

# Vinum

MAGAZIN FÜR WEINKULTUR 



## MEDIA DATA DIGITAL PLATFORMS 2021

(All prices valid from 01/12/2020, excl. VAT)



## VINUM Digital World – the comprehensive portal

VINUM means after hours, relaxation, winding down, exploring favourite topics and discovering new ones. Information meets enjoyment, entertainment meets utility.

### The VINUM website's key modules

#### Wine: wine database, wine estates, legendary winemakers & best ofs

Virtual archive with more than 40,000 wine tastings and over 5,000 estates. Tasting notes, scores, aging potential and sources of supply.



#### Reports

We have travelled far... and came back to share it with you.

With search mode.  
Hundreds of exclusive reports to read.



#### Wine knowledge: dictionary, wine regions of the world, tips & tricks, drinking window table

A virtual wine service that will keep you glued to the screen for hours.

Explore thousands of technical terms and inputs at lightning speed.



#### Food & drink: food pairings, cuisine, gastronomic insider tips, recipes & hotspots

The most exciting and unusual combinations of fine wines for delicious dishes, polished recipes, hotspot locations and much more.



#### Media library: images, videos, information graphics

Moving images under the videos button or illustrative information graphics...

Interactivity is a must.



#### News blog by Yoopress

The most important news of the day, researched and presented in an informed way.

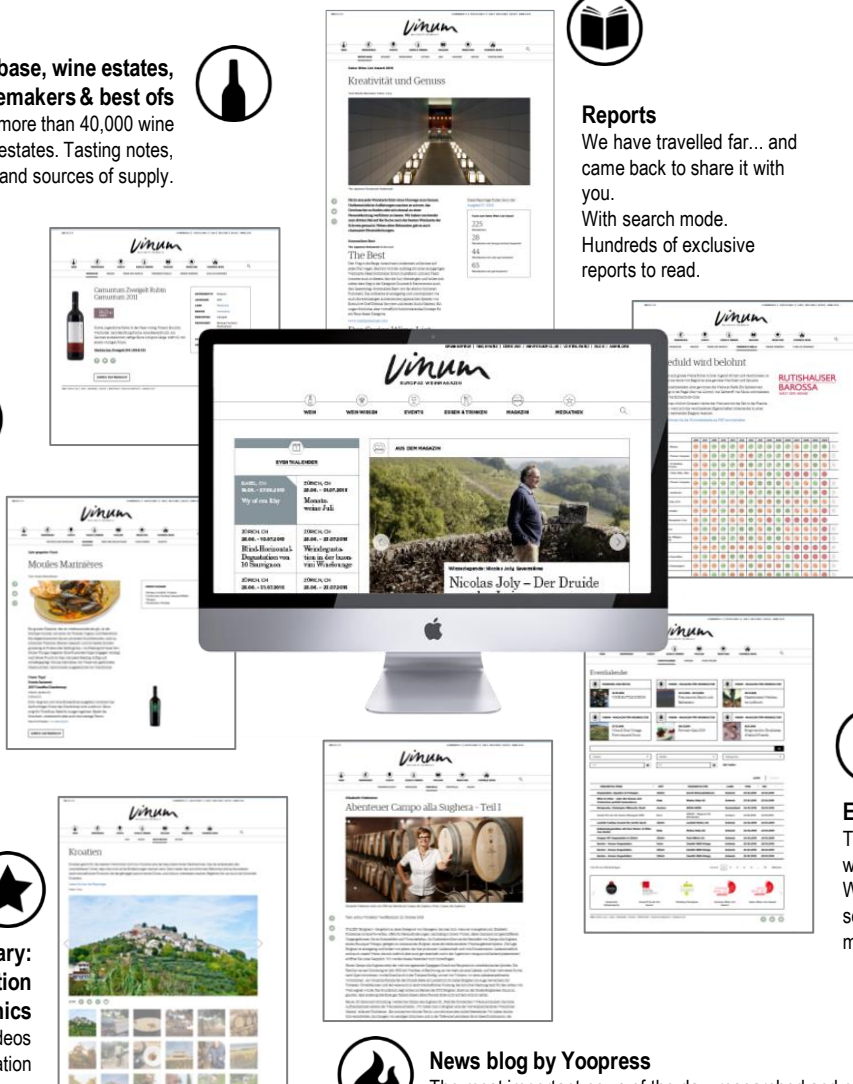
#### WineTradeClub

Find specialist wine merchants near you.



#### Event calendar

The latest events about wine and the vine. With detailed view, search tool and much more.



#### OPTIMISED FOR DESKTOP, TABLET AND SMARTPHONE

The new VINUM web page, optimised for all screen sizes. Whether desktop, smartphone or tablet, all content is presented in full.

#### SOCIAL NETWORKS

facebook.com/vinum - twitter.com/vinum - instagram.com/vinum  
youtube.com/user/InterVinum





## Display advertising

The screenshot shows the Vinum website homepage. Numbered callouts indicate specific advertising spaces:

- 1**: Top banner area above the main navigation bar.
- 2**: Large rectangular space below the main content area, above the footer.
- 3**: Small rectangular spaces on the right side of the main content area.
- 4**: Large rectangular space on the left side of the main content area.
- 5**: Small rectangular spaces in the bottom right corner of the main content area.

### Facts and figures – monthly visitor numbers

(Average per month as at Oct. 2020)

	vinum.ch (German)	vinum.ch (French)	vinum.de	vinum.eu (total)
Page impressions	81,400	15,700	89,300	186,400
Unique visitors	13,100	2,400	24,900	40,400
Visits	14,910	2,680	30,020	47,570

Advertisement type	Pixels (W x H)	Publication duration (in CW) and placement	CH (German) page in CHF	CH (French) price in CHF	DE page in euros
<b>Leaderboard</b> <div>1</div>	728 x 90 Home	4 CW (1 month) in rotation on homepage	1,450.00	450.00	1,250.00
<b>Billboard</b> <div>2</div>	1140 x 360 Home		1,450.00	450.00	1,250.00
<b>Rectangle S</b> <div>3</div>	360 x 360 Home		1,230.00	390.00	910.00
<b>Rectangle M</b> <div>4</div>	360 x 555 Home		1,380.00	430.00	1,180.00
<b>Rectangle XS</b> <div>5</div>	360 x 165 Home		805.00	280.00	635.00
<b>Special formats</b>	Special formats and requirements upon request.				
<b>File size</b>	Min. 70 kB per file				
<b>File format</b>	png, jpeg, swf				

Upgrade vinum.eu Price D-A-CH partnership		Duration	Price CH (D/F)+DE in CHF	Price CH (D/F) and DE in EUR
<b>Leaderboard</b>	728 x 90 Home	4 weeks	2,520.00	2,290.00
<b>Billboard</b>	1140 x 360 Home	4 weeks	2,520.00	2,290.00
<b>Rectangle S</b>	360 x 360 Home	4 weeks	2,025.00	1,840.00
<b>Rectangle M</b>	360 x 555 Home	4 weeks	2,390.00	2,175.00
<b>Rectangle XS</b>	360 x 165 Home	4 weeks	1,375.00	1,250.00

Simultaneous international presence on vinum.ch and vinum.de  
Desktop/tablet and mobile

Active consumers. Brand-conscious. Money to spend. Career-oriented. Cosmopolitan. Quality-conscious. Culture cultures. Connoisseurs through and through... The VINUM readership.

### IMPORTANT:

All advertising spaces are systematically positioned. Advertising materials are generally run over site.



# Newsletter – direct content marketing

Directly reach the personal mailboxes of our wine and pleasure-oriented readership with the VINUM newsletter.

## Facts and figures:

(Average as at Oct. 2020, account-registered NL subscribers with login)

NL subscribers CH German-speaking Switzerland	8,500
NL subscribers CH French-speaking Switzerland	1,900
NL subscribers DE Germany	8,100

Advertisement type	Details	CH (German) dispatch in CHF	CH (French) dispatch in CHF	DE dispatch in euros
<b>Newsletter slot</b> <b>advertorial</b> NLA	Consisting of: - Image (300 x 222 pixels) - Title (50 characters) - Text (200 characters) - Landing page with site link	1,565.00	720.00	1,190.00

Upgrades/surcharges		Prices in CHF		in euros
<b>Texts by VINUM</b>	Draft new texts from keywords and based on a customer briefing (desktop writing)	400.00		350.00
<b>Photos by VINUM</b>	Photographs by the VINUM photographer (incl. unlimited use of images, own DVD)	450.00		400.00
<b>Upgrade to additional distributors</b>	Newsletter slot <u>DCH + DE</u>	2,350.00		2,140.00
	Newsletter slot <u>DCH + FCH</u>	1,940.00		1,765.00
	Newsletter slot <u>DCH + DE + FCH</u>	2,950.00		2,680.00
<b>Teaser box on homepage</b> Rectangle S 360 x 360	German-speaking Switzerland	665.00		
	Germany			580.00
	French-speaking Switzerland	280.00		
<b>Promotion on social media</b>	Facebook	620.00		575.00
	Instagram	700.00		655.00
	Twitter	205.00		190.00

Advertisement type	Details	CH (German) dispatch in CHF	CH (French) dispatch in CHF	DE dispatch in euros
<b>Newsletter slot banner</b> NLB	600 px x 250 px, finished file supplied by the customer, incl. URL address for link	1,490.00	685.00	1,130.00

Advertisement type	Details	CH (German) dispatch in CHF	CH (French) dispatch in CHF	DE dispatch in euros
<b>Stand-alone newsletter</b>	Consisting of - Image (600 px x 350 px) - Title (50 characters) - Text (1250 characters) and - Landing page/microsite (incl. link)	2,990.00	1,470.00	2,240.00

überhaupt. Beantworten Sie die acht Fragen richtig und gewinnen eine der begehrten Grossflaschen! **JETZT MITMACHEN**

**Unique Wines of the World**  
NLB

**Advertorial Weinhandel Heidelberg**  
Nur für VINUM-Leserinnen und -Leser: 10% Rabatt auf alle Weine im Weinhandel Heidelberg-Shop. Inklusive erstklassigen Weinen, wie dem Barolo Gattara 2016. Profitieren Sie jetzt! **MEHR »**

**VINUM-Guide Pfeffer**  
Wein und Pfeffer sind Kletterpflanzen, die wie, merksame Böden über alles lieben. Das hat Folgen für den Geschmack: der Pfeffer aus Indien hat eine andere, als der aus Kambodscha. Wir sind Unterschieden mit einer Verkostung auf den Grund gegangen! **MEHR » (VINUM+)**

**16 Jahre**  
NLA

**Virtuelle Wein tour**  
14. November 2021

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

**GEWINNSPIEL**  
24h Entschlossenheit auf Château Faurat

Liebe VINUM-Leserinnen und -Leser  
Fühlen Sie sich einen Tag und eine Nacht wie ein Bordeauxer Winzer?  
Für zwei glückliche VINUM-Leser hält Stephan Carier, großartiger Vineater von Château Faurat, ein ganz besonderes Erlebnis bereit: Er lädt Sie ein, einen Tag lang den einmaligen Charme des Château Faurat in Person zu erleben. Inklusive Mittagessen, Besichtigung des Cru Classé mit Verkostung und einer Übernachtung!

Das erwartet die Gewinner:  
• Einen Tag auf Château Faurat während der Weinlese 2020  
• Übernachtung  
• Mittagessen  
• Besichtigung des Cru Classé mit Verkostung

Gültig für zwei Personen. Das genaue Datum der Weinlese steht noch nicht fest. Wir informieren die Gewinner über die Zeitpunkte. Der Besuch kann daraufhin direkt mit dem Gastgeber abgesprochen werden.

Hier erfahren Sie mehr über Château de Faurat in Pessac-Léognan. Und über den sympathischen Gutsverwalter und Küchenbäcker Stephan Carier. **Zur Registrierung »**

**JETZT MITMACHEN UND GEWINNEN!**

Teilnahmeschluss ist der 30. September 2020

Wir wünschen Ihnen viel Erfolg bei der Teilnahme.  
Ihr VINUM-Team

Es gelten die generellen Datenschutzbestimmungen sowie die besonderen Datenschutzbestimmungen für VINUM Gewinnspiele. Ihre Daten werden ohne Ihre Einwilligung nicht an Dritte weitergegeben und nicht für Werbezwecke verwendet.

**EXKLUSIV!**



## Social media channels – we tell stories

Become part of VINUM's social media world and take advantage of lots of wine-oriented users.



### Facts and figures:

(as at Oct. 2020, registered users)

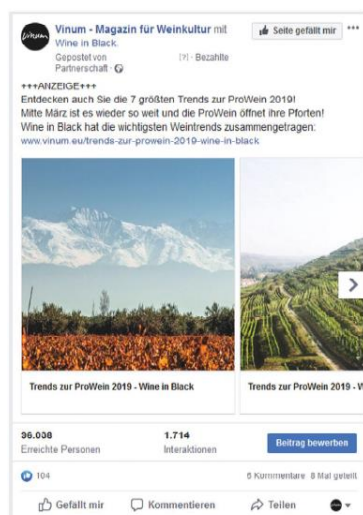
Facebook	16,600 followers
Instagram	19,500 followers
Twitter	3,600 followers

Advertisement type	Details	Format	in CHF	in euros
<b>Facebook</b>	Facebook post	Ad post	620.00	575.00
	Facebook story	Ad videos/photos	650.00	605.00
	Combination	Story + post	950.00	880.00

Advertisement type	Details	Format	in CHF	in euros
<b>Instagram</b>	Instagram post	Ad post	620.00	655.00
	Instagram story	Ad videos/photos	735.00	690.00
	Combination	Story + post	1,075.00	1,005.00

Advertisement type	Details	Format	in CHF	in euros
<b>Social media premium package Instagram + Facebook</b>	Post fb + insta	Ad post	1,190.00	1,110.00
	Story fb + insta	Ad videos/photos	1,250.00	1,160.00
	Combination	Story + post	1,950.00	1,820.00

## Special packages: VINUM social – branded content



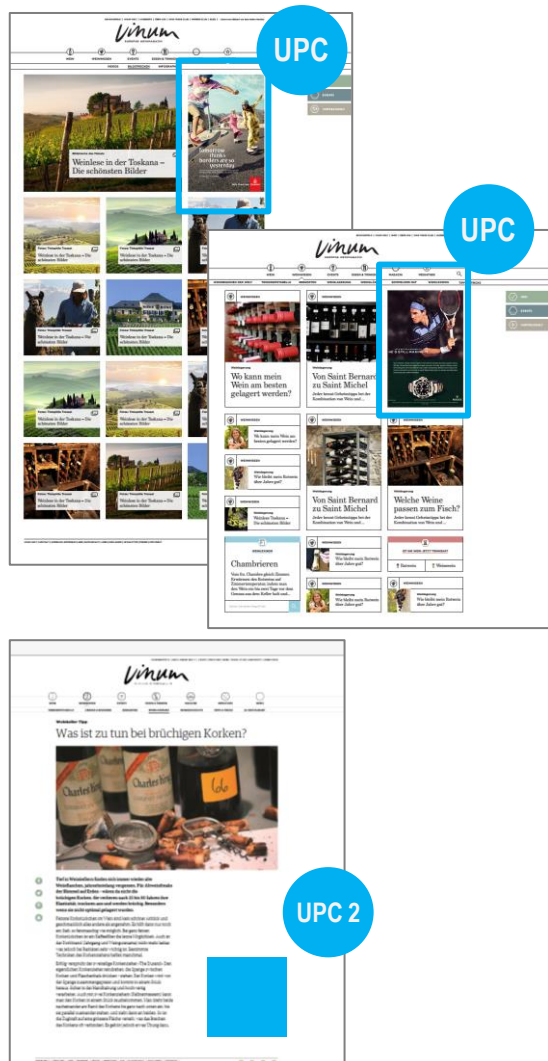
Advertisement type	Details	Format	CH (German) dispatch in CHF	DE dispatch in euros
<b>Social branded content</b>				
Premium package Instagram + Facebook	Post fb + insta Story fb + insta Combination	Story + post	2,500.00	2,350.00
Landing page on vinum.eu	unlimited	DCH and DE		
Banner M on DCH homepage		DCH and DE		

### Social branded content

With the branded content tool we can promote business partners and gain mutual benefit.



## Display advertising – unique presence cooperation (UPC)



As a **UPC partner** you set yourself significantly apart from your competitors, because you appear **exclusively and solely** as the theme partner for the defined theme page. This gives you a **point of difference**, differentiating your product from others and helping you gain a **competitive advantage**. Theme pages enjoy above-average visitor numbers thanks to active promotional activities (newsletter marketing, social media push campaigns) and are very popular with users and wine lovers. Theme pages and weighting:

Top category (High frequency)	Standard category (Regular frequency)
<ul style="list-style-type: none"> <li>Wine</li> <li>Wine knowledge</li> <li>Food &amp; drink</li> <li>Winemakers</li> <li>Event images &amp; photo galleries</li> </ul>	<ul style="list-style-type: none"> <li>Wine storage</li> <li>Information graphic</li> <li>Tips &amp; tricks</li> <li>Wine scene hotspots</li> <li>Cuisine</li> <li>Wine &amp; delicacies</li> <li>Recipes</li> <li>Wines of the month</li> </ul>

Includes the following exclusive presence:

**UPC** Exclusive **banner presence** on the category landing page you define.

**UPC 2** Fixed banner presence on **five subpages** linked to the **category** (article) for the duration of your presence period

(Important: UPC 2 banners will be positioned as a teaser box. This means that Google Analytics reporting is not available.)

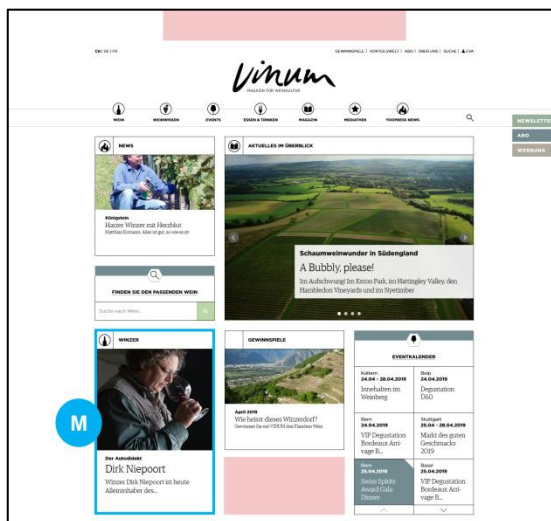
Advertisement type	Pixels (W x H)	Appearing on	Duration	CH (German) page in CHF	CH (French) price in CHF	DE page in euros
<b>UPC partner Top category</b>	UPC, 360 x 555 UPC 2, 360 x 360	national Desktop/tablet and mobile	<b>6 months</b>	3,390.00	1,290.00	3,540.00
<b>UPC partner Standard category</b>	UPC, 360 x 555 UPC 2, 360 x 360	national Desktop/tablet and mobile	<b>6 months</b>	2,370.00	900.00	2,480.00

File size 70 kB  
File format png, jpeg, swf

<b>UPC partner upgrade Top category on vinum.eu</b>	Upgrade page CH German + French	6 months	CHF	3,510.00
	Upgrade page CH German + DE	6 months	CHF	5,190.00
			Euros	4,720.0
	Upgrade page CH German + French and DE (all VINUM pages)	6 months	CHF	5,340.00
			Euros	4,855.00



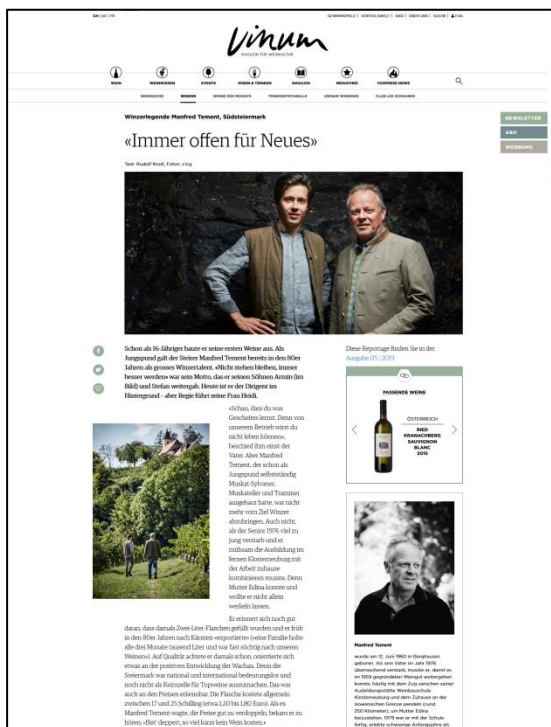
## Advertorial – native content marketing



Your own advertising editorial (incl. image gallery) in the look and feel of the VINUM web page. Present your products and services in an appealing, informative way. With your advertorial, you will not only catch readers' eyes, but also benefit from professional graphical support. Attract attention!

The benefits for you at a glance:

- Presentation of an editorial piece.
- An advertorial makes readers very receptive to the presentation of your brand or product, as they are not leaving the familiar editorial environment.
- Professional (wine) journalistic support.
- All in one: you supply the images and texts, VINUM does the rest (graphics/layout, editing, proofreading, production).
- Four-week presence on the homepage, then accessible in the relevant section.
- Interactive elements (video, audio) can be incorporated into the advertorial.



Advertisement type	Pixels (W x H)	Duration	CH (German) page in CHF	CH (French) price in CHF	DE page in euros
<b>Advertorial (Content ad)</b>	<b>M</b>		1,460.00	700.00	1,310.00
Teaser box on homepage <u>plus</u> landing page / microsite	Teaser M 1056 x 710 pixels URL link	4 weeks  unlimited			

(Important: Rectangle M (homepage) will be positioned as a teaser box. This means that Google Analytics reporting is not available.)

Upgrades/surcharges		Prices in CHF		in euros
Texts by VINUM	Draft new texts from keywords and based on a customer briefing (desktop writing)	400.00	350.00	
Photos by VINUM	Photographs by VINUM photographer (incl. unlimited use of images, own DVD)	450.00	400.00	
Entry in VINUM newsletter	Slot German-sp. Switzerland DCH	1,565.00		
	Slot French-sp. Switzerland FCH	720.00		
	Slot Germany DE			1,190.00
	Slot DCH + DE	2,350.00	2,140.00	
Post Social media	Slot DCH + FCH	1,940.00	1,765.00	
	Slot DCH + DE + FCH	2,950.00	2,680.00	
	Facebook (image 1200 x 630 pixels)	620.00	575.00	
	Instagram (image 1080 x 1080 pixels)	700.00	655.00	
	Twitter (image 1200 x 630 pixels)	205.00	190.00	

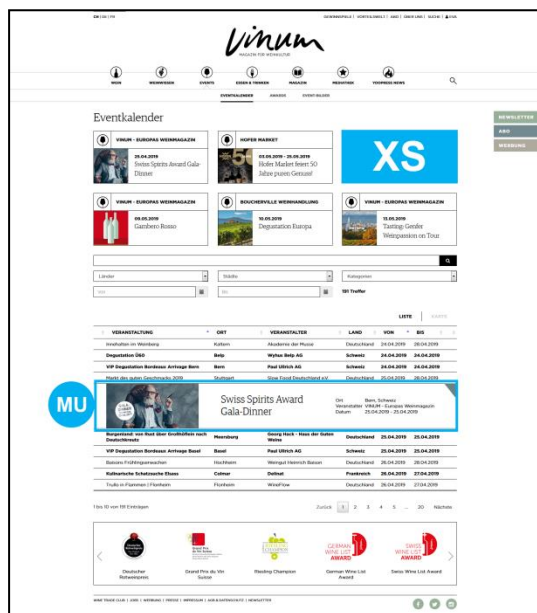
### Technical production details:

Title	50 characters (incl. spaces)
Teaser	120 characters (incl. spaces)
Image teaser	1,056 x 710 pixels
Image	300 dpi, 2086 x 1000 pixels
Text	max. 2000 characters (incl. spaces)
Video	Can be embedded as iframe via YouTube



## Event promotion – special presence

“VINUM is not just a special magazine, it's a whole universe.”  
Roland Köhler, VINUM publisher



Advertisement type	Details	CH (German) page in CHF	CH (French) price in CHF	DE page in euros
<b>Event calendar Premium upgrade</b>	<p>In addition to the basic service and visual highlighting, you get a</p> <p><b>XS</b></p> <p>XS tile with teaser (Image: 216 x 216 pixels) for the event on the Events home page.</p> <p>Incl. all services from the mini upgrade</p> <p>Presence: 4 weeks (or 30 days) before event date.</p>	360.00	150.00	300.00
<b>Event calendar Mini upgrade</b>	<p>Basic service plus visual highlighting of list entry via (Image: 580 x 280 pixels)</p> <p><b>MU</b></p> <p>- Icon in general overview - Pop-up function with additional information (Image, title etc.)</p> <p>Max. 8 weeks (or 60 days) before event date</p>	50.00	50.00	50.00

(Important: XS tiles will be positioned as a teaser box. This means that Google Analytics reporting is not available.)



### Users:

VINUM readers have sophisticated lifestyles, enjoy going out, and travel the wine regions of Europe. They set great store by culture and art, hospitality, and last but not least the celebrated enjoyment of wine. They are innovators and trendsetters and have a wide range of interests. Over two thirds of readers work as executive staff, are self-employed or are independent professionals. As a result, their income level is above average.

(Source: AWA, Wemf/MACH)



## Publisher / Your contacts

### Publisher

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Raffaella Köhler, reader marketing & subscriptions

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Thomas Vaterlaus

Editor in Chief for Germany  
Carsten Henn  
Harald Scholl

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## T&Cs

1. An 'advertising order' as described in these general terms and conditions is a contract for publication of one or more advertisements by an advertiser or other submitting party in a printed publication for circulation purposes.

2. In the event of doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If, within the scope of an order, the right has been granted to call off advertisements one by one, then the first advertisement shall be published within the deadline stated in section 1. The other advertisements must be called up within a year of the first advertisement being published.

3. The client may, by agreement, commission further advertisements within the period agreed and specified in para. 2 above, over and above the quantity specified in the order.

4. If an order is not carried out due to circumstances beyond the control of the publisher, the client will reimburse the publisher for the difference between the discounted price and the price applicable to the actual insertions, without prejudice to any other legal rights. There will be no reimbursement if the publisher's non-performance was caused by force majeure within the publisher's sphere of responsibility.

5. Advertisements and foreign supplements in specific numbers, specific issues or specific places of the print are accepted if the client has explained that the advertisement or foreign supplement shall appear in specific numbers, specific issues or specific places of the print and this was explicitly confirmed by the publisher. Categorized advertisements shall be printed in their respective categories, without requiring this to be expressly agreed upon.

6. Text section advertisements are any advertisements bordered by editorial text on at least three sides and not by other advertisements. Advertisements that are not recognizable as advertisements due to their editorial layout shall be clearly labelled as such by the publication using the word 'advertisement'.

7. The publisher reserves the right to reject advertising orders – including individual call-offs based on blanket orders – or supplement orders based on their content, origin or technical format if the publisher in the exercise of reasonable business judgement determines that they violate legal provisions, administrative regulations or moral standards, or that the publication would be unacceptable to the publisher. Orders for supplements will not be processed if the supplements would give readers the impression of being a component of the magazine as a result of their composition or if they contain outside advertisements. The publisher may also reject supplements for technical or marketing reasons up until submission of a supplement sample and its approval. This shall also apply to orders placed with branches, agencies or representatives. The client shall be immediately informed of any rejection.

8. The client is responsible for ensuring the prompt delivery of the advertisement copy as well as faultless copy materials (digital data transfer as per technical data sheet) or supplements. The publisher shall demand the immediate replacement of print documents that are obviously unsuitable or damaged. The publisher guarantees the usual standard of print quality for the selected title within the technical scope of the printing material submitted.

9. If the advertisement as printed is completely or partially illegible or false or if it has been incompletely printed, the client will have the right to demand a price reduction or a corrected substitute advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher does not comply with a reasonable deadline set for this purpose or if the substitute advertisement is again incorrect, the client will have the right to withdraw from the contract. The publisher shall not be liable for negligence. This exclusion of liability shall not apply in absence of warranted characteristics. The publishers are liable to non-traders for foreseeable damages in the event of delay or impossibility even in the case of simple negligence, but only for the amount of the advertisement price concerned. Furthermore, the publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in all other cases, compensation to traders for foreseeable damage is limited to reimbursement of the advertisement price. Except in the event of defects that are not evident, claims must be raised within four weeks of receiving the invoice and receipt.

10. Test prints will only be provided where this is expressly requested. It is the responsibility of the client to ensure the correctness of the returned proofs. The publisher shall take account of all corrections reported within the final deadline set for return when proofs are sent to the client.

11. Unless the client has paid in advance, an invoice will be sent immediately, but in any event no later than 14 days after the advertisement was published. The invoice is payable by the deadline set down in the price list, calculated from the date of receipt of the invoice unless another deadline for payment or prepayment has been agreed upon. Discounts for earlier payment shall be granted in accordance with the price list.

12. In the event of delayed payment or failure to pay, interest and collection charges will be applied. In the event of payment default, the publisher may suspend the further execution of the current order until payment is received and may demand prepayment for the remaining advertisements. If there is reasonable doubt regarding the client's ability to pay, the publisher is entitled, even during the term of the transaction, to make the publication of further advertisements contingent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

13. On request, the publisher will submit a specimen copy together with the bill. Depending on the nature and size of the advertising order, this may be a cutting, advertising page or complete issue. If a specimen can no longer be obtained, the publisher shall instead provide a legally binding certification of the publication and distribution of the advertisement.

14. Costs for the production of ordered films, printed materials or drawings are to be borne by the client, as are costs for significant changes to the originally agreed versions requested by the client or for which the client is responsible.

15. The place of performance is the publisher's registered office. The place of jurisdiction, unless the law stipulates otherwise, is the publisher's registered office.

Additional terms and conditions of the publisher

a) The general terms and conditions, our additional terms and conditions, the order confirmation and the relevant valid price list shall be decisive for each order. The advertising order issued shall only be deemed to be legally binding after written confirmation from the publisher.

b) The publisher accepts no liability for errors in the case of adverts placed by telephone or changes or cancellations requested by telephone.

c) Placement instructions will only be taken into account if this is expressly confirmed by the publisher.

d) Unless some other agreement has been expressly reached, in the event of price adjustments, new tariffs are also applicable immediately for current orders.

e) In the event of force majeure, labour disputes, seizure or breakdowns, the publisher is entitled to demand full payment for the published advertisements provided that 80% of the guaranteed circulation has been distributed. Should this percentage fail to be reached, the invoiced amount shall be reduced in accordance with the disparity existing between actual sales and the guaranteed circulation that was initially quoted. Any other claims for performance or damages are expressly excluded.

f) If any additional costs are incurred, the client shall be invoiced for said costs. If the material contains defects that are not immediately noticeable, but become apparent only during printing, the client shall not be entitled to assert any claims for inadequate printing. If the deadlines for sending printed materials set out in the schedule are exceeded, error-free print reproduction cannot be guaranteed. The obligation to retain printed materials expires three months after publication of the advertisement, unless otherwise expressly agreed. Missing or incorrectly printed control data shall not create an entitlement to claim on the part of the client.

g) Group discounts shall only be granted if written proof is provided demonstrating a share ownership of more than 50%.

h) Advertising agencies and brokers are required to comply with the price list in their quotations, contracts and charges. Agency commission granted by the publisher may not be passed on, either in full or in part.

i) For clients or advertising agencies that are entering into a business relationship with the publisher for the first time, prepayment by the copy deadline may be required.

j) The client shall bear sole responsibility for the content and legal permissibility of the display text and image motif. The client shall be responsible for exempting the publisher from the claims of third parties that arise against it from carrying out the order, even if it should be cancelled. The publisher shall not be obliged to check orders and advertisements with reference to whether they impair the rights of third parties. The publisher is entitled to make the publication of advertising regarding pharmaceutical and medical products contingent on written confirmation from the responsible party of its legal admissibility, and/or have its legal admissibility verified by an expert body at the client's expense.

k) Cancellations or changes to size, format or colours are only permissible up to six working days before the copy deadline. The publisher shall not be liable for the accurate rendition of advertisements or corrections placed or communicated over the phone. Similarly, the publisher shall not be liable where defects in the submission only become apparent upon reproduction or printing. The advertiser is then unable to assert any claim for an unsatisfactory print.

Any possible costs that arise must be passed on. Advertisements may be rejected for reasons of business policy.