



Illustration: André Kütscherauer (www.k3a.de)

# Media Rates 2012

The professional magazine  
for creative media design,  
publishing and trends

[www.page-online.de](http://www.page-online.de)

**PAGE Editor/Publisher**

Gabriele Günder,  
Graduate designer

**PAGE Verlag**

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Germany

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[www.page-online.de](http://www.page-online.de)

## Media design, publishing and trends for decision makers in the creative industries

PAGE is the professional magazine for creative media design, publishing and trends, serving as a source of information and investment guide.

As the leading design and publishing magazine, PAGE has delivered idea after idea for creation and production, month after month since 1986.

PAGE spots the trends and is very much a part of the agency and media scene. Whether mobile, online or print, PAGE presents all the latest developments in design and technology. It is crossmedia, interdisciplinary and integrated.

PAGE readers are professionals who are responsive to innovation. They are trend-setters, early adopters and have a high level of decision making responsibility.

PAGE – Ideas and know-how for the creative industry.

## Your media consultants



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Advertising Director

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sabine.cordes@page-online.de

### Neil Stratton / UK representative

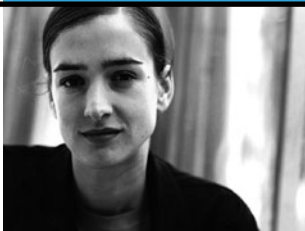
Dellstone 6, Ivy Cottages  
Hinksey Hill, GB-Oxford OX1 5BQ  
Phone: +44 186 5739484  
neildstratton@btinternet.com

## Adress Advertising Director / Ad processing

### PAGE Verlag

Ebner Verlag GmbH & Co. KG  
Borselstraße 28  
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Phone: +49 (0)40 85183-400  
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anzeigen@page-online.de  
www.page-online.de



"The interdisciplinary approach, variety and originality in the choice of topics and reporting are a constant source of inspiration. The interest and open-minded approach shown towards new topics, concepts and ideas is remarkable. For many students, it's the ideal platform for their first publications. PAGE is quite simply unbeatable and right in touch with what's happening!"

Prof. Tanja Diezmann,  
Managing Director  
pReview digital design,  
Berlin

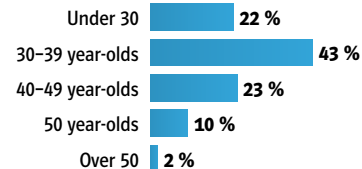
PAGE, the leading professional magazine for creative media design, publishing and trends provides its top-notch readership with indispensable professional design, advertising and media know-how.

Its target group – primarily graphic designers, media designers and art directors in advertising agencies and firms – is young, excited by new technology and not afraid of making the investments needed to acquire it. These are important opinion formers and multipliers for your advertising message who deliver advertising results you can count on.

#### Magazine evaluation: Statements on PAGE



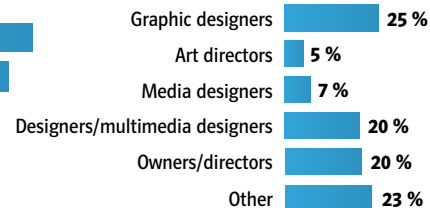
#### Age



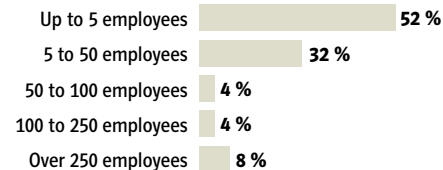
#### Gender



#### Professional Function



#### Company Size





Necessity is the mother of invention. And that means creativity. I only equip our agency's studios with the bare essentials. For art directors, PAGE is indispensable – anybody who thinks he can manage without PAGE has got his priorities wrong."

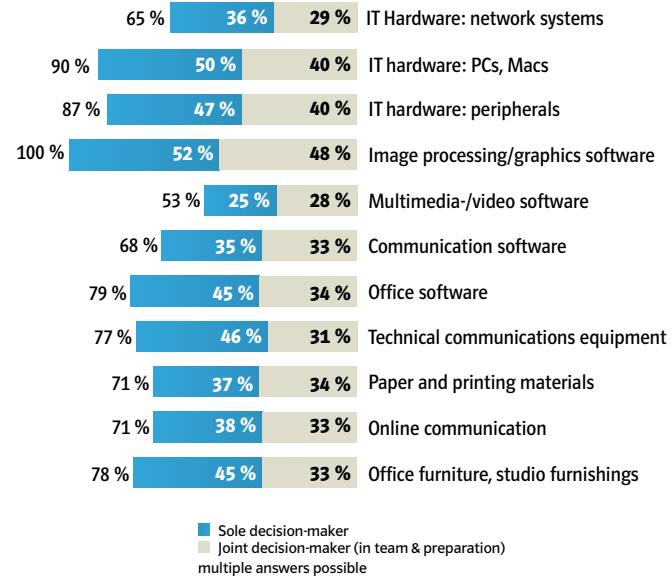
André Kemper,  
KemperTrautmann



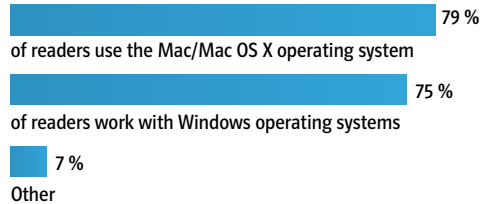
"I read and enjoy PAGE every month. It is a wonderfully inspiring magazine and absolutely unique in the German market."

Joachim Baldauf,  
Photographer

PAGE-readers are opinion leaders from the publishing sector with **high decision-making powers**. Around two thirds of readers have **sole or joint decision-making authority** for the purchase of IT hardware such as PCs, multi-media PCs and peripherals as well as technical communications equipment. Three quarters of our readers are solely or jointly responsible for the purchase of image processing and graphics software, whilst more than two thirds have the authority to select paper and other printing materials.



**PAGE reaches readers across all platforms\***



\*multiple answers possible

\*Source: Telephone readership survey of a sample of PAGE subscribers in June 2006 (C.A.T.I.). 253 interviews (net), designed and carried out by CZAIA Marktforschung GmbH, Bremen.



"I like PAGE and PAGE likes me. We've been having a lot of fun together for years!"

Bureau Johannes Erler,  
Hamburg



"There's nothing in Germany today that could replace PAGE as a design magazine."

Erik Spiekermann,  
edenspiekermann



### Circulation analysis

Quarter 02/2011

Print run:	26,534 copies
Distributed:	18,580 copies
Sales:	17,911 copies
Subscribers:	14,625 copies

### Publication frequency

12 x p.a.

### Subscription price

Domestic subscription: 103.30 €

Foreign subscription: 116.50 €

### Reading behaviour

90% read 10-12 issues per year

88% read 3/4 of every issue

96% keep PAGE

104 minutes is spent reading an issue of PAGE in average

\*Source: Telephone readership survey of a sample of PAGE subscribers in June 2006 (C.A.T.I.). 253 interviews (net), designed and carried out by CZAIA Marktforschung GmbH, Bremen.

### PAGE classified ads



**SCENE.** What's going on in the industry-people, awards, campaigns, events, discussions, commentaries.

**CREATION.** Trends and background: corporate design, packaging, integrated communication, branded entertainment.



**Type.** Typefaces, foundries and technical tips for type designers and the designers of print and online media.

**Image.** All about photography, image processing, image archives, 3D, animation and video - workshops & displays.



**Technology.** Tips, tricks and tutorials: new technologies and devices for all media, agency and design professionals.

**Themes and special topics  
in PAGE**

3D, agency software, animation, audio, training, awards, banners, picture agencies, picture sources, content management software, digital design, digital imaging, digital video, digital printing, colour and colour management, footage, photography, gadgets, game design, hardware, integrated campaigns, interactive design, iPad, iPhone, IPTV, mobile Internet, monitors, multi-function devices, netbooks, online services, online advertising, paper, post-production, presentation technology, print, project management, proofing printers, RIA, type, shop design, smart phones, story boarding, typography, finishing, web TV, web design, web-to-print, and much, much more.

Issue	Date of publication	Ad order deadline	Copy deadline	Delivery of inserts etc.	Shows and events	Dates 2012
01.2012	07.12.2011	11.11.2011	16.11.2011	22.11.2011	PMA, Las Vegas imm cologne, Cologne	08.01. – 12.01. 16.01. – 22.01.
02.2012	04.01.2012	02.12.2011	07.12.2011	13.12.2011	komma, Munich Paperworld, Frankfurt	25.01. – 26.01. 28.01. – 31.01.
03.2012	01.02.2012	06.01.2012	11.01.2012	17.01.2012	FESPA Digital, Barcelona	21.02. – 24.02.
04.2012	07.03.2012	10.02.2012	15.02.2012	21.02.2012	CeBIT, Hannover PICTAday, Munich Internet World, Munich	06.03. – 10.03. 22. March 27.03. – 28.03.
05.2012	04.04.2012	09.03.2012	14.03.2012	20.03.2012	drupa 2012, Dusseldorf	03.05. – 16.05.
06.2012	02.05.2012	05.04.2012	11.04.2012	17.04.2012	NEXT Conference, Berlin fmx 2012, Stuttgart ADC Festival, Frankfurt TYPO Berlin, Berlin	08.05. – 09.05. 08.05. – 11.05 09.05. – 13.05. 17.05. – 19.05.
07.2012	06.06.2012	11.05.2012	16.05.2012	22.05.2012	Mailing Days, Nuremberg	20.06. – 21.06.
08.2012	04.07.2012	08.06.2012	13.06.2012	19.06.2012		
09.2012	01.08.2012	06.07.2012	11.07.2012	17.07.2012	IFA, Berlin	31.08. – 05.09.
10.2012	05.09.2012	10.08.2012	15.08.2012	21.08.2012	dmexco, Cologne Photokina, Cologne	12.09. – 13.09. 18.09. – 23.09.
11.2012	04.10.2012	07.09.2012	12.09.2012	18.09.2012	Book Fair, Frankfurt viscom, Frankfurt	10.10. – 14.10. 25.10. – 27.10.
12.2012	07.11.2012	12.10.2012	17.10.2012	23.10.2012	Vision, Stuttgart	06.11. – 08.11.
01.2013	05.12.2012	09.11.2012	14.11.2012	20.11.2012	imm cologne, Cologne	January 2013

## Editorial Section

## Position ads

Format	Width x height in mm		b/w - 4c	
	Type are	With bleed		
1 x 2/1	390 x 265		410 x 297	8 960 €
1 x 1/1	185 x 265		210 x 297	5 280 €
1 x 2/3	185 x 175	Horizontal	210 x 188	4 230 €
	120 x 265	Vertical	132 x 297	
1 x 1/2	185 x 130	Horizontal	210 x 143	3 300 €
	90 x 265	Vertical	102 x 297	
1 x 1/3	185 x 85	Horizontal	210 x 98	2 640 €
	56 x 265	Vertical	68 x 297	
1 x 1/4	185 x 62	Horizontal	210 x 75	2 280 €
	44 x 265	Vertical	56 x 297	
	90 x 130	2 columns	102 x 143	
2nd Cover			210 x 297	6 320 €
4th Cover			210 x 297	6 580 €
Opening Spread	2nd Cover + 3rd Page		420 x 297	10 560 €

## Discounts

Frequency discounts		Quantity discounts	
from 3 ads	3 %	from 3 pages	5 %
from 6 ads	6 %	from 6 pages	10 %
from 9 ads	9 %	from 9 pages	15 %
from 12 ads	12 %	from 12 pages	20 %

**Bleed ads or ads exceeding the type area:**

No additional charge

**Special technical formats:**

Details or individual offers on request

**Special placement surcharge:**

10% for preferred positioning in the magazine (no discounts apply)

## Market Section

## Market ads

Format	Width x height in mm		b/w	4c
	type are, only			
1 x 1/1	185 x 265		2 050 €	2 550 €
1 x 1/2	90 x 265	Vertical	1 250 €	1 500 €
1 x 1/4	90 x 130	2 columns	750 €	900 €
1 x 1/8	90 x 62	Horizontal	450 €	500 €

All prices subject to VAT



## Job Market

Job market information, refer to page 11

**Magazine format:**

210 mm x 297 mm high

**Printing/binding process:**Web offset, perfect bound /  
hotmelt**Paper:** 80g UPM Ultra SH**Digital copy**

60 l/cm / 300 dpi

Colour profile: ISO Coated v2 300

**Copy delivery:**e-mail: page-anzeigen@  
mediatailor.net**FTP server:**

ftp.mediatailor.net

User: page-anzeigen

Password: 569bkf

**Internet browser:**

http://ftp.mediatailor.net:8008

User: page-anzeigen

Password: 569bkf

**Loose and bound inserts:**

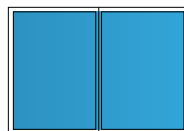
Delivery address:

Stürtz GmbH

Alfred-Nobel-Straße 33

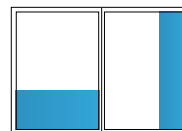
97080 Würzburg

Germany

**2/1 page across gutter**

Type area W 390 x H 265

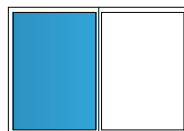
Bleed\* W 420 x H 297

**1/3 page horiz.** W 185 x H 85

Bleed\* W 210 x H 98

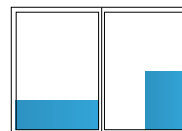
**1/3 page vert.** W 56 x H 265

Bleed\* W 68 x H 297

**1/1 page**

Type area W 185 x H 265

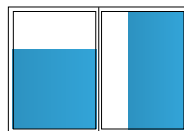
Bleed\* W 210 x H 297

**1/4 page horiz.** W 185 x H 62

Bleed\* W 210 x H 75

**1/4 page 2 col.** W 90 x H 130

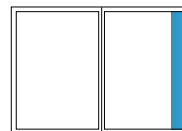
Bleed\* W 102 x H 143

**2/3 page horiz.** W 185 x H 175

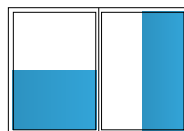
Bleed\* W 210 x H 188

**2/3 page vert.** W 120 x H 265

Bleed\* W 132 x H 297

**1/4 page vert.** W 44 x H 265

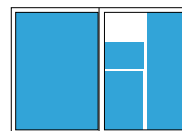
Bleed\* W 56 x H 297

**1/2 page horiz.** W 185 x H 130

Bleed\* W 210 x H 143

**1/2 page vert.** W 90 x H 265

Bleed\* W 102 x H 297

**1/1 page** W 185 x H 265**1/2 page vert.** W 90 x H 265**1/4 page 2 col.** W 90 x H 130**1/8 page horiz.** W 90 x H 62**Market ads** (type area, only)**Important: for PAGE job market other formats are valid!**\* **Bleed:** Trim area on the  
outer edges: 4 mm

## Loose inserts

max. W 200 x H 287 mm



Up to 25 grams weight	180 € 0/00 full run
	230 € 0/00 split run
Per additional 5 gram	5 € 0/00 additional charge

### Minimum order: total subscriptions!

Positioning: unspecified. Loose inserts are to be stacked loose on Euro pallets and packaged securely for transportation.

## Bound inserts

A4+  
5 mm head trim  
5 mm foot trim  
4 mm outside trim  
3 mm spine trim



Length	Paper weight	Price for total run	Price for split run
2 to 4 pages	100g to 150g paper	180 € 0/00	230 € 0/00
8 pages	60g to 180g paper	240 € 0/00	290 € 0/00
12 pages	60g to 180g paper	275 € 0/00	325 € 0/00
16 pages	60g to 180g paper	315 € 0/00	375 € 0/00

**Minimum order: total subscriptions!** All prices are exclusive of postage or shipping costs. Glued cards must be attached to an unprinted space. If the layout does not allow this, the publishers cannot guarantee insertion of the cards.

## Glued inserts

Only possible in connection

with 1/1 page



	Price for total run	Price for split run
Post or reply cards	105 € 0/00	145 € 0/00
Tip-on CDs	170 € 0/00	225 € 0/00

**Minimum order: total subscriptions!** All prices are exclusive of postage or shipping costs. Glued cards must be attached to an unprinted space. If the layout does not allow this, the publishers cannot guarantee insertion of the cards.

## Multi-page catalogs

### Multi-page catalogues are only possible for the full run!

For technical reasons, no consideration can be given to placement requests for multi-page catalogues.

Invoicing is based on the respective print run.

No discount and no agency commission on postage and additional technical costs.

Format	Color 4c
8/1	10 490 €
16/1	13 740 €
24/1	16 920 €
32/1	19 880 €

## Discounts

5% starting at annual sales of €25,000

10% starting at annual sales of €30,000

15% starting at annual sales of €35,000

## Delivery Terms/Samples

Loose, bound and glued inserts are to be delivered in such a way that no additional manual preparation is required.

Otherwise, the costs incurred will be charged to the customer. Please refer to the relevant order confirmation for quantities and delivery addresses. A binding sample of the loose, bound and glued insert, and if necessary a layout with size and weight specifications, must be submitted to the publisher prior to acceptance of the order. Please refer to the relevant order confirmation for quantities and delivery addresses. (Delivery to the printer to be labeled: "For PAGE, Issue No. .../...").

### Recruitment advertising in the leading publishing and design magazine

An exceptional target group. Professional creatives make up 57%\* of the readership.

**PAGE** reaches precisely the right readership to fill high-level creative jobs.

Publishers such as ARD, Bertelsmann, Gruner + Jahr, companies like BMW and IBM, agencies like Jung von Matt and Saatchi & Saatchi have all successfully used **PAGE** for years as an efficient recruitment medium.

\*Source: Telephone readership survey of a sample of PAGE subscribers in June 2006 (C.A.T.I.). 253 interviews (net), designed and carried out by CZAIA Marktforschung GmbH, Bremen.

All prices subject to VAT

Advertisements in the printed magazine will also automatically appear online for 6 weeks at no extra charge.

[www.page-online.de/stellenmarkt](http://www.page-online.de/stellenmarkt)

Publish your advertisement almost immediately in the **PAGE** online recruitment section, without having to wait for the next printed edition.

[www.page-online.de/stellenmarkt](http://www.page-online.de/stellenmarkt)

### Ad formats/Ad prices Print \*\*

Format		Width x height in mm without bleed		Preis für			
				b/w	2c	3c	4c
1/1		180 x 246		3 590 €	3 790 €	3 990 €	4 190 €
3/4 vert.	horiz.	133 x 246	180 x 184	2 750 €	2 950 €	3 150 €	3 350 €
1/2 vert.	horiz.	87 x 246	180 x 121	1 890 €	2 090 €	2 290 €	2 490 €
3/8 vert.	horiz.	87 x 184	133 x 121	1 490 €	1 690 €	1 890 €	2 090 €
1/4 vert.	horiz.	41 x 246	180 x 58	1 030 €	1 230 €	1 430 €	1 630 €
1/4 2 col.		87 x 121		1 030 €	1 230 €	1 430 €	1 630 €
1/8 vert.	horiz.	41 x 121	87 x 58	640 €	840 €	1 040 €	1 240 €

Color surcharges: 200 € per color, \*\*All prices subject to VAT, valid from 1.1.2012, subject to alterations.

### Online only

1 Basic offer	2 Silver offer	3 Gold offer
Plain text, online recruitment advertisement with no logo → 6 weeks online Price: 590 €	"Standard" structured online job ad with logo  Structured online ad using set templates	Individually structured online job ad with logo  Structured online ad as requested by customer
4 Trainee placement		
→ advertisement 6 weeks online Price: 150 €	→ 6 weeks online Price: 690 €	→ 6 weeks online Price: 1 090 €

**Your contact for the PAGE Job Market section:** Sabine Vockrodt, Job Market sales.  
Phone: +49 (0)89/2183 7049, Fax: -7864, e-mail: [stellenangebote@wuv.de](mailto:stellenangebote@wuv.de)  
Verlag Werben & Verkaufen GmbH for PAGE Verlag (Ebner Verlag GmbH & Co. KG)

**PAGE online** is the platform for creatives and media professionals. This is where the user finds the PAGE Stellenmarkt (Job Market) for the communications and design sector, the PAGE Publishing Forum, the latest news, inspiring reports from the international creative scene, the PAGE PDF Archive and much more besides. Use PAGE's attractive online offering – either in addition to your print ads or stand-alone.

**Download  
Online media rate card**  
[www.page-online.de/  
mediadaten](http://www.page-online.de/mediadaten)

[www.page-online.de](http://www.page-online.de)

**PAGE** 2010  
IDEEEN UND KNOW-HOW FÜR DESIGN, WERBUNG, MEDIEN

**STARTSEITE**

E-Mail:  > LOGIN  
> PASSWORT ÄNDERN > REGISTRIEREN

1 2 3 4 5 6

**AUSGEZEICHNETE MODEFOTOS UND ILLUS**  
Fotografie, Illustration, Styling: Die Gewinner der Iconique Societas Awards stehen fest.  
WEITER

**PAGE** 2011  
Ihr direkter Draht zur Kreativbranche  
AKTUELLE AUSGABE

STARTSEITE E-MAG COMMUNITY DAS HEFT SERVICE KONTAKT

> ERWEITERTE SUCHE

**PAGE** Jetzt testen und Moleskine-Skizzenbuch gratis erhalten!

**weave** DAS NEUE MAGAZIN FÜR INTERACTIVE DESIGN  
HIER GRATIS TESTEN!

**STELLENMARKT**  
DIE NEUESTEN JOBS  
06.02.10  
New Media & Web Designer (m/w)  
BB Promotion GmbH  
ZUR JOBANZEIGE

**SZENE**  
BLITZUMFRAGE ZU DESIGNER-GEHÄLTERN  
10.02.2010 Autor: Julia Fuhr

0-10k	23%
5-15k	30,3%
15-25k	37,4%
25-30k	9,3%

**ABO**  
Sie möchten PAGE bequem und praktisch bei Haus? Hier finden Sie unsere attraktiven Abo-Angebote.

**PORTFOLIOS**  
Ob Corporate Designer, Freelancer oder Webagentur – hier präsentieren sich die

## Visitor figures



07/2011

**Visits:** 97.280**Page Impressions:** 247.798

## Data for online advertising

**File size:**

No file to exceed 50 KB

**Date formats:**

JPEG, GIF, Flash, (for Flash, please also supply GIF)

**Delivery:**

At least 5 working days before the start of the campaign

[www.page-online.de](http://www.page-online.de)

Type of advertisement/ Fixed position	Format/ Pixel	CPM*
Fullsizebanner	468 x 60	59 €
Superbanner	728 x 90 (up to 967 x 90)	69 €
Wide-, Skyscraper	160 x 600 / 120 x 600	79 €
Content-Ad	300 x 250	89 €
Fullsize-Content-Ad	468 x 250	99 €
Hockystick	728 x 90 + 160/600	109 €
Wallpaper	728 x 90 + 160/600	139 €
Premium-Ad-Package	Pushdown-Ad Maxi-Ad Halfpage-Ad Banderole-Ad	On application On application On application On application

## PAGE Newsletter

Type of advertisement	Number of issues	Price per issue
Text advertisement of up to 250 characters, Text up to 200 characters & picture or 468 x 60 banner with link.	1 x	540 €
	from 5 x	500 €
	from 10 x	460 €
	from 15 x	420 €

All prices subject to VAT at applicable rate.

**Please note:** Please supply only JPG or GIF files for banners in the newsletters**Note:** Animated GIF files will no longer be displayed in animated form from Outlook 2007 onwards.

**\*CPM = Cost per thousand impressions**  
Cost per thousand impressions of the advertisement displayed in rotation. The banner appears the agreed number of times over the agreed time frame.

Distributed twice a month, on the 1st and 3rd Wednesday. 6,700 + X newsletter subscribers guaranteed

**Special advertising formats** require long-term planning and individual coordination of all the technical factors. It is essential to make a binding reservation in good time.

**Prices and other special advertising formats on request.**

**Half cover inc. back cover**



**Gatefolder**



Glued postcards, brochures or other printed matter are only possible in connection with a full-page ad.

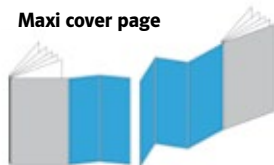
**Backfolder**



**Gatefolder and backfolder**



**Maxi cover page**



**Bookmark**



**Bookmark**



**Wrap**



**Cover wrap**



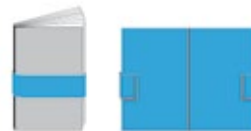
**Gatefold cover**



**Belly band**



**Belly band with double page**



**Adhesive notes**



1. "Advertising Order" within the meaning of the following Standard Terms and Conditions of Business is a contract for publication of one or more of an advertiser's advertisements, in a printed publication, for the purpose of dissemination.

2. In case of doubt, advertisements must be called off for publication within one year of the contract being concluded. If the right to carry out individual advertisements is granted in the framework of the contract, the order shall be carried out in the issues that appear within the twelve months following appearance of the first advertisement provided that the first advertisement has been called off and published within the period specified in sentence 1.

3. Advertising prices are based on the publishing house's valid advertising price list at the time the contract is concluded. If the advertisement rate changes after the contract is concluded, the publishing house shall be entitled to calculate the price according to the price list valid at the time of publication, this shall not apply to business transactions with nonmerchants provided that the period between conclusion of the contract and publication does not exceed 4 months. Advertising agencies and brokers shall be prohibited from passing on all or any of the agency commission granted by the publishing house to their customers.

4. If an order is not carried out through no fault of the publishing house, the customer shall - irrespective of any other legal obligations - reimburse the publishing house the difference between the discount for the quantity of insertions agreed and the actual volume of advertisements inserted. If the magazine cannot appear at all owing to force majeure (e.g. war, mobilization, labor disputes or any other unforeseeable circumstances), or cannot appear in full or on schedule, this shall not entitle the customer to assert claims accordingly.

5. With regard to the calculation of the quantities of advertisements purchased, text millimetre lines will be converted into advertisement millimeters according to the price.

6. Any orders for advertisements and external supplements which are expressly to be published exclusively in certain issues, in certain editions or at certain positions in the publication must be received by the publishing house in such good time that the customer can still be notified before the closing date for advertisements if the order cannot be carried out in this way. Classified advertisements will be printed in the relevant section without any need for express agreement.

7. Full-position advertisements are advertisements which border at least two pages of reading matter and do not border any other advertisements. Advertisements which, due to their editorial nature, are not recognizable as ads,

shall be identified as such with the word "advertisement" by the publishing house.

8. The publishing house reserves the right to refuse advertising orders or orders for supplements - even individual call offs within the framework of a multi-ad package deal - on grounds of content, origin, or technical form. The publishing house also reserves the right to refuse advertising orders if the content of such orders violates laws or official provisions or if it would be unreasonable to expect the publishing house to publish the same. This also applies to orders placed with branch offices, advertisement offices or agents. Supplement orders will only be binding on the publishing house after submission of a specimen of the supplement and its approval. Supplements which, because of their format or layout, give the reader the impression that they are a constituent part of the newspaper or journal or which contain any external advertisements will not be accepted. The customer shall be notified of rejection of an order immediately.

9. The customer is responsible for timely delivery of flawless masters or supplements. The publishing house guarantees the printing quality customary for the publication in question as permitted by the masters.

10. In the event of illegible, incorrect, or incomplete printing of the advertisement, the customer shall be entitled to either a reduction in payment or a flawless substitute advertisement to the extent that the objective of the advertisement was impaired. If the publishing house allows a reasonable period granted to it for this purpose to expire or if the replacement advertisement is once again not flawless, the customer shall be entitled to a reduction in payment or may cancel the contract.

Damage claims resulting from the positive breach of obligations, from culpa in contrahendo and from tortious acts will be excluded, including but not limited to cases in which orders are placed by telephone. Damage claims arising from impossibility of performance and delay in providing the service will be limited to the refunding of the foreseeable damage and to the remuneration to be paid for the advertisement or supplement concerned. This shall not apply in cases of wrongful intent or gross negligence on the part of the publishing house, its legal representatives or agents in performance.

This will not affect any liability of the publishing house for damages caused by the lack of warranted characteristics. Furthermore, the publishing house will not be liable for the gross negligence of agents in performance in commercial business dealings; in all other cases, the liability for gross negligence in relation to merchants will, according to the scope, be limited to the foreseeable damage up to the amount of the advertisement remuneration in question. Any complaints (except in the case of non-evident deficiencies)

must be asserted within four weeks of receipt of the invoice and the copy.

11. Proof sheets will only be supplied upon express request. The customer shall be responsible for the correctness of the returned proof sheets. The publishing house will take account of all the error corrections communicated to it within the period set at the time when the proof sheet was sent.

12. If no particular size stipulations are made, the size will be based on the actual printing height of the calculation which is customary for the type of advertisement.

13. If the customer does not effect advance payments, the invoice will be sent immediately, but if at all possible 14 days after the publication of the advertisement. The invoice must be paid within the period calculated from receipt of the invoice, as indicated on the price list, unless a different payment term or advance payment has been agreed upon in the specific case.

14. In the event of default on payment the publishing house shall, subject to the proviso of more extensive rights, be entitled to charge interest on arrears of 1% above the base rate of the European Central Bank. If payment is delayed, the publishing house will be able to postpone the further execution of the ongoing order until payment has been effected and to demand an advance payment for the remaining advertisements.

If there are any justified doubts about the solvency of the customer, the publishing house will be entitled, even during the term of an advertisement transaction, to make the publication of additional advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoices without taking account of any originally agreed time allowed for payment.

15. Upon request, the publishing house will provide an advertiser's copy together with the invoice. Advertisement excerpts, copy pages or complete copy issues will be supplied depending on the type and scope of the advertisement order. If it is no longer possible to procure a copy, this will be replaced by a legally binding attestation of the publishing house with regard to the publication and circulation of the advertisement.

16. The customer shall bear any costs incurred for the production of ordered printing documents and drawings as well as for significant amendments to originally agreed designs made at the request of the customer or for reasons for which the customer is responsible.

17. If a transaction relates to several advertisements, a claim for a price reduction may be derived from a decrease in the press run if the total average press run in the year beginning with the placement of the first advertisement is lower than the average press run specified on the price list

or in any other way or, if a press run is not specified, than the press run sold on average in the preceding calendar year (if applicable, the average press run actually circulated in the case of trade journals). A decrease in the press run will only be a deficiency justifying a price reduction if it amounts to 20% with a press run of up to 50,000 copies. Furthermore, price-reduction claims will be excluded in the case of transactions if the publishing house has notified the customer of the decrease in the press run in such good time that the customer would have been able to withdraw from the contract before the advertisement was published.

18. In the case of box-number advertisements, the publishing house will apply the due diligence of a prudent businessman with regard to the safekeeping of the offers and to their forwarding in good time. Registered letters and express letters in response to box-number advertisements will only be forwarded by normal mail. The received replies to box-number advertisements will be kept for four weeks. Any replies which are not collected within this period will be destroyed. The publishing house will return any valuable documents without being obliged to do so. In the interest and for the protection of the customer, the publishing house will reserve the right to open the incoming offers for checking purposes in order to prevent the misuse of the box-number service. The publishing house will not be obliged to pass on any business recommendations or placement offers.

19. Printing documents will only be returned to the customer upon particular request. The obligation to keep them will end three months after the order has expired.

20. Discount credit memos and short rates shall only be settled at the end of the year of insertion.

21. The validity of placement confirmations shall be conditional and subject to change for technical reasons. In such cases the publishing house shall not be liable.

22. The place of performance will be the head office of the publishing house. In business dealings with merchants and legal entities under public law or in the case of special funds under public law, the place of jurisdiction for legal actions will be the head office of the publishing house. In so far as any legal actions on the part of the publishing house cannot be asserted in the summary proceedings for the recovery of debts, the place of jurisdiction for non-merchants will be determined according to their place of residence. If the place of residence or habitual abode of the customer (also in the case of non-merchants) is unknown at the time when a legal action is commenced or if the customer has, after the contract has been concluded, transferred his place of residence or habitual abode outside the territorial scope of the law, it is agreed that the head office of the publishing house will be the place of jurisdiction.

The professional magazine for creative media design, publishing and trends

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