

# Media-Kit 2012

**p&a HANDBUCH DIRECTORY** Marktforschungsanbieter MR Service Providers **2012**  
p&a Handbuch der Markt- und Marketingforschung  
Directory of Market and Marketing Research

**MARKTFORSCHUNG, die zu mehr Erfolg im Markt führt**  
**iCONSULT**  
Wie planen Unternehmen auf die Entscheidungen hin, die Sie treffen werden?  
Wie können Unternehmen heute mit den digitalen Medien umgehen?  
Wie gehen Unternehmen mit den sozialen Medien um?  
Wie gehen Unternehmen mit den Big Data um?  
Wie gehen Unternehmen mit den Mobile Devices um?  
Wie gehen Unternehmen mit den Wearables um?  
Wie gehen Unternehmen mit den Smart TVs um?  
Wie gehen Unternehmen mit den Smart Homes um?  
Wie gehen Unternehmen mit den Smart Cities um?  
Wie gehen Unternehmen mit den Smart Grids um?  
Wie gehen Unternehmen mit den Smart Buildings um?  
Wie gehen Unternehmen mit den Smart Factories um?  
Wie gehen Unternehmen mit den Smart Retail um?  
Wie gehen Unternehmen mit den Smart Logistics um?  
Wie gehen Unternehmen mit den Smart Agriculture um?  
Wie gehen Unternehmen mit den Smart Transportation um?  
Wie gehen Unternehmen mit den Smart Energy um?  
Wie gehen Unternehmen mit den Smart Water um?  
Wie gehen Unternehmen mit den Smart Health um?  
Wie gehen Unternehmen mit den Smart Education um?  
Wie gehen Unternehmen mit den Smart Entertainment um?  
Wie gehen Unternehmen mit den Smart Sports um?  
Wie gehen Unternehmen mit den Smart Travel um?  
Wie gehen Unternehmen mit den Smart Security um?  
Wie gehen Unternehmen mit den Smart Defense um?  
Wie gehen Unternehmen mit den Smart Space um?  
Wie gehen Unternehmen mit den Smart Environment um?  
Wie gehen Unternehmen mit den Smart Infrastructure um?  
Wie gehen Unternehmen mit den Smart Urban Planning um?  
Wie gehen Unternehmen mit den Smart Urban Design um?  
Wie gehen Unternehmen mit den Smart Urban Mobility um?  
Wie gehen Unternehmen mit den Smart Urban Services um?  
Wie gehen Unternehmen mit den Smart Urban Governance um?  
Wie gehen Unternehmen mit den Smart Urban Innovation um?  
Wie gehen Unternehmen mit den Smart Urban Resilience um?  
Wie gehen Unternehmen mit den Smart Urban Sustainability um?  
Wie gehen Unternehmen mit den Smart Urban Quality of Life um?  
Wie gehen Unternehmen mit den Smart Urban Well-being um?  
Wie gehen Unternehmen mit den Smart Urban Prosperity um?  
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Wie gehen Unternehmen mit den Smart Urban Rank um?  
Wie gehen Unternehmen mit den Smart Urban Position um?  
Wie gehen Unternehmen mit den Smart Urban Standing um?  
Wie gehen Unternehmen mit den Smart Urban Credit um?  
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Wie gehen Unternehmen mit den Smart Urban Nobility um?  
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Wie gehen Unternehmen mit den Smart Urban Aristocracy um?  
Wie gehen Unternehmen mit den Smart Urban Nobility um?  
Wie gehen Unternehmen mit den Smart Urban Royalty um?  
Wie gehen Unternehmen mit den Smart Urban Aristocracy um?

**planung & analyse** Newsletter  
Top-Story  
Über neue Aspekte in der Demografieforschung und Best Practices hinsichtlich der Führungsinstrumente 2011: Planung & Analyse. Das Special widmet sich der Demografieforschung und im Spotlight werden aktuelle Entwicklungen der Online-Forschung beleuchtet. NEU!!!

**planung & analyse** Magazin  
Marken-Touchpoints  
Motorisiert: Neues aus der Automobilmarktforschung  
Erklärt: Warum Facebook so große Anziehung hat  
Vernetzt: Marken stärken im Netzwerk-Zeitalter

valid from January 1st, 2012

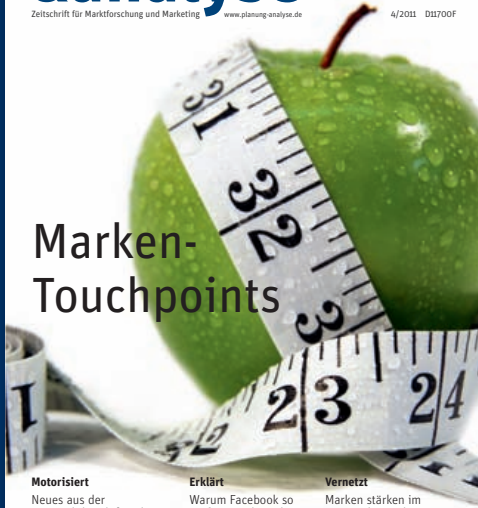
**planung & analyse**

# planung & analyse

Zeitschrift für Marktforschung und Marketing [www.planung-analyse.de](http://www.planung-analyse.de)

4/2011 D11700F

## Marken-Touchpoints



**Motorisiert**  
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Netzwerk-Zeitalter

# p&a international market research

Magazine for Market Research and Marketing [www.pua.de](http://www.pua.de) 2/2011 D11700F

## Emerging Markets



**Industry**  
Jasal Shah and  
Ged Parton in  
interview

**Special**  
Market  
Research  
Supplier List

**Research**  
Dialogic  
Introspection

Global Insights by  
**GIM**

# planung & analyse

Zeitschrift für Marktforschung und Marketing [www.planung-analyse.de](http://www.planung-analyse.de)

5/2011 D11700F

## Jeder Kunde ein Segment?



**Gewirkt**  
Neues aus der  
Kommunikations-  
forschung

**Befragt**  
Zur Zukunft von  
Online- und  
CATI-Forschung

**Gemessen**  
Über apparative  
Messungen und  
gute Gespräche

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## planung & analyse – The German Magazine for Market Research and Marketing

planung & analyse is the leading special interest magazine for market research and marketing in the German speaking market research community - for almost 30 years. Published six times a year, the topics cover the full spectrum of methods for fact-based marketing and management: from qualitative and quantitative research up to all modes of surveys, new methodologies, and best practices. The readership consists of market, media, and marketing researchers in companies (from small businesses to corporate groups), organisations, universities, and market research agencies as well as research-oriented marketers.

## p&a international market research – Magazine for Market Research and Marketing

Supplementing the German magazines are two English issues which are published independently – titled p&a international market research – Magazine for Market Research and Marketing.

In addition to the German readership, the international issues are circulated to decision makers in Russia, Poland, Czech Republic, UK, France, Italy and India.

## www.pua.de – Online Portal for Market Research and Marketing

The planung & analyse Online Portal is the essential information resource for Market Research and Marketing. It covers constantly updated current news, dates, market data as well as various further services for example the omnibus schedule and research possibilities in the magazine's print archive. The Portal is completed by the p&a Directory of Market and Marketing Research and the Showroom for market research service providers that can be searched online.

## Weekly p&a Newsletter

The p&a newsletter with 3,800+ subscribers is sent out every Tuesday and contains the latest news on studies, institutes & personnel, marketing and miscellaneous. The weekly frequency of publication brings you even closer to your clients and prospects. Use it for active push marketing!



### The p&a Directory of Market and Marketing Research

The p&a Directory is published annually and offers focused industry know-how on market research service providers, bilingual in German and English. Providers of market research services from field work to full service, from software to consulting, from studios to other service providers present themselves in company profiles. Detailed personal profiles and service profiles offer even more information. Everyone finds the perfect provider – print and online



### p&a Congress – M-Motion-Day

Since 2000, p&a hosts the **M-Motion-Day** annually every autumn as the industry meeting point for market researchers from both supplier and buyer side. At this industry highlight, current topics are discussed from different points of view and best practise cases are presented. Almost two thirds of the congress delegates are company market researchers – your clients!



### MAFO 2012

In 2012, **planung & analyse**, **Lebensmittelzeitung**, **HORIZONT** and **The Conference Group** invite you to the congress **MAFO 2012** for Market Research and Market Analysis. This top-event highlights in a compact way, how new potentials and new markets can be identified and opened by market research. Market research will be more relevant for the retail and consumer goods market in the future!

The congress MAFO 2012 takes place 19 to 20 February, Dorint Hotel in Wiesbaden. [www.conferencegroup.de/mafo12](http://www.conferencegroup.de/mafo12)

## General Information

- For nearly 40 years, planung & analyse has been delivering expert know-how on market research and marketing. The magazine was founded in 1974 and has been published since 1992 by Deutscher Fachverlag.
- The print run of 2,300 copies of the German issue is almost entirely distributed to subscribers. The English issues are additionally distributed in Russia, Poland, Czech Republic, UK, France, Italy and India and have a print run of 3,800 copies.
- About two-thirds of the readership are research buyers in companies, about one quarter is agency-side. Our readers come from all different branches, from medium-sized businesses to multinational corporations.
- planung & analyse is a publication for market research education at many universities and marketing chairs, as it offers knowledge and orientation to prospective employees of this industry.



## Content

- planung & analyse is the trade magazine of market research and marketing. The topics cover the complete spectrum of market research from qualitative and quantitative methods to all modes of surveys as basis for fact-based marketing and management.
- planung & analyse sets the agenda by choosing a main topic for each issue, supplemented by research articles on latest methodologies and thematic specials.
- The articles from agencies and companies as well as from academic research are up to date, well founded and practice-orientated. Methodologies are explained profoundly and best practice studies are presented.
- The Market Plaza completes the information service including person news, dates, industry events, event reports, abstracts of new and important studies, guest commentaries and contributions on current questions plus book reviews and interviews.
- The omnibus schedule contains a clear structured overview about national and international multi-topic surveys and represents an important tool particularly for internal market researchers.

**Publisher:**

Deutscher Fachverlag GmbH

**Editorial Department:**

Dr. Gwen Kaufmann, Chefredakteurin

**Advertisement:**

Dr. Gwen Kaufmann

**Volume/Year:**

39th volume/2012

**Advertisement Rates:**

No 21, valid from January 1st, 2012

**Frequency of Publication:**

8 issues yearly (6xGerman, 2xEnglish, see Editorial Calendar)

**Publishing House:**

Deutscher Fachverlag GmbH

**Postal Address:**

60264 Frankfurt am Main

**Home Address:**

Mainzer Landstr. 251, 60326 Frankfurt

**Telephone:**

+49 (0)69 7595-01, Durchwahl -2014

**Fax:**

+49 (0)69 7595-2017

**Internet:**

www.pua.de

**E-Mail:**

redaktion@planung-analyse.de

**Dates and Editorial**

See page 10

**Subscription:**

**Annual subscription (Germany): € 189.–**

**Trial subscription (4 issues): € 85.–**

**Annual subscription (World):**

EU\* € **196.90**

Rest of World € **186.32**

(incl. Postage and VAT)

Students and trainees get a discount of 50 per cent of the net costs.

**Prices for single issues:**

German issue € **33.–**

English issue € **38.–**

(excl. VAT)

ISSN-Nr. 0724-9632 (German issue)

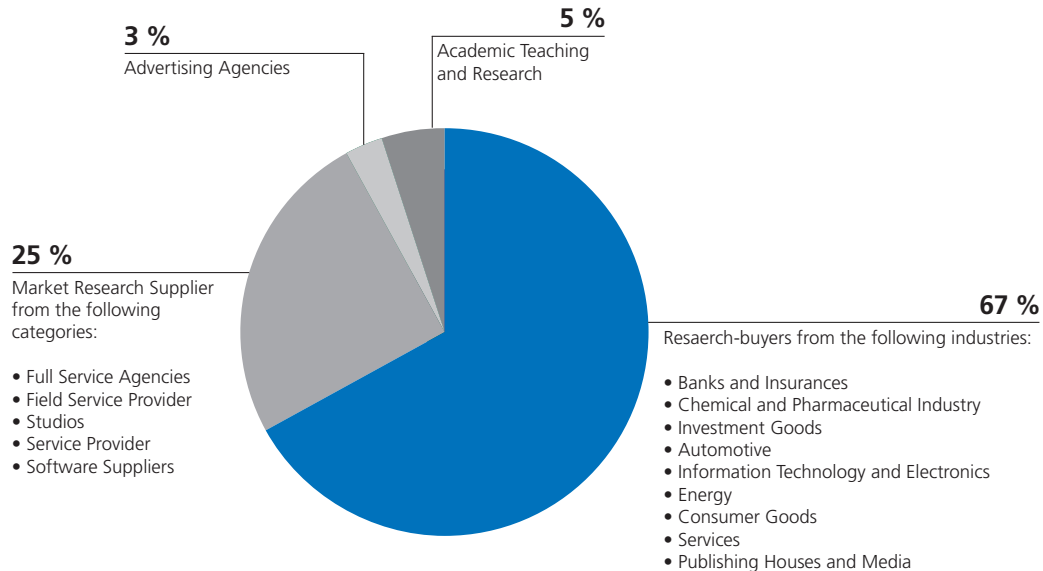
ISSN-Nr. 1617-1098 (English issue)

\* EU-orderings stay VAT-free by  
indicating your VAT identification number

planung & analyse offers profound expertise knowledge and up to date information for marketing and market research decision makers in all industries. The professional journal planung & analyse is predominantly distributed to subscribers such as market, marketing and media researchers in companies, organisations, and agencies as well as management consultancies, advertising agencies and in the academic field.

The readership of research-buyers originates from all industries from medium-sized businesses to multinational corporations.

One issue is used by eight readers on average, therefore every issue reaches almost 20,000 decision makers.



Source: Analysis of readership structure based on data analysis

planung & analyse offers an **attractive advertising environment** for providers of

- Full service market research
- Field service
- Studios
- Software
- Consultancy services
- other service providers like translations, incentive systems, who want to present themselves in a well established and renowned environment, and whose advertisement shall be recognised positively as industry information.

**planung & analyse** (German):

Print run: 2,300

Distributed Circulation: 2,200

**p&a international market research** (English):

Print run: 3,800

Distributed Circulation: 3,700

### Analysis of extent 2010 = 7 issues:

Total extent	484 pages = 100 %
Editorial part	356 pages = 74 %
Advertisements	128 pages = 26 %
Inserts	15

### Analysis of editorial part 2010:



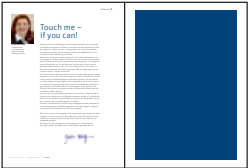

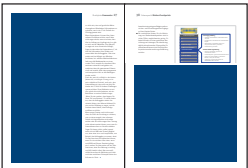
Subject areas	Pages	Percentages
Market Plaza	62	17 %
Main Topic	183	51 %
Research	22	6 %
Special	52	15 %
Others	37	10 %
<b>Total</b>	<b>356</b>	<b>100 %</b>

No.	Main Topic planung & analyse	Deadline for scripts	Deadline for advertisement booking	Deadline for advertisement data	Date of publication
1/12	<p><b>Online, Social, Mobile: What's Next?</b>            Now that online has been established as a data collection method, new challenges from social media, smartphones and tablet-PCs have to be faced and overcome. What does the next generation of online look like: Best Practices and constraints.</p> <p><b>Special: Energy Market Research</b></p>	December, 15th 2011	January, 10th 2012	January, 25th 2012	February, 08th 2012
2/12	<p><b>Clients as Focal Point</b>            Clients are the focus of all business activity even if goals might be different: satisfaction, loyalty or recommendation. However, the idea is to maximise the value of the company. Current approaches using market research which help support customer relationship management are featured.</p> <p><b>Special: Survey Software</b></p>	February, 23rd 2012	March, 08th 2012	March, 23rd 2012	April, 10th 2012
3/12	<p><b>Price Research</b>            When planning a market launch or price increase companies always face one big question: Which price offers the highest return? Price research and its new approaches can help with the fine tuning adjustments.</p> <p><b>Special: Online-Panels</b></p>	April, 24th 2012	May, 09th 2012	May, 29th 2012	June, 13th 2012

No.	Main Topic planung & analyse	Deadline for scripts	Deadline for advertisement booking	Deadline for advertisement data	Date of publication
4/12	<b>Brands in the Digital Age</b> Brand management is becoming increasingly complex due to even more communication channels being used. Therefore, the number of touch points is increasing. How should brand management look like in the digital age and which tools are offered from market research? <b>Special: IT- &amp; Telecommunications Research</b>	June, 27th 2012	July, 11th 2012	July, 26th 2012	August, 09th 2012
5/12	<b>Innovation</b> Human beings seek enhancements and innovations. But how do new things develop? Well-directed market research assess at each stage of innovation generates ideas systematically, selects promising ones and accompanies them as they are made market ready – either a modular or holistic approach. <b>Special: Media Research</b>	August, 22nd 2012	September, 05th 2012	September, 20th 2012	October, 05th 2012
6/12	<b>Marketing Controlling</b> Nowadays investment without performance review is unthinkable. The return on invest is always present and can be traced. Good times for image and publicity tracking. What are the latest practices to meet the rising requirements of information? <b>Special: Phase of life – Kids, Families, Best Agers</b>	October, 16th 2012	October, 31st 2012	November, 16th 2012	November, 30th 2012

No.	Main Topic p&a international market research	Deadline for scripts	Deadline for advertisement booking	Deadline for advertisement data	Date of publication
<b>MR 1/12</b>	<p><b>Communicate Around the World</b>            The world is growing smaller with digital communication channels available anywhere, anytime. Brands have to consider this development and structure their communication accordingly. How does this work in a globalized world – and how can market research help?</p> <p><b>Special: International Pharmaceutical Research</b></p>	January, 24th 2012	February, 09th 2012	February, 24th 2012	March, 09th 2012
<b>MR 2/12</b>	<p><b>Female Purchasing Power – Women as a Target Group</b>            There is a good reason that in many research designs the target group is defined as “female head of household” since women around the globe typically make purchasing decisions for the whole family even if they do not earn the money themselves. This issue highlights the role of women regarding purchase decisions, self-perception and their role in society in different cultures around the world and how to target them.</p> <p><b>Special: Global Fieldwork</b></p>	July, 27th 2012	August, 10th 2012	August, 27th 2012	September, 10th 2012

If you intend to write an article, please send a note to [editor@pua.de](mailto:editor@pua.de)  
 Further details for authors are available at: [www.pua.de/authors](http://www.pua.de/authors)

Size	Width x Height	Rates	Size	Width x Height	Rates
	<b>2/1 page</b> type area 385 mm x 272 mm bleed 420 mm x 297 mm*	€ 6,300.–		<b>1/2 page up</b> type area 87 mm x 272 mm bleed 105 mm x 297 mm*	€ 2,100.–
	<b>1/1 page</b> type area 175 mm x 272 mm bleed 210 mm x 297 mm*	€ 3,750.–		<b>1/3 page up</b> type area 58 mm x 272 mm bleed 75 mm x 297 mm*	€ 1,490.–
	<b>2/3 page up</b> type area 116 mm x 272 mm bleed 134 mm x 297 mm*	€ 2,990.–		<b>1/4 page across</b> type area 175 mm x 68 mm bleed 210 mm x 80 mm*	€ 1,090.–
	<b>2/3 page across</b> type area 175 mm x 182 mm bleed 210 mm x 194 mm*				

\* Bleed: plus 4 mm trim outer edge

**Discounts:** The following discounts apply for bookings made in advance (only display ads):

Frequency discount		Volume discount	
2 x	3 %	2 pages	5.0 %
3 x	4 %	3 pages	10.0 %
4 x	6 %	4 pages	12.5 %
5 x	8 %	5 pages	15.0 %
6 x	10 %	6 pages	20.0 %
7 x	15 %	7 pages	22.0 %
8 x	20 %	8 pages	25.0 %

**Agency discount:** 15 % (only for display ads)

**Series of advertisements on enquiry**

**Special placement charge:** 20 % for 2nd and 4th cover page  
 10 % for all other fixed placements

Column ads, text ads, ads at business card formats etc. on enquiry

Insertion of a job ad: € 289.–

Job ads appear online at HORIZONJobs and are printed as ads in business card format in the next issue of planung & analyse.

## Omnibus Timetable

One entry (max 4 lines incl. logo): € 640.–

Every additional entry (4 lines max. with the same logo): € 50.–

Location	Brand	Magazine	Price	Volume
Deutschland	GfK	...	...	...
Deutschland	GfK	...	...	...
Deutschland	GfK	...	...	...
Westland	...	...	...	...
Westland	...	...	...	...
Westland	...	...	...	...
Westland	...	...	...	...
Westland	...	...	...	...
Westland	...	...	...	...

In addition, your entry is available online at any time.

Entry as market research provider in the context of our special topic: € 239.–



To get special attention for your advertising, p&a offers you a variety of ad specials.

- 1 Inserts**  
 Complete print run (2,300 copies) € 1,090.–  
 up to 25 g, higher weight on enquiry.  
 Maximum format 290 mm height x 200 mm width



- 2 Short Covers**  
 Use the most important part of the magazine for your advertising message: The front cover!



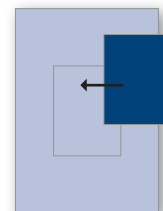
- 3 Banderoles**  
 An exclusive ad type that awakes interest – the magazine is packed like a gift.



- 4 Corner on cover page**  
 The corner with a lot of attention on the front cover.



- 5 Bound inserts** (postcards, booklets, DVDs etc.)  
 Bound inserts are effective carriers on the way to the target group. Your insert gets attention and the sympathy of the reader because there is something new to discover.



Other ad forms and prices on enquiry.

Your entries in the event calendar are published

- in the magazine *planung & analyse*,
- on our website until the event is over
- and in the newsletter!

Use an entry to advertise your events eye-catching and cross-media!

Per entry € 175.–

Discounts for multiple entries on request.

**Make one booking – get a threefold advertisement for your event!**



On the website  
 www.pua.de



In the magazine *planung & analyse*



In the newsletter

## Contents

- The portal [www.planung-analyse.de](http://www.planung-analyse.de) has been supplying up to date knowledge for market research online for over 10 years.
- The wide range of information covers current **news, dates, market data** as well as various further services for example the **omnibus schedule** and research possibilities in the magazine's **print archive**.
- The news cover the latest updates from the areas of **studies, institutes & personnel, marketing** and **miscellaneous** and are continuously updated.
- The **weekly newsletter** delivers comfortable and well-arranged the latest news directly to the subscribers' e-mail accounts.
- The **p&a Directory of Market and Marketing Research** and the Showroom are available for an easy operated online research for all kinds of market research service providers such as full service providers, studios, field service providers, consultants or software providers.
- The offer is completed with information for research buyers from companies in **the PUMa-Network and a career platform**.

## Target Group

The content of the **planung & analyse** portal for market research and marketing addresses everyone working in marketing, sales, academia or the market research industry, interested in market data, study results or industry news.

### Online performance ratio:

Visits/month: Ø ca. 24,000

Page Impressions/month: Ø ca. 34,300

(Base: October 2010 – September 2011)



[www.pua.de](http://www.pua.de)



## Hockeystick

**Size: Skyscraper + Superbanner**

**Volume: to 50 KB**

**Price/week exclusive: € 370.–**

The Hockeystick unites the Superbanner with the Skyscraper to an eye-catching combination!

## Skyscraper

**Size: 160 x 600 pixel**

**Volume: to 40 KB**

**Price/week exclusive: € 215.–**

**Price/week double rotation: € 160.–**

In the directly visible area you can advertise effectively! In combination with the Superbanner the Skyscraper becomes the Hockeystick.



## Superbanner

**Size: 728 x 90 pixel**

**Volume: to 35 KB**

**Price/week exclusive: € 200.–**

**Price/week double rotation: € 150.–**

The Superbanner appears in the immediate visible area and offers sufficient space for your advertising. In combination with the Skyscraper it becomes the Hockeystick.

## Medium Rectangle

**Size: 300 x 250 pixel**

**Volume: to 25 KB**

**Price/week exclusive: € 280.–**

**Price/week double rotation: € 210.–**

The Medium Rectangle offers a high coverage! Your advertising appears in the immediate visible area on the right stage on all pages.

## Content Ad

**Size: 360 x 280 pixel**

**Volume: to 35 KB**

**Price/week exclusive: € 260.–**

**Price/week double rotation: € 195.–**

The Content Ad is located within the content stage on the left side in first position possible. It is placed on the home page as well as on all news pages..

**Package offers and scale of discount on request, stated prices plus VAT.**

**General terms and conditions apply.**

**Cross-Media benefit:**

- ➔ **Benefit from our discount level when booking print and online ads within one year: The discount level from your print ad applies for your online booking as well!**



The weekly released p&a newsletter contains the latest news about studies, institutes & personnel, marketing and miscellaneous.

The weekly frequency of publication brings you even closer to your clients and prospects. Use it to effectively to spread the word for any special offers or attract high interest in your products!

Subscriber (October 2011): 3,800

### Newsletterbanner

Size: 468 x 60 pixel (gif only)

Volume: up to 25 KB

Price: € 299.– per issue

Package offers and scale of discount on request.

The M-Motion-Day is an important date in the annual market research calendar: Already for the 13th time the congress will take place in 2012.

Selected market research agencies will present their specific take and mode of research on a current research topic. The participant thus experiences a kaleidoscope of market research possibilities.

Being held annually since 2000, the M-Motion-Day has become a highlight in the industry. Limited to a number of 90 attendees, almost two thirds of the visitors are research-buyers from companies. The Get-Together on the evening before the congress day is the ideal networking event in a relaxed atmosphere.

We would be pleased to welcome you as gold, silver, or bronze sponsor of the 13th M-Motion-Day.

The congress is not only advertised in *planung & analyse* but also in *HORIZONT*, magazine for Germany's marketing, advertising and media community, and *LebensmittelZeitung*, leading business newspaper for decision makers in the grocery trade.

Gladly we will send you our sponsoring offers.

Contact: Dr. Benedikt Bock,  
seminare@planung-analyse.de  
Tel: +49 (0)69 7595-2016



Multiply the effectiveness of your advertising by combining print and online.

Use this advantage and support your print campaign with online advertising on [www.pua.de](http://www.pua.de).



+



**The advantages of cross-media advertising:**

- ✓ **Multiple exposure:** User interference of [www.pua.de](http://www.pua.de) and the magazine planung & analyse.
- ✓ **Additional user:** You get users who exclusively use [www.pua.de](http://www.pua.de)
- ✓ **Target group coverage:** Coverage of all relevant decision maker target groups.

**Why crossmedia advertising is more efficient in general\*:**

- **Multi-channel effect:**  
 With the presence of your advertising message print and online, your advertising message is multiplied. For over-proportionate attention of your target group.
- **Innovation effect:**  
 The combination of advertising in magazines and on the internet is recognised as very innovative.
- **Image effect:**  
 The image transfer of the media brand to the advertiser is boosted by cross-media advertising.
- **Benefit combination effect:**  
 The interest aroused by print advertising can be deepened by online campaigns.

\*Source: VDZ study "Why crossmedia functions better"

**Cross-Media example:**

Print ad in planung & analyse



Banner on www.pua.de



Banner in the Newsletter



**Your advantages at a glance:**

- Increased attention and enhanced coverage of your campaign
- Reminder effect: supports advertising effect of print ads
- Coverage of all relevant decision maker target groups

<b>Magazine size:</b>	297 mm height x 210 mm width (A4)
<b>Type area:</b>	272 mm x 175 mm, 3 columns à 55 mm
<b>Printing process:</b>	Sheet-fed offset with drying (hest-set)
<b>Advertisement data:</b>	Required are digital dates, made with ISOcoated, FOGRA27L, on CD-Rom with colour-binding digital/reference proof (papersimulation circulation paper of the particular magazine) and adequate measuring elements. Please order the special data sheet with details referring to data transmission. Printing in accordance with the Euroscale. Special colours are possible, for charges please take a look at the price list. All additional costs, which result from multiple data transmissions, transformation of special colours or other handling on our part to secure printing quality will be charged at cost price. Therefore the gross price can differ from the price of the confirmation.
<b>Digital advertisement data:</b>	Please order instructions at the advertisement department!
<b>ISDN-transmission:</b>	Please ask for current information!
<b>Screen ruling:</b>	60s grid pattern
<b>Reference proof:</b>	To provide obligatory, variations of the white level have to be considered as well as the given dot gains values, see below.
<b>Quality of paper:</b>	Art paper, woodfree paper Cover: laminated paper 170 g/m <sup>3</sup> Content: medium fine, matt 100 g/m <sup>3</sup>
<b>Dot gains values:</b>	40 % area: 14 % (tolerance +/-3 %) 80 % area: 11 % (tolerance +/-2 %)

<b>Colour sequence:</b>	black, cyan, magenta, yellow
<b>Basic font:</b>	Unit Regular
<b>Frequency of publication:</b>	8 x yearly
<b>Deadline for advertisement bookings:</b>	see editorial calendar
<b>Publishing Company:</b>	Deutscher Fachverlag GmbH Mainzer Landstraße 251 60326 Frankfurt am Main Postal address: Deutscher Fachverlag GmbH 60264 Frankfurt am Main Telephone: + 49 (0)69 7595-2014 Fax: + 49 (0)69 7595-2017
<b>Payment conditions:</b>	3 % discount on payments on advance calculations 2% discount on payments within 14 days of invoice date Net payment within 30 days of invoice date  All prices are plus VAT.
<b>Payment possibilities:</b>	Account Postgiro: Deutscher Fachverlag GmbH Germany: Frankfurt am Main Account no. 44406-604, Sort-code 500 100 60 Austria: Vienna, Account no. 7135-631 Switzerland: Basel, Account no. 40-13052 Account Frankfurter Sparkasse: Account no. 34926 Sort-code 500 502 01 Commerzbank Frankfurt Account no. 586555500 Sort-code 500 400 00
<b>Free copies:</b>	up to 2 copies free

1. "Advertising order", in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement of an advertiser or other space buyer in a printed publication for purposes of circulation.
2. In the event of doubt, advertisements are to be requisitioned for publication within one year after the conclusion of the contract. If the right to requisition individual advertisements is granted under the terms of a transaction, then the order must be carried out within a period of one year from the publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the time period designated in Clause 1.
3. The prices of the advertisements are consequent on the Publisher's Advertising Rate Card in effect at the time the contract is concluded. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price in effect according to the price list valid at the time of publication; this does not apply to business transactions with nontraders, insofar as no more than 4 months have elapsed between the conclusion of the contract and the time of publication. Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the Publisher wholly or in part to their clients.
4. If an order should not be carried out owing to circumstances for which the Publisher is not responsible, then the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. No claims on the part of the Advertiser shall ensue if, owing to force majeure (e.g., war, mobilization, labour dispute or other unforeseeable events), the publication of the magazine should be diminished or delayed, or should cease altogether.
5. In the calculation of quantities ordered, millimetres of text lines shall be converted into millimetres of advertisement corresponding to the price.
6. Orders for advertisements and advertising supplements which are placed with the declared intention of being published only in specific issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough that the Advertiser can be informed before the closing date if the order cannot be executed in this manner. Rubricated advertisements shall be printed in the respective column, and do not require an express agreement to this effect.
7. Text advertisements are advertisements having at least two sides bordering on text and not on other advertisements. The Publisher is entitled to mark with the word "Advertisement" those advertisements whose editorial design is such that they are not readily recognizable as advertisements.
8. The Publisher reserves the right to refuse advertising orders including individual requisitions under the terms of a transaction and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the publication is unacceptable to the Publisher. This also applies to orders placed with agencies, receiving offices or representatives. Advertising supplement orders are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising supplements which in form or appearance give the reader the impression that they are an integral part of the newspaper or magazine, or which contain outside advertising, shall not be accepted. The Advertiser will be informed immediately if an order is refused.
9. The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data or the advertising supplements. The Publisher guarantees the quality of printing customary for the assigned publication within the limits set by the printing data.
10. If the print of the advertisement is completely or partially illegible or false or is incompletely printed, the Advertiser may claim a correct substitute advertisement, or a price reduction to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable period of time set for the publication of the substitute advertisement or if it should occur again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemnity claims from positive breach of obligation, negligence in contracting and tort are excluded – especially in the case of orders placed by telephone; indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives and its vicarious agents. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected. Furthermore, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the remuneration for the advertisement in question. Complaints must be put forward within 4 weeks of receiving the invoice and receipt – unless the defects are not obvious.
11. Proofs shall be delivered only when expressly requested. The Advertiser shall bear the responsibility for the correctness of the

returned proofs. The Publisher shall take into account all error corrections of which it shall be informed within the period set at the time of forwarding the proofs.

12. If no specific size is stipulated, the actual print size customary for the type of advertisement will be used as a basis for invoicing.
13. In the event that the Advertiser does not make an advance payment, the invoice will be sent immediately, if possible, however, 14 days after the publication of the advertisement. The invoice is to be paid within the period evident from the price list, beginning from the time of receipt of the invoice, unless, in individual cases, another method of payment has been agreed upon or an advance payment has been made. Any discounts for advance payment shall be granted in accordance with the price list.
14. In the event of default, the Publisher shall charge, with the reservation of further rights, interest for default in the amount of 5 % above the respective basic Bank Rate of the German Bundesbank. In the event of default, the Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements. If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.
15. Upon request, the Publisher shall deliver a specimen of the advertisement with the invoice. Depending on the type and size of the advertisement, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be procured, a legally binding certification from the Publisher regarding the publication and distribution of the advertisement shall serve as a substitute.
16. The Advertiser shall bear the costs for the production of ordered printing data and drawings, and for considerable changes in previously determined versions, which the Advertiser may request or be responsible for.
17. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or – if no circulation amount is stated – is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation shall grant the right to a price reduction only if it amounts to  
20 % for a circulation of up to 50,000  
15 % for a circulation of up to 100,000  
10 % for a circulation of up to 500,000  
5 % for a circulation of more than 500,000.

Claims to price reductions are excluded, however, if the Publisher has informed the Advertiser in due time of the drop in circulation and has offered the Advertiser the choice of withdrawing from the contract.

18. In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies to keyed advertisements shall be kept for 4 weeks. Replies which are not collected within this period shall be destroyed. The Publisher shall return valuable documents without being obligated to do so. The publisher can be granted the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the customer. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages, will be excluded from onward transmission and will not be accepted.

Any acceptance or onward transmission can, however, be agreed by way of exception if the customer bears the charges/costs incurred as a result.

19. Printing data shall be returned to the Advertiser only if expressly requested. The obligation to save them shall end three months after the order has expired.
20. Discount credit notes and supplementary discount charges shall principally not take place until the end of the insertion year.
21. Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the Publisher may not be made liable.
22. The place of fulfillment is the principal place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for nontraders shall be determined according to their place of residence. It shall be agreed that the place of jurisdiction shall be the principal place of business of the Publisher if the place of residence or customary place of abode of the Advertiser, including nontraders, is unknown at the time that the legal proceedings are instituted or if the Advertiser's place of residence or customary place of abode should be moved outside the purview of the law after closing the contract.

## 1. Advertising order

(1) „Advertising order“, in the sense of the following General terms and Conditions, refers to the agreement to publish one or more than one advertisement or presentation in any form in information or communication services, especially the internet, for the purposes of circulation.

(2) The advertising order is exclusively subject to the General Terms and Conditions and price list of the Publisher which constitute an integral part of the contract. The validity of any terms and conditions on the part of the Advertiser or other space buyer are, if these do not comply to these General Terms and conditions, expressly excluded. Orders for advertising to be published in online media and other media forms are subject to the General Terms and Conditions of the respective media.

## 2. Advertisement forms

(1) An advertising form in the sense of these General Terms and Conditions can, for example, be made up of one or more of the following elements:- a picture, with or without text, a series of musical notes with or without moving pictures (e.g. banners),- a sensitive area which, when clicked, initiates a connection to further data at an online address given by the Advertiser, for instance that of the Advertiser (i.e. a link)

(2) Advertisements which in form or appearance are not immediately recognisable as such, will be altered to make this clear.

## 3. Conclusion of a contract

(1) The contract attains validity through confirmation in either written form or by email, subject to the provisions of individual contrary agreements. Should this confirmation not be received, then the order is deemed confirmed by the publication of the online advertisement. Orders placed orally or by telephone are also subject to these General Terms and Conditions.

(2) In the event of doubt, orders placed by advertising agencies are a contract between the publisher and the advertising agency subject to the provisions of other written agreements. Should an advertising client become the Advertiser, then the Publisher must be advised of the name by the advertising agency. The Publisher has the right to demand proof that the client is listed by the advertising agency.

(3) Advertising for goods or services from more than one advertising client or other advertiser within a particular advertisement (e.g. banners, pop-up ads) requires an extra contract either in written form or per email.

## 4. Settlement period

If the right to requisition individual advertisements is granted under the terms of a transaction, the order must be carried out within one year of the conclusion of the contract.

## 5. Extension of an order

The advertiser has the right to place more advertisements within the contractual period or within the period as stated in paragraph 4 than agreed upon if the capacities of the Publisher are available.

## 6. Delivery of data

(1) The Advertiser is obliged to provide the Publisher with correct advertising material, particularly with regard to the format or the technical specifications as designated by the Publisher in due time before the publication date. The Publisher will immediately request a replacement if the material is seen to be unsuitable or damaged.

(2) Should the Publisher store the data, without actually being obliged to do so, then this obligation will end after three months.

(3) The Advertiser shall bear the costs charged by the Publisher for changes to the advertising material that are either requested or justifiable.

## 7. Keyed advertisements

(1) In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will - without there being any obligation to do so on the part of the Publisher - only be forwarded by normal post. The replies to keyed advertisements will be kept for four weeks. Replies which are not collected within this period will be destroyed. The Publisher will return valuable documents without being obligated to do so. The Publisher can be granted the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the Advertiser.

(2) Letters which exceed the permissible DIN A4 size (weight 50 g), as well as goods, books, catalogues and packages, will be excluded from onward transmission and will not be accepted. Incoming emails will only be forwarded if these do not exceed 300 kilobyte per mail. Any acceptance or onward transmission can, however, be agreed on by way of exception if the Advertiser bears the charges/costs incurred as a result.

## 8. Right of refusal

(1) The Publisher reserves the right to refuse or block advertising orders - including individual requisitions under the terms of a transaction if

-their contents violate laws or official regulations or

-if the contents are liable to be objected to by the German Advertising Council (Deutscher Werberat) in a complaints procedure or -if the publication thereof is unreasonable to the Publisher due to the content, the origin or the technical form.

(2) The Publisher has the right to withdraw an advertising medium already published if the Advertiser himself belatedly changes the content of the advertising medium or if the data of a link is belatedly changed whereby the conditions of paragraph 1 become applicable.

## 9. Guarantee of rights

(1) The Advertiser guarantees that he is in the possession of all rights necessary for the placement of an advertisement. The Advertiser holds the Publisher harmless within the framework of the contract from all claims by third parties which might arise through the violation of any laws. In addition the Publisher is released from the costs of legal defence. The Advertiser is obligated to support the Publisher in good faith in his defence against third parties by supplying information and documents.

(2) The Advertiser will pass all necessary copyrights for the use of the advertisements in all forms of online media, including the internet to the Publisher. This includes the right of use, ancillary copyright and other rights, in particular the right to duplicate, circulate, transmit, broadcast, abstract from a database and call, both with regard to time and content, to a degree necessary for the completion of the contract. The above mentioned rights are always to be given unboundedly and authorise the Publisher to place advertisements using all forms of technical process and all known forms of online media.

## 10. Publisher's guarantee

(1) The Publisher guarantees, within the framework of predictable demands, a best-possible reproduction of the advertising medium in accordance with the technical standard normal at the time. The Advertiser accepts however, that according to the current state of technology, it does not always make economic sense to create a program that is entirely free of errors. The guarantee does not include circumstantial errors. An error in the depiction of the advertising medium is then circumstantial if it has been caused -by the use of unsuitable depiction software or hardware (e.g. a browser) or -by a malfunction of the communications network belonging to other providers or -by a computer breakdown caused by a breakdown of the system -by so-called proxy servers (message buffers) that are either incomplete or not up-to-date or -a breakdown of the ad server lasting no longer than 24 hours (cumulated or continuous) within a 30 day period after the begin of the contractually agreed placement period.

A breakdown of the ad server over a considerable period (more than 10 percent of the period booked) within the framework of a booking due to run over a fixed period, will release the Advertiser from the duty of payment for the period of the breakdown. Further claims are excluded.

(2) If the reproduction quality of the advertising medium is insufficient and constitutes a considerable error, the Advertiser has the right to a reduction of payment or a perfect replacement, but only to the degree that the advertising medium was affected. If the replacement advertisement is a failure or is unreasonable, the Advertiser has the right to a reduction of payment or a withdrawal from the contract.

(3) If there are defects in the advertising medium documents that are not obvious, the Advertiser has no rights to claim if the resulting publication is insufficient. The same applies if the advertisement is placed several times and if the Advertiser does not draw the Publisher's attention to the errors before the next placement.

## 11. Default

If the execution of an order cannot be fulfilled for reasons for which the Publisher cannot be held accountable (for instance software problems or other technical reasons), in particular a breakdown of the computer system, strike, legal provisions, interference in the sphere of responsibility of third parties (e.g. other providers), network operators or service providers or for similar reasons, then the order will be repeated, if this is possible. The Publisher is still entitled to payment for an order that is thus carried out again after the disruption has ceased, and within a time period reasonable for the Advertiser.

## 12. Liability

(1) Indemnity claims from positive breach of obligation, negligence in contracting and tort are only applicable by premeditation and gross negligence on the part of the Publisher, its representatives or vicarious agents. This does not apply to claims for warranted quality, or to injury of life, body or health or the breach of considerable contractual obligations; in this case the liability is restricted to the replacement of the foreseeable loss. Indemnity claims from impossibility of performance and default by ordinary negligence are restricted to the replacement of the foreseeable loss.

(2) In the case of gross negligence on the part of its minor vicarious agents the liability towards companies is restricted to the extent of the foreseeable damage. This does not apply to a breach of integral contractual obligations.

## 13. Rate card

(1) The rates of the advertisements are based on the Publisher's advertising rate card published on the internet and in effect at the time the contract is concluded. Should the advertising rate change after the conclusion of the contract, the Publisher is entitled to charge the price according to the price list valid at the time of the publication: this does not apply to business dealings with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the agreement and the publication date of the advertisement.

(2) Discounts are granted according to the rate card valid at the time. Advertising agencies and other Advertisers are obligated to use the various Publishers' rate cards for their quotations, contracts and invoices. Discount credit notes and supplementary discount charges shall principally not take into consideration until the end of the insertion year.

## 14. Price reductions

(1) If an order should not be carried out owing to circumstances for which the Publisher is not responsible, then the advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations.

(2) The advertiser has the retroactive right, if no other agreement has been made, to a discount relevant to the actual number of advertisements placed within a year, if a contract has been concluded based on the rate card which explicitly allows discounts. The claim to a discount expires if it is not asserted within three months after the end of the contractual year in question.

## 15. Default of payment

(1) In the event of default or delay in payment, the Publisher shall charge interest and debt collection charges. The Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements.

(2) If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the contract, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

## 16. Cancellation

Cancellations of advertisement orders can only be accepted in written form or by email.

## 17. Placement confirmation

Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the Publisher may not be made liable.

## 18. Data security

The advertisement order will be carried out according to the currently applicable laws of data security.

## 19. Place of fulfilment/Court of jurisdiction

The advertising order is subject to German law. The place of fulfilment is the principle place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies corporate, or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence. German law applies.

## Your contact to planung & analyse

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# The Whole Wide World of Market Research