



# MEDIA DATA 2024



SIGNAL + DRAHT  
SIGNALLING AND  
DATACOMMUNICATION

# Your partner in the publishing house **Content**



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[www.eurailpress.de/sd](http://www.eurailpress.de/sd)

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# Editorial / Publishing

effective from 01.01.2024

## 1 Editorial profile:

The world's leading expert source of signalling, telecommunications, passenger information. Founded in 1906, the trade magazine SIGNAL+DRAHT (SD) is a guide to modern signalling, communication and information technology in rail transportation. Today SD is the acknowledged leading international trade medium which is the source of information for engineers, experts and executives from railway, industries and the sciences worldwide. **From 2016 on the magazine is completely published bilingually in German and English and thus is for a more internationally orientated readership.**

## 2 Cooperation:

**Mediendatenbank der Deutschen Fachpresse**

## 3 Publisher:

DVV Media Group GmbH

## 4 Editor-in-Chief:

**Dipl.-Phys. Reinholdt Hundt, Ing. August Zierl**

**Editorial Department: Jennifer Schacha**

E-Mail: jennifer.schacha@dvvmedia.com

## 5 Advertising Department:

**Silke Härtel** (Advertisement Director)

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**Silvia Sander** (Advertisement Sales)

Phone: +49 40 23714-171

E-Mail: silvia.sander@dvvmedia.com

## 6 Volume: 116<sup>th</sup> year of publication 2024

**Frequency:** monthly (10 copies a year, 2 double issues)

## 7 Publishing House: DVV Media Group GmbH, Hamburg

Postal Address: P.O.Box 101609, D-20010 Hamburg

Company Address: Heidenkampsweg 75, D-20097 Hamburg

Telephone: +49 40 2 37 14-100

## 8 Publishing/Editorial Schedule: Topics see page 8–9

## 9 Subscription Rate:

foreign annual subscription € 316.00 (incl. postage)

## 10 ISSN: 0037-4997

# Advertisement rates No. 57

effective from 01.01.2024

**1 Magazine format:** 210 mm width, 297 mm height, DIN A4

**2 Page size:** 184 mm width, 266 mm height

**Column number:** 2 columns, column width: 89 mm

**3 Printing and binding, reprographics data:** Offset printing, adhesive binding. Data transfer formats: printable pdf, 300 dpi resolution in CMYK

**4 Publication schedules:**

(see page 8 - 9)

Publication: monthly, 10 issues (2 double issues)

**5 Publisher:**

DVV Media Group GmbH

Postal Address: Heidenkampsweg 75, D-20097 Hamburg

P.O.Box: 101609, D-20010 Hamburg

**Advertisement department:**

Telephone: +49 40 23714-227, -171

**6 Conditions of Payment:**

Payment due immediately on receipt of invoice, without deduction. VAT ID number: DE 11819873

**Bank:**

Deutsche Bank AG

Account No. 0201 42600 (sorting code 200 700 00)

IBAN DE 83 2007 0000 0020 1426 00

BIC (Swift) DEUTDEHH

**7 Sizes for bleed advertisements\*:**

\* plus 3mm bleed on each side

Format	size (+ 3 mm on each side)	total
1/1 page	210 x 297 mm	216 x 303 mm
1/2 page width	210 x 148 mm	216 x 154 mm
1/2 page height	102 x 297 mm	108 x 303 mm
1/3 page width	210 x 99 mm	216 x 115 mm
1/4 page width	210 x 80 mm	216 x 86 mm
1/4 page height	107 x 148 mm	113 x 154 mm

**8 Surcharges:**

Advertisement across binding	10 % surcharges b/w
Bleed Advertisement	10 % surcharges b/w

**9 Price per column:**

€ 4.09

\* no agency commission applicable

# Advertisement rates No. 57

effective from 01.01.2024

## 10 Advertising sizes and rates: (width x height mm)

182 x 265 mm 1/1 page basic price s/w <b>€ 3,090.00</b>	182 x 190 mm 3/4 page width basic price s/w <b>€ 2,330.00</b>	182 x 175 mm 2/3 page width basic price s/w <b>€ 2,090.00</b>	120 x 265 mm 2/3 page height basic price s/w <b>€ 2,090.00</b>	182 x 130 mm 1/2 page width basic price s/w <b>€ 1,560.00</b>	89 x 265 mm 1/2 page height basic price s/w <b>€ 1,560.00</b>	182 x 85 mm 1/3 page width basic price s/w <b>€ 1,070.00</b>
182 x 64 mm 1/4 page width basic price s/w <b>€ 800.00</b>	89 x 130 mm 1/4 page height basic price s/w <b>€ 800.00</b>	182 x 32 mm 1/8 page width basic price s/w <b>€ 410.00</b>	89 x 64 mm 1/8 page height basic price s/w <b>€ 410.00</b>			

## 11 Surcharges for special positions:

2., 3. and 4. cover page and specified position	10 % surcharge on basic price
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## 12 Colour surcharges:

per additional colour (European Scale)	€ 330.00
4 colours in total	€ 990.00
per special colour (HKS/Pantone)	€ 450.00

## 13 Discounts: For bookings within a 12 months calendar year

Frequency discount insertions	%	Volume discount pages	%
2 x	3	2	5
4 x	5	4	10
6 x	10	6	15
from 9 x	15	from 9	20

Discount does not apply to colour surcharges, insertion bleed and other additional technical charges.

# Special Advertisement 2024 No. 57

effective from 01.01.2024

Special Advertisements stand out from the other adverts while simultaneously enhancing awareness and thus achieving positive effects. Are you bubbling over ideas? Contact us – We are open to your creativity and new ideas!

## 1 Bound inserts:\*

2 pages € 3,090.00	4 pages € 4,635.00	6 pages € 5,407.00	8 pages € 6,179.00
-----------------------	-----------------------	-----------------------	-----------------------

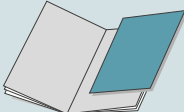
For discounts see volume discount list. One page = one advertisement page.

Please deliver bound insertions in unbled format of 216 mm width and 303 mm height (four pages and more should be folded). Number of insertions given on application.

## 2 Loose inserts:\*

size 205 x 290 mm  
Up to 25 g. **per thousand € 375.00** plus handling costs.  
Number of inserts given on application.

**Loose inserts**



205 x 290 mm;  
up to 25 g  
total weight.  
**€ 375.00** per  
thousand

**Banderole**



**Full colour**  
**€ 4.150,00**

## 3 Banderole:\*

**Full colour, € 4.150,00** (total circulation)  
For further information and technical data please contact us.

## 4 Delivery address for bound inserts, loose inserts and banderole:

A & O GmbH, Elisabeth-Selbert-Str. 5,  
63110 Rodgau-Dudenhofen  
(Mark consignment: For "Signal + Draht" – No. .../2024)

\* For further details and technical data please contact publishing house.

# Advertorial - Your content

effective from 01.01.2024

## 1 In brief:

With Advertorials we offer you successful advert solutions, in which you can publish your content including images and text elements in the editorial environment of SIGNAL+DRAHT. Advertorials are particularly suitable for communicating products and services that require comprehensive, extensive information and for storytelling.

## 2 Technical information:

Text in unformatted Word Doc.  
(graphic elements such as infographics are also possible)

## 3 Logo requirements:

Print material format: PDF (PDF version at least 1.3), EPS or TIF files, Transmission by e-mail  
Image resolution: at least 300 dpi  
Colour mode: CMYK

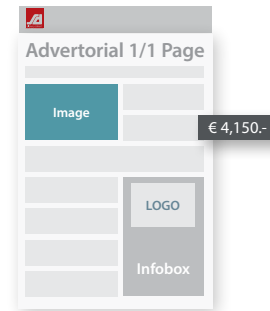
## 4 Price per Advertorial:

- 1/1 page, 4c = € 4,150.-
- 2/1 page, 4c = € 7,850.-

## 5 Text requirements:

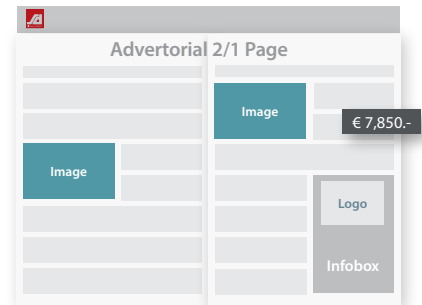
### Advertorial 1/1 page:

- **Headline:**  
max. 50 characters\*
- **Lead-in:**  
max. 200 characters\*
- **Body text:**  
max. 3.000 characters\*
- **Infobox:**  
max. 225 characters\*
- **Image caption:**  
max. 85 characters\*



### Advertorial 2/1 page:

- **Headline:**  
max. 50 characters\*
- **Lead-in:**  
max. 200 characters\*
- **Body text:**  
max. 6.000 characters\*
- **Infobox:**  
max. 225 characters\*
- **Image caption:**  
max. 85 characters\*



\*incl. spaces

Your advertorial could look like this  
(Example - Subject to alterations)

## Dates and topics 2024 / Issues 1– 6

Valid from 01.01.2024 / PD = publication date, AC = advertising copy deadline, PM = printing material deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution
1+2/24	PD: 16.2.2024 AC: 19.1.2024 PM: 25.1.2024	FRMCS Prototype Validation Deep Reinforcement Learning ETCS Application	<b>26th Annual Meeting of EBA Railway Experts</b> , 22.2.-23.2.24, Fulda
3/24	PD: 15.3.2024 AC: 14.2.2024 PM: 21.2.2024	<b>Operation Management and Operation Control</b> Artificial Intelligence and Capacity Management Operational experience of the integrated operating system	<b>Railway Diagnostic and Monitoring Conference</b> , 17.4.-18.4.24, Cologne
4/24	PD: 17.4.2024 AC: 14.3.2024 PM: 21.3.2024	Attacks on AI-based safety-relevant systems Gacstelle PSV-AP of DB Netz AG introduces itself The Pan-European Rail Data Factory – Development of fully automated driving	
5/24	PD: 16.5.2024 AC: 12.4.2024 PM: 19.4.2024	<b>FRMCS, GSM-R, 5G for rail, Cyber Security</b> Migration Solutions FRMCS Cyber Security in Train Radio End-to-End Communication via FRMCS Hybrid networks from railway-owned FRMC and public 5G-Networks	<b>VDV-Annual Conference</b> , 10.6.-12.6.24, Duesseldorf
6/24	PD: 18.6.2024 AC: 17.5.2024 PM: 24.5.2024	<b>Requirements for a networked driver-assistance system for train drivers</b> Further development of ETCS-Localization CBTC Evolution CBTC without IXL	



## Dates and topics 2024 / Issues 7-12

Valid from 01.01.24 PD = publication date, AC = advertising copy deadline, PM = printing material deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution
7+8/24	PD: 16.8.2024 AC: 17.7.2024 PM: 24.7.2024	<b>ETCS: Projects, TSI, System development</b> ETCS-Migration Fully-fledged security technology also for branch lines Hybrid Train Detection ETCS Level 2	
9/24	PD: 17.9.2024 AC: 16.8.2024 PM: 23.8.2024	<b>Official Trade Fair Edition for InnoTrans: Innovation in the Industry with Exhibitor Preview</b> New technological solutions in GSM-R Mobile Communications Antenna Technology Traffic Management and interlocking situations for railroads	<b>20th. Intern. Railway Conference RAD/Schiene,</b> 18.9.-20.9.24, Dresden  <b>InnoTrans 2024,</b> 24.9.-27.9.24, Berlin  <b>Telecommunication Conference,</b> 7.10.-8.10.23, Fulda
10/24	PD: 15.10.2024 AC: 13.9.2024 PM: 20.9.2024	<b>Regional Rail Technology/ Train Control Systems for Regional Railroads</b> Holistic Data Management Signal Warning Shunting Passenger Information Systems ETCS	
11/24	PD: 06.11.2024 AC: 09.10.2024 PM: 16.10.2024	<b>Official Congress Issue for the 24th SIGNAL+DRAHT Congress in Fulda</b> ETCS Baseline 3 FlexLEU: New Generation ETCS Level 1 ATO Cargo / ATO Stuttgart	<b>24th SIGNAL+DRAHT-Congress,</b> 7.11.-8.11.24, Fulda
12/24	PD: 17.12.2024 AC: 15.11.2024 PM: 22.11.2024	<b>Level-Crossing Technology</b> Modern Switch Points and Testing Intelligent Turnouts	

# Analysis of circulation and contents

effective from 01.01.2024

- 1 **Circulation:** Controlled circulation
- 2 **Analysis of average:** I. Quartal 2023 – III. Quartal 2023

<b>Total Number of copies</b>	<b>3,004</b>
therefrom printed	2,256
therefrom digital	748
<b>Distribution according to recipients</b>	<b>2,640</b>
Paid Circulation:	2,264
Individual subscriptions	1,986
Digital user licences	278
Industry mailings and promotional items	206
Archives and Voucher copies	170
<b>Foreign share of distributed circulation</b>	<b>887</b>

## 3 Geographical Analysis of Distribution:

Area	Part of total Circulation	
Germany *	59.4 %	1,600 copies
Foreign Countries	40.6 %	887 copies

### Classification of the distribution in foreign countries\*

Area	%	Copies
Austria	26.2	183
Switzerland	18.2	199
East-/South Europe	21.1	180
Other European States	25.2	226
Foreign countries	9.3	99
Foreign total	100.0	887

\* UIC, OSShd and UEEIV as well as their connected railway companies belong to the addressee of SIGNAL + DRAHT.

## 4 Subjects:



Signalling and Control technology	ETCS	Wayside Train Monitoring Systems
	Overvoltage protection	
Cyber Security		Points and Level crossing technology
Train Detection	Telecommunication	ERTMS

## 5 Branch of industry / professional groups:



<b>31.5</b> Deutsche Bahn AG	<b>26.7 %</b> Private railways, regional railways, factory train, harbour railway, public transport rail	<b>16.1</b> Railway in Europe
<b>10.1 %</b> Railway industry, signalling, telecommunication and operation control technology	<b>4.6 %</b> Technical universities, universities, scientific institutions	<b>4.0 %</b> Railway outside Europe
<b>3.9 %</b> Technical planning, consultants	<b>2.0 %</b> Railway companies, companies of track building and maintenance	<b>0.4 %</b> Miscellaneous
		<b>0.7 %</b> Professional organisations, trade associations, transport policy institutions

# Online

effective from 01.01.2024

## Advertise successfully on the internet

Eurailpress.de offers daily news articles, information on tenders and contracts, a comprehensive archive. Flanked by our weekly e-newsletter with around 11,000 subscribers, Eurailpress.de is the most important source of information for the railway industry in the Central European, German-speaking countries.

### 1 Facts:

Access control:



Page Impressions\*:

43.851

Visits\*:

27.840

Unique Visits\*:

14.325

\* monthly average: August 2022 - July 2023 (Measurable reach)

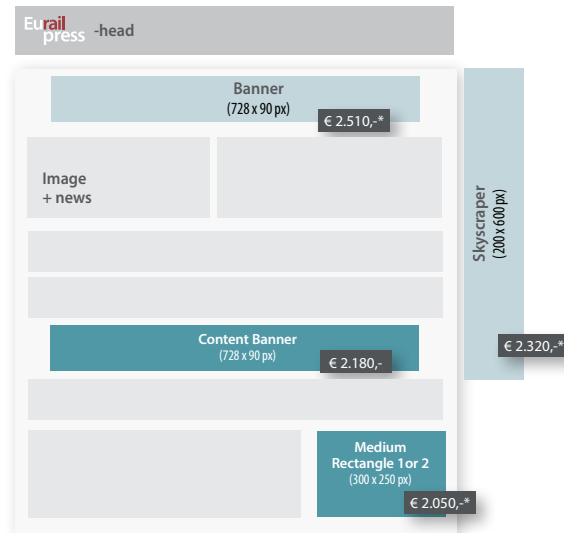
**2 Rotation note:** In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

### 3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel	300 x 125 Pixel	€ 2,510.00
	980x90 Pixel		
Content Banner	728x90 Pixel	300 x125 Pixel	€ 2,180.00
Medium Rectangle	300x250 Pixel	300 x250 Pixel	€ 2,050.00
Skyscraper	120x600 Pixel	120 x 600 Pixel	€ 2,320.00
	160x600 Pixel	160 x 600 Pixel	
	200x600 Pixel	200 x 600 Pixel	

### 4 Discounts:

5%	2 months	15%	6 months
10%	4 months	20%	12 months



\* All prices are for 30 days

### 5 Supply data:

Please supply the data for **Desktop and Mobile-Version at least 3 working days before publication date to:**

E-Mail: frank.schnakenbeck@dvvmedia.com

### 6 Technical Specifications:

- JPEG-, GIF- or HTML5. Please include the URL for image files and the use of a click tag for Flash-Banner or HTML5.
- Size of the banner should not exceed 150kB

# Sponsored Content

effective from 01.01.2024

Sponsored Content articles are promotional articles with the look and feel of editorial articles, which are integrated into the high-quality editorial of the website and marked as Sponsored Content.

Your Sponsored Content is delivered via the regular editorial system, begins its distribution via the start page and is published on the start page for a period of one month.

Benefit from this offer and present your products and services in an editorial outfit. You use a length of 300 words, a picture with a format width of 1920 px .

In addition, you can place a direct web link to your website.

## 1 Reason:

- Presentation of products and services
- Communication of new products
- Trade fair pre-communication

## 2 Presentation:

- Size: 1920 px width
- Text volume: 300 words
- Duration: 1 month
- Will be marked as Advertorial

Price:  
€ 3,990.–



**Eurail press** Über uns Kontakt Abo Werbung Newsletter Shop

NACHRICHTEN DOSSIERS PUBLIKATIONEN ARCHIV VERANSTALTUNGEN EURAILJOBS

Tu volentem fuga. Cepudi iusdand aeribus evelqualit ea sita plignat. Accullo molestandi nis magnitatis

**SPONSORED CONTENT**

## Neue U-Bahn-Werkstatt für die Hamburger Hochbahn

01. Januar 2021

Die Hamburger Hochbahn hat eine neue U-Bahn-Werkstatt in Betrieb genommen. Sie liegt zwischen den Haltestellen Legienstraße und Billstedt und hat 44 Millionen Euro gekostet. Alle 21 Tage kommt eine Hamburger U-Bahn in die Werkstatt. Geputzt werden die Bahnen zwar jede Nacht, aber kontrolliert und repariert nur alle drei Wochen. Nun geschieht das auch in Billstedt, am Gleis der U2 und U4. Das spart auf Dauer richtig Geld, wie Hochbahn-Vorstand Jens-Günter Lang sagte: „Alle Fahrzeuge der U2 und U4 mussten bisher auf die U1 nach Farmsen überführt werden, weil da unsere einzige Betriebswerkstatt liegt. Nun sparen wir 26 Überführungsfahrten am Tag.“ Die neue Werkstatt ist 135 Meter lang, 34 Meter breit und verfügt über vier Gleise mit je 120 Metern Länge. 40 Männer und Frauen reparieren die Züge - selbst an den Weihnachtsfeiertagen und Neujahr. Erstmals haben sie eine Arbeitsbühne für das Dach der Züge, um die Klimaanlage zu warten. Mitarbeiter der Hochbahn kommen nun bequem aufs Dach der Züge, um die Klimaanlage zu warten.

Auch ökologisch ist die U-Bahn-Werkstatt spitze, wie Verkehrssenator Anjes Tjarks (Grüne) betonte: „Das Projekt ist mit einer sehr intensiven Dachbegrünung geplant. Es ist so, dass nur Regenwasser verwendet und wiederaufbereitet wird, sodass wir höchste Standards der ökologischen Qualität haben.“ Die Waschanlage mit Regenwasser hat nun auch ein Kurzprogramm von 18 Minuten - quasi für die Katzenwäsche bei kaum verschmutzten U-Bahnen.

## E-Newsletter – You are the sponsor!

The E-Newsletter from Eurailpress | Woche is a favourite source of information amongst industry experts. It offers a weekly summary of the latest news from the rail industry as well as information on forthcoming events. The E-Newsletter is sent every Friday to approx. 11,000 experts from the rail industry and provides its sponsors with excellent results. Each newsletter has only one sponsor.

Sponsoring in a nutshell:

- **Your company logo** exclusive in the header area of the newsletter
- **Your products** as Advertorial  
Text for the Advertorial has to be delivered as a Word-Document with **max. 1.000 characters** (incl. blanks!)

**Subscribers:** approx. 11.000

**Price per mailing (every Friday):**

**€ 1,650.-**

**Technical specifications:**

- All images must be supplied in GIF- or JPEG-Format and the file size should not exceed 80 Kb with 72 dpi  
Please do not use animated files.
- All images must be hosted externally by the customer and must be delivered with a link.

**Our advice:**

As you want your advertorial to be read, keep the text short and simple. Remember: Keep it short and sweet.

**Advertorial:** 275 x 229 px plus Text

**Company-Logo/Header:** 570 x 60 px or 570 x 94 px

**Supply date:** 3 working days prior to publication to: frank.schnakenbeck@dvvmedia.com

**Contact:** Silvia Sander, ++49 40 23714-171, silvia.sander@dvvmedia.com

**Additional positions:**

Medium Rectangle (300x250px)

Content Banner (570x60 oder 570x94px)

**€ 1,200.-**

**€ 1,350.-**



# Stand-Alone Mailing / E-Shot

effective from 01.01.2024

## Our distributor for your company

The difference to Newsletter is the Stand-Alone-Mailing is determined to a specific reason or occasion. If you present your **new product or your innovations** or **announcing an upcoming event**, Stand-Alone-Mailing is your perfect medium.

Stand-Alone Mailing are tailored to your specific requirements.

## Our advice for higher opening rate:

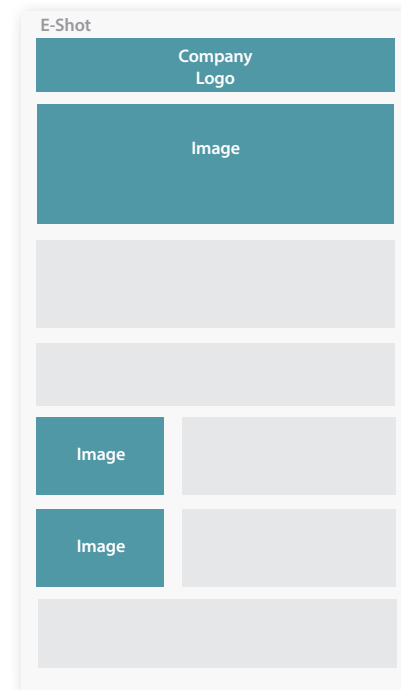
- Match your mailing from content and layout adjusting to your marketing goal
- Keep your layout short and simple as you avoid horizontal scrolling
- Important for your mailing to be read is key message in the reference line. Keep an eye on a important and substantial key message, not longer than 30 characters (especially for mobile phone and tablets). That is important for a high opening rate
- Send interesting content to the reader with a suitable Call-to-Action - readers will be motivated to open the mailing
- Be creativ but still be understandable

**Price per mailing:** € 2,690.–

**Subscribers:** approx. 11.000

## Technical specifications:

- All E-Mails must be supplied in **HTML-Format**
- E-Mails should not exceed a maximum width of 600 pixel, there are not height limit
- Files should be as small as possible, ideally 40 to 100 Kb.
- Do not use **any JavaScript or Flash or forms, frames animated gif files or embedded videos**. All images must be hosted externally by the customer and must be delivered with a link.
- **Please note:** Additional cost will be charged, depending on the work associated with extensive editing and creating of e-shots (templates).



**Price per Mailing:**


**€ 2,690.–**


# Social Media

effective from 01.01.2024


Product	Channel				Formats		
Advertising Format	Instagram	Facebook	LinkedIn	Twitter	Instagram	Facebook	LinkedIn
Feed Post classic	€ 200.-	€ 250.-	€ 250.-	€ 200.-	1080x1080 (square), 1080x508 (landscape), 1080x1350 (portrait)	1200x627 (Linkpost), 1200x630 (imagepost, landscape), 1200x1500 (Image post portrait), 1200x677 (Videopost)	1200x627 (only Image)
Facebook, Instagram Story (Customer delivers „finished“ Reel) Running time 24 h	€ 250.-	€ 500.-	-	-	1080x1920	1080x1920	-

## Our social media channels:

 LinkedIn 2.645 Follower\*

 Facebook 1.748 Follower\*  
1.641 Likes\*

 Twitter 603 Follower\*

 Instagram 194 Follower\*

\* Status: 13.9.2023

## Advantages Social Media Marketing

- high target group affinity
- little scattering loss
- better success control through measurability
- more coverage and visibility by intelligent linking of online and offline marketing measures

Use the range of social media to publicize your business, your product, your event or your service.

Facebook, Twitter, Instagram und LinkedIn are leading social media provider

Use the opportunity, to advertise your image via postings, short video clips or photos

**Your contact person: Tim Feindt**  
**Phone: +49/40/237 14-220**  
**E-Mail: tim.feindt@dvvmedia.com**

## Timeline

Content Deliver to  
tim.feindt@dvvmedia.com  
7 days prior to publication date

Preparation of postings/stories  
and final approval by customer

Postings/stories will be published in  
planned week of publication

Reporting after 4 weeks created



## Webinar – Go online with us together!

The term webinar is composed of the words web and seminar and describes the modern form of an Online conference or training, which can be transmitted to the Internet using various online tools.

The biggest advantage of a webinar is that it can be followed from almost anywhere in the world and that by an unlimited number of participants. The only requirement is a desktop or a mobile device that has a stable network connection.

We combine for you our decades of experience in the railway industry and in the implementation of various events with a cutting-edge form of event online presence. We would like to assist you with the implementation of your webinars with the support of our editorial and technical know-how.

### We offer you:

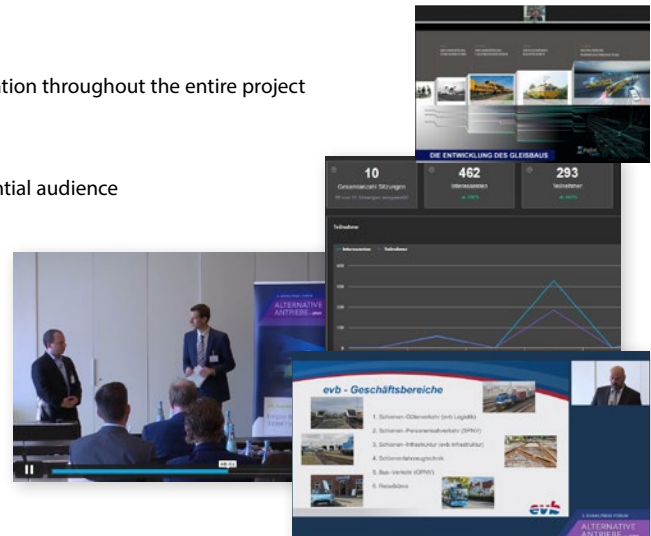
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the railway industry for the content design of your format
- The handling of the entire participant and speaker management
- A marketing plan which is tailor-made for your webinar in order to reach your potential audience
- The supply of the prepared video material following the online event
- A long-term platform for webinar review
- A detailed evaluation and analysis of the webinar data
- Lead Generation

### Possible areas of application:

- E-Learning
- Introduction and explanation of (new) products
- Online interviews and discussions
- Company internal communication platform
- Replacement for a meeting on the spot to cover distances

### Your advantages:

- Information of the participants regardless of the location
- You benefit from our publishing network and with our help you can design versatile programs
- Greater reach in marketing activities
- Through detailed analysis and feedback from the participants, you can draw long-term conclusions for your company



**Price on request!**



## General Terms of Business for Advertisements

1. "Advertisement order" in the following General Terms of Business is an agreement covering one or several advertisements of an advertiser or client in a publication for the purpose of dissemination.

2. Unless otherwise agreed upon, advertisements are to be released for publication within one year from date of order. If a contract provides for the right to release individual advertisements such a contract should be filled within one year from date of publication of the first advertisement provided the first advertisement was released and published within the period outlined in sentence 1.

3. Under a contract the advertiser is entitled to release additional advertisements in excess of the number covered in the contract, within the period agreed or within the period outlined in section 2.

4. Should an order not be filled for reasons beyond the publisher's control, the advertiser is obliged to refund to the publisher the difference between the discount granted and the respective discount for the number of advertisements actually published, irrespective of any other contractual obligations. Should the non-performance be due to force majeure on the part of the publisher, there is to be no such refund. In case of interruption of operation or external intervention (industrial disputes or seizures etc.), the publisher is entitled to payment in full of the advertisements published, if the advertising order has been filled with 80 % of the guaranteed circulation being sold. Otherwise payment is to be made on the basis of cost-per-thousand per page according to the guaranteed circulation stated in the tariff.

5. In computing the total space, text millimeter lines will be converted into advertisement millimeter in respect of the price.

6. Orders for advertisements and furnished inserts which are to be published in specified editions or in a specified space, must be received by the publisher in good time, so as to allow the publisher before closing time to advise the client should it prove impossible to execute the order as stipulated. Classified advertisements will be placed in the respective section without requiring any special arrangement.

7. Unlike advertisements in advertisement pages, reader advertisements will be placed on the editorial pages. Such reader advertisements stand by themselves and face text on at least three sides without facing another advertisement. Advertisements which are not identifiable as such on account of their editorial drafting will be marked by the publisher with the word "Advertisement".

8. The publisher reserves the right to refuse the acceptance of advertisement orders or of individual releases under a contract, as well as of orders for inserts on account of their content, -origin, or technical form on the basis of uniform and justified principles, should their content violate any existing laws or regulations or should such publication be unacceptable to the publisher. This also applies to orders placed with branch offices, advertising agencies for representatives. Orders for furnished inserts will not become binding on the publisher until specimens of such inserts have been presented and approved. Inserts whose format or layout give the impression of being part of the newspaper or peri-

odical, or which contain other advertisements, will not be accepted by the publisher. The client will be advised of such refusal of an order without delay. The advertiser bears the sole responsibility for both content and legality of the text and image material supplied to the publisher. The advertiser is obliged to exempt the publisher from any liability against a third party which may arise from the execution of an order, even after its cancellation. The publisher is under no obligation to verify orders or advertisements in respect of possible infringements of the rights of a third party.

9. The client is responsible for the supply in good time of the advertisement text, as well as correct copy or inserts. Should the material supplied be unsuitable or damaged, the publisher will immediately request replacement. The publisher warrants the usual quality of print in the newspaper or periodical specified, within the limits of quality of the material/manuscripts furnished.

10. Should the print of an advertisement be completely or partly illegible, incomplete or incorrect the advertiser/client is entitled to an allowance in price or to a reprint but only to the extent to which the purpose of the advertisement was affected. If the publisher lets the appointed time pass, or if the reprint is again unsatisfactory, the advertiser/client has the right to demand an allowance or cancellation of the order. The publisher is not liable for damages for reasons of negligence and tort at the time of concluding the contract, including telephone orders. Claims for damages arising from impossibility of performance or from delay are limited to compensation of the foreseeable damage or loss and to the price payable for the advertisement or insert. This does not apply to intent or gross negligence on the part of the publisher or his representative or his servants. Moreover it does not affect the publisher's liability in respect of breach of warranty. In commercial transactions the publisher is not liable for gross negligence on the part of his servants, and in all other cases the liability vis-à-vis commercial clients for gross negligence is limited in extent to the amount of consideration for the advertisement in question. Complaints must be raised within four weeks from date of bill or specimen copy - except in cases of obvious mistakes or defects.

11. Proof copies will only be supplied on special request. The client is responsible for the correctness of proof copies returned by him. The publisher will consider any corrections made by the client if and when they are made within the period as stated on the proof copy.

12. Should the size/space of the advertisement not be specified by the client, the publisher will charge for the actual size of the printed advertisement.

13. Unless the client effects payment in advance, the bill will be sent immediately, or within 14 days after publication of the advertisement. Payment is to be made within the period specified in the tariff from date of bill, unless different terms or advance payment have been agreed upon in individual cases. Discounts for premature payments will be allowed according to our price list.

14. In case of default or respite interest and charges will have to be borne by the client. In case of default the publisher has the right to

postpone execution of the balance of order until payment has been made and to demand advance payment for the outstanding advertisements. In case of doubt concerning solvency of a client, the publisher is entitled to demand advance payment of the amount in question and/or settlement of any outstanding accounts, even during the term of a contract and irrespective of the terms of payment originally agreed and prior to publishing any further advertisements.

15. On request the publisher will submit a specimen copy together with the bill, i.e. a cutting, advertising page or complete issue depending on the nature and size of the advertisement order. Should a specimen copy not be available the publisher will issue a statement confirming that the advertisement has been properly printed and published.

16. The advertiser/client is to bear the costs for printing blocks, matrix and drawings ordered, as well as costs for major subsequent alterations made at the request of the client.

17. A lower circulation under a contract for several advertisements entitles the client to a claim for diminution provided that the average circulation during the contract year is actually below the circulation stated in the price list; if a circulation has not been stated it is to be understood as the average of net paid circulation, or delivered circulation in the case of trade journals. The shortage in circulation must be at least 20 per cent to justify a diminution in price. Claims for diminution under a contract will not be considered if the publisher has advised the client about the decline in circulation in good time so as to allow the client to withdraw from the contract before publication of the advertisement.

18. The publisher will employ due diligence in keeping and forwarding replies received in response to box number advertisements. Registered letters and letters for special delivery in response to box number advertisements will be forwarded by ordinary mail. Replies to box number advertisements will be kept for four weeks and will be destroyed if not called for within this period. Valuable material will be returned to sender, without any obligation on the part of the publisher. To safeguard the interest of clients the publisher reserves the right to open and inspect such replies to box number advertisements in order to prevent abuse of this service. The publisher is not obliged to forward offers or literature from merchants or intermediaries.

19. Clients' manuscripts or other material will only be returned on request. The publisher is not obliged to keep such material for more than three months.

20. Place of performance is Hamburg. Place of jurisdiction is Hamburg for all transactions with private and/or public companies or corporations, or state-owned funds. If the client has no place of venue in Germany, the agreed place of jurisdiction is to be Hamburg. If at the time of commencement of action, the client's residence or address is unknown or in case of transfer to another country, the agreed place of jurisdiction is to be Hamburg. Please note that in case of any doubt the German version of these General Terms of Business is valid.

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