

# Naturstein

EVERYTHING FOR THE INDUSTRY

## Advertising rates 2012 PRINT

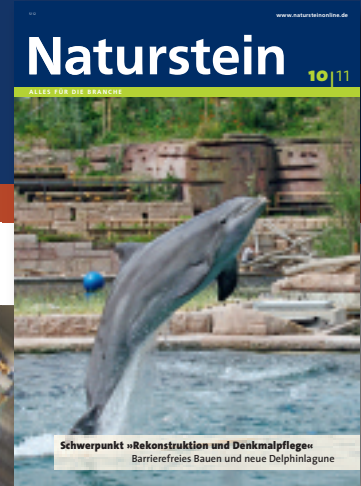
### Our strengths - Your advantage

- Practical informations for practical applications
- The largest editorial content
- The most comprehensive range of classified advertising
- The largest amount of jobs and classified advertising

Advertise effectively to your target market with Naturstein,  
Germany's leading\* magazine for the natural stone industry.



\* For second quarter 2011 as approved by the German Audit Bureau for Circulations





## Everything for the industry

### **Naturstein: Read. Know. Act.**

Natural stone is incomparably versatile. In each edition we assist our readers in the processing and application of this building material and in the marketing of their products. Our editorial mix includes reports, interviews and "discussions with experts" on current technical questions. Building and Landscaping, Cemeteries and Gravestones, Stone Market and Technology are regular headlines in our magazine.

### **Connections - around the world**

Our editorial staff are well connected in Germany and in the important stone areas around the world. Naturstein is international, keeping in close contact with the industry world wide, debating problems and opportunities, identifying trends and perspectives. Through our network we are able to keep our readers well informed of new processes and products. Naturstein readers know more.

**With Naturstein you address your market and customers directly, comprehensively and effectively.**

As Germany's leading\* magazine for the natural stone industry, Naturstein is the communication platform for all relevant industries for the advertising of their products and services.

### **We offer**

- Practical information for practical applications
- The largest editorial content
- Reports on companies and products
- The most comprehensive advertising selection
- Largest amount of jobs and classified advertising

### **Our readers: Your customers**

- Stone masons and sculptors
- Natural stone industry
- Natural stone setters and tilers
- Restorers and monument conservators
- Garden designers and landscapers
- Planners, architects

\*For second quarter 2011 as approved by the German Audit Bureau for Circulations

# Naturstein: at the peak in benefits, smallest in price

## Naturstein

ALLES AUS DER BRANCHE

### STEIN

Sold circulation: 4006\*

1/1 page 4c: 3490,- €

Cost per  
100 magazine  
purchasers: 87,12 €

Sold circulation: 2614\*

1/1 page 4c: 3600,- €

Cost per  
100 magazine  
purchasers: 137,72 €

### STONEPLUS

Sold circulation: 221\*\*

1/1 page 4c: 2860,- €

Cost per  
100 magazine  
purchasers: 1294,12 €



\*II/2011, \*\* IVW I/2011

## Your contact persons/Publication data



### Advertisements print and online

Brian Gurteen  
Tel.: +49 (0)731/1520158  
mobile: +49 (0)177/3719684  
Fax: +49 (0)731/1520159  
gurteen@ebnerverlag.de



### Publication management/ Editor in Chief

Bärbel Holländer, Dipl.-Ing (FH)  
Tel.: +49 (0)731/1520182  
Fax: +49 (0)731/1520159  
hollaender@ebnerverlag.de



### Online consulting (technical questions)

Sebastian Hemmer  
Tel.: +49 (0)731/1520181  
Fax: +49 (0)731/1520159  
hemmer@ebnerverlag.de

<b>Frequency of publication:</b>	monthly
<b>Year of publication:</b>	67th year
<b>Total circulation:</b>	5,004
<b>Circulation auditing:</b>	German Audit Bureau for Circulations IVW (III/2011)
<b>Magazine format:</b>	A4 (210 mm wide by 297 mm high)
<b>Closing date for corporate identity advertising:</b>	10th of the preceding month
<b>Jobs and classified advertising:</b>	15th of the preceding month
<b>Annual subscription:</b>	Germany 125.00 € (incl. postage and VAT) International 140.00 € (incl. postage)
<b>Editor and Publisher:</b>	Ebner Verlag GmbH & Co KG Karlstrasse 41, 89073 Ulm, Germany www.natursteinonline.de
<b>Managing Director:</b>	Gerrit Klein
<b>Publishing Manager:</b>	Martin Metzger
<b>Distribution Manager:</b>	Rainer Herbrecht


## Overview of our services

[www.natursteinonline.de](http://www.natursteinonline.de)  
[www.ebnerverlag.de](http://www.ebnerverlag.de)



## Subjects/Dates 2012

Edition	Special Features (for more detailed information subscribe to our newsletter at <a href="http://www.natursteinonline.de">www.natursteinonline.de</a> )	Important Trade Fairs	Closing date for advertising Copy Deadline	Publication date
1	<p><b>The natural stone industry today and tomorrow</b></p> <ul style="list-style-type: none"> <li>• Outlook and perspectives (statistics, interviews, etc.)</li> <li>• Training (statistics, master pieces 2010)</li> <li>• Design, stone working, setting and laying</li> </ul>	<p><b>Swissbau, Basel, Switzerland</b>, 17. - 21.01.2012  <b>Stone Expo, Gent, Belgium</b>, 21. - 23.01.2012</p>	<p>13.12.2011  <b>16.12.2011</b></p>	<p>02.01.2012</p>
2	<p><b>Engineered Stone and Natural Stone for the kitchen</b></p> <ul style="list-style-type: none"> <li>• Quartz material, agglomerated stone materials</li> <li>• Composite materials (also thin stone panels)</li> </ul>	<p><b>STONA, Bangalore, India</b>  11. - 04.02.2012  <b>Vitória Stone Fair, Espírito Santo, Brazil</b>  07. - 10.02.2012  <b>bautech, Berlin, Germany</b>  21. - 25.02.2012</p>	<p>12.01.2012  <b>18.01.2012</b></p>	<p>01.02.2012</p>
3+	<p><b>Natural stone surfaces</b></p> <ul style="list-style-type: none"> <li>• Trends, processing, grinding and crystallising</li> <li>• Protection (sealants, resining), cleaning and care</li> </ul> <p><b>Post Fair Edition for Swissbau, Switzerland</b></p>	<p><b>Xiamen Stone Fair, Xiamen, China</b>  06. - 09.03.2012  <b>TechniPierre, Liège, Belgium</b>  31.03. - 03.04.2012</p>	<p>13.02.2012  <b>17.02.2012</b></p>	<p>01.03.2012</p>
4	<p><b>Memorial Design and Sculpturing</b></p> <ul style="list-style-type: none"> <li>• Change of burial traditions - perspectives for stone masons</li> <li>• Working security and health care</li> </ul> <p><b>Post Fair Edition for Xiamen Stone Fair, China</b></p>	<p><b>MosBuild (Building &amp; Architecture), Moscow, Russia</b>, 10. - 13.04.2012  <b>INTERKAMIEN, Kielce, Poland</b>, 20. - 22.04.2012  <b>Stonetech, Shanghai, China</b>, 25. - 28.04.2012</p>	<p>12.03.2012  <b>16.03.2012</b></p>	<p>02.04.2012</p>
5	<p><b>Building with natural stone (especially façades)</b></p> <ul style="list-style-type: none"> <li>• Fixing systems</li> <li>• Reconstruction of traditional buildings</li> </ul> <p><b>Preview of Carrara Marmotec, Italy</b></p>	<p><b>PIEDRA, Madrid, Spain</b>, 09. - 12.05.2012  <b>Carrara Marmotec, Carrara, Italy</b>  23. - 26.05.2012</p>	<p>12.04.2012  <b>18.04.2012</b></p>	<p>02.05.2012</p>

6	<p><b>Interior design with natural stone</b></p> <ul style="list-style-type: none"> <li>• Stone laying methods and tips</li> <li>• Barrier-free building with natural stone</li> <li>• Refurbishment</li> </ul>	<p><b>Expostone, Moscow, Russia</b> 19. - 22.06.2012</p>	<p>11.05.2012 <b>18.05.2012</b></p>	<p>01.06.2012</p>
7	<p><b>Stone in bathrooms and swimming pools</b></p> <ul style="list-style-type: none"> <li>• Tips and trends: mortar, adhesives and grouting materials</li> <li>• Slip resistance: regulations and methods</li> </ul>	<p><b>Stone QD 2012, Qingdao (Shandong), China</b> 16. - 19.07.2012</p>	<p>12.06.2012 <b>18.06.2012</b></p>	<p>02.07.2012</p>
8	<p><b>Natural stone outdoors</b></p> <ul style="list-style-type: none"> <li>• Tips and trends: mortar, adhesives and grouting materials</li> <li>• Stone sculpture works (handicraft and free art)</li> </ul> <p><b>Preview of GaLaBau</b></p>		<p>12.07.2012 <b>18.07.2012</b></p>	<p>01.08.2012</p>
9+	 <p><b>Invest, process and build correctly</b></p> <ul style="list-style-type: none"> <li>• International building products</li> <li>• Success through technology</li> </ul> <p><b>Large Pre Fair Edition for Marmomacc and GaLaBau</b></p>	<p><b>GaLaBau, Nuremberg, Germany, 12. - 15.09.2012</b></p> <p><b>MARMOMACC</b> ARCHITECTURE AND DESIGN</p> <p><b>Marmomacc, Verona, Italy</b> 26. - 29.09.2012</p>	<p>13.08.2012 <b>17.08.2012</b></p>	<p>01.09.2012</p>
10	<p><b>Restoration, historic buildings and monuments</b></p> <ul style="list-style-type: none"> <li>• Methods, Cleaning and Protection</li> <li>• Scaffolding and lifting technology</li> </ul> <p><b>Post Fair Edition for GaLaBau</b></p>		<p>12.09.2012 <b>18.09.2012</b></p>	<p>01.10.2012</p>
11	<p><b>Cemetery Culture and Memorial Design</b></p> <ul style="list-style-type: none"> <li>• Cemetery Day 2011</li> <li>• Bronze suppliers: trends and products</li> </ul> <p><b>Large Post Fair Edition for Marmomacc</b></p>	<p><b>denkmal (preservation of monuments, restoration, old-building renovation), Leipzig, Germany</b> 22. - 24.11.2012</p>	<p>12.10.2012 <b>17.10.2012</b></p>	<p>02.11.2012</p>
12	<p><b>Marketing tips for the branch</b></p> <ul style="list-style-type: none"> <li>• Successes of young entrepreneurs</li> <li>• Innovative ideas and developments</li> </ul> <p><b>Preview of BAU 2013 in Munich</b></p>		<p>12.11.2012 <b>16.11.2012</b></p>	<p>01.12.2012</p>



### Surcharges for preferred spots:

Outside back cover pages 4c	4,100.- €
For other spot specifications:	10% surcharge

### Colour surcharges (discountable):

For each additional colour	400.- €
For each additional special colour	810.- €

### Classified and job ads:

Classified ads per mm deep b/w per column	2,40 €
Classified ads per mm deep 4c per column	4,80 €
Classified ads (Application for job)	
mm deep b/w per column	2,20 €
Box number charge	10.- €

### Additional ad in the Internet:

Heading Miscellaneous/situations wanted	20.- €
Heading Situations wanted	10.- €

### Buyer's Guide

Minimum run time is 12 months. One line of print consists of 50 characters. When a logo is used, its height will be converted to lines (3 mm height = 1 line).

per line b/w	11,60 €
per line 4c	13,70 €

### Additional Online Package:

Advert in www.natursteinonline.com; price includes link to your company website	155.- €
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### Discounts:

For order within twelve months (insertion year)

Series discount:		Volume discount:	
3 insertions	5 %	2 pages	5 %
6 insertions	10 %	3 pages	10 %
9 insertions	15 %	6 pages	15 %
12 insertions	20 %	12 pages	20 %

Ad under »Buyers' Guide«

Discounts do not apply to surcharges for preferred spots, surcharges for special format ads and inserts.

### Bound inserts (series discount applicable)

2-page	2,925.- €
4-page (folded once)	4,800.- €

Format 216 x 305 mm, 5 mm of which is the trim at the top

### Inserts (max. A4)

up to 15 g per thousand	270.- €
every additional 10 g per thousand	35.- €
Split distribution/Processing fee	300.- €

### »Discussion with the experts« advertorial (Product recommendation)

2-page, editorial	
Bound insert, designed by Naturstein	3,580.- €

### Online Advertising:

**Price list and information, please contact  
Brian Gurteen at gurteen@ebnerverlag.de**

### Combination Naturstein/BIV-Journal

	b/n	/	4-colour
1/1 page:	3,180.-	/	4,730.- €
1/2 page:	1,600.-	/	2,860.- €
1/3 page:	1,155.-	/	2,290.- €
1/4 page:	810.-	/	1,920.- €

Corporate identity ads (mm price 1 sp.): 3,10 €  
Prices for bound inserts and inserts on request.  
Price advantage over individual insertion: 25 %

The same ad must be inserted in Naturstein and BIV-Journal (only one set of printing material).  
Bleed size ads will be reduced by 4% in the BIV-Journal.

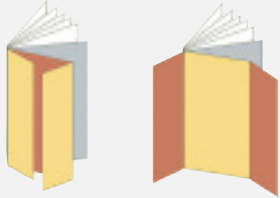
### Shipping address for bound inserts, inserts and postcards:

C. Maurer Druck und Verlag GmbH & Co. KG  
Attn: Mr Liegl  
Schubartstrasse 21  
73312 Geislingen (Steige), Germany

Please indicate the delivery quantity and the Naturstein edition in which your advert is to appear on the package.

## PRINT: Special advertising formats

»Altar« front page



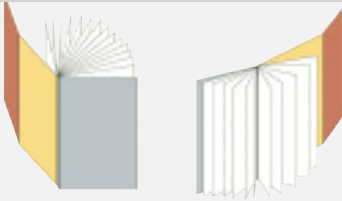
Half cover + outside back cover



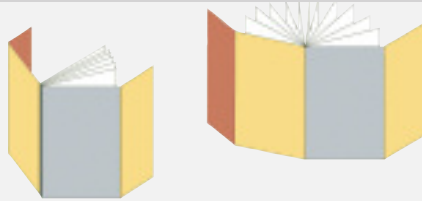
Gate folder



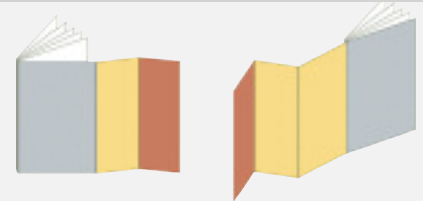
Back folder



Gate folder and back folder



Maxi-Cover-Page



Banderole



Post-its



**Special, creative advertising formats** require long-term planning and individual co-ordination of all technical matters. Reservations must be confirmed early.

**We will be pleased to advise you. Call**  
Tel. +49 (0) 731/1520158

**Glued postcards and brochures** are possible only in conjunction with full-page ads.

**Prices on request**



Increase the reach and efficiency of your advertising!  
Advertise without waste!

**Naturstein**  
+  
**natursteinonline.de**



## PRINT gives impetus – ONLINE offers solutions

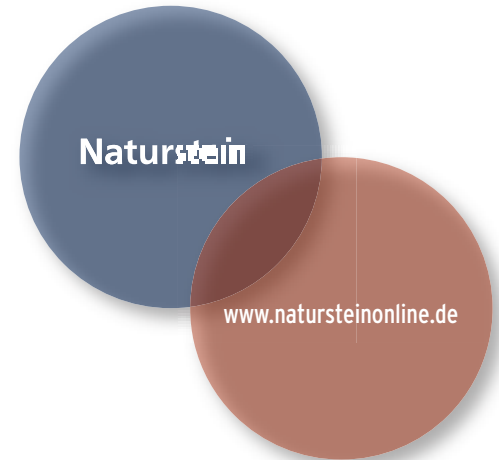
**Print + Online crossmedial. Reach your target audience faster and directly!**

- To expand the reach of your advertising message, combine print + online:
  - Naturstein: 4,006 copies sold in the second quarter of 2011 as approved by the German Audit Bureau for Circulations
  - [www.natursteinonline.de](http://www.natursteinonline.de): 10,000 visits in September 2011 according to Google Analytics
- Use both channels to increase the recognition value of your brand and product in the target audience!
- Cross media advertising gives you the greatest amount of publicity!
- TCP (Thousand Contact Price): The fair price model  
We charge only for the advertising performance that can be measured.



**Online Advertising Rates:**  
[www.naturalstone-online.de](http://www.naturalstone-online.de)  
under Advertising

**Online Consulting:**  
Brian Gurteen  
Phone: 0049-(0)731-1520-158  
[gurteen@ebnervelag.de](mailto:gurteen@ebnervelag.de)



**The right price for successful online advertising!**

News, online specials plus the online version of the largest collection of natural stones in the world - [www.natursteinonline.de](http://www.natursteinonline.de) offers everything the industry needs. Take advantage of our contents and Google ranking. When somebody looks up the term **Naturstein** in Google, [www.natursteinonline.de](http://www.natursteinonline.de) appears **as the first result!** Our google position guarantees hits on your advertisement.

## Circulation and Distribution analysis

**Circulation analysis:** Copies per edition (third quarter 2011)

Printed copies: 5,256

**Actually distributed Circulation** (actually distributed): 5,004

subscribed copies 3,684  
miscellaneous sales 322

**Sold circulation:** 4,006

**Free copies:** 998

**Remaining/archive and Specimen copies:** 252

Circulation auditing:



### Geographic distribution analysis:

Economic area	Portion of actually distributed circulation	
	%	Copies
Germany	89.5	4,520
International	10.5	484
<b>Actually distributed circulation</b>	<b>100.0</b>	<b>5,004</b>

### Breakdown of domestic circulation according to Nielsen areas:

<b>Nielsen area 1</b>	Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	10.5	475
<b>Nielsen area 2</b>	North Rhine Westphalia	19.1	863
<b>Nielsen area 3a</b>	Hesse, Rhineland-Palatinate, Saarland	16.8	759
<b>Nielsen area 3b</b>	Baden-Wuerttemberg	17.9	809
<b>Nielsen area 4</b>	Bavaria	20.8	940
<b>Nielsen area 5</b>	Berlin	1.5	68
<b>Nielsen area 6</b>	Brandenburg, Mecklenburg-Western Pomerania, Saxony-Anhalt	5.8	262
<b>Nielsen area 7</b>	Thuringia, Saxony	7.6	344
<b>Germany</b>		<b>100.0</b>	<b>4,520</b>

### Breakdown of the international circulation:

Switzerland	31.1	150
Italy	5.9	28
Austria	32.4	157
Scandinavia	6.8	33
France	2.2	11
Benelux	8.6	42
Other international	13.0	63
<b>International</b>	<b>100.0</b>	<b>484</b>

## Content/Volume analysis/Readers Structural Analysis

### Volume analysis: 2010 = 12 editions

<b>Total volume:</b>	1,352 pages	=	100 %
<b>Editorial part:</b>	882 pages	=	65.2 %
<b>Advertising part:</b>	470 pages	=	34.8 %

Small ads: 16 pages

Bound inserts: 34 pages

Loose inserts: 23 pages

### Editorial content analysis 2010 = 882 pages

	pages	%
Titel	12	1.4
Tips and trends	43	4.8
Talks - Interviews on current subjects	47	5.3
Construction/quarrying and transporting	45	5.1
Discussions with experts	14,5	1.6
Survey	20	2.2
Other subjects of emphasis	82	9.2
Preservation of monuments	35	3.9
Cemeteries and gravestones	99	11.1
Design/sculptors	47,5	5.3
Training and ongoing training	39	4.4
Rocks	41	4.6
Technology	64	7.2
Trade shows	37	4.2
Businesses	23	2.6
Companies and products/ in-house exhibitions	73	8.2
Association news	36	4.0
Media	5	0.6
Justice	6,5	0,7
Miscellaneous	121.5	13.6

**Total number of pages 891 100**

### Target groups as approved by the »Standard Industrial Classification« of the German Federal Statistical Office

	%	copies
Portion of actually distributed copies		
Stone sculpture works and stonemasonry	71.5	3,578
Other handling and processing of natural stone		
Quarrying natural stone	7.8	390
Natural stone business	6.9	345
Machine industry	2.0	100
Architects, building companies	4.0	200
Associations, authorities, schools	2.8	141
Miscellaneous	2.0	100
No information	3.0	150

**Actually distributed copies 100 5,004**

[www.natursteinonline.de](http://www.natursteinonline.de) / [www.naturalstone.net](http://www.naturalstone.net)

Use our comprehensive online programme [www.natursteinonline.de](http://www.natursteinonline.de) and [www.naturalstone.net](http://www.naturalstone.net) to reach the following target groups:

- Stone masons and sculptors
- Natural stone setters and tilers
- Natural stone industry
- Restorers and monument conservation experts
- Developers/Clients and architects
- Garden and landscape planners
- End consumers

## Data Transfer / Conditions of Payment

### Check List

To ensure the best quality of your adverts, we require data from you which are as easy as possible to process.

#### Please send us:

- Only the advertisement to be used
- All the fonts used
- All the files used in the document (picture, logos, etc.) as TIFF or EPS format.
- The document in a file folder that allows a unique object assignment: For example, for Naturstein 2/2012: »NST\_2\_2012\_customer«

#### Delivery on data media:

- CD-ROM for Mac/PC or DVD
- If you deliver your advert on data media, include a printed copy (for colour ads, a binding colour proof)
- Always label data media individually

#### Delivery by ISDN/e-mail:

- E-mail: naturstein@maurer-vorstufe.de
- Leonardo (Mac) Tel.: +49 (0)7331/941753
- When delivering by ISDN, please inform us by fax to be sure that we have received your transmission.

#### Possible file formats:

- PDF/X-3
- Photoshop CS4 (Tiff, EPS oder JPEG)

Bei offenen Dokumenten:

- QuarkXPress 8
- Illustrator CS4
- InDesign CS4
- CorelDraw 12

#### Please note the following carefully:

- Colours may not be created in RGB mode (only CMYK). Picture formats such as JPEG can be coloured only by conversion, which involves extra work.
- Pictures require a resolution of 300 dpi in CMYK and 1200 dpi for bitmap format.
- Always send a copy of the advertising order to the Naturstein Advertising Division at Ebner Publications, Ulm.
- Please send the printing material itself to:  
C. Maurer Druck und Verlag GmbH & Co. KG  
Schubartstrasse 21, 73312 Geislingen/Steige,  
Germany

Your contact: Oliver Maier  
Tel.: +49 (0)7331/930-143  
Fax: +49 (0)7331/930-144

#### Magazine format:

210 mm wide, 297 mm high

#### Print space:

183 mm wide, 269 mm high

#### Number of columns:

3 columns, width of each column 52.7 mm  
4 columns, width of each column 43 mm

### Conditions of Payment:

Payment within 8 days, 2% discount  
Within 14 days after the date of invoice, net. 3% discount for prepayment.

#### Bank details:

Sparkasse Ulm, bank code 630 500 00,  
Account no. 90 917  
IBAN: DE56 6305 000 000 000 90917  
SWIFT-BIC: SOLADESIULM  
Tax ID no. DE 147041097

## Standard terms and conditions for advertisements and loose inserts in newspapers and magazines

1. An »advertising order« in the sense of the following General Terms & Conditions is a contract for the publishing of one or more ads of an advertiser or other inserts on printed material for the purpose of distribution.
2. In the case of doubt, ads are to be retrieved for publication within a year after the conclusion of the agreement. If the right to retrieve individual ads is granted in the terms of the agreement, the order is to be transacted within a year of the publication of the first ad, to the extent that the first ad is retrieved and published within the time period mentioned in paragraph 1.
3. When orders are placed, the customer shall also be entitled, within the agreed time period or the time period mentioned in Section 2, to retrieve ads beyond the quantity mentioned in the order.
4. If an order is not fulfilled because of circumstances for which the publisher is not responsible, the customer shall, regardless of any further legal duties, reimburse the publisher the difference between the discount granted under the contract and the discount corresponding to the actual number of orders accepted. The duty to reimburse shall not apply if the non-performance results from force majeure within the publisher's sphere of risk.
5. When calculating the quantity ordered, text millimetre lines shall be converted to advertisement millimetres according to the price.
6. Orders for ads and loose inserts which the customer has stated are intended exclusively for publication in certain issues or certain editions or at particular locations within the printed medium, must be received by the publisher in time so that if the advertisements cannot be published in the desired manner, the customer can be notified prior to the deadline for submitting advertisements. Classified advertisements shall be printed in the respective category without the requirement of an explicit agreement in this respect.
7. Text advertisements are advertisements that are surrounded by text on at least three sides and are not next to other advertisements. Advertisements that, due to their editorial design, are not identifiable as advertisements, will be expressly designated as such by the publisher with the word »advertisement.«
8. The publisher retains the right to decline orders -including individual requests for placement in conjunction with an executed contract - and orders for inserts, because of content, origin, or technical form in accordance with the publisher's uniform, objectively justified principles, if the content violates the law or the provisions of government or other authorities, or if their publication cannot be reasonably expected of the publisher. This applies also to orders submitted to branch offices, receiving agents, or other representatives. Orders for inserts are not binding on the publisher until a sample of such insert has been submitted and approved. Inserts that because of format or appearance give the reader the impression that they are a component of the newspaper or magazine, or that contain third-party advertisements, will not be accepted. The customer shall be notified promptly of the rejection of an order.
9. The customer is responsible for the timely delivery of the advertisement text and satisfactory documents for printing or inserts. The publisher shall demand immediate delivery of replacements for recognisably unsatisfactory or damaged print documents. The publisher guarantees a print quality that is standard for the intended publication, within the possibilities allowed by the documents submitted for printing.
10. In case of complete or partial illegibility or incorrect or incomplete printing of the advertisement, the customer shall be entitled to a reduction in price or a satisfactory reprinting of the advertisement, but only to the extent that the advertisement failed in its essential purpose. If the publisher allows a reasonable time set by the customer for the reprint to expire, or if the reprint is also unsatisfactory, the customer shall be entitled to a reduction in the payment price or to cancel the order. Any compensation claims resulting from the positive breach of obligations, from default when the contract is concluded and from unlawful acts will be excluded, even if the order was placed by telephone. Claims to compensatory damages based on impossibility of performance and default are limited to foreseeable damages and to the fee to be paid for the affected advertisement or insert. This does not apply to malice aforethought or grossly negligent conduct of the publisher, its legal representatives and its employees/agents. The liability of the publisher for damages due to the absence of assured properties shall remain unaffected. In business dealings, the publisher is furthermore not liable for the gross negligence of employees/agents; in other cases, liability to merchants for gross negligence is limited to the scope of foreseeable damages up to the amount of the fee for the affected advertisement. Complaints - except in the case of defects that are not obvious - must be raised within four weeks of receipt of the invoice and receipt.
11. Publisher's proofs will be provided only upon express request. The customer shall be responsible for the correctness of the proofs returned to the publisher. The publisher shall allow this to be reported within the deadline set upon sending out the publisher's proof.
12. If no particular size requirements are given, the size will be calculated based on the actual print height that is standard for the specific type of advertisement.
13. Should the customer not pay in advance, an invoice will be sent out immediately, but no later than fourteen days after publication of the advertisement. Unless another payment deadline or prepayment agreement is made in an individual case, the invoice shall be due and payable within the time period indicated in the price list upon receipt of the invoice. Discounts for early payment shall be given according to the price list.
14. If the customer is in default of payment or a deferral has been granted, interest and collection fees will be charged. If the customer is in default of payment, the publisher may suspend further performance of the current order until payment is made and demand payment in advance for the remaining advertisements. In case of doubt concerning the solvency of the customer, the publisher shall be entitled to demand advance payment of the amount in question and settlement of any outstanding accounts, even during the term of an advertising agreement and irrespective of the terms of payment originally agreed and prior to publishing any further advertisements.
15. Upon request, the publisher shall provide a record copy of the advertisement along with the invoice. Depending on the type and the size of the order, the record copies will be provided in the form of individual advertisement cut-outs, full pages or entire issues. If it is no longer possible to provide a record copy, the publisher shall furnish a legally binding certification of the publication and dissemination of the advertisement instead.
16. The customer is liable for the cost of preparing the printing blocks, matrices and drawings ordered, and any significant changes to the originally agreed specifications desired by or attributable to the customer.
17. A lower circulation under a contract for several advertisements shall entitle the client to a claim for a price reduction provided that the average circulation during the insertion year is actually below the circulation stated in the pricelist or - if a circulation has not been stated - it is to be understood as the average of net paid circulation (or delivered circulation in the case of trade journals). A lower circulation shall entitle the client to a price reduction only if the shortfall is  
20% of a circulation of up to 50,000 copies,  
15% of a circulation of up to 100,000 copies,  
10% of a circulation of up to 500,000 copies, and  
5% of a circulation of over 500,000 copies.  
Furthermore, the customer shall not be entitled to claim a price reduction if the publisher has given sufficient notification of the lower circulation to allow the customer to cancel the agreement before the advertisement is published.
18. In the case of mail box ads, the publisher shall use the due diligence of a prudent businessman in the holding and opportune forwarding of the enquiries. Registered and express letters addressed to mail box ads will be forwarded only using regular post. The publisher shall hold replies to mail box advertisements for four weeks. Correspondence that is not collected within this time period will be destroyed. The publisher shall return valuable documents without being obligated to do so. In the interest of the customer and for its protection, the publisher retains the right to open incoming enquiries for inspection purposes to exclude the abuse of the mail box service. The publisher is not obligated to forward any business propositions or offers by intermediaries.
19. Originals will be returned to customers only upon their specific request. The duty to hold the correspondence shall terminate three months after the end of the contract.
20. The publisher's registered office is the place of fulfilment.  
For business transactions with commercial agents, legal persons governed by public law or separate estates in public law, the place of jurisdiction for legal disputes is the publisher's registered office.  
If the publisher's claims cannot be satisfied by issuing payment reminders, the place of jurisdiction for disputes with non-commercial clients is determined by the place of residence of the latter. For non-commercial clients the place of jurisdiction becomes the publisher's registered address, if the client's place of residence or common abode is unknown at the time of initiating the legal proceedings or if the client's place of residence or common abode has been moved outside the jurisdiction of the scope of law.

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