

Choose from a wide range of options!

# We have the right **B2B-addresses** for your **direct marketing ...**

- **We are publishers of leading trade journals** in the **main sectors** of the German industry.
- **Our addresses are continuously updated** to guarantee the success of your advertising. Thanks to IVW-EDA audits of our journals, we know our readership inside out.
- **You can benefit from our media expertise too** – let us advise you.
- **Choose from** more than 500,000 personalized addresses to reach your ideal target groups, based on sector and size of company, as well as position and corporate function of the recipients.



**m<sub>1</sub>** verlag  
moderne industrie

 **Hüthig**

successful media for experts

We will **handle** your  
**entire mailshots** for you!

## General terms and conditions

- 1. General.** Mail is addressed, franked and dispatched on behalf and on account of the client by the Publishers only.
- 2. The number of addresses varies** continuously as our files are constantly updated. However, since the addressees covered by our service are regular subscribers to our journals, actual numbers will vary only slightly. All orders are subject to the current number of addresses at any given time.
- 3. The classification** of addresses is undertaken and address details supplied by the addressees. The publishers are unable to verify the accuracy thereof.
- 4. It is prohibited to communicate addresses to third parties.** The addresses supplied by us must be used only within the confines agreed with us. In using these hired addresses, the Client accepts responsibility for compliance with the provisions of the law and in particular the requirements for data protection. Provided no other agreement has been reached regarding multiple use, all addresses are supplied by us for own use on one occasion only for direct advertising purposes in compliance with the data protection regulations.
- 5. Order confirmation.** The Publishers reserve the right to decline orders on grounds of the content, origin or form of advertising. A valid contract exists only when confirmed in writing.
- 6. Prices are quoted excluding value added tax.** The price list applicable at the time the order is confirmed shall be binding. Invoices (including value added tax) are payable strictly net in Euro immediately upon receipt.
- 7. Postage.** Postage is not included in the invoice amount. The Client must comply with postage restrictions and Post Office specifications. Surplus advertising material will be returned at the Client's expense.
- 8. Material to be dispatched must be supplied** free to our address, duly counted and packed. The Publishers are under no obligation to check. A surplus of 5 % should be allowed for delivery.
- 9. The Client accepts responsibility** for ensuring that the content of the advertising material supplied is not in breach of any provision of the law. In this respect the Client undertakes to indemnify the Publishers against any compensation claims by third parties arising from the content of the mailing.
- 10. Insurance.** Insurance covering the advertising material provided to the Publishers against fire, water, theft or burglary must be arranged by the Client.
- 11. In the event of late payment** interest and collection costs will be charged.
- 12. The place of fulfillment and jurisdiction** is Munich.
- 13. Use of addresses.** As a protection against use in contravention of the terms of contract, control addresses are included in the address collections. In the event of non-contractual use of the addresses made available, a contractual penalty is agreed in the amount of 15 times the invoice value for the order in question. Presentation of a control address shall be sufficient to prove misuse. The right is reserved to claim further compensation in excess of the agreed lump sum.

### Contact:

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## Price list for address rental

### Database call-off order

Flat rate for data bank call-off order (3 selections included, each additional selections € 35.00)	€ 125.00
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### Personalized addresses

Quantity	Basic price
1 - 1,000	€ 0.54
1,001 - 5,000	€ 0.46
5,001 - 10,000	€ 0.39
over 10,000	€ 0.29

### Address comparison

Quantity	Basic price
1,000 Addresses	€ 15.00
Hour	€ 80.00

**Third party comparison**  
Minimum purchase is 70% of the supplied addresses

### Selectable features (no extra fee)

Industrial segments
Function
Position
Company size
Postal code
Nielsen area

### Discounts

a) Volume discount	Over 15,000 addresses	10%
b) Multiple use	Twice a year	10%
	More than 2 times a year	15%

We are unfortunately unable to provide you with telecommunication data (telephone, fax, e-mail).

Minimum order: € 200.00. Postal and shipping costs are charged separately. Prices do not include sales tax (VAT).

We would be happy to draw up an individual order for you.

Further material costs (envelopes etc.) will be charged additionally.

## Price list mail processing

### Folding (per thousand)

DIN A4 to DIN A5	€ 11.00
DIN A4 to DIN long	€ 14.50
Further folding options on inquiry	

### Enveloping (per thousand)

Quantity	DIN long	DIN C5	DIN C4
1 piece	€ 26.00	€ 39.00	€ 52.00
2 pieces	€ 36.00	€ 46.00	€ 68.00
3 pieces	€ 45.00	€ 58.00	€ 80.00
4 pieces	€ 55.00	€ 70.00	€ 92.00

### Mail editing (per thousand)

	DIN long	DIN C5	DIN C4
Machine stamping	€ 10.00	€ 15.00	€ 20.00
Delivery by „Infopost“	€ 18.00	€ 22.00	€ 27.00
Delivery by „Infobrief“	€ 16.00	€ 18.00	€ 20.00

### EDP services (data transfer, address editing)

Quantity	Basic price
1,000 units	€ 95.00 1. page
	€ 45.00 2. page (back page)

### Color surcharge

Quantity	Basic price
1,000 units	€ 250.00 four-colour
	€ 200.00 three-colour
	€ 150.00 two-colour
	€ 100.00 one-colour

### Contact:

Mr. Alexander Zöller,  
Tel. +49/(0)8191/125-345  
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E-Mail: alexander.zoeller@mi-verlag.de  
We would be delighted to prepare an individual quotation for you.

Last revised: October 1, 2008

## Selection according to size of company

**A**

### Selection according to size of company

Over 5,000 employees  
1,000-4,999 employees  
500-999 employees  
200-499 employees  
100-199 employees  
50-99 employees  
20-49 employees  
10-19 employees  
1-9 employees

## Selection according to branch of industry

**B**

### Selection according to branch of industry (WZ 2008)

10,11	Food industry
20, 21	Chemical and pharmaceutical industry
22	Rubber/plastic goods
24	Metal production/metal working
25	Metal goods
26, 27	Electronics
28	Machine construction
29, 30	Automotive/vehicle construction
45, 47	Commerce
71	Engineering contractors providing technical planning service

Other:

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## Selection according to position and function

### C

#### Selection according to position

- 1 Business management/Executive Board
- 2 Branch/plant/operations management
- 3 Departmental/area management
- 4 Project management
- 5 Skilled workers/specialised staff

### D

#### Selection according to function

- 1 Company management
- 2 Administration
- 3 Research
- 4 Development
- 5 Design engineering
- 6 Technical office
- 7 Production
- 8 Assembly/Mounting
- 9 Marketing/Distribution
- 10 Purchase
- 11 Material management/Logistics
- 12 Maintenance