



**Lifttechnik zur  
Nachführung**

S. 38

**Gebäudeintegration  
auf dem Prüfstand**

S. 47

**Wechselrichter  
und der EHZ**

S. 55

**huss**

HUSS-MEDIEN GmbH  
10400 Berlin  
Phone +49 30 42151-420  
Fax +49 30 42151-293  
www.ep-photovoltaik.de



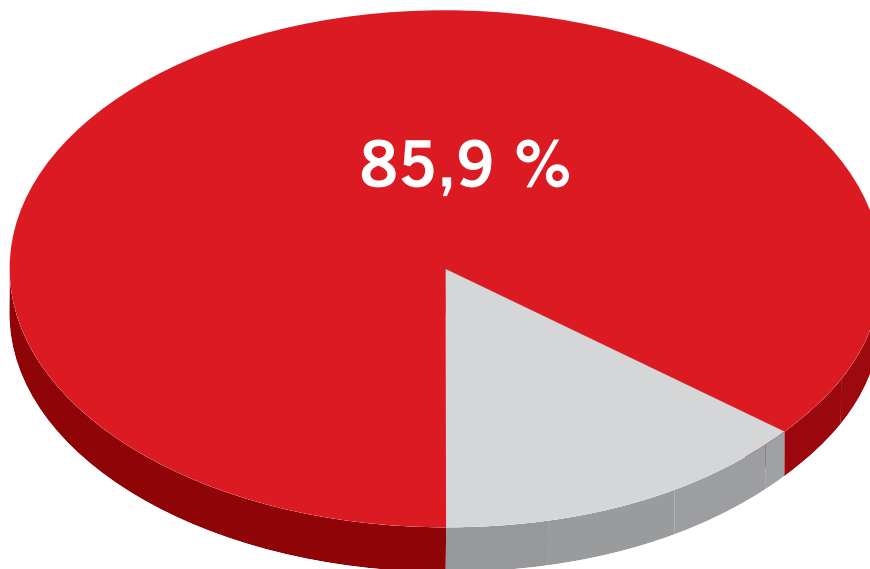
Rate card no. 3  
valid from January 2011



TNS is the world's largest Custom Market Research specialist. They provide quality marketing information delivered by Global Industry Sector expert consultants, innovative Market Research Expertise across the product life-cycle, in 80 countries. Transparent and reliable data for your strategy with the readership analysis!

Rate card  
2011

### Decider's magazine!



Source: readership analysis 2010

The current EMNID readership analysis certifies ep Photovoltaik an exceptional high attitude of deciders, because 85,9% of the readers decide on its own or together with other people.

## Profile:

The ordinance of low voltage terminal in Germany regulates by law that the installation of electrical systems can be exclusive accomplished by a certified company.

**ep Photovoltaik** ist the first choice for this target group, means skilled electrician which are planing, installing and caring about solar power plants and Stand Alone Systems.

This magazine is exclusive oriented towards the B2B-Market. The focus belongs to the development and installation of network coupled PV power plants and off-grid systems.

Further focuses deal with system technology of solar power plants, essential safety functions, occupational safety as well as judicial and economic questions.

HUSS-MEDIEN offers an unique media-combination for skilled electricians by combination with ep ELEKTROPRAKTIKER (total circulation of 43.291 or rather 25.358 subscribers – referred to IVW 2/2010).

## Readership:

- self-employed professional electricians
- technician, craftsmen and practical acting electro engineers in artisanry, industry, power supply, traffic engineering, building industry and civil service
- professional electrician in planning and projection offices
- electrician apprenticeship

**Publisher:** HUSS-MEDIEN GmbH  
**Postal address:** 10400 Berlin  
**Office address:** Am Friedrichshain 22, 10407 Berlin  
**Website:** www.elektropraktiker.de  
**Advertising department:** Phone: +49 30 42151-288  
Fax: +49 30 42151-293  
E-Mail: media@elektropraktiker.de

## Your contact:



Advertising sales  
Isabel Pech  
Phone: +49 30 42151-288  
media@elektropraktiker.de



Advertising sales manager  
Torsten Ernst  
Phone: +49 30 42151-262  
media@elektropraktiker.de



Editorial chief  
Rüdiger Tuzinski  
Phone: +49 30 42151-304  
redaktion@elektropraktiker.de

## Schedule and editorial calendar

Issue	1-2 January/February	3-4 March/April	5 May	6 June
<b>Publication date</b>	25. 01. 2011	16. 03. 2011	27. 04. 2011	20. 05. 2011
<b>Closing date</b>	03. 01. 2011	18. 02. 2011	30. 03. 2011	26. 04. 2011
<b>Delivery date for printing data</b>	11. 01. 2011	02. 03. 2011	11. 04. 2011	06. 05. 2011
<b>Trade fairs</b>	Enertec Trade fair for energy 25.–27. 01. 2011  E-World 08.–10. 02. 2011  CEP Clean Energy Power 10.–12. 02. 2011	New Energy 17.–20. 03. 2011  26. Symposium Photovoltaische Solarenergie 02.–04. 03. 2011  Energy Hannover Messe 04.–08. 04. 2011	Intersolar Europe 08.–10. 06. 2011  Denex 16.–17. 06. 2011	Intersolar Europe 08.–10. 06. 2011
<b>Systems engineering</b>	Modules and inverters	Off-grid systems, accumulators, charge controllers	Modules and inverters	<b>Including all innovations at the Intersolar Europe 2011</b>
<b>Installation engineering</b>	Installation equipment	Connecting devices and cutting units	cables & connections	
<b>Metering, controlling, regulation</b>	Indication and visualization	Building services equipment for measuring, sensors	Remote monitoring, communication equipment	
<b>Safety measure</b>	Lightning protection	Fire protection	Operator and plant protection	
<b>Plant equipment</b>	Personal protective equipment	Vehicles and transport systems	Tools and auxiliary material for installation and attendance	
<b>Regular sections</b>	News, letters to the editor, business management (business administration, financing and subsidies, law, insurance), standards and instructions, courses, technical literature			

## Schedule and editorial calendar

Issue	7 July	8 August	9-10 September/October	11-12 November/December
<b>Publication date</b>	21. 07. 2011	26. 08. 2011	19. 09. 2011	17. 11. 2011
<b>Closing date</b>	27. 06. 2011	02. 08. 2011	24. 08. 2011	24. 10. 2011
<b>Delivery date for printing data</b>	07. 07. 2011	12. 08. 2011	05. 09. 2011	03. 11. 2011
<b>Trade Fairs</b>		Soltec 01.–04. 09. 2011  PVsec 05.–09. 09. 2011	Renexpo 22.–25. 09. 2011	
<b>Systems engineering</b>	Building- integrated PV	<b>PV-Compendium and special information about the trade fair PVsec in Hamburg in English language</b>	Free-standing plants	Inverters
<b>Installation engineering</b>	Fixing systems		Cables and conductions	Cubicles of electric equipment and distributions boards
<b>Metering, controlling, regulation</b>	Tracking systems		Thermography	Meter panels
<b>Safety measure</b>	Grounding		Cutting units	Overvoltage protection
<b>Plant equipment</b>	Calculation of proceeds		Configuring software	Measurement and checking devices
<b>Regular sections</b>	News, letters to the editor, business management (business administration, financing and subsidies, law, insurance), standards and instructions, courses, technical literature			

# Rate card 2011

## Ad price list no. 3, valid from 01/01/2011

- 1 Magazine size:** 210 mm wide × 297 mm high, DIN A4
- 2 Type area:** 185 mm wide × 266 mm high  
Number of columns: 4 columns = Column width: 43 mm  
Number of columns: 3 columns = Column width: 58 mm
- 3 Printing and binding methods, print materials:**  
Offset printing, saddle stitching, printing material shall be digital with binding colour sample, information for digital data transfer on page 14. Reproduction costs for final artwork or slides will be brought to account.
- 4 Dates:**  
Frequency: 8 editions annual  
Publication date: see page 4/5  
Closing date: see page 4/5
- 5 Publisher:** HUSS-MEDIEN GmbH  
Postal address: 10400 Berlin  
Office address: Am Friedrichshain 22, 10407 Berlin  
Website: www.elektropraktiker.de  
Advertising department: Phone: +49 30 42151-288  
Fax: +49 30 42151-293  
E-Mail: media@elektropraktiker.de
- 6 Terms of payment:** Upon receipt of the invoice net within 14 days.  
3% discount for prompt payment via direct debit or for advance payment.  
USt.-Ident.-No.: DE 137189299
- Bank account:** Commerzbank Berlin  
Bank code 120 400 00  
Account no.: 976005900  
IBAN: DE88 1204 0000 0976 0059 00  
S.W.I.F.T.: COBADEFF  
all rates/invoices are in € (euro)

**7 Sizes and basic prices for adverts:** All prices exclude VAT

Size	Width × Height (in mm)	Bleed (plus 3 mm bleed-difference)	Price in € Basic rate b&w
1/1 Page	185 × 266	210 × 297	2.480,-
1/2 Page	90 × 266 (vertical) o. 185 × 130 (horizontal)	105 × 297 (vertical) o. 210 × 143 (horizontal)	1.330,-
1/3 Page	58 × 266 (vertical) o. 185 × 87 (horizontal)	70 × 297 (vertical) o. 210 × 106 (horizontal)	750,-
1/4 Page	90 × 130 o. 43 × 266 (vertical) o. 185 × 63 (horizontal)	103 × 150 o. 56 × 297 (vertical) o. 210 × 83 (horizontal)	460,-

Millimeter-price 1 column in 3-column-type (58 mm): € 3,20 / millimeter-price 1 column: € 2,40 (43mm)

**8 Priority placements:**

Backcover b&w:	€ 2.730,-
Frontcover inside b&w:	€ 2.730,-
Outside front cover (4c only and with consultation)	on request

10% surcharge on basic price for other binding position requests (e.g. first third of the issue, right side, sequenced positions)

**9 Colour surcharges:**

Size	Colour surcharges (not discountable)		
	two-colour	three-colour	four-colour
1/1 Page	€ 220,-	€ 440,-	€ 660,-
1/2 Page	€ 133,-	€ 266,-	€ 399,-
1/3 Page	€ 82,-	€ 164,-	€ 246,-
1/4 Page	€ 82,-	€ 164,-	€ 246,-

**10 Other surcharges:**

Across the gutter:	10% on basic price (1/1)
Isolated Ads (surrounded on every side with text):	70% on basic price (1/1)
Across the type area:	10% on basic price
Advert in bleed:	10% on basic price

No discount on inserts, surcharges and all further costs.

**11 Job ads (minimum clearance of 15 mm)**

Job offer:	per mm (1 column, 43 mm wide)	€ 2,00
Job applicants:	per mm (1 column, 43 mm wide)	€ 1,00
Box number adrate (incl. postage cost for delivery)		€ 10,00

**12 Discounts:**

For orders within one calendar year

Discount by frequency	Discount by volume
3 adverts 5 %	2 pages 5 %
6 adverts 8 %	4 pages 8 %
8 adverts 10 %	6 pages 10 %

No discount on inserts, surcharges and all further costs.

**13 Bound insert:**

2 pages	€ 2.500,-
4 pages	€ 3.950,-
6 pages and more or discounts	on request

Needed delivery quantity 15.500 copies

**14 Loose inserts:**

Maximum size (205 × 290 mm)	
Cost per thousand pieces (up to 20 g)	€ 250,-
further more 10 g	€ 20,-

plus extra postage cost (not discountable)

Needed delivery quantity: 15.500 copies

30% surcharge on split run inserts

Minimum quantity 5.000 copies

**15 Postcards (glued on):**

Price per thousand on machinical processing € 48,-

(not discountable)

Needed delivery quantity 15.500 copies

**16 Delivery address for 13 to 15**

Möller Druck GmbH  
 Zeppelinstr. 6  
 16356 Ahrensfelde/OT Blumberg  
 Germany

*Delivery memo:*

For „ep Photovoltaik“ No. X/2011, client name, name of printing order, circulation figure, delivery quantity of pallets/packages

# Rate card 2011

Ad price list no. 3, valid from 01/01/2011

## 1/1 page



- **Size (width × height)**  
185 × 266 mm
- **Format in bleed\* (w × h)**  
210 × 297 mm
- **Price (b&w)**  
2.480,- €
- **Surcharges**  
two-colour: 220,- €  
four-colour: 660,- €

## 1/2 page



- **Size (width × height)**  
horizontal: 185 × 130 mm  
vertical: 90 × 266 mm
- **Format in bleed\* (w × h)**  
horizontal: 210 × 143 mm  
vertical: 105 × 297 mm
- **Price (b&w)**  
1.330,- €
- **Surcharges**  
two-colour: 133,- €  
four-colour: 399,- €

## 1/3 page



- **Size (width × height)**  
horizontal: 185 × 87 mm  
vertical: 58 × 266 mm
- **Format in bleed\* (w × h)**  
horizontal: 210 × 106 mm  
vertical: 70 × 297 mm
- **Price (b&w)**  
750,- €
- **Surcharges**  
two-colour: 82,- €  
four-colour: 246,- €

## 1/4 page



- **Size (width × height)**  
Standard: 90 × 130 mm  
horizontal: 185 × 63 mm  
vertical: 43 × 266 mm
- **Price (b&w)**  
460,- €
- **Surcharges**  
two-colour: 82,- €  
four-colour: 246,- €

\*All formats in bleed plus 3 mm bleed at the cutting lines and 10% surcharge on the basic price

## Editorial department/publischer coverage and content analysis

- 1 Brief description:** Trade magazine for certified electricians, which are planning, installing and caring about solar power plants.
- 2 Membership:** AMF, IVW
- 3 Executive body:** –
- 4 Editor:** Dipl.-Ing. (FH) Christoph Huss
- 5 Editorial department:** Dipl.-Ing. Rüdiger Tuzinski (responsible) (☎-304)  
Dipl.-Ing. (FH) René Drescher (☎-359)  
Dipl.-Ing. (FH) Sascha Richter (☎-236)  
Dipl.-Ökon. Marion Buchheister (☎-397)  
Stefan Winterfeldt M. A. (☎-248)  
(☎-378)
- Office:** Lana Geißler (☎-378)  
E-Mail: redaktion@elektropraktiker.de
- 6 Advertisement:** Torsten Ernst (property management, responsible) (☎-262)  
E-Mail: media@elektropraktiker.de
- 7 Volume:** 4th volume 2011
- Frequency:** 8 editions annual
- 8 Publisher:** Huss-Medien GmbH
- 9 Postal address:** 10400 Berlin  
**Office address:** Am Friedrichshain 22, 10407 Berlin, Germany
- 10 Phone:** +49 30 42151-0  
**Fax:** +49 30 42151-293
- 11 Website:** www.ep-photovoltaik.de
- 12 Schedule and editorial calendar:** see pages 4–5
- 13 Subscription rate:** Annual subscription: inland € 36,- (incl. VAT, plus € 6,- postage and shipping costs)  
abroad € 48,- (incl. shipping costs)
- Cover price: € 6,- (incl. VAT, plus postage and shipping costs)
- ISSN:** 1867-7339

- 14 Coverage analysis:** 2009 = 6 issues
- Magazine format:** DIN A4
- Total coverage:** 424 pages = 100,0 %
- Editorial share:** 265 pages = 62,5 %
- Advertising share:** 159 pages = 37,5 %
- of which:
- bound insert: 0 pages = 0,0 %
- house advertisement: 15 pages = 9,4 %
- inserts: 0 pieces
- 15 Content analysis of the editorial share:** 2009 = 265 pages
- | Subject group:   | pages | %     |
|--|-------|-------|
| Short information and products                                     | 32    | 12,08 |
| Trade fairs, events  | 30    | 11,32 |
| Reader enquiries   | 3     | 1,13  |
| Systems engineering, system technology, modular technique          | 31    | 11,70 |
| Installation engineering, safety function                          | 24    | 9,06  |
| Measuring, controlling   | 18    | 6,79  |
| Occupational safety  | 6     | 2,26  |
| Information and communication technology                           | 5     | 1,89  |
| Software   | 5     | 1,89  |
| Business management, plant equipment                               | 37    | 13,96 |
| Inverters, fixing systems, cables and connectors, other components | 32    | 12,08 |
| Further education, courses, literature                             | 23    | 8,68  |
| Norms and standards  | 10    | 3,77  |
| Others   | 9     | 3,40  |

## Circulation and distribution analysis

### 16 Circulation auditing: \*

### 17 Circulation analysis: Copies per issue on yearly average (1. July 2009 up to 30. June 2010)

<b>Print run:</b>	15.000		
<b>Qualified circulation:</b>	14.795	abroad:	140
<b>Sold copies:</b>	4.237	abroad:	87
– subscribed copies:	3.516	of which member copies:	–
– other sales:	721		
– single copy:	0		
<b>Free copies:</b>	10.558	abroad:	53
<b>Copies on file, author's copies, rest</b>	205		

### 18 Geographical distribution analysis:

Economic area	Amount of qualified circulation	
	%	copies
Inland	99,0	14.655
Abroad	1,0	140
Qualified circulation	100,0	14.795

\* Governmental independent, uncommercial and neutral institution which audits the circulation figure of newspapers, magazines and other periodicals (akin to the bpa)

### German state distribution:

German state	%	Copies
Schleswig-Holstein	2,6	379
Hamburg	1,2	176
Lower Saxony	9,4	1.391
Bremen	0,7	104
North Rhine-Westphalia	11,7	1.731
Hesse	9,6	1.420
Rhineland-Palatinate	9,9	1.465
Saarland	3,0	444
Baden-Württemberg	15,3	2.264
Bavaria	11,0	1.627
Berlin	3,7	547
Brandenburg	4,3	636
Mecklenburg-West Pomerania	2,6	385
Saxony-Anhalt	4,0	592
Saxony	5,4	799
Thuringia	4,7	695
Qualified inland circulation	100,0	14.655

Abridgement of analysis method see page 13

## Readership analysis

### 19 Industry/economic sector/specialization/career

Department/ Group Class	Groups of audience classification of economic sectors	Amount of qualified readers	
		%	Projection (circa)
45.31	Electrician	52	7.710
45.25.6	Other handicrafts, other industries	8	1.180
45.3/45.33/45.34/74	PV installation/service/ building services engineering	11	1.630
74.2	Consulting engineers, planning agency	11	1.630
17-36	Industry	10	1.480
40.11-4013	Power supply	1	150
51.43/52.44.2/52.45	Electrical wholesaler	3	440
80.22/80.30 9133.1	Apprenticeship, further education	4	590
	rounding difference		20
		100	14.830

Multiple answers (100 % = 14.795 readers)

**Multiple reader:** One copy of ep Photovoltaik, which is relayed,  
has approximately 3,2 further readers.

### 21.2 Job characteristic: function

	Amount of qualified readers	
	%	(total audience)
Owner/co-owner	51	7.500
CEO, proxy holder	14	2.060
Development/consulting/ construction other employees	11	1.620
Service engineer/group leader	2	300
Master/department chief	15	2.210
Assistant/craftsman	4	590
Teacher/trainer	1	150
No statement	1	150
rounding difference	1	250
	100	14.830

\* Source: Readership analysis 2010  
method of collecting data see page 13

**Circulation analysis AMF map 2,  
cypher 18 census per data evaluation**

**Short description of the method of collecting data**

**1. Structure of the data file:**

Addresses of all audiences are captured in one data file. The data file can be sorted by postal codes or domestic- or overseas-audiences.

**2. Form of collection:**

circulation analysis due to data evaluation – total data collection

**3. Data evaluation date: 30/06/2010**

**4. Audience structure:**

a) total audiences in data file

b) Audience structure of a current average edition according to the distribution scheme:

– sold circulation	4.237
– durable free copies	1.125
– changing free copies	8.914
– sale by retail	0
– advertising copies	519

Qualified circulation 14.795

→ of which domestic 14.655

→ of which abroad 140

c) Total number of changing audience in the data file 26.742

Change after each second issue

(three times a year – loading 0,33)

**5. Population (analyzed part):**

Population (qualified circulation)	14.795 = 100,00 %
of which not included in the analysis:	519 = 3,51 %
→ sale by retail	0
→ advertising copies	519

The analysis represents from the population (qualified circulation) 14.276 = 96,49 %

**6. Description of the collection**

The analysis is based on the total data file. The averaged parts for the circulation in inland and the overseas are projected into the qualified circulation on yearly average referred to AMF cypher 17.

**7. Target subject of the analysis:** inapplicable

**8. Definition of the reader:** inapplicable

**9. Margin of deviation:** inapplicable

**10. Analysis management:** publishing house

**11. Period of the analysis:** June 2010

## Readership analysis 3-L via collection by phone sample-collection (including despatch to varying audiences)

### Short description of the method of collecting data

#### 1. Construction of the data file:

Addresses of all audiences are captured in one data file. The data file is structured into domestic-audiences and audiences abroad. The addresses of domestic-audiences are arranged by postal codes, audiences abroad are arranged by countries.

#### 2. Analysis method:

readership analysis via collection by phone – collection via random sampling

#### 3. Sampling procedure date: 28. May 2010

#### 4. Audience structure

a) Total number of audiences in data file	13.782
b) Structure of one issue according to distribution scheme:	
sold circulation	3.668
durable free copies	1.236
audience-number of changing free copies	9.926
sale by retail	0
advertising copies	0
Qualified circulation	<u>14.830</u>
Of which Federal Republic of Germany	14.596
Of which abroad	234
c) Total number of changing audiences	8.861
Change after each second issue, three times a year (loading = 0,33)	
<b>5. Population (analyzed part):</b>	
Population (qualified circulation)	14.830 = 100,0 %
Of which not included in the analysis:	
Subscribers abroad (not German-speaking)	34 = 0,2 %
Multiple reader	30 = 0,2 %
The analysis represents audiences of the population (qualified circulation)	14.766 = 99,6 %

#### 6. Description of the collection via random sampling:

Sample by cypher from the audience data file

Master sample	418 Fälle = 100,0 %
Neutral deficit	50 Fälle = 12,0 %
Address/Phone number wrong/indeterminate	12 Fälle = 2,8 %
Total deficits	62 Fälle = 14,8 %
Gross-sample	356 Fälle = 100,0 %
Deficits	
Not getting through to target subject	30 Fälle = 8,4 %
Denied reply of the census	71 Fälle = 19,9 %
Total deficits	101 Fälle = 28,4 %
net (evaluable cases)	250 Fälle = 71,6 %

#### 7. Target subject of the analysis:

mainly readers

#### 8. Margin of deviation:

The results of a random-sample based analysis subject to statistic margin of deviation. Maximal stated margin of deviation amount to +/- 5,2% (referred to ZAW - margin of deviation by a midpoint of 50% (highest theoretical value) by a 90% security und by 250 evaluated cases net)

#### 9. Analysis management:

TNS Emnid Medien und Sozialforschung GmbH, Bielefeld

#### 10. Period of analysis:

Realization of the survey by telephone during  
10. June up to 01. July 2010.

## Technical data on printing process

**Magazine size:** 210 mm wide × 297 mm high, DIN A4

**Type area:** 185 mm wide × 266 mm high

Number of columns: 4 columns = Column width: 43 mm

Number of columns: 3 columns = Column width: 58 mm

### **Printing an binding methods, print materials:**

Offset printing, saddle stitching, printing material shall be digital with binding colour sample.

### **Acceptance of digital print materials**

Please watch out special terms for the reception of digital ads/printing material:

#### **1 Data transmission:**

**FTP:** You receive your FTP-access code by E-Mail from your contact in our house.

**E-Mail:** Data via E-Mail should not pass over 15 MB and be packed (zip/sit-format).

**Disks:** CD-ROM, Data-DVD

#### **2 Standards for adverts:**

High-resolution data in PDF-format with embedded types (PDFX-3- or PDFX-1a-Standard), suited for offset printing.  
Reception of open files is possible.

**For open files applies:** All used types and font styles, even contained in EPS-Files, have to be attached to the order. Pictures and graphics have to be allocated in CMYK-mode.

**Programs:** QuarkXpress, InDesign, illustrator, Photoshop, files from other programs on request.

#### **3 Instructions for file transmission:**

We need all information about the magazine/title, addresser/company, operating system, used program-versions, file names and colours.

#### **4 Proofs and checking copies:**

We need a proof of every page or one b&w-print of each colour with particular colour-declaration (Euro scale, HKS, Pantone). **Color proofs made by a color copier are not binding for printing.**

#### **5 Prices:**

Invoicing for acceptance of digital ad-pages based on effort.  
Hourly rate amounts € 65,-.

Incorrect images on the basis of incomplete or faulty files, incorrect adjustment or incomplete information will be brought to account. This also holds true for additional typesetting and repro work and the creation of missing proofs.

#### **6 Verification:**

Only files existing on the data carrier can be converted.  
The publisher assumes no liability on deviations in text, illustration and particular colours.

**Terms of payment:** Upon receipt of the invoice net within 14 days.  
Ust.-Ident-No.: DE 137189299

**Bank account:** Commerzbank Berlin  
Bank code 120 400 00  
Account no.: 976005900  
IBAN: DE88 1204 0000 0976 0059 00  
S.W.I.F.T.: COBADEFF

**Website:** [www.ep-Photovoltaik.de](http://www.ep-Photovoltaik.de)

## General Terms and Conditions for Adverts, Third-party Inserts and Online Advertising

1. An 'advertising order' within the meaning of the General Terms and Conditions below is a contract for publishing adverts and third-party inserts in a publication and for online advertising to be disseminated. Contract conclusion shall make allowance for discounts to be granted in keeping with the price list.
2. In case of doubt, adverts and third-party inserts shall be called up within one year from contract conclusion. Where contract conclusion grants a right to call up individual adverts, the order shall be executed within one year from the publication of the first advert provided it is called up and published within the time limit specified in sentence 1.
3. If a contract is concluded the client may, within the time limit agreed and/or specified in subsection 2, call up more adverts than specified in the order at contractually agreed conditions or in keeping with the price list.
4. Online advertising (i.e. homepage, newsletter, etc.) shall depend on the period booked. The client shall maintain the web sites/documents to which online advertising is to be linked throughout the contractual period. Except for individual provisions to the contrary, the values specified in the publisher's banner system shall apply to visits and page impressions.
5. If an order, and particularly a repeat order, is not executed for reasons outside the publisher's control, the client shall, regardless of possible other legal obligations, refund to the publisher the difference between the discount granted and the discount on the actual off-take. No refund shall be made if non-performance is due to force majeure in the publisher's risk area. Advert and insert orders that have already been booked may in each case be canceled in writing no later than 20 days before the closing date. The cancellation fee shall be 50% of the gross price of adverts. Cancellations and withdrawals that are received after the closing date shall be effective for the next but one issue at the earliest.  
To calculate off-take quantities, lines of text (in millimeters) shall be converted into millimeters of adverts proportionate to prices.
6. Orders for adverts and third-party inserts which are to appear exclusively in particular issues, editions, specific parts or a publication or on the Internet shall reach the publisher early enough so that the client may be informed before the closing date that a particular order may not be executed as planned. Otherwise no guarantee is given for printing adverts in specific issues, editions or parts thereof. Categorized adverts shall be printed under the related heading without express agreement being required.
8. Adverts on editorial pages shall be adjacent to text (and not adverts) on at least three sides. Adverts that, due to editorial design, are not recognizable as such shall be marked by the publishers with the word "Ad" or "Promotion".
9. The publishers reserve the right to reject adverts including individual call-ups as part of an order, as well as inserts and online advertising on grounds of their contents, origin or technical form using their own uniform and objectively justified standards, if these contents infringe legislation or authority decrees or publication is uncertain or contains third-party information known as combined advertising. This shall include orders placed with branch offices, receiving centers or agents. Orders for inserts shall not be binding on the publishers until a sample of the insert has been submitted and approved. Inserts with a format or layout suggesting that they are part of the newspaper or periodical or containing third-party adverts shall not be accepted. Clients shall be informed at once if an order is rejected. If the publishers expressly accept combined advertising, a surcharge may be due.
10. The client shall supply faultless copy for artwork, inserts and online advertising in due time. The publishers shall ask for replacements immediately if artwork appears unsuitable or damaged and guarantee normal print quality as allowed by artwork.
11. In the event of a printed advert being illegible in whole or part, incorrect or incomplete despite the delivery of flawless printer's copy on time the client shall be entitled to a reduction in payment or a replacement advert, limited to the extent to which the purpose of the advert was adversely affected. If the publishers allow a reasonable time limit set by the client to expire or the replacement advert is again defective, the client's payment may be reduced or the order cancelled. Cancellation shall be excluded if the advert has only minor defects.
- 12.a) The publishers shall be liable, for whatever legal reason and including unlawful acts, up to the extent that damage has been caused (1) by negligent breach of a material contractual (cardinal) duty which jeopardizes the purpose of the contract or (2) gross neglect/intent on the publishers' part.  
b) If the publishers are liable for breach of a cardinal contractual duty under a) (1) without proof of having been grossly negligent or acted with intent, contractual liability shall be limited to the advertising prices agreed.  
c) If the publishers are liable, under a) (1) or (2), for gross negligence or intent on the part of staff who are not their organs/executives, liability shall again be limited to the advertising prices agreed.  
d) The publishers shall be liable for indirect/consequential damage and lost profit only where these have been caused by intent or gross negligence on the part of their organs/executives.  
e) Any liability of the publishers shall be limited to typical damage as reasonably expected under the circumstances known at the time of contract conclusion.  
f) The exclusion/limitation of claims under a) to e) shall include claims on publishers' staff and agents.  
g) Events of force majeure, industrial disputes, confiscation, general shortages of raw materials/energy, and the interruption of services shall relieve the publishers of their duty to execute orders and pay compensation.  
h) Warranty for online advertising shall be limited to reproduction errors that are the publishers' risk and under their control. Such warranty shall not apply to minor defects, i.e. if the error does not substantially detract from the purpose of such advertising. Clients are aware that the state of the art does not allow online advertising that is free from defects. If the publishers' server is out of order more than 10% of the time for which it has been booked, and over 24 h within 30 days from being connected, the client shall be entitled to a replacement of lost media services. No other claims shall be accepted.
13. The publishers shall guarantee that the advert is reproduced in the best possible way making allowance for printing techniques and time. Clients' complaints about obvious defects shall be made in writing within 4 weeks from publication, in the event of hidden defects within one year from the commencement of the legal limitation period. Any claims on the publishers from a breach of contractual duties shall become statute-barred one year after the commencement of the legal limitation period, except for cases of criminal intent.
14. The publishers shall not be liable for errors resulting from telephone/telex transmissions, and for copy defects not noticed until the stage of reproduction or printing. In such a case, advertisers shall not be entitled to make claims for imperfect printing. Possible extra costs, for instance for copy rework or machine downtime, shall be passed on.
15. Proofs shall be made available only if expressly requested, and the client shall be responsible for proofs returned. The publishers shall make allowance for any error corrections received within the time limit set in the transmission of proofs. License to print shall be deemed to have been granted if a proof sent to a client in time is not returned within the time limit set.
16. If no particular sizes are specified, calculation shall be based on the actual printing height that is standard for the type of advert.
17. Unless some other term of payment/advance payment has been agreed, bills shall be paid within 14 days from the invoice date.
18. If payment is delayed or deferred, legal interest shall be charged from the due date of the invoiced amount, as is common in business transactions, at the rate of 8% above the base rate of the European Central Bank, plus collection expenses of €7.50 per reminder. In the event of delayed payment, the publishers may suspend work on current orders until payment is received and request advance payment for remaining adverts. If there is reason to doubt a client's solvency the publishers may, regardless of an originally agreed term of payment and during the term of an advertising contract, make the publication of further adverts contingent on prepayment of the sum and the settling of outstanding invoiced amounts.

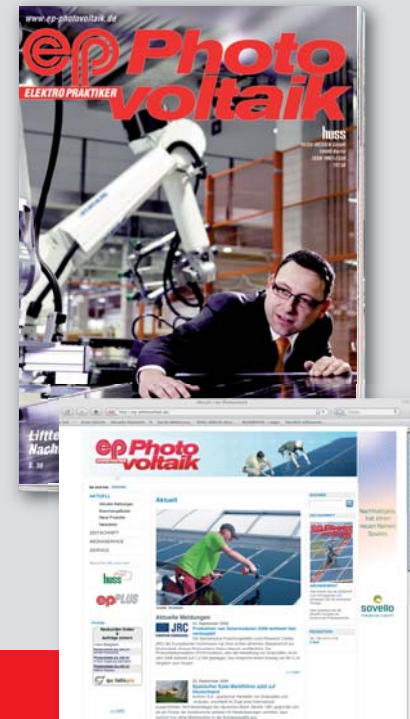
19. Depending on the type and size of adverts ordered, and if requested, the publishers shall provide copies together with the invoice in the form of excerpts, pages or complete reference numbers. If these are no longer available, they shall be replaced by a legally binding certificate to the effect that the advert has been published and disseminated.
20. Clients shall bear the cost of having blocks, films, lithographs, matrices, drawings, etc. made on order, and of major modifications to originally agreed designs which they have requested or for which they are responsible.
21. Where a contract covers several adverts, a decline in circulation may justify a claim for a price reduction if, according to IwV reports, the guaranteed number of copies sold as per price list is 30% less on a total average for the previous advertising year. No other price reduction/compensation claims shall be accepted if the publishers have informed the client of a drop in circulation early enough for withdrawal from the contract before the advert is published. The publishers reserve the right to change the size/volume of issues and shall not accept any resulting claims of clients.
22. When dealing with keyed advertisements the publishers shall use the diligence of a prudent businessperson in the safekeeping and timely forwarding of offers but accept no other liability. Registered and express letters relating to keyed advertisements will go through the regular post. Incoming mail relating to keyed advertisements will be kept for four weeks and, if not picked up, discarded thereafter. The publishers shall return documents/records of value but are not obliged to do so. To prevent misuse of this type of advertising and to protect the client's interests the publishers reserve the right to open incoming offers on a random basis. The publishers shall not be obliged to forward any commercial canvassing or offers of negotiation.
23. Artwork shall be returned to clients only if specially requested. The mandatory time limit for keeping artwork is three months from the expiry of a job.
24. If such agreement is legally admissible, the place of performance and legal venue shall be the publishers' registered office. The contract shall be subject to German law.

## Publishers' additional trading conditions

- (a) All orders shall be subject to the General Terms and Conditions, these additional trading conditions, confirmations of orders and applicable price lists. Orders for adverts and modifications of business conditions shall not be (legally) binding until confirmed in writing by the publishers.
- (b) In the absence of other written agreements, changes in advertising rates shall also apply to current orders from the time the new prices take effect. The publishers reserve the right to change special prices for (composite) adverts in publishing supplements, special publications and online advertising. Advertising deadlines shall not be binding for the publishers. Adjustments to the production process shall be possible.
- (c) The offers, contracts and invoicing of advertising agents/agencies shall conform to the publishers' price. The agency commission paid by the publishers may not be passed on to clients in whole or part.  
The publishers may demand cash in advance until the closing date for the advert from clients/advertising agencies entering into a business relation for the first time.
- (e) Extra composition/print/tilt costs incurred in connection with artwork shall be charged. If defects in artwork and exposure files are not detected at once but only later during printing, the client shall not be entitled to compensation for defective prints. The same shall apply to adverts published repeatedly unless the client points out the defect before the next advert goes to press. No guarantee shall be given for perfect reproduction in print if scheduled dates for submitting artwork are exceeded.
- (f) The client alone shall be responsible for the content and legal admissibility of adverts/illustrations and online advertising and hereby indemnifies the publishers from any third-party claims which may arise in this connection (including legal defense costs) even if an order has been canceled. The publishers shall not be obliged to check orders and adverts for possible infringement of third-party rights. When placing an order for an advert, the advertiser undertakes to bear the cost, at applicable advertising rates, of publishing a counterstatement relating to a statement of facts in the published advert. No claims of clients shall be accepted if adverts appear which have not been stamped in time.
- (g) Clients shall assign to the publishers all copyrights, rights of use and other rights for advertising in printed publications and online media of all types (including the Internet), and particularly for reproduction, dissemination, transmission, broadcast, database retrieval and request with no limits in time, content or place and to the extent required for executing the orders.
- (h) As a matter of policy, orders for adverts may only be canceled for serious reasons and in writing after the closing date (by fax/email). In such a case, the publishers may at least charge composition costs.
- (i) If possible defects in items delivered for printing are not detected at once but only later during processing (fixed/loose inserts), the advertiser shall bear any resulting extra costs or losses incurred in production.

## Additional trading conditions for the digital transmission of artwork for adverts

- (a) Digital artwork is material for the paperless direct or indirect transfer to the publishers using data media (diskettes, cartridges, CD-ROMs) by way of remote transmission (e.g. ISDN, email, FTP).
- (b) Undesired printing results (such as missing letters, poor image quality) caused by the client's non-observance of the publishers' recommendations for artwork production shall not justify any claims for price reduction or compensation.
- (c) In the digital transmission of several files making up a set the client shall ensure transfer/storage as one directory. Only closed files the contents of which cannot be modified by the publishers may be used for the digital transmission of artwork. The publishers may reject open files (InDesign, QuarkXPress, Corel Draw, Freehand, etc.) and no claims regarding correct contents may be made on the publishers in these cases. Online advertising shall be submitted in suitable file formats with allowance made for the publishers' specifications.
- (d) The safe processing of digitally transmitted artwork for color advertisements requires a color proof on paper. Digitally generated proofs shall contain the FOGRA/UGRA media webs as amended to ensure color fidelity. Proofs shall be complete with an official check strip. Without a color proof, color variation is inevitable, in which case no claims for price reductions or compensation shall be accepted. In each case, a printout shall be faxed to the publishers to check on substantive accuracy. A correction fax shall be expressly requested by the client. Color presentation within usual tolerances calls for a correct color match.
- (e) Artwork that is digitally transmitted to the publishers by data media shall be returned at the client's special request for a lump shipping charge of €2.50.
- (f) Prior to the digital transmission of artwork, the client shall make sure that the files in question are free from viruses, computer worms and other sources of damage. If the publishers find viruses in files sent to them, they shall be destroyed at once with no claims accepted from the client. In addition, the publishers reserve the right to claim compensation for losses caused by viruses introduced by the client.
- (g) The publishers shall not be obliged to check artwork for completeness and correctness and shall not be liable for transmission errors.



Our trade magazines and special editions  
for electrical appliances  
[www.elektrowelt.net](http://www.elektrowelt.net)