

# Media-Docummentation 2020

International issues

**Books**

**Digital**

**Awards & Contests**

**Weinguides**

**Magazines**

**Corporate Publishing**

**vinum Kosmos**

**VINUM Readership**  
760 000 (BRG) and 230 000 (CRG) in Germany (source: AWA)  
231 000 (BRG) and 70 000 (CRG) in Switzerland (source: MACH Basis 2016-21)

**www.vinum.eu**

**«VINUM is not only  
a special magazine,  
but a whole  
universe.»**

**Roland Köhler** publisher VINUM

## **Our Profile**

### **Our Creed**

VINUM stands for after-work relaxation, recreation, finding a slower pace, enjoying cherished topics and exploring new things. Information meets pleasure; entertainment meets utility.

### **Brief Characteristic**

VINUM has been published since 1980 and enjoys a high level of acceptance among a large wine-interested audience, as well as among the producers, in trade and in high-class gastronomy. VINUM – that's sophisticated enjoyment. Stories about wine abound; readers are immersed in the cultural treasure the winegrowing regions of Switzerland, Germany, Austria, Italy, France and the world provide. Extensive tastings with recommendations provide readers with a secure basis for orientation and the purchase of wine. Travel and culture reports are an invitation to linger. Upscale tableware and stylish accessories round-off the wide spectrum of topics.

### **Readership**

People who read VINUM are characterized above-average net incomes and lead exclusive lifestyles a high affinity for the enjoyment of life. Readers of VINUM have above-average net incomes and lead exclusive lifestyles. They inform themselves about good wines and an upscale lifestyle with VINUM (AWA).

### **Europe's Wine Magazine**

With three country-specific print editions – for Germany/Austria, the German-speaking Switzerland and the issue Suisse Romande/France – as well as the international web platform, VINUM is one of the most important wine magazines of Europe. The VINUM authors in Europe's major winegrowing regions (France, Italy, Germany, Switzerland and Austria) ensure a high information value and an authentic coverage of the respective «terroir». Each county edition (Germany, German-speaking Switzerland and French-speaking Switzerland) has a distinct editorial local colour, whereas the same international magazine in each edition forms the binding element of the different country editions. Thus the mentality and market differences are taken into account.

## MAGAZIN

German-speaking Switzerland:  
10 per year  
French-speaking Switzerland:  
5 per year  
Germany/Austria: 10 per year



## CLUB LES DOMAINES

The wine club for explorers. 6 x 3 exceptional wines a year, made by winemakers who have revolutionised the wine world with their craftsmanship and their quality philosophy. Selected by a group of top-level experts.



## BOOKS & MORE

Perfect complement to the magazine: «The 150 best wineries of the Switzerland», «Best of Bordeaux – 200 Legendary Châteaux - «VINUM Wineguide Germany » ... comprehensive and longer-term.



# Vinum KOSMOS

## AWARDS/CONTESTS

Clear the stage for the best in their field:



## CORPORATE PUBLISHING

Our tailor-made supplements, from advertorials to a comprehensive customer magazine: as full-service provider, VINUM guarantees the quality of all supplements.



## SPECIAL PUBLICATIONS

Topic-specific annual publications with a high-level of attention and long storage character: «World of Bordeaux», «Top of Tuscany», «World of Champagne» and many more, are very popular annual publications.



## DIGITAL

Interactive website for the wine community with over 60 000 users per month. Newsletter: over 75 000 subscribers (international). Multimedia projects for iOS and Android (German, English). Social Media: Facebook with over 11 681 fans, Twitter with over 2996 followers, Instagram with over 1832 followers.



## EVENTS

Whether wine & dine, grand tasting, masterclass seminars, ... VINUM organizes dozens of wine events every year, with over 8000 guests. VINUM guarantees as a full-event agency a successful event.



## WINEGUIDES

VINUM tastes, assesses and presents noteworthy, special and exclusive wines. That's where our expertise lies!



## FAITS/COOPERATIONS

VINUM is present at all important wine events in Switzerland and Germany. Annual highlight: ProWein – over 32 seminars, VIP talks ... and 980 participants.



**Active consumers. Brand-conscious.  
Money to spend. Career-oriented.  
Cosmopolitan. Quality-conscious.  
Culture vultures. Connoisseurs  
through and through...**

### The *Vinum* readership



- VINUM readers are high earners and have above-average purchasing power thanks to a gross average salary of 75 000 euro.
- 80% of VINUM readers fall in the top consumption age group between 38 and 65.
- Around 80% of VINUM readers have a high level of education and are career-oriented.
- 68% of VINUM readers are gourmets – not just in terms of food and drink, but also when it comes to other elements of everyday life.
- VINUM readers estimate that they read an average of just under 80% of the magazine contents.
- With around 45 minutes of reading time per issue, VINUM is read in depth and with interest. There is no leafing through the pages, no cursory glance.

(Source: MA Leader, MACH, AWA complete study available at [www.vinum.eu](http://www.vinum.eu))

**VINUM readers enjoy life,  
are distinguished connoisseurs and  
therefore represent a welcome  
target audience.**

#### VINUM readers are

- Twice as interested in economic issues (affinity value 214) and stock exchanges / investments / financial markets (affinity value 218)
- Real gourmets (affinity value 195), whether at home or more likely in restaurants
- Interested in culture, prefer literary works and enjoy classical concerts (jazz, classical)
- Of above-average education, with more than 50% holding a university degree

(Source: MA Leader, MACH, complete study available at [www.vinum.eu](http://www.vinum.eu))





The VINUM travel articles not only take readers to selected winemakers, restaurants and hotels in Tuscany, Burgundy or Piedmont. We also reveal interesting routes through lesser known, yet idyllic wine regions, such as Extremadura in Spain, the Adriatic Coast in Croatia, inland Majorca or around Lake Constance.

Eva Maria Düllingen VINUM Editor

Every year, the VINUM team samples up to 10 000 wines together with renowned wine experts from all over Europe. Thanks to this painstaking groundwork, VINUM is able to present high-quality discoveries in every price category in each edition.

Rudolf Knoll VINUM Editor



## Publication Dates and Key Topics 2020

Issue VINUM Germany and issue VINUM Switzerland (German)

Issue	Publication Date	Advertising Deadline	Issue Switzerland	Issue Germany/Austria	International	Wineguides	Extras
1/2 January/ February	27.01.2020	18.12.2019	On the Road in northern Waadt	Baden – the new generation of Pinot	Pro panel: 'Heavyweights'. Winter wines above 15% from all over the world   Travelogue: visiting Thailand's upland winemakers	Jura Total   Spotlight on Viognier international   Bierzo market view	Unique Wineries Germany
3 March	24.02.2020	21.01.2020	Chasselas 2020: the new pioneers	25 young winemakers	The different sides of new Pinot Noir   Legendary locations: Cerequio in Barolo   Travel like a pro: inland from the Côte	Area guide: Trentino total   Grand Cru chocolates   Market view: Syrah from South Africa	Unique Wineries Italy
4 April	23.03.2020	21.02.2020	The Lake Zurich wine scene	New ideas from old wine nobility   Muscatel – born to be a star	Pro panel: mature Grüner Veltliner   The renaissance of Beaujolais   Silvio Denz, luxury goods manufacturer & chateau owner	Area guide: Beaujolais   Spotlight on white wines from German-speaking Europe   Market view: Barraida & Dão red	
5 May	27.04.2020	20.03.2020	Pro panel experiment: French-speaking v. German-speaking Swiss taste buds	Wine schools – sip smarter!   Money makes the wine go round. Top investors' wine estates	Rioja reinvented   Pro panel: 'Top of sulphite free'   Travel like a pro: Salzburg	Area guide: Pinot Noir from California   Spotlight on Trollinger, Vernatsch, Schiava   Market report: Rueda	Unique Wineries Switzerland
6 June	25.05.2020	20.04.2020	The country needs new grape varieties	Mini is maxi! Germany's smallest wine estates	Austria dossier	Area guide: Campanian whites   Spotlight on Sauvignon Blanc from German-speaking Europe   Market view: Vin de Pays from France	Unique Wineries Austria Extra World of Bordeaux
7/8 July/ August	29.06.2020	26.05.2020	Swiss Wine List Award: Switzerland's best wine lists	German Wine List Award: Germany's best wine lists	'Mysterious Provence' dossier   Travel like a pro: San Sebastian	Area guide: Barolo 2016   Geuze from Flanders   Market view: Cava	Swiss Organic Wine Award 2020
9 September	24.08.2020	21.07.2020	Räuschling – back to old freshness   Swiss Wine Award – the final wines	Riesling Champion 2020 – the winners	Loire monuments   New trends in South Tyrol: Vernatsch renaissance, Völs am Schlern, sparkling wonders   Dieter Meier, bon vivant, artist, winemaker	Riesling champion   Spotlight on Sangiovese, Touriga Nacional and Tempranillo far from home   Market view: Barbera d'Asti	
10 October	28.09.2020	25.08.2020	Switzerland's best amateur winemakers	Winemaking in Germany 30 years after reunification   Wine guide nominees	Pro panel: the two sides of the Douro/Duero   Are sweet wines out?   travel like a pro: Napoli	Area guide: Saint-Joseph Rhone Valley   Rums across the world   Market view: Horizontal port	
11 November	26.10.2020	22.09.2020	Swiss Wine Award – the winners!	German Red Wine Award – the winners	Pro panel: top barrel-aged Chardonnay 2018   Northwestern wines: Belgium, Netherlands, Denmark   Anders Frederik Steen, ex Noma chef, modern Ardèche winemakers	Area guide: top ÖTW locations   Spotlight on Cabernet Franc worldwide   Market view: Primitivo, Zinfandel, Tribidrag	Extra Top of Tuscany
12 December	30.11.2020	27.10.2020	EValais – Aosta valley, linked across the Alps	German Sekt Award – the winners	Gewürztraminer's new talents   VINUM's 100 top wines from 2020   Travel like a pro: Nantes or Avignon	Bordeaux Côtes   Spotlight on orange wines   Market view: Muscatel variants	Unique Wineries Italy Wine & Delicacies dossier Extra World of Champagne

## Advertising Rates/Technical Data

Prices in Euro (plus statutory sales tax), valid from 01.01.2020

Formats in Type Area		Separate Editions			Combinations	
	(Width × Height) 4-colour	Germany/ Austria	Switzerland (German)	French- speaking Switzerland/ (France)	Germany/ Austria Switzerland (German)	Germany/ Austria Switzerland (German and French)
1/1 Seite	190 × 260 mm	4890.-	5380.-	2630.-	8220.-	10 970.-
1/2 Seite	92 × 260 mm oder 190 × 127 mm	3060.-	3360.-	1650.-	5140.-	6860.-
1/3 Seite	59 × 260 mm oder 190 × 82 mm	2040.-	2240.-	1190.-	3420.-	4650.-
1/4 Seite oder oder	92 × 127 mm 43 × 260 mm 190 × 60 mm	1530.-	1680.-	820.-	2570.-	3430.-
1/8 Seite	92 × 60 mm oder 43 × 127 mm	760.-	840.-	460.-	1280.-	1750.-
1/16 Seite	43 × 60 mm oder 92 × 28 mm	380.-	420.-	280.-		

VINUM issue German-speaking Switzerland	19 500 copies	10 issues/year
VINUM issue Germany/Austria	29 200 copies	10 issues/year
VINUM issue French-speaking Switzerland	5 700 copies	5 issues/year

### Technical Data

Format: 220 × 297 mm, Type area: 190 × 260 mm

Screen ruling: 60 lines/cm

Printing process: Cover: sheet offset; Contents: rotary offset

Colours: Euro scale, No Pantone colours

Paper: Cover: white, glossy, coated, 250 g/m<sup>2</sup> wood-free

Contents: white, glossy, coated, 100 g/m<sup>2</sup>

### Digital data

full page, InDesign files or high-end PDF with proof. Images, high-resolution – saved as InDesign, EPS or Tiff 300 dpi (with text elements in images at least 800 dpi resolution) – will be sent compressed. All fonts must always be provided. All print data must be created in CMYK shades (no RGB- or Pantone colours). Colours not established in the CMYK mode will automatically be converted according to ISOcoated\_v2 in CMYK. This can lead to colour deviations. In this case claims are excluded. Total area coverage max. 300 %.

### File formats

print-optimized PDF in accordance with PDF/X-3a. With EPS please vectorize fonts. Open files only possible upon request in the programs InDesign, FreeHand, Illustrator, Photoshop. 4-coloured images with 300 dpi in composite mode (CMYK).

### Data transfer

digital (high-end-PDF) or on storage media

(CD-Rom), Labelling of shipping case: customer name/object/issue.

No liability will be assumed for the quality of transmission.

Per E-Mail: [anzeigen@vinum.ch](mailto:anzeigen@vinum.ch)

Per CD: Intervinum AG

Postfach 11, CH-9001 St. Gallen

For questions: Manuela Deganello, [manuela.deganello@vinum.ch](mailto:manuela.deganello@vinum.ch)

Contact advertising marketing: see page 12

## Advertisement Formats Discounts

### Discounts

Upon purchase in the course of 12 months  
in one country edition.

### Quantity/Number scales

Number Scales

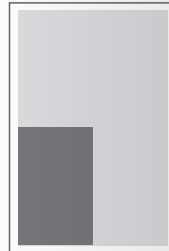
3 Advertisements: 5%  
6 Advertisements: 7%  
10 Advertisements: 10%  
15 Advertisements: 15%

### Cover Pages

2nd CP: 6050 €  
4th CP: 6260 €



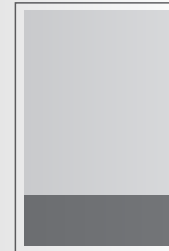
**1/1 Page**  
190 x 260  
(FA: 220 x 297)



**1/4 Page**  
92 x 127



**1/2 Page**  
92 x 260  
(FA: 104 x 297)



**1/4 Page**  
190 x 60  
(FA: 220 x 78)



**1/2 Page**  
190 x 127  
(FA: 220 x 145)



**1/4 Page**  
43 x 260  
(FA: 55 x 297)



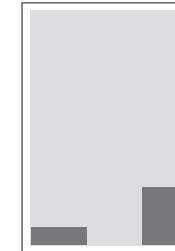
**1/3 Page**  
59 x 260  
(FA: 71 x 297)



**1/8 Page**  
43 x 127  
92 x 60



**1/3 Page**  
190 x 82  
(FA: 220 x 100)



**1/16 Page**  
92 x 28  
43 x 60



### Panorama Advertisements

Type area 416 x 260 mm; full bleed 440 x 297 mm;  
at least 4 mm overlap on all outer edges.

### Full Bleed Advertisements (FA)

Non-bleed text and images should be placed approximately 1 cm from the format trim.  
On all outer edges: + 6 mm edge trim.



## Inserts

Prices in Euro (plus statutory sales tax), valid from 01.01.2020

Loose inserts				
Issue Switzerland German			Issue Switzerland French	
weight	total circulation*	only subscribers*	total circulation*	only subscribers*
up to 25 g	295.-	341.-	395.-	464.-
up to 50 g	308.-	356.-	408.-	481.-
up to 75 g	340.-	391.-	440.-	516.-
up to 100 g	372.-	426.-	472.-	551.-
100g and above	upon request	upon request	upon request	upon request

Fixed inserts				
Issue Switzerland German			Issue Switzerland French	
weight	total circulation*	only subscribers*	total circulation*	only subscribers*
4 pages	326.-	368.-	450.-	516.-
6 pages	340.-	384.-	464.-	533.-
8 pages	372.-	419.-	495.-	567.-
12 pages	385.-	435.-	509.-	584.-
16 pages	417.-	470.-	541.-	618.-

Adhesive inserts		
		Technical costs
DIN postcard Booklet up to 25 g Envelopes C6	Only in combination with carrier advertisement, 1 page	45.- per 1 000 copies

\* Due to the varying monthly circulation/subscriber numbers, the exact number of copies/subscribers is determined. Documents defined order-specifically in consultation with the publisher).

**Prices** All prices per 1000 copies including distribution costs

**Inserts Size** max. 210 × 285 mm, min. 105 × 148 mm

**Fixed Inserts Size** on demand

**Specifics** There is a limited availability of inserts. We kindly request an early reservation. Special printing, partial circulation of subscription copies upon request. VINUM Issue Germany: upon request Advertisements with glued inserts (postcard): basic price 1/1-advertisement (4-colour) plus technical costs € 45.- per thousand copies glued inserts

Issue Germany					
Weight	Loose inserts		Fixed Inserts		
	total circulation*	only subscribers*	pages	total circulation*	only subscribers*
up to 20 g	131 €	172 €	up to 4 pages	143 €	174 €
up to 30 g	135 €	178 €	8 pages	174 €	213 €
up to 40 g	152 €	199 €	12 pages	189 €	231 €
up to 50 g	170 €	221 €	16 pages	204 €	250 €
up to 60 g	183 €	236 €			
up to 75 g	206 €	261 €			
up to 100 g	229 €	286 €			

Adhesive inserts		
		Technical costs
DIN postcard Booklet up to 25 g Envelopes C6	Only in combination with carrier advertisement, 1 page	45.- per 1 000 copies

**Surcharges** Piggyback surcharge: € 2000.-

Brochures with third-party advertising: For each advertisement a surcharge of 25% of the gross price for a black-white advertisement page (or the equivalent format) of the respective VINUM language issue will be added. Technical costs for the manual enclosure: upon request

**Samples** Three samples must be sent to the advertising department to be reviewed prior to the final confirmation. For glued inserts a dummy/position sketch must be also be sent to the advertising department to be reviewed five weeks prior to publication.

**Delivery Address** According to the order confirmation

**Delivery Date** 14 days prior to publication

**Agency Fee** 15% of the net advertising value

## VINUM Promotion/Advertorial

Present your products and services in a sympathetic and informative way. With your advertorial, you profit not only by catching the eye of your readers, but also by the support of professional graphics and a multimedial platform. Call attention to yourself!



### An overview of your benefits

- We provide an editorial framing for your advertisement and present its contents in the look and feel of VINUM.
- Through an advertorial, readers remain highly receptive to the presentation of your brand or product, as they stay in the familiar context of the editorial environment.
- Professional (wine-specific) journalistic support.
- All-in-one: you supply the images and text, VINUM does the rest (graphics/layout, copy-editing, proofreading, production).
- A direct approach of the relevant target audience and a specific contact quality: VINUM subscribers.
- sales promotion vouchers: In addition to your advertising presence, you'll receive 50 copies of the corresponding issue of VINUM.
- Creation of new, additional customer contacts

### Dates

Issue	Publication date	Advertising deadline	data delivery
1/2 January/February	27.01.2020	04.12.2019	09.12.2019
3 March	24.02.2020	08.01.2020	13.01.2020
4 April	23.03.2020	06.02.2020	11.02.2020
5 May	27.04.2020	05.03.2020	13.03.2020
6 June	25.05.2020	03.04.2020	09.04.2020
7/8 July/August	29.06.2020	13.05.2020	18.05.2020
9 September	24.08.2020	06.07.2020	11.07.2020
10 October	28.09.2020	12.08.2020	17.08.2020
11 November	26.10.2020	09.09.2020	14.09.2020
12 December	30.11.2020	14.10.2020	19.10.2020

### Formats and advertising rates

All prices in Euro plus VAT, valid as of 01.01.2020

Format	Publication issue			Combinations		
	Germany/Austria	Switzerland (German)	French-speaking Switzerland/(France)	Germany/Austria Switzerland (German)	Switzerland (German and French)	Germany/Austria Switzerland (German and French)
1/1 page	4890.-	5380.-	2630.-	9243.-	7209.-	10320.-
2/1 pages	7335.-	8070.-	3945.-	13864.-	10813.-	15480.-

### Included in the price:

- Layout in Look & Feel by VINUM (incl. text editing, proofreading, image processing and data preparation)
- 2 correction runs: you will receive a PDF for control, plus 2x correction run and/or release

### Additional editorial services

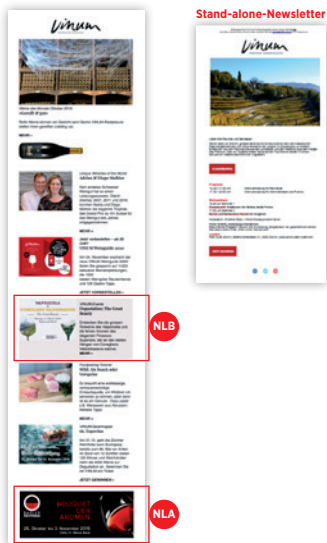
- Create new texts from keywords and according to customer briefing (Desktop Writing) Euro 400.- per page
- Photography by VINUM photographer (incl. unrestricted use of images, own DVD) Euro 550.-/day
- Additional correction run Euro + 160.-

## VINUM-Newsletter

The VINUM newsletter: directly reach the personal mailboxes of our wine-oriented and pleasure-oriented readership.

### Publication dates

	Switzerland (german) Germany	Switzerland (g+f) Germany
Jan.	09.01.2020	23.01.2020
Feb.	06.02.2020	20.02.2020
March	05.03.2020	19.03.2020
April	09.04.2020	23.04.2020
May	07.05.2020	20.05.2020
June	10.06.2020	23.06.2020
July	02.07.2020	16.07.2020
Aug.	13.08.2020	27.08.2020
Sept.	10.09.2020	24.09.2020
Oct.	08.10.2020	22.10.2020
Nov.	10.11.2020	26.11.2020
Dec.	10.12.2020	22.12.2020



### Newsletter-Slot Advertorial NLA

Elements:

- Picture (300 x 222 Pixel)
- Title (50 characters)
- Text (108 characters)
- Landingpage with Sitelink (incl. external linking)

### Prices

Edition Germany	€ 900.-
Issue Switzerland (German)	CHF 1565.-
Edition Suisse Romande (French)	CHF 720.-

### Newsletter Slot Banner NLB

600 px x 250 px,  
File ready delivered by customer,  
incl. URL address for linking  
Placement max. 3 banners per newsletter

### Prices

Issue Germany	€ 855.-
Issue Switzerland (German)	CHF 1490.-
Edition Suisse Romande (French)	CHF 685.-

### Stand-alone newsletter

Monothematic Newsletter for extraordinary promotions or cooperation activities

Consisting of

- Image (600 px x 350 px)
- Title (50 characters)
- Text (1250 characters) and
- Landingpage/Microsite (incl. linking)

### Prices

Issue Germany	€ 1715.-
Issue Switzerland (German)	CHF 2990.-
Edition Suisse Romande (French)	CHF 1470.-

(All prices excl. VAT)

## VINUM-Webpage [www.vinum.eu](http://www.vinum.eu)

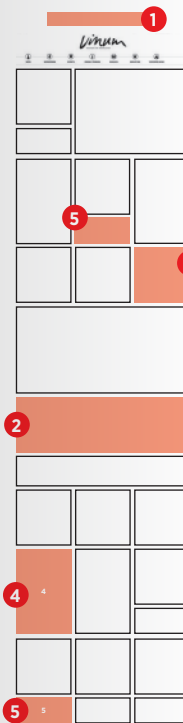


You can find all digital advertising forms at [www.vinum.eu/werbung](http://www.vinum.eu/werbung)

### Facts and Figures:

(Average per month, report oct. 2019)

	vinum.ch (german)	vinum.ch (french)	vinum.de	vinum.eu (total)
Page impressions	81 400	15 700	76 050	179 200
Unique visitors	13 100	2 400	14 980	30 480
Visits	14 910	2 680	16 800	34 390



Advertising form	Pixel (W x H)	Duration of publication (in weeks) and placement	Page DE in Euros	Page CH (Ger- man) in CHF	Page CH (Fren- ch) in CHF
<b>Leaderboard</b> <span>1</span>	728 x 90 Home	4 weeks (1 month) in rotation on homepage	1130.-	1180.-	450.-
<b>Billboard</b> <span>2</span>	1140 x 360 Home		1130.-	1180.-	450.-
<b>Rectangle S</b> <span>3</span>	360 x 360 Home		830.-	1010.-	390.-
<b>Rectangle M</b> <span>4</span>	360 x 555 Home		1070.-	1130.-	490.-
<b>Rectangle XS</b> <span>5</span>	360 x 165 Home		580.-	665.-	280.-
<b>Special formats</b>	Special formats and special requests on request				
<b>File size</b>	At least 70 kB each				
<b>File formats</b>	png, jpeg, swf				

**Our readers are true connoisseurs and the possible combinations between wine and food specialities are almost limitless. We focus on this topic in each edition of VINUM with newly-created dishes to accompany selected wines. Which wines go best with lobster, asparagus, tomatoes, pumpkin or game?**

Ursula Heinzlmann VINUM food author



## Publisher's information/Addresses

### Publisher/Publishing House

Intervinum AG, Thurgauerstrasse 66,  
CH-8050 Zürich  
(Inhaberin der Marken- und Titelrechte)  
Tel. +41 (0)44 268 52 40  
Fax +41 (0)44 268 52 05  
www.vinum.info, (owner of the trademark  
and title rights)

### Publisher

Roland Köhler,  
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### Publishing Director

Nicola Montemarano,  
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### Chief Editor Germany

Carsten Henn, Harald Scholl

### Chief Editor Switzerland/International

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promotion@vinum.ch  
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### VINUM Germany and Austria

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Mobil +49 (0)151/700 11 750

### VINUM France

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vinum@vinmedia.fr

### VINUM Italy

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Tel. +39 (0)173 36 29 58  
Fax +39 (0)173 36 29 40

### VINUM Portugal

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Marktree Ida, Av. 25 de April 672  
Ed. Alvorada, Piso 2,  
Sala 11, P-2750-512 Cascais  
Tel. +351 939 46 29 04

## Terms and Conditions of the Publisher

1. According to the following terms and conditions "advertisement order" is the agreement of the publisher to publish one or more advertisements of an advertiser or other advertising parties in a publication for the purpose of distribution.

2. In case of any doubt, advertisements shall be released for publication within one year of the conclusion of the contract. If the contract grants the right to submit individual advertisements, the order shall be published within the time frame mentioned in the first sentence. Further advertisements shall be released for publication within one year of the appearance of the first advertisement.

3. When orders are placed, the customer shall also be entitled to release advertisements above and beyond the quantity stated in the order within the agreed or in paragraph 2 specified time period.

4. Should an order not be fulfilled due to circumstances beyond the control of the publisher, the customer shall reimburse the publisher the difference between the discount granted and the discount due according to the actual number of orders completed, regardless of any further legal obligations. Such refunds shall not apply if the non-fulfillment is due to force majeure in the publisher's sphere of risk.

5. Advertisements and third-party inserts in specific numbers, specific issues or specific places of the publication are accepted if the customer has declared that the advertisement or third-party insert should be published in specific numbers, specific issues or in specific places of the publication and this was explicitly confirmed by the publisher. Classified advertisements shall be printed in the respective category without this requiring an explicit agreement.

6. Text-embedded advertisements are advertisements that are bordered on at least three sides by text and not by any other advertisements. Advertisements that are not recognizable as advertisements due to their editorial layout are identified as advertisements by the publisher by adding the word "such".

7. The publisher reserves the right to decline advertisement orders, including individual requests for placement as part of a contract, and orders for inserts on the grounds of content, origin or technical form, if after due assessment the publisher discovers that the advertisement concerned violates laws, official regulations or the common decency or if the publisher finds its publication unacceptable. Orders for inserts will not be processed if the inserts, due to their format or presentation give the reader the impression that they are a part of the magazine or if they contain third-party advertisements. The publisher can also decline orders for inserts for technical and sales related reasons until a sample of the insert has been submitted. The above also applies to orders submitted to branch offices, agencies or sales representatives. The customer shall be notified of the rejection of a contract without delay.

8. The customer is responsible for the timely delivery of the advertisement text and flawless print documents or the insert (digital data transfer see technical data). The publisher needs immediate replacement of visibly unsuitable or damaged print documents. The publisher guarantees a print quality customary for the intended publication within the technical scope of the submitted print documents.

9. The customer is entitled to a price reduction or a flawless replacement advertisement if the printing of the advertisement is completely or partially illegible, incorrect or incomplete, but only to the extent to which the purpose of the advertisement was compromised. If the publisher does not rectify the defect within a reasonable amount of time set by the customer or if the replacement advertisement is not flawless, the customer shall have the right to withdraw from the contract. The publisher is not liable for negligence. The exclusion of liability does not apply in the case of the absence of guaranteed features. The publisher is liable towards non-traders for foreseeable damages in the event of delay or impossibility even in the case of simple negligence, yet only for the price of the concerned advertisement. Furthermore in commercial dealings the publisher is not liable for gross negligence towards merchants is limited to a replacement of the foreseeable damage up to the price of the concerned advertisement. Claims - other than in the case of non-obvious defects - must be brought forward within four weeks of receipt of the invoice and supporting documents.

10. Proofs will only be delivered upon explicit request. The customer shall be responsible for checking the returned proofs. The publisher takes all corrections of error into account that it is notified of within the period of time set with the sending of the proof.

11. If the customer does not make advance payment, the invoice will be sent immediately or within 14 days of publication of the advertisement. The invoice shall be paid within the given period as stipulated on the price list starting from the date of receipt of the invoice unless, in individual cases, a different deadline for payment or pre-payment has been agreed upon. Any discounts for early payment shall be granted according to the price list.

12. In the case of delayed or deferred payment, interest and collection costs shall be charged. In case of delayed payment the publisher may postpone the further completion of the current order until full payment is received and the publisher may then request pre-payment for the remaining advertisements. If there is a reasonable doubt about the customer's ability to pay the publisher may, even while the advertising contract is running and regardless of a previously agreed on deadline for payment, make the publication of further advertisements dependent on pre-payment of the sum and settlement of unpaid invoices.

13. If requested, the publisher shall supply an advertiser's copy after billing. Depending on the type and volume of the advertising order advertisement cuts, sample pages and complete issues will be delivered. If a sample copy is no longer available, then a legally binding certificate of the publisher regarding the publication and distribution of the advertisement shall serve as a substitute.

14. The customer shall bear the costs for the production of ordered films, print documents and drawings as well as for significant and reasonable changes of originally agreed upon versions requested by the customer.

15. Place of fulfillment is the registered office of the publisher. The place of jurisdiction is, unless the law stipulates otherwise, the registered office of the publisher.

### Additional Terms and Conditions of the Publisher

a) Every order shall be based on the general terms and conditions, our additional terms and conditions, the order confirmation and the current valid price list. The advertisement order issued shall become legally binding only after being confirmed by the publisher.

b) The publisher shall not be liable for advertisements placed by telephone or changes or cancellations requested by telephone.

c) Placement requests are only valid if expressly confirmed by the publisher.

d) Unless another agreement has been explicitly made, in the event of price adjustments new tariffs shall be applicable immediately for current orders.

e) In cases of force majeure, labour disputes, seizure or operational disruptions the publisher shall be entitled to full payment for the published advertisements if 80% of the guaranteed paid circulation has been fulfilled. Should this percentage not be reached the invoice sum will be reduced in the same proportion as that of the guaranteed circulation to the actual paid circulation. Further claims for fulfillment of performance or damage are excluded.

f) If printing documents lead to additional costs, these will be invoiced. If defects in the print material are not immediately apparent, but only become apparent during printing, the customer is not entitled to claims in the event of an unsatisfactory print. If printing material is submitted after the deadline the publisher cannot guarantee a flawless print reproduction. The obligation to store printing materials ends three months after the publication of the advertisement, unless another agreement has been explicitly made. Control data that is missing or printed defectively does not entitle the customer to claims.

g) Written confirmation of a capital participation of at least 50% is necessary for the application of a group discount for subsidiaries.

h) Advertising agents and agencies are obliged to adhere to the publisher's price list in their proposals, contracts and settlements with advertisers. The agency commission granted by the publisher shall not be passed on to the customer, either fully or partially.

i) Pre-payment up to the advertising deadline can be requested of first-time customers or advertising agencies.

j) The customer alone is responsible for the contents and the legal admissibility of the advertising text/image. The customer shall be responsible for the exemption of the publisher from third-party claims that result from the fulfilment of the order, even if cancelled. The publisher shall not be obliged to check orders and advertisements as to whether they impair the rights of third parties. The publisher is entitled to make the publishing of advertisements for medicine or remedies dependent on written evidence of the responsible party in regard to their legitimacy and/or have experts examine the advertising material in regard to its legitimacy at the cost of the customer.

k) Suspensions, change of size, format and colour are not possible six or less working days prior to the advertising deadline. The publisher is not liable for the accuracy of advertisements placed by telephone or corrections requested by telephone. The publisher is also not liable in the case that defects of the template only become apparent upon reproduction or printing. In this case the customer will not be entitled to claims for an unsatisfactory print. Possibly arising additional costs must be passed on.

Advertisements can be rejected for reasons of company policy.

**«VINUM is not only  
a special magazine,  
but a whole  
universe.»**

Roland Köhler publisher VINUM