

世界汽车制造论坛

制造工艺 技术研发 配套供货 经营管理

AUTOMOBIL
PRODUKTION



MEDIA

Information

Print + Online

Title Portrait	2
Advertising Rates	3/4
Formats	5
Schedule and topic plan	6
Special issues	7
Terms and Conditions	8
Print Run and Circulation Analysis	9
Contact Persons	10

mi verlag
moderne industrie

successful media for experts

Media Group  Süddeutscher Verlag

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-279

1 Brief Synopsis:

AUTOMOBIL-PRODUKTION is the industry's trade journal for the automobile and automobile supplier industry. The editorial range is consistently geared towards the information needs of the target group – the automobile elite: decision-makers and co-decision-makers in technical fields (designers, developers, producers) as well as top managers (directors, executives) and purchase managers.

Exclusive news on OEM strategies, trends in supplier markets, acquisition methods as well as technology developments in the established and accustomed quality are also in focus of the Chinese edition. Reports from Germany, Europe and the other most important automotive markets worldwide combined with local market information and developments processed for the Chinese reader.

2 Frequency of publication:

6 x yearly (see editorial calendar)

3 Year:

2. Edition 2011

4 Webaddress (URL):

www.automobil-produktion.de

5 Members:

–

6 Body:

–

7 Publisher:

verlag moderne industrie GmbH

8 Publishing house:

verlag moderne industrie GmbH
Postal address: D-86895 Landsberg
Address: Justus-von-Liebig-Str. 1, D-86899 Landsberg
Phone: +49 (0) 81 91/125-0
Fax: +49 (0) 81 91/125-279
Internet: www.automobil-produktion.de
E-Mail: Editorial department: ap-red@mi-verlag.de
Advertisements: ap-anz@mi-verlag.de

9 Editorial department:

Bettina Mayer
Phone: +49 (0) 81 91/125-688
E-Mail: bettina.mayer@automobil-produktion.de

10 Advertisements:

Michael Klotz
Phone: +49 (0) 81 91/125-167
E-Mail: michael.klotz@automobil-produktion.de

11 Distribution:

Stefanie Ganser
Phone: +49 (0) 81 91/125-286
E-Mail: stefanie.ganser@mi-verlag.de

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-279

1 Circulation:

Print run: 20,600 copies
Copies actually circulated at annual average: 20,000 copies

2 Magazine format: DIN A4, 210 mm width, 285 mm height

Type area: 173 mm width, 240 mm height

3 Printing method: Web offset

Binding method: Perfect binding

Documents to be printed: 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) 81 91 125-338

4 Deadlines: see schedule and topic plan

Publication frequency: 6 x yearly

Publication data: see schedule and topic plan

Copy deadline: see schedule and topic plan

5 Publishing house: verlag moderne industrie GmbH

Address: Justus-von-Liebig-Str. 1
D-86899 Landsberg

Postal address: D-86895 Landsberg

Internet: www.automobil-produktion.de

Advertising Department: Michael Klotz

Phone: +49 (0) 81 91/125-167

Fax: +49 (0) 81 91/125-279

E-Mail: michael.klotz@automobil-produktion.de

6 Terms of payment: net within 30 days after date of invoice,
2 % discount in case of payment prior to due date,
3 % discount in case of payment by direct debit

Bank details:

Sparkasse Landsberg
bank code number 700 520 60
account number 37754
SWIFT Code: BYLADEM1LLD
IBAN Code: DE02700520600000037754

7 Advertisement formats and rates (see also page 5 "Information Sheet Formats")

All advertisement rates are shown in EUR including color surcharges and not including statutory VAT.

Advertisement size	Type area formats (w x h in mm)	Bleed formats* (w x h in mm)	Rates incl. color surcharge
2/1-page	–	426 x 291	4,780.00
1/1-page	173 x 240	216 x 291	2,520.00
Juniorpage	130 x 180	148 x 203	1,750.00
1/2-page portrait	87 x 240	105 x 291	1,380.00
1/2-page landscape	173 x 122	216 x 142	1,380.00
1/3-page portrait	58 x 240	76 x 291	990.00
1/3-page landscape	173 x 78	216 x 98	990.00
1/4-page portrait	44 x 240	–	790.00
1/4-page landscape	173 x 58	–	790.00
1/4-page block	86 x 126	–	790.00

*incl. 3 mm trim

8 Surcharges:

8.1 Preferred positions

2 nd + 4 th cover page	€ 2,980.–
Binding placements	10 %

9 Bound-in inserts (up to 170 g/m²)

2 pages	€ 2,200.–
4 pages	€ 4,000.–
8 pages	€ 7,000.–

10 Inserts

up to 25 g weight	€ 150.– / tsd. Ex.
each further 25 g of weight	€ 75.– / tsd. Ex.

11 Discounts (for purchase within one year)

Frequency discount rate

from 2 advertisements	3 %
from 4 advertisements	5 %
from 8 advertisements	10 %

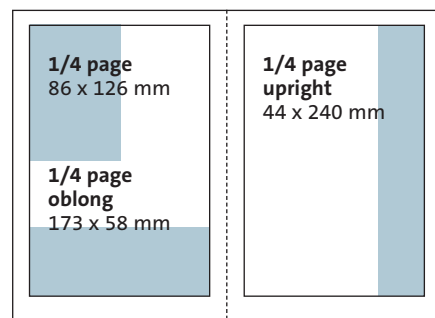
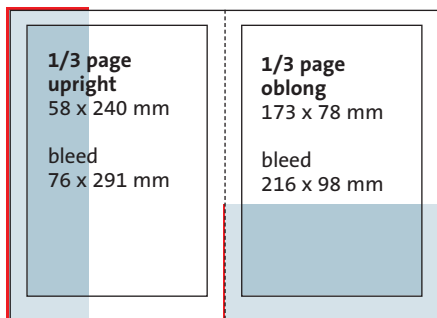
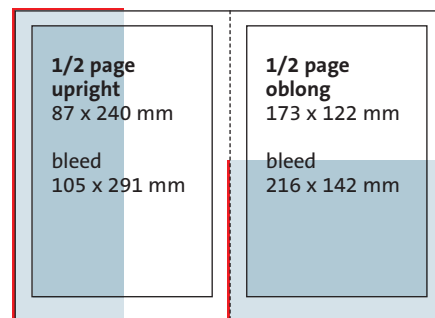
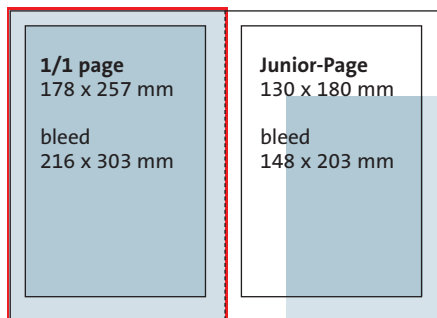
Quantity discount rate

from 2 pages	10 %
from 4 pages	15 %
from 8 pages	20 %

12 Combinations:

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

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-279



— Bleed formats including 3 mm trim

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-279

Issues 2011 Advertising Deadline (AD) Publishing Date (PD)	Technology	Specials	Exhibitions/Conferences/Conventions
1/2011 AD: December 17 PD: January 28	<p>AUTOMOBIL-PRODUKTION reports in all issues on current developments in international markets as well as the areas body, chassis, power train.</p> <p>Furthermore additional specials are planned on the opposite topics.</p>	125 years of Daimler	Opening of the Mercedes-Benz Arena, Shanghai, January 29
2/2011 AD: February 22 PD: April 5		The new Audi A6	CIMT, Peking, April 11-16 Auto Shanghai, April 19-28 Auto China, Peking, April 23 - May 2
3/2011 AD: May 5 PD: June 16		Interior trends Surface technology Body	Automation Shanghai, June 15-17 China Chongqing International Auto Industry Fair, June 11-14
4/2011* AD: June 27 PD: July 29		Top 100 Automotive Suppliers Global Ranking*	China Changchun International Automobile Fair, July 13-15
5/2011 AD: August 5 PD: September 16		Manufacturing/production Automation Assembly/factory equipment	Asiamold, Guangzhou, September 21-23 PTC Asia, Shanghai, October 24-27 Metalworking and CNC Machine Tool Show, Shanghai, November 1-5
6/2011 AD: October 4 PD: November 15		Trade fair follow-up IAA	Auto Guangzhou, November

* Issue 4-2011 "Top 100 Automotive Suppliers" will be published in English!

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-279



Special edition "125 years of Daimler"

In 1886 Carl Benz designed the famous Benz Patent Motor Car, the world's first automobile. Gottlieb Daimler built the first combustion engine and patented it as a "Gas engine with glow plug ignition". In 125 years Daimler has written technological history: from the first 4-cylinder in-line engine and long-lasting diesel engines with and without direct injection through to today's safety technology – the Daimler star remains a trademark of high-quality automobiles. Celebrations begin on January 29 with the opening of the Mercedes-Benz Arena in Shanghai. And in Baden-Wurtemberg, 2011 will be the Year of the Automobile, appropriately celebrating the achievements of Gottlieb Daimler, Carl Benz and Wilhelm Maybach and illustrating the link with the Stuttgart-based automobile manufacturer's technological leadership today.

Publication date: January 28

Advertising deadline: December 17



Special edition Audi A6

In close collaboration with automobile manufacturer Audi, AUTOMOBIL PRODUKTION will be publishing a special edition to mark the new model featuring exclusive background details on project planning, design, purchasing, production and suppliers. For the first time the top-class model will use the new Modular Longitudinal Platform as well as once again setting new standards in terms of lightweight construction. In addition to conventional engines, a model is also planned with mild hybrid.

Publication date

April 5

Advertising deadline

February 22

General Terms and Conditions for Advertisements, Supplements, Digital 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 and checking by the publisher. This particularly applies to the contents of these: laws or official stipulations or was considered objectionable by the German Press or 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, due to their format or presentation, would lead the reader to believe that they constitute editorial content or if they contain advertisements by third parties. The publishing company will immediately state its refusal as soon as it has gained knowledge of the respective contents.

3. It is at the publisher's dutiful discretion to decline orders as well as individual releases of advertisements that occur as part of an overall contractual relationship. This particularly applies to the contents of these: laws or official stipulations or was considered objectionable by the German Press or 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, due to their format or presentation, would lead the reader to believe that they constitute editorial content or if they contain advertisements by third parties. The publishing company will immediately state its refusal as soon as it has gained knowledge of the respective contents.

4. The price of the publication of advertising material is based on the price list valid at the time the order is awarded. The publisher may apply prices which differ from those in the price list for advertising material, supplements, special publications and collections for which the publisher has provided editorial content, plus advertising material sold after copy deadlines. Price changes in respect of orders already awarded can be applied to companies if the publisher has notified them thereof at least one month before publication of the advertising material. If the publishing company increases its prices, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in text form within 14 days of receipt of the notification of the price increases.

5. The discounts defined in the price list are only granted to the customer and for the advertising material appearing over the course of one year ("advertisement year"). Repeated discounts are only valid within an advertisement year. If not agreed otherwise, the term commences with the placement of the first advertising material.

6. 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 agreed order deadline, the discount that has been granted shall be subsequently invoiced to the customer.

7. Providing nothing to the contrary has been agreed, invoices for orders shall be settled after receipt of the invoice within the period shown on the price list. 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 advertising material within the term of a total contract dependent on the advance payment of the relevant fee and the settlement of outstanding invoices. Erroneous invoices can be corrected by the publisher within six months of issue.

8. All prices exclude VAT of the amount statutory on the day the invoice is issued.

9. In the case of 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.

10. In the event of a decrease in circulation, a conclusion of a contract for several advertising materials entitles the customer to a discount, if, as an overall average of the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or in some other way or if the circulation is named – the average circulation sold (if sales figures are not available, then the average actually published circulation) in the previous calendar year. 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%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such good time that the customer was able to withdraw from the contract before advertising material. Warranty entitlements of customers who are business persons lapse 12 months after publication of the advertising material.

11. The publisher shall not be liable for publishing advertising material in certain issues or editions or in certain positions.

12. If the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, he shall have no claims in respect of the publication of the advertising material. If the publisher is obliged to apply the rules to publication in accordance with these Terms and Conditions of Business, or the price list, complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. The customer must issue a complaint about non-obvious defects not later than one year after publication of the relevant printed material. If the advertising material has been reproduced with defects – despite prompt delivery of perfect copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfilment), but only to the extent that the purpose of the advertising material was adversely affected. The entitlement to subsequent fulfilment is ruled out if the publisher would incur disproportionate costs as a result, if the customer has not asserted a complaint in a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

13. If defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs or losses incurred as a result during production. If defects in the copy are not recognised the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to them in good time before publication of the next placement.

14. The publisher accepts no responsibility for the accuracy of the quantities or qualities of the material that the customer claims to have supplied (bound-in inserts, supplements etc.)

15. The publisher shall not be liable in respect of claims for damages by the customer against the publisher irrespective of the legal grounds, in particular because of delay, violation of contractual obligations, violation of the industrial property rights of third parties and unlawful acts, unless the publishing company, its representatives and vicarious agents have acted wilfully or with gross negligence or have violated a contractual obligation through simple negligence which is material for the fulfilment of the contractual purpose or if the claims for damages derive from a quality warranty. If the publisher is liable given the grounds, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply to the extent of a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

16. All claims for 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 injurious actions. If the claims for damages derive from the Product Liability Act, the foregoing liability exclusions shall not apply. The same applies to willful or willful acts, body or health. Where the publisher is not liable, this shall also apply to his salaried and non-salaried employees, staff, representatives and vicarious agents.

17. In the event of total or partial non-fulfilment of the contract through no fault of the publisher, the publisher is freed from the obligation to carry out the order; no claims for damages arise from this.

18. The customer shall warrant that he holds all the rights necessary for the placement, publication and dissemination of the advertising material. The customer shall grant to the publisher the necessary copyright, usage and performance protection rights and other rights allowing the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for reduplication, dissemination, transmission, distribution, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download in such terms of time, space and content as are necessary for the execution of the contract. The rights cited above shall be granted unrestricted in all cases as to location and shall create the entitlement to publish the material in all the known technical methods and in all known forms of advertising media.

19. The publisher may delete files with computer viruses without this creating entitlement to claims by the customer. The publisher reserves the right to regularly update the software used by the customer or for which the customer is responsible. In the event of clearly unusable or damaged copy being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the usual printing quality will be provided for the issue in question, as far as is possible with the copy submitted. Copy will only be sent back to the customer if specifically requested, otherwise it becomes the property of the publisher. The obligation to keep all documents sent expires three months after expiry of the order.

20. 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.

21. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the proof is not returned in time to the publisher, the customer is deemed to have accepted the advertising material.

22. If requested to do so, the publisher will supply an advertising material advice with the invoice. If such an advice can no longer be obtained, the publisher will instead send a confirmation that the advertising material has been published and disseminated.

23. The design and labelling of text-style advertising material 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 advertising materials accordingly if they are not recognizable as such.

24. 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 timely forwarding of the letters.

25. The advertising 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.

26. 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 press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the advertising deadline, in accordance with the regulations.

27. The customer is responsible for the content and the legal permissibility of the advertising material. He or she indemnifies the publisher from any claims of third parties due to the publication of the advertising material, including reasonable costs of legal defence. The publisher is not obliged to check whether or not advertising material affects the rights of third parties. If the publisher becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer must bear the costs of publication in accordance with the valid price list.

28. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer, i.e. after subtraction of discount, bonuses and discounts due to deferrals. The intermediary's commission is only paid to advertising agencies under contract to third parties and is only paid to advertising agencies recognized by the publisher provided that the order is placed directly by the advertising agency, the advertising agency is responsible for the procurement of the finished and ready-for-press printing copies and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness.

29. By advertising agencies shall be made in their name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the advertising agency in case of doubt. If an advertiser is to be the contracting party, this must be agreed separately and with the name of the advertiser explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

30. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness.

31. We accept no liability for publishing advertising material in certain issues or editions or in certain positions.

32. If the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, he shall have no claims in respect of the publication of the advertising material. If the publisher is obliged to apply the rules to publication in accordance with these Terms and Conditions of Business, or the price list, complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. The customer must issue a complaint about non-obvious defects not later than one year after publication of the relevant printed material. If the advertising material has been reproduced with defects – despite prompt delivery of perfect copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfilment), but only to the extent that the purpose of the advertising material was adversely affected. The entitlement to subsequent fulfilment is ruled out if the publisher would incur disproportionate costs as a result, if the customer has not asserted a complaint in a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

33. If defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs or losses incurred as a result during production. If defects in the copy are not recognised the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to them in good time before publication of the next placement.

34. The publisher accepts no responsibility for the accuracy of the quantities or qualities of the material that the customer claims to have supplied (bound-in inserts, supplements etc.)

35. The publisher shall not be liable in respect of claims for damages by the customer against the publisher irrespective of the legal grounds, in particular because of delay, violation of contractual obligations, violation of the industrial property rights of third parties and unlawful acts, unless the publishing company, its representatives and vicarious agents have acted wilfully or with gross negligence or have violated a contractual obligation through simple negligence which is material for the fulfilment of the contractual purpose or if the claims for damages derive from a quality warranty. If the publisher is liable given the grounds, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply to the extent of a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

36. All claims for 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 injurious actions. If the claims for damages derive from the Product Liability Act, the foregoing liability exclusions shall not apply. The same applies to willful or willful acts, body or health. Where the publisher is not liable, this shall also apply to his salaried and non-salaried employees, staff, representatives and vicarious agents.

37. In the event of total or partial non-fulfilment of the contract through no fault of the publisher, the publisher is freed from the obligation to carry out the order; no claims for damages arise from this.

38. The customer shall warrant that he holds all the rights necessary for the placement, publication and dissemination of the advertising material. The customer shall grant to the publisher the necessary copyright, usage and performance protection rights and other rights allowing the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for reduplication, dissemination, transmission, distribution, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download in such terms of time, space and content as are necessary for the execution of the contract. The rights cited above shall be granted unrestricted in all cases as to location and shall create the entitlement to publish the material in all the known technical methods and in all known forms of advertising media.

39. The publisher may delete files with computer viruses without this creating entitlement to claims by the customer. The publisher reserves the right to regularly update the software used by the customer or for which the customer is responsible. In the event of clearly unusable or damaged copy being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the usual printing quality will be provided for the issue in question, as far as is possible with the copy submitted. Copy will only be sent back to the customer if specifically requested, otherwise it becomes the property of the publisher. The obligation to keep all documents sent expires three months after expiry of the order.

40. 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.

41. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the proof is not returned in time to the publisher, the customer is deemed to have accepted the advertising material.

42. If requested to do so, the publisher will supply an advertising material advice with the invoice. If such an advice can no longer be obtained, the publisher will instead send a confirmation that the advertising material has been published and disseminated.

43. The design and labelling of text-style advertising material 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 advertising materials accordingly if they are not recognizable as such.

44. 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 timely forwarding of the letters.

45. The advertising 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.

46. 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 press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the advertising deadline, in accordance with the regulations.

47. The customer is responsible for the content and the legal permissibility of the advertising material. He or she indemnifies the publisher from any claims of third parties due to the publication of the advertising material, including reasonable costs of legal defence. The publisher is not obliged to check whether or not advertising material affects the rights of third parties. If the publisher becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer must bear the costs of publication in accordance with the valid price list.

48. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer, i.e. after subtraction of discount, bonuses and discounts due to deferrals. The intermediary's commission is only paid to advertising agencies under contract to third parties and is only paid to advertising agencies recognized by the publisher provided that the order is placed directly by the advertising agency, the advertising agency is responsible for the procurement of the finished and ready-for-press printing copies and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness.

49. By advertising agencies shall be made in their name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the advertising agency in case of doubt. If an advertiser is to be the contracting party, this must be agreed separately and with the name of the advertiser explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

50. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness.

51. We accept no liability for publishing advertising material in certain issues or editions or in certain positions.

52. If the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, he shall have no claims in respect of the publication of the advertising material. If the publisher is obliged to apply the rules to publication in accordance with these Terms and Conditions of Business, or the price list, complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. The customer must issue a complaint about non-obvious defects not later than one year after publication of the relevant printed material. If the advertising material has been reproduced with defects – despite prompt delivery of perfect copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfilment), but only to the extent that the purpose of the advertising material was adversely affected. The entitlement to subsequent fulfilment is ruled out if the publisher would incur disproportionate costs as a result, if the customer has not asserted a complaint in a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

53. If defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs or losses incurred as a result during production. If defects in the copy are not recognised the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to them in good time before publication of the next placement.

54. The publisher accepts no responsibility for the accuracy of the quantities or qualities of the material that the customer claims to have supplied (bound-in inserts, supplements etc.)

55. The publisher shall not be liable in respect of claims for damages by the customer against the publisher irrespective of the legal grounds, in particular because of delay, violation of contractual obligations, violation of the industrial property rights of third parties and unlawful acts, unless the publishing company, its representatives and vicarious agents have acted wilfully or with gross negligence or have violated a contractual obligation through simple negligence which is material for the fulfilment of the contractual purpose or if the claims for damages derive from a quality warranty. If the publisher is liable given the grounds, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply to the extent of a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

56. All claims for 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 injurious actions. If the claims for damages derive from the Product Liability Act, the foregoing liability exclusions shall not apply. The same applies to willful or willful acts, body or health. Where the publisher is not liable, this shall also apply to his salaried and non-salaried employees, staff, representatives and vicarious agents.

57. In the event of total or partial non-fulfilment of the contract through no fault of the publisher, the publisher is freed from the obligation to carry out the order; no claims for damages arise from this.

58. The customer shall warrant that he holds all the rights necessary for the placement, publication and dissemination of the advertising material. The customer shall grant to the publisher the necessary copyright, usage and performance protection rights and other rights allowing the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for reduplication, dissemination, transmission, distribution, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download in such terms of time, space and content as are necessary for the execution of the contract. The rights cited above shall be granted unrestricted in all cases as to location and shall create the entitlement to publish the material in all the known technical methods and in all known forms of advertising media.

59. The publisher may delete files with computer viruses without this creating entitlement to claims by the customer. The publisher reserves the right to regularly update the software used by the customer or for which the customer is responsible. In the event of clearly unusable or damaged copy being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the usual printing quality will be provided for the issue in question, as far as is possible with the copy submitted. Copy will only be sent back to the customer if specifically requested, otherwise it becomes the property of the publisher. The obligation to keep all documents sent expires three months after expiry of the order.

60. 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.

61. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the proof is not returned in time to the publisher, the customer is deemed to have accepted the advertising material.

62. If requested to do so, the publisher will supply an advertising material advice with the invoice. If such an advice can no longer be obtained, the publisher will instead send a confirmation that the advertising material has been published and disseminated.

63. The design and labelling of text-style advertising material 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 advertising materials accordingly if they are not recognizable as such.

64. 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 timely forwarding of the letters.

65. The advertising 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.

66. 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 press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the advertising deadline, in accordance with the regulations.

67. The customer is responsible for the content and the legal permissibility of the advertising material. He or she indemnifies the publisher from any claims of third parties due to the publication of the advertising material, including reasonable costs of legal defence. The publisher is not obliged to check whether or not advertising material affects the rights of third parties. If the publisher becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer must bear the costs of publication in accordance with the valid price list.

68. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer, i.e. after subtraction of discount, bonuses and discounts due to deferrals. The intermediary's commission is only paid to advertising agencies under contract to third parties and is only paid to advertising agencies recognized by the publisher provided that the order is placed directly by the advertising agency, the advertising agency is responsible for the procurement of the finished and ready-for-press printing copies and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness.

69. By advertising agencies shall be made in their name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the advertising agency in case of doubt. If an advertiser is to be the contracting party, this must be agreed separately and with the name of the advertiser explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

70. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness.

71. We accept no liability for publishing advertising material in certain issues or editions or in certain positions.

72. If the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, he shall have no claims in respect of the publication of the advertising material. If the publisher is obliged to apply the rules to publication in accordance with these Terms and Conditions of Business, or the price list, complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. The customer must issue a complaint about non-obvious defects not later than one year after publication of the relevant printed material. If the advertising material has been reproduced with defects – despite prompt delivery of perfect copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfilment), but only to the extent that the purpose of the advertising material was adversely affected. The entitlement to subsequent fulfilment is ruled out if the publisher would incur disproportionate costs as a result, if the customer has not asserted a complaint in a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

73. If defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs or losses incurred as a result during production. If defects in the copy are not recognised the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to them in good time before publication of the next placement.

74. The publisher accepts no responsibility for the accuracy of the quantities or qualities of the material that the customer claims to have supplied (bound-in inserts, supplements etc.)

75. The publisher shall not be liable in respect of claims for damages by the customer against the publisher irrespective of the legal grounds, in particular because of delay, violation of contractual obligations, violation of the industrial property rights of third parties and unlawful acts, unless the publishing company, its representatives and vicarious agents have acted wilfully or with gross negligence or have violated a contractual obligation through simple negligence which is material for the fulfilment of the contractual purpose or if the claims for damages derive from a quality warranty. If the publisher is liable given the grounds, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply to the extent of a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

76. All claims for 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 injurious actions. If the claims for damages derive from the Product Liability Act, the foregoing liability exclusions shall not apply. The same applies to willful or willful acts, body or health. Where the publisher is not liable, this shall also apply to his salaried and non-salaried employees, staff, representatives and vicarious agents.

77. In the event of total or partial non-fulfilment of the contract through no fault of the publisher, the publisher is freed from the obligation to carry out the order; no claims for damages arise from this.

78. The customer shall warrant that he holds all the rights necessary for the placement, publication and dissemination of the advertising material. The customer shall grant to the publisher the necessary copyright, usage and performance protection rights and other rights allowing the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for reduplication, dissemination, transmission, distribution, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download in such terms of time, space and content as are necessary for the execution of the contract. The rights cited above shall be granted unrestricted in all cases as to location and shall create the entitlement to publish the material in all the known technical methods and in all known forms of advertising media.

79. The publisher may delete files with computer viruses without this creating entitlement to claims by the customer. The publisher reserves the right to regularly update the software used by the customer or for which the customer is responsible. In the event of clearly unusable or damaged copy being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the usual printing quality will be provided for the issue in question, as far as is possible with the copy submitted. Copy will only be sent back to the customer if specifically requested, otherwise it becomes the property of the publisher. The obligation to keep all documents sent expires three months after expiry of the order.

80. 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.

81. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the proof is not returned in time to the publisher, the customer is deemed to have accepted the advertising material.

82. If requested to do so, the publisher will supply an advertising material advice with the invoice. If such an advice can no longer be obtained, the publisher will instead send a confirmation that the advertising material has been published and disseminated.

83. The design and labelling of text-style advertising material 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 advertising materials accordingly if they are not recognizable as such.

84. 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 timely forwarding of the letters.

85. The advertising 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.

86. 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 press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the advertising deadline, in accordance with the regulations.

87. The customer is responsible for the content and the legal permissibility of the advertising material. He or she indemnifies the publisher from any claims of third parties due to the publication of the advertising material, including reasonable costs of legal defence. The publisher is not obliged to check whether or not advertising material affects the rights of third parties. If the publisher becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer must bear the costs of publication in accordance with the valid price list.

88. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer, i.e. after subtraction of discount, bonuses and discounts due to deferrals. The intermediary's commission is only paid to advertising agencies under contract to third parties and is only paid to advertising agencies recognized by the publisher provided that the order is placed directly by the advertising agency, the advertising agency is responsible for the procurement of the finished and ready-for-press printing copies and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness.

89. By advertising agencies shall be made in their name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the advertising agency in case of doubt. If an advertiser is to be the contracting party, this must be agreed separately and with the name of the advertiser explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

90. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness.

91. We accept no liability for publishing advertising material in certain issues or editions or in certain positions.

92. If the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, he shall have no claims in respect of the publication of the advertising material. If the publisher is obliged to apply the rules to publication in accordance with these Terms and Conditions of Business, or the price list, complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. The customer must issue a complaint about non-obvious defects not later than one year after publication of the relevant printed material. If the advertising material has been reproduced with defects – despite prompt delivery of perfect copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfilment), but only to the extent that the purpose of the advertising material was adversely affected. The entitlement to subsequent fulfilment is ruled out if the publisher would incur disproportionate costs as a result, if the customer has not asserted a complaint in a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to accept subsequent fulfilment or if it is unsuccessful, the customer shall have the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

93. If defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs or losses incurred as a result during production. If defects in the copy are not recognised the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to them in good time before publication of the next placement.

94. The publisher accepts no responsibility for the accuracy of the quantities or qualities of the material that the customer claims to have supplied (bound-in inserts, supplements etc.)

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-279

Circulation analysis:

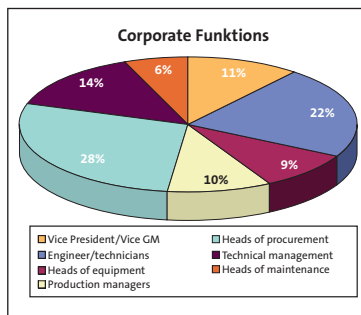
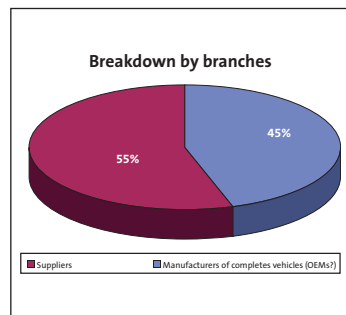
Print run: 20,600

Copies actually circulated
at annual average: 20,000

Sold copies: -

Complimentary copies: 20,000

Remainders, archive copies
and voucher copies: 600



Distribution according to regions:

Provinz	Anzahl
Anhui	482
Beijing	1,568
Chongqing	686
Fujian	426
Gansu	19
Guangdong	960
Guangxi	220
Hainan	118
Hebei	844
Henan	446
Hubei	1,248
Heilongjiang	344
Hunan	346
Innere Mongolei	60
Jiangsu	2,236
Jiangxi	226
Jilin	938
Liaoning	962
Ningxia	4
Qinghai	3
Shaanxi	232
Shandong	1,246
Shanghai	2,394
Shanxi	102
Sichuan	420
Tianjin	568
Tibet	0
Xinjiang	32
Yunnan	70
Zhejiang	2,800



Michael Klotz
Advertising Manager
Tel.: +49 (0) 81 91/125-167
michael.klotz@automobil-produktion.de



Isabelle Waiblinger
Project Manager
Tel.: +49 (0) 81 91/125-474
isabelle.waiblinger@automobil-produktion.de



Andreas Stegmann
Media Consultant
Tel.: +49 (0) 81 91/125-458
andreas.stegmann@automobil-produktion.de



Bettina Mayer
Editor-in-Chief
Tel.: +49 (0) 81 91/125-688
bettina.mayer@
automobil-produktion.de



Wolfgang Gomoll
Editor Business
Tel.: +49 (0) 81 91/125-678
wolfgang.gomoll@
automobil-produktion.de



Andreas Gottwald
Editor International
Tel.: +49 (0) 81 91/125-534
andreas.gottwald@
automobil-produktion.de



Götz Fuchslocher
Editor Technology
Tel.: +49 (0) 81 91/125-828
goetz.fuchslocher@
automobil-produktion.de



Roswitha Maier
Assistant
Tel.: +49 (0) 81 91/125-540
roswitha.maier@mi-verlag.de



Ilona Oatman
Assistant
Tel.: +49 (0) 81 91/125-675
ilona.oatman@mi-verlag.de



Michaela Richter
Advertising Administration
Tel.: +49 (0) 81 91/125-324
michaela.richter@mi-verlag.de