

Media-Documentation 2022

International issues

The collage features various Vinum media products. In the top left, a wine bottle is shown with the 'Club Les Domaines' logo. Below it, several award medals are displayed, including the '2021 DEUTSCHER ROTWEINPREIS', 'SWISS SPIRITS AWARD', '2021 DEUTSCHER SAKT AWARD', '2021 RIESLING CHAMPION', and 'SWISS WINE LIST AWARD 2021'. In the center, a glass of red wine is shown. To the right, a smartphone displays the Vinum app interface, showing a calendar of events and a list of wines. Below the smartphone, a stack of magazines is shown, including 'Vinum MAGAZIN FÜR WEINKULTUR', 'TICINO', 'Wein Heimat', and 'WORLD OF CHAMPAGNE'. The Vinum logo and 'Kosmos' text are prominently displayed in the center.

Books

Digital

Awards & Contests

Weinguides

Corporate Publishing

Vinum Readership

Region	Readership (2021)
Germany	760,000 (BRS) and 230,000 (CRB) (Source: AWA)
Switzerland	231,000 (BRS) and 70,000 (CRB) (Source: MARCH Basis 2016-21)

Vinum
Kosmos

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.

The magazines

The VINUM magazine, founded in 1980, is not only the origin, but also today as always the heart of the VINUM world. With winemaking legends, interviews, thematic professional panels, reports, dossiers, culinary and foodpairing, winetour stories, infographics, provocative commentaries and, of course, the wineguides, the VINUM team feels the pulse of the wine world month after month.



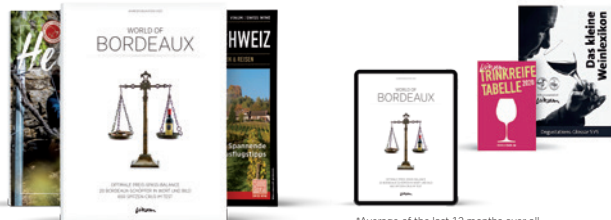
2640
printed pages*
25 publications
3 country editions

*Basis: Year 2021.

Special publications

1496
additional content pages*
29 Language or national editions

Bordeaux, Champagne, Tuscany and many other specials regularly enhance the magazine as exclusive supplements. The highly regarded drinking ripe table as well as customer magazines (Wein Heimat) written by VINUM authors also guarantee many additional benefits and journalistic quality for the reader. And this not only on paper, but also as e-paper.



*Average of the last 12 months over all country expenditure.

Club Les Domaines

6
exclusive
surprise packages



«Make VINUM drinkable», that is the idea of our Club Les Domaines. Six times a year, members receive a surprise package of three top wines selected by the VINUM editorial team. At the same time, the selected wineries are also presented in the magazine.
www.clublesdomaines.com



Events

34
events
10 093 guests
10 378 wine bottles

For VINUM, bringing wine to life means first and foremost bringing winegrowers together with VINUM readers. Wine festivals, public tastings, seminars, Wine & Dines, reader panels, reader trips, customer events or trade fair appearances offer excellent opportunities for this.

(Source event year 2019)



Wineguides

11 120
tasted wines/year*
3620 published wine recommendations

in each issue, the VINUM-Wineguide contains hundreds of new wines discovered, tasted and selected. Only the best make it into the magazine. Everything else can be found on the webpage.

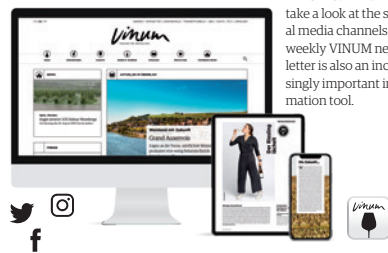
*Basis: Total of all transnational tastings, only magazine, special publications and dossiers.

The world of Vinum

www.vinum.eu

VINUM has been dedicated to wine for 40 years. The winemakers who make it, the terroir that shapes it and the anecdotes and myths that surround it. The credo, as we do, has remained the same since 1980. We do not want to lecture, not instruct, not prescribe, but rather communicate, sensitise and share our enthusiasm for the elixir of wine with VINUM readers. What happened 40 years ago with the first VINUM print edition began, has grown into a diverse cosmos. Welcome to the VINUM world!

VINUM Digital



If you want to know what's happening in the VINUM community, take a look at the social media channels*. The weekly VINUM newsletter is also an increasingly important information tool.

1670
daily webpage visitors (unique visitors)
69 540 Community members*
55 365 Tasting notes online

The website www.vinum.eu is the centre of the extremely diverse VINUM world, accessible 24 hours a day. With a news blog, comprehensive wine knowledge, videos, world of advantages, picture galleries, event calendar and unlimited access for all subscribers to the current issue content, but also to the entire VINUM archive. Optimised for desktop, tablet and smartphone!

*Facebook, Instagram, Twitter, newsletter subscribers.

Awards

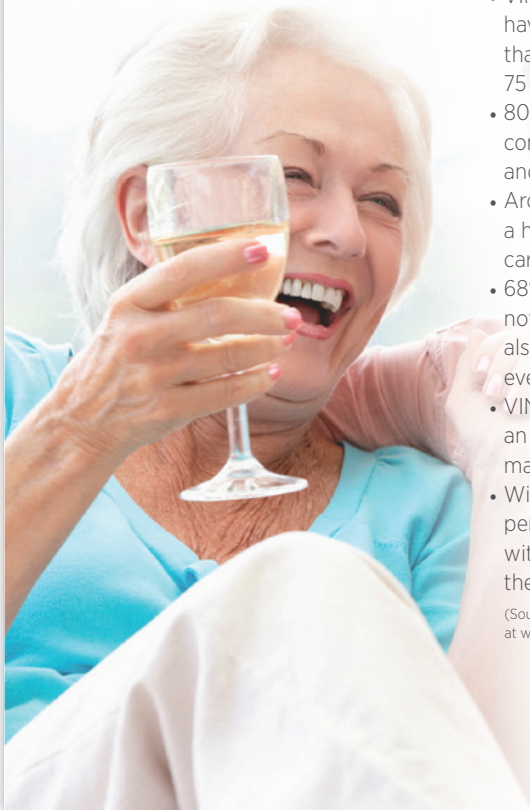
8825
total wines submitted
352 jury members
10 awards

From thousands of wines submitted the best are awarded: for the benefit of the readers!



**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)

**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)





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



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



Publication Dates and Key Topics 2022

Issue VINUM Germany and issue VINUM Switzerland (German)

Fixed headings: STATEMENT: Our opinion. Point. I INFOGRAPHICS: The most important explained in numbers. CULINARY & FOODPAIRING: Regional wines in combination with regional specialties. WEINGUIDES: EDITORS CHOICE: Editors Choice: Wines discovered by the editors-in-chief. Wines of the month. CLUB LES DOMAINES: Somewhat undiscovered, but great wineries and their wines.

Issue	Publication Date	Advertising Deadline	Issue Switzerland	Issue Germany/Austria	International	Wineguides	Extras
1/2 January/ February	24.01.2022	15.12.2021	Organic farming: New organic strategies?	Organic farming: New organic strategies?	Silvaner - Grüner Veltliner I Brazil: The young winemaker scene I Interview: Villa Sandi	Languedoc: Miniervois, Corbières and Co. I Escargot Rouge I Market: Rioja Crianza	Unique Wineries Germany
3 March	28.02.2022	25.01.2022	VIP-Wine personalities in Switzerland	VIP-Wine personalities in Germany	Zero Sulphur DACH I Concrete wine-barrel from the 3D Printer I Wine Weekend: Basilicata and Naples	Brunello Riserva (2016) I Chardonnay Sonoma I Marke: Eastern Mediterranean - Turkey, Israel, Lebanon	Unique Wineries Italy Focus: Luxembourg
4 April	28.03.2022	22.02.2022	Winegrower couples running wineries	Pinot Noir on the Mosel I Riesling in barriques	The best universal glasses I Rancio, Ambré, Tuilé, Rimage	Tavel: Rosé I Ripe Chasselas from Lavaux I Marktschau: Whites from the Cape	
5 May	25.04.2022	18.03.2022	Wine-bike-routes Switzerland	Wine-bike-routes Germany	Dossier Austria I Cyprus I Wine Weekend: San Sebastian	Barolo 2018 I Ouzo, Pastis & Co. I Market: Mâconnais white	Unique Wineries Austria
6 June	30.05.2022	26.04.2022	Best Pinot Noir in Switzerland	Chardonnay or Sauvignon	World of Rosé I Malvasia: The Mediterranean Variety	Sherry dry I Vintage: Vintage Champagne I Market: Lambrusco	EXTRA: World of Bordeaux
7/8 July/ August	27.06.2022	23.05.2022	Swiss Wine List Award: Switzerland's best wine lists	German Wine List Award: Germany's best wine list I Chasselas - New Wave	Chardonnay New World I Wine & Bread I Wine Weekend: Loire	Pinot Gris & Alsace I Dry Furmint from Tokaj I Market: German red wines	DOSSIER: Gin Unique Wineries Switzerland
9 September	29.08.2022	25.07.2022	Red Wine Varieties from Vaud I GPVS - The nominated final wines	Riesling Champion 2022	Chablis: The new scene I The Way of St James from Porto to Santiago	Riesling Champion 2022 I Red Wines from Madrid I Market: Primitivo from Apulia	
10 October	26.09.2022	23.08.2022	Profipanel: Syrah I Wineries-hotels	Wineries-hotels I Ahr - one year on I VINUM Weinguide Germany: Nominees Weinguide	Dossier: Rhône I Wine Weekend: Long Island	Table Wines from Douro I Northern Greece I Market: Shiraz from Australia	
11 November	31.10.2022	27.09.2022	Grand Prix du Vin Suisse: The Winners!	German Red Wine Award	Gewürztraminer Germany - Italy - France I Wine Dogs: Friends of the Winemakers	Riesling & Grüner Veltliner ÖTW I German Red Wine Award I Side Trip: Madeira I Market: Alto Adige Lagrein Riserva	EXTRA: Top of Toscana
12 December	28.11.2022	25.10.2022	Pinot Generation in Graubünden	German Sparkling Wine Award I Weinguide - the winners	Christmas Menu: Winemakers and Summerliars I The 100 Best Wines of the Year I Wine Weekend: Graz	Amarone & Sforzato I Sparkling Wine Award - The Winners I Side Trip: Cigars or Grand Cru Chocolate I Market Show: Champagne	Unique Wineries Italy EXTRA: World of Bubbles

Advertising Rates/Technical Data

Prices in Euro (plus statutory sales tax), valid from 01.01.2022

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	16 150 copies	10 issues/year
VINUM issue Germany/Austria	25 300 copies	10 issues/year
VINUM issue French-speaking Switzerland	4 000 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/m² wood-free

Contents: white, glossy, coated, 100 g/m²

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

Per CD: Intervinum AG

Rehetobelstrasse 60, CH-9016 St. Gallen

For questions: Manuela Deganello, 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)



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



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



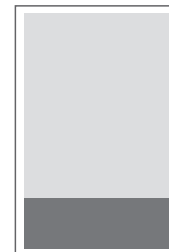
1/3 Page
59 x 260
(FA: 71 x 297)



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



1/4 Page
92 x 127



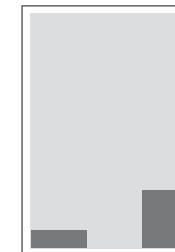
1/4 Page
190 x 60
(FA: 220 x 78)



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



1/8 Page
43 x 127
92 x 60



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 1cm from the format trim.
On all outer edges: + 6 mm edge trim.

Inserts

Prices in Euro (plus statutory sales tax), valid from 01.01.2022

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				
	Loose inserts		Fixed Inserts		
Weight	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 will 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	24.01.2022	02.12.2021	16.12.2021
3 March	28.02.2022	12.01.2022	20.01.2022
4 April	28.03.2022	09.02.2022	18.02.2022
5 May	25.04.2022	04.03.2022	11.03.2022
6 June	30.05.2022	13.04.2022	22.04.2022
7/8 July/August	27.06.2022	13.05.2022	20.05.2022
9 September	29.08.2022	15.07.2022	27.07.2022
10 October	26.09.2022	10.08.2022	23.08.2022
11 November	31.10.2022	14.09.2022	23.09.2022
12 December	28.11.2022	12.10.2022	21.10.2022

Formats and advertising rates

All prices in Euro plus VAT, valid as of 01.01.2022

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	4650.-	5110.-	2495.-	8780.-	6850.-	9805.-
2/1 pages	6970.-	7670.-	3750.-	13 170.-	10 270.-	14 710.-

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.

Newsletter-Slot Advertorial

NLA

Elements:

- Picture (300 x 222 Pixel)
- Title (50 characters)
- Text (200 characters)
- Landingpage with Sitelink (incl. external linking)

Prices

Edition Germany	€ 1500.-
Issue Switzerland (German)	CHF 1800.-
Issue Switzerland (French)	CHF 750.-

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	€ 1425.-
Issue Switzerland (German)	CHF 1710.-
Issue Switzerland (French)	CHF 710.-

Standalone-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

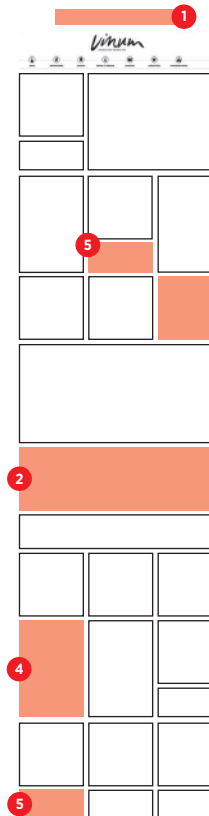
Issue Germany	€ 2880.-
Issue Switzerland (German)	CHF 3430.-
Issue Switzerland (French)	CHF 1530.-

(All prices excl. VAT)

Publication dates

	Switzerland (german) Germany		Switzerland (g+f) Germany
Jan.	05.01.2022	13.01.2022	20.01.2022
	27.01.2022		
Feb.	03.02.2022	10.02.2022	24.02.2022
	17.02.2022		
Mär.	03.03.2022	10.03.2022	24.03.2022
	17.03.2022		
Apr.	07.04.2022	14.04.2022	21.04.2022
	28.04.2022		
May	05.05.2022	12.05.2022	25.05.2022
	19.05.2022		
June	02.06.2022	09.06.2022	23.06.2022
	16.06.2022	30.06.2022	
July	07.07.2022	14.07.2022	21.07.2022
	28.07.2022		
Aug.	04.08.2022	11.08.2022	25.08.2022
	18.08.2022		
Sept.	01.09.2022	08.09.2022	22.09.2022
	15.09.2022	29.09.2022	
Oct.	06.10.2022	13.10.2022	27.10.2022
	20.10.2022		
Nov.	03.11.2022	10.11.2022	24.11.2022
	17.11.2022		
Dec.	01.12.2022	08.12.2022	22.12.2022
	15.12.2022	29.12.2022	

VINUM-Webpage www.vinum.eu



Facts and Figures:

(Average per month, report oct. 2021)

	vinum.de	vinum.ch (german)	vinum.ch (french)	vinum.eu (total)
Unique visitors	40 500	18 400	2 970	61 870
Visits	46 600	22 400	3 180	72 180
Page impressions	144 000	64 900	10 600	219 500

Advertising form	Pixel (W x H)	Page DE in Euros	Page CH (German) in CHF	Page CH (French) in CHF
Leaderboard 1	728 x 90 Home	1520.-	1490.-	450.-
Billboard 2	1140 x 360 Home	1520.-	1490.-	450.-
Rectangle S 3	360 x 360 Home	1050.-	1270.-	390.-
Rectangle M 4	360 x 555 Home	1430.-	1410.-	430.-
Rectangle XS 5	360 x 165 Home	665.-	825.-	280.-
Special formats	Special formats and special requests on request			
File size	At least 70 kB each			
File formats	png, jpeg, swf			
Duration of publication	4 weeks (1 month) in rotation on homepage			

You can find all digital advertising forms at
www.vinum.eu/werbung

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)

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Carsten Henn, Harald Scholl

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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-fulfilment 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 of their assistants; in all other cases the liability 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 fulfilment 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 fulfilment 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.