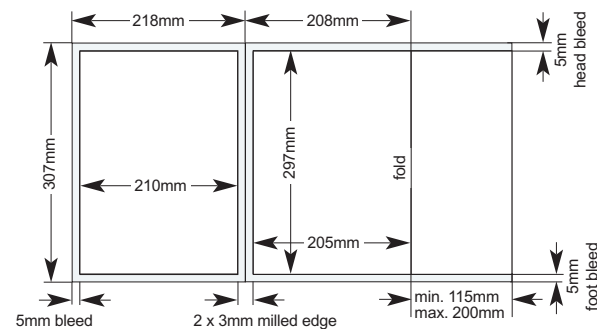
Minimal Weight

for products with 4 pages 115g/m²

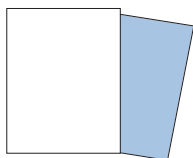
4-paged Bound Insert



4-paged Bound Insert with Cover



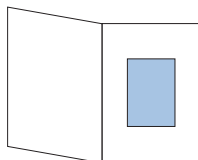
- 1 Loose Inserts** Before the order is accepted and confirmed, we require a copy of a binding sample including details about size and weight. The delivered inserts must be trimmed and folded as final products.



Minimal Size	100mm x 210mm
Maximum Size	205mm x 290mm
Minimal Weight	115g/m ²
Maximum Weight	upon request
Positioning	undefined

- 2 Fixed Inserts** Mechanical Bonding: glued edge is fixed parallel to the flange, at least 1cm to a maximum of 6cm from the flange. Folded Items 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, we require a copy of a binding sample including details about size and weight.



Minimal Size	105mm x 147mm
Maximum Size	148mm x 190mm
Minimal Weight	160g/m ²

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.

Delivery Quantity: 15,300 Copies

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

Delivery Deadline The printing material deadline is also the date of delivery for the issue. (see Editorial Calendar on page 2).

3 Contact: **Markus Lehnert, Marketing Management**

Phone: +49 6421 3086-594

E-Mail: mlehnert@tedo-verlag.de

- 1 Brief Description:** In every issue of our INDUSTRIAL COMMUNICATION JOURNAL we offer you the possibility to advertise easily and inexpensively within specific topics. Our graphics department designs your product advertisement in our INDUSTRIAL COMMUNICATION JOURNAL – based on your delivered material. Of course, you will receive a proof copy before printing.
- 2 Prices:** 4-coloured product placement: €750,-
For a special price of only €620,- for a 1/4 page b/w we set up your products in the most effective way - also available in colour for small surcharges.
- 3 Format:** 91mm x 110mm within the limits of the specified layout
- 4 Order Form:** www.sps-magazin.de/produktuebersichten
- 5 Contact:** **Thomas Möller, Media Consulting**
Phone: +49 6421 3086-513
E-Mail: tmoeller@tedo-verlag.de



No time for advertising?

Simply send us your documents - we will take care of the rest!
anzeigen@tedo-verlag.de

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

- Contact details: everything that is important: phone, fax, web address, e-mail
- Logo: Please send us your digitized logo
- Product image: We need your images within a resolution of 300dpi
- Text: Word and other text files, even RTF formats up to max. 800 characters
- QR-Code: A direct link to your media

Your advantages at a glance:

- very inexpensive advertising
- high circulation in the TeDo trade press –
Print (print run: 15.000) and Online (Ø 16.400 visitors/month)
- Your product advertisement appears in the appropriate editorial environment
- Use your individual QR-code to guide the reader to your media
- We will take care of the design for you - free of charge!

1 Name: i-need.de – Information and Marketing Portal

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 2018 – 30. June 2019
 Visitors: 148,378
 Page impressions: 324,602



45% Visits
 to the same period of the
 previous year

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

The screenshot displays the i-need.de website interface. At the top, there's a navigation bar with the i-need.de logo and a search bar. Below the navigation bar, the main content area is divided into several sections. On the left, there's a 'NEUZEIGUNGEN' (New News) section featuring a 'HANS TURCK GMBH & CO. KG' advertisement. The central part of the page shows a large image of a modern building, likely a factory or office. To the right, there's a 'PORTFOLIO' section with various product images and descriptions. At the bottom, there's a 'KONTAKT' (Contact) section with a form and a list of contact information. The website is designed with a clean, professional layout, using a color scheme of green, white, and grey.

Your entry into Market Overviews

Prerequisite for consideration in the popular Market Overviews is an i-need.de basic account (free of charge). Talk to us. We will be happy to advise you.

Best Price-Performance Ratio

Boost your campaign with the premium cross-media package from i-need.de

- + Your product news in one of our newsletters with a high reach
- + Your product news on **i-need.de**
- + Your product news in the relevant topic area online
- + Content ad placement on **i-need.de** for 12 weeks
- + Helpful analysis tools to evaluate your campaign

Price per month plus 19% VAT.

PREMIUM
€ 499,00
Comprehensive cross-media marketing package
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

Price per month plus 19% VAT.

PRO
€ 199,00
Enter unlimited number of products
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

BASIC
€ 0,00
Enter unlimited number of products
All products will be displayed
Without customer support and data maintenance

Save € 398.- with the PRO Cross-Media Package!

**Boost your campaign:
Book 12 months, pay 10 only!**

The individual packages can be booked as annual subscriptions. The subscription is valid for one year and is automatically renewed for a further year if not cancelled three months before the end of the subscription. Booked and unused services expire at the end of each month and cannot be added up. Invoices are issued annually. In the case of monthly payments, the monthly subscription price for PRO and PREMIUM increases by 7%.

		BASIC	PRO	PREMIUM
			- Topseller -	
Current Performance Table		€ 0.00	€ 199.00	€ 499.00
Prices per month plus 19% VAT.				
1	Present unlimited products on the market Place an unlimited number of products on i-need.de.	✓	✓	✓
2	Printing of market overviews in the TeDo trade media Depending on editorial selection	✓	✓	✓
3	Extensive company presentation i-need.de bundles: company portrait, products, professional articles, product news		✓	✓
4	Your logo Always prominently above the search results with your products.		✓	✓
5	Preferential display of your products Search results show PRO and PREMIUM customers above, Basic customers below.		✓	✓
6	Prioritization of your products Weight your product entries on i-need.de according to your sales strategy. The ranking influences the probability of publication in our trade magazines.		✓	✓
7	Submit articles Present publications about your company and your products.		✓	✓
8	Communicate product news Keep up to date with your latest product highlights.		✓	✓
9	Whitepaper Present your user reports, case studies or market research results.		✓	✓
10	Publish videos Link and distribute your product and company videos on i-need.de.		✓	✓
11	Automatic or individual content linking Your products and articles that are visible on a single page will be linked and connected automatically.		✓	✓
12	Link product data sheets Complete your product entries with additional helpful information such as data sheets.		✓	✓
13	i-icon for increased attention Green icon increases the attention of your posts.		✓	✓
14	'Send inquiry' button Interested parties can contact you quickly and easily using the inquiry function.		✓	✓
15	Forward content easily Interested parties can forward your product entry via e-mail.		✓	✓
16	Share products and articles on social media Facebook, Twitter		✓	✓
17	Access statistics See exactly where and how often your content has been published and clicked.		✓	✓
18	Automatic search suggestions Your company and products appear in the automatic search suggestions in the search field.		✓	✓
19	Newsletter for the efficient marketing mix Publish up to two product announcements per month in our newsletters with high reach.			✓
20	Personal contact One and the same contact person to help you with all questions about i-need.de			✓
21	Optional: Service data maintenance for PRO and PREMIUM Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.			✓

Only
€ 299.00

Advertising Forms on i-need.de

Product Promotion: Use the 'Product Promotion' function to increase the frequency with which your product is displayed at the front. Book 'Promote product' on a weekly basis and for a fee. The prominent placement on the start page will increase the frequency with which your content is displayed and the likelihood of clicking.

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Prices 'Product Promotion':

€ 399,- per week	€ 198,- per week	€ 149,- per week
Basic Account	PRO-Account	Premium Account

The screenshot shows the i-need.de homepage with a green header. A blue box highlights a 'Promoted product on the i-need.de homepage' featuring a 'Pay-per-Use-IO-Plattform im Maschinenbau'. Other visible products include 'Objektiv Correctal 1200/0,3' and 'Kaufberatung, Konfiguration, Diagnose, Fehlerbehebung und Konfigurationsüberwachung'.

Banner and Sponsored Post:

All prices plus 19% VAT.

Banner	Size (Pixels)	Description	Prices/Month
1. Skyscraper	160x600 Pixels	Portrait placement prominently to the right of the content	€ 5,100.-
2. Skyscraper Small	120x600 Pixels	Portrait placement directly to the right of the content	€ 4,300.-
3. Fullsize Banner	468x60 Pixels	Integrated, prominent placement in the content of the website	€ 1,990.-
4. Super Banner	728x90 Pixels	Centrally placed and with plenty of room for your message	€ 2,300.-
5. Content Small	250x450 Pixels	Eye-catching advertising space in the middle of the content	€ 2,300.-
6. Content Medium	400x331 Pixels	Striking placement in the editorial environment	€ 2,550.-

Sponsored Post	Placement	Description	Prices/14 Days
7. Sponsored Post Premium	Head Section	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 -	€ 1,480.-
8. Sponsored Post Standard	Bottom Section		€ 1,350.-
9. Text-Teaser Premium	Head Section	The Sponsored Post links within i-need to your content, the Text-Teaser directly links to your target-URL.	€ 1,100.-
10. Text-Teaser Standard	Bottom Section		€ 950.-

The screenshot shows the i-need.de homepage with a green header. A green box highlights a '4. Super Banner' featuring 'Maschinen werden permanent überwärmt'. Other visible products include '2. Skyscraper Small' and '6. Content Medium'.

The screenshot shows the i-need.de homepage with a green header. A green box highlights a '3. Fullsize Banner' featuring 'Nach dem 'Nuclear-Winter' kann es sehr sein'. Other visible products include '1. Skyscraper' and '7. Sponsored Post'.

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.

Ziffer 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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