



Focus on massive forming and lightweight components



Focus on sheet metal, tubes and profiles

Target group:

Automobile and automotive industry, sheet metal, metal goods and electronic industry as well as in the machinery construction, apparatus engineering, plant engineering and construction, automotive manufacturing, shipbuilding industry, aircraft construction, research and development. The recipients are managing directors, manufacturing and production managers and engineers as well as persons who determine the manufacturing process, decide on investments and insofar have an influence on the technical development of their enterprise.

Print run:

5,400 copies* thematic priority on massive forming (red cover)
8,000 copies focused on sheet metal, tubes and profiles (green cover)

Qualified circulation:

6,538 copies*, UMFORMtechnik

Frequency:

eight times per year

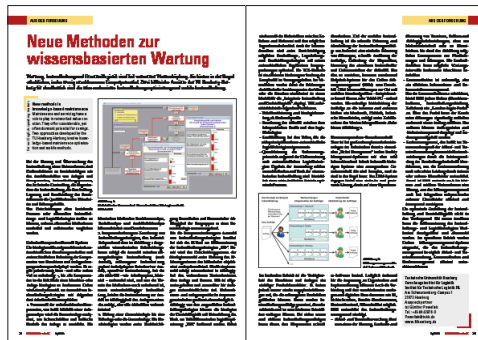
Volume:

51st volume 2017

Membership/Participation:

ICFG (International Cold Forging Group)
IWV (Information Community for the Assessment of the Circulation of Media)

*Source, IWV 2nd quarter 2016



Focus on massive forming and lightweight components

Brief description:

UMFORMtechnik is a specialist magazine for industrial massive forming experts and manufacturers, operators and processors of metal band, sheets, tubes and profiles.

The core topics include:

- Hot, warm and cold forming of metal parts and semi-finished products, machined lightweight parts and
- Technology and applications relating all aspects of strips, sheets, tubes and profiles including the complete production of additional operational processes, equipment processes and information technology.

This is rounded off by analysis reports and articles on research, business, trade fairs and markets relating to the industry.

The most important articles contain an English summary. UMFORMtechnik appears eight times per year as well as online at www.umformtechnik.net, and is complemented by our email newsletter.

Four issues contain features on sheet metal working, with the other four focusing on massive forming and lightweight parts. Articles relevant to both areas provide the journalistic framework across all eight issues. Original contributions from the field of research are additionally published on www.umformtechnik.net/whitepaper.

UMFORMtechnik is the official organ of the International Academy for Production Engineering (CIRP) and the International Cold Forging Group (ICFG).

Since 2015, UMFORMtechnik has been an umbrella brand, incorporating the topics featured in the previously separate publications BLECH/ROHRE/PROFILE (international specialist publication for sheet metal working) and UMFORMtechnik (magazine for massive forming).

Contents:

UMFORMtechnik is a journalistic magazine for decision makers. Its main objective is to reflect its readers' needs. Compact, easy-to-read original articles from industry, science and editorial research shed light on state-of-the-art developments, trends and future perspectives for metal forming and sheet metal working and their related processes. The information is concise and to the point. The short reports on associations and industry and company developments are clearly structured. Articles on products for massive forming and for manufacturers and processors of strip, sheet metal, tube and sections as well as the industry itself are set out in sections and are therefore easy to find. Detailed research reports, or white papers, are made available online on the publisher's website: www.umformtechnik.net.



Focus on sheet metal, tubes and profiles

1 Classified recipient potential: UMFORMtechnik (massive forming technology)
Circulation Germany, Austria, Switzerland
(Multiple answers possible)

WZ 2008	Trade
24	Metal production and processing
25	Manufacture of metal products
26	Production of office machinery, electronic and optical products
27	Production of electronic equipment
28	Mechanical engineering
29	Manufacture of vehicles and automotive parts
30	Other vehicles construction
33	Repair and installation of machinery and equipment
45, 46	Trade
	Others

2 Geographical recipient analysis: UMFORMtechnik (massive forming technology)


Geographical recipient analysis	
Germany	97,99 %
Abroad	2,01 %
Print run	100,00 %

1 Classified recipient potential: UMFORMtechnik (sheet metal, tubes, profiles)
Circulation Germany, Austria, Switzerland
(Multiple answers possible)

WZ 2008	Trade
24	Metal production and processing
25	Manufacture of metal products
26	Production of office machinery, electronic and optical products
27	Production of electronic equipment
28	Mechanical engineering
29	Manufacture of vehicles and automotive parts
30	Other vehicles construction
33	Repair and installation of machinery and equipment
45, 46	Trade
	Others

2 Geographical recipient analysis: UMFORMtechnik (sheet metal, tubes, profiles)

Geographical recipient analysis	
Germany	89,33 %
Abroad	10,67 %
Print run	100,00 %

Issue	Dates	Special Features	Accessible trade fairs and conferences
<p style="text-align: center; font-size: 2em; font-weight: bold;">1</p> <p>UMFORMtechnik Massiv+Leichtbau</p>	<p>Editorial deadline: 12. January</p> <p>Advertising deadline: 19. January</p> <p>Publication date: 14. February</p>	<p>50th anniversary edition</p>  <p>Developments, state of the art and trends in massive forming and the companies involved in the industry</p>	<p>Conferences 22. - 23. February, VDI-Jahrestreffen Kaltmassivumformer, Dusseldorf</p> <p>Trade fairs 07. - 10. March, Intec, Z, Leipzig 28. - 30. March, Fastener Fair, Stuttgart</p>
<p style="text-align: center; font-size: 2em; font-weight: bold;">2</p> <p>UMFORMtechnik Blech Rohre Profile</p>	<p>Editorial deadline: 31. January</p> <p>Advertising deadline: 07. February</p> <p>Publication date: 02. March</p>	<p>Surface treatment and levelling of sheet metal, tube and profiles</p>	<p>Conference 28. - 29. March, EFB-Kolloquium Blechverarbeitung, Fellbach</p> <p>Trade fairs 07. - 10. March, Intec, Z, Leipzig 24. - 28. April, Hanover Messe, Hanover 09. - 12. May, Control, Stuttgart</p>
<p style="text-align: center; font-size: 2em; font-weight: bold;">3</p> <p>UMFORMtechnik Massiv+Leichtbau</p>	<p>Editorial deadline: 10. March</p> <p>Advertising deadline: 17. March</p> <p>Publication date: 11. April</p>	<p>Quality assurance, Forming technologies for lightweight parts</p>	<p>Conferences 30. May - 01. June, Round Table Simufact, Marburg</p> <p>Trade fairs 24. - 28. April, Hanover Messe, Hanover 09. - 11. May, Interwire, Atlanta/USA 09. - 12. May, Control, Stuttgart 10. - 11. May, Schüttgut, Dortmund 17. - 19. May, Wire+ Cable Expo, Tanjin/China</p>
<p style="text-align: center; font-size: 2em; font-weight: bold;">4</p> <p>UMFORMtechnik Blech Rohre Profile</p>	<p>Editorial deadline: 12. April</p> <p>Advertising deadline: 19. April</p> <p>Publication date: 15. May</p>	<p>Tool making, Simulation technologies</p>	<p>Trade fairs 30. May. - 02. June, Moulding Expo, Stuttgart 09. - 12. May, Control, Stuttgart</p>

Issue	Dates	Special Features	Accessible trade fairs and conferences
<p>5</p> <p>UMFORMtechnik Blech Rohre Profile</p>	<p>Editorial deadline: 15. May</p> <p>Advertising deadline: 22. May</p> <p>Publication date: 19. June</p>	<p>Cutting and joining, Laser, plasma and waterjet cutting</p>	<p>Trade fairs</p> <p>26. - 29. June, Laser World of Photonics, Munich</p> <p>19. - 21. September, Hybrid Expo, Stuttgart</p> <p>25. - 29. September, Schweißen + Schneiden, Dusseldorf</p> <p>10. - 12. October, Deburring Expo, Karlsruhe</p> <p>24. - 26. October, Parts 2 Clean, Stuttgart</p> <p>October 2017, MSV, Brno/Czech Republic</p>
<p>6</p> <p>UMFORMtechnik Massiv + Leichtbau</p>	<p>Editorial deadline: 11. August</p> <p>Advertising deadline: 18. August</p> <p>Publication date: 12. September</p>	<p>Tool making, cleaning of work-pieces</p>	<p>Trade fairs</p> <p>18. - 23. September, EMO, Hanover</p> <p>25. - 29. September, Schweißen + Schneiden, Dusseldorf</p> <p>27. - 29. September, Werkstoffwoche, Dresden</p> <p>09. - 12. October, Motek, Stuttgart</p> <p>October 2017, MSV, Brno/Czech Republic</p> <p>October 2017, Euromold/Airtec</p>
<p>7</p> <p>UMFORMtechnik Blech Rohre Profile</p>	<p>Editorial deadline: 22. September</p> <p>Advertising deadline: 29. September</p> <p>Publication date: 26. October</p>	<p>Exhibition issue featuring Blechexpo and Schweisstec, Stuttgart</p>	<p>Trade fairs</p> <p>07. - 10. November, Blechexpo, Stuttgart</p> <p>07. - 10. November, Schweisstec, Stuttgart</p>
<p>8</p> <p>UMFORMtechnik Massiv + Leichtbau</p>	<p>Editorial deadline: 09. October</p> <p>Advertising deadline: 16. October</p> <p>Publication date: 09. November</p>	<p>Materials, heat treatment</p>	<p>Trade fairs</p> <p>14. - 17. November, Formnext, Frankfurt a.M.</p>

Issue	UMFORM <small>Massiv + Leichtbau</small>	UMFORM <small>Blech Rohre Profile</small>	UMFORM <small>Massiv + Leichtbau</small>	UMFORM <small>Blech Rohre Profile</small>	UMFORM <small>Blech Rohre Profile</small>	UMFORM <small>Massiv + Leichtbau</small>	UMFORM <small>Blech Rohre Profile</small>	UMFORM <small>Massiv + Leichtbau</small>
	1/2017	2/2017	3/2017	4/2017	5/2017	6/2017	7/2017	8/2017
	February	March	April	May	June	September	October	November
Cold forming of solid parts: extrusion, pressure forming, rolling, rotary swaging, and kneading, drifting, shear metal massive forming	●	○	●	○	○	●	○	●
Warm and hot forming of solid parts: extrusion, rolling, free forming, kneading, drop forging, thixo-forging	●	○	●	○	○	●	○	●
Sheet metal forming: deep-drawing, bending, chamfering, pressure forming; internal high-pressure forming and hot forming	○	●	○	●	●	○	●	○
Forming metal band, sheet metal, tubes and profiles: bending and straightening, free and die bending, roll and draw bending, roll bending and rounding, straightening, profiling, hemming, laser bending	○	●	○	●	●	○	●	○
Producing, machining and finishing of tubes and profiles	○	●	○	●	○	○	●	○
Flexible sheet metal working: cutting, punching, stamp-bending, stamp-nibbling, notching, water-jet cutting; thermal eroding and machining, adiabatic cutting, laser cutting, laser welding, cutting and bending	○	●	○	●	●	○	●	○
Joining sheet metal and tubes: Riveting, clinching, welding and soldering	○	●	○	●	○	○	●	○
New processes in metal forming and working of sheet metal, tubes and profiles: development, research and science	●	●	●	●	●	○	●	●
Dies and special tools, jigmaking	●	○	●	●	●	●	●	○
Heat and surface treatment such as coating, deburring, grinding, cleaning	●	●	○	○	●	●	●	●
Handling, manipulating parts, robotics	●	○	●	○	○	○	●	●
New materials, composites, recycling, lightweight parts	●	●	●	○	●	●	●	●
Marking, sorting, storing, internal logistics	●	●	○	○	●	●	●	○
Operating resources and equipment	●	●	●	●	○	○	●	○
Maintenance, modernisation, expansion	●	○	○	●	○	○	●	●
Quality management, measuring and testing extension	●	○	●	○	○	○	●	○
CAD/CAM, FEM, simulation, automation, production data acquisition, MES, planning, controlling processes	●	○	●	●	●	●	●	○
Occupational health and safety, environmental protection, organisation	●	○	○	○	○	○	●	○

- | | |
|---|--|
| <p>1 Magazine format:
Print space: 210 mm wide x 297 mm high
184 mm wide x 260 mm high</p> <p>2 Printing and
binding methods: 4c offset printing (80 lpc-screen) on coated paper
(chlorine free). Wire stitching or adhesive binding.
For colour ads genuine proofs are necessary.</p> <p>3 Data formats: Your electronically submitted data will be processed by us
with Windows 7 and Adobe InDesign CC 2015 (CMYK-
colours) with the following programs for Windows:
- Adobe Acrobat Version XI
- Adobe InDesign (Version CC 2015)
- Adobe Illustrator (Version CC 2015)
- Adobe Photoshop (Version CC 2015)
- Microsoft Office (Version 2013 for MAC and PC)</p> <p>Please send us your ads ready for publishing in one of the
programs and formats mentioned above, if possible as
PDF/X-4 data (Output Intent: ISOcoated_v2_300_eci.icc)
with 3 mm bleed. Imagedate need at least a resolution
of 300 dpi.
Please ensure the PDF is compatible with Acrobat 7.
Transparency effects or shading must be changed into image
data by reducing transparency (high resolution). Should it be
necessary to edit other files or adapt the layout, we will have
to charge you our cost price of 72.- EUR/hour.</p> <p>4 Colours: Bio-Printing inks (CMYK) based on Euro Colour Scale
CEI 12-66 /DIN 16538, special colours available on request.</p> | <p>5 Proof: When making the proof please consider that our printer
works with standard PSO-ISO 12647 values both in the
preparatory and in the printing stages. If you are unable to
provide us with a binding colour proof or can only supply a
digital colour printout, please note that your file will be
printed in compliance with the ISOcoated_v2_300_eci.icc</p> <p>6 Data storage: Data will be archived. Unchanged rerun is generally
possible. A data guarantee is, however, not assumed.</p> <p>7 Guarantee: By sending incomplete or differing data (texts, colours or
images) we do not assume any liabilities for the correct
print. Faulty exposure caused by incomplete or flawed files,
incorrect settings or incomplete information will be
invoiced to the customer. This also applies to additional
composition and reproduction work as well as the creation
of flawed proofs.</p> <p>8 Contact: Matthias Fichtel, Order Management
E-mail: m.fichtel@meisenbach.de
Phone: +49 951 861-169</p> <p>9 General information: Image data in original sizes requires a resolution of 300 dpi
(min. 600 dpi for line drawings). Indexed, LAB and RGB
image data are converted by an in-house generated
separation curve into the CMYK mode (the colour space
is modified).</p> <p>10 Delivery address: Schleunungsdruck,
for attention of: Thomas Gesell
Eltertstrasse 27
97828 Markttheidenfeld
Germany
Phone: +49 9391 600 533</p> |
|---|--|

Size	Format	Colour	Rate
1/1	PS: 184 mm x 260 mm B: 210 mm x 297 mm	4c	4,000,- €
Junior page	PS: 130 mm x 184 mm B: 142 mm x 201 mm	4c	2,345,- €
1/2	PS: 184 mm x 127 mm PS: 90 mm x 260 mm B: 102 mm x 297 mm B: 210 mm x 147 mm	4c	2,140,- €
1/3	PS: 184 mm x 81 mm PS: 59 mm x 260 mm B: 72 mm x 297 mm B: 210 mm x 98 mm	4c	1,680,- €
1/4	PS: 184 mm x 59 mm PS: 90 mm x 127 mm B: 55 mm x 297 mm B: 210 mm x 76 mm	4c	1,355,- €
1/6	PS: 184 mm x 45 mm PS: 59 mm x 127 mm	4c	1,090,- €
1/8	PS: 184 mm x 27 mm PS: 90 mm x 59 mm	4c	915,- €

PS: Print Space B: Bleed

- 1 Surcharges Placement:**

Front cover page	4,745,- €
2nd cover page	4,635,- €
3rd cover page	4,475,- €
Back cover page	4,690,- €

Surcharge for other compulsory placement instructions and confirmed placements. 10 %

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.
- 2 Colours:** Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 or special colours each 1,060,- € (No discount available)
- 3 Magazine format:** DIN A4, 210 mm wide x 297 mm high
- 4 Discounts:** Ads within 12 months (insertion year):

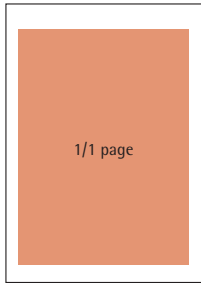
Frequency discount	
2 Ads	5 %
4 Ads	10 %
8 Ads	15 %
12 Ads	20 %
- 5 Classified ads:**

Basic rate mm-ad single-column line 4c	8,40 €
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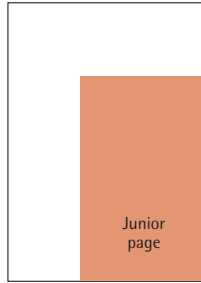
mm-ad rate for job offers/applications on request
- 6 Ad specials:**

Inserts up to 25 g 280,- € o/oo
up to 50 g 350,- € o/oo
Max. format available for loose inserts: 210 mm x 297 mm

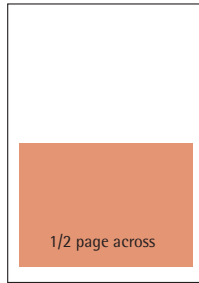
Rates for bound inserts on request



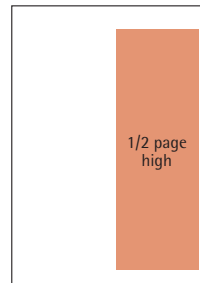
Print space:
w x h: 184 mm x 260 mm
Bleed format:
w x h: 210 mm x 297 mm



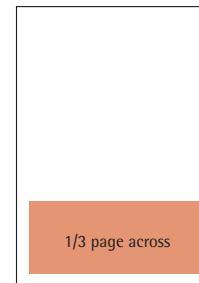
Print space:
w x h: 130 mm x 184 mm
Bleed format:
w x h: 142 mm x 201 mm



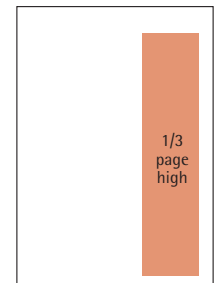
Print space:
w x h: 184 mm x 127 mm
Bleed format:
w x h: 210 mm x 147 mm



Print space:
w x h: 90 mm x 260 mm
Bleed format:
w x h: 102 mm x 297 mm



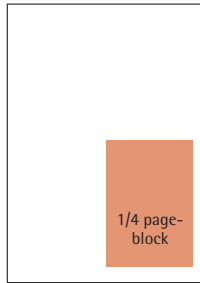
Print space:
w x h: 184 mm x 81 mm
Bleed format:
w x h: 210 mm x 98 mm



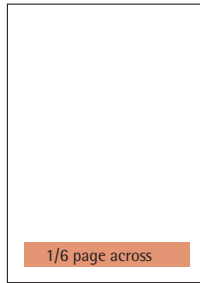
Print space:
w x h: 59 mm x 260 mm
Bleed format:
w x h: 72 mm x 297 mm



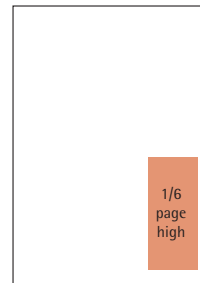
Print space:
w x h: 184 mm x 59 mm
Bleed format:
w x h: 210 mm x 76 mm



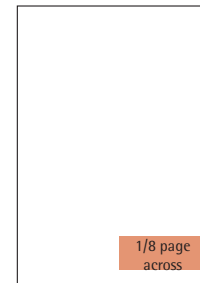
Print space:
w x h: 90 mm x 127 mm



Print space:
w x h: 184 mm x 45 mm



Print space:
w x h: 59 mm x 127mm

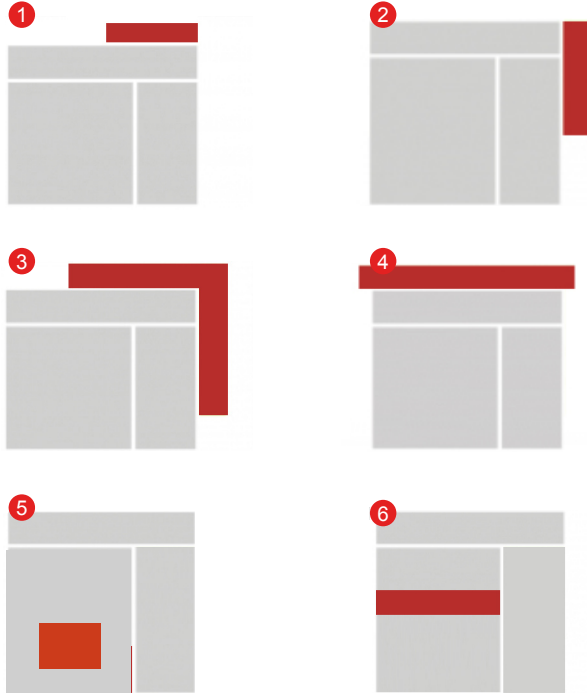


Print space:
w x h: 90 mm x 59 mm

Ad formats bleed off:
Bleed ad format plus 3 mm
allowance on all sides

1/8 page across
w x h: 184 mm x 27 mm

1/16 page across
w x h: 90 mm x 27 mm



1	Full Banner	468 x 60 Pixels
2	Skyscraper	120 x 600 Pixels
3	Hockeystick	728 x 90 Pixels + 120 x 600 Pixels
4	Superbanner	728 x 90 Pixels
5	Content Ad	300 x 250 Pixels
6	Text ad	Text + Image

- 1 Web address: www.umformtechnik.net (the forming technology information portal)
www.blechrohreprofile.de (for sheet metal, tubes, profiles)
www.umformtechnik-magazin.de (massive forming)
- 2 Brief description: UMFORMtechnik informs industrial massive forming experts as well as manufacturers, operators and processors of metal band, sheet, tube and profile on the current status, trends and future of their production technology, processes and techniques. Central technical articles appear as summaries in English. Unedited reports from research are published as whitepaper.
- 3 Target group: Managing directors, production and manufacturing managers, engineers as well as those who determine the manufacturing process, prepare investments and have an influence on the technical development.
- 4 Online-Management: Meisenbach GmbH Verlag
 Matthias Fichtel
 ✉ m.fichtel@meisenbach.de
 ☎ + 49 951 861-161

1 Rates and ad formats:

Ad formats	Format/Size in pixels	Rate per 1,000 ad impressions	Max. Size
Full Banner	468 x 60	60,- €	40 K
Skyscraper	120 x 600	75,- €	40 K
Hockeystick	728 x 90 + 120 x 600	95,- €	40 K
Superbanner	728 x 90	75,- €	40 K
Content Ad	300 x 250	75,- €	40 K
Text ad	Text + Image	110,- €	40 K

Other formats on request

2 Discounts:

Within one contractual year

3 runs	5 %
6 runs	10 %
9 runs	15 %
12 runs	20 %

Combination discounts are available for simultaneous ad bookings in print and online.

3 Technical specifications:

GIF/JPG/Flash
Max. Size: 40 K

4 Data delivery deadline:

The ads must be delivered to the publishing house at the latest 6 days before the online campaign begins.



5 General Terms and Conditions:

see www.meisenbach.de

1 Ad formats and rates:

Ad formats	Placement	Formats in pixel	Rates
Banner	by agreement	600 x 75	349,- €
Textad	allocation according to topics	image and text	459,- €

All rates are subject to VAT.

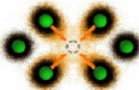



The UMFORMtechnik-Newsletter for your direct customer approach: conveniently informs hot from the press on current topics and useful product tips straight to the e-mail inbox. It can not only be booked as an exclusive text ad with an image, but also as a banner with a link. That's how you reach a highly interesting target group who deserve to be informed about your products and services..

Current

Advertisement

Banner 600 x 75 pixels



Ullia soluptatet, to to molupta porae doluptam, unda pore, sum sequo que re non et, to bea vel illita dolupti nctincim ditat aut faceaquam iur sinvenderem. Nem norsed ma consequa cone con repelene sent a volore nimusam, quam suntur, conseqe nume porempo rrorpores architin nus evel et, nis di consediti ut la quo essumet as quod evenduci quatuat pelibus daectur magnieni ommoluptus, si te eum Ehendigent, si dolore nimus aute eum id quo commis rem simi, solupta corerum aut lam, comniam quid elitis corecte omnis eum, ut aut anis andae

Your text ad

Ullia soluptatet, to to molupta porae doluptam, unda pore, sum sequo que re non et, to bea vel illita dolupti nctincim ditat aut faceaquam iur sinvenderem. Nem norsed ma consequa cone con repelene sent a volore nimusam, quam suntur, conseqe nume porempo rrorpores architin nus evel et, nis di consediti ut la quo essumet as quod evenduci quatuat pelibus daectur magnieni ommoluptus, si te eum Ehendigent, si dolore nimus aute eum id quo commis rem simi, solupta corerum aut lam, comniam quid elitis corecte omnis eum, ut aut anis andae Cestium experum ipsande ndands commihie te doluptates Sequassunt quiatis quam, sin natur aut facia nis elibus dolorem re niatiatest qui aut fuga. Unt tum

Image

Teaser text: max. 350 characters ... read more

2 Newsletter:

The UMFORMtechnik-Newsletter informs late-breaking on all important news of the metal working industry. It is sent in HTML-format. Banner and text ad can be run between articles and columns.

3 Coverage:

2,051 addresses, focus on massive forming
5,033 addresses, focus on sheet metal, tubes and profiles
6,415 with cross-cutting topics of forming technology (as of 24.09.2015)

4 Discounts:

Individual multimedia offers on request.

5 Dateiformate:

JPG, GIF

Please note that animated banners of various Outlook versions are not supported. Please contact our editorial department about data image and text submission when booking a text ad.

6 Special newsletters:

Rate per newsletter massive forming 840,- €
Rate per newsletter sheet meta, tubes, profiles 2.100,- €
Rate per newsletter cross-cutting 2,500,- € (as of 30.09.2015)
Target group-specific Exclusive-Topic Newsletters or your company on request.
Every special newsletter contains extra editorial content from **UMFORMtechnik**.

7 Data delivery:

Ready and delivered advertising banners:
6 weekdays before date of publication
Documents text ad:
5 weekdays before date of publication
Delivery per e-mail under specification of customer's name to the attention of Amelie Börger (a.boerger@meisenbach.de).

Please note:

The final newsletter version is subject to change by editorial office.

The release of text ads must be given at least 24 hours before delivery.

1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisement» by the publishers.
6. The publishers have the right to refuse advertisement orders - including single terms within a contract - and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher. In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted. The advertiser will be informed immediately if his order is refused.
7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demands immediate replacement of obviously unsuitable or damaged printing material. The publisher guarantees the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.
9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfilment, negligence on signing the contract or unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected.
10. In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints - except for not obvious faults - must be forwarded within four weeks after receipt of invoice and voucher.
11. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
12. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements. In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.
13. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
14. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
15. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
16. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
17. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
18. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
19. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg. Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
20. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
21. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.

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3 % discount on payment before publication,
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