

# LEaT media data 2025

**LEaT** magazine



Powered by  
**PRODUCTION  
PARTNER**



Status: December 2024



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# Target group

**PRODUCTION PARTNER** is the B2B information platform for the live and entertainment industry. Enthusiasm, passion and a high technical and digital affinity characterise our community. They ensure a smooth technical process of theatre and cultural productions, festivals, concerts / open air, streaming and TV as well as virtual and hybrid event productions. Production Partner provides the basic technical knowledge for this, application examples / case studies, test reports, market analyses and business news. In addition to audio, video, lighting and stage technology, IT, streaming, XR and broadcasting topics as well as communication and collaboration tools are becoming increasingly important. For B2B campaigns, we offer our partners all standard media formats classic print, digital and social campaigns, daily and weekly newsletters, news portals, content campaigns as well as sponsorship packages for our industry events.

We advise, create and manage campaigns - customised to your budget and performance requirements. In doing so not only the **PRODUCTION PARTNER** brand, but also all other Ebner Media Group media - including **Professional System** - magazine for AV system integration, **Event Partner** - magazine for live communication and much more.

## Our target group:

- Rental companies
- Engineering and planning offices
- Media and image technicians
- Lighting, set, video and motion designers
- Content Creation Agencies
- Technical service providers
- Show and event consultants
- Producers and project managers
- Operators

# Reach

	Production Partner	Event Partner	Professional System	Sound & Recording	ProMedia News	LEaT
Website Unique User	13,679	7,312	6,433	20,914	4,864	19,972
Website Page Impressions	25,241	18,061	10,795	35,271	8,229	125,463
Newsletter Daily	965	2,485	699	999	-	-
Newsletter Weekly	1,402	3,493	1,173	7,335	5,981	-
IT & AV Integration Newsletter	-	-	18,099	-	-	-
Newsletter Themen Briefing	1,290	3,376	2,056	-	-	1,483
Instagram	-	764	-	3,238	-	3,392
Facebook	9,943	4,634	1,366	17,066	466	1,238
LinkedIn	1,346	3,074	2,574	468	-	2,995
Youtube	218	-	-	9,390	218	45
Magazine circulation	print: 2,600 digital: 760	print: 5,600 digital: 1,750				

# Dates

## LEaT-magazine

powered by <sup>PRODUCTION</sup><sub>PARTNER</sub>

Issue	Date of publication	Advertising deadline	Material deadline
1/2025	31.01.2025	19.12.2024	08.01.2025
2/2025	14.03.2025	12.02.2025	19.02.2025
3/2025	20.06.2025	20.05.2025	27.05.2025
4/2025	29.08.2025	29.07.2025	05.08.2025
5/2025	02.10.2025	02.09.2025	09.09.2025
6/2025	05.12.2025	06.11.2025	13.11.2025

# Print format adverts

Examples	Ad type	Bleed format* (width x height in mm)	Advertising rates 4C
	2/1 Seite	426 x 280	8,200 Euro
	1/1	213 x 280	4,200 Euro
	2. Cover page	213 x 280	4,250 Euro
	3. Cover page	213 x 280	4,210 Euro
	4. Cover page	213 x 280	4,500 Euro
	1/2 portrait	103 x 280	2,800 Euro
	1/2 landscape	213 x 142	
	1/3 portrait	74 x 280	2,100 Euro
	1/3 landscape	213 x 99	
	1/4 portrait	58 x 280	1,600 Euro
	1/4 landscape	213 x 78	
	1/6 portrait	59 x 127 (Type area)	950 Euro
	1/6 landscape	122 x 63 (Type area)	

## Inserts

Supplements are loose sheets, cards or brochures.

up to 25 g single weight  
per 1,000 copies

**400 Euro**

over 25 g single weight

**on request**

Maximum format:  
200 x 270 mm

\* Bleed: plus 5 mm bleed allowance all round for trimmed adverts

# Advertorial print

## 1/2 page advertorial

Headline 35 characters with spaces, lead 80 characters with spaces,  
Text 1,000 characters with spaces, 1 image\* (300dpi)

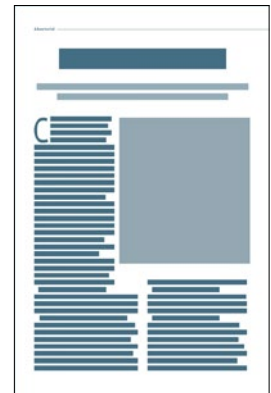
**2,900 Euro**



## 1/1 page advertorial

Headline 40 characters with spaces, reader 145 characters with spaces,  
Text 2,500 characters with spaces, 1 image\* (300dpi)

**4,300 Euro**



## Range extension

The advertorial can also be placed online as an advertorial on our homepage, including  
teaser in the newsletter including teaser in the newsletter + social media.

**475 Euro\*\***

We offer text services on a briefing basis for 500 euros for the first page,  
300 euros per subsequent page. This includes the briefing, preparation  
of the briefing, research, conceptualisation of the article, creation of  
content, image editing, proofreading. These prices are not discountable.

**the first page / 500 Euro\*\***

**each subsequent page / 300 Euro\*\***

\* The placement of several images is possible if the number of characters is adjusted.

\*\*These prices are not discountable.

# Editorial

## Rights of use

You would like to use the article in which you are mentioned for your advertising purposes? Then you can purchase the PDF usage rights from us. We will create an attractive PDF with cover page and without any possibly existing third-party adverts. You can use this freely on your homepage and in your newsletter.

**Price: 180 Euro/page**  
**Translation: 85 Euro/page**

LOCATION PORTRAIT | PRESURVILLLE BY GERRESHEIM

## LOCATION PORTRAIT

# Dressurhalle by Gerresheim

Die Dressurhalle im Tierpark Hagenbeck in Hamburg ist eine Eventlocation, die Geschichte und Modernität auf einzigartige Weise vereint. Erbaut im Jahr 1903 und mit viel Liebe zum Detail renoviert, bietet sie ein unvergleichliches Ambiente für unterschiedlichste Veranstaltungskonzepte.

Von: Redaktions | Thema: Gastronomie

**E**igentlich ist die große Halle des weltberühmten Tierparks Hagenbeck, entstanden vor über 120 Jahren mit dem Ziel, die damals noch unbekannten Tiere der Welt zu zeigen, sondern auch für den Zweck, die Gäste zu einem besonderen Veranstaltungsort. Die Dressurhalle ist ein perfekter Wahl für exclusive Events, gepaart mit der Geschichte des Tierparks.

**Ein historischer Schatz inmitten der Stadt**  
Bereits vor über 120 Jahren wurde die Halle als Reithalle erbaut, während das Innere mit einem geschichtlichen Ambiente versehen wurde.

**Evente in der Dressurhalle**  
Die Dressurhalle eignet sich für eine Vielzahl von Veranstaltungen, von Hochzeiten bis hin zu Business Meetings. Die Halle bietet die perfekte Kulisse für Events, die Geschichte und Modernität auf einzigartige Weise vereint.

**Gala**  
Die Halle bietet eine perfekte Umgebung für die Veranstaltung von exklusiven Events. Die großzügige Halle ist ideal für eine Vielzahl von Veranstaltungen, von Hochzeiten bis hin zu Business Meetings. Die Halle bietet die perfekte Kulisse für Events, die Geschichte und Modernität auf einzigartige Weise vereint.

großen Halle aus Tradition und Modernität. Die Dressurhalle verfügt über eine Gesamtfläche von ca. 1.000 m², die in verschiedene Bereiche unterteilt ist und somit unterschiedliche Veranstaltungsmöglichkeiten ermöglicht.

Im großzügigen Foyer mit einer Fläche von 100 m² können Ihre Gäste gleichsam empfangen werden. Charmante Details sorgen für die ideale Atmosphäre der Halle und schaffen eine besondere Atmosphäre. Diese Räume eignen sich hervorragend für einen Empfang oder ein Meeting in dem historischen Ambiente.

Die Hauptteil selbst erstreckt sich über 800 m² und bietet eine perfekte Umgebung für Ihre Veranstaltung. Die Halle ist ideal für eine Vielzahl von Veranstaltungen, von Hochzeiten bis hin zu Business Meetings. Die Halle bietet die perfekte Kulisse für Events, die Geschichte und Modernität auf einzigartige Weise vereint.

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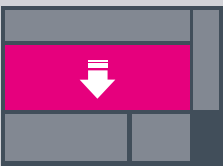



Die Dressurhalle verfügt über eine Fläche von ca. 1.000 m² und ist ideal für eine Vielzahl von Veranstaltungen, von Hochzeiten bis hin zu Business Meetings. Die Halle bietet die perfekte Kulisse für Events, die Geschichte und Modernität auf einzigartige Weise vereint.



# Website

## Display Banner

Examples	Display Banner	Format	Price
	<b>Fireplace</b>	Desktop left/right 290 x 1080 pixels, width 1600 x 1080 pixels, Recess 1020 pixels, Leaderboard 90 x 1020 pixels Mobile interstitial 320 x 480 pixels	<b>CPM *: 259 Euro</b>
	<b>Pushdown Billboard</b>	Two creatives are required: 980 x 250 pixels and 980 x 500 pixels	<b>CPM *: 249 Euro</b>
	<b>Billboard</b>	Desktop 980 x 250 pixels, Mobile 320 x 100 pixels Mobile interstitial 320 x 480 pixels	<b>CPM *: 210 Euro</b>



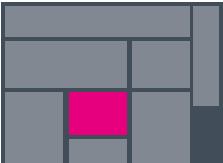

### Data delivery, advertising material

- All banner formats up to max. 100 KB
- Data formats: JPEG, GIF, HTML 5, Flash (for Flash please include default GIF please include)
- Delivery at the latest 5 days before first insertion of the campaign

\* Thousand-contact price (CPM) for 1,000 deliveries (ad impressions). Formats and prices also apply to ProMediaNews.de

# Website

## Display Banner

Examples	Display Banner	Format	Price
	<b>Halfpage Ad</b>	300 x 600 pixels	<b>CPM *: 189 Euro</b>
	<b>Skyscraper</b>	160 x 600 pixels	<b>CPM *: 169 Euro</b>
	<b>Content Ad (Rectangle)</b>	300 x 250 pixels	<b>CPM *: 159 Euro</b>
	<b>Wide Content Ad</b>	600 x 250 pixels / 300 x 500 pixels	<b>TKP*: 189 Euro</b>

### Data delivery, advertising material

- All banner formats up to max. 100 KB
- Data formats: JPEG, GIF, HTML 5, Flash (for Flash please include default GIF please include)
- Delivery at the latest 5 days before first insertion of the campaign

\* Thousand-contact price (CPM) for 1,000 deliveries (ad impressions). Formats and prices also apply to ProMediaNews.de

# Content marketing

## Online advertorial

We design your content with the look and feel of the editorial environment, optimise it with regard to SEO and distribution via mobile devices and place it on our website. Your online advertorial will be published as a teaser in the daily newsletter and on social media channels. Online advertorials are labelled and no-follow links are set. Your online advertorial will be online as a post on the homepage and remains in the content stream of the magazine website.

1,950 characters (with spaces), up to max. 5 images, video, link

- Content checked by our editorial team
- Archiving on our homepage after the end of the campaign
- Per refresh as top message

**1.590 Euro**

**+ 95 Euro**



# Newsletter

Avertising formats	Formats
Billboard	580 x 250 pixels + link
Native text Ad	Headline: max. 75 characters incl. spaces Content: max. 280 characters incl. spaces Image: 300 x 250 pixels + link  <b>595 Euro per mailing</b>

## Sticky

Sending on 5 days

(Monday - Friday)

**1,785 Euro**

Position	Price per week
1st position	460 Euro/week
2nd position	395 Euro/week
3rd position	375 Euro/week
4th position	350 Euro/week

## File format

JPEG or GIF-banner

(no animated GIF files)

## File size

max. 50KB



# Sondernewsletter

Advertising formats	Format	Price
Billboard	580 x 250 pixels, link, max. 50 KB	<b>1st position</b> 595 Euro <b>2nd position</b> 545 Euro <b>3rd position</b> 495 Euro <b>4th position</b> 445 Euro
Native Text Ad	Headline max. 75 characters with spaces, Text 280 characters with spaces, Image 1024 x 682 pixels, link to the customer URL	595 Euro
Attention boost	Prominent placement among the TOP Posts 1-3	Plus 195 Euro

Topics and dates to follow

# Stand alone mailing

Sending to unique newsletter subscribers with the look & feel of the editorial newsletter  
 Newsletter exclusively with customer content.

Delivery of the content or HTML code approx. 10 working days before publication.

**With the stand-alone newsletter you exclusively address your advertising message to up to 15,000 addresses.**

**Platinum Package:** Sending to four of the customer mailing lists listed below **4,800 Euro**

**Gold Package:** Sending to three of the customer mailing lists listed below **3,800 Euro**

**Silver Package:** Sending to two of the customer mailing lists listed below **2,800 Euro**

**Bronze Package:** Sending to one of the customer distributors listed below **1,800 Euro**

**Distribution list:**

Event Partner [3,098] , Production Partner [1,373] Professional System [2,014], Sound & Recording [7,161] , LEaT Weekly powered by PMN [5,728] and LEaT con [1,250]

Status Dec. 2024



# LEaT con booth booking

## Our all-inclusive package

- Stand space
- System stand incl. print on rear wall, according to customer artwork
- Lighting
- 1 basic furniture set (1 table + 4 chairs)
- carpet
- cleaning
- 3kW power supply (Schuko) incl. consumption
- Catering for the team
- Exhibitor profile incl. 1x logo per area
- Exhibitor pro1 free ticket for visitors per m<sup>2</sup> of stand space
- 1 exhibitor pass per 6 m<sup>2</sup> stand area
- Media and communication
- Environmental fee

**From 469 Euro**

Further information at [www.leadcon.com](http://www.leadcon.com)



# Contact



**Sönke Grahl**

Sales Manager

+49 (731) 88005-4585

sales@leatcon.com



**Frauke Meilinger-Dreßen**

Sales Managerin

+49 (731) 88005-2021

frauke.meilinger-dressen@ebnermedia.de



**Duc Nguyen**

Director LEaT

+49 (731) 88005-2048

duc.nguyen@ebnermedia.de

**Please send your advertising material to our Client Success Team:  
ClientSuccess@ebnermedia.de**



# Technical data

## Information for Printing Process

Magazine format: 213 x 280

Method of printing: digital

Printing process: offset

## Multicolour ads

In the case that black is omitted in processing a multicolour ad, this will not alter the charge. If, in the case of formats with a gutter bleed, different additional colours are used on each side of a double page, each page will be charged separately according to the rates for partial formats. Special colours or tones which cannot be achieved by combining colours in the scale used are possible but require prior agreement. Details can be provided on request. Minor variations in tone in offset printing are permitted within the tolerance area. Corrections will be made against a proof.

## Advertisement placements

A confirmed placement is no longer valid if the printing material has not arrived before the deadline.

## Claims for compensation

We only accept responsibility for the perfect processing and publication of digitally transferred advertising copy when the guidelines listed above have been complied with.

The publishing house may reject data that does not match the guidelines.

No claim for a price reduction will be accepted for unsatisfactory printed results that are due to the customer deviating from the guidelines.

Transferred data will be deleted three months after the publication of the advertisement. Transferred data that deviates from the above technical instructions and that requires additional work will be invoiced for at an hourly rate of Euro 100. All claims by the orderer, with the exception of obvious deficiencies, must be asserted by letter within four weeks of receipt of invoice and voucher copy.

## Programmes

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

## Data Format / Image Data / Compression

Image data: TIFF; EPS, JPEG, PDF,

Colours: cyan, magenta, yellow, black (EUROSCALA)

For perfect print quality continuous tone images should be scanned at a minimum of 300 dpi.

For line art the minimum resolution is 600 dpi, 1200 dpi is ideal. Compressed files: None of the image elements that are used should be compressed. Do not use JPEG or similar compression. The whole file may however be stuffed as SEA, SIT, ZIP or EXE (SEA)

## Fonts

include all character sets. Special fonts, e.g. logo fonts should also be included. TrueType fonts may not be used. When several related files are to be transferred please ensure that these files are placed in a single Directory (Folder). We undertake to check received files within one working day. You will immediately be informed of any incorrect data or files. Please enter contact details in the checklist.

## Payment Conditions and Terms

Prepayment (ILC) until booking deadline. We also accept credit cards (VISA, MASTERCARD, AMEX). Please do not forget to tell us your european VAT-No. / Tax-ID, because otherwise we have to charge european customers sales tax.

# General Terms and conditions

1. "Advertisement order" within the meaning of the following general conditions of acceptance is the contract for the publication of one or more advertisements by an advertiser or other spare buyer in a publication for the purpose of dissemination.

2. Where doubt exists advertisements are to be released for publication within one year of conclusion of a contract. If a contract allows for the release of individual advertisements, the order must be processed within one year of the advertisement appearing for the first time, provided the first advertisement is released and published within the period specified in sentence 1.

3. In the event of a contract being concluded the orderer is entitled to release further advertisements exceeding the advertisement volume specified in the contract within the period agreed or the period specified in section 2, whichever is applicable.

4. In the event of a contract not being performed for reasons for which the publishing company is not responsible, the orderer, notwithstanding any other legal obligations, must reimburse the publishing company the difference between the discount granted and the relevant discount for the number of advertisements actually published. Reimbursement need not be effected if the failure to perform is attributable to force majeure within the scope of the publishing company's risk.

5. When calculating the amount of text to be published the text millimetre lines are converted into advertisement millimetres in accordance with the price.

6. Advertisements and inserts shall only be included in specified issues, specified editions or in specified positions in the publication if the orderer has stated that the advertisement or insert must appear in specified issues, specified editions or in specific positions in the publication and the publishing company has provided written

confirmation to this effect. Classified advertisements will appear in the appropriate special section without express agreement being required.

7. Textual advertisements are advertisements which border on text on at least three sides and do not border on other advertisements. Advertisements which from their copy or layout are not recognisable as advertisements shall be rendered recognisable as such by the publishing company by the addition of the word "advertisement".

8. The publishing company reserves the right to reject both advertisement orders, including individual releases within the framework of a contract, as well as insert orders, on account of their content, their origin or their technical form in accordance with uniform, objectively justified principles, if, in the due judgement of the publishing company, their contents contravene laws or official directives or are likely to cause offence, or their publication cannot be expected of the publishing company. This also applies to orders placed at registered or branch offices or agencies. Insert orders are only binding for the publishing company once a specimen copy of the insert has been submitted and approved. Inserts shall not be accepted which, by nature of their size or appearance, give the reader the impression of being a part of the newspaper or magazine, or which contain advertisements of a third party. The orderer will be notified without delay of the rejection of an order.

9. Prompt submission of the advertising text and faultless copy or of the inserts, glued-in inserts etc. is the responsibility of the orderer. The publishing company shall demand immediate replacements for recognisably unsuitable or damaged copy. The publishing company warrants usual printing quality within the scope of possibilities of the copy

provided for the issue in which the order is to appear.

10. In the event of the printed advertisement being partially or entirely illegible, incorrect or incompletely reproduced, the orderer may claim price abatement or a faultless replacement advertisement, but only to the extent to which the advertisement was impaired in its purpose. In the event of the publishing company allowing a reasonable extension period granted to it to elapse, or of a replacement advertisement again failing to be acceptable, the orderer has the right of cancellation. Claims for compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded even for orders placed by telephone; claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. This does not apply to intent and gross negligence on the part of the publishing company, its legal representative or its vicarious agent. The liability of the publishing company for damage caused by lack of warrant

qualifications remains unaffected. Nor is the publishing company liable in commercial business dealings for gross negligence on the part of vicarious agents; in all other cases the liability to merchants for gross negligence is limited to the foreseeable damage to the value of the compensation to be paid for the advertisement in question. All claims by the orderer, with the exception of obvious deficiencies, must be asserted within four weeks of receipt of invoice and voucher copy.

11. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.

12. Provided no particular size has been specified the order will be charged on the basis of the print height actually used usual for the type of advertisement.

13. Unless the orderer effects prepayment the invoice will be sent immediately, at all events however, fourteen days following publication of the advertisement. The invoice is to be paid within the period specified in the price list on commencing from the receipt of the invoice, unless another period or prepayment has been agreed for the case in question. Any discounts for early payment will be granted in accordance with the price list.

14. In the event of default or delay in payment interest charges in accordance with those listed in the pricelist together with collection expenses will be levied. However, the orderer retains the right to furnish proof that the loss incurred is substantially less serious. In the event of default the publishing company may delay further performance of the current order until payment has been effected, as well as demand prepayment of the remaining advertisements. In the case of justified doubt in the ability of the orderer to effect payment the publishing company has the right, even during the duration of an advertisement contract, to make the appearance of further advertisements dependent upon the prepayment of the sum in question and of settlement of outstanding invoices without regard to the terms of payment originally agreed upon.

15. Upon request the publishing company will supply a voucher copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order clippings, tear sheets, or complete voucher copies will be supplied. If it is no longer possible to obtain a voucher

# General Terms and conditions

copy, a legally binding certification confirming that the advertisement was published and disseminated will be provided by the publishing company in its stead.

16. The orderer shall bear the expense of the preparation of copy and drawings ordered, or of alterations requested by the orderer, or of reasonable alterations which differ sub-stantially from the version originally agreed upon.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deduced in the event of a reduction in the number of copies printed, if, on overall average for the insertion year commencing with the appearance of the first advertisement, the circulation falls below the average circulation quoted in the price list or otherwise specified, or, in cases where no circulation is specified, the average number of copies sold in the previous calendar year (in the case of specialist publications this may be the average number of copies actually disseminated). A reduction in the print run is only a deficiency justifying a reduction in price if the reduction amounts to

20 % in the case of a circulation of up to 50,000 copies

15 % in the case of a circulation of up to 100,000 copies

10 % in the case of a circulation of up to 500,000 copies

5 % in the case of a circulation exceeding 500,000 copies

Furthermore, reductions in contract price are excluded in cases where the publishing company informed the orderer of the reduction in circulation sufficiently early so as to allow the latter enough time to terminate the contract before the advertisement appeared.

18. In the case of box number advertisement the publishing company entrusts the custody and prompt forwarding of the offers to the

representation of a serious businessman. Registered letters and express letters in reply to box number advertisements will be forwarded by standard post. Letters received in reply to box number advertisements will be kept for four weeks. Letters not collected within this period will be destroyed. The publishing company returns valuable documents, although no such obligation exists. In the interest and for the protection of the orderer the publishing company reserves the right to open offers received for examination to ensure that the box number service is not misused. The publishing company is not obliged to forward commercial recommendations or offers of mediation.

19. Text and layout will only be returned to the orderer in response to a specific request so to do. The obligation to keep text and layout in safe custody elapses three months after expiry of the contract.

20. Place of performance is the registered office of the publishing company. In business transactions with merchants, juristic persons under public law or separate estates under public law the place of jurisdiction for legal action is the registered office of the publishing company. If the domicile or place of habitual residence of the orderer, even in the case of non-merchants, is unknown at the time of the commencement of an action, or if the orderer alters his/her domicile or place of habitual residence to a place outside the jurisdiction of the law following conclusion of the contract, the place of jurisdiction is agreed upon as being the registered office of the publishing company.

Additional conditions of acceptance of the publishing company

a) While exercising all due diligence when accepting and examining the advertisement copy, no liability attaches to the publishing company if misled or deceived by the orderer. By placing an advertisement order the advertiser undertakes to bear the expense of the publication of a counter-

representation referring to actual claims made in the published advertisement in accordance with the advertisement rates valid at the time.

b) The orderer bears the responsibility for the content and the legal permissibility of the text and illustrations provided for the insertion. It is incumbent upon the orderer to indemnify the publishing company with respect to the claims of third parties arising against the publishing company from the execution of an order, even if it was not suspended in time. The publishing company is not obliged to check orders and advertisements with a view to their infringing the rights of third parties. In the event of advertisements appearing which were not suspended in time, no claims of the advertiser can be made against the publishing company. The orderer also releases the publishing company from all claims resulting from infringement of copyright.

c) Notification of cancellations must be given in writing. In the event of an advertisement being cancelled the publishing company can demand payment of the composition costs incurred.

d) Cases of force majeure and industrial action for which the publishing company bears no responsibility release the publishing company from the obligation to fulfill contracts and to pay compensation.

e) The publishing company accepts no liability for errors in the transmission by telephone of advertisements, changes of the appointed date of appearance or of the issue in which the advertisement is to appear, of corrections to the text, or of cancellations.

f) Claims arising from incorrect printing of repeat advertisements are excluded if the advertiser had the opportunity of drawing attention to the error prior to the printing of the advertisement immediately following. The claim to payment of the publishing company remains unaffected.

g) The advertiser may lay retrospective claim to the corresponding discount for the actual

number of advertisements printed within the one-year period if, at the beginning of the period, he concluded a contract which, in accordance with price list, would have entitled him to a rebate from the very beginning. The claim to retrospective rebate lapses if not pressed within one month of the expiry of the one year period.

h) A trade discount of ten percent on the standard price shall only be granted for direct advertising orders.

i) The publishing company reserves the right to fix special rates for advertisements in publishers inserts, special publications and specials/special editions. The publishing company further reserves the right to correct (credit notes, additional charges) incorrect invoices within six months of the making out of the invoice.

j) Space brokers and advertising agencies are obliged to adhere to the prices listed by the publishing company when making their offers to, as well as concluding contracts and settling accounts with advertisers. The agency commission granted by the publishing company may not be passed on to the advertiser either in full or in part.

k) Personal liability of the representative of an orderer: If the orderer is a juristic person, or otherwise limited liability (eg. GmbH), the person signing on behalf of the orderer is personally liable to the publishing company as a guarantor who has waived his plea of primary recourse against the principal debtor.

l) Data protection: Pursuant to §26 of the (German) Federal Data Protection Act we draw attention to the fact that within the framework of the business relations the required customer and supplier data are stored with the aid of electronic data processing equipment.