

MEININGER
VERLAG

sommelier meiningers

The „Fine Wining“ Magazine

RATE CARD 2024 / PRINT & DIGITAL
PRICING → VALID FROM 01.10.2023



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Magazine Profile



HIGH USER VALUE. ELEGANT FORM. IN-DEPTH COVERAGE.

MEININGERS SOMMELIER is the “fine wining” magazine for the top class gastronomy industry. We report on everything of interest to sommeliers – such as wine, beverages and luxury products – in an informative, in-depth and entertaining way.

In each issue you can read:

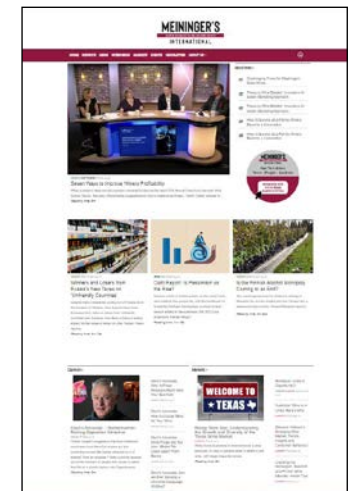
- Panorama:** Reports from regions and wine-growing areas, both national and international
- Profile:** Interviews with the industry’s leading figures and profiles of new concepts
- Tasting:** A wide range of exciting compact tasting formats
- Practice:** Categories covered include water, glasses and spirits as well as beers
- Perlage:** Editorial expertise in the top segment of bottle-fermented sparkling wines

Plus: 8-page Sommelier-Union Intern

As official association publication of the Sommelier-Union Deutschland e.V., MEININGERS SOMMELIER reports on the latest topics from this member circle. The magazine offers a direct link between the sommelier union and top class gastronomy and sommelier industries.

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Weitere MEININGER Publikationen



MEININGER
VERLAG

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Publisher's Details

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www.sommelier-magazin.de

Frequency: 4x annually

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Payment Terms Immediately without deduction. 2% discount upon advance payment / direct debit.

Bank Details: Sparkasse Rhein-Haardt
IBAN: DE 22 5465 1240 0001 9261 46
BIC: MALA DE 51DKH

Terms of Business The General Terms and Conditions shown below shall apply in addition.

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Editorial Calendar and Publication Schedule 2024

Nr.	DATES	PANORAMA	PRACTICE	TASTING	PERLAGE	FAIRS
I / 2024	Date of publication: 01. March 2024	Franconia	Sommelier Summit	Bairrada and Dao	England Sparkling	Wine Paris & Vinexpo Paris 12.02. – 14.02.2024 Paris BIOFACH 13.02. – 16.02.2024 Nuremberg MUNDUS VINI Frühjahr 20.02. – 25.02.2024 Neustadt FINEST SPIRITS 23.02. – 25.02.2024 Munich ProWein 10.03. – 12.03.2024 Dusseldorf Vinitaly 14.04. – 17.04.2024 Verona ProWine Singapore 23.04. – 26.04.2024 Singapore
	Advertisement deadline: 22. January 2024	Spain (Galicia)	Sake	Riesling Terroir Expression		
	Print document deadline: 29. January 2024	Impressions: Meininger's FINEST 100, Millésime Bio				
II / 2024	Date of publication: 31. May 2024	Rheingau	Young sommelier	Italy	Piedmont - Alta Langa & Co.	ProWine Singapore 23.04. – 26.04.2024 Singapore
	Advertisement deadline: 22. April 2024	Italy		VDP „en primeur“	Sparkling Twenties	
	Print document deadline: 29. April 2024	Highlights: ProWein, Vinitaly, Sparkling Twenties				
III / 2024	Date of publication: 30. August 2024	Moselle (Goldtröpfchen)	Water	Moselle	Bottled fermented sparkling wine	Sparkling Twenties 07.05.2024 Neustadt VieVinum 25.05. – 27.05.2024 Vienna 100 % Champagne 09.06. – 10.06.2023 Munich MUNDUS VINI Sommer 29.08. – 01.09.2024 Neustadt FORUM VINI 13.11. – 15.11.2024 Munich MEININGER'S FINEST 100 19.11.2024 Neustadt FINEST SPIRITS Februar 2025 Munich
	Advertisement deadline: 22. July 2024	Austria		Austria		
	Print document deadline: 29. July 2024	VieVinum-Discoveries, Best of 100 % Champagne				
IV / 2024	Date of publication: 08. November 2024	Rhinessen (Morstein)	Glass	VDP.Großes Gewächs	Champagne	FORUM VINI 13.11. – 15.11.2024 Munich MEININGER'S FINEST 100 19.11.2024 Neustadt FINEST SPIRITS Februar 2025 Munich
	Advertisement deadline: 07. October 2024	France		Jura & Savoie		
	Print document deadline: 14. October 2024					

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Advertisement Formats and Prices €

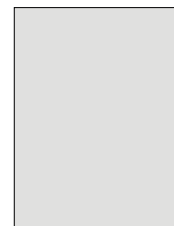
(excluding VAT / Discount
Table No. 25, effective from
01/10/2023)

SIZE	FORMAT Width x height (mm)	PRICE 4 colour (Euro scale)
1/1 page	225 x 290	4,050 €
1/1 page – Advertorial	225 x 290	4,455 €
1/2 page upright	102.5 x 290	2,500 €
1/2 page broadside	225 x 144	2,500 €
1/3 page upright	71 x 290	1,850 €
1/3 page broadside	225 x 97	1,850 €

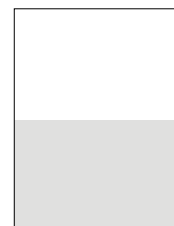
SPECIAL FORMATS* AND PLACEMENTS**		
Inside front cover	225 x 290	4,650 €
Inside back cover	225 x 290	4,650 €
Outside back cover	225 x 290	4,650 €

ONLINE BUSINESS
Jörg Sievers siewers@meininger.de

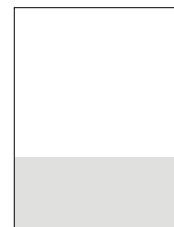
CLASSIFIEDS RECRUITMENT	JOB MARKET/ MISCELLANEOUS	BOX FEE
Column width 57 mm	3.45 / mm	Inland: 7.50 € Abroad: 9.00 €



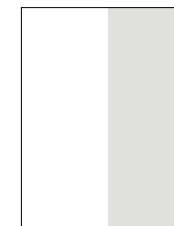
1/1 page (mm)
Format: W 225 x H 290



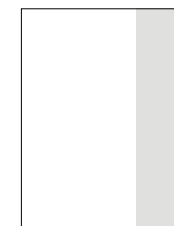
1/2 page broadside (mm)
Format: W 225 x H 144



1/3 page broadside (mm)
Format: W 225 x H 97



1/2 page upright (mm)
Format: W 102.5 x H 290



1/3 page upright (mm)
Format: W 71 x H 290

All advertisement
formats: plus 3mm
trim on all sides.

MALSTAFFEL
2 Anzeigen = 5%
4 Anzeigen = 10%

* **Special formats:** enquiries may also be made regarding advertisement formats which are not given in the price list. This will be checked immediately.

** **Placement requirements** (minimum size ½ page): 15%.

Cancellation deadline for cover pages: 6 weeks before date of publication

Print document deadline for advertorials: 4 weeks before date of publication

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Other and Special Advertisement Formats and Prices €

(excluding VAT / Discount Table No. 25, effective from 01/10/2023)

INSERTS (incl. distribution costs)		SUPPLEMENTS		ADHESIVE INSERTS (incl. distribution costs)	
Up to 25 g	3,015 €	4 page	4,360 €	DIN postcard 159 / 1,000 €	
Up to 50 g	3,795 €	8 page	5,775 €	Product samples, CDs etc: price upon request	
Up to 75 g	4,125 €				

There are no discounts on inserts, supplements and adhesive inserts.
Format: maximum 220 mm width x 285 height.

Advertorial

NEVA-Volcanic Agriculture of Europe
Vulkan im Glas

Auf vulkanischen Böden gedeiht nicht nur Wein mit einer unvergleichlichen Prägung, sondern sogar Käse. Die Kampagne „Volcanic Agriculture“ will die besonderen Anbaubedingungen und markanten Geschmäcker schärfen.

Winegrower in a Hat, Grapes, Vineyard and Mountains **Wine in a Glass**

Die Insel Santorini am südlichen Zipfel der Ägäis ist ein spektakulärer und einzigartiger Ort vulkanischer Natur. Ihre vulkanische Landschaft ist ein einzigartiges Schauspiel. In der Landschaft der Weinberge erweicht man sich in die weichen und aromatischen Böden hinein und damit die hoch erlesenen Reben zu erlesenen Wein. Die Weinberge der Insel Santorini sind ein einzigartiges Schauspiel. In der Landschaft der Weinberge erweicht man sich in die weichen und aromatischen Böden hinein und damit die hoch erlesenen Reben zu erlesenen Wein. Die Weinberge der Insel Santorini sind ein einzigartiges Schauspiel.

VOLCANIC AGRICULTURE OF EUROPE

Die aufregende weltweite Initiative des Meineringsers zeigt, wie man in der Wein- und Lebensmittelbranche zusammenkommt, um die besten Produkte zu produzieren. Die Initiative ist ein gemeinsames Projekt von Meineringsers und der Europäischen Union. Sie zielt darauf ab, die Verbraucher über die Vorteile von Produkten aus vulkanischen Böden zu informieren und die Produktion dieser Produkte zu unterstützen.

Spezialer Ausblick

In diesen besonderen Ökosystemen sind die Reben, die auf vulkanischen Böden wachsen, reichlich mit Mineralen gesättigt. Diese Mineralien verleihen dem Wein einen einzigartigen Geschmack und eine unvergleichliche Prägung.

FULLSERVICE:
The professional production of your advertorials is guaranteed by the editorial and design expertise of the Meiningers Verlag.

You, as the client, only supply the basic information – raw text and images. Our editorial and design departments assume text preparation and approval of advertorial upon agreement.

Prices and conditions by request:
siewers@meiningers.de

COLOUR ADVERTISEMENTS 1/1 page EUR 4,050

PRINT RUN 4,000

TOTAL CIRCULATION 3,920

MAIL SUBSCRIPTIONS 2,194

PAID CIRCULATION 2,808

CIRCULATION CONTROL* 

MAGAZINE FORMAT Width 225 mm x height 290 mm

PRINTING AREA Width 193 mm x height 248 mm
3 columns, 45 mm width each
4 columns, 41 mm width each

PRINTING PROCESS sheeted offset, 70 screen

BINDING adhesive binding

PRINT DOCUMENTS see technical printing details

TRIMMED ADVERTISEMENTS no extra charge

MEDIATION FEE 15 % (also Abroad)

*II. quarter 2023

6.1

Online Advertisement Formats and Prices €

(excluding VAT, effective from 1/10/2023)

Formats & Prices 2024

Banner websites, promotions (2 weeks)		
format	size	meinger.de
Half Page Ad	300x600px	1,175 €
Medium Rectangle	300x250px	1,275 €
Large Leaderboard	970x90px	1,375 €

format	size	meinger's international
Halfpage Ad	300x600px	1,200 €
Medium Rectangle	300x350px	950 €
Large Leaderboard top	970x90px	1,200 €
Large Leaderboard	970x90px	950 €

Advertorial	meinger.de
Full Service (2.500 hits)	3,825 €
Self Service (2.500 hits)	3,350 €

prices for two weeks; two weeks minimum; maximum rotation: 3; no deduction

Advertorial ADD-ONS:	
Instagram Post Feed	535 €
Instagram Story	535 €
Facebook Post	535 €
Banner Newsletter (600x250px)	535 €
Teaser Newsletter	535 €

Large Leaderboard top 970x90px

Riesling Großes Gewächs – 2022 in der Spitze brillant

Bei der Verpressung des VDP-Großes Gewächs im Weinboden entstanden einzigartig frische Rieslinge im Jahr 2022. 40 aus 2021, 2 aus 2020 und 2 aus 2018 auf den Tischen. Von memberstisch bis sommer verlässlich war alles vertretbar. Die größten Schätze des jungen Jahrgangs sind in Rheinhessen und der Pfalz zu haben. Von: Susanna Späcker, Bertramsgut: Christoph Nöcker, Susanna Späcker

PERLAGE

Half Page Ad 300x600px

Half Page Ad 300x600px

Riesling Großes Gewächs – 2022 in der Spitze brillant

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Literwein: Die Magnum des kleinen Mannes

Über 140 verkosteten Literweine, dabei sind viele kleine positive Beispiele. Kleiner Literwein bedeutet nicht schlechteres Preis-Leistungs-Verhältnis.

EINSCHLAFEN, AUFESSEN, AUSTRINKEN

Weltoffenes Wiesbaden

Wien des Pfälzlers vor der Tür späten Kalifornien.

Ungarns kosmopolitische Hauptstadt

Medium Rectangle 300x250px

6.2

Online Advertisement Formats and Prices €

(excluding VAT.
effective from 1/10/2023)

Formats & Prices 2024

Banner newsletter		
Meininger Online (2 weeks)		
format	size	price/2 weeks
Content Ad	600x250px	1,045 €

*placement specification fee is 250 €; availability provided;
frequency: one time per week minimum; more than 17,000 recipients; no deduction*

DDW/FIZZZ/MWEW (per insertion)		
format	size	price/insertion
Content Ad	600x250px	525 €

Meininger`s International (2 Wochen)		
format	size	price/2 weeks
Content Ad	600x250px	1,200 €

more than 18,000 recipients worldwide; frequency: one time per week; no deduction

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Meininger Newsletter vom 05.08.2023

MEININGER ONLINE
WEIN GETRÄNKE EVENTS

Liebe Leserin, lieber Leser,

lesen Sie die Top-News der Woche in unserem Newsletter für die Wein- und Getränkebranche.

Wir wünschen viel Vergnügen beim Lesen und Informieren!

Ihr Meininger Verlag

NEWS

Weinmarkt: Premiumisierung, Konsum-Verlagerung, neue Stile

Eine umfassende wissenschaftliche Analyse zeichnet ein aktuelles Bild des Weltweinmarktes. Wer auf Dauer bestehen will, muss sich strategisch an neue Gegebenheiten anpassen.

[»»» Jetzt weiterlesen](#)

Grüne kehrt fritz-kola den Rücken

Wie der Getränkehersteller fritz-kola verkaufen lässt, wird Christoph Grüne, Country Director Germany, das Unternehmen im gegenseitigen Einvernehmen verlassen und sich neuen Herausforderungen stellen.

[»»» Jetzt weiterlesen](#)

Content Ad
600x250px

Neuer Geschäftsführer für die Remstallkellerei

Martin Kurfle übernimmt das Amt von Peter Jung bei der württembergischen Genossenschaft.

[»»» Jetzt weiterlesen](#)

Kulmbacher steigert Absatz und Umsatz

Die Unternehmensgruppe des Kulmbacher Brauerei-Konzerns hat im 1. Halbjahr 2023 die Absatzmenge um 2,8 Prozent und den Umsatz um 9,2 Prozent steigern können. Allerdings muss der Getränkehersteller beim operativen Ergebnis (EBIT) einen herben Rückgang verkraften.

[»»» Jetzt weiterlesen](#)

Neues Siegel: Bronze-, Silber- und Gold-Bio

Ein neues Bio-Siegel soll den Bio-Anteil in der Gastronomie steigern.

[»»» Jetzt weiterlesen](#)

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Technical Printing Information

Printing process	sheeted offset, 70 screen
Paper	Cover: 300 g/m ² wood-free, matt coated image print, 1:1 volume Inside 115 g/m ² wood-free, matt coated image print, 1:1 volume With light advertising motifs, the reverse sides may occasionally show through.
Colours	Colours used are from the colour scale ISO 2846-1. Specific approval is required for special colours or shades that cannot be created by combining colours from this scale. Details on request. The publisher reserves the right to also use the four-colour scale to compose decorative colours if technical requirements make this necessary. Slight deviations may occur within the tolerance range of the offset printing process.
Print documents	Data to be supplied as a printable (300 dpi) PDF file and a binding galley proof in accordance with ISO 12647-7. The settings for the PDF file (ISO coated v2 300 %) can be downloaded from www.westermann-druck.de/downloads. The image data should be based on the offset print standard. Area coverage should not exceed 300 % in total. The print edition is accompanied by a digital Version. The print advertisements are converted so that they can be displayed on the digital version. In isolated cases, this may lead to minor colour deviations; in view of this, complaints relating to the digital issue shall not be accepted.
Data transfer	Please send the printable PDF via mail to: fassbender@meininger.de . Any proof or setting work will be invoiced at own cost. Please also note our terms and conditions of business stated in the order confirmation.

Supplements	Supplement format: min. 10.5 x 14.8 cm (end format) Max. = 22.5 x 29 cm (end format); Supplement thickness: min 115 g/m ² with individual sheets / otherwise 80-300 g/m ² ; top trim = 5 mm (top system); trim edge = 3 mm per page (double page = 6 mm in binding); Foot trim = 5-20 mm (= end trim if smaller than magazine format); front trim = 5mm (= end trim if smaller than magazine format) Attention: any motifs and text which run over to the binding will be partly covered by the adhesive binding! Special formats only upon request!
Inserts	Min. format: 105 x 148 mm (end trim) Max. format: 220 x 285 mm (end trim) Insert thickness: min 115g/m ² with individual sheets Max thickness: 3 mm Inserts must be enclosed in binding. Special formats only upon request. Address for inserts: Westermann Druck GmbH Tor 1 / Warenannahme Stefan Klotz Georg-Westermann-Allee 66 38104 Braunschweig, Germany
Adhesive inserts	Paper thickness: 150 - 220 g/m ² Minimum format: 100 x 100 mm Mechanically glued: only possible in landscape format Maximum format: 110 x 200 mm Mechanically glued: only possible in landscape format Position: at least 30 mm from the upper and lower border and 10 mm from the binding (max. distance from binding 50 mm). Position tolerance when gluing: up to 5 mm.

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Standard Terms of Acceptance for Advertisements and Inserts

1. Scope of application:

These General Terms and Conditions of Business ("T&Cs") apply to all advertising orders, advertorials and other advertising material (also online) of Meininger Verlag GmbH, Maximilianstrasse 7-15, 67433 Neustadt/Weinstrasse (hereinafter referred to as "Publisher") targeted at customers (hereinafter referred to as "Customer").

Any conflicting General Terms and Conditions of Business of the Customer will not be acknowledged, unless the Publisher explicitly consents to their inclusion.

2. Conclusion of the agreement

An "advertising order", within the meaning of these General Terms and Conditions of Business, is an agreement on the publication of one or more advertisements or advertorials, or any other advertising material (also online) (such as supplements) of an advertiser or any other buyer of advertising space in a publication or on a website for the purpose of dissemination.

Unless anything else to the contrary has been agreed, an advertising order shall materialize through the advertisement being printed or through a written confirmation of the Publisher. Upon placing the advertising order, the respective Customer acknowledges the application of these General Terms and Conditions of Business and the respective applicable price list, as well as the media data applicable to the respective year of publication.

A "deal" is an agreement on the publication of multiple advertisements, in regard to which the publications are made by the Customer on a "call-off" basis. The same shall also apply analogously to any deal concluded by a group of companies ("Consolidated Deals"). Should the right to call off individual advertisements be granted within the scope of such a deal, unless anything to the contrary has been agreed in the individual case the publication date of the most recent advertisement should fall within the period of one year of the first advertisement being published.

Should the advertising order be placed by an agency, the respective contract shall materialize, subject to any other arrangements, with the agency.

Any amendments and additions to an advertising order, as well as any deviations from these General Terms and Conditions of Business, shall require to be laid down in writing. That also applies to the revocation of this clause requiring the written form.

3. Placing advertisements

The Publisher shall be entitled to undertake the placing of the advertisements and/or online advertising material at its sole discretion. Fixed advertisements and special forms of advertising can be booked individually. Subject to any other, individualized, agreement, the Customer shall otherwise have no claim to the advertisement being placed in a particular position in the respective advertising area, or to a certain access time in the respective advertising space being complied with. It is possible to relocate the advertising space within the agreed setting if said relocation does not materially affect the appeal of the advertisement. The bookable forms of advertising and placements in the online area do not include a warranty in regard to being displayed in a directly visible area (on a "first screen"). The Customer shall, upon request, after conducting an online campaign, be given information on the standard values achieved.

Advertisements and other forms of advertising which, due to their design, are not immediately recognisable as advertisements, are clearly marked by the Publisher with the word "Advertisement".

4. Advertorials

Advertorials are content produced by a third party that needs to differ, in form and design, from the editorial parts of the respective magazine. They contain texts and advertising of third parties. They shall essentially be endorsed with a separate legal notice. The advertorial may be marked, by the Publisher, with the word "Advertisement", or an alternative word to a similar effect. Advertorials are usually produced by the Publisher in consultation with the Customer, and published. An advertorial is to be made available to the Publisher, for inspection and approval, at least ten working days prior to the print copy deadline. The Customer has a one-off right to require corrections. Any

further sets of corrections are to be remunerated in addition. Acceptance may only be refused for technical reasons.

The Customer shall be obliged to deliver the necessary visual material, as well as any other information individually agreed, in good time. The Customer shall be responsible for providing the necessary rights for this. Should the Customer infringe the obligations to co-operate incumbent upon it, and delays be caused as a result, the Customer shall be held liable for it. Should an advertorial not be published, because the Customer has not fulfilled the obligations to co-operate incumbent upon it in good time, the Publisher shall be entitled to nonetheless require the gross remuneration agreed in full.

5. Printing materials

The Customer shall be responsible for delivering flawless printing materials or print templates of any other advertising material by the print copy deadline. In the case of digital printing documents, the customer is obliged to deliver templates for advertisements in accordance with the contract, in particular in line with the format or the technical specifications of the Publisher, in good time prior to the respective start of publication. The Publisher's costs for any amendments to the print templates desired or caused by the respective Customer are to be borne by the Customer.

The obligation to store printing materials shall end three months after the advertisement has been published for the first time.

Any liability for colour accuracy and correct reproduction of the colouring will only be accepted by the Publisher if the Customer has transmitted a proof that makes the colouring and size binding, for colour matching in good time.

6. Deficiencies

Should the publication of the advertisement not be in line with the quality or service contractually due, the Customer shall have a claim to reduce the payment or be given a flawless replacement advertisement. Should the Customer make use of its right to reduce the price, the amount of the reduction shall be aligned to the degree of deficiency shown by the advertisement. As an alternative, the Customer may require the publication of a replacement advertisement to the extent to which the purpose of the advertisement has been compromised by the deficiency. Minor deviations in tonal value or colour are substantiated in the tolerance range of the offset printing process, and do not constitute a deficiency.

The Customer is required to complain to the Publisher about any obvious deficiencies in an advertisement in writing within a week, counting from the day of publication. Any hidden deficiencies are to be complained about in writing within six months, counting from the day of publication of the advertisement.

The Publisher has the right to refuse to publish a replacement advertisement if, in good faith, it seems inappropriate to it, taking into account the content of the advertising order, in particular if a disproportionate amount of costs is incurred. Should the Publisher make use of this right, the Customer shall be entitled to withdraw from the contract, as long as it is not only insignificant deficiencies that exist. A reduction in price based on reduced circulation may only be asserted if the reduction in circulation is at least 20%, in the event of a certain circulation having been assured.

7. Liability on the part of the Publisher

The Publisher shall only be liable for wilful intent and gross negligence. Vis-à-vis traders, the liability for gross negligence is limited to the damage to be expected up to the amount of the remuneration agreed for the advertisement.

For slight negligence, the Publisher shall only be liable, if there is no case of injury to life, the body or the health, unless cardinal obligations of the advertising order have been infringed. The Publisher's liability shall, in any case, be limited to compensating the foreseeable damage, limited by the fee to be paid for the advertisement.

8. Specimen copy

The publisher shall, upon request, deliver a specimen advertisement. Depending upon the nature and scope of the advertising order, clippings, specimen pages or full samples will be delivered.

9. Prices, invoices

The fixed or special prices agreed as at the date of the order being placed shall apply, and otherwise the published price list. The Publisher reserves the right to amend the charges. This does not apply to consumers. For any orders confirmed by the Publisher, price changes shall, however, only be valid if they were notified by the Publisher at least one month prior to the advertisement/the advertising material being published. In the event of a price increase, the customer shall be entitled to assert a right to withdraw from the contract. The right to withdraw from the contract must be exercised within 14 days of receipt of the notification on the price increase.

Any reductions shall be established in line with the respective applicable price list or the individual arrangements made. Should the Customer not have implemented the advertising volume forming the basis for the reduction in full within the agreed period of time, the Publisher shall have the right to charge the amount of the reduction given. Advertising agencies and any other advertising intermediaries shall be obliged to adhere to the Publisher's price lists in their offers, contracts and invoices sent to the advertiser. Discount credits and subsequent discount adjustment charges will essentially only be made at the end of the advertising year.

Invoices of the Publisher are to paid within the payment deadline, counting from receipt of the invoice, which can be seen from the price list, unless any other payment deadline or advance payment has been agreed in the individual case.

In the event of arrears of payment, interest will be charged in accordance with the statutory provisions.

Should there be justified doubt about the Customer's ability to pay, the Publisher shall be entitled to make the publication of one or more advertisements dependent upon advance payment of the amount as at the final deadline for advertisements, as well as upon any outstanding amounts invoiced being settled.

10. Turning down orders

The Publisher reserves the right to turn down advertisements – including individual call-offs within the scope of a deal – and orders for supplements, if

- the content of them violates any laws or official provisions; or
- the content of them has been objected to by the German Advertising Council in opposition proceedings; or
- the publication of them is unacceptable to the Publisher because of the content, design, origin or technical form;
- advertisements contain advertising of third parties or on behalf of third parties. Orders for any other advertising material shall only be binding upon the Publisher after a sample has been submitted and approved. Any advertisements containing advertising by third parties or on behalf of third parties (joint advertising) shall, in each individual case, require the prior written declaration of acceptance of the Publisher. This will entitle the Publisher to levy a joint advertising surcharge. Any supplements which, due to their format or presentation, arouse the impression, with the reader, of being a component of the newspaper or magazine or contain third-party advertisements may be turned down by the Publisher on these grounds. The Customer will be informed about the rejection of an advertisement or any other advertising material without delay.

11. Cancellation of orders

Essentially, it is possible to cancel orders. The cancellation needs to be received by the Publisher in writing or by e-mail. In the case of cancellation up to five working days prior to the closing date for advertisements (10 days in the case of advertisements placed on the website and fixed placements), no costs will be incurred to the advertising customer. By way of derogation herefrom, any cancellation of special forms of advertising (including title pages booked, events, tastings) and advertorials, is only possible for up to two weeks after placing an order. Should a cancellation be made after the deadlines regulated in Sentence 1, the flat-rate amount of compensation for expenditure shall amount to 100% of the gross order volume cancelled.

12. Intellectual Property rights

The Customer shall grant the Publisher any rights of use, ancillary copyrights and other rights necessary for the use of the

print templates provided. Included in the latter is, in particular, the right of duplication, publication, dissemination, making the materials publicly available, and also the editing and design rights in the scope necessary for implementing the order.

The Customer guarantees to the Publisher that it has all rights necessary for publication and dissemination of the advertisement. The Publisher shall not be obliged to check any impairments of rights of third parties. The Customer shall be solely responsible for the content and design of the advertisement. The Customer hereby frees and relieves the Publisher from all claims by third parties which the latter may assert against the Publisher in connection with the publication of the advertisement.

13. Acts of God

In the event of Acts of God, the Publisher shall be entitled to postpone the publication of an advertisement until such time as the event has ended. The term "Acts of God" is understood to mean any circumstances that are not the Publisher's fault, and which make the publication impossible or unacceptable, in particular strikes, legitimate lock-outs, war, acts of terror, civil unrest, natural disasters, pandemics and a general shortage of raw materials or energy.

14. Data Protection

The Publisher gathers, processes and stores personal data of the Customer in accordance with the applicable data protection provisions. Further information on the processing of personal data can be found in our Data Privacy Policy.

15. Final provisions

This contractual relationship, as well as these General Terms and Conditions of Business, are subject to the Law of the Federal Republic of Germany, subject to exclusion of the UN Convention on the International Sale of Goods (CISG). The place of fulfilment shall be the Publisher's registered office. In business transactions with traders, legal persons governed by public law or special funds governed by public law, the Publisher's registered office is agreed upon as the exclusive place of jurisdiction. In the case of non-traders, the place of jurisdiction shall be determined by their domicile.

The Publisher does not take part in dispute resolution procedures before consumer arbitration boards.

Any amendments and additions to these General Terms and Conditions of Business, as well as any subsidiary agreements, shall require to be laid down in writing. That also applies to the revocation of the written form.

Should any of the foregoing provisions be or become invalid, the validity of the remaining provisions shall not be affected thereby. In lieu of the invalid provision, the parties shall agree upon a valid provision which comes as close as possible, in its entirety, to what is laid down in the General Terms and Conditions of Business, as well as the contractual arrangements from a factual, legal and economic perspective. The same procedure shall apply if the General Terms and Conditions of Business should contain a loophole.