Media-Information 2017

Strategists read »stahlmarkt«

STAHLEISEN

stahl
markt

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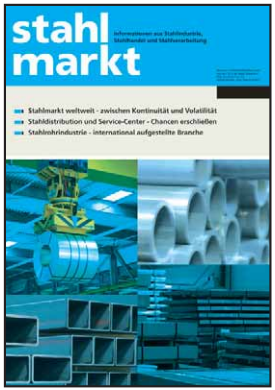
»stahlmarkt« Information about the steel industry, steel distribution, steel service center and steel processing.

»stahlmarkt« is the leading German-language medium for the steel distribution industry with a unique mix of economic and technological topics from the steel sector.

Decision-makers in steel distribution enterprises, steel service centres and steel trading firms, as well as from the steel producing and steel processing industries value the facts and background information provided by the journal.

Target groups:
Decision-makers everywhere in the steel industry:

– Steel distribution
– Steel service centres
– Steel trading
– Steel processing
– Steel production
– Plant engineering
– Information technology
– Logistics & transport



Actual circulation
6.850 copies
(Annual average from July 2015 – June 2016)

www.stahlmarkt-magazin.de

1 **»stahlmarkt«**

2 **Brief description:** **»stahlmarkt«** is a specialised German language technical journal with primary focus on steel trade and steel processing. With topical information on market developments, marketing issue, new steel applications and technical innovations, the journal also addresses steel customers and related industries. Topical articles on developments in the international steel industry scene, with special focus on steel trade, steel production and steel processing are featured on a regular basis. Economic data from the steel processing sectors and information of general interest round off the editorial scope to the journal.

3 **Target group:** The complete steel trading and processing industry as well as steel users in the related sectors.

4 **Frequency:** the 5th of every month

5 **Format:** DIN A4

6 **Volume:** 67th year, 2017

7 **Purchase price:** for one year

Germany:	105.00 €	e-journal + 5.00 €
Outside Germany:	120.00 €	

8 **Official journal of:** -

9 **Membership/ Participation:** IVW, Verband Deutscher Zeitschriftenverleger e.V.

10 **Publishing house:** Montan- und Wirtschaftsverlag GmbH
P.O. Box 10 51 64,
40042 Düsseldorf, Germany
Sohnstr. 65, 40237 Düsseldorf, Germany
Phone: +49 211 6707-0,
Fax: +49 211 6707-923 553
www.stahlmarkt-magazin.de
stahlmarkt@stahleisen.de

11 **Publisher:** -

12 **Advertising manager:** Sabine Dudek
Phone: +49 211 6707-553
E-mail: sabine.dudek@stahleisen.de

13 **Editorial staff:** Dr.-Ing. Wiebke Sanders, Chief editor

14 **Breakdown of volume:** 2015 = 12 Issues

Total volume:	830 pages = 100.0 %
Editorial part:	635 pages = 76.5 %
Advertisements:	203 pages = 24.5 %
there of	
Situations vacant and classified ads:	12 pages = 5.9 %
Advertisements by the publisher:	10 pages = 4.9 %
Bound-in inserts:	2 pages = 1.0 %
Loose inserts:	15 pieces

15 **Analysis of editorial contents:** 635 pages = 100.0 %

Economic information:	104 pages = 16.4 %
Topical themes	194 pages = 30.6 %
Technical topics	337 pages = 53.0 %
there of	
Strips, sheets, tubes, profile	33 pages
Building with steel	21 pages
Materials (high-grade steel, etc.)	55 pages
Country specials, Germany	21 pages
Country specials, Europe	14 pages
Steel trading & steel service centres	91 pages
Storage and Handling Equipment	16 pages
Separation in production processes	17 pages
IT-Logistic	5 pages
Surface treatments	16 pages
Measuring and Testing Techniques	6 pages
Tables of contents and documentation	42 pages

Issue	Date		The Topical Theme	Trade fairs / Exhibitions / Additional distribution	
1 January	**Ad-closing date:** **Printing materials:** **Publication date:**	13 December 15 December 5 January	**Construction with steel** **Quality – Measuring, Testing, Inspecting**	DeubauKOM 2017, Munich, Germany	13 – 16 Januar
2 February	**Ad-closing date:** **Printing materials:** **Publication date:**	19 January 23 January 6 February	**Steel Trading & Steel Service Centre** **IT in the Steel market** **Manufacturing technics:** separate production	Stahlmarkt 2017, Düsseldorf, Germany Intec – Int. trade fair for machine tools, manufacturing and automation & Z– Int. subcontracting fair for parts, components, modules and technologies, Leipzig, Germany	16 – 17 February 7 – 10 March
3 March	**Ad-closing date:** **Printing materials:** **Publication date:**	15 February 17 February 6 March	**Steel Trading & Steel Service Centre** **Storage Technology, Logistics and Handling Systems** **Perforated Plate & Expanded metal**	LogiMAT – 15. Int. Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart	14 – 16 March
4 April	**Ad-closing date:** **Printing materials:** **Publication date:**	17 March 20 March 5 April	**Tubes, Profiles, Flanges** **Steel Trading & Steel Service Centre** **High-Grade Steel** **Country Special: Italy**	HANNOVER MESSE, Hanover, Germany Control – Int. Trade Fair for Quality Assurance, Stuttgart, Germany Stainless 2017 – 9. Int. Stainless Steel Exhibition, Brno, Czech. Repubic Made in Steel, Milano, Italy LAMIERA, Milano, Italy	24 – 28 April 9 – 12 May 17 – 18 May 17 – 19 May 17 – 20 May
5 May	**Ad-closing date:** **Printing materials:** **Publication date:**	18 April 20 April 5 May	**Country Special Germany:** Siegerland & Südliches Westfalen **Surface Techniques:** removing, deburring, burnish, shot blast **Quality – Measuring, Testing, Inspecting**	SENSOR + TEST 2017 – The Measurement Fair, Nuremberg, Germany	30 May – 1 June

6 June	**Ad-closing date:** **Printing materials:** **Publication date:**	17 May 19 May 6 June	**Steel & Car/Vehicles** **Surface Techniques:** deposit, improve, galvanize **Steel Trading & Steel Service Centre**	SCT 2017 – 5. Int. Conference on Steels in Cars and Trucks, Amsterdam, The Netherlands	18 June
7 July	**Ad-closing date:** **Printing materials:** **Publication date:**	19 June 21 June 5 July	**The Omnibus of Steel Statistics** **Manufacturing technics Part 1:** forming (bending, straighten) **High-Grade Steel**		
8 August	**Ad-closing date:** **Printing materials:** **Publication date:**	19 July 21 July 7 August	**Tubes, Profiles, Flanges & Co.** **Manufacturing technics Part 2:** machining (sawing, shot blast, cutting)		
9 September	**Ad-closing date:** **Printing materials:** **Publication date:**	18 August 21 August 5 September	**Manufacturing technics Part 3:** thermal procedures (welding, cut, heat-treat) **Steel Trading & Steel Service Centre** **Storage Technology, Logistics and Handling Systems**	EMO – Connecting systems for intelligent production, Hanover, Germany Schweissen & Schneiden – International Trade Fair Joining Cutting Surfacing, Düsseldorf, Germany Materials Week – Exhibition for innovative Materials, Procedures and Applications, Dresden, Germany Motek – Int. trade fair for automation in production and assembly, Stuttgart, Germany	18 – 23 September 25 – 29 September 27 – 29 September 9 – 12 October
10 October	**Ad-closing date:** **Printing materials:** **Publication date:**	18 September 20 September 5 October	**Preview: Blechexpo / Strips & Sheets and Plates · Construction with steel** **Surface treatment** **Country Special Germany: Baden-Württemberg**	Blechexpo – International trade fair for sheet metal working & Schweisstec – International trade fair for joining technology, Stuttgart, Germany	7 – 10 November
11 November	**Ad-closing date:** **Printing materials:** **Publication date:**	18 October 20 October 6 November	**STAHL 2017 – international Annual Meeting** **Steel Trading & Steel Service Centre** **High-Grade Steel**	International Annual Event STAHL 2017 Düsseldorf, Germany Stainless Steel World Conference & Exhibition, Maastricht, The Netherlands	9 November 28 – 30 November
12 December	**Ad-closing date:** **Printing materials:** **Publication date:**	17 November 20 November 5 December	**Marking & Identification** **Construction with steel** **Steel Art & Culture**		

1 Ad rates and sizes (prices in euro, surcharges non-discountable)

All prices are net, without VAT.

Size	Size of print area Width x height in mm	Trimmed size Width x height in mm *	Base rate b / w	2-colour	3-colour	4-colour
Front page		216 x 183				4,850
2/1 page		430 x 303	5,600	6,136	6,672	7,208
1/1 page	184 x 260	216 x 303	2,800	3,068	3,336	3,604
2/3 page. wide	184 x 174	216 x 192	1,888	2,156	2,424	2,692
2/3 page, high	120 x 260	137 x 303	1,888	2,156	2,424	2,692
Junior page	128 x 180					
1/2 page, wide	184 x 128	216 x 149	1,460	1,728	1,996	2,264
1/2 page, high	90 x 260	106 x 303	1,460	1,728	1,996	2,264
1/3 page, wide	184 x 85	216 x 106	980	1,248	1,516	1,784
1/3 page, high	58 x 260	74 x 303	980	1,248	1,516	1,784
1/4 page, high	42 x 260	45 x 303	760	1,028	1,296	1,564
1/4 page, wide	184 x 62	216 x 84	760	1,028	1,296	1,564
1/4 page, postcard	90 x 128	106 x 145	760	1,028	1,296	1,564
1/6 page, wide	184 x 40	216 x 57	525	793	1,061	1,329
1/6 page, high	58 x 128	74 x 145	525	793	1,061	1,329
1/6 page	90 x 85	106 x 102	525	793	1,061	1,329
1/8 page, wide	184 x 30	216 x 47	410	678	945	1,214
1/8 page	90 x 62	106 x 84	410	678	945	1,214
1/16 page	90 x 30		240	508	776	1,044

*** incl. 3 mm bleed (trimming allowance) at all sides · Actual circulation: 6,850 copies**

2 Surcharges:

Position:	Cover page 2 and 4	560 €
	Cover page 3	280 €

Other positions can be booked for 10 % surcharge on the b/w rate for the corresponding size (non-discountable).

Colours:

Each standard colour Cyan, Magenta, Yellow of European scale and red HKS 13	268 €
4-colour advertisement (European scale)	804 €
each special colour	640 €
Metallic and fluorescent colours	on request

Format: There is no trimming surcharge for advertisements larger than print area.

For advertisements with QR code, we add a surcharge of 100.00 €.

3 Discounts: For a booking period of one year

Series discount		Quantity discount	
3 – 5 advertisements	5 %	2 pages	5 %
6 – 9 advertisements	10 %	3 – 5 pages	10 %
10 – 12 advertisements	15 %	6 – 9 pages	15 %
13 – 23 advertisements	20 %	10 – 12 pages	20 %
24 advertisements	25 %	from 13 pages	25 %

No discount on colour surchages, additional technical effort charged and situations vacant.

4 Columns: Situations vacant 1/1 page 1,800.00 € (see Information Job Market, page 8). Want ads 1/16 page 75 € incl. free for box no./postage for offers and Internet

5 Special forms of advertisement:

Bound-in inserts
Discountable, 1 bound-in insert = 1/1 page ad
Weight up to 11g/sheet. Only total circulation

1 Sheet = 2 pages	2,085 €
2 Sheet = 4 pages	4,170 €
3 Sheet = 6 pages	6,255 €
4 Sheet = 8 pages	8,340 €

Loose inserts:
Not bound in, max. size 205 x 295 mm.

German circulation:	1,700 €
Total circulation:	2,750 €
Circulation:	on request

Sticked post cards, patterns: see page 10

6 Contact:

Information and booking:
Sabine Dudek, Advertising Manager
Phone: +49 211 6707-553
Fax: +49 211 6707-923 553
E-mail: sabine.dudek@stahleisen.de

Contact for delivery of data, invoicing, voucher copies:
Georg Feller
Phone: +49 211 6707-566
Fax: +49 211 6707-923 566
E-mail: disposition@stahleisen.de

7 Terms of payment: 2 % discount on payments within 14 days and net price for payments within 30 days from the date of the invoice.

Bank account: Commerzbank AG Düsseldorf (BLZ 300 400 00)
Account no. 1170 000
IBAN DE 31 3004 0000 0117 0000 00

Advertisement formats and rates for situations vacant / job market

Format	Width x Hight in mm	Basic rates b / w, €	2-colour €	3-colour €	4-colour €
1/1 page	184 x 260	1,800	2,068	2,336	2,604
2/3 page	184 x 174 / 120 x 260	1,090	1,358	1,626	1,894
Juniorpage	128 x 180	1,013	1,281	1,549	1,817
1/2 page	184 x 128 / 90 x 260	925	1,193	1,461	1,729
1/3 page	184 x 85 / 58 x 260	550	818	1,086	1,354
1/4 page	90 x 128 / 180 x 62 / 42 x 260	465	733	1,001	1,269
1/6 page	90 x 95	380	648	916	1,184
1/8 page	90 x 62	295	563	831	1,099

1 Size of journal: 210 mm wide, 297 mm high, DIN A4 format untrimmed: 216 mm wide, 303 mm high. 3 mm trimming allowance at all sides

Print area: 184 mm wide, 260 mm high
2 columns, 90 mm wide each
3 columns, 58 mm wide each

2 Printing and binding method: Offset, perfect binding

3 Transmission of digital data: disposition@stahleisen.de

4 File formats: We recommend PDF/x-3 data files. The transmission of open data (e.g. InDesign, Quark Xpress, etc) should be avoided. The file must be printable, i.e. with all used fonts embedded in the file. Half-tone images should have a resolution of 300 dpi, line-art images a resolution of at least 600 dpi.

5 Colours: European scale (CMYK) according to ISO 12647-2 (PSO), spot colours on request. For conversion and control of the colour space (ICC Color Management), please refer to the standard ECI offset profiles. (The “ECI_ Offset_2009” package is available free of charge at www.eci.org).

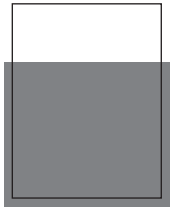
6 Proofs: Compulsory colour proofs according to “Media Standard Printing” (bvdm). Digitally produced proofs must be delivered with the FOGRA media wedge which is used to control colour values (the media wedge can be purchased from www.fogra.org). Preprint proofs must contain an official print control strip.

7 Archiving of data: As the data are archived, it is generally possible to use the data in an unchanged version for reprints. However, we do not assume any responsibility for the provided data.

8 Warranty: We accept no responsibility for the printing result, if the data (for texts, colours, artwork) provided are incomplete or deviate from the proof. Wrong exposures due to incomplete or faulty files, wrong settings or incomplete instructions will be charged extra. Also additional typesetting or copying effort and the production of faulty proofs will be extra charged.

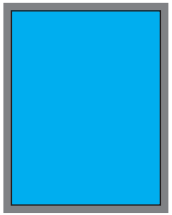
9 Contact: Georg Feller, Order Processing
Phone: +49 211 6707 - 566

Front page



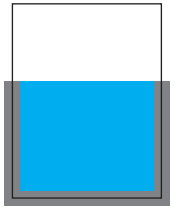
216 x 183 mm

1/1 page



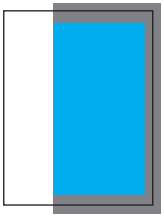
184 x 260 mm
216 x 303 mm

2/3 page, wide



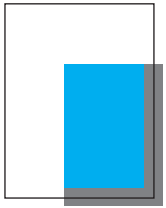
184 x 174 mm
216 x 192 mm

2/3 page, high



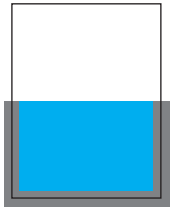
128 x 180 mm
135 x 183 mm

Juniorpage



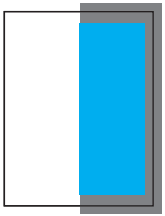
120 x 184 mm
137 x 200 mm

1/2 page, wide



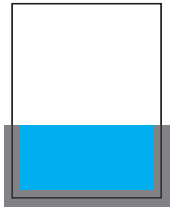
184 x 128 mm
216 x 149 mm

1/2 page, high



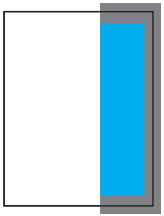
90 x 260 mm
106 x 303 mm

1/3 page, wide



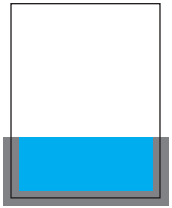
184 x 85 mm
216 x 106 mm

1/3 page, high



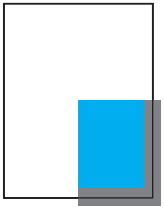
58 x 260 mm
74 x 303 mm

1/4 page, wide



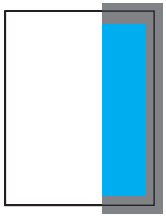
184 x 62 mm
216 x 84 mm

1/4 page Post card



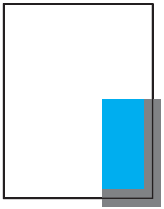
90 x 128 mm
106 x 145 mm

1/4 page, high



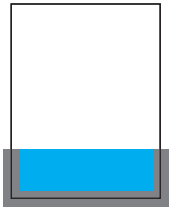
42 x 260
45 x 303

1/6 page, high



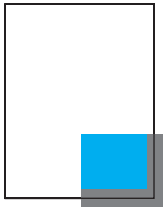
58 x 128 mm
74 x 145 mm

1/6 page, wide



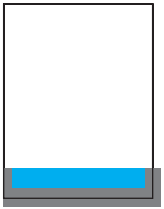
184 x 40 mm
216 x 57 mm

1/8 page



90 x 62 mm
106 x 84 mm

1/8 page,wide



184 x 30 mm
216 x 47 mm

■ Type area
■ Trimmed size*

* Formats incl. 3 mm bleed.

Bound-in inserts:

Before acceptance and confirmation of the order by the publisher, a compulsory sample must be furnished. Also a blank sample, with indication of size and weight, will be accepted, if no other material is available. Bound-in inserts must be clearly discernible as advertisement, must not be mistaken for an editorial part of the journal and must only cover the products of an advertiser. Placement of bound-in inserts may be limited by the technical feasible. For any bound-in insert made of a material other than paper the publishers will first obtain approval from the postal company.

Formats:

Untrimmed in mm	wide x high
1 sheet (= 2 pages)	216 x 307
2 sheets (= 4 pages)	432 x 307
3 sheets (= 6 pages)	620 x 307
4 sheets (= 8 pages)	= 2 x 2 sheets

Quantity needed:

on request

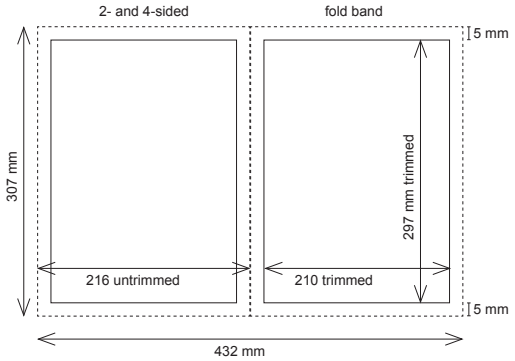
Technical details:

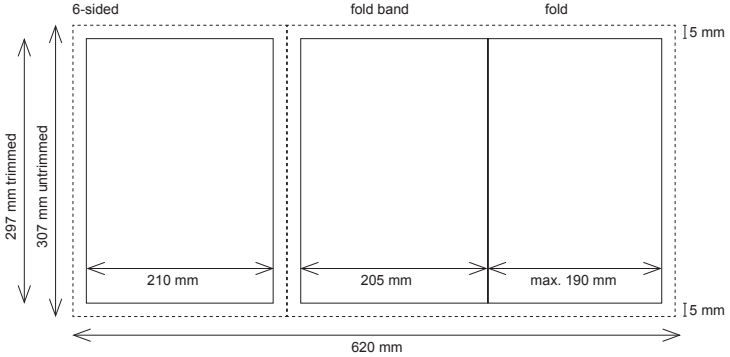
Bound-in inserts must be delivered with untrimmed edges. Multi-sheet inserts must be delivered properly folded. The cover page of the insert must be indicated. Inserts must be delivered in such a way that no additional cutting, folding or reworking is necessary. Extras and additional folding or gluing work will be charged separately. Multi-sheet inserts must be folded on the side of the binding. If these preconditions are not met, an extra charge will have to be paid.

Send to:

Prepaid delivery to:

Kraft Druck GmbH
Industriestraße 5 – 9
76275 Ettlingen, Germany
Indicate as reference: For „stahlmarkt“, No.





Inserts: Before acceptance and confirmation of the order by the publisher, a compulsory sample must be furnished. Also a blank sample, with indication of size and weight, will be accepted, if no other material is available. Inserts may only refer to the advertiser's products. They must be designed in such a way that they are clearly discernible as advertising. Placement options as technically feasible.

Reference to insert: Reference to the insert will be included in the advertisers' index free of charge.

Quantity needed: on request

Deadline for delivery: Not later than 10 days after ad closing date. (see "Dates and planned topics", pages 2 and 3)

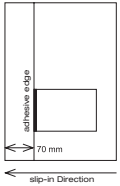
Format: Max. 205 x 295 mm

Send to: Prepaid delivery to:

Kraft Druck GmbH
Industriestraße 5 – 9
76275 Ettlingen, Germany
Indicate as reference: For „stahlmarkt", No.

Technical details: As the material is inserted loose, i.e. without fixture of any kind, it must be a single piece. The inserted material must be delivered in such a condition that no additional handling or processing is required. Any extra work (e.g. folding) will be separately charged. Inserts printed on a material other than paper will not be accepted unless a compulsory sample has been furnished before, for checking its suitability for processing and shipping. Inserts consisting of several sheets must close up towards the binding, i.e. towards the inserting direction

Glued-on items



For postcards glued onto inserts or advertisements, the following rates apply: 415,43 € / 1,000 pieces incl. postage excl. gluing costs:

– Gluing by machine can be done, if glued-on edge is in parallel to the binding and at a distance between 1 and 7 cm from the binding; the height is variable. Gluing costs ar 125 €/1,000 pieces. In other cases, including affixing at an angle, the rate for manual gluing is 185 €/1,000 pieces.

For other advertising items (product samples, CD/DVD etc.), the rate for inserts will apply. Gluing costs will be quoted on request based on a compulsory sample. The glued area will be in parallel to the binding. Items can be affixed at variable height at a distance between 2 and 7 cm from the binding.

Quantity needed: on request

Glued-on items to be sent to: Prepaid delivery to:

Kraft Druck GmbH
Industriestraße 5 – 9
76275 Ettlingen, Germany
Indicate as reference: For „stahlmarkt", No.

1 Audited by:

2 Distribution:

Copies per issue, annual average
(July 1, 2015 to June 30, 2016)

Print run	7,130		
Actual circulation:	6,850	there of outside Germany	1,488
Sold circulation:	889	there of outside Germany	140
Subscribed circulation:	889	there of to members	–
Single copies sold:	–		
Other paid circulation:	–		–
Free copies:	5,961	there of outside Germany	1,348
Surplus, courtesy and archive copies	280		

3 Geographical breakdown:

	Percentage of actual circulation	
Economic region	%	copies
Germany	78.28	5,362
Outside Germany	21.72	1,488
Actual circulation	100.00	6,850

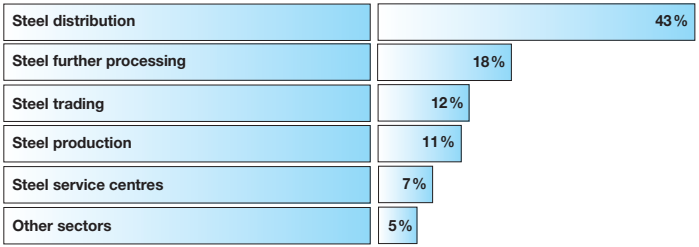
Summary of the surveying method

1. Method: Analysis of recipient structure by data evaluation - 100 % survey
2. Population: actual circulation in Germany 5,362 = 100 %
3. Sample: 100 % survey
4. Target persons of the survey: –
5. Period of the survey: July 1, 2015 – June 30, 2016
6. Survey conducted by: Montan- und Wirtschaftsverlag GmbH

A detailed description of the surveying method is available at www.stahleisen.de/erhebungsmethoden

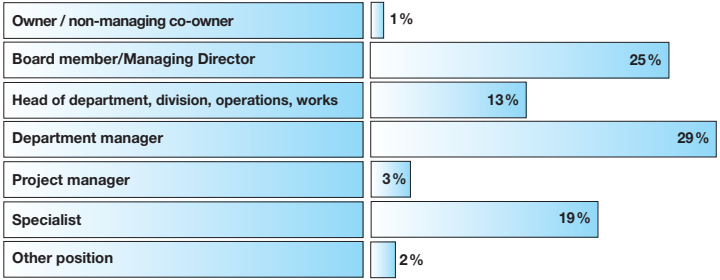
1. Trade affiliation

»stahlmarkt« reaches the entire sector



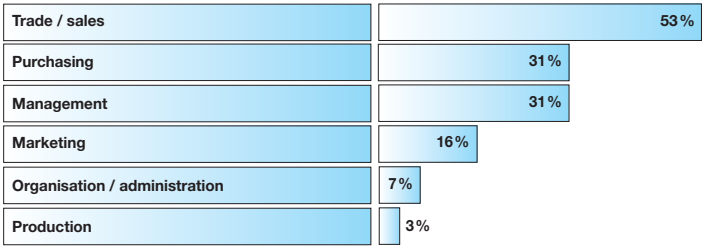
2. Position within company

»stahlmarkt« reaches the top decision-makers



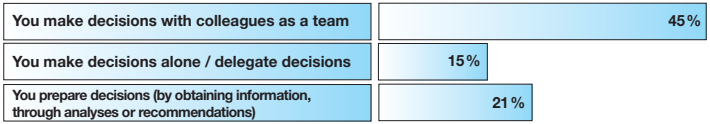
3. Area of responsibility within company

»stahlmarkt« is read in all areas of the company

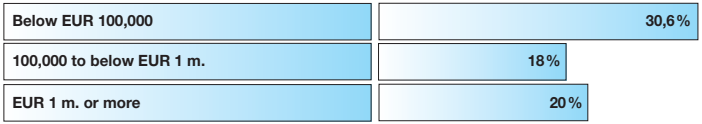


4. Decision-making authority for purchases

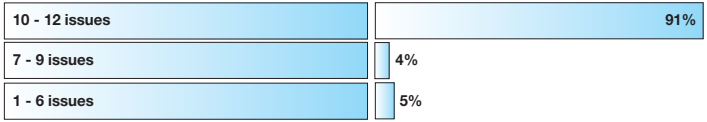
Readers who make or prepare decisions



5. Annual spending volumes

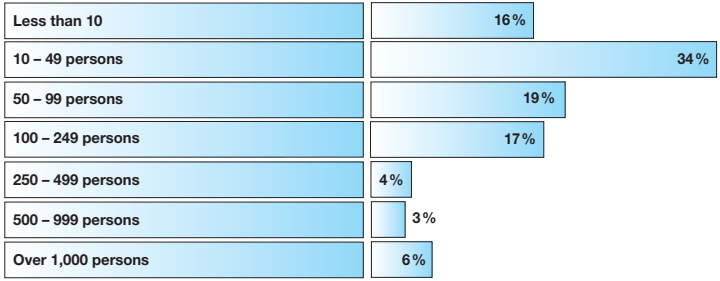


6. Exploitation of »stahlmarkt«

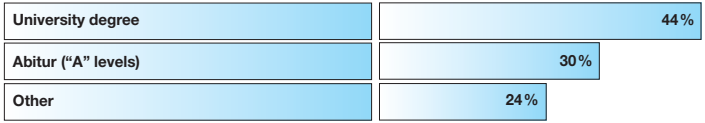


»stahlmarkt« readers do not miss any issues · Each issue is read more than 1.6 times on average and for over 25 minutes · 4.9 readers per issue increases the chances of your advertisement making contact

7. Employees in company



8. Professional qualifications



Brief description of surveying methods

1. Form of survey	Advertising Copy Test, stahlmarkt 4 /2013
2. Population tested	Reader survey, 2013
3. Sampling	Random sampling from subscribers’ file
4. Person surveyed	Determination of reader of test issue in the works. Selection of “highest-ranking” reader
5. Survey method	Telephone interviews (C. A. T. I.)
6. Number of cases	150 interviews (net)
7. Sampling period	05.04.2013 – 03.05.2013
8. Implementation	ProTEC Marketing, Würzburg / Munich

1 Web adress:
www.stahlmarkt-magazin.de

2 Brief description:
Comprehensive Internet offer with topical news, product database and job market

3 Target group:
The complete steel trading and processing industry as well as steel users in the related sectors.

4 Publishing house:
Montan- und Wirtschaftsverlag GmbH
Sohnstr. 65, 40237 Düsseldorf
P.O. Box 105164, 40042 Düsseldorf, Germany

Contact Editorial staff:
Dr. Wiebke Sanders
Phone: +49 211 6707 - 567
E-mail: petra.jung@stahleisen.de

Contact Online advertising:
Sabine Dudek
Phone: +49 211 6707 - 553
E-mail: sabine.dudek@stahleisen.de

1 Rates and advertising options:

Typ of advertising	Position	Format / size in pixels	Max. data volume	Rate in € per time unit
Skyscraper	Start page	160 x 840	40 kB	498.00 per mo.
Premium Banner	Start page	see below*	40 KB	498.00 per mo.
Full Banner	Start page in rotation sequence with max. 3 further banners	468 x 60	40 kB	398.00 per mo.
Content Ad	Start page	234 x 60	40 kB	298.00 per mo.
Medium Rectangle	All subordinate pages	300 x 250	40 KB	298.00 per mo.

* Premium Banner: Picture plus text with a headline and 1–2 lines of text up to a maximum of 70 characters (800 x 240 pixel) plus button with selectable text (800 x 240 pixel)

2 Discounts: on request

3 Columns: –

4 Special topics: –

5 Terms of payment: 2 % discount on payments within 14 days,
and net price for payments within 30 days from the date of the invoice.

Bank account: Commerzbank AG Düsseldorf (BLZ 300 400 00)
Account no. 117 0000 · IBAN DE 31 3004 0000 0117 0000 00

1 File formats:

gif, jpg max. 40 kB
swf, flash max. 40 kB

The data volumes (kB) indicated are maximum values, including all data required to define the advertisement (incl. data to be downloaded, sniffer code, artwork, flash, etc.).

2 To be sent to:

Please send the material for your advertising campaign to:

sabine.dudek@stahleisen.de

3 Deadline:

3 days before start of the campaign

This deadline gives you and us enough time to test the formats and ensure a smooth start of the campaign. We accept no responsibility for delays due to receipt of the material after the above specified deadline.

Along with the delivered data, we need the following meta-information:

- Name of customer
- Name of campaign
- Period booked
- Site covered
- Positioning of the site
- Type of advertising
- Customer's point of contact
- Name of motif (optional)
- Click URL

Reporting: On request, you will receive an evaluation of the advertising effect and ad clicks.

4 Contact:

Sabine Dudek
Phone: +49 211 6707 - 553
E-mail: sabine.dudek@stahleisen.de

1 Banner types:

Skyscraper

Premium Banner

Full Banner

Content Ad

Medium Rectangle

The positions may change as technology advances.

General terms and conditions of business for advertising and insert supplements in newspapers and periodicals

Section 1 The “advertising order” – as it is intended in the following general terms and conditions of business – is the contract for publication of one or more advertisements by an advertiser in a publication for the purpose of distribution.

Section 2 In case of doubt, advertisements shall be requisitioned for publication within one year after the publishing agreement is concluded. If the right to requisition individual advertisements is granted under the terms of an agreement, the order must be carried out within one year after publication of the first advertisement, insofar as the first advertisement is requisitioned and published within the time period designated in Section 1.

Section 3 With the closing of agreements, the Ordering Party is also entitled to requisition other advertisements, in addition to the number of advertisements named in the order within the time period agreed upon, or that which is cited in Section 2.

Section 4 If an order is not filled for reasons that are not the fault of the publisher, the Ordering Party, notwithstanding additional legal obligations, shall pay the publisher the difference between the promised discount and the discount corresponding to the actual purchase. This payment is not required, if the non-fulfillment is due to force majeure within the risk area of the publisher.

Section 5 Orders for advertisements and inserts, which are expressly to be published exclusively in specific numbers, issues or in specific places of the publication, must be received by the Publisher in sufficient time, so that the Ordering Party can be informed prior to completion of the advertisement, in the event that the order cannot be executed in this manner. Categorized advertisements shall be printed in their respective categories, without requiring this to be expressly agreed upon.

Section 6 The Publisher reserves the right to refuse advertising orders – as well as individual requisitions within the terms of a contract – and insert orders based on the content, the source or the technical form according to uniform, fact-based principles established by the Publisher, if their content violates applicable laws or official regulations or if their publication is unreasonable for the Publisher. This also applies to orders placed by agencies, receiving agents or representatives. Insert orders are only binding for the Publisher after presentation and approval of a sample of the insert. Inserts having a design or presentation that create the impression for the reader that they are part of the publication, or which contain third-party advertisements, shall not be accepted. The Ordering Party will be informed immediately regarding the refusal of an order.

Section 10 If no specific size has been stipulated, the actual print size customary for the type of advertising shall be the basis for invoicing.

Section 11 In the event that the Ordering Party does not pay in advance, the invoice shall be sent immediately, if possible, however, fourteen days after publication of the advertisement. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Possible discounts for early payments are granted according to the price list.

Section 12 In the case of delayed payments, or those allowed an extended time for payment, interest and collection fees will be charged. In case of delayed payment, the Publisher can hold back further execution of the current order until payment has been made, and can demand prepayment for the reMayning advertisements. In case of reasonable doubt of the Ordering Party‘s ability to pay, the Publisher shall be entitled to make the appearance of further advertisements dependent on prepayment of the amount and the settlement of any open invoice amounts, even within the duration of an advertisement contract, regardless of the terms of payment that were originally agreed upon.

Section 13 Upon request, the Publisher shall deliver a specimen of the advertisement along with the invoice. Depending upon the type and scope of the advertising order, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be obtained, the Publisher shall provide instead a legally binding certification of the publication and distribution of the advertisement.

Section 14 The Ordering Party shall bear the costs for the production of ordered printing documents and drawings, as well as for the considerable modification of previously agreed upon versions, which the Ordering Party has requested or for which he is responsible.

Section 15 In case of a contract for multiple advertisements, a claim to reduction in price may result from a reduction in circulation, if the average circulation for the insertion year, beginning with the first advertisement, is below the average circulation stated in the price list or otherwise, or – if no circulation quantity is stated – is less than the average circulation sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A drop in circulation only grants the right to price reduction when – for circulations of up to 50,000 – it amounts to 20%. Furthermore, claims to price reduction are excluded, if the Publisher has informed the Ordering Party in due time of the drop in circulation, allowing time for withdrawing from the contract prior to publication.

Section 7 The Customer is responsible for the punctual delivery of the advertisement copy and error-free print documents or inserts. For recognizably unsuitable or damaged print documents, the Publisher shall request a replacement immediately. The Publisher guarantees the printing quality customary for the designated publication, within the limits set by the printing documents.

Section 8 In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the Ordering Party is entitled to a reduction in payment or to a correct substitute advertisement, but only to the extent that the purpose of the advertisement has been impaired. If the Publisher should exceed a reasonable time period set for the publication of the substitute advertisement, or if the substitute advertisement again contains errors, the Ordering Party has the right to reduction in payment or a cancellation of the order. Indemnity claims arising from positive breach of obligation, negligence in contracting and mishandling are excluded – including orders placed by telephone; indemnity claims due to impossibility of performance and delay are limited to the replacement of foreseeable damages and, in the monetary amount, to the compensation to be paid for the affected advertisement or insert. This does not apply to intentional and gross negligence of the Publisher, its legal representatives and agents. The liability of the Publisher for damages due to lack of guaranteed qualities shall reMayn unaffected. Furthermore, the Publisher is not responsible for the gross negligence of its agents in commercial transactions; in all other cases, the liability for gross negligence with respect to businesspersons is limited in its extent to the foreseeable damages up to the amount of the cost of the affected advertisement. With the exception of defects that are not obvious, complaints must be put forward within 4 weeks of receiving the invoice and receipt.

Section 9 Proofs are provided only when expressly requested. The Ordering Party bears responsibility for the correctness of returned proofs. The Publisher shall take into account all error corrections which are communicated to it within the period set at the time of forwarding the proofs.

Section 16 In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the offers as would a responsible businessman. Registered and express Mayl responses to keyed advertisements shall only be forwarded by conventional post. Responses to keyed advertising shall be kept for four weeks. Responses not collected within this time period will be destroyed. The Publisher will return valuable documents without being obligated to do so. The Publisher reserves the right, in the interest of the Ordering Party and for the protection of same, to open incoming offers for inspection purposes, so that the misuse of keyed advertising services is prevented. The Publisher is not bound to forward business recommendations or offers to act as agents.

Section 17 Print documents are returned to the Ordering Party on express request. The obligation of retention shall end after a period of one year.

Supplementary terms and conditions of business of the Publisher

a) In regard to changes in advertising prices, reduction in prices for current orders take effect immediately and price increases take effect following a waiting period set by the publisher. Reference to the corresponding valid price list may be found in the Imprint.

b) The exclusion of competing companies can only be agreed upon for two pages lying opposite of one another. Excluding the competition cannot be guaranteed, when a specific advertisement has been bindingly accepted and confirmed.

c) Verbal acceptance (such as for placement) first becomes binding with written confirmation by the Publisher.

d) Advertising agencies and other advertisers are obliged to adhere to the price list of the Publisher in their offers, contracts and invoices in respect of advertisers.

We also offer our general terms and conditions of business as a **PDF file for downloading**. In that way, you make read them offline at your leisure.

In the event that you do not have the Acrobat Reader necessary for reading the PDF file, you may obtain this free of charge at the **Adobe Web site**.

In case of changes the actual version of these General Terms are to be found at the internet site www.stahleisen.de

01. September 2007

stahl markt

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