

WatchTime

GERMANY



MEDIAKIT DIGITAL 2024

As of January 2024

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PROFILE

Credible, reliable, objectively

The mechanical watch: This topic thrills the visitors of Watchtime.net. Watchtime.net is the high-profile, objective and reliable correspondent on fine watches for beginners as well as for experienced collectors and watch experts. Watchtime.net combines digital marketing know-how with cutting-edge technologies. The focus is set on solutions, which offer watch brands concrete added value. Advertising clients benefit from a variety of exclusive advertising and tailor-made opportunities to the individual needs and desires. Watchtime.net addresses with the highest number of IWV-audited website visits by German inhabitants the main target group of the watch industry, the prospective watch buyer. This acceptance by the visitors offers an exclusive environment in which product presentations as well as brand image campaigns have an outstanding effect.

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Actual Reach

Visits: 283,350 monthly
Online Visits Germany: 75 %
Page Impressions: 605,622 monthly



Source: IWV, October 2023

Publisher's Addresses

Ebner Media Group GmbH & Co. KG
Karlstraße 3 | 89073 Ulm
Postfach 30 60 | 89020 Ulm

USER PROFILES

USER STRUCTURE DATA

Information

User structure data below is a result of Uhren Monitor 2022, Google Analytics survey data and puls study on brand desirability, realized in April-May 2019. The representative study on German luxury watch buyers profiles and describes the visitors and gives media planners important insights on dimensions relevant for wristwatch purchases.

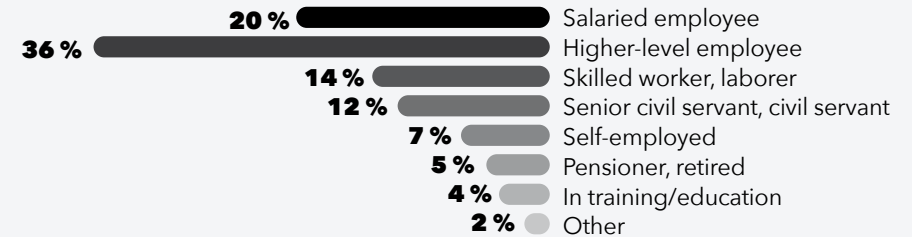
Gender

The mechanical watch is increasingly being discovered by women and so WatchTime.net has been able to increase the proportion of women in recent years.



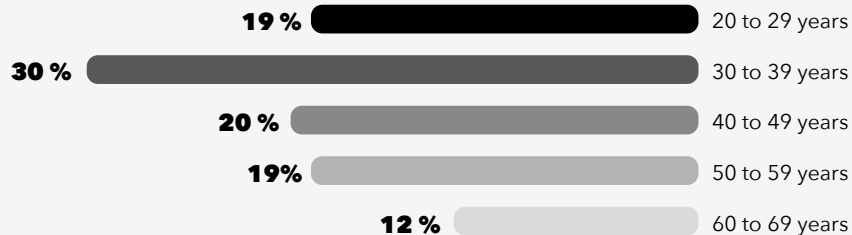
Employment relationship

Every third visitor is a senior employee. 90% of visitors are employed.



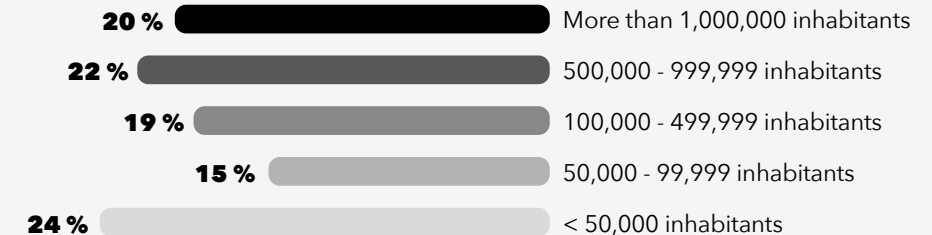
Age

Every second visitor is under 40. WatchTime.net thus proves that luxury watch buyers of all age groups use the portal to prepare their purchase and obtain information.



Location size class

Visitors mostly live in large cities and are interested in urban and trendy topics.



Source: Responsio Watch Monitor 2022, number of cases exclusive buyer target group n=5,006 cases, WatchTime regular use n=186 cases

USER STRUCTURE DATA

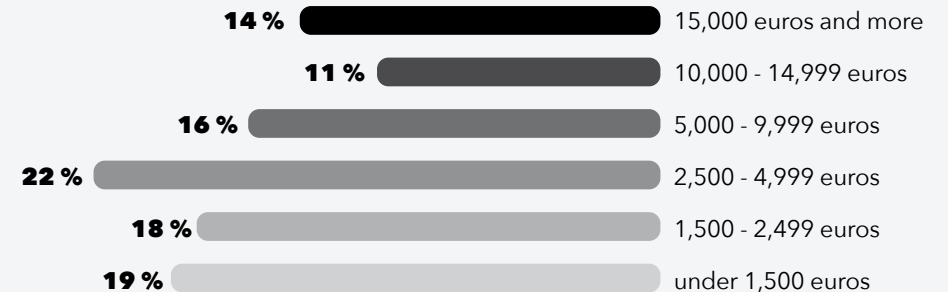
Net household income

The NHI of visitors is absolutely above average - more than one in three has a net income of more than 5,000 euros per month.



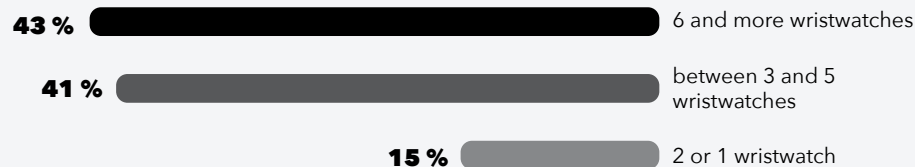
Maximum willingness to spend on wristwatches

The willingness of WatchTime users to spend is also broadly distributed across the different price categories. One in four is prepared to spend more than 10,000 euros. The price categories between 1,500 and 10,000 euros are almost equally represented.



Number of watches owned

WatchTime reaches both collectors and newcomers to the world of luxury watches.



Purchase frequency for themselves

74%, i.e. 3 out of 4, of visitors buy a watch at least once a year - almost half of them every six months.



Source: Responsio Watch Monitor 2022, number of cases exclusive buyer target group n=5,006 cases, WatchTime regular use n=186 cases

DIGITAL ADVERTISING FORMATS

DISPLAY ADVERTISING MATERIALS / BANNER

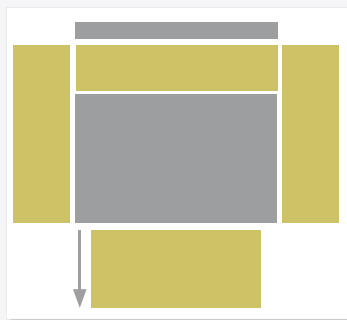
Rotation

Your banner appears as many times as agreed upon and with a **guaranteed** number of ad impressions. Other banners may appear on the same placement if there are more page impressions available. This contains the option of alternately presenting several different motifs in the same position.

- Expandable formats: +20 % of the CPM* for each format
- All banner formats up to a maximum of 80 KB; Format HTML5, JPG, PNG or GIF
- we must receive your advertising materials no later than five days prior to the first appearance of your advertising.

Special Advertising Options (e.g. OTP formats) are available by request.

Premium



Homepage Takeover

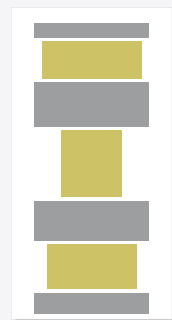
Panorama Billboard 1120 x 250 px

Skyscraper links 300 x 800 px

Skyscraper rechts 300 x 800 px

Parallax Ad 840 x 600 px

CPM*: 149 euros



Mobile view



Content Takeover

Panorama Billboard 1120 x 250 px

Premium Inread Ad 640 x 500 px

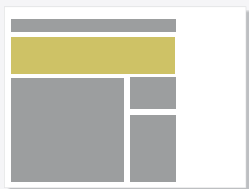
Premium Inread Ad 2 640 x 500 px

CPM*: 139 euros



Mobile view

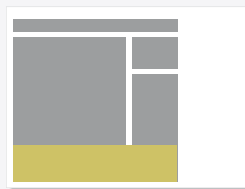
Individual formats



Panorama Billboard

1120 x 250 px

CPM*: 99 euros



Floor Panorama Billboard (Sticky)

1120 x 250 px

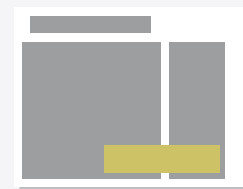
CPM*: 109 euros



Parallax Ad

840 x 600 px

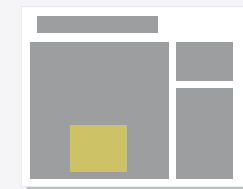
CPM*: 99 euros



Floor Ad / Layer (Sticky)

728 x 90 px

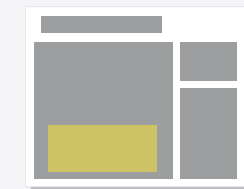
CPM*: 75 euros



Inread Content Ad (Medium Rectangle)

300 x 250 px

CPM*: 59 euros



Wide Content Ad (Wide Rectangle)

580 x 250 px

CPM*: 64 euros

NATIVE ADVERTISING for your model communication – Storytelling in top positioning

The Top Thema and Hotspot advertorials are exclusive and very effective placements. The reading rates and thus the attention-grabbing effect of the formats are absolutely above average. Booking these exclusive editorial marketing opportunities is dependent on the availability of the positions.

- Delivery of the advertising material: 14 working days before the first insertion of the advertising material
- The delivered texts will be edited for the medium if necessary; minor changes are therefore possible

Top topic

- op positioning on the homepage (pinned)
- Attention-grabbing staging

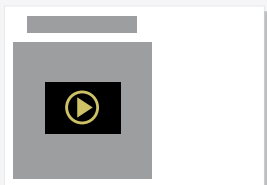
Price: 2,050 euros per week

Hotspot - Watch of the week

- The hotspot for the latest models
- Positioning on the homepage
- High awareness - long-lasting effect

Price: 1,050 euros per week

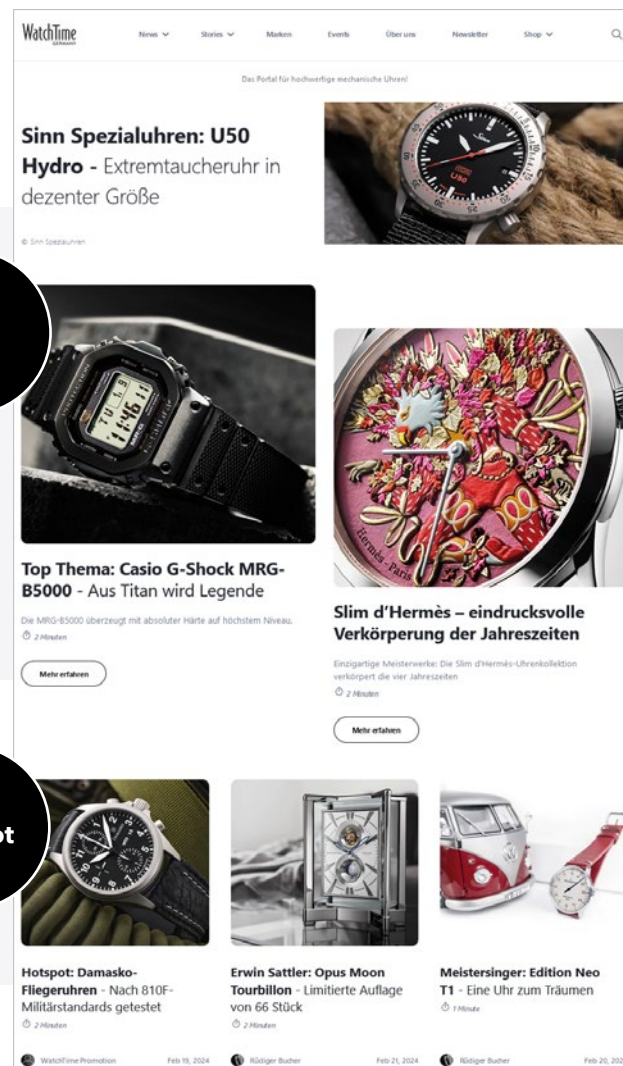
Combine:



Video

integrated in Hotspot / Top Topic

Price: 250 euros per integration



BRAND OF THE MONTH

The high-reach content format for sustainable brand presentation

Exclusive native advertising format for effective brand communication.

Multimedia presentation of your brand with permanent advertising during the booking period on the start page and integration into the ad rotation.

Your advantages

- Attention-grabbing content placement
- Excellent visibility
- Long-read format for your brand

Ideal for

- Brand presentation
- Anniversary presentation
- New brand launch

The effective native advertising medium with individual presentation of your own brand achieves high performance through permanent advertising.

Service: Long-read format incl. high-reach advertising

Period: 1 month

Price: 5,500 euros*

Newsletter + Social Media Push

Additional promotion of the brand of the month in the newsletter and on WatchTime's social channels with the aim of achieving the optimum reach of unique campaign contacts.

Service: 40,000 + X recipients per newsletter mailing, Social media activation

Period: 2 mailings

Price: 950 euros

The screenshot shows a native advertising article on the WatchTime website. The article is titled "Bucherer: Masterworks" and features a large, artistic photograph of several luxury watches arranged in a cluster. The text of the article is partially visible, including sub-headings like "Eine Bühne für besondere Meisterwerke der Uhrmacherkunst", "Was ist Masterworks?", and "Wo kann man Masterworks entdecken?". The layout is clean and professional, typical of a high-end watch brand's content.

All prices plus VAT.
*) Offer cannot be discounted further,
AE commission for bookings via agency 15%

NEWSLETTER

NEWSLETTER

WatchTime.net newsletter subscribers receive what they personally requested twice a week Update on the world of mechanical watches.

Broadcast to a **guaranteed 40,000 + X subscribers.** (as of October 2023)

Possible ad formats

Text-image ad (native ad format)

Length: 55 words including headline and 1 image
Price per week*: 1,150 euros
from 3 weeks: 1,050 euros

Display advertising media / Banner

Format: 580 x 250 pixel, JPG, GIF or PNG banner, max. 80 KB


Price per week*: 1,050 euros
from 3 weeks: 950 euros

* Two mailings per week


TOP placement plus 20% placement surcharge

All prices plus VAT.


Liebe Leserin, lieber Leser,
die Mercedes Central Counter von Carl F. Bucherer ist eine der wenigen Chronographen, die zentrale Sekunden und Minuten aus der Mitte zeigt. Dazu erweitert Glasütte Digital sein Ensemble hochbegabte Modelle um zwei neuen Varianten der Senator Excellence Panoramadatum Mondphase sowie der Senator Excellence Golden Calendar. Die junge LaCrosse stellt die Renesse erneut in die Dienste der traditionsreichen Meisteruhrenhersteller. Wir danken Sie auf WatchTime.net.
Mit den besten Grüßen
Gisela Prusch
Head of Editorial Germany




Chronograph 1 Utility – Limited Edition
Porzellan Design bringt eine Legende wieder zurück – mit innovativen Verzierungen. Aus Militär von 1945, am 8. Dezember wird feierlich eine weitere mechanische Energie gegen atmosphärische und physikalische Widerstände. Chronograph macht das Selbstbild des Uhrenmeisters noch unverwundlicher, weicher und leichter. Das Design der neuesten Innovation verbindet das mechanische Zifferblatt, selbst automatische Aktivität.
[Mehr erfahren](#)




Grand Senko: zwei neue 44GS Modelle
Im Jahr 1987 schuf die Grand Senko 44GS die Marke der Schweizer Uhren und verleiht auf Hersteller die vollständige Verantwortung seiner Uhr für zwei. Neugierig unter dem Schweizer Design, Teil und verkörpern das Ansehen der Uhr, die die japanische Schmelze auf dem Markt ist. Art und Weise zum Ausdruck bringt. Die Kanten der Rahmen sind flexibel für die Uhrmacher.
[Mehr erfahren](#)




GANZ UND GAR NICHT GEWÖHNLICH
KURZFRISTIG VERFÜGBARE MODELLE
Wird es sein? [www.watchtime.de](#)



Glashütte Original: Senator Excellence Ewiger Kalender und Senator Excellence Panoramadatum Mondphase
Wird es sein? Varianten der Senator Excellence Panoramadatum Mondphase sowie der Senator Excellence Ewiger Kalender erweitert Glasütte Digital sein Ensemble hochbegabter chronischer Uhren um zwei völlig neuen Präzisionsuhren bei der Uhr zeigen beide Modelle auch die Mondphase an. Der Ewiger Kalender pulsiert, die Uhrzeit und Monat entsprechend dem Jahreszyklus. In beiden die Schaltjahre bis zum Jahr 2100. Glashütte.
[Mehr erfahren](#)



Technik trifft auf Avantgarde
Der neue Piloter Automat ist ein Anker der Technik mit ein Anker von Individualität und Stil. Die Uhrzeitangabe befindet sich in der oberen Zifferblattzone durch Farbkodierung und
[Mehr erfahren](#)



TOPIC NEWSLETTER

With the special newsletters, WatchTime creates a themed environment for the optimal placement of products. The performance of this special form of advertising is absolutely above average.

Guaranteed mailing to 40,000 + X subscribers interested in watches.

Topics for 2024:

Sporty start to the year – Sports watches (27.01.2024)

Pilot watches (24.02.2024)

Watches and Design (09.03.2024)

Watches and Sustainability (Earth Hour) (23.03.2024)

Outdoor Watches (06.04.2024)

Novelties of the year (27.04.2024)

Diving watches (25.05.2024)

Chronographs (08.06.2024)

Sports watches (29.06.2024)

Diving watches (13.07.2024)

Toolwatches (31.08.2024)

Retro Watches (07.09.2024)

The new Chronographs (28.09.2024)

German Watch brands (05.10.2024)

Pilot watches (02.11.2024)

A celebration of elegance (16.11.2024)

Ladies' Time – Ladies' watches (30.11.2024)

Beautiful watches for the festive season (07.12.2024)

Price: 1,150 euros per newsletter (Further topics on request)

Liebe Leserin, lieber Leser,
an der Grenze, unter Wasser, auf dem Gelände, die Uhrzeit ist ein zentraler Bestandteil – Sportwatches sind Ihre Begleiter, die es gut als zentraler Bestandteil sind und deshalb einige weitere Aspekte in unseren heutigen Themen Newsletter werden Sie mehr über die Eigenschaften von Sportwatches. Einblicke können zeigen in Ihren nächsten Wachen.
Mit den besten Grüßen
Gisela Prusch
Head of Editorial



Vom Performer zum Allrounder
Die Regeln "Sportwatches" umfassen eine Vielzahl von Uhren, die speziell für sportliche Aktivitäten, die Einsatz im Freien sowie einen aktiven Lebensstil entwickelt wurden. Dabei geht es nicht nur um die Funktionalität und Präzision, sondern auch um die Ästhetik, die eine Kombination aus technischem Design und sportlichen Funktionen bilden können. Dazu zählen Tacher und Piloterwatches, aber auch spezielle Chronographen mit Technoästhetik, welche Designelemente mit Edelsteinen kombinieren und so eine neue Ästhetik mit Funktionalität und Komfort in den Markt einführen.

Anzeige
Citizen Promaster Eco-Drive Diver „Unité with Blue“ BN0166-01L
Citizen Promaster präsentiert eine besondere Auflage des legendären Promaster „Unité with Blue“ (BN0166-01L). Diese Taucheruhr aus der Eco-Drive (Eco-Quartz) Serie ist ein Meisterwerk der Uhrmacherkunst, das die Schönheit der Natur mit der Präzision der Uhr verbindet. Die Uhr ist mit einem robusten Polycarbonat Gehäuse ausgestattet, das die Eco-Drive Technologie in Kombination mit einem hochwertigen Polycarbonat Gehäuse (Hülle) 316L Stahl enthält.
[www.citizenwatch.eu](#)



Immer ein Vorteil: Erhöhte Wasserdichtheit
Was genau macht die Uhr ein Anker der Technik und ein Anker der Individualität? Die Uhrzeitangabe befindet sich in der oberen Zifferblattzone durch Farbkodierung und
[Mehr erfahren](#)

- 3 bar: Die Uhr ist sporttauchtauglich
- 5 bar: Zum Tauchen und Freizeitsport geeignet
- 10 bar: Für die meisten Wasseraktivitäten geeignet
- 20 bar: Ab einer Wassertiefe von ca. 20 Metern für Tauchgänge geeignet

Anzeige
Hommage an 120 Jahre Fliegerzeit
Zum 120-jährigen Jubiläum des ersten Fluges der Luftkugel Wright präsentiert Citizen eine neue Kollektion, die



NEWSLETTER PREMIUM FORMAT

Watchtime.net offers premium newsletter formats for large-scale and emotional brand and model presentation.

Extra charge thematic newsletter:


500 euros

Further options on request

Liebe Leserin, lieber Leser,

was macht die Faszination für Chronographen aus? Vielleicht ist es die Art und Weise, wie sie die Zeit nicht nur anzeigen, sondern auch messbar festhalten können. Dazu kommt eine attraktive Ästhetik mit einer unverkennbaren Zifferblattaufteilung und Gehäuseform, die die Aufmerksamkeit auf sich zieht. Jeder Chronograph erzählt seine eigene Geschichte, hier stellen wir Ihnen mehr dazu vor.

Mit den besten Grüßen
Daniela Pusch
Head of Editorial Germany



Wofür können Sie einen Chronographen nutzen?



Der ursprüngliche Zweck des Chronographen liegt in der Sportzeitmessung. Am 1. September 1821 erfindete der Uhrmacher Nicolas-Mathieu Breguet bei einem Pleinmèren in Paris die Rundenzellen mit einem neuartigen Instrument, das er "Sekunden-Chronograph" nannte. Doch der Chronograph bietet weitere Möglichkeiten, auch für weniger sportliche Einsätze: Pasta kochen, Parkzellen im Blick behalten und so weiter. Wichtig dabei ist die Ablesbarkeit, ihr kommen kontrastreiche Zifferblätter durchgängige Skalen und milder Leuchtmassive zugute.

Anzeige

Sportlichkeit und Klarheit – Schallmauer Automatik

Die kontrastreiche „Panda-Version“ mit schwarzen Highlights ist bei Chronographen unübertroffen aussagekräftig und macht sie zum unverzichtbaren Stützpunkt am Handgelenk. Das Herzstück der auf 180 Exemplare streng limitierten Farbvariante bildet das Schweizer Kaliber Sellita SW150BH1 Elabond mit 12 Stunden Gangreserve. Ein Herzstück ist die glänzende Keramikgehäuse in Kombination mit ihrem gewölbten und doppelt entspiegeltem Saphirglas. Die Zähler, Ziffern, Indizes und Nummern sind mit Superluminova BGVN 9 versehen. Mit einem Preis von 1.699 Euro bietet der limitierte Chronograph ein überzeugendes Preis-Leistungs-Verhältnis.

www.vandstaag.de

All prices plus VAT.

STAND-ALONE NEWSLETTER

The undivided attention for your topics among potential buyers of your products with the look and feel of the editorial newsletter. The exclusive stand-alone newsletter ensures maximum reach and performance of your messages and forwards interested subscribers directly to your website.

Guaranteed mailing to 40,000 + X subscribers interested in watches.



Price: 7,000 euros*

* Price cannot be discounted further, Agency commission for bookings via agency

Liebe Leserin, lieber Leser,

Oris stellte während der Geneva Watch Days 2023 eine Sonderedition der Oris Aquis Date mit einem Zifferblatt aus recyceltem „Oxide“-Flachmetzen vor. Mit diesem speziellen Zeitmesser macht der Hübeler Uhrhersteller auch seine neue Partnerschaft mit Bracetel public – einem Social-Entrepreneur, der Accessoires aus recyceltem Flachmetzen herstellt und mit Oris nun spektakuläre Zifferblätter realisiert.

Viel Freude beim Entdecken!
Daniela Pusch
Head of Editorial Germany





Anzeige

Der Nettoeffekt – Oris x Bracetel

Wir sind stolz, nun die Oris X Bracetel vorzustellen, eine Sonderedition der Taucheruhr Aquis Date mit einem spektakulären Zifferblatt aus recyceltem Geleiten und Alufließen. Zur Herstellung dieser kaldoökologischen Zifferblätter werden kleine grüne, blaue und weiße Abschnitte zusammengestellt und vorsichtig erwärmt, bis sie miteinander verschmelzen. Beim Abkühlen häften sie zu einer dünnen Platte aus, die zurückgeschritten, gepresst und geschliffen wird, bis sie nur noch 0,3 mm dick ist. Das Material enthält keine Zusätze, Füllstoffe oder Klebstoffe. Jedes Zifferblatt ist ein Unikat.

Mehr über das Modell erfahren





SPECIALS

HANDS-ON VIDEO

Presentation of a high-class watch model or a watch collection by a member of the editorial team with an editorial look and feel and a defined storyboard. Production including publication of the article on WatchTime.net and on the YouTube channel.



Price: on request
Including the rights of use for the brand

VIDEO PRODUCTIONS

Our experts in video production and storytelling are available for the realization of individual video projects. Contact us for the realization of your project.

All prices plus VAT.

SOCIAL MEDIA - INSTAGRAM CHANNEL

With WatchTime's social media reach, we bring brands into direct contact with our followers and lovers of fine watches all over the world. We offer you the opportunity to address the target group in the tonality that best suits the channel and a high-reach presence for visual communication.

Instagram channels:

@watchtime.net

@watchtimemagazine

Current reach:

> 350K followers worldwide

Status: October 2023

We provide you with effective packages for the use of social media reach. I will support you with the planning and look forward to hearing from you.

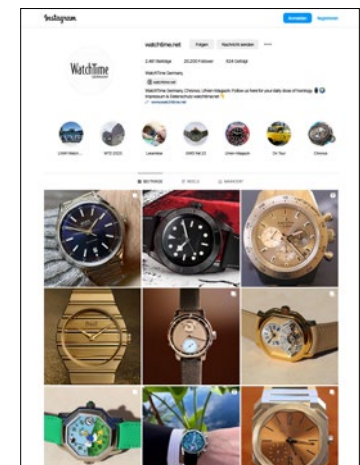
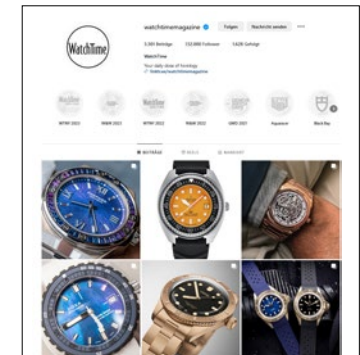


Michael Albus

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EVENTS

EVENTS

With its virtual and physical events, WatchTime Germany offers the ideal platform for direct dialogue with watch enthusiasts and collectors. Present your innovations and latest creations to more than 3,200 visitors to WatchTime Düsseldorf or during an individual signature event.



BRINGING THE WATCH COMMUNITY TOGETHER

WatchTime Düsseldorf

25 - 27 October 2024

Rheinterrasse Düsseldorf

Multi-day event with unique brand experiences from renowned watch manufacturers, latest innovations and fine creations.

Signature event on request



Charlotte Frieß

Head of Live Communication

Watches Global

Phone +49 (0)731 88005-8213

charlotte.friess@ebnermedia.de



TERMS AND CONDITIONS FOR ONLINE ADVERTISING

WatchTime

Online Mediadata 2024

1. Exclusive Scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co KG, Karl Strasse 3, D-89073 Ulm (hereinafter referred to as "publisher") markets advertising appearances for the websites and for the smartphone or tablet PC applications that it operates.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the advertising contractual partner (hereinafter referred to as "customer") with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contractors with attendances.

2. Services of Online advertising Media

2.1 "Services" within the meaning of these terms and conditions are all online advertising media which are bookable from the publisher, as well as other services of the publisher which are bookable in the context of the advertising (e.g. the programming of advertising media, microsites, implementation on marketing programs, etc.).

2.2 "Online advertising media" are offers that consist of an image and/or text and/or sound and/or moving images and/or a sensitive area (e.g. a link) which, when the user clicks on it, will connect the user to a web address that has been predefined by the advertiser. In addition to classical banner advertising, these can also include product and company entries, sponsoring, email campaigns or microsites. Also included are the customer's so-called "download offers," such as video ads, e-books, or other download or streaming offers which the publisher keeps available.

2.3 "Advertising order" is the contract for the placement of an online advertising medium or other services for the purpose of dissemination by the publisher.

3. Conclusion of the Contract

3.1 An advertising order fundamentally comes into being upon written or email confirmation, or upon (partial) rendering of the services by the publisher.

3.2 If the booking comes via an intermediary (an advertising agency), then, in case of doubt, the contract comes into being with the advertising agency itself. If an advertiser becomes a client, then the agency must inform the publisher of same, including mention of the new customer by name.

4. Customer's Obligation to Cooperate

4.1 If the online advertising media are to be placed by the publisher, then the customer must make the advertising media available to the publisher no later than four workdays prior to the agreed date of first publication. The data must be provided in compliance with the publisher's current technical format requirements. If a delayed delivery or a delivery which does not comply with the technical requirements makes it impossible for the publisher to publish the advertising in an orderly and punctual manner, then the customer's payment obligation shall remain unaffected by this. The customer shall bear the expenses for the preparation of error-free material or for changes in the agreed versions which the customer requests or for which the customer is responsible.

4.2 The customer has the right to include links to a target URL if clicking the link causes a new browser window to open. The use of other technical means which reroute the user away from the website or collect data about the user is prohibited; in particular, express written permission from the publisher is required to permit the usage of over-the-page (DTP) advertising, the insertion of prompts requesting the user to input personal data, and the placement of cookies.

5. Customer's Obligations, Exemption from Liability

5.1 Through the use of appropriate and up-to-date protective software, the customer shall ensure that the advertising media which he transmits or inserts are free from malicious codes, e.g. viruses and/or Trojan horses.

5.2 The customer is responsible for the contents of the online advertising media and for ensuring that the online advertising media do not infringe upon third-party rights. The publisher is not obliged to monitor the online advertising media to verify its compliance with currently valid legal regulations. The customer shall exempt the publisher from third parties' claims resulting from the implementation of the contract, even if the contract is cancelled.

5.3 With respect to all authors of online advertising media, the customer affirms that he has acquired, insofar as possible, the necessary usage and exploitation rights, pursuant to the granting of rights to the publisher as specified in sections 10.1 and 10.2. The same applies to any necessary agreements with collecting societies (especially the GEMA). The customer shall bear all costs charged by these collecting societies.

6. Right to Refuse, Interruption of the Advertising Campaign, Identifiability

6.1 The publisher can refuse individual online advertising media if the media violate applicable law or case law, disobey official or court orders, infringe on the rights of third parties, or if the publication is unreasonable for the publisher because of the content or origin of the media or because of technical reasons. This right also exists for individual online advertising media which are to be published in fulfillment of a framework contract with the customer.

6.2 The publisher has the right to (temporarily) interrupt the implementation of advertising measures if there is reason to suspect that the conditions specified in section 6.1 are satisfied. The publisher especially has this right in the event that: a third party submits an apparently not unfounded claim asserting that his rights have been infringed upon; a warning has already been issued in a similar instance; or governmental authorities have begun investigations. The same applies in the event that the

customer makes subsequent changes in the contents of the advertising media and these changes lead to a violation pursuant to section 6.1. The publisher will immediately notify the customer about any such interruption and will give him the opportunity to explain the legality of the advertising measures and, if applicable, to prove their legality.

6.3 Conversely, the customer can demand that the publisher must interrupt or remove the advertisements if a third party files a claim against the customer accusing the customer of infringing on the third party's rights. If the customer is able to remove the advertisements or take them offline on his own, then he himself is obliged to remove or stop the advertisements.

6.4 In the event of a refusal or interruption of advertising measures pursuant to the preceding sections, the customer is nonetheless obliged to pay the agreed sum minus the amount which the publisher has saved by refusing or interrupting the advertisements, unless the publisher has been able to sell the intended advertising space to another customer. The obligation to pay does not exist if the customer can prove that the contents of the advertisement were legal and that there accordingly were no valid reasons for the publisher to have refused or interrupted the advertising.

6.5 At the publisher's discretion, advertising media that are not clearly identifiable as advertising will be separated by the publisher from other contents, e.g. by labeling the former as "advertisement."

7. Publisher's Warranty, Customer's Obligation to Reprimand, Limitation Period

7.1 As specified in the order's confirmation and in the "Technical Format Requirements", the publisher guarantees the customary quality and publication of the online advertising medium in accordance with the data provided by the customer.

7.2 If the published online advertising medium does not uphold the required quality, the customer is entitled to an extension of the publication period or to an immediate substitute placement in a comparable context. However, this entitlement applies only to the extent to which the purpose of the online advertising medium was impaired. If, despite the setting of a reasonable deadline by the customer, such a replacement advertisement is not published by the publisher, or if its publication is unacceptable for the customer, or if this replacement advertisement is likewise does not uphold the required quality, then the customer has the right to reduce payment to the extent to which the purpose of the online advertising medium was impaired and/or to cancel the order.

7.3 The customer shall scrutinize the advertisement immediately after its date of first publication and, if any defects are discovered, the customer shall reprimand the publisher for same (customer's obligation to reprimand). If hidden defects are discovered at a later date, the customer shall reprimand the publisher immediately after their discovery. Reprimands for obvious defects must be communicated in writing within five workdays after the first publication; reprimands for hidden defects must be communicated in writing within the same period after their discovery.

7.4 The publisher guarantees the availability of the websites so that the advertising media are accessible at least 94% of each month. This time period does not include interruptions of reasonable duration which are necessary for the maintenance of the system, as well as interruptions due to force majeure or unavoidable causes. The availability is defined as the ratio of actual time to target time.

8. Placement of advertising; Use of Data, Period of validity, Availability, Prices

8.1 The publisher will place the advertising media within the framework of each booked advertising campaign and with the greatest possible consideration of the customer's wishes. Unless otherwise agreed, the customer has no claim to a particular placement or to the exclusion of advertisements for goods or services of a competitor of the customer.

8.2 If necessary, the publisher will put download offers into a database, along with company or product listings containing information about other customers. The publisher will keep these data available for users to access on the channels which the customer has booked.

8.3 If the customer receives personal or anonymous or pseudonymous data via services provided by the publisher, then these data may be evaluated by the customer only within the framework of the customer's specific advertising campaign, only in accordance with the currently valid data-protection regulations, and only if such evaluation has been agreed within the context of the advertising contract. The customer is not permitted to further process and/or to use the data, and he is especially prohibited from conveying the data to third parties. This prohibition also includes creation of profiles based on the users' usage behavior, especially through enrichment of existing data with third-party information.

8.4 The publisher's price list that is valid at the time when the order is placed shall apply to the advertising order. Price changes are permitted if more than four months pass between the signing of the contract and the agreed first appearance of the online advertising medium. However, such price changes are effective only if they were announced by the publisher at least one month prior to the publication of the online advertising medium. The customer is entitled to revoke the order within fourteen days after his receipt of notification about the price increase.

8.5 In the event of an order to place several online advertising media (general agreement), the revocation of individual advertising media must occur within one year after the signing of the contract. The price list that was valid at the time when the advertisement was placed shall determine its price. Agreed or allowed discounts apply only to the volumes of online advertising media that were specified in the order. If the complete revocation of the booked advertising media does not occur within the one-year period, the customer is obliged to refund to the publisher the difference between the contractually granted discount (taking into consideration the predefined total volume) and the actual total volume (discount adjustment charge).

8.6 If the customer has booked a certain number of ad impressions for an advertising measure, the

publisher points out that these figures are necessarily based on past experience. If the booked number of ad impressions is not reached, the placement interval for the advertising measure will be extended until the booked number of ad impressions has been reached. If the placement that was booked by the customer has already been assigned to another customer for the extended advertising period, the publisher has the right to relocate the advertisement to a comparable position that appropriately takes the customer's interests into account. Due to the differences among various systems, counting differences sometimes occur when third-party ad servers are used. The figures of the publisher always serve as the basis for billing.

8.7 If the publisher provides services that are subject to copyright, the publisher grants to the customer the simple utilization and exploitation rights which are necessary to conduct the advertising campaigns. Any further utilization and/or exploitation by the customer require written permission from the publisher.

8.8. With the conclusion of the contract, the customer agrees that the publisher will send accompanying information per e-mail. For example, proofs, invoices, statistics, or other product-related informations.

9. Payment Terms, Cash in Advance, Right of Retention and Right of Setoff

9.1 The invoice will be prepared on the first day of appearance of the ordered online advertising medium and not later than the end of the month in which the ordered advertisement was published. If advance payment has not been agreed, then the invoice is to be paid in full within ten workdays after its receipt. After this period has elapsed, the customer is in default and must pay the sum specified on the invoice plus interest in the amount of 8% above the prevailing base rate according to §247 BGB (German Civil Code).

9.2 If the customer does not comply with his payment obligations as specified in the contract, if he fails to submit payment before expiration of the agreed time period or stops making his payments, or if other circumstances become known which raise doubts about the customer's creditworthiness, then, without prejudice to existing deferred payments and installment payments, the publisher can demand advance payment for services specified in the contract and can also demand payment of all outstanding invoices, including invoices which are not yet payable. Furthermore, the publisher has the right to refuse to provide currently running services until he has received full payment of the outstanding amounts.

9.3 Regardless of any other regulations, the payment will first be offset against the older debt (in this instance: the interest) and then against the principal.

9.4 The customer is entitled to offset or withhold payments only if the claims are accepted by the publisher or the counterclaims are legally established.

10. Granting of Rights by the Customer

10.1 The customer transfers to the publisher the necessary utilization and exploitation rights, as well as other ancillary copyrights, to the online advertising media and to other contents which are published in the context of the advertising order. In particular, these rights include the database right, the right to reproduce, disseminate, broadcast and record, and the right to public disclosure.

10.2 With regard to the download offers, and in the interest of comprehensive marketing of the customer's contents, the customer further grants to the publisher the right to license the contents to third parties who keep these contents available in the internet, or to use the contents for offers in other forms (so-called "content syndication").

10.3 The customer grants these rights for the duration of the placement of the advertisement. With regard to the content syndication as specified in paragraph 10.2, the rights are granted in perpetuity, but the grant can be revoked at any time with two weeks' prior notice.

11. Liability of the Publisher

11.1 The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf; in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion of this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular backup of the data had been undertaken. Further liability of the licensor is excluded.

12. Place of Jurisdiction, Place of Performance and Applicable Law

12.1 The place of jurisdiction and the place of performance is the head office of the publisher in Ulm, Germany. This applies only if the customer is a merchant in the sense of §§ 1, 2, 3, 5 and 6 HGB (German Civil Code), a legal entity or a special fund under public law, or if the customer's domicile or habitual residence is unknown at the time when the complaint is raised, or if, after the signing to contract, the customer's domicile or habitual residence changes to a location beyond the jurisdiction of the law, or if the customer has no general jurisdiction in Germany. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer's head office is located.

12.2 German law applies with the exclusion of the UN Sales Convention.