

# MEDIA KIT

# 2020

# SCHALTSCHRANKBAU

Industry Focus

Cabinets and Housings

Energy and Sub Distribution

Tools/Measurement

Components

Planning Tool/Software/Workflow and Processes

Workshop/Equipment/Accessory



## Media Kit Online

To get your SCHALTSCHRANKBAU Media Kit as a PDF download directly to your smartphone or tablet just scan the QR-Code or visit: [www.schaltschrankbau-magazin.de/downloadbereich](http://www.schaltschrankbau-magazin.de/downloadbereich)



**TRADE JOURNAL**

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**i-need.de**  
PRODUCT FINDER |



**App**  
**Industrial News Arena**  
Download now for free!  
downloaden!



- 1 Title:** SCHALTSCHRANKBAU
- 2 Brief Description:** Which special requirements, tasks and demands must be fulfilled by switch cabinet constructors from a present-day perspective? Our magazine 'SCHALTSCHRANKBAU Methoden - Komponenten - Workflow' focuses on this question and offers classical switch cabinet builders an own information platform for the first time.
- 3 Target Group:** Operators and Experts from the fieldswitch cabinet construction
- 4 Frequency:** 7 per year
- 5 Size:** DIN A4
- 6 Volume:** 6th Volume 2020

**7 Subscription Prices:** All prices including the legal VAT.

ISSN-Nr. 2363-6483	Trade Journal		ePaper		Trade Journal + ePaper	
	Inland	Abroad	Inland	Abroad	Inland	Abroad
Annual Subscription	€ 49.00 (incl. shipping)	€ 63.00 (plus shipping)	€ 32.83	€ 42.21	€ 69.00 (incl. shipping)	€ 83.00 (plus shipping)
Price per copy excl. shipping (incl. VAT)	€ 7.80 (plus shipping)	€ 7.80 (plus shipping)	€ 5.23	€ 6.73	€ 11.30 (plus shipping)	€ 11.30 (plus shipping)

- 8 Organ:** –
- 9 Membership/Participation:** –
- 10 Publishing Company:** TeDo Verlag GmbH  
Post Address: P.O Box 2140 • 35009 Marburg  
Delivery Address: Zu den Sandbeeten 2 • 35043 Marburg

**11 Schedule and Calendar:** see page 6

**12 Publisher:** Dipl.-Stat. B. Al-Scheikly

**13 Advertisments:** **Markus Lehnert, Advertising Manager**  
Phone: +49 6421 3086-594  
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**14 Editors:** **Kai Binder, Chief Editor**  
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E-mail: kbinder@tedo-verlag.de

**Jürgen Wirtz, Editorial Management**  
Phone: +49 6421 3086-226  
E-mail: jwirtz@tedo-verlag.de

**15 Print Run:** 20,000 copies

**16 Volume Analysis:** 2018 = 7 issues+ 1 special issue Steuerschränke  
Format: DIN A4,210mm(width) x 297mm (height)  
Total Size: 612 pages = 100.0%  
Editorial Part: 488 pages = 79.7%  
Advertisements: 124 pages = 20.3%  
Bound-in Inserts: 4 pages = 0.7%  
Publisher's Ads: 18 pages = 2.9%  
Loose Inserts: 3 copies

# TOPIC OVERVIEW

Cabinets and Housings	Energy and Sub Distribution	Tools/Measurement	Components	Planning Tool/ Software/Workflow and Processes	Workshop/ Equipment/ Accessory
Applications Mounting Systems/ Technology Condition Monitoring Pressure Compensation Components Feed-through Systems for Cables and Wires Housings and Cabinets Assembly: Make or Buy Cabinet Processing Cabinet Climatisation Mounting Rail	Bayling Connectors EMC, Lightning and Overvoltage Protection Energy Supply Systems Interface Technology, Plug Connectors Power Electronics Low-Voltage Switchgears Terminal Blocks Relays and programmable Relays Switching and Protection Devices Fuses Busbar Systems System Wiring Interface Units Surge Protection Distribution Panels Counter Panels	Labelling Technology Sheet Metal Forming Crimping Tools ESD Pliers Engraving Systems Portable Measurement Devices Hand Tools and Machines Infrared Measuring Devices and Thermography Laser Cutting Measurement Technology Multimeters Portable Measurement Devices Circular Cutting Devices Tools	Control and Signalling Devices Implementation Systems Cables, Wires and LWL Cables and Plug Connectors Terminal Block Systems Busbar Systems UPS, Power Supply, Converters and Transformers	Benchmark and KPI CAD/CAE- and Engineering-Tools Documentation Employee Trainings Product Lifecycle Management Total Cost of Ownership Training Center Digitization in Switchgear Construction	Workplace Lighting Work Safety Clothing, Shoes, Safety Helmets Installation Devices and Material Labelling Systems Cable Packaging Metal Plate Marking Prefabrication/ Preassembling Materials and Insulating Materials Tool Cabinets Tool Trolleys

## Target Groups Schaltschrankbau

As the first and only specialist publishing company, TeDo Verlag focuses on the subject of switch cabinet construction and is fully dedicated to the interests of this particular industry sector. Alone in Germany the number of switch cabinet builders is estimated to be more than 60,000. SCHALTSCHRANKBAU ist the first journal ever serving this attractive target group.

Anyone who wants to reach the target group of switch cabinet manufacturers reduces high dispersion losses to a minimum with the Schaltschrankbau specialist media. With seven issues and one special edition 'Steuerschranke' we address a special target group. This provides a solid basis for an efficient

promotion of your company and products as a successful advertising and marketing campaign. Our trade journal, online platform, bi-weekly newsletter and the new INA-App offer an effective support to your crossmedial campaign in this industry.

Make sure you take look at our editorial calendar. For 2020 we inform you in seven issues about the whole range of current and relevant topics covering the field of switch cabinet construction.

By using applications we provide practical insights on the problems and solutions that meet the special requirements of switch cabinet manu-

facturers. The latest market overviews and detailed technical articles offer the goal-oriented reader the necessary information in an adequate and well-structured manner. Announcements and discontinuations of applicable VDE standards keep you up-to-date about legally relevant aspects.

To sum up, our trade journal covers all significant aspects of the industrial sector of cabinet construction. Thus, all interested parties are able to raise public awareness of their companies and products and present their solutions to a broad target group. Interested? We welcome you to join us in the world of switch cabinet construction. We hope you enjoy our editorial calendar and we wish you a successful media planning for 2020!

**SCHALTSCHRANKBAU**  
Methoden · Komponenten · Workflow

**Handmultimeter**

**Agensschutz-Relais**  
Agensschutzanlagen

**Kabeleinführung mit**  
Tülle möglich

**zange zum Umschließen**  
an Bänderdem

**Seitlicher Leiteranschluss**  
Push-in-Reihenklemme neu er

**Stegbarer Push-in-Technik**

**Siemens**

**Handmultimeter**

**Agensschutz-Relais**



**Kabeleinführung mit Tülle möglich**


**zange zum Umschließen an Bänderdem**

**Seitlicher Leiteranschluss Push-in-Reihenklemme neu er**


**Stegbarer Push-in-Technik**




**Siemens**

2 (Mar)								
Issue and Deadlines	Industry Focus	Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Date of Publication: 31.03.2020  Advertisement Deadline: 17.03.2020  Editorial Deadline: 03.03.2020	Switchboards for Process Technology  Special Topic: Switchboards for Medium Voltag Technology	Hannover Messe News  Switch Air Conditioning	Bay Distributors  Energy Monitoring	Crimping Tools  Multimeters <i>with Market Overview</i>	Control and Signalling Devices  Interface Technology, Plug Connectors  Fire Protection Switches	Benchmark and KPI CAD/CAE- and Engineering-Tools	Workwear and Protective Clothing <i>with Market Report</i>  Industrial Safety	  Hanover, 20.04. – 24.04.2020    Essen, 27.05. – 28.05.2020
Market Overviews / Market Reports	Multimeters Workwear and Protective Clothing							

3 (May)								
Issue and Deadlines	Industry Focus	Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Date of Publication: 26.05.2020  Advertisement Deadline: 11.05.2020  Editorial Deadline: 27.04.2020	Switchboards for the Food and Beverage Industry	Pressure Compensation Components  Cabinets and Housing made of Plastic	Terminal Blocks <i>with Market Overview</i>  Distribution Panels	Infrared Measurement Devices and Thermography <i>with Market Overview</i>	Cables, Wires, LWL  Implementation Systems  EMC Protection	Technical Trainings	Tool Cabinets  Labelling Technology	serv <span style="color: #0070C0;">parc</span> Frankfurt, 17.06. – 18.06.2020  <span style="color: #0070C0;">SICHERHEITS EXPO</span>  Munich, 24.06. – 25.06.2020
Market Overviews / Market Reports	Terminal Blocks Infrared Measurement Devices and Thermography							

4 (Jun)								
Issue and Deadlines	Industry Focus	Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Date of Publication: 30.06.2020  Advertisement Deadline: 16.06.2020  Editorial Deadline: 02.06.2020	Switchboards for Traffic Engineering  Special Topic: Digitization in switch-gear construction – potential for higher added value	Sub Distribution  Mounting Rails	Power Supplies <i>with Market Overview</i>  Counter Panels	Tools <i>with Market Report</i>  Fully automatic Machining Centres	Surge Protection  Converters and Transformers	Prefabrication/ Preassembling	Cable Packaging  Sealing	
Market Overviews / Market Reports	Power Supplies Tools							

<b>5 (Sep)</b>		Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Issue and Deadlines	Industry Focus							
Date of Publication: <b>09.09.2020</b>	Solutions for Information Technology and Data Centers	EMC appropriate Switchboard Construction	Relays  Slide-in Modules	Laser Cutting  ESD Pliers  Inspection Technology for Switchboard Systems	Lightning and Arc Fault Protection  Cable Ducts	Product Lifecycle Management	Labelling Systems <i>with Market Overview</i>  Workwear and Protective Clothing	 Essen, 22.09. – 25.09.2020  all about automation Chemnitz Chemnitz, 23.09. – 24.09.2020
Advertisement Deadline: <b>26.08.2020</b>		Cabinets and Enclosures made of Sheet Steel						
Editorial Deadline: <b>12.08.2020</b>								
Market Overviews / Market Reports	Labelling Systems							

6 (Oct)								
Issue and Deadlines	Industry Focus	Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Date of Publication: 12.10.2020  Advertisement Deadline: 28.09.2020  Editorial Deadline: 14.09.2020	Special Topic: Standard-compliant Design, Manufacture and Testing of Switchgears	Air Conditioning Solutions for the Switch Cabinet  Retrofit of existing Switchgear Systems	Energy Meters  Joining Technology	Thermal Imaging Cameras  Solutions for Cable Assembly	Surge Protection <i>with Market Trend</i>  Fastening Systems/ Fastening Technology	CAD/CAE- and Engineering-Tools <i>with Market Overview</i>	Installation Devices and Material	 Berlin, 03.11. – 05.11.2020   Hamburg, 19.11. – 21.11.2020   <i>smart production solutions</i> Nuremberg, 24.11. – 26.11.2020
Market Overviews / Market Reports	Surge Protection CAD/CAE and Engineering Tools							



7 (Nov)								
Issue and Deadlines	Industry Focus	Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Date of Publication: <b>12.11.2020</b>  Advertisement Deadline: <b>29.10.2020</b>  Editorial Deadline: <b>15.10.2020</b>		News on SPS Condition Monitoring	Fire Protection Switches Busbars	Circular Cutters Portable Measurement Devices	Cable Glands and Ducts <i>with Market Overview</i> EMC Protection	Employee Trainings Industry 4.0-compliant switchgear planning	Tool Cart Industrial Safety	
	<b>Special Issue: STEUERSCHRÄNKE for general Mechanical Engineering</b> - Controls (with Market Overview)      - Frequency Converters (with Market Overview) - HMI (with Market Overview)      - Circuit Breakers and Motor Protection Switch (with Market Overview)							
Market Overviews / Market Reports	Cable Glands and Ducts							



# THE APP FOR OUR SCHALTSCHRANKBAU

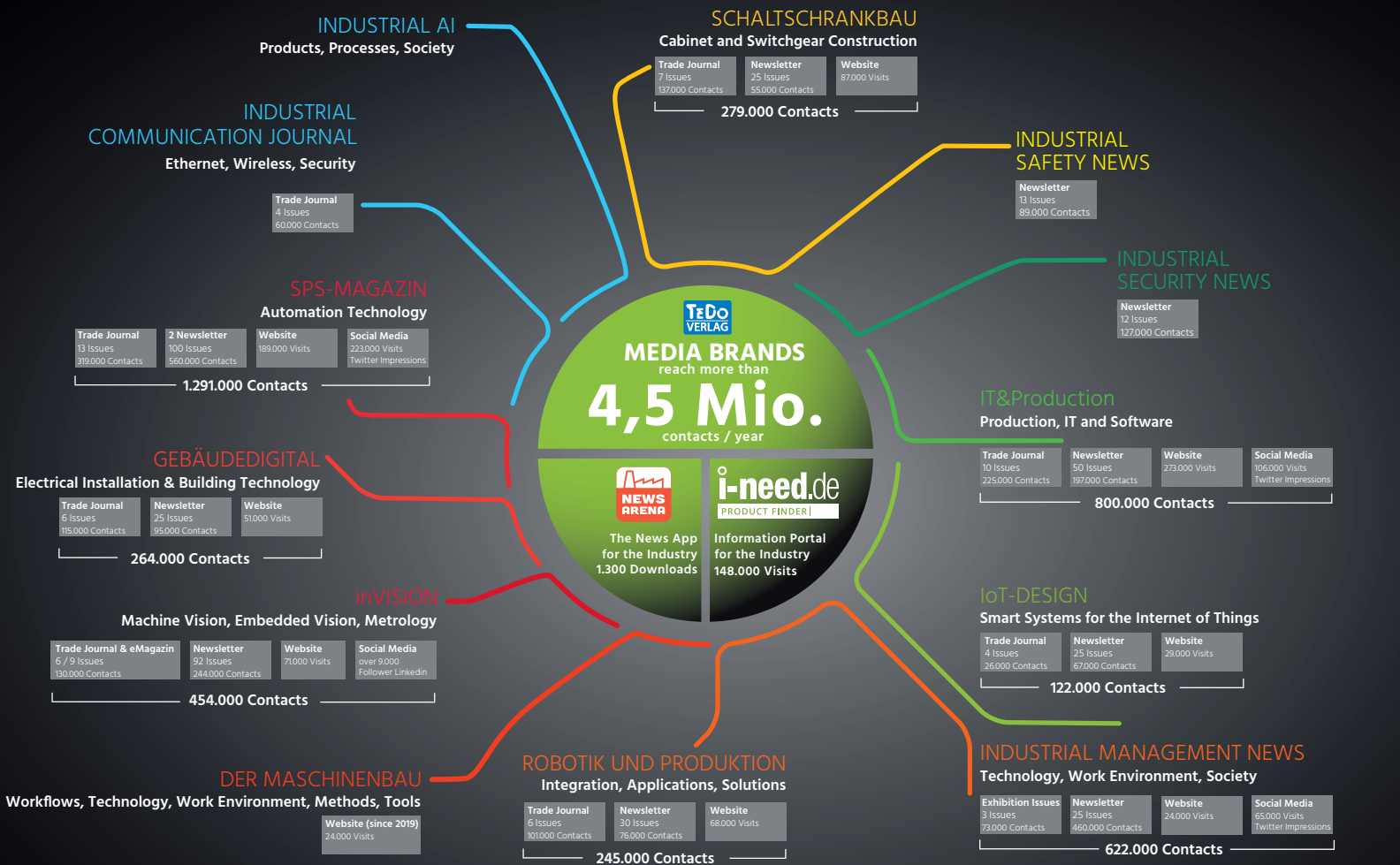
**DOWNLOAD  
NOW FOR FREE!**



Load on the  
App Store

GET IT ON  
Google Play





contacts = cumulative contacts per year

Timing: CW 49/2019

**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 (plus 3mm trim on each side)				
Front Page	–	–		–	–	€ 7,120.00
Cover Pages	210mm x 297mm	–	€ 5,450.00	€ 6,050.00	€ 6,320.00	€ 6,650.00
1/1 Page	185mm x 270mm	210mm x 297mm	€ 4,620.00	€ 5,220.00	€ 5,490.00	€ 5,820.00
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,800.00	€ 3,210.00	€ 3,450.00	€ 3,750.00
1/2 Page vertical	90mm x 270mm	105mm x 297mm	€ 2,230.00	€ 2,640.00	€ 2,880.00	€ 3,180.00
1/2 Page horizontal	185mm x 130mm	210mm x 148mm	€ 2,230.00	€ 2,640.00	€ 2,880.00	€ 3,180.00
1/3 Page vertical	60mm x 270mm	70mm x 297mm	€ 1,910.00	€ 2,230.00	€ 2,385.00	€ 2,740.00
1/3 Page horizontal	185mm x 90mm	210mm x 100mm	€ 1,910.00	€ 2,230.00	€ 2,385.00	€ 2,740.00
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1,560.00	€ 1,830.00	€ 1,980.00	€ 2,210.00
1/4 Page vertical	45mm x 270mm	52mm x 297mm	€ 1,560.00	€ 1,830.00	€ 1,980.00	€ 2,210.00
1/4 Page horizontal	185mm x 65mm	210mm x 74mm	€ 1,560.00	€ 1,830.00	€ 1,980.00	€ 2,210.00
1/8 Page	90mm x 65mm	105mm x 74mm	€ 790.00	€ 990.00	€ 1,090.00	€ 1,240.00
1/8 Page vertical	45mm x 130mm	52mm x 148mm	€ 790.00	€ 990.00	€ 1,090.00	€ 1,240.00
1/8 Page horizontal	185mm x 30mm	210mm x 39mm	€ 790.00	€ 990.00	€ 1,090.00	€ 1,240.00

## 2 Surcharges:

Coloured advertisements are printed according to Euroscale.  
Alternative colours are regarded as special colours.

Colour Surcharges	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 600.00	€ 410.00	€ 320.00	€ 270.00	€ 200.00
3-coloured	€ 870.00	€ 650.00	€ 475.00	€ 420.00	€ 300.00
4-coloured	€ 1,200.00	€ 950.00	€ 830.00	€ 650.00	€ 450.00
Special Colour	€ 800.00	€ 680.00	€ 680.00	€ 680.00	€ 680.00

Front Page:	Upon request
Placement:	Extra charge of 15% on the 4c price on binding and confirmed placements.
Colour Surcharge:	Non-discountable
Format Surcharges:	For special placements there is a 15% surcharge on the 4c-price for following formats: table of contents, editorial For advertisements over binding and gutter bleed there is a 15% surcharge on the basic price.
VAT:	All prices are subject to VAT at the statutory rate.

## 3 Discounts:

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%

Agency Discount: 15%

## 4 Job Ads:

On job ads we grant a discount of 15% on the particular basic price.

## 5 Special Advertising:

Bound Inserts: Delivery Quantity: 20,300 copies  
Delivery Details: see 'Technical Data' on page 15

80-135g/m <sup>2</sup>	2 Pages	€ 4,950.00
	4 Pages	€ 7,350.00
	8 Pages	€ 11,350.00
	more than 8 pages	upon request
136-170g/m <sup>2</sup>	20% Surcharge on basic price	
from 170g/m <sup>2</sup>	25% Surcharge on basic price	

## Loose Inserts:

Delivery Quantity: 20,300 copies

Delivery Details: see 'Technical Data' on page 16

	Full Supplement	1,000 copies each
up to 25g	€ 5,430.00	€ 277.00
up to 50g	€ 7,300.00	€ 372.00
above 50g	upon request	upon request

## Post Cards/Samples:

Delivery Quantity: 20,300 copies

Delivery Detail: see 'Technical Data' on page 17

Fixed Inserts up to 5g (without gluing)	€ 100.00 %
Mechanical bonding	€ 90.00 %
Manual bonding	Upon request

## 6 Contact:

**Markus Lehnert, Advertisement Management**

Phone: +49 6421 3086-594

mlehnert@tedo-verlag.de

## 7 Terms of payment/Bank Account Data:

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

### Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Acc. No. 1037 305 320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

### Postbank Frankfurt/Main:

Bank Code 500 100 60, Acc. No. 517 030-603

IBAN: DE51 5001 0060 0517 0306 03

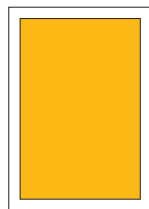
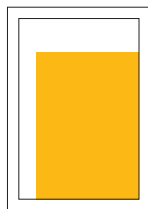
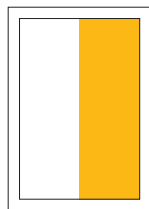
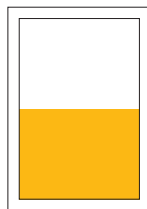
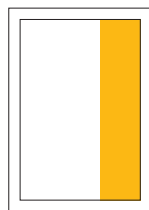
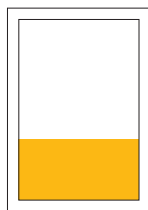
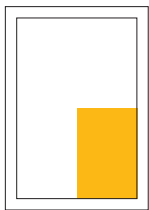
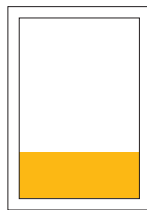
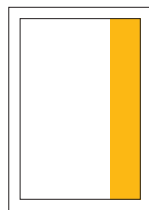
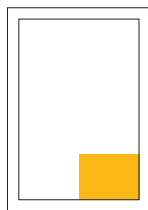
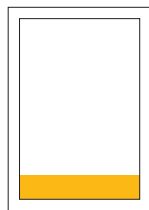
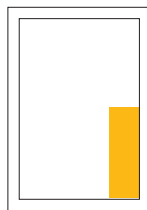
SWIFT-BIC: PBNKDEFF

- 1 Trade Journal:** DIN A4 210mm x 297mm (width x height)  
 Print Space: 185mm x 270mm (width x height)
- 2 Printing Process:** Offset: printing colours in Euroscale for offset according to ISO12647-2, adhesive binding
- 3 Delivery:** Electronically via E-Mail to:  
 Michaela Preiß, Ad Disposition/Planning  
 Phone: +49 6421 3086-444  
 E-mail: mpreiss@tedo-verlag.de
- 4 Printing Data:** High-Res-PDF, EPS (fonts converted into paths or embedded) TIF (Resolution 300dpi for image width to be printed)
- 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 select this color space within the respective program.  
 Attention:  
 RGB colours or spot colours may only be used after consultation with the publisher.
- 6 Proof:** A 1:1 printout is absolutely necessary to check a delivered Ad. When printing colored advertisements a binding proof/printout is required to assure the authenticity of colours. Without these documents, no liability or warranty can be assumed for all defects. Furthermore the publisher cannot assume any guarantee for colour deviations due to different types of paper (proof). The same applies to deviations that vary within the tolerance of industrial color printing or as a result of the offset process.

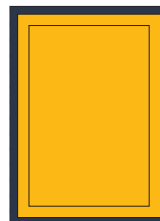
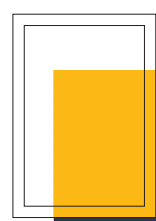
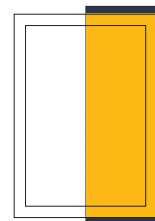
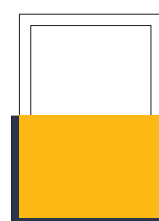
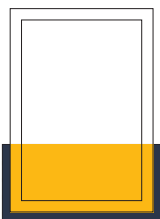
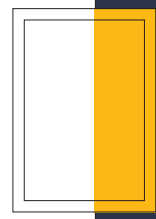
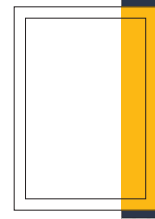
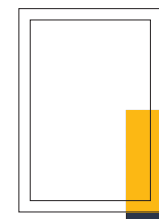
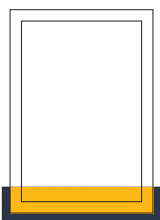
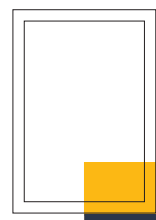
- 7 Image Formats:** TIF, JPEG, EPS (with embedded fonts)
- 8 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)
- 9 Return:** Material is only returned upon special request by the customer. Storage obligation ends three months after the advertisement has been published.
- 10 Warranty:** Only data existing on the data carrier can be exposed. The publisher assumes no liability for deviances in texts, illustrations and especially in colors. Misexposures effected by incomplete information are charged by expenditure. Positive patterns being sent must be digitised and the customer is charged separately for the additional work.
- 11 Contact:** **Ad Disposition/Planning**  
 E-mail: anzeigen@tedo-verlag.de



## 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

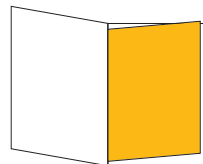
## Format in Bleed


 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!**

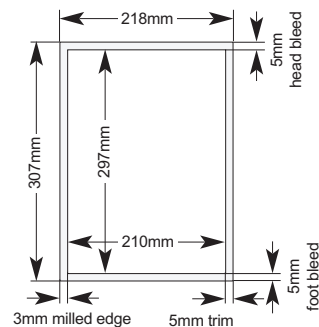


**Bound Inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds, multisheet bound-in supplements or those with flaps are to be delivered folded. The front page of the bound-in supplements needs to be marked. Placing between two parts of one sheet of paper. Multipage bound-in supplements need to be delivered folded and in uncut format. Cut pages, also within the gutter, need a 5mm trim per cut page.

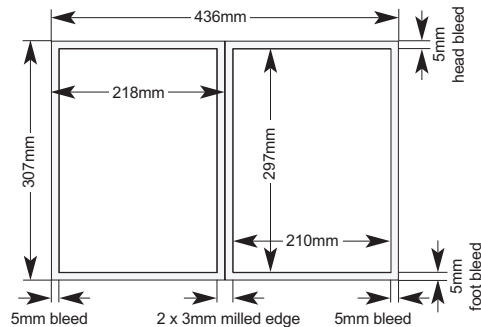


**Minimal Size:** 147mm x 210mm  
**Maximum Size:** 210mm x 297mm  
**Minimal Weight:** for products with 4 pages 115g/m<sup>2</sup>

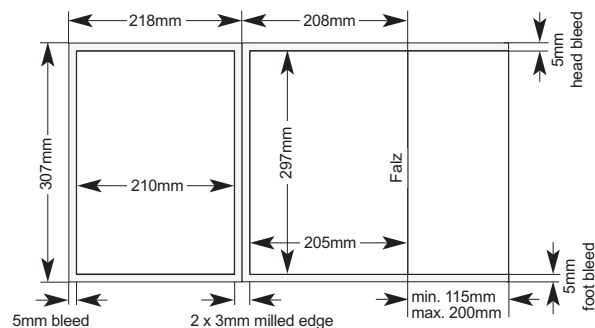
## 2 Pages Bound-In



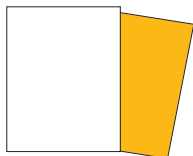
## 4 Pages Bound-In



## 4 Pages Bound-In with Cover



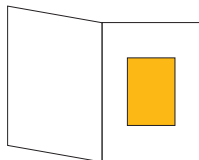
- 1 Loose Inserts:** Before the order is accepted and confirmed we require a copy of a binding sample with indicators of size and weight. We need the inserts trimmed and clinched as final products.



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

- 2 Bound Inserts:** Mechanical gluing: Glued edge is fixed parallel to the flange, at least 1cm to maximum 6cm from the flange. Folded items have to be closed at the flange. Positioning upon request.

We additionally charge affixed postcards, product samples on bound inserts or full-paged advertisements. Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight.



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

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

**Delivery Quantity:** 20,300 copies

**Delivery Address:** The delivery address for bound-in inserts and any supplements will be given to you with the confirmation.

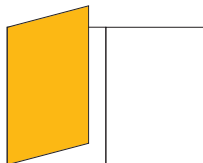
**Delivery Deadline:** The printing material deadline is the material delivery deadline for the issue (see 'Editorial Calendar' on p. 6).

**3 Contact:** **Markus Lehnert, Advertising Management**  
 Phone: +49 6421 3086-594  
 E-mail: [mlehnert@tedo-verlag.de](mailto:mlehnert@tedo-verlag.de)

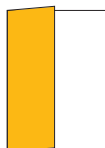


### 1 Special Advertising Formats:

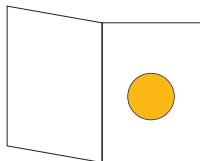
Gatefolder



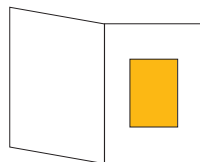
Flap



CD-ROM



Sample



### 2 Preise für Sonderwerbeformen:

Preise für die Sonderwerbeformen erhalten Sie auf Anfrage

### 3 Special print:



Reprinting technical papers is a flexible and inexpensive possibility to connect your product and brand message with the credibility and excellent reputation of SCHALTSCHRANKBAU.

We take care of printing and creating an electronic file for your internet presence.

### 4 Price List Special Print:

2 Pages, 4 Colours, 135g/m <sup>2</sup>					
Circulat.	500	1,000	2,000	5,000	10,000
Price	€ 760.00	€ 800.00	€ 945.00	€ 1,310.00	€ 1,750.00
4 Pages, 4 Colours, 135g/m <sup>2</sup>					
Circulat.	500	1,000	2,000	5,000	10,000
Price	€ 895.00	€ 945.00	€ 1,180.00	€ 1,930.00	€ 2,940.00

\*all prices plus 19% VAT.

### 5 Printing License:

If you want to reprint a paper after publication in the SCHALTSCHRANKBAU on your own, you can purchase a reprinting license.

Reprinting License	
Copies	up to 1,000
Price	€ 400,00

Incl. a high-resolution PDF file (plus 19% VAT).

### 6 PDF (72dpi):

If you would like to use your technical paper after publication for online use, we are happy to create a free low resolution PDF.

### 7 Contact:

**Markus Lehnert, Advertisement Manager**

Phone: +49 6421 3086-594

E-mail: mlehner@tedo-verlag.de

## 1 Brief Description:

Present your company briefly and concisely on a 1/2 page or a 1/1 page with your company image and logo.

## 2 Price:

1/1 Page, 4c € 5,240.00  
 1/2 Page, 4c € 3,560.00  
 All prices plus 19% VAT.

## 3 Therefore we need:

- Contact Data  
(everything important: phone, fax, web address, e-mail)
- Digitised logo as eps file
- Product image – with a resolution of 300dpi
- Text about your company in Word or other text files,  
RTF formats are also possible  
1/2 page with approx. 1,400 characters  
1/1 page with approx. 2,800 characters

Our graphics department will take care of the design of your portrait (included in the price).

## 4 Contact:

**Heiko Hartmann, Team Leader Media Consultant**  
 Phone: +49 6421 3086-511  
 E-Mail: [hhartmann@tedo-verlag.de](mailto:hhartmann@tedo-verlag.de)



Example 1/2 page



Example 1/1 page

## 1 Inner Cover:

Advertise in a precise and target-oriented way in your topic area

## 2 Brief Description:

With the format Inner Cover SCHALTSCHRANKBAU offers a special form of advertisement. You open one of the regular sections with your advertisement and can emphasize your special position in the industry. This enables you to create an even more specific awareness in the consciousness of the readers. The format Inner Cover contains the following elements for your crossmedia communication:

- 1 Your inner cover in the relevant section
- 2 Introductory technical article (Topic in consultation with our editors)
- 3 Publication of your article as a teaser in the SCHALTSCHRANKBAU Newsletter
- 4 Publication of your article on [www.schaltsschrankbau-magazin.de](http://www.schaltsschrankbau-magazin.de)

Topics:

- Cabinets and Housing
- Energy and Sub Distribution
- Tools and Measurement
- Components
- Planning and Software Tools
- Workflow and Processes
- Workshop/Equipment/Accessory

## 3 Format:

Inner Cover Image: 210 x 180mm (plus 3mm bleed on each side)

## 4 Data Formats:

Technical Article: Text with approx. 8,000 characters, Logo, Images as PDF, JPEG, TIF with 300dpi

## 5 Price:

€ 4,780.00 (plus VAT)

1



2



3



4





## 1 Circulation Control:



## 2 Circulation Analysis: Copies per issue in average for the period from: 01 July 2018 to 30 June 2019 (Q3 + Q4 2018 and Q1 + Q2 2019)

<b>Print Run:</b>	20,000		
<b>Actual distributed circulation:</b>	19,543	thereof abroad	92
Sold Copies	315	thereof abroad	24
• Subscribed Copies	307	thereof abroad	23
thereof member pieces	–	–	–
• Other Sales	–	–	–
• Retail Sales	8	thereof abroad	1
• Returned Copies	–	–	–
<b>Free Copies:</b>	19,228	thereof abroad	68
<b>Remaining, Archive and Proof Copies:</b>	457		

## 3 Economic Area:

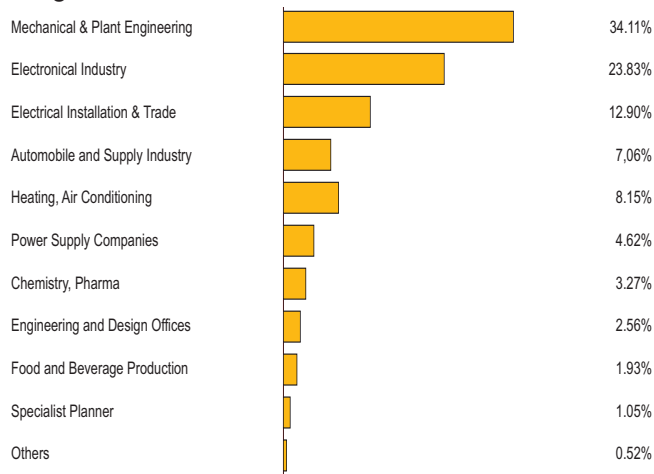
### Amount of actual distributed circulation:

	Copies	
Inland	19,451	99.53%
Abroad	92	0.47%
<b>Actual distributed circulation</b>	<b>19,543</b>	<b>100%</b>

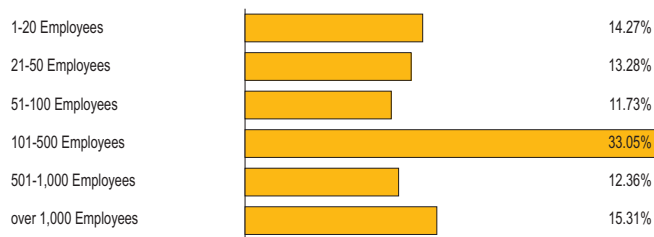
## 4 National Distribution by Postal Code:

<b>Postal Code 0</b>	<b>624</b>	<b>3.2%</b>
Postal Code 1	726	3.73%
<b>Postal Code 2</b>	<b>1,560</b>	<b>8.02%</b>
Postal Code 3	2,247	11.55%
<b>Postal Code 4</b>	<b>2,412</b>	<b>12.40%</b>
Postal Code 5	2,799	14.39%
<b>Postal Code 6</b>	<b>2,303</b>	<b>11.84%</b>
Postal Code 7	3,215	16.53%
<b>Postal Code 8</b>	<b>1,743</b>	<b>8.96%</b>
Postal Code 9	1,823	9.37%
<b>Actual distributed circulation</b>	<b>19,451</b>	<b>100%</b>

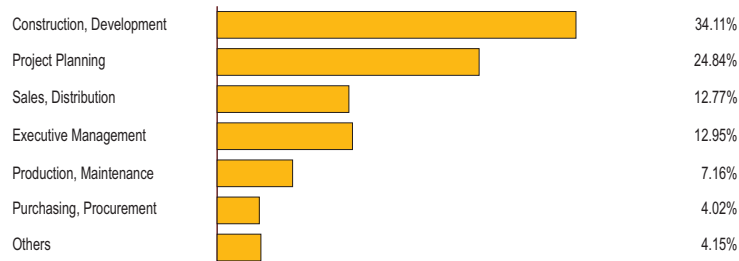
## Target Markets



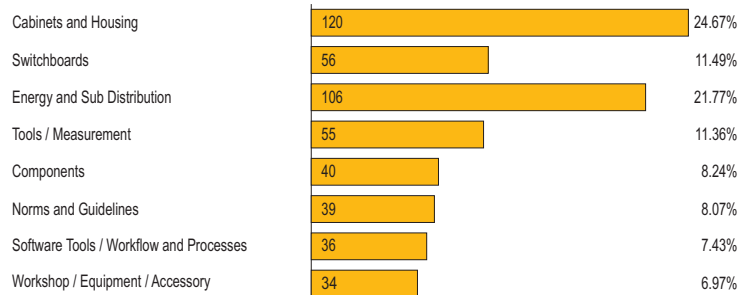
## Size of Companies



## Field of Activities



## Content Analysis of the Editorial Part



- 1 Website:** [www.schaltschrankbau-magazin.de](http://www.schaltschrankbau-magazin.de)
- 2 Usage Data:** From 01 July 2018 to 30 June 2019  
Visitors: 88,960, Page Views: 127,048
- 3 Brief Characterisation:** Online advertising is a key component of a high-capacity campaign and the ideal carrier for targeted advertising messages. Our homepage [www.schaltschrankbau-magazin.de](http://www.schaltschrankbau-magazin.de) enables you to place your advertisements next to the constantly updated news.
- 4 Target Group:** Users and experts in the field of switch cabinet construction
- 5 Publishing Company:** TeDo Verlag GmbH  
Zu den Sandbeeten 2 • 35043 Marburg

#### 6 Formats and Prices:

Banner	Size (pixels)	Description	Price/ Month
1. Fullsize Banner	468 x 60 pixels	Integrated and prominent placing in the content section of the website	€ 700.00
2. Skyscraper	160 x 600 pixels	Portrait advertising space to the right of the content	€ 1,530.00
3. Super Banner	728 x 90 pixels	Prominently placed at the header with plenty of space for your advertising message	€ 1,530.00
4. Medium Rectangle	300 x 250 pixels	Striking placement in the middle of the editorial section	€ 750.00
5. Standard Top	300 x 60 pixels	Concise smaller advertising space to the right of the content	€ 770.00
6. Cornerfield Banner	405 x 90 pixels	Noticeable placement in the upper right corner	€ 840.00
7. Wallpaper	1133 x 90 pixels + 160 x 600 pixels	Combine the advantages of Skyscraper and Super Banner	€ 4,060.00

Other formats upon request. All prices plus 19% VAT.  
Sponsored Post – Prices and information on page 24.

#### 7 File Formats:

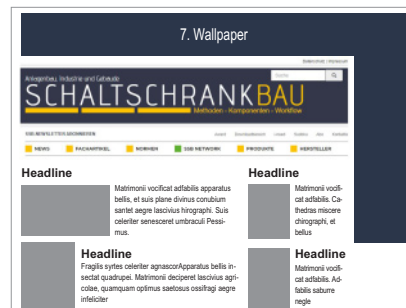
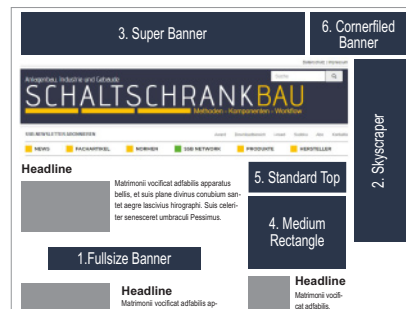
GIF, PNG, JPEG (72dpi, RGB-Colour Space) or HTML5 File size max. 4MB  
No evaluations for flash banners or i-frames integrated banners possible.

#### 8 Contact:

**Heiko Hartmann, Team Leader Media Consultant**

Phone: +49 6421 3086-511

E-mail: [hhartmann@tedo-verlag.de](mailto:hhartmann@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.schaltschrankbau-magazin.de](http://www.schaltschrankbau-magazin.de). **From there there is a link to your target URL.**

### b) Text-Teaser

By clicking on the link in the Sponsored Post preview text, 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	Image rights required	approx. 2,500 characters	Image rights required	to your website
<b>Text-Teaser</b>	max. 30 characters	max. 250 characters	Image rights required	—	—	to your website

All pictures as JPEG, GIF or PNG i RGB-colour space in 72 dpi

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

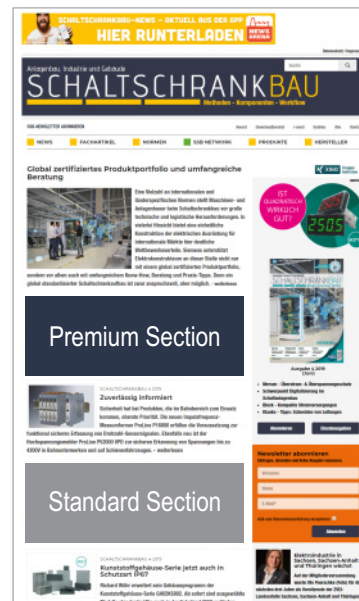
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

## 4 Prices:

Medium and Format	Placement	Term	Price/Month
Sponsored Post Premium	Head section	14 Days	€ 1,110.-
Sponsored Post Standard	Bottom section	14 Days	€ 1,000.-
Text-Teaser Premium	Head section	14 Days	€ 950.-
Text-Teaser Standard	Bottom section	14 Days	€ 890.-

(All prices plus 19% VAT.)

## 5 Placement Website:



## Links:

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



**Teaser Text**  
Link to your target URL



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

## 1 Name: SCHALTSCHRANKBAU Newsletter



January	February	March	April	May	June
01   08.01.2020	03   05.02.2020	05   04.03.2020	07   01.04.2020	10   13.05.2020	12   12.06.2020
02   22.01.2020	04   19.02.2020	06   18.03.2020	08   15.04.2020	11   27.05.2020	13   24.06.2020
			09   29.04.2020		

July	August	September	October	November	December
14   08.07.2020	16   05.08.2020	18   02.09.2020	21   14.10.2020	23   11.11.2020	25   09.12.2020
15   22.07.2020	17   19.08.2020	19   16.09.2020	22   28.10.2020	24   25.11.2020	
		20   30.09.2020			

**2 Brief Characterisation:** Our bi-weekly SCHALTSCHRANKBAU Newsletter in PDF format covers interesting news, events and topics around switch cabinets. It provides information about companies and important persons, current market data, technologies and trends in this specific sector. Newsletters are a medium with a high repetition rate and are suitable for targeted communication in the switch cabinet construction market.

**3 Target Group:** Users and experts in the field of switch cabinets

**4 Frequency:** 25 x per year

**5 Usage Data:** 2,122 Subscribers (Status: August 2019)

**6 Publishing Company:** TeDo Verlag GmbH  
Zu den Sandbeeten 2 • 35043 Marburg

**7 Contacts:**  
**Editorial Department**  
**Kai Binder, Chief Editor**  
Phone: +49 6421 3086-139  
E-mail: kbinder@tedo-verlag.de

**Jürgen Wirtz, Editorial Staff**  
Phone: +49 6421 3086-226  
E-mail: jwirtz@tedo-verlag.de

**Online Advertising**  
**Heiko Hartmann, Team Leader**  
Phone: +49 6421 3086-511  
E-mail: hhartmann@tedo-verlag.de



## 8 Prices and Forms of Advertising in the SCHALTSCHRANKBAU Newsletter:

Format	Placement	Page 1	from Page 2
524 x 85px	in the cover letter	€ 520.00	
185 x 30mm	Top		€ 330.00
90 x 65mm	Middle	€ 430.00	€ 280.00
185 x 30mm	Bottom	€ 330.00	€ 280.00
35 x 15mm	Top	€ 220.00	

## 9 File Formats:

Please send us the data exclusively in RGB colour space. Sending data in the CMYK colour space can lead to color deviations in the production process. Supported data file formats are PDF or EPS with embedded fonts or rather converted into paths.

## 10 Data Delivery:

Please send the following data via e-mail to:  
**[banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)**

- Customer Name
- Contact for Queries
- Target URL

## 11 Delivery Deadline: 1 week before publication of the newsletter

## 12 Payment/Invoice: Payment takes place after ad placement.

## 13 Terms of Payment/Bank Account Data:

Payment within 14 days from date of invoice. We grant 2% discount for payments we receive within 8 days.

### Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Acc. No. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

### Postbank Frankfurt/Main:

Bank Code 500 100 60, Acc. No. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

## Page 1



## Page 2



## Page 3



## Page 4



- 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.schaltschrankbau-magazin.de](http://www.schaltschrankbau-magazin.de). From there there is a link to your target URL.

## b) Text-Teaser

By clicking on the link in the Sponsored Post preview text, 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	Image rights required	approx. 2,500 characters	Image rights required	to your website
<b>Text-Teaser</b>	max. 30 characters	max. 250 characters	Image rights required	—	—	to your website

- 3 Date:** Please send us your data **five working days** before publication by 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 Format	Placement	Term	Price
Sponsored Post Premium	Page 1	1 Issue	€ 440.-
Sponsored Post Standard	Page 1 and following	1 Issue	€ 330.-
Text-Teaser Premium	Page 1	1 Issue	€ 380.-
Text-Teaser Standard	Page 2 and following	1 Issue	€ 320.-

(All prices plus 19% VAT.)

## 5 Placement Website:



## Links:

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



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



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

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.

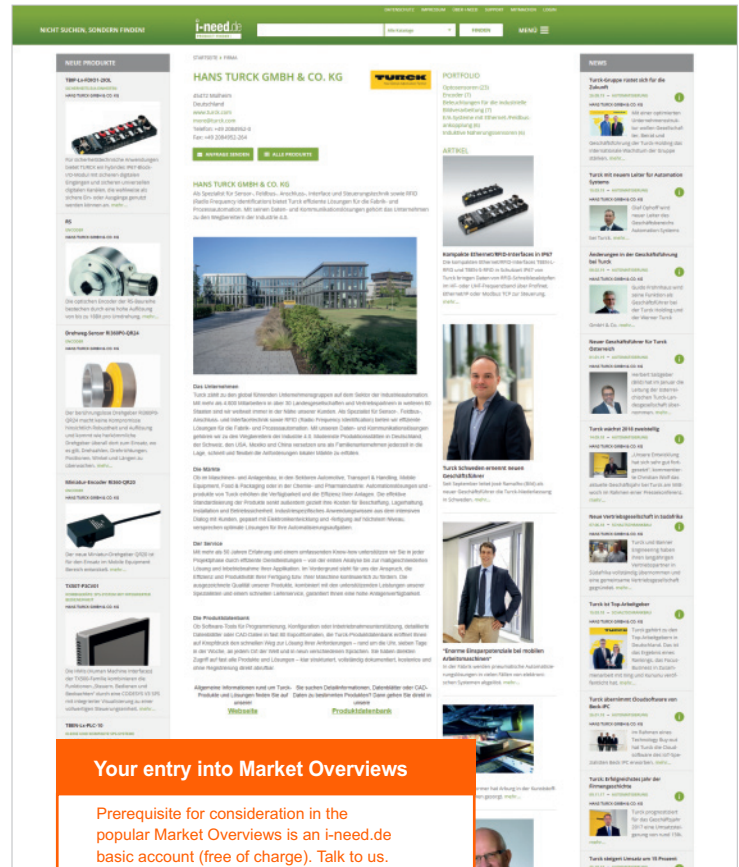
3 Target Groups: Selection of the most important target groups, since i-need.de addresses numerous user groups: Design engineers, plant and production managers, manufacturing industry, technical buyers and users from mechanical and plant engineering, integrators, architects, electrotechnical industry, 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 'NEUZEITUNG' section with a list of products and their descriptions. In the center, there's a large featured article for 'HANS TURCK GMBH & CO. KG' with a detailed description and a photo of the company building. On the right, there's a 'PORTFOLIO' section with a list of products and their descriptions. At the bottom, there's a 'KONTAKT' section with a list of contact information and a photo of a person. 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
<b>€ 499,00</b>
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
<b>€ 199,00</b>
Enter unlimited number of products
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

BASIC
<b>€ 0,00</b>
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 -	
		€ 0.00	€ 199.00	€ 499.00
Current Performance Table				
Prices per month plus 19% VAT.				
1	<b>Present unlimited products on the market</b> Place an unlimited number of products on i-need.de.	✓	✓	✓
2	<b>Printing of market overviews in the TeDo trade media</b> Depending on editorial selection	✓	✓	✓
3	<b>Extensive company presentation</b> i-need.de bundles: company portrait, products, professional articles, product news		✓	✓
4	<b>Your logo</b> Always prominently above the search results with your products.		✓	✓
5	<b>Preferential display of your products</b> Search results show PRO and PREMIUM customers above, Basic customers below.		✓	✓
6	<b>Prioritization of your products</b> 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	<b>Submit articles</b> Present publications about your company and your products.		✓	✓
8	<b>Communicate product news</b> Keep up to date with your latest product highlights.		✓	✓
9	<b>Whitepaper</b> Present your user reports, case studies or market research results.		✓	✓
10	<b>Publish videos</b> Link and distribute your product and company videos on i-need.de.		✓	✓
11	<b>Automatic or individual content linking</b> Your products and articles that are visible on a single page will be linked and connected automatically.		✓	✓
12	<b>Link product data sheets</b> Complete your product entries with additional helpful information such as data sheets.		✓	✓
13	<b>i-icon for increased attention</b> Green icon increases the attention of your posts.		✓	✓
14	<b>'Send inquiry' button</b> Interested parties can contact you quickly and easily using the inquiry function.		✓	✓
15	<b>Forward content easily</b> Interested parties can forward your product entry via e-mail.		✓	✓
16	<b>Share products and articles on social media</b> Facebook, Twitter		✓	✓
17	<b>Access statistics</b> See exactly where and how often your content has been published and clicked.		✓	✓
18	<b>Automatic search suggestions</b> Your company and products appear in the automatic search suggestions in the search field.		✓	✓
19	<b>Newsletter for the efficient marketing mix</b> Publish up to two product announcements per month in our newsletters with high reach.			✓
20	<b>Personal contact</b> One and the same contact person to help you with all questions about i-need.de			✓
21	<b>Optional: Service data maintenance for PRO and PREMIUM</b> Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.			✓

Only  
€ 299.00

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.-

**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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