

# Naturstein

NATURSTEINONLINE.DE

## Advertising rates 2025 PRINT + ONLINE

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# Naturstein

NATURSTEINONLINE.DE

2|2024

TERMIN STEIN REISE | BAD GRAMMACHE PROSELYT KRAFT | DENKHALFLESE MICHELFORTAL OHNE GEBÜT  
FRIDHOFF + GEMMEL | STEINREISELEHRE IN RUSSEL | QUELLENREISER CHRISTIAN DAHLGRENZ & CAROL RIGOLD



INNENAUSBAU  
MIT NATURSTEIN

## Naturstein

Portal / News / Promotion: Küchenarbeitsplatten in

» Ausstellung Gestaltungswelt

### Promotion: Küchenarbeitsplatten

1. März 2021 | [Webinare](#) | [Naturwerk](#)



**Es ist sehr**  
Ohnaweiter, das saftiges Äpfel um ... Ah dies ist für eine  
Küchenarbeitsplatte aus Naturstein ein permanentes  
Verfärbungsrisiko. Wie Sie Flecken vorbeugen, verrät Experte  
Andreas Schmeitz, staatlich geprüfter Lebensmittelchemiker und  
Leiter der Anwendungstechnik Lithofin.

**Hier Schmeitz, wie können diese Flecken vermieden werden?**  
Wir empfehlen, Naturstein für den Einsatz in der Küche stets zu  
impregnieren. Auch wenn Natursteine sehr robust erscheinen, sind die  
wahren Kapillarität sich aufnahmefähig für Flüssigkeiten. Diese kann  
unter den Geistesarten sehr stark variieren und dementsprechend auch  
das Fleckrisiko.

**Wie erhalten eine hohe Wirkstoffkonzentration und verkürzen  
durch welches Trocknen die Verarbeitungszeit. Die Platte ist nach wenigen  
Stunden transportabel und kann verladen werden.**  
Der Kunde hat den Vorteil, dass die Platte bereits ihre volle Schutzwirkung  
erreichbar ist, wenn sie bei ihm ankommt.

**Nutzt sich eine Impregnierung ab und macht sie wirklich resistent?**  
Wenn das Wasser nicht mehr schön abperlt, kann mit einer  
wasserbasierten Impregnierung z.B. Lithofin Fleckstop >W< schnell und  
einfach die Schutzwirkung aufgefrischt werden. Wir empfehlen dies einmal  
jährlich, dann hält die Werksatimpregnierung sehr lange und die  
Arbeitsplatte sieht topp aus. Bevor die Impregnierung aufgetragen wird, ist  
es darauf zu achten, dass der Belag sauber, feuch- bzw. fettfrei und  
ausgetrocknet ist. Wir empfehlen einen Probe zu verwenden.

**Ganz wichtig: Eine Impregnierung ist kein Allzweckmittel, sondern schützt  
nur vor dem Eindringen von Feuchtigkeit in das Kapillarsystem. Nicht  
jedoch vor Säuren. Ein säureempfindliches Material bleibt auch nach der  
Behandlung säureempfindlich.**

**Haben Sie weitere Tipps?**  
Wir haben in unserem Konzept für Live-Webinare auch dem Thema  
Küchenarbeitsplatten Raum gegeben. Anschauliche Anwendungsbeispiele  
aus der Praxis und Wartungshinweise nehmen wir in den Fokus.  
Die Termine stehen schon fest und Anmerkungen finden Sie auf unserer  
Webseite >>>Hier

**Live-Webinar zum Behandeln von Arbeitsplatten für den Küchenbereich**  
Je 18:00 - 18:45 Uhr:  
16.03.2021 | Küchenarbeitsplatten in der Produktion reinigen und impregnieren  
23.03.2021 | Küchenarbeitsplatten - Lösungen aus der Praxis  
Weiter zu Infos und Anmeldung

Möchten Sie wissen, wer hinter Lithofin steht? Werfen Sie einen Blick in unsere Firma, >>>Hier

### Anzeige



### Naturstein bei Facebook



### Natursteine hegen und pflegen

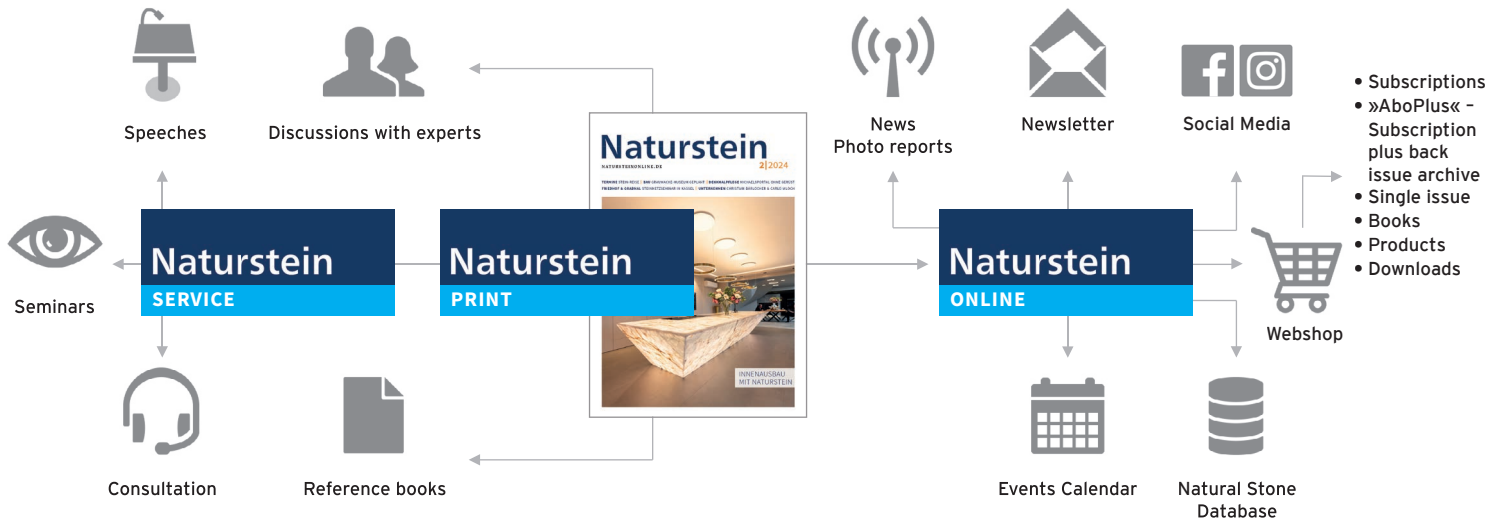


In unserer »DNA-Datenbank« finden Sie Details zu mehr als 5.200 Natursteinen. Dazu gibt es für die richtige Reinigung, Pflege und Verlegung jeder Materialsorte Empfehlungen der Firmen Akemi, Hermann Otto, Lithofin, Mapei, und Müller.



## Overview of our services

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



## Your contact persons/publication data

<b>Frequency of publication:</b>	monthly
<b>Year of publication:</b>	80. Jahrgang
<b>Total/Sold circulation:</b>	2,583/2,089
<b>Circulation auditing:</b>	German Audit Bureau for Circulations IVW (II/2024)
<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>	13th of the preceding month
<b>Annual subscription (2024):</b>	Germany € 218.90 (incl. postage and VAT) International € 240.90 (incl. postage)
<b>Editor and Publisher:</b>	Ebner Media Group GmbH & Co. KG Karlstrasse 3, 89073 Ulm, Germany <a href="http://www.natursteinonline.de">www.natursteinonline.de</a> <a href="http://www.ebnermedia.de">www.ebnermedia.de</a>
<b>Managing Director:</b>	Marco Parrillo
<b>Publishing Manager:</b>	Bärbel Holländer
<b>Publisher, Editor in Chief:</b>	Bärbel Holländer
<b>Director production/logistics and customer support:</b>	Thomas Heydn

## Our services - your benefits

- Top practical information for the industry
- Largest editorial volume and maximum reach in Print\* and online
- The most comprehensive range of advertising
- Largest amount of advertisements for jobs and opportunities

Reach your target group specifically and effectively by advertising in Naturstein in print, weekly newsletters and online at [www.natursteinonline.de](http://www.natursteinonline.de)!

Naturstein - Germany's leading\* magazine for the natural stone industry

## Who we are and what we offer

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.

### Close to the market

Our editorial staff are well connected. We visit companies and report on all important events. Naturstein keeps 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. With all this information we support our target group in its day-to-day business.

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

As Germany's leading\* magazine for the natural stone industry, Naturstein together with Natursteinonline.de (webshop included) is the communication platform for all relevant sectors of the industry. Advertisers profit from our content quality, our editorial engagement in social media and the resulting overall reach.

### We offer

- Top practical information for the industry
- Largest content volume and maximum reach in PRINT\* and ONLINE
- The most comprehensive range of advertising

### Our readers: Your customers

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

\*II/24, German Audit Bureau for Circulations (IVW), sold circulation



## These »personas« we target on all channels

The »personas« presented here are not existing persons, but stereotypical representatives of our most important reader/user groups. They help our editors in researching, writing and planning, always taking into account the needs, wishes and goals of the respective reader/user. We prepare all content and products to fit the respective »persona« and choose suitable channels to reach this special target group. Our knowledge of the market helps our advertising partners to reach their future customers, our readers.



Master of stonemasonry

### **Friedrich Friedhof**

leading a gravestone family business in the fourth generation. Confronted with dramatical changes in the cemetery culture, he relies on »Naturstein« and »Naturstein-online« for information and tips. He is also interested in natural stone suppliers, new designs in gravestones, the changes in cemetery culture and portraits about other stonemasons.

**Gustav Gestalter**, master of stonemasonry and sculptor, creates gravestones and individual sculptures in close contact with his customers considering their personal needs. He doesn't rely solely on pricing and is therefore not in competition with the mass market. He likes to read about design with natural stone, colleagues, artists, materials and exhibitions.



Exclusive interior and exterior design in natural stone is the profession of **Bernd Bauprofi**. With 20 or more employees, he is capable of highly specialized stone processing, using the latest technology and design. His customers demand reliability and high quality workmanship. He likes to read about technical innovations, new materials, business management, similar companies, communication and marketing.



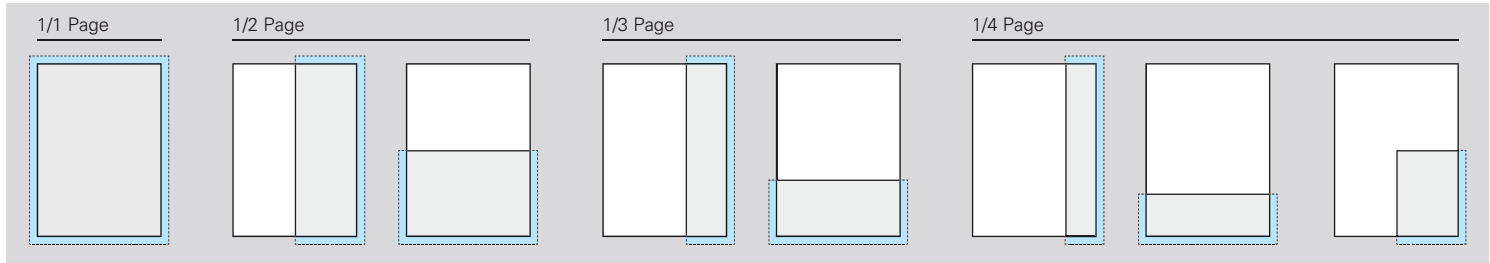
Whether gravestones, restoration, kitchens, bathrooms or construction - the focus of **Martin Mischbetrieb** varies depending on the job situation. As part of his family's business with several employees he puts everything into keeping it flexible and competitive. He likes to read about developments in the industry, other companies and all aspects of the natural stone industry and his trade, for example construction, restoration, the gravestone business, new technologies, new materials, economical issues and good marketing.

## PRINT: Subjects/Dates 2025

Edition	Special Features (For detailed information about our subjects per issue: Subscribe to our newsletter by e-mailing to <a href="mailto:hollaender@ebnermedia.de">hollaender@ebnermedia.de</a> )	Important Trade Fairs (all information subject to change)	Closing date for advertising Copy Deadline	Publication date
1	<p><b>Training and further education &amp; young talents</b></p> <ul style="list-style-type: none"> <li>• Outlook, prospects (statistics, interviews)</li> <li>• Education (statistics, German Craft Skills 2024, master pieces)</li> <li>• Best practice gravestone design &amp; restoration</li> </ul>	<p><b>BAU - Weltleitmesse für Architektur, Materialien, Systeme, München</b> Jan 13th - 17th, 2025</p> <p><b>The International Surface Event, Las Vegas, Nevada, USA,</b> Jan 28th - 30th, 2025</p>	<p>Dec 10th, 2024 <b>Dec 13th, 2024</b></p>	<p>Jan 7th 2025</p>
2	<p><b>Natural stone for kitchens &amp; bathrooms</b></p> <ul style="list-style-type: none"> <li>• Processing and installation tips</li> <li>• Best practice »exclusive interior design«</li> </ul>	<p><b>Stona, Bangalore, Indien,</b> Feb 12th - 15th, 2025</p> <p><b>Marmomac Brazil, São Paulo/Brasilien (Vi-tória Stone Fair),</b> Feb 18th - 20th, 2025</p>	<p>Jan 13th, 2025 <b>Jan 17th, 2025</b></p>	<p>Feb 3rd 2025</p>
3	<p><b>Latest innovations in the memorial industry</b></p> <ul style="list-style-type: none"> <li>• Changes in the cemetery culture: prospects for stonemasons</li> <li>• New memorial models and accessories</li> <li>• Tools for grave stone designers and gravestone production</li> </ul>	<p><b>Internationale Handwerksmesse IHM, München,</b> Mar 12th - 16th, 2025</p> <p><b>Giardina, Zürich, Schweiz,</b> Mar 12th - 16th, 2025</p> <p><b>Xiamen International Stone Fair, Xiamen, China,</b> Mar 16th - 19th, 2025</p>	<p>Feb 11th, 2025 <b>Feb 17th, 2025</b></p>	<p>Mar 3rd 2025</p>
4	<p><b>Correctly move and lay &amp; stone surfacing</b></p> <ul style="list-style-type: none"> <li>• Trends and methods</li> <li>• Installation mistakes and how to avoid them</li> <li>• Best practice »stone surfacing«</li> </ul>	<p><b>Marble, Izmir, Türkei,</b> Apr 9th - 12th, 2025</p> <p><b>Coverings, Orlando, Florida, USA,</b> Apr 29th - May 2nd, 2025</p>	<p>Mar 12th, 2025 <b>Mar 18th, 2025</b></p>	<p>Apr 1st 2025</p>
5	<p><b>Building with stone/stone processing</b></p> <ul style="list-style-type: none"> <li>• Natural stone facades</li> <li>• Best practice »restoration and reconstruction«</li> <li>• How to modernize your production</li> </ul>	<p><b>PIETA, Fachmesse für Bestattungsbedarf und Friedhofstechnik, Dresden,</b> May 16th - 17th, 2025</p> <p><b>The Natural Stone Show, London, England,</b> May 7th - 9th, 2025</p>	<p>Apr 10th, 2025 <b>Apr 15th, 2025</b></p>	<p>May 2nd 2025</p>

6	<p><b>How to install &amp; best practice »memorial«</b></p> <ul style="list-style-type: none"> <li>• Building in existing structures, methods, new products</li> <li>• Correct installation: practical tips</li> <li>• Best practice gravestone masons: fit for the future</li> </ul>		<p>May 12th, 2025 <b>May 16th, 2025</b></p>	<p>June 2nd 2025</p>
7	<p><b>Natural stone in bathrooms &amp; pool areas</b></p> <ul style="list-style-type: none"> <li>• Correct installation</li> <li>• Cleaning, protection &amp; maintenance of stone: new products</li> <li>• Gravestones bronze accessories</li> </ul>		<p>June 10th, 2025 <b>June 13th, 2025</b></p>	<p>June 1st 2025</p>
8	<p><b>Natural stone outside</b></p> <ul style="list-style-type: none"> <li>• Building with natural stone: facades &amp; interior design</li> <li>• Regional stones: natural stone in landscaping</li> <li>• Stone sculpture (arts &amp; crafts and free stone art)</li> </ul>		<p>July 11th, 2025 <b>July 18th, 2025</b></p>	<p>Aug 1st 2025</p>
9	<p><b>Fair issue Marmomac</b></p> <ul style="list-style-type: none"> <li>• Construction and interior design with natural stone</li> <li>• Success through technology, user portraits, new machines</li> </ul> <p><b>Special fair preview Marmomac 2025</b></p>	<p><b>MARMO+MAC</b> <small>THE BIGGEST STONE · DESIGN · TECHNOLOGY TRADE FAIR</small></p> <p><b>Verona, Italien,</b> Sept 23th - 26th, 2025</p>	<p>Aug 12th, 2025 <b>Aug 18th, 2025</b></p>	<p>Sept 1st 2025</p>
10	<p><b>Restoration, conservation &amp; reconstruction</b></p> <ul style="list-style-type: none"> <li>• Restoration methods and best practice</li> <li>• Public relations for the stonemasonry</li> <li>• Extra: new chemical products</li> </ul>		<p>Sept 11th, 2025 <b>Sept 17th, 2025</b></p>	<p>Oct 1st 2025</p>
11	<p><b>Invest correctly &amp; cemetery culture</b></p> <ul style="list-style-type: none"> <li>• New machines &amp; tools, new construction chemicals</li> <li>• Memorial culture initiatives</li> </ul> <p><b>Special fair report Marmomac 2025</b></p>	<p><b>Stone Industry Fair, Posen, Polen, 2025</b> (date not yet confirmed)</p>	<p>Oct 10th, 2025 <b>Oct 16th, 2025</b></p>	<p>Nov 3rd 2025</p>
12	<p><b>Succession &amp; Marketing</b></p> <ul style="list-style-type: none"> <li>• Successful young entrepreneurs</li> <li>• Best practice »designing and selling of gravestones«</li> <li>• Marketing tips for the industry</li> </ul>	<p><b>Rocalia, Lyon, Frankreich,</b> Dec 2nd - 4th, 2025</p>	<p>Nov 11th, 2025 <b>Nov 17th, 2025</b></p>	<p>Dec 1st 2025</p>

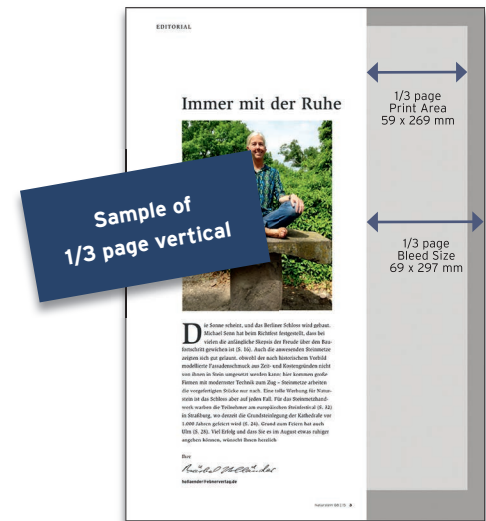
## PRINT: Advertising formats/Price list No. 57\*\*



Format	Prices		Bleed Size*		Type Area Size
	B/W	4-colour			
1/1 Page	€ 3,500	€ 5,150		210 x 297 mm	183 x 269 mm
1/2 Page	€ 1,800	€ 3,250	vertical	101 x 297 mm	90 x 269 mm
			horizontal	210 x 150 mm	183 x 132 mm
1/3 Page	€ 1,325	€ 2,600	vertical	69 x 297 mm	59 x 269 mm
			horizontal	210 x 105 mm	183 x 87 mm
1/4 Page	€ 1,000	€ 2,200	vertical	53 x 297 mm	43 x 269 mm
			horizontal	210 x 82 mm	183 x 64 mm
			2-column	—	90 x 132 mm
1/8 Page	€ 500	€ 1,100	horizontal	210 x 49 mm	183 x 32 mm

\* Important: For all bleed sizes, please add 3 mm per paper edge to the above mentioned dimensions (magazine format: 210 mm wide, 297 mm high).

\*\*All prices are quoted exclusive of VAT.





### Surcharges for preferred spots:

Outside back cover pages 4c	€ 5,900
For other spot specifications:	10 % surcharge

### Colour surcharges (discountable):

For each additional colour	€ 550
For each additional special colour	€ 1,100

### Classified and job ads:

Classified ads per mm deep b/w per column	€ 3.60
Classified ads (Application for job)	
mm deep b/w per column	€ 3.30
Box number charge	€ 20

### Additional ad in the Internet:

Heading Miscellaneous/Situations wanted  
Heading Situations wanted:  
**35 % of the print advertising price**

### Buyer's Guide

Minimum run time: 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	€ 14
per line 4c	€ 16

### Additional Online Package:

Advert in [www.natursteinonline.com](http://www.natursteinonline.com); price includes link to your company website € 210

### 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	€ 4,350
4-page (folded once)	€ 6,900
Format 216 x 305 mm, 5 mm of which is the trim at the top	

### Inserts (max. DIN A4)

up to 25 g per thousand	€ 495
every additional 10 g per thousand	€ 40
Split distribution/Processing fee	€ 370

### »Discussions with experts«

#### advertorial (Product recommendation)

2-page, editorial

Bound insert, designed by Naturstein € 5,150

[Online Advertising see on Page 11:](#)

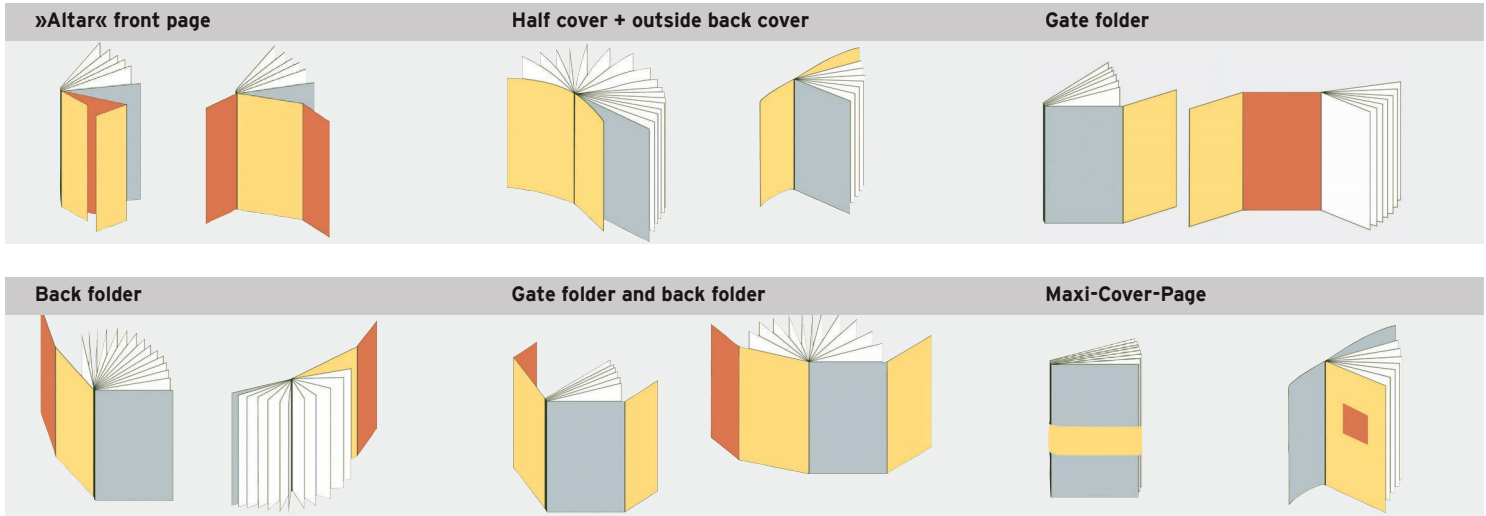
**Price list and information,  
please contact Christoph Gehr at  
[c.gehr@verlagsbuero-felchner.de](mailto:c.gehr@verlagsbuero-felchner.de)**

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

Silber Druck GmbH & Co. KG  
Otto-Hahn-Straße 25  
34253 Lohfelden

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

## PRINT: Special advertising formats



**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)8341 96617-85

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

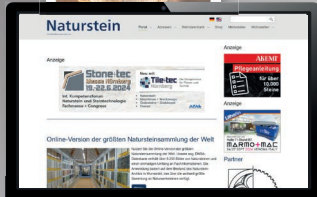
**Prices on request**



## PRINT provides ideas – ONLINE offers solutions

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

Naturstein  
+  
natursteinonline.de



**Print + Online: Reach your target audience faster and more directly through cross-media marketing!**

- Combine Print + Online to extend the reach of your advertising message:
- Naturstein: 2,583/2,089 actually distributed/sold circulation in the second quarter of 2024 as approved by the German Audit Bureau for Circulations IVW II/2024
- [www.natursteinonline.de](http://www.natursteinonline.de):  
7/2024: 12,500 visits and about 30,000 page impressions
- Increase the recognition value of your brand and your products in the target group via both channels!
- Achieve maximum attention with cross-media campaigns!
- CPM (Cost Per Mille): The fair price model!  
We only charge for advertising performance that has been measurably delivered.



**Online Advertising Rates:**  
[www.natursteinonline.de/zeitschrift/werbung.html](http://www.natursteinonline.de/zeitschrift/werbung.html)

**Online Consulting:**  
Christoph Gehr  
Phone: +49 (0)8341 96617-85  
[c.gehr@verlagsbuero-felchner.de](mailto:c.gehr@verlagsbuero-felchner.de)



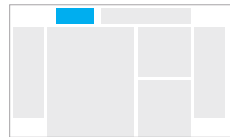
**The right price for successful online advertising!**

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 one of the first results!** Our google position guarantees hits on your advertisement.

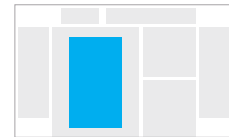


## ONLINE: Display advertising materials/banners

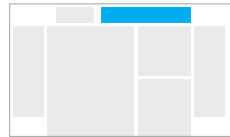
- Information regarding mobile banner delivery will be provided by our salesteam after booking
- Possible are all banner formats up to max. 50 KB, format: SWF, JPG or GIF files
- Please deliver advertising materials at the latest 5 days before they are to go live
- With Flash formats please include a default GIF or JPG file
- All banners can be delivered in rotation (max. two banners in rotation)



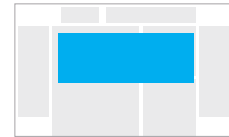
**Halfsizebanner**  
only Desktop  
234 x 60 Pixels  
€ 192 (term: 4 weeks)



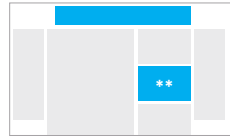
**Halfpage Ad**  
max. 300 x 600 Pixels  
€ 997 (term: 4 weeks)



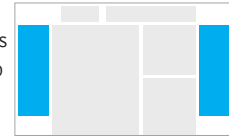
**Fullsizebanner**  
only Desktop  
468 x 60 Pixels  
€ 374 (term: 4 weeks)



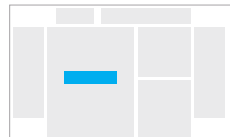
**Billboard** only Desktop  
max. 800 x 250 Pixels  
€ 1,189 (term: 4 weeks)



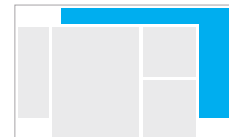
**Superbanner** only Desktop  
(Leaderboard) 728 x 90 Pixels  
**Feature Box\*\*** only Desktop  
max. 200 x 150 Pixels  
€ 498 (term: 4 weeks)



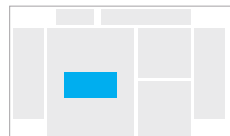
**Skyscraper** only Desktop  
right or left  
120 - 300 x 600 Pixels  
€ 691 (term: 4 weeks)



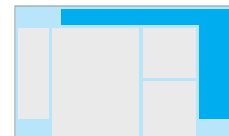
**Rectangle**  
max. 300 x 100 Pixels  
€ 441 (term: 4 weeks)



**Hockeystick** only Desktop  
(Superbanner & Skyscraper)  
728 x 90 + 160 x 600 Pixels  
€ 997 (term: 4 weeks)



**Content Ad**  
(Medium Rectangle)  
300 x 250 Pixels  
€ 748 (term: 4 weeks)



**Wallpaper** only Desktop  
(Hockey stick & colouring of the website)  
728 x 90 + 160 x 600 Pixels  
€ 1,360 (term: 4 weeks)

## ONLINE: Special forms of advertising/Newsletter

### Special forms of advertising

- **Sponsoring for the stone search:**

Box with logo and text in our database via the search masks

**Price: € 1,000 per month (exclusive)**

- **Sponsoring for Top 15:**

Once a month we present the fifteen most frequently clicked stones in an infobox. We place your logo with a text specified by you.

**Price: € 500 per month (exclusive)**

On request, all our customers are informed in detail via e-mail about the media service which has been rendered.

- **Video integration:**

Price on request

All prices plus statutory VAT

### Newsletter

Each issue is dispatched to **more than 2,265** subscribers every friday

#### Advertising materials:

Text and image or banner

#### Text format:

Max. 250 characters  
or 200 characters text and image

#### Banner format:

580 x 250 pixels  
JPG- or GIF-Banner (static)

#### File size:

max. 50 KB

All banner formats are static (not animated) up to max. 50 KB; format SWF, JPG or GIF, advertising material must be delivered no later than 5 days before the advertising material is first placed, please include a fallback GIF or JPG for Flash formats



€ 390  
per mailing

With  
3-time switching:  
€ 360  
per mailing



### Print and online adverts:

Christoph Gehr

Phone: +49 (0)8341 96617-85

c.gehr@verlagsbuero-felchner.de

## ONLINE: Newsletter – Native Ad/promotion

We are happy to publish a Native Ad/promotion in our newsletter. All subscribers get a weekly update on the news and events of the natural stone sector and – more importantly – a forecast on upcoming fairs, congresses, seminars, awards etc. With a promotion in the look & feel of an editorial article in one of our newsletters you will reach about 2,300 subscribers.

### Data supply/Reporting:

- Headline: max. 40 characters including spaces
- Text: 150 - 200 characters including spaces with link to your website
- One picture: W 510 x H 510 Pixel (JPG, PNG)
- Reporting: after ca. 10 days
- Guaranteed reach: > 2,265 newsletter subscribers
- Labelling: »Promotion«
- Price: € 565 net

### Scaled prices:

- 1 x Promotion: € 565
- 3 x Promotion: € 565 ./ . 10% Discount = € 509 net per promotion
- 6 x Promotion: € 565 ./ . 15% Discount = € 480 net per promotion

All prices plus statutory VAT

**Naturstein** News  
01.10.2021


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**Liebe Leserinnen und Leser,**

mit dem Peter Parler-Preis zeichnet der Bundesverband Deutscher Steinmetze (BIV) regelmäßig Steinmetze für ausgezeichnete Leistungen in der Denkmalpflege aus. Im Rahmen der Jahrestagung in Gotha wurden am 24. September die Gewinner 2020 geehrt. Im Fokus der Diskussionen der versammelten Obermeister/innen und Delegierten standen die überbetriebliche Unterweisung (ÜLU) des Steinmetz- und Steinbildhauer-Nachwuchses, die ab 2023 in den Bildungszentren Wunsiedel und Halle-Holleben erfolgen soll. Das Zentrum in Königkutter soll zum 1. Januar 2023 geschlossen werden, so der BIV. Außerdem: Steinmetz-Ausstellung "Kunst in Stein" in Rutesheim, Vorschau auf die Messe Roccalla in Lyon und "High-Tech inside" von Pedrini.

Viel Spaß beim Lesen und ein schönes erstes Oktoberwochenende wünscht Ihnen Ihre Naturstein-Redaktion

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**Pedrini: High-Tech inside**


High-Tech Inside: Mit diesem Slogan hat sich die italienische Firma Pedrini in der Naturstein-Branche als Hersteller von Premium-Maschinen und -Anlagen etabliert. Auch nach 55 Jahren Forschung und Entwicklung stellt das Unternehmen mit seinen 120 Angestellten, acht Bereichsleitern und weltweit 60 Vertriebspartnern die Bedürfnisse der Kunden in den Mittelpunkt.

[Mehr erfahren](#)

---

ANZEIGE

**»Du fehlst mir ...«**  
Trauerhilfe für Hinterbliebene



Dieser Leitfaden für Hinterbliebene macht deutlich, dass es sich im Umgang mit den letzten Dingen lohnt, sich fachkundig beraten zu lassen. Er ist auch auf Englisch, Schwedisch, Französisch, Italienisch, Niederländisch und Dänisch erhältlich. Bestellbar im Webshop der Zeitschrift Naturstein.

## ONLINE: Stand alone Newsletter (Business Information)

We are happy to publish your texts, pictures and information in a Stand alone Newsletter (Business Information) specifically put together for you in the look & feel of a Naturstein Newsletter.



### Data supply/Reporting:

Contents:

You send us your texts, pictures and links as supplied by the customer.

Production:

We produce your Stand alone Newsletter incl. 1 correction run and release.

Reporting:

We send you the reporting after ca. 10 days.

Guaranteed Reach:

2,265 newsletter subscribers

Labelling:

»Naturstein Business Information«

Price:

€ 2,945 net

### Scaled Prices:

1 x Stand alone Newsletter: € 2,945

3 x Stand alone Newsletter: € 2,945 ./ . 10% Discount = € 2,650 net per newsletter

6 x Stand alone Newsletter: € 2,945 ./ . 15% Discount = € 2,503 net per newsletter



»We help you to tailor your message for your target group and spread it effectively. Just give me a ring.«

Christoph Gehr,  
Phone: +49 (0)8341 96617-85  
c.gehr@verlagsbuero-felchner.de

## Native Advertising

**Nowadays, to catch the customer's attention you need not only classical advertising, but also a mix of editorial content and advertising or brand message, in short: Native Advertising.**

### How does Native Advertising work?

Native Advertising is storytelling. Your advertising or brand message is published in our platforms' editorial environment by introducing an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company's and your products' leading position in your relevant target groups.

### What does Native Advertising achieve at Naturstein?

- Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand(s).
- Your content is published within the look & feel of our editorial environment. Your content can either be edited by our professional team or created in full for you.
- Good content keeps the visitor longer on the site, leading to higher involvement with your product and increasing the visibility of your brand message.

- Native Advertising is a great way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers.
- It helps to reach your target group by creating a larger audience for your product and brand.
- The market position of Naturstein and our clear persona definition (page 5) gives you the opportunity to customise the editorial plot to your target group.
- Native Advertising supports your company in establishing itself as an opinion leader in your target group.
- It improves the visibility of your brand in search engines and social media channels, using search engine optimised (SEO) multimedia storytelling (editorial, images, graphics, video).

### Content is king and we are the information champions

We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

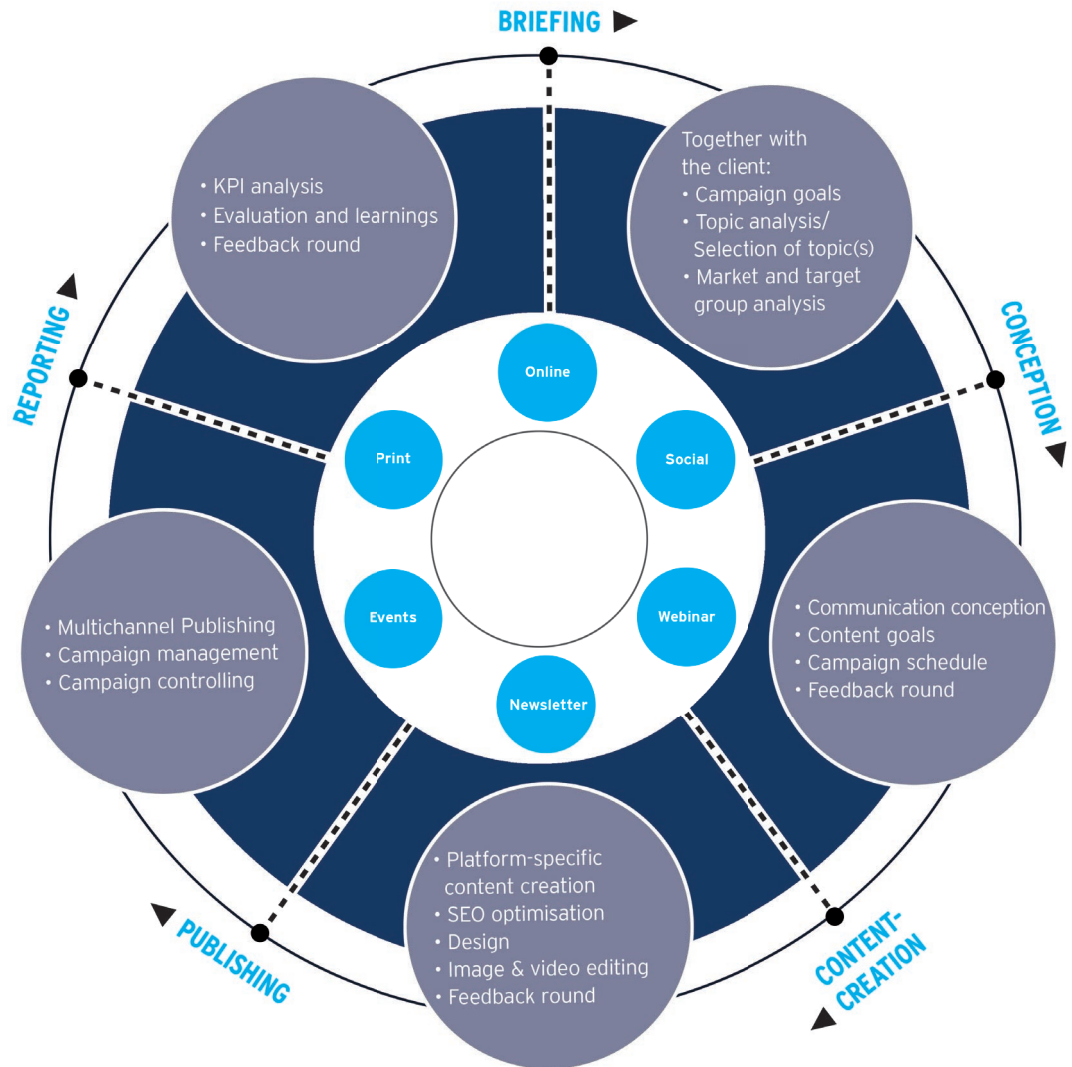
We will take on the campaign conception, content creation, multichannel publishing, campaign management and reporting. A one-stop full service - from your target group's content specialists.





**»We provide specialist information about all aspects of the natural stone industry on all channels. Use those channels to communicate your content in our editorial environment's look & feel.«**

Bärbel Holländer, Publisher,  
Editor in Chief, Content Editor  
and Advertising Manager  
Phone: +49 (0)731 88005 7182



## ONLINE: Sponsored Article incl. Social Media Posts

We are happy to publish a sponsored article/sponsored post on our portal [Natursteinonline.de](http://Natursteinonline.de). Get in contact with our users and followers by giving out relevant information in the way of storytelling shaped specifically for our target group - without direct advertising! sponsored articles support you in establishing your enterprise as a serious player in the German speaking natural stone sector.

### Publication/Media performance

1. Positioning on our homepage
2. Hosting for at least 12 months, so the sponsored article will be online for at least a year
3. Posts in our social media channels
  - 1 Facebook Post > 4,400 followers  
<https://www.facebook.com/natursteinonline>
  - as well as Instagram > 2,137 followers (with Link to Post)  
<https://www.instagram.com/natursteinonline/>

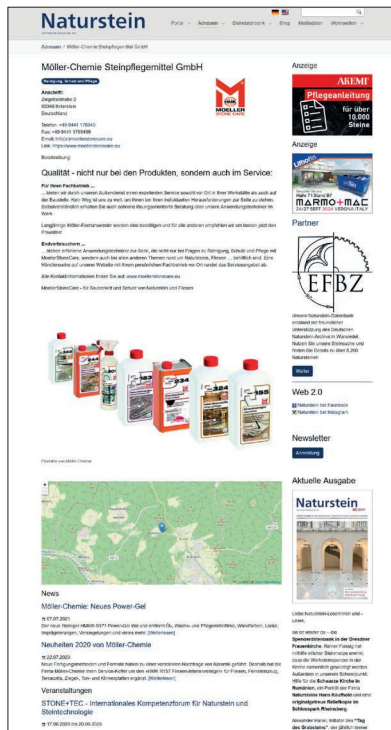
All prices plus statutory VAT

### Data supply

- Headline: ca. 40 characters including spaces
- Text: up to ca. 3,500 characters including spaces
- Pictures: ca. 3 - 6 pictures (videos on demand) (JPG, PNG, TIFF)
- Picture size: W 500 x H xxx Pixel (retina capable)
- Hyperlinks: please supply all linkings and links
- Labelling: »Promotion«
- Price: € 1,154 net**

### Scaled prices:

- 1 x Sponsored Article incl. Social Media Posts:  
**€ 1,154 net**
- 3 x Sponsored Article incl. Social Media Posts:  
€ 1,154 ./ . 10% Discount = **€ 1,039 net per Article**
- 6 x Sponsored Article incl. Social Media Posts:  
€ 1,154 ./ . 15% Discount = **€ 981 net per Article**



## Reach for your message on all channels

Magazine, portal, newsletters and social media: Naturstein offers you reach on all channels. Try us!

Reach IVW II/2023	
Act. distributed circulation:	2,583
Newsletter subscribers:	2,179
Online visits:	ca. 12,500
Page impressions:	ca. 30,000
Facebook fans:	4,400
Followers on Instagram:	2,137



»We offer reach for your advertising message on all channels.«

Christoph Gehr  
Phone: +49 (0)8341 96617-85  
c.gehr@verlagsbuero-felchner.de

The central graphic features a large blue circle with the word "Naturstein" written in white. Surrounding this circle are several icons and images representing different media channels: a Facebook icon, a shopping cart icon, a desktop monitor displaying the Naturstein website, a smartphone showing a mobile website version, a tablet displaying a magazine page, a newspaper clipping, and a social media post. The background is a dark blue gradient.

## ONLINE: Database entries

### Business Card: € 625 per year

- Standard version with logo
- Contact with link to company website
- Company name and Google map directions
- Link to online Buyers Guide
- Individual design
- Reference images and company information
- Videos

- For stone suppliers: Links to 10 stones in our database (plus € 1,00 for each additional stone) your name appears under »supplier« next to the stones you supply.

All prices plus statutory VAT

For more information relating to business card, see page 15.  
If required your entry in the database can be included in both the German and English language portals (translation costs per line: € 1.30).

### How it works!

**As a stone supplier:** If your material is accessed in our database, your company name appears in the supplier box on the right. A single click and your business card is displayed.

**Suppliers of stone and products:** When the relevant term is clicked (e.g. fixing systems) in the navigation on the left, your company is displayed among the listed suppliers. A single click on »continue« and your business card will open.

The screenshot shows the Naturstein website interface. At the top, there's a navigation bar with 'Home', 'Anmelden', 'Datenschutz', 'Shop', 'Möller-Chemie', and 'Naturstein'. Below this, the main content area displays a business card for 'Möller-Chemie Steinpflegemittel GmbH'. The card includes the company logo, contact details (address, phone, fax, email, website), and a list of products. To the right of the card, there are several sections: 'Anzeige' (Advertisement) for 'ANFEM Pflegeanleitung für über 1500 Steine', 'Partner' for 'EFBZ', 'Web 2.0' with a 'Facebook' button, 'Newsletter' with a 'Anmeldung' button, and 'Aktuelle Ausgabe' for 'Naturstein' magazine. At the bottom, there's a 'News' section with a headline 'Möller-Chemie: Neues Power-Gel' and a date '10.07.2020'. The footer contains information about 'STONE-TEC - Internationales Kompetenzzentrum für Naturstein und Steinmetztechnologie' and the date '17.08.2020 09:26:00'.

### Scope of the business card

- ◀ Your full contact details with your logo and the link to your company website
- ◀ Description of your company and your products
- ◀ Links to other types of stone you have on offer in our database
- ◀ Your references in pictures and texts
- ◀ Documents such as company prospects or brochures
- ◀ How to find you using a map

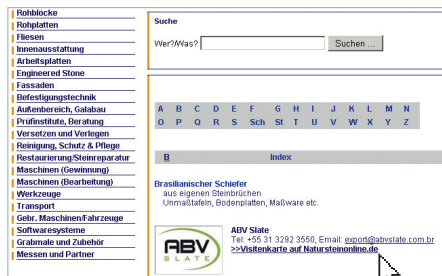
Additional option:  
Integration of videos

## ONLINE: Business Card

Be found where potential customers are looking for information: The business card on Natursteinonline.de

### Supplier box in the stone search

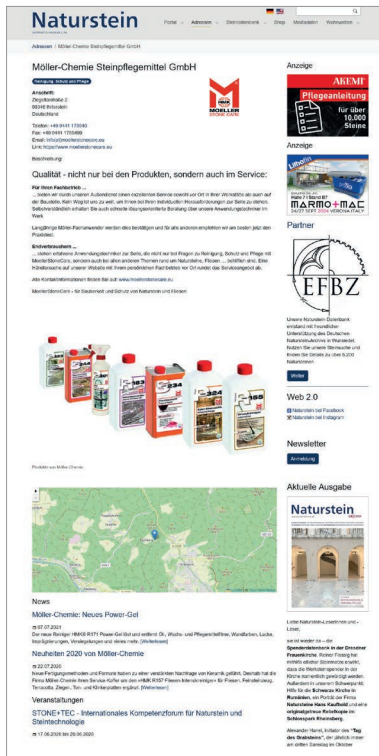
A suppliers box with links to the appropriate Business Card is included with every material in our Natural Stone Database



Navigation with links to your business card

### Banners

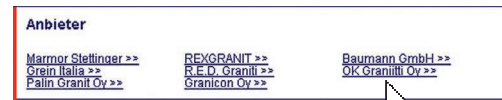
with links to your business card displayed in all areas of our portal



Boxes with links to your business



Articles concerning your company will include links to your Business Card



Supplier links in stone search  
Each entry in our natural stone database contains a box with links to Business Cards of suppliers

## Circulation, Volume and Readers Structural analysis

<b>Circulation analysis:</b> Copies per edition (second Quarter 2024)	
Printed copies:	2,674
<b>Actually distributed circulation:</b>	2,583
Subscribed copies	2,032
Miscellaneous sales	21
<b>Sold circulation:</b>	<b>2,089</b>
<b>Free copies:</b>	494
<b>Remaining/archive and specimen copies:</b>	91

<b>Volume analysis:</b> 2023 = 12 editions	
<b>Total volume:</b>	1,084 pages = 100.00 %
<b>Editorial volume:</b>	852,3 pages = 78.63 %
<b>Advertising volume:</b>	231.7 pages = 21.37 %
Loose inserts:	16 pieces

<b>Editorial content analysis:</b> 2023 = 852.3 pages		
	pages	%
Title	12.0	1.4
Tips & trends/Marketing	49.2	5.8
Interviews on current subjects	13.9	1.6
Construction & installation	89.7	10.5
Expertise & Building Law	25.7	3
Other main topics	5	0.6
Preservation of monuments & Restoration	60.2	7.1
Cemeteries & gravestones	142.5	16.7
Design/sculptors	32.5	3.8
Training & ongoing training	47.2	5.5
Natural Stone	11.8	1.4
Technology	41.2	4.8
Trade shows	43.6	5.1
Enterprises	65.5	7.7
Companies & products/in-house exhibitions	29.1	3.4
Association news	48.2	5.7
Media	4.5	0.5
Miscellaneous	95	11.2
Promotions	35.5	4.2
<b>Total number of pages</b>	<b>852.3</b>	<b>100</b>

Circulation auditing:



## 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 2/2025: »NST\_2\_2025\_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 E-mail:

- c.gehr@verlagsbuero-felchner.de

#### Possible file formats:

- PDF X3 or PDF X4
  - Photoshop CC (tiff, eps or jpg)
  - Profile for content and cover: ISO Coated v2
- With open documents:
- Illustrator CC
  - InDesign CC

#### 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:  
Verlagsbüro Felchner  
Your contact: Christoph Gehr  
Tel. +49 (0)8341 96617-85  
Fax +49 (0)8341 871404  
c.gehr@verlagsbuero-felchner.de

#### 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 57 mm  
4 columns, width of each column 41.5 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  
IBAN: DE56 6305 000 000 000 90917  
SWIFT-BIC: SOLADES1ULM  
Tax ID no. DE 147041097



# Terms and Conditions for Advertisements and Third-Party Supplements in Newspapers and Magazines

## 1. Exclusive Scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karlstrasse 3, D-89073 Ulm (hereinafter referred to as "publisher") markets advertisements for the news-papers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (hereinafter referred to as "customer") with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contractors with attendances.

## 2. Services; Submission for Publication; Completion

2.1 In the context of these terms and conditions, an "advertising order" is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the publisher.

## 3. Calculation of Volumes

3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word "advertisement."

## 4. Publisher's Right of Refusal; Orders for Supplements

4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively justified principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

## 5. Obligations of the Customer

5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

5.3 The customer is obliged to bear the costs of publication of a reply which refers to actual assertions in the published advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch-of-industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

## 6. Liability of the Publisher

The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf; in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular back up of the data had been undertaken. Further liability of the licensor is excluded.

## 7. Proofs; Calculation

7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

## 8. Invoicing; Delay; Voucher Copy of the Advertisement

8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until

the payment is received and can demand prepayment for the remaining advertisements. If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.4 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

## 9. Cost; Price Reduction

9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a decrease in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or otherwise mentioned is not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines; the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extents:

- 20% price reduction for circulation up to and including 50,000 copies
- 15% price reduction for circulation up to and including 100,000 copies
- 10% price reduction for circulation up to 500,000 copies
- 5% price reduction for circulation of 500,000 or more copies.

Additionally, claims for price reduction are excluded if the publisher has informed the customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

## 10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C 4 format (weight: 500 grams), parcels containing merchandise, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any misuse of boxnumber services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation to keep such documents ends three months after the expiration of the order.

## 11. Place of Performance and Place of Jurisdiction; Applicable Law

11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer's head office is located.

11.2 German law applies with the exclusion of the UN Sales Convention.



# General Terms and Conditions of Business for Online Advertising

## 1. Exclusive Applicable Scope

1.1 The Ebnor Media Group GmbH & Co. KG, Karlstrasse 3, D-90073 Ulm, Germany (hereinafter known as "Publisher") markets advertising appearances in its own name and on its own account for the websites and smartphones and/or tablet PC applications which it operates.

1.2 Only the following General Business Conditions and no others shall be exclusively valid for all contractual relationships between the Publisher and the advertising contractual partner (hereinafter known as "Client") pertaining to the insertion of advertising appearances. The validity of any of the Client's general business conditions is expressly excluded and it is also excluded in the event that the Publisher does not object in individual cases.

## 2. Services, Online Advertising Media

2.1 In the context of these General Business Conditions, "services" are defined as all online advertising media and other bookable services in the context of the Publisher's advertising (e.g. the programming of advertising media, microsites, the conduct of marketing programs, etc.).

2.2 "Online Advertising Media" are defined as offers which consist of images and/or texts and/or sounds and/or moving images on a sensitive area (e.g. a link) which, in response to the click of a visitor's mouse, can be connected to one of the advertiser's predetermined Web addresses. In addition to classical banner advertising, these may also and especially include entries about a product or company, sponsoring, email campaigns or microsites. Also included herein are so-called "Download Offers" by the Client, e.g. video ads, e-books or other downloadable or streaming offers which the Publisher keeps available.

2.3 "Advertising Contract" is defined as the contract to insert an online advertising medium and/or other services for the purpose of dissemination via the Publisher.

## 3. Signing of a Contract

3.1 An advertising contract fundamentally comes into existence through written or emailed confirmation or through (partial) rendering of services by the Publisher.

3.2 In the event of booking via an intermediary (e.g. an advertising agency), if any doubts should arise, then the contract comes into existence with the advertising agency itself. If an advertiser becomes a client, the agency must mention this client by name.

## 4. The Client's Obligation to Cooperate

4.1 Insofar as the online advertising media are to be inserted by the Publisher, the Client shall make these advertising media available to the Publisher no later than four workdays prior to their agreed-upon first day of appearance. The delivery of data shall occur in compliance with the Publisher's currently valid technical "Format Requirements." If a timely delivery or a delivery that is not in accord with the technical requirements should make it impossible for the Publisher to complete the ordered and punctual publishing of the advertising media, the Client's obligation to pay for the services remains unaffected by same. The Client shall bear the expenses for the preparation of error-free material or for changes to the agreed-upon materials which are desired or necessitated by the Client.

4.2 The Client has the right to use links to refer to a target URL, insofar as a new browser window opens. The implementation of other technical means, which reroute users from the site or which collect data about the users, is prohibited; in particular, the usage of over-the-page (OTP) advertising media, requests for the typing in of data about the user, and the insertion of cookies are permissible only with prior written consent from the Publisher.

## 5. Client's Obligations, Exemption from Liability

5.1 By implementing suitable and state-of-the-technology protective programs, the Client agrees to assure that the conveyed advertising media or the advertising medium which he has made available for insertion are free from damaging codes, e.g. viruses and/or Trojan horses.

5.2 The Client bears responsibility for the contents of the online advertising media and also bears responsibility for assuring that the online advertising media do not violate the rights of third parties. The Publisher is under no obligation to monitor the online advertising media with regard to their compliance with the currently valid legal regulations. The Client shall free the Publisher from claims from third parties which may arise from the performance of this contract, even if it has been terminated.

5.3 The Client affirms that with regard to all authors of online advertising media, the Client has received the necessary usage and exploitation rights which are conveyed to him by the Publisher in accord with clauses numbers 10.1 and 10.2. The same applies to necessary agreements (if any) with collecting societies (especially GEMA). The Client is responsible for the payment of sums to which these collecting societies lay claim.

## 6. Authority to Refuse, Interruption of Advertisement Measures, Identification

6.1 The Publisher has the right to refuse individual online advertising media if these violate existing laws or established jurisprudence, official legal orders, or a cease-and-desist declaration by the Publisher, or if such advertising media violate the rights of third parties, or if the publication is unacceptable for the Publisher because of the media's contents or origins or due to technical reasons. This right also exists for individual online advertising media which are to be published in fulfillment of a framework contract with the Client.

6.2 The Publisher has the right to (temporarily) interrupt the conduction of advertising measures insofar as a reasonable suspicion exists that the preconditions specified in clause number 6.1 are fulfilled, and especially in the event that a third party makes a not-clearly-ungrounded claim to have suffered a violation of his rights,

in the event that a warning has already occurred in a similar case, or in the event that governmental authorities have begun investigations. The same applies in the event that the Client makes subsequent changes in the contents of the advertising media which lead to a violation according to clause number

6.1. The Publisher shall inform the Client about any interruption of this sort with delay and shall give the Client the opportunity to demonstrate the legality of the advertising measure and, if applicable, to furnish proof thereof.

6.3 Similarly, the Client can demand that the Publisher interrupt or remove the advertising measure if the Client has received a third party's claim of a violation of rights. Insofar as the Client himself can remove the advertising measure or place it offline, in this instance the Client himself is obligated to remove or block the measure.

6.4 In the event that advertising measures are refused or interrupted according to the stipulations specified in the preceding clauses, the Client is nevertheless obligated to pay the agreed-upon fee to the Publisher, minus the monies which the Publisher has saved as a result of the refusal or interruption, unless the Publisher has been able to sell the intended advertising space to another advertiser. This obligation to pay does not exist insofar as the Client can prove that the content of the advertising media was legal and that no reasons existed for the Publisher to have refused and/or interrupted the advertising media.

6.5 Advertising media, which are designed in such a way as to render them not clearly recognizable as such, will be clearly separated from other contents by the Publisher, e.g. by labeling them as "advertisements."

## 7. Guarantee by the Publisher, Client's Obligation to Notify of Defects, Time Limitation

7.1 The Publisher guarantees the usual quality and publication of the online advertising medium in accord with the specifications in the order confirmation and the "technical format requirements" and with reference to the data conveyed Client to the Publisher.

7.2 If the publication of an online advertising medium does not satisfy the obligatory quality standards, then the Client has the right to demand a lengthening of the publication interval or to insist upon the immediate publication of a substitute advertisement in comparable surroundings. This right, however, applies only to the degree to which the purpose of the online advertising medium was impaired. If despite the fact that the Client had given the Publisher an appropriate amount of time during which to publish a substitute advertisement, the Publisher does not publish such a substitute advertisement, or if the publication of this substitute advertisement should likewise be defective, then the Client has the right to reduce the payment to the Publisher and to annul the order to the degree to which the purpose of the online advertising medium was impaired.

7.3 The Client shall immediately examine the advertising measure after its first appearance and shall notify the Publisher of any defects therein (Client's Obligation to Notify of Defects). In case of hidden defects, the Client shall notify the Publisher immediately after the discovery of such defects. Written notification of the presence of obvious defects shall be sent within five workdays after the first appearance of the advertisement; written notification of the presence of hidden defects shall be sent within five workdays after the discovery of such defects.

7.4 The Publisher guarantees the 94% availability per month of the website and thus of the advertising media. Not included in this time unit are interruptions, within a reasonable scope, which are necessary for the maintenance of the system; likewise not included herein are interruptions due to force majeure or unavoidable causes. The availability is understood as the ratio of actual time to targeted time.

## 8. Placement of Advertising: Use of Data, Running Time, Availability, Prices

8.1 The Publisher shall place the advertising media within the context of each booked advertising measure and with the greatest possible consideration of the Client's wishes. However, unless agreed otherwise, the Client has no claim to a particular placement or to the exclusion of advertising for goods or services of one of the Client's competitors.

8.2 If necessary, the Publisher shall place download offers, as well as the listings of businesses and/or products, together with information from other clients, in a database and shall keep this data available for users via the channels booked by the Client.

8.3 If, as a result of the services rendered by the Publisher, the Client should receive personal data or anonymous and/or pseudonymous data, these data may be analyzed by the Client exclusively within the context of the particular advertising campaign and in compliance with currently legally valid data-protection regulations. Insofar as such analysis has been agreed upon within the context of the advertising contract, the Client is not permitted to process or use the data beyond this context, and the Client is especially prohibited from conveying the data to third parties. This prohibition also applies to the creation of profiles based on the usage behavior of users, especially through enriching existing data with information provided by third parties.

8.4 The pricelist which is valid at the point in time when the Client commissions the advertising from the Publisher shall be valid for the advertising contract. Price changes are permissible if more than four months intervene between the signing of the contract and the agreed-upon date of first appearance of the online advertising medium. However, such price changes come into effect only if the Publisher has announced them at least one month prior to the publication of the online advertising medium. The client has the right to annul the order within fourteen days after receipt of notification of the price increase.

8.5 In the event of an order to insert several online advertising media (framework contract), the insertion of the individual advertising medium shall occur within one year after the signing of the contract. With regard to the price, the pricelist shall be valid which was valid at the time of the insertion. Agreed-upon or granted discounts

are valid only for the volume of online advertisements specified in the contract. If the complete insertion of all booked advertising media does not occur within the one-year interval, the Client is obliged to refund the difference between the discount as specified in the contract under consideration of the intended total volume and the discount as determined by the actual total volume (discount adjustment clause).

8.6 Insofar as the Client has booked a certain number of ad impressions for an advertising measure, the Publisher shall call the Client's attention to the fact that these statistics are necessarily based upon past experience. If the number of ad impressions does not reach this expected level, the interval during which the advertising measure remains inserted shall be extended until the booked number of ad impressions has been reached. If the placement which the Client had initially booked for a shorter interval has already been assigned to another client, the Publisher has the right, while appropriately taking into account the Client's interests, to shift the Client's advertisement to a comparable alternative place. Inherent in the system is the fact that counting differences may occur due to the operation of third-party ad servers. The numbers specified by the Publisher shall always serve as the basis for accounting.

8.7 Insofar as the Publisher renders services which are subject to copyright, the Publisher grants to the Client the simple usage and exploitation rights which are necessary for conducting the advertising appearances. Any further usage by the Client requires written consent from the Publisher.

## 9. Conditions of Payment, Prepayment, Right of Retention and Offset

9.1 The invoice shall be drafted on the first day of appearance of the online advertising media order; and in every case no later than the end of the month in which the order was inserted. If a prepayment has not been agreed upon, the invoice is to be paid without deductions within ten workdays after it has been drafted; after expiration of this deadline, the Client comes into default and must pay interest on the sum specified in the invoice in the amount of 8% above the currently valid base rate according to § 247 BGB.

9.2 If the Client does not meet his payment obligations as contractually specified or if he exceeds the due dates or if he discontinues his payments or if other circumstances become known which call the Client's creditworthiness into question, then (without prejudice to the existing due dates of payments and installment payments) the Publisher can also demand prepayment for the services specified in the contract, as well as payment of all unpaid invoices, including invoices which are not yet outstanding. Furthermore, the Publisher has the right to refuse to continue to render ongoing services until complete payment of the outstanding sums has been made.

9.3 Also in the event of differently formulated rules, payment will initially be applied to the older debt, in this instance first to the interest and then to the principal.

9.4 The Client has the right to offset or retention only if the Publisher has recognized the claim or if contrary claims have been judicially determined.

## 10. Granting of Rights by the Client

10.1 With regard to all online advertising media, as well as with regard to other contents published in the context of the advertising contract, the Client transfers to the Publisher the necessary usage and exploitation rights, as well as other copyright-related rights. In particular, these include the database right, the right to reproduction, dissemination, broadcasting and storage, and the right to make contents accessible.

10.2 With regard to the download offers and for the purpose of achieving comprehensive marketing, the Client grants to the Publisher the Client's contents, as well as the right to license these contents to third parties for the purpose of keeping these contents available in the Internet or of using these contents for other forms of offers (so-called "Content Syndication").

10.3 The Client grants these rights for the duration of the insertion of the advertising medium. With regard to Content Syndication according to Clause 10.2, the rights are granted with no time limit, but they can be recalled by the Client at any time after the expiration of a two-week period after notification of recall.

## 11. Liability of the Publisher

The Publisher assumes unlimited liability only for intent and gross negligence; in the event of negligent breach of a contractual obligation, the Publisher also assumes unlimited liability for damages arising from injury to life, body or health. In the event of slight negligence, the Publisher assumes liability for financial losses, including loss of earnings, only if such losses arise due to breach of obligations whose fulfillment the Client could rely upon to a special degree (contractual obligations). With regard to its amount, the liability is limited in this instance to the contractually typical average damages and to such damages as can be predicted in such cases and which are not controllable by the Client.

## 12. Place of Jurisdiction, Place of Performance and Proper Law

12.1 The place of jurisdiction and the place of performance is the Publisher's place of business in Ulm. This applies only if the Client numbers among merchants in the sense of §§ 1, 2, 3, 5 and 6 HGB or if the Client is a legal entity under public law or is a public special estate or if the Client's place of residence or usual abode is unknown at the time the suit is brought or if the Client's residence or usual abode is moved after the signing of the contract to a location outside the jurisdiction of the law or if the Client has no general place of jurisdiction in Germany. The Publisher also has the right to bring actions before the court which is responsible for the Client's residence.

12.2 German law is applicable, to the exclusion of the UN Convention on Contracts.

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