

7.5%

**technik+
EINKAUF**

Beschaffung in
Konstruktion und
Produktion

Prozessindustrie

**Jetzt sparen
mit Automation**

TCO-Aspekte, Wireless und Sensorik
bestimmen technisch die Zukunft



Pumpenratgeber
Internet als Einkaufshelfer

Reifenproduktion
Mit einheitlicher Programmierumgebung

m+i verlag
moderne industrie
erfolgsmedien für experten

Sonderteil Messe Achema
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MEDIA

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m+i verlag
moderne industrie

successful media for experts

1 Profile in brief:

As the trade magazine for process engineering, technik+EINKAUF Prozessindustrie takes a holistic approach to the procurement process and all its decision makers. As a cross-departmental team title, technik+EINKAUF Prozessindustrie builds the bridge between the decision makers involved in purchasing, construction and production as part of the “procurement system“. Fiercer competition means that the pressure to streamline costs, time and quality is rising. Higher costs thus require engineering and processes to be optimized. To this end, technik+EINKAUF provides engineering with improved purchasing competence, procurement with more knowledge about engineering, and enhances the efficiency of the whole decision making team. As a strong link in the chain, the Total Cost of Ownership (TCO) systems concept, i.e. a holistic approach to the whole value chain, runs like a thread through the whole magazine: Current trend reports, market analyses, procedures and product information deliver the hard facts. The soft facts are provided by expert tips, practical examples and background reports.

- 2 Publication:** 3 issues a year
- 3 Year of publication:** 4rd year 2010
- 4 Internet address (URL):** www.technikundeinkauf.de
- 5 Member of:** Media database of the Deutsche Fachpresse
- 6 Body:** –
- 7 Publisher:** verlag moderne industrie GmbH
- 8 Publishing house:** verlag moderne industrie GmbH
- Postal address: D-86895 Landsberg
- Offices: Justus-von-Liebig-Str. 1, D-86899 Landsberg
- Phone: +49 (0) 81 91 / 125-0
- Fax: +49 (0) 81 91 / 125-304
- Internet: [www. technikundeinkauf.de](http://www.technikundeinkauf.de)
- E-mail
- Editorial office: redaktion@technikundeinkauf.de
- Advertising: anzeigen@technikundeinkauf.de

- 9 Editorial department:** Ernst Woisetschläger
- Phone: +49 (0) 81 91 / 125-225
- E-mail: ernst.woisetschlaeger@technikundeinkauf.de
- 10 Advertising:** Gerald Zasche
- Phone: +49 (0) 81 91 / 125-337
- E-mail: gerald.zasche@technikundeinkauf.de
- 11 Distribution:** Phone: +49 (0) 61 23 / 9238-257

- 12 Prices:** Issue price (plus postage) € 15.–
- 13 ISSN:** 1860-1901
- 14 Scope analysis:** November 2008 – April 2009
- Total content: 170 pages = 100.00 %
- Editorial content: 132 pages = 77.65 %
- Advertising: 38 pages = 22.35 %
- Inserts: 2
- 15 Editorial content analysis:** November 2008 – April 2009

Sections	in pages	in %
Market & technology	7.8	5.9
Title story	10.0	7.6
Tradeshows	9.0	6.8
Procurement practice	18.3	13.9
Management	3.5	2.7
Technics	24.6	18.6
Technology-tip	2.5	1.9
Technology knowledge/trends	9.8	7.4
Special topic technology	11.3	8.6
Products	14.3	10.8
Other sections	20.9	15.8

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-304

1 Circulation:	
Print-run:	12,800 copies
Actual no. of copies circulated:	12,539 copies

2 Magazine format:	DIN A4, 210 mm wide, 297 mm high
Type area:	178 mm wide, 257 mm high 4 columns, column width 41 mm

3 Printing method:	Rotary offset
Binding method:	Adhesive binding
Documents for printing:	Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen (60 l/cm), color model must be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi resolution. The format must have original dimensions plus trim allowance und bleed marks.

Color advertisements: For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 2.2 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.

Proof specifications: as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 2.2 according to the standard, ISOwebcoated.icc for contents as a rule paper type 3 FOGRA 28L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L - according to standard. For further information on PDF format presets, see www.pdf-club.de or contact our technical hotline on +49 (0)8191-125-875.

7 Advertising rates: (all prices in EUR) including color rates

Unit	Format W x H in mm	Price for single placement	Individual price in case of 3 placements*	Full price for 3 placements*
2/1 page A4	420 x 297	11,625	11,045	33,135
1/1 page A4	178 x 257	5,810	5,525	16,575
Junior page	126 x 178	3,220	3,060	9,180
1/2 page	86 x 257, 178 x 126	2,910	2,770	8,310
1/3 page	56 x 257, 178 x 83	1,940	1,845	5,535
1/4 page	41 x 257, 86 x 126, 178 x 62	1,455	1,385	4,155
1/8 page	41 x 126, 86 x 62, 178 x 29	730	695	2,085
Company profile	178 x 83	1,455	1,385	4,155
Catalog ads	86 x 50	575	550	1,650
2-page insert	210 x 297	6,220	5,915	17,745
4-page insert	210 x 297	9,470	9,000	27,000
Market & Contact ad	60 x 50	175	170	510

* An additional frequency discount, quantity discount or combination discount is given on these prices.

4 Deadlines:			
	Issue	Date of publication	Advertising deadline
	1	13.04.2010	17.03.2010
	2	09.09.2010	17.08.2010
	3	03.11.2010	07.10.2010

Publication frequency: 3 issues a year

5 Publishing house:	verlag moderne industrie GmbH
Offices:	Justus-von-Liebig-Str. 1, D-86899 Landsberg
Postal address:	D-86895 Landsberg
Internet:	www.technikundeinkauf.de
Advertising:	Gerald Zasche
Phone:	+49 (0) 81 91 / 125-337
Fax:	+49 (0) 81 91 / 125-304
E-mail:	gerald.zasche@technikundeinkauf.de

6 Terms of payment:	Net within 30 days after date of invoice 2 % discount in case of payment prior to due date
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Bank details:
Sparkasse Landsberg, Bank code 700 520 60, Account no. 37754
SWIFT Code: BYLADEM1LLD
IBAN Code: DE02700520600000037754

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-304

8 Surcharges and positioning:

8.1 Color surcharges: all prices include color surcharge

8.2 Special positioning

Binding positioning regulations 10 %
Solus adverts: upon request

8.3 Preferred positions:

inside front cover € 6,400.–

8.4 Other formats

Price according to mm (column width 41 mm)
from 300 mm € 5.90
up to 300 mm € 6.25

9 Section advertisements:

Vacancies ads: 20 % discount on basic rate (see 7)
Job search ads: 50 % discount on basic rate (see 7)
Reference source ad: see page 7, Market & Contact ad
Company profile: see page 6, Section advertisements
Catalog ad: see page 7, Section advertisements

10 Special advertising:

See page 10. Other (banderols etc.) upon request

11 Discounts (for purchase within one year*)

Frequency discount	Quantity discount		
from 3 ads 3 %	from 3 pages	10 %	
from 6 ads 5 %	from 6 pages	15 %	
from 12 ads 10 %	from 12 pages	20 %	

*Options for more than one year available upon request

Combining with
the six regular
issues of
technik+EINKAUF
is possible.

12 Combinations:

Combined advertisements with all verlag moderne industrie magazines are possible. Combined discount upon request.

13 Bound-in inserts:

Volume	Paper weight	up to 90 g/m ²	up to 120 g/m ²	up to 170 g/m ²	over 170 g/m ²
2 pages		€ 6,220.–	€ 6,525.–	€ 6,750.–	€ 7,140.–
4 pages		€ 9,330.–	€ 9,795.–	€ 10,135.–	€ 10,720.–
6 pages		€ 11,660.–	€ 12,245.–	€ 12,665.–	€ 13,400.–
8 pages		€ 14,000.–	€ 14,695.–	€ 15,200.–	€ 16,080.–

Delivery: Specimens as of order placement. Circulation up to 24 days prior to publication. Untrimmed format 216 mm wide, 306 mm high (Top cut 6 mm, left, below and right all 3 mm).

Multi-page inserts folded to the above format.

14 Inserts: (not discountable)

up to 25 g weight € 5,810.–
each further 5 g weight € 380.–
(Prices including postage share.)

Max. paper format 200 mm wide, 290 mm high

Partial inserts up to 25 g according to your specifications: EUR 455.–/%

Minimum quantity 3,000

Delivery: Specimens upon order placement.

Circulation up to 10 days prior to publication.

15 Stick-on advertising media:

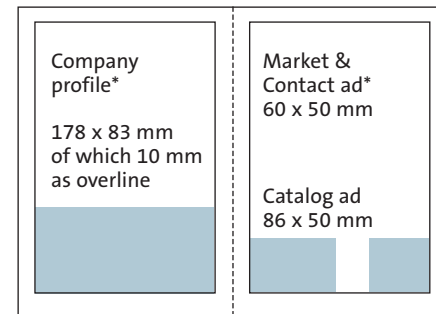
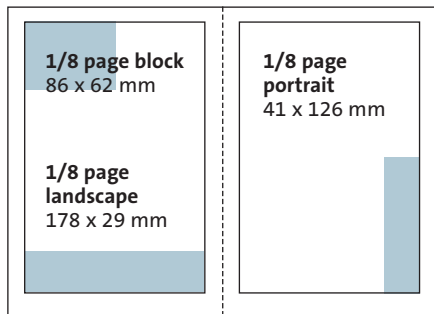
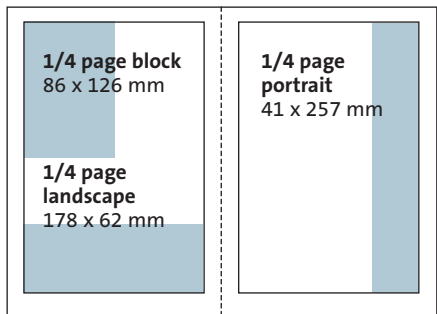
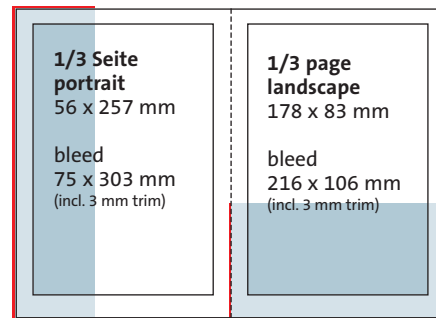
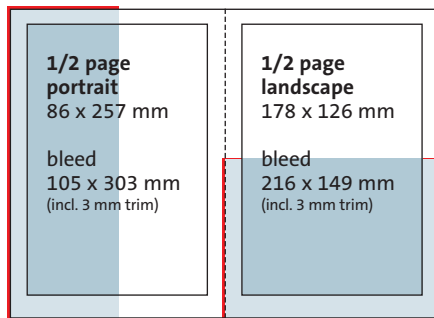
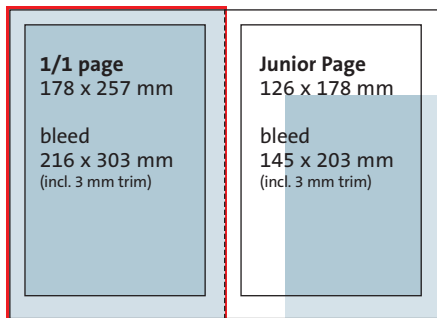
Combined with advertisement or bound-in insert: € 1,455.–
plus adhesive costs

– for machine processing € 538.–
– for manual processing € 1,210.–

16 Delivery address for items 13 to 15:

Vogel Druck und Medienservice GmbH
Warenannahme, Leibnizstraße 5, D-97205 Höchberg



verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/81 91/1 25-0, Fax +49/81 91/1 25-3 04



* Request an empty file by mail to help you to create your print material.

Flexible advertising options

Company profile

Hottinger Baldwin Messtechnik GmbH	Sector: Measurement technology	Company data
	<p>Product range: Sensors and transducers for force, mass, pressure, torque, displacement, strain, acceleration; strain gages Amplifier systems and software Components for weighing technology</p> <p>Areas of application: Experimental stress analysis, test stands, production monitoring components/function testing, calibration, weighing</p>	<p>Company data Managing director Andreas Hüllhorst Founding year: 1950 Certification: ISO 9001, ISO 14001, IQNet, ATEX 94/9/EG Accreditations: Calibration laboratory pursuant to ISO 17025; Testing laboratory for EMV pursuant to ISO 17025; testing laboratory for equipment safety pursuant to ISO 17025</p> <p>Address: Hottinger Baldwin Messtechnik GmbH Im Tiefen See 45 D-64293 Darmstadt Tel.: +49 6151 803 0 Fax: +49 6151 803 9100 E-mail: info@hbm.com Internet: www.hbm.de</p>
		

– reduced –

Company profile – for customers to get to know your company and product portfolio better

Present your product range, the advantages of your products, a product or a company photo, as well as your company data at favorable conditions, with an attractive layout. And all of it in color!

Size:
178 mm wide and 83 mm high

Prices:
1 placement € 1,455.–
3 placements € 4,155.–*

All prices incl. color!

* less 3% quantity discount

Market & Contact

Measurement and control technology

Bürkert GmbH & Co. KG
Fluid Control Systems
Christian-Bürkert-Straße 13-17
74653 Ingelfingen
Tel.: 0 79 40/10-111
Fax: 0 79 40/10-448
www.buerkert.de
info@de.buerkert.com



Enabling the swift search
for the right supplier

Present your company data and your company logo in color for a swift search. The search criterion which you have defined will appear in a 10mm high overline. It couldn't be simpler. Send us your company data with search criteria, along with your logo and we will do the rest.

Size:

60 mm wide and 50 mm high.

Prices:

1 placement € 175.–
3 placements € 510.– less 3% quantity discount
All prices incl. color!

Catalog ad print and online

Drive components

New SKF product lines
One-stop power transmission

The extensive product range comprises roller chain drives, V+W wedge belt drives, sprockets, couplings, bushings and hubs. More information available on the website: www.skfptp.com
E-mail: marketing@skf.com

Code 101

The easy way to present your catalogs and brochures to target customers

It couldn't be simpler.

Mail us a file of your catalog coveragepage (jpg or tif) with at least 300 dpi and 5 cm wide. Along with the text of your catalog description (maximum of 250 characters). We will do the rest.

New: You decide if your catalog is published in print/online or only online on www.technikundeinkauf.de

Size:

86 mm wide and 50 mm high.

Prices print incl. online:

1 placement € 575.– (4 month online incl.)
3 placements € 1,650.–* (12 month online incl.)
All prices incl. colour!

Prices only online:

6 month: € 295.–
12 month: € 490.–

*less 3% quantity discount



Our online services

- 1 Website (URL):** www.technikundeinkauf.de
- 2 Profile in brief:** technikundeinkauf.de is the online edition of the qualified circulation magazines technik+EINKAUF and technik+EINKAUF Prozessindustrie. Users will find topical news, trends, technical contributions and a product and company database as well as a full-text archive access with search function. Additional offers, such as events and trade fair calendars and a job market, complement and round up the offering.
- 3 Target group:** As a special "Team title", technik+EINKAUF addresses decision makers in purchasing, construction and production.



Catalog advertisements:

We will help you present your catalog in an even larger format and with a sharp target group focus.

The new technik + EINKAUF catalog portal:

- Your catalog online, for a whole year
- Linking to your Standard, Plus or Pro entry
- Catalog picture (150x150 pixel; JPEG/GIF file)
- Text up to max. 500 characters and contact person with personal e-mail address
- Price: only 295 € for 6 month
490 € a year

WebVideo

Use the media opportunities of the Internet by integrating a video film in combination with your company entry in the BusinessDirectory or your microsite. With image films as a company or product presentation, WebVideo offers you a number of opportunities to attract attention to your company on our website.

BusinessDirectory

On the website you can enter your company profile into the "company" section and assign the corresponding product groups. This effectively strengthens your online presence: Your company information, contact data and logo are additionally linked to all your company-related articles, news, product reports and dates which were compiled by our editorial team. The entry enhances your rating during searches both on our website and also in search engines such as Google. More than 22,250 companies are already listed in the company database and can be viewed free of charge. The company database AdImpressions count for up to 60%, and your company and your services are therefore easily found by potential customers.

Banners and newsletter ads: Company entries

Type of ad	Position	Placement	Format in pixels (width x height)	Price/week
On website:				
Full-size banner (= head banner)	Top	All sections or only topic or only homepage	468 x 60	€ 100.-
One-third banner (= side banner)	Left or right	All sections or only topic or only homepage	156 x 60	€ 60.-
Skyscraper	To the right of the website	All sections or only topic or only homepage	120 bis 160 x 600	€ 180.-
Leaderboard or superbanner	Top	All sections or only topic or only homepage	728 x 60 to 90	€ 200.-
Rectangle	Top right	All sections or only topic or only homepage	180 x 150	€ 80.-
Wallpaper	Top	All sections or only topic or only homepage	Skyscraper + Leatherboard	€ 380.-

Special advertising:

Type of ad	Duration	Output	Placement	Price
WebVideo	1 year	1 video + Plus-entry	BusinessDirectory, product/article	€ 800.-
	1 year	1 video + Profi-entry	BusinessDirectory, product/article	€ 950.-
		Extension by 1 year (apart from microsite)	as above	€ 550.-
	1 month	Microsite + 1 video	Microsite, notice on homepage	€ 1,350.-
		Per additional video (BusinessDirectory/microsite)	as above	€ 250.-
		Reformatting (change of format)		€ 150.-
Microsite	1 month		Microsite, notice on homepage	€ 800.-
Partnerlink	1 week	Direct link to your website	Under „News“ or „Produkte“	€ 200.-

Cross-media packages:

Low-cost packages geared precisely towards your individual marketing objectives consisting of print and online advertising. Cross-media packages can consist of a mixture of print ads, partner links, microsities, banners and newsletter advertising. We will also be glad to create individualized combinations. Please contact your media consultant (page 2).

Company entries

Type of ad	includes	Format	Annual rate
In businessDIREctory:			
Standard entry	Postal address, classification of company using standardized product categories, e-mail	Database entry for entry and update by customer	free
Plus entry	Standard entry AND phone and fax no., link to homepage, logo, free copy on product range, online access statistics	With access statistics if entry is updated by customer	€ 250.-
Pro entry	Plus entry AND company profile, esp. contacts details with name, e-mail and phone no., also links to sales or branch offices	With access statistics if entry is updated by customer	€ 400.-

Discounts:

Combined discount print/online: 5 %
Frequency discount for online advertising

3 banners	3 %	Discount on the basic rate applies for placement within 12 months and for different positions, for the same position only for different campaigns.
6 banners	5 %	
9 banners	10 %	

Access monitoring:

Access (per month):	Page Impressions ¹ (adjusted, without search engines) 14,900	Different visitors 5,200
	Monthly average: 04-06/2009	

¹ Pls can originate from two different sources: from users who actively access the site and from so-called web spiders (also known as web crawlers or robots) used by search engines such as Google for recording web pages.

Data delivery:

At least 1 week prior to placement by e-mail to gabi.claus@mi-verlag.de
Banners: (animated) GIF format, JPG, Flash, HTML, DHTML banners in the sizes listed below, image files and graphic files (incl. banners) always as RGB (color scheme). Maximum file size 20 KB.
Videos: delivered as Flash or Windows Media Video (WMV), depending on data size, by e-mail, CD-ROM/DVD or as download link. Maximum video length 5 minutes. Longer lengths as agreed.
For further information on data delivery and technical specifications, see online media section at http://www.fluid.de

Externer AdServer use: OpenAdstream by RealMedia

Contact: Gerald Zasche Phone +49 (0)8191/125-337
E-Mail: gerald.zasche@technikundeinkauf.de

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-304

Address rental

Optimize your direct mailing campaigns! verlag moderne industrie and Hühlig offer you access to an up-to-date address database of some 500,000 contacts. Selections by sector (e.g. mechanical engineering, vehicle construction), function (e.g. management, engineering, development), position (e.g. plant manager, department manager, skilled worker), company size (e.g. from a workforce of 50 to 1,000) or geographical location provide you with exactly the target group you require. We will be glad to provide an offer for your advertising campaign.

If no other arrangement is made relating to multiple use, all addresses supplied are for single use only.

Online advertising on the specialized verlag moderne industrie and Hühlig portals

For more detailed information, please refer to the special sheet "Online Advertising", page 8 and 9.

Printed excerpts

Gain double the benefit from your article in our newspapers and magazines. Printed excerpts are an ideal supplement to your advertising – written in an objective and convincing journalistic style! Send a reprint of your article to customers, distribute it at trade fairs or through your field staff!

mic – management information center

Under the brands mic and managerakademie, mic plans, conceives and organizes congresses, seminars and conferences in the areas of medicine, environment/safety, energy, automotive, industrial engineering, production and transportation/logistics, finance/banking/insurance and marketing/communication. Many events also include high-quality trade exhibitions and company presentations.

mic and managerakademie also plan and organize individually tailored event formats and services for interested parties from industry, business and science.

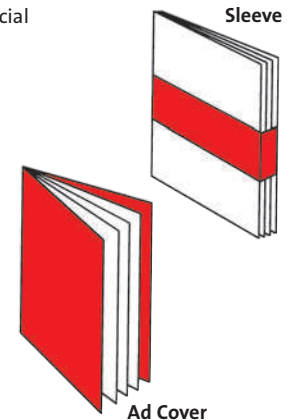
Further information on all special advertising formats is available from your sales team!

Special advertising types

Discover and use one of the many creative special advertising types for your product.

Our special advertising types are:

Ad cover	Postcard supplement
Cover folder	Single-page supplement
Gatefolder	Half-page supplement
Sleeve	Poster supplement
Full supplement	Stick-in supplement
Partial supplement	Closed advertisement
Gatefolder supplement	Advertisement series
Layered supplement	Special colors



Ad cover Round about – and always in view!

This 4-page sheet is wrapped around the normal magazine cover. Only possible in conjunction with staple binding

Sleeve This eye-catcher is something you just can't miss!

On the cover page, reference can be made to an advertising page inside the magazine, for example. The sleeve is closed with an adhesive strip on the back. It is available in various widths.

Find out about insertion options and topic previews!

17 Circulation analysis: Copies per edition, annual average
(July 1, 2008 – June 30, 2009)

Print run:	12,800		
Actual circulation:	12,539	International share:	481
Remainder, archive and specimen copies:	261		

18 Geographical distribution analysis:

Economic region:	Share of actual distribution	
	%	Copies
National	95.4	11,958
International	3.8	481
Other*	0.8	100
Actual circulation	100.0	12,539
Distribution among federal states:	Share of actual distribution	
	%	Copies
Baden-Wuerttemberg	24.0	2,870
Bavaria	16.2	1,937
Berlin, Brandenburg	2.0	239
Bremen, Hamburg, Schleswig-Holstein	4.5	538
Hesse	8.3	993
Mecklenburg Western Pomerania	0.6	72
Lower Saxony	7.1	849
North Rhine Westphalia	25.0	2,989
Rhineland Palatinate	4.0	478
Saarland	1.3	156
Saxony, Saxony-Anhalt	5.0	598
Thuringia	2.0	239
Actual circulation, national	100,0	11,958

*Non-analyzed circulation such as trade fair and congress copies etc.

19 Trades/Business sectors/Areas of specialization/Professional groups

No. of classification	Recipient groups (according to classification of the business sectors, WZ 2008)	Share of actual distribution	
		%	Recipients
WZ 2008			
20, 21	Chemicals and pharmaceuticals	36.2	4,539
28	Plant and machine construction	25.0	3,135
10, 11	Food industry	14.0	1,755
22	Rubber and plastics processing industry	11.5	1,442
26.51, 26.6, 26.7, 32.5	Measuring, control technologies and automatic control engineering Medicine, optics	5.3	665
27, 26.3	Equipment for generating and distributing electricity, telecommunications technology	2.6	326
69	Service providers	2.5	314
	Other sectors	2.9	363
Actual circulation		100.0	12,539

20 Size of business unit

	Share of actual distribution	
	%	Recipients
1 – 49 employees	4.3	539
50 – 99 employees	20.8	2,608
100 – 199 employees	21.8	2,734
200 – 499 employees	23.0	2,884
500 – 999 employees	12.0	1,505
1000 and more employees	16.1	2,019
Number unknown	1.2	150
other	0.8	100
Actual circulation	100.0	12,539

21.1 Activities: Scope of responsibility

	Share of actual distribution	
	%	Recipients
Procurement	40.3	5,054
Construction (construction, development, research)	30.2	3,787
Production (operations managers, maintenance, production preparation, warehousing, transport)	24.2	3,034
Management (owner, executive board, managing director)	2.5	313
Other functions	2.0	251
Actual circulation	100.0	12,539

- 21.2 Activity: Position in company
22 Education/training: Professional position
23 Age
24 District size classes

} Not surveyed as the use value of this magazine does not depend on this factor from the reader's perspective.

Sections which appear in each ad	Issue Advertising deadline (AD) Publication date (PD)	Special topics in this issue	Trade fair reports
Current news on market & technology	April 1 2010 AD: 17/03/2010 PD: 13/04/2010	Process automation Weighing/dosage and filling/ packaging MSR technology, flow measurement Bulk material technology Process and IT software	Interkama, Hanover 19–23/04/2010 POWTECH/TechnoPharm, Nuremberg 27–29/04/2010 Control, Stuttgart 04–07/05/2010 SENSOR+TEST, Nuremberg 18–20/05/2010
Trend story			
Title story			
Procurement practice	September 2/2010 AD: 17/08/2010 PD: 09/09/2010	Process automation/ Process control systems Fixtures/vents/tubes/pipes/gaskets Drive technology MSR technology, level measurement Dosage/filtering/conveying/mixing/ sieving	IFAT, Munich 13–17/09/2010 MOTEK, Stuttgart 13–16/09/2010 FachPack, Nuremberg 28–30/09/2010 BIOTECHNIKA, Hanover 05–07/10/2010
Process industry technology			
Trade fairs			
Special technology topics			
Products	November 3/2010 AD: 07/10/2010 PD: 03/11/2010	Process automation Pumps/compressors/ Vaccum technology Safety and ex-protection Enviromental technology/recycling Plants and equipment engineering	Brau Beviale, Nuremberg 10–12/11/2010 SPS/IPC/DRIVES, Nuremberg 23–25/11/2010
Company profile			
Market & contact sources			

General Terms and Conditions for Advertisements, Supplements and Online Advertising

§ 1 Validity, Exclusion

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable as well as the publisher's price list currently valid at the time the contract is concluded, whose regulations form an essential element of the contract itself. The validity of any General Terms and Conditions of the contracting party, to the extent that they do not correspond to these General Terms and Conditions, is excluded.
2. These General Terms and Conditions apply equally to supplements. These are only accepted by the publisher after submission of a sample.

§ 2 Offer, Conclusion of Contract

1. Orders for advertisements may be made in person, by telephone, in writing, by fax, by email or by Internet. The publisher is not liable for communication errors.
2. A contract is not concluded until the publisher issues his confirmation of the order in writing. The price list valid at the time of the conclusion of the contract applies.
3. It is at the publisher's dutiful discretion to decline advertisement orders as well as individual releases of advertisements that occur as part of an overall conclusion of contract. This particularly applies if the contents of these violates laws or official stipulations or was considered objectionable by the German Advertising Council in a complaints procedure, or the publication of these is deemed unacceptable to the publisher due to its content, its origin, or its technical form or supplements, due to their format or presentation, would lead the reader to believe that they are a part of the newspaper and if they contain advertisements by third parties. The publisher must immediately declare his refusal as soon as he has gained knowledge of the respective contents.

§ 3 Prices, Conditions of Payment, Discounts

1. The price of the publication of an advertisement is based on the currently valid price list. In the event of changes to the advertisement price list, the new conditions also apply to contracts that have already been concluded.
2. The discounts defined in the price list are only granted to the customer and for the advertisements published over the course of a year (advertisement year). Repeated discounts are only valid within an advertisement year. If not agreed otherwise, the term commences with the publication of the first advertisement.
3. If an order is extended, the customer is entitled to a retroactive discount provided that the basic order was valid for a discount in the first place. This entitlement loses its validity if it is not used by no later than one month after expiry of the advertisement year. If an order does not reach the predetermined order volume, the surplus discount that has been granted shall be subsequently invoiced to the customer.
4. The invoice amount is net and due in full within 30 days of the invoice date. For advance payments or if a direct debit mandate is granted, the publisher grants the customer a discount of 2% of the invoice amount.
5. Payments must be made free of costs and bank fees to the publisher's bank account as specified in the invoice.
6. In the event of payment default, interest shall be charged in accordance with § 288 BGB (German Civil Code). Dunning and default expenses in the event of payment default are charged to the contracting party. In the event of payment default, the publisher can defer delivery on a current contract until payment and require advance payment. In case of reasonable doubt concerning the contracting party's ability to pay, the publisher is entitled to deviate from an originally agreed due date of payment and make the publication of further advertisements within the term of a contract dependent on the advance payment of the relevant fee and the settlement of outstanding invoices.
- Erroneous advertisement invoices can be corrected within six months of issue.
7. All prices exclude VAT of the amount statutory on the day the invoice is issued.
8. In the case of advertising orders from abroad which are not subject to VAT, the invoice is issued without VAT. The publisher is entitled to charge VAT retroactively should tax authorities confirm that VAT is in fact due.
9. In the event of a decrease in circulation, a conclusion of a contract for several advertisements entitles the customer to a discount, if, as an overall average of the advertisement year which commences with the first advertisement, the average circulation of the past calendar year stated in the price list or otherwise is not reached. A decrease in circulation only constitutes a deficit which entitles the customer to a discount if a promised circulation was fallen short of by at least 20%.

§ 4 Contract Implementation

1. Advertisement orders must be implemented within one year of conclusion of contract, commencing with the publication of the first advertisement.
2. The customer is responsible for supplying error-free print masters on time. In the event of clearly unsuitable or damaged materials being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the used printing quality will be provided for the issue in question, as far as is possible with the print masters submitted. Print masters will only be sent back to the customer if he specifically requests this, otherwise they become the property of the publisher. The obligation to keep these expires six months after expiry of the order.
3. Costs for the production of ordered masters, films or drawings are to be borne by the customer, as are costs for significant changes to originally agreed versions requested by the customer or for which the customer is responsible.
4. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the offer is not returned in time to the publisher, the customer is deemed to have accepted the print.
5. Complete checking copies are only supplied by the publisher on request for at least quarter-page advertisements.
6. The design and labeling of text-style advertisements must be agreed on with the publisher in good time prior to publication. Text-style advertisements must be distinguishable from magazine texts in their basic typography. The publisher is entitled to label advertisements accordingly if they are not clearly recognizable as such.
7. Letters sent to box number advertisements are kept for up to four weeks after publication of the advertisement and sent to the customer by regular mail (even if the letters have been sent by express mail or registered mail). However, the publisher does not accept any responsibility for the safekeeping and timely forwarding of the offers.
8. The copy deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.
9. Advertisement orders can only be cancelled in good time, no later than the advertising deadline and in writing, by fax or by email. If the advertisement has already been sent to the press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the cancellation in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertisement. He or she indemnifies the publisher for any claims of third parties due to the publication of the advertisement, including reasonable costs for legal defense. The publisher is obliged to check whether or not an advertisement order affects the rights of third parties. If the publisher becomes obliged by law to print a correction due to the released advertisement, the customer must bear the costs in accordance with the valid advertising law.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to that of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer subtraction of discount, bonuses and discounts due to defects. The intermediary's commission is only paid to advertising agency contract to third parties and is only paid to advertising agencies recognized by the publisher provided that the order is placed with the advertising agency, the advertising agency is responsible for the procurement of the finished and ready-for-press printing has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there as to the professionalism of the agency's work or creditworthiness. Advertisement orders by advertising agencies shall be in name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the agency in case of doubt. If an advertiser is to be the contracting party, this must be agreed separately and with the name of their explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

§ 5 Warranty of Defects

1. We accept no liability for publishing advertisements in certain issues or editions or in certain positions.
2. The publisher guarantees perfect printing of the reproduction of the advertisement in accordance with the hard copy on a prerequisite is that the customer supplies suitable printing copies (see information in price list).
3. Color specifications: in the case of digitally transmitted printing copies for color specifications, the customer must also provide proof. Otherwise the customer has no claim to compensation due to any color deviations.
4. Complaints for obvious defects must be made by the customer by no later than two weeks after receipt of invoice. Concomitant claims are not obvious must be made by the customer by no later than one year after publication of the respective advertisement. In the event of the faulty printing of an advertisement in spite of punctual delivery of error-free printing copies and timely copy customer is entitled to demand the reprint of an error-free replacement advertisement. The claim to remedy of defects is not incur unreasonable costs to the publisher. If the publisher fails to meet a reasonable deadline that has been granted for remedial defects, if he refuses subsequent remedy, if it is unreasonable to expect subsequent remedy of the customer or if it fails, the customer has the right to withdraw from the contract or to demand a discount that is proportionate to the extent to which the publisher's advertising was affected. Warranty claims by third parties expire 12 months after publication of the respective advertisement. The customer does not adhere to the publisher's recommendations in terms of production and transmission of digital printing or she is not entitled to assert any further claims due to faulty publication of the advertisement. This applies in the same way to regulations contained in these General Terms and Conditions of the price list are not adhered to.
5. If any deficits of the printing copies are not instantly recognizable but are only recognized during the printing process, the customer is not entitled to assert any claims if insufficient copies have been produced.
6. If the customer fails to observe the recommendations of the publisher with regard to production and transmission of digital printing, he or she is not entitled to assert any claims due to faulty publication of the advertisement.
7. The customer is responsible for the transmitted files being free of computer viruses. Files with computer viruses may be deleted by the publisher without the customer deriving any claims from this. The publisher also reserves the right to assert claims for damage to the computer viruses cause further damage at the publishing company.
8. The publisher accepts no liability for the accuracy of the amounts or quantities of material (bound-in inserts, supplements, as supplied by the customer.

§ 6 Liability

1. The publisher is liable for damage caused deliberately or in gross negligence, for damage deriving from culpable harm to health as well as damage due to at least slight negligent treatment of the obligation when it is significant to achieving the purpose of the contract (cardinal obligation). Apart from liability for deliberate acts and culpable harm to life, body or health, liability is limited to and typically occurring damage. In other cases, claims for damages against the publisher are excluded, regardless of the extent of the liability of the publisher is excluded or limited according to the above regulations, this also applies to the personal liability of the publisher's employees, representatives and vicarious agents. Liability according to the Product Liability Law remains unaffected. Damages against the publisher expire 12 months after the time at which the customer became aware or should have become aware of the reasons for the claims, apart from claims arising from illegal or deliberate acts.
2. In the event of forces majeure and industrial action through no fault of the publisher, the publisher is freed from the obligation to order; no claims for damages arise from this.

§ 7 Storage of Customer Data

Within the scope of business relations, the publisher stores customer data with the help of electronic data processing in accordance with the statutory stipulations of the German Data Protection Law.

§ 8 Place of Performance, Place of Jurisdiction

1. If one or more of the regulations of the advertising contract/these General Terms and Conditions are invalid or become invalidity of the remaining regulations remains unaffected. In this event, subsequent interpretation of the contract is then applied in the invalid regulation is replaced by one which comes as close as possible to the business purpose pursued by the contract; the invalid regulation. The same applies to the filling in of any contractual gaps.
2. Changes to the regulations of the advertising contract/these General Terms and Conditions and the abandonment of the contract for the agreement to be put in writing must be put in writing.
3. The Law of the Federal Republic of Germany applies – excluding the UN Convention on Contracts for the International Sale of Goods – in the event of a conflict of laws. The place of performance is Heidelberg. The place of jurisdiction for lawsuits against businesses, but not against individuals, is Heidelberg.

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