



Media Kit 2023





2 Media Kit Journal

Journal

1	Profile	Page 3
T	Schedule	Page 4
P	Advertising Rates	Page 5
F	Formats and Technical Information	Page 7
2	Circulation and Geographical Analysis	Page 11
	Job Advertisements	Page 12

Website

O	Profile/Technical Information	Page 13
O-P	Advertising Rates Metrics	Page 14

Newsletter

N	Profile/Technical Information/Advertising Rates	Page 15
---	---	---------

Your Contacts	Page 16
General Terms and Conditions	Page 17



3 Media Kit Journal

1 Title: VDVmagazin

2 Short Summary:

The association magazine of the Association of German Surveyors (VDV e. V.) is one of the highest-circulation professional journals in surveying in the German-speaking countries. The technical section deals with practice-related topics from all areas of surveying and geoinformation. In addition, new products, literature and developments from the hardware and software sector are presented on approx. 20 pages in each issue.

The BILDUNGSWERK VDV presents its wide range of seminars here. A comprehensive calendar of events in the surveying and geoinformation sector is another focus of VDVmagazinPlus.

VDVmagazin is affiliated with the information community for determining the distribution of advertising media (IVW).

3 Target Group:

Engineers specializing in geodesy and geoinformatics, employees in the private sector, civil servants and employees in the public sector, self-employed as experts, geoinformation engineers, publicly appointed surveyors, railway/mountain surveyors, owners of engineering offices

4 Publication Frequency: 6 issues per year

5 Size of Journal: DIN A4 (210 x 297 mm)

6 Volume: 74rd volume 2023

7 Subscription Rates: Annual Subscription domestic € 122.60*
 Annual Subscription international € 147.50**
 Single Copy € 21.50*

8 Organ: Official organ of the Association of German Surveyors e. V.

9 Memberships: IVW, AMF

10 Publishing House: Wichmann Verlag im VDE Verlag GMBH
 Kaiserleistraße 8 A · 63067 Offenbach · Germany
 www.wichmann-verlag.de

11 Publisher: Verband Deutscher Vermessungsingenieure e. V.

12 Advertising: Tammy Rößler, Media Consultant
 Phone +49-69-84 00 06-13 41
 tammy.roessler@vde-verlag.de

13 Editor-in Chief: Dipl.-Ing. Achim Dombert M. Eng.
 Bahnhofstraße 3
 39175 Biederitz · Germany
 Phone +49-172-2 30 80 72
 dombert@VDV-online.de

14 Content Analysis. 2022 = 6 Issues

Total Volume	576 pages = 100.0 %
Editorial Part	516 pages = 89.6 %
Advertisements	60 pages = 10.4 %
thereof Publisher's own ads	7 pages = 1.2 %
Inserts	2
thereof Publisher's own inserts	1

15 Content Analysis of the Editorial Part 2022 =516 pages

VDVmagazin	142 pages = 27.5 %
Product Reports/service	199 pages = 38.6 %
VDVmagazinPlus	175 pages = 33.9 %
Total	100.0 %

* = incl. shipping costs plus VAT ** = incl. shipping costs

4 Media Kit Journal

Issues and Deadlines	Publication Date	Advertising Deadline	Editorial Deadline	Fairs, Events and Conferences
1 February	09.02.2023	18.01.2023	20.12.2022	
2 April	03.04.2023	10.03.2023	20.02.2023	
3 June	02.06.2023	09.05.2023	20.04.2023	
4 August	02.08.2023	11.07.2023	20.06.2023	
5 October	02.10.2023 INTERGEO ISSUE	08.09.2023	18.08.2023	INTERGEO 10.–12.10.2023, Berlin
6 December	01.12.2023 Trade fair reports INTERGEO	09.11.2023	24.10.2023	

1 Advertising Sizes and Prices: (Please add the appropriate value added tax to all prices, if applicable)

Formats Advertisements/Advertorials	Width × Height in mm		Price 4c
	Bleed (add 3 mm bleed size on all four rims)	Type Area (column spacing: 6 mm)	
2/1 pages (Spread A4)	420 × 297	—	€ 8,400.–
1/1 page (A4)	210 × 297	183 × 250	€ 4,900.–
Juniorpage	148 × 210	133 × 188	€ 3,900.–
1/2 page vertical	101 × 297	89 × 250	€ 2,850.–
1/2 page horizontal	210 × 147	183 × 122	€ 2,850.–
1/3 page vertical	70 × 297	58 × 250	€ 2,500.–
1/3 page horizontal	210 × 105	183 × 78	€ 2,500.–
1/4 page	101 × 147	89 × 122	€ 2,100.–
1/4 page vertical	52 × 297	40 × 250	€ 2,100.–
1/4 page horizontal	210 × 82	183 × 57	€ 2,100.–
1/8 page	101 × 82	89 × 57	€ 1,950.–
1/8 page vertical	52 × 147	40 × 122	€ 1,950.–
1/8 page horizontal	210 × 40	183 × 29	€ 1,950.–

6 Media Kit Journal

2 Preferential Placements

Title Page: (1/1 page 4c) € 6,050.–

Full colour only. Format: 188 mm wide x 191 mm high plus 3 mm bleed on the right side. Discounting is not possible. Please note: Address label for shipping is applied at bottom left. The logo must not be larger than 40 x 40 mm. The advertisement must not contain any additional advertising text. The visual of the cover and inside cover image must match the editorial claim of the magazine. If you have any queries, please contact the publisher. The publisher reserves the right to reject cover pages that do not meet the requirements at the publisher's expense. Advertisement/submission deadline for digital artwork: 5 weeks before publication.

Page 2., Inside BackCover and Back Cover: (1/1 Seite 4c) € 5,400.–

Binding Placement: € 250.–

3 Discounts: On purchase within one year, starting with the publication of the first advertisement. Only one discount scale can be applied.

Frequency Scale: 3 x 3% 5 x 6% 8 x 10%

Volume Scale: 2 pages 5% 4 pages 10% 8 pages 12%

4 Sections

Recruitment and Classified Advertisements:

1 column 89 mm wide, 2 columns 183 mm wide

Box Number Charge € 10.00

Job offers per mm and column € 8.50

Job requests (private) per mm and column € 4.40

(No additional discounts can be given.)

Entry in Trade Directory: 1 column 58 mm wide, 2 columns 120 mm wide

Price per mm, 4 colours € 8,50

1 year term.

5 Special Advertisements: (Technical Information on pages 10 and 11)

Bound-In Inserts: Discount: 1 sheet = 1 advertisement page.

Paper Weight	2-sided	4-sided	6-sided
up to 100 g/m ²	€ 1,950.–	€ 2,900.–	€ 3,850.–
up to 130 g/m ²	€ 2,300.–	€ 3,200.–	€ 4,300.–
up to 170 g/m ²	€ 2,400.–	€ 3,450.–	€ 4,650.–

Multiple pages and more than 170 g/m² upon request.

Loose Inserts: Inserts up to 25 g (no discounts): € 475.– %

Inserts with a higher weight upon request. Prices include postage. Inserts with a thickness of 3 mm up to 30 mm require additional postage.

Affixed Advertising Media:

Affixed Advertising Media are charged as inserts.

Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 page. Affixed Reply Postcards (in combination with Ad oder Insert):

We charge up to 25 g € 265.– %

(higher weights on request) Extra charge for gluing

– for machine processing € 130.– %

– for manual handling € 270.– %

6 Contact, Advice, Booking:

Tammy Rößler, Media Consultant

Phone +49-69-84 00 06-13 41

tammy.roessler@vde-verlag.de

7 Terms of Payment/Bank Accounts:

Weberbank Actiengesellschaft, Berlin,

IBAN DE36 1012 0100 6123 5490 39, SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,

IBAN DE 78 1002 0890 0002 6683 86, SWIFT/BIC HYVEDEMM488

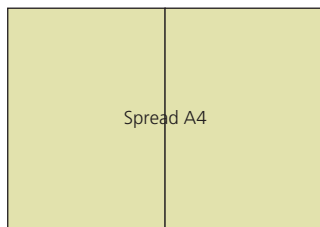
Payments are due in full within 30 days. The Publisher reserves the right to demand advance payments from new customers.



7 Media Kit Journal



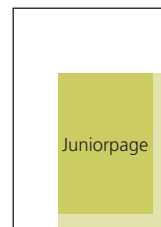
188 x 191 mm



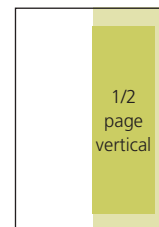
Bleed:
420 x 297 mm



Type Area:
183 x 250 mm
Bleed:
210 x 297 mm



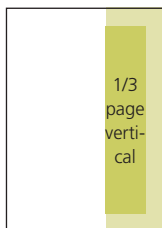
Type Area:
133 x 188 mm
Bleed:
148 x 210 mm



Type Area:
89 x 250 mm
Bleed:
101 x 297 mm



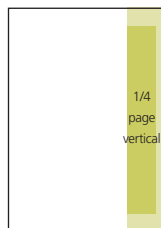
Type Area:
183 x 122 mm
Bleed:
210 x 147 mm



Type Area:
58 x 250 mm
Bleed:
70 x 297 mm



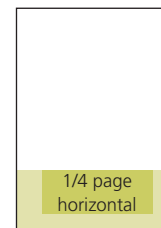
Type Area:
183 x 78 mm
Bleed:
210 x 105 mm



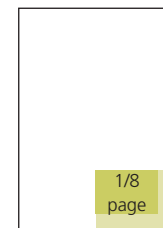
Type Area:
40 x 250 mm
Bleed:
52 x 297 mm



Type Area:
89 x 122 mm
Bleed:
101 x 147 mm



Type Area:
183 x 57 mm
Bleed:
210 x 82 mm



Type Area:
89 x 57 mm
Bleed:
101 x 82 mm

8 Media Kit Journal

- 1 Size of Journal:** 210 mm wide, 297 mm high, DIN A4
Full Page Type Area: 183 mm breit, 250 mm hoch
 4 columns each 38 mm wide
- 2 Printing and Binding:** Offset printing (sheets or rolls), saddle stitch or glue binding is used.
- 3 Electronic Data Submission:** For digital media please use our email address anzeigen@vde-verlag.de or send a CD-ROM/DVD. Please remark on Delivery Note:
 - order name/name and issue of publication
 - final output format (specify a bleed of 3 mm, if applicable).
- 4 Data File Formats:** We recommend the delivery of PDF data files. In addition, the following programs are supported:
 - Adobe InDesign/Photoshop/Illustrator up to Version CC
 - Microsoft Word up to Version 2016
 At least the file must be ready to be printed: all fonts needed have to be included, continuous-tone pictures require a resolution of 300 dpi and line art pictures at least of 600 dpi. No password protection.
- 5 Color Processing:** Process colors (CMYK) according to ISO 12647-2 (PSO), special colors on request. Our standard offset profile is „Coated FOGRA39 (ISO 12647-2:2004)“ of ECI.
- 6 Proof:** Color proofs for “standard print media” (bvdm). Digital proofs need to have the Fogra media wedge included to verify the color accuracy (available for purchase at the www.fogra.org). Proofs must have an official print control strip.

- 7 Data Archiving:** Data will be archived, therefore unchanged repetitions are possible. However, a guarantee on data archiving is not provided.
- 8 Guarantee:** Upon delivery of incomplete or incorrect data (text, colors, images), we assume no liability for printing results. Exposure errors due to incomplete or corrupted data files, incorrect preferences or incomplete information will be charged. This also applies to additional composition or reproduction work and for the consequences of incorrect proofs.
- 9 Contact:** Leonie Ströver, Order Management
 Phone +49-69-84 00 06-13 42
leonie.stroeve@vde-verlag.de

Requirements for a Smooth Production Flow

If not delivering a PDF/X-3 data file:

Please make sure that all files and data necessary for reproduction are included. All TIFF or EPS picture files (including logos) have to be supplied. Do not save files in JPEG or GIF format.

Please make sure that all fonts used (in EPS files as well) are included or supplied additionally as printer and screen fonts.

We are not able to modify or correct any Postscript files.

For color advertisements you may only use the process colors cyan, magenta, yellow and black (CMYK), no RGB colors. If you are using special spot colors it must be denoted clearly as they have to be printed in a separate form and they are charged separately.

Please include a binding proof/laser printout.

Bound-In Inserts: Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned bound-in inserts. Bound-in inserts are only accepted if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained to the technical possibilities. Bound-in inserts printed on a non-paper material are only allowed if the publisher has the consent of the postal authorities.

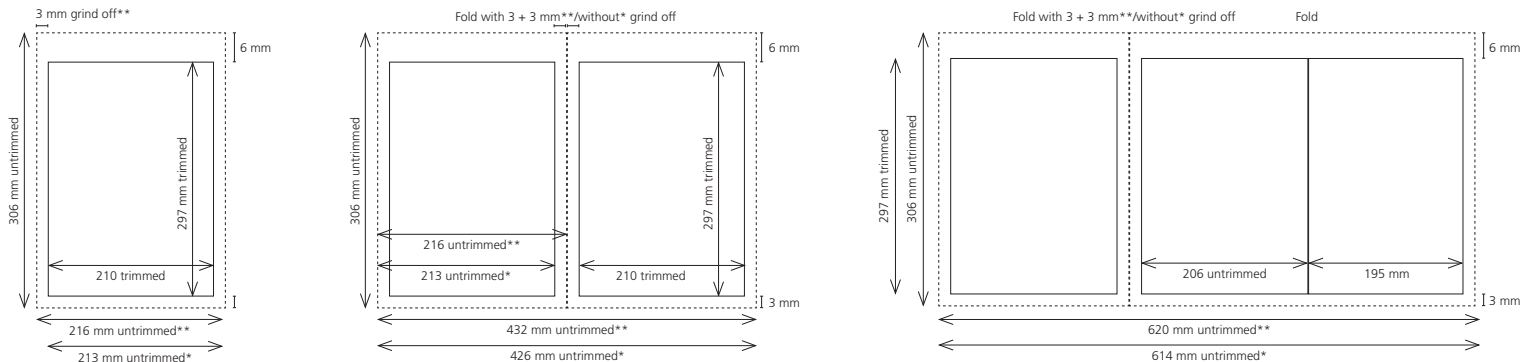
Formats: Each sheet 306 mm high, 213/216 mm wide (including bleed: 6 mm at the head, 3 mm at the foot, 3 mm at inner and outer edge with adhesive binding or 3 mm at outer rim only with wire stitching).

Copies required: 5.800 copies

Technical Specifications: The bound-in inserts are to be delivered untrimmed (and folded, if applicable). The front page of the inserts have to be clearly marked. They have to be ready for insertion without the need of further work. If any additional folding and/or gluing work is necessary, it will be charged separately. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of the insertion). Otherwise extra costs have to be charged.

Delivery Address: Prepaid delivery, untrimmed and ready for insertion, with delivery note "For 'VDVmagazin' Issue ... (No.)" to:

[johnen-druck GmbH & Co. KG](mailto:info@johnen-druck.de)
Bornwiese 5 · 54470 Bernkastel-Kues · Germany



* wire stitching only ** adhesive binding only

Loose Inserts: Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned inserts. Loose inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of loose inserts is constrained to the technical possibilities.

Insertion Note: A free note is included in the table of contents.

Copies Required: 5.800 copies.

Delivery Date: on request.

Format: Maximum 205 mm wide x 292 mm high

Delivery Address:

Delivery of the inserts by trucks with tail-lift only, freight paid and ready for insertion, with delivery note "For 'VDVmagazin' Edition ... (No.)" to::

johnen-druck GmbH & Co. KG
 Bornwiese 5 · 54470 Bernkastel-Kues · Germany

Technical Specifications: Loose inserts have to be composed of one piece and must be ready for insertion without further treatment. If any additional work (e. g. folding) is necessary, it will be charged seperately. Inserts printed on a non-paper material are only accepted after presentation of a final sample and if the publisher has the consent of the printing shop and the postal authorities. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of insertion).

Affixed Advertising Media: Affixed Advertising Media are charged as inserts. Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 page.

We charge up to 25 g **€ 250.00** ‰
 (higher weights on request)
 Extra charge for gluing
 – for machine processing **€ 110.–** ‰
 – for manual handling **€ 200.–** ‰

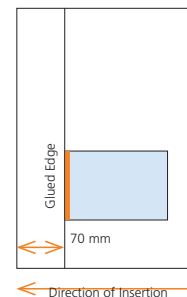
Other advertising material (samples, CD/DVD, etc.) is charged as loose insert.

Copies Required: 5.800 copies

Delivery Address for Affixed Advertising Media:

Prepaid delivery and ready for insertion, with delivery note "For 'VDVmagazin' Edition ... (No.)" to:

johnen-druck GmbH & Co. KG
 Bornwiese 5 · 54470 Bernkastel-Kues · Germany



11 Media Kit Journal
1 Circulation Monitoring: IVW
2 Circulation Analysis: Average number of copies
 (July 1st, 2019 – June 30th, 2020)

Copies Printed:	5.542		
Actual Distributed Circulation (ADC):	5.400	thereof abroad:	115
Sold Copies:	4,638	thereof abroad:	76
– by subscription:	4,638	thereof member-copies:	76
– other sales:	0		
– individual copies sold:	0		
Free Copies:	762	thereof abroad:	40
Surplus, Archive, and Specimen Copies:	150		

3 Geographical Distribution Analysis:

Economic Area	Percentage of actual distribution	
	%	Copies
Federal Republic of Germany	97,8	5.282
Foreign countries (mainly Austria and Switzerland)	2,2	118
Actual Distributed Circulation (ADC)	100,00	5.400

Breakdown of domestic circulation by Nielsen areas:

Nielsen Area	Exemplare
Nielsen Area 1	804
Nielsen Area 2	1.731
Nielsen Area 3 A	765
Nielsen Area 3 B	753
Nielsen Area 4	497
Nielsen Area 5	199
Nielsen Area 6	372
Nielsen Area 7	161
Total	5.282

12 Media Kit Journal

1 Job Advertisements: With a job advertisement in VDVmagazin, you can reach all professional fields of surveying in a targeted manner.

2 Publication Dates:

Issue	Publication Date	Advertising Deadline
1/2023	09.02.2023	18.01.2023
2/2023	03.04.2023	10.03.2023
3/2023	02.06.2023	09.05.2023
4/2023	02.08.2023	11.07.2023
5/2023	02.10.2023	08.09.2023
6/2023	01.12.2023	09.11.2023

3 Formats and Prices:

Formats	Type Area Width × Height	Price b/w	Price 4c
1/1 page (A4)	183 × 250	€ 4,250.–	€ 6,080.–
1/2 page vertical	89 × 250	€ 2,125.–	€ 3,625.–
1/2 page horizontal	183 × 122	€ 2,125.–	€ 3,625.–
1/4 page	89 × 122	€ 1,037.–	€ 2,177.–
1/8 page	89 × 57	€ 484.50	€ 1,624.50

Other formats in request.

For job advertisements in the VDVmagazin, the additional publication on www.vdv-online.de is included in the price.

For job advertisements to be published online only, the price is **€ 750.–** for 2 months.

Prices per Millimeter:

Job Offers/Job Applications	Price
Job Offers	€ 8.50 (per mm)
Job Applications (privat)	€ 4.40 (per mm)
Charge for additional spot colour (up to 1/1 Seite)	€ 610.–
Charge for additional spot colour (up to 1/2 Seite)	€ 380.–

Column Width:

1 column: 89 mm wide

2 columns: 183 mm wide

4 Contact, Advice, Booking:

Tammy Rößler, Media Consultant
Phone +49-69-84 00 06-13 41
tammy.roessler@vde-verlag.de

5 Terms of Payment/Bank Accounts:

Weberbank Actiengesellschaft, Berlin,
IBAN DE36 1012 0100 6123 5490 39, SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,
IBAN DE 78 1002 0890 0002 6683 86, SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advance payments from new customers.

Profile

1 Web Address: www.VDV-online.de

2 Short Summary:

The website www.VDV-online.de has been online since August 2008 and offers its readers and interested parties not only the bimonthly print edition of the VDVmagazin but also the opportunity to find out and read the latest news from the engineering field of geoinformation and surveying in the Internet. The number of visits to our website is around 11,400 hits per month and is therefore gratifyingly high and the click rate continues to rise. We offer you the opportunity to advertise on the VDV website and in the VDVmagazin print medium. You should talk to us about these possibilities (banners and advertisements)!

3 Target Group:

Engineers specializing in geodesy and geoinformatics, employees in the private sector, civil servants and employees in the public service, self-employed as experts, geoinformation engineers, publicly appointed surveyors, railway/mountain surveyors, owners of engineering offices.

4 Publishing House: Wichmann Verlag im VDE VERLAG GMBH
Kaiserleistraße 8A · 63067 Offenbach · Germany
www.wichmann-verlag.de

Editorial Department: Dipl.-Ing. Burkhard Kreuter
VDV Managing Director
Weyerbuschweg 23 · 42115 Wuppertal · Germany
info@VDV-online.de

Online-Advertising: Tammy Rößler, Media Consultant
Phone +49-69-840006-1341
tammy.roessler@vde-verlag.de

Technical Specifications

- 1 File Formats:** GIF, JPG, other formats on request.
- 2 Delivery Address:** Please send your advertising material/files for your campaign to the following address:
anzeigen@vde-verlag.de
- 3 Delivery Deadline:** 7 days before start of campaign

With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

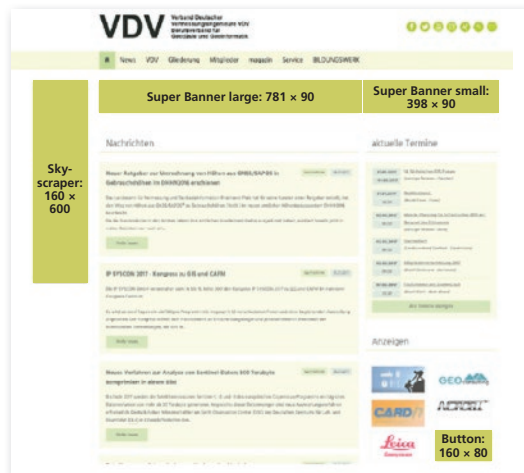
On delivering your files, we need the following data:

- customer name
- campaign name
- contact for questions/check back
- Target-URL/Click-URL
- Alt-Text/Title-Text (optional)

Reporting: You can request an evaluation of ad impressions and ad clicks.

14 Media Kit Website

1 Advertising Sizes and Prices



- 1 Sections:
- Home Page
 - Magazine
 - News
 - Service
 - VDV
 - BILDUNGSWERK VDV
 - Structure
 - Members

2 Special Topics: –

- 5 Terms of Payment:
- [Weberbank Actiengesellschaft, Berlin.](#)
IBAN DE 36 1012 01006 123 5490 39, SWIFT/BIC WELADED1WBB
 - [UniCredit Bank AG, Berlin.](#)
IBAN DE 78 1002 0890 0002 6683 86, SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advance payments from new customers.

Formats	Width x Hight in Pixel	Price* Section
Wide Skyscraper	160 x 600	€ 865.–
Super Banner large	781 x 90	€ 1,080.–
Super Banner small	398 x 90	€ 770.–
Super Banner Combi (groß + klein)	781 x 90 + 398 x 90	€ 1,465.–
Button (mind. 3 Monate)	160 x 80	€ 135.–

Usage Data: 3,908 unique visits per month
11,340 page impressions per month
Sources: Google Analytics (November 2022)

*= All prices are per month and do not include VAT,
Minimum term: 1 month (for buttons: 3 months)

Profile

With the VDVnewsletter, industry news, training offers and current news from the regional associations are delivered to the subscribers' mailbox every week. The newsletter is published every Monday without exception, also on holidays.

Frequency: weekly

Technical Specifications

- 1 **Format of the newsletter:** HTML, text
- 2 **Delivery address:** Please send your advertising material/files for your campaign to the following address: anzeigen@vde-verlag.de
- 3 **Delivery deadline:** 7 days before start of campaign

With this lead we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

- On delivering your files we need the following data:
- customer name
 - campaign name
 - contact for questions/check back
 - Target-URL/Click-URL
 - Alt-Text/Title-Text (optional, only for the HTML email)

- 4 **Contact:** Tammy Rößler, Media Consultant
 Phone +49-69-840006-1341
tammy.roessler@vde-verlag.de

Advertising Rates and Formats

1 Rates and Formats:

Format	Width x Height in Pixel	Rates*
Content Banner	590 x 120	€ 570,-

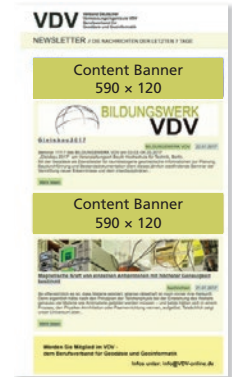
2 Minimum Term: 3 months

3 Discounts: on request

4 Terms of Payment:
Weberbank Actiengesellschaft, Berlin,
 IBAN DE 36 1012 0100 6123 5490 39,
 SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,
 IBAN DE 78 1002 0890 0002 6683 86,
 SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advance payments from new customers.



Data on Usage

- 1 **Subscribers:** Employees of the private sector, civil servants and employees in the public service, self-employed as experts, geographic information engineers, railway/mountain surveying engineers, owners of engineering offices
- 2 **Distribution:** approx. 3,600 Subscribers



16 Media Kit

Editorial Department



Dipl.-Ing. Achim Dombert M. Eng.

Editor-in-Chief

Bahnhofstraße 3
39175 Biederitz · Germany
Phone +49-172-2 30 80 72
Dombert@VDV-online.de



Dipl.-Ing. (FH) Guido Baumann M. Eng.

Editor „VDVmagazinPlus“

Kunstr. 7
44579 Castrop-Rauxel · Germany
Phone +49-2305-44 06 60
Baumann@VDV-online.de



Dipl.-Ing. Burkhard Kreuter

VDV Managing Director

Online Editorial Office
Weyerbuschweg 23
42115 Wuppertal · Germany
info@VDV-online.de

Advertising Department



Olaf Schneider

Head of Sales and Advertising

Phone +49-69-84 00 06-13 40
olaf.schneider@vde-verlag.de



Tammy Rößler

Media Consultant

Phone +49-69-84 00 06-13 41
tammy.roessler@vde-verlag.de



Leonie Ströver

Order Management

Phone +49-69-84 00 06-13 42
leonie.stroever@vde-verlag.de



Oliver Nitschke

Order Management

Phone +49-69-84 00 06-13 49
oliver.nitschke@vde-verlag.de

General Terms of Business of VDE VERLAG GMBH

for advertisements and third party inserts in magazines and books and for online advertising

1. Area of Application

Insofar as nothing else is expressly confirmed in writing by VDE VERLAG GMBH ("the Publisher") all contractual relationships of each of the Publisher's customers with the Publisher are governed solely by the following General Terms of Business. They are also solely binding when conflicting general terms of business of the Customer's have not been explicitly rejected by the Publisher.

2. Definitions

- 2.1. An advertisement is any promotional publication in printed materials or online offers of the Publisher.
- 2.2. An advertising order is a contract for publication of one or more advertisements of an advertiser or other person placing them on an online offer or in printed materials of the Publisher for the purpose of distribution. To become effective, such a contract must be confirmed in writing by the Publisher.
- 2.3. A standard advertising contract is one with a term of 12 months.
- 2.4. Online advertising is, for example, advertising banners, pop-ups, white papers, webcasts, microsites, webinars, special interest and/or keyword placements on the Publisher's online offers and in its electronic newsletters.

3. Rebates

Rebates on contracts with term of 12 months are based on the actual published scope of the advertisements during the 12 month period, insofar as the Publisher is not responsible for deviations from the agreed scope. In such a case the Customer shall pay the difference between the rebate granted in advance and the rebate as based on the actual scope of advertising.

4. Placement

- 4.1. The Customer shall notify the Publisher in good time before the closing time for advertisements in the event that advertisements, inserts and other supplements are to be published in particular numbers, particular editions or in particular places of printed matter.
- 4.2. Such a notification is made in good time if, assuming a normal course of business, the Customer can still be notified in writing in the event that the Customer's request cannot be carried out.
- 4.3. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher's free discretion.
- 4.4. If the Customer decides that contrary to the original order an advertisement is not to appear in a preferred location, then the Customer must notify the Publisher of this in writing at least 6 weeks before closing time for advertisements.

5. Online advertising is placed by the Publisher at its equitable discretion with due consideration given to the interests of the Customer. Insofar as nothing else is agreed, the Customer does not have a right to a particular placement within the Publisher's online offers or newsletters.

5. Contents and Arrangement

- 5.1. The Publisher is entitled to refuse to publish advertisements, inserts or other supplements, as well as online advertising, because of its contents or origin or its technical form, insofar as its contents violate applicable law or public morals or publication would be unreasonable for the Publisher. A publication is unreasonable for the Publisher if, for example, inserts or other supplements can give readers the impression, through their form or design, that these are parts of the printed matter for which the Publisher is responsible, or, if they contain advertising from any third party. The Customer will be notified of any such refusal to publish.
- 5.2. The publication of inserts and other supplements presupposes in principle that a sample has been submitted in advance.
- 5.3. Online advertising must be delivered by the Customer in accordance with the technical requirements of the Publisher no later than the deadline agreed in the order. The Publisher does not check whether or to what extent the advertising materials provided by the Customer are suitable for the Customer's advertising purpose and are in keeping with the Customer's needs. In the case of online advertising which due to its technical design allows collection and storage of usage data, the Customer assures that all such collection and storage of data is done in accordance with the statutory requirements (particularly those of the EU's General Data Protection Regulation (GDPR)).
- 5.4. Advertisements and online advertising which due to their editorial design cannot be recognized as such can be made recognizable as such by a clear notice such as "Advertisement" that is added by the Publisher.
- 5.5. The Customer warrants that the advertising materials supplied by the Customer as well as any linked target sites do not violate applicable law, and do not compromise or violate any rights of any type of any third party. In particular, the Customer warrants that the advertising materials are designed so that (a) the impression of a system message cannot arise and (b) all functional elements (e.g. search screens, pop-up menus, selection boxes) can actually be activated.
- 5.6. The Customer is responsible for timely delivery of printing materials. The Publisher's obligation to keep printing materials expires three months after the advertisement was published.
- 5.7. If the Customer does not notify the publisher of any dimensions for the advertisement, the Publisher will execute it in the smallest format that is possible.
- 5.8. The Customer assures that it is the holder of all required usage and exploitation rights for the advertisements and grants the Publisher a usage right to the advertising materials that is simple, non-exclusive, non-transferable, worldwide, and limited in time to the period and in contents to the purpose of the contract. The Customer agrees to indemnify the Publisher upon first demand of all claims of third parties that assert a violation of rights and to render the Publisher compensation for all disadvantages and damages the Publisher sustains in this connection.

6. Publisher's Warranty and Liability

- 6.1. The Publisher warrants the print quality customary for orders of the type in question, in the context of the possibilities prescribed by the printing materials. If the printed advertisement is entirely or partially illegible, incorrect or incomplete, and if the Publisher is responsible for this, then the Customer shall have a right, as the Customer may choose, to a reduction in the price of the advertisement or to a replacement advertisement unless a replacement advertisement would be possible only at disproportionate costs.
- 6.2. The Publisher shall place online advertisements during the agreed period of time and keep the relevant websites available. The Publisher warrants that the websites on which online advertisements appear are available at least 161 hours per week. If, during the period of the contract, this availability stays behind what is contractually agreed, then the Customer shall be entitled to a reasonable reduction of the price. This does not apply if the inferiority of performance is insignificant.

6.3. The liability of the Publisher for compensation for damages is limited to intention and gross negligence, insofar as there is no loss of human life, bodily injury or damage to health and insofar as there is no violation of essential contractual obligations. In cases of slightly negligent violations of essential contractual obligations, the Publisher is liable only for the amount of damages that are typical of this type of contract and that could be foreseen when the contract was concluded. Liability of the Publisher for slightly negligent violations of non-essential obligations is barred.

6.4. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions lie within the Publisher's sphere of responsibility.

7. Proofs

Proofs are delivered only at the express request of the Customer. The Customer bears the risk that proofs are not delivered in time and that returned corrected proofs are not correct. If the corrected proofs are not received by the Publisher within the period of time specified by the Publisher, then permission to print will be deemed to have been granted when this period of time for receiving corrected proofs has expired.

8. Specimen Copies

After publication, the Customer shall receive a complete copy as documentary evidence. With job and occasional advertisements, the page on which the advertisement appeared will be sent as documentary evidence. If it is no longer to procure a specimen copy, the Publisher will certify in writing that the advertisement was published.

9. Prices

- 9.1. All prices are stated as net prices in addition to which the applicable statutory value added tax is to be paid.
- 9.2. Price changes that occur during the period of a 12 month contract with a company go into effect immediately, insofar as nothing else was already agreed.
- 9.3. The preparation of drawings, printing materials and significant changes in submitted printing materials are charged at cost.
- 9.4. Insofar as nothing else is agreed, online advertising is offered at monthly fixed prices. The Publisher does not guarantee particular levels of click rates, ad impressions, leads or other access statistics.

10. Review of Online Advertising

When online advertising is broadcast for the first time, the Customer will review it without delay for proper placement and report any errors to the provider within three working days. Online advertising to which no objections are raised within this period is deemed to have been accepted.

11. Cancellation of Online Advertising

- 11.1. Online advertising which has been ordered can be cancelled before the agreed date of first broadcast. Cancellation must be made in writing.
- 11.2. Cancellations received more than 8 weeks before the date of first broadcast are free of charge. Otherwise, the Publisher is entitled to invoice cancellation fees as follows:
 - cancellation between 8 weeks and 4 weeks plus 1 day before first broadcast: 50 % of the net order value,
 - cancellation between 4 weeks and 1 week plus 1 day before first broadcast: 75 % of the net order value,
 - cancellation 1 week or less before first broadcast: 100 % of the net order value.

12. Reduced Print Runs

A reduced print run constitutes a defect that justifies a price reduction only if the shortfall is 20 % or more with a print run of up to 50,000 copies. Then the price reduction is proportional to the shortfall.

13. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

14. Payment Default

- 14.1. If payment is not received within 30 days after the date of first appearance, then the Customer enters payment default even if there is no reminder. In a case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euros. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers which are entrepreneurs are also charged default interest in the amount of 9 % above the base interest rate.
- 14.2. If the Customer is in payment default, the Publisher reserves the right to make further appearances of advertisements dependent on payment of advances even during an ongoing standard advertising contract.

15. Applicable Law and Place of Jurisdiction

- 15.1. This contract is governed by the law of the Federal Republic of Germany.
- 15.2. The place of fulfillment and jurisdiction for business with merchants, legal entities of public law and public law special funds is the legal domicile of the Publisher. If the place of residence or usual abode of the Customer is not known when litigation is filed or if the Customer has moved his, her or its residence or place of usual abode to a location outside the area of applicability of the ZPO (German Code of Civil Procedure), then it is agreed that the place of jurisdiction is the legal domicile of the publisher.

16. Data Processing

During the course of its business activity the Publisher uses a data processing system to process customer data in the framework prescribed by the EU's General Data Protection Regulation (GDPR) as permissible. A data protection officer has been appointed by the Publisher.

17. Other Regulations

The publisher does not take part in alternative dispute resolutions in front of consumer conciliation boards.

VDE VERLAG GMBH
Kaiserleistraße 8A
63067 Offenbach · Germany

Phone +49-69-840006 -1340, -1341 or -1342
anzeigen@vde-verlag.de

Subject to changes of prices and errors.
The General Terms of Business of VDE VERLAG GMBH apply.

www.vde-verlag.de / www.wichmann-verlag.de

