

# PRINT MEDIA DATA 2026

WatchTime  
GERMANY



Valid from 01.01.2026

# PUBLICATION DATES AND ADVERTISING DEADLINES

ISSUE	PUBLICATION DATE	ADVERTISING DEADLINE FOR PREMIUM CONTENT**	ADVERTISING DEADLINE	DEADLINE FOR PRINTING MATERIALS
<b>March/April</b> (2/26)	06.03.26	09.01.26	23.01.26	06.02.26
<b>May/June*</b> (3/26)	22.05.26	18.03.26	08.04.26	21.04.26
<b>Annual edition WatchTime Edition</b>	03.07.26	30.04.26	12.05.26	27.05.26
<b>July/August</b> (4/26)	24.07.26	21.05.26	03.06.26	18.06.26
<b>September/October</b> (5/26)	04.09.26	03.07.26	17.07.26	31.07.26
<b>October/November*</b> (6/26)	23.10.26	14.08.26	28.08.26	11.09.26
<b>December/January*</b> (1/27)	11.12.26	05.10.26	09.10.26	26.10.26

\* Enlarged print run; \*\* Premium placements, special placements, product placements.

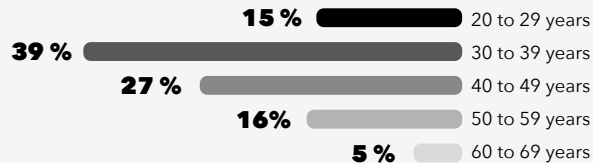
# READERS STRUCTURE DATA

## Information

The Uhren-Monitor 2022 serves as the basis for the following readers data.

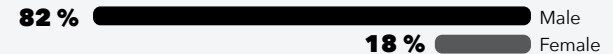
### Age

WatchTime reaches luxury watch buyers of all age groups.  
More than half of its readers are under 40.



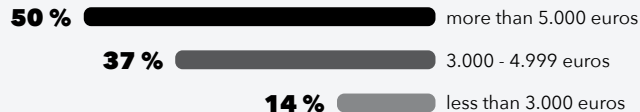
### Gender

The mechanical watch is increasingly being discovered by women and the proportion of female readers in the overall target group is rising continuously.



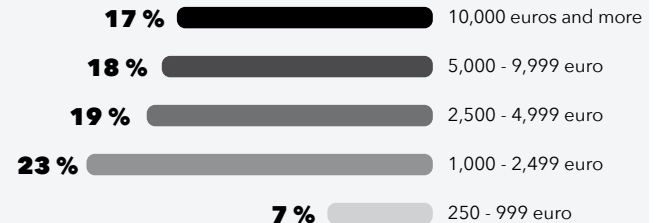
### Net household income

The HHNE of the visitors is absolutely above average – one in two every second person has a net income of than 5,000 euros per month.



### Spending on wristwatches in the last 12 months

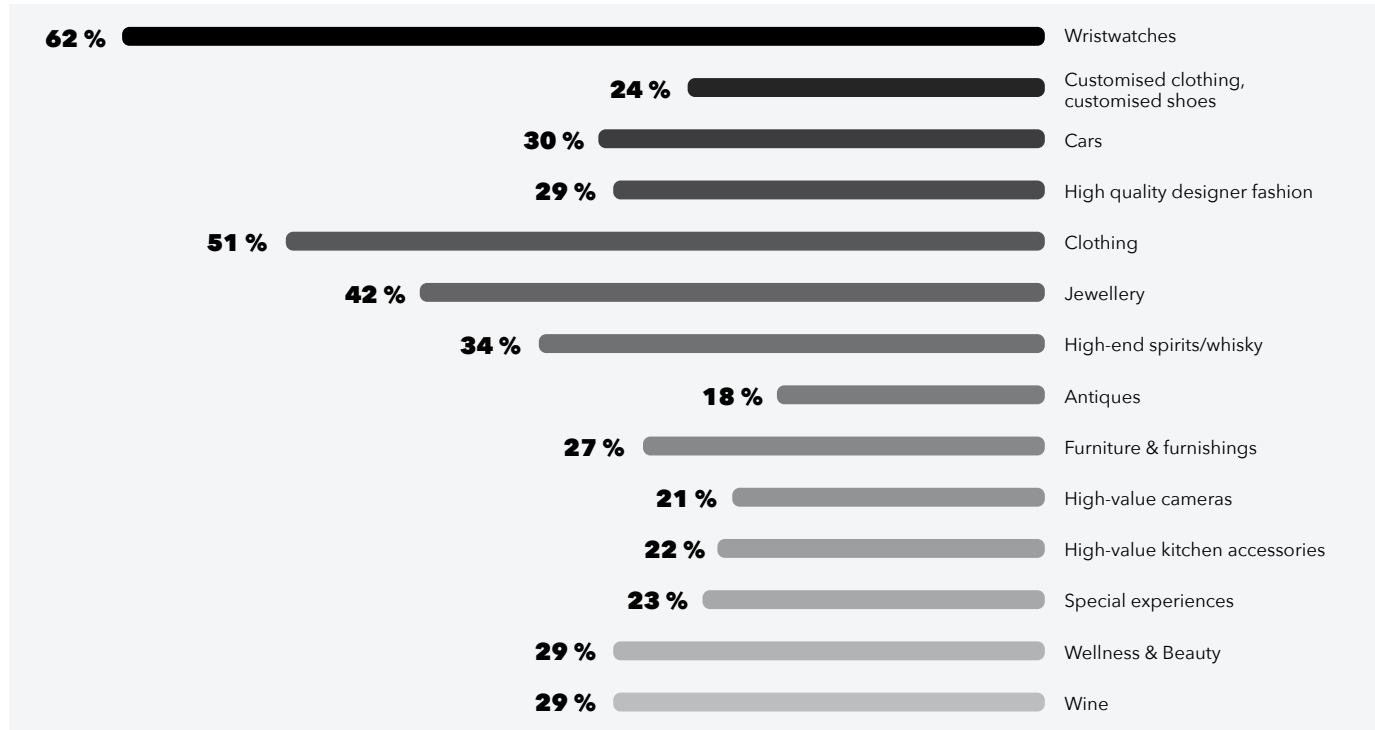
The variety of topics covered by WatchTime is also reflected in the readers' willingness to spend money. Every third reader has spent more than 5,000 euros on wristwatches in the last 12 months.



# READERS STRUCTURE DATA

## Interest

WatchTime readers have keen interest in other luxury topics. All the areas of interest mentioned deviate positively from the representative comparative target group of exclusive buyers. The darker the bar, the greater the positive deviation and thus the accessibility of the target group via WatchTime.



Source: Responsio Watch Monitor 2022, number of cases exclusive buyer target group n=5,006 cases, regular use (3 out of 6) Chronos and Uhren-Magazin, n=390 cases



## Daniela Pusch

### HEAD OF EDITORIAL

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”

With our reorientation, we have taken a bold step into a new era. WatchTime is a global brand that continues to expand its place in the international watch world with a clear vision, attitude and passion. In 2026, we will continue to combine our journalistic strength with an unmistakable signature. We are committed to growth – not for the sake of size, but to share our fascination for design, technology and craftsmanship with even more people around the world. In every article, every newsletter and every physical interaction, our aim is not only to impart knowledge, but to spark inspiration and awaken dreams. WatchTime stands for the timeless elegance of watchmaking – for the precision, passion and history that goes into every timepiece. We tell the stories of brands that combine innovation and tradition, and of the people whose dedication makes every watch a unique experience.

**For over 25 years, WatchTime has  
been *shaping the world of watches*  
as a *leading media brand*.**

Our mission remains the same - we write for all those who not only wear timepieces, but also want to understand the art of watchmaking – for old and new enthusiasts, collectors and dreamers. Welcome to WatchTime – where passion meets precision and every second counts.



## **Ivo Sadovnikov**

**HEAD OF DACH PARTNERSHIPS**

Phone +49(0)151 104 604 43

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”

### **WatchTime is more than Chronos + Uhren-Magazin**









Modern, luxurious and inspiring, WatchTime inspires both existing readers and buyers as well as new target groups with its high-quality look and features – crowned with journalistic strength and a new style of writing.

„Touching a page of high-quality paper ignites an additional 1000% brain activity, when compared to just visual formats, because with each additional sense addressed, the nerve cells in the brain fire ten times stronger.”

Journals are the rocks in the surf in times of globally growing stimulus overflashing. The special interest print media allow the reader to immerse himself in the respective branch in the intensity and calm, that readers desire and cherish. Thanks to the high qualification and influence status of our editors, owns WatchTime the interpretation sovereignty for consumers, that's radiate on referral ads and native advertising formats. The high selling price of regular issues and special publications is a strong filter function, that separates affluent potential customers from undecided prospects. Our reach is regularly and independent verify by the IVW and provide the necessary security and transparency for the advertising plan.

## **WatchTime – *Passion* for watches with style**




# PRICES AND FORMATS

	BLEED FORMATS (WIDTH X HEIGHT) plus 3 mm trim along the outer edges	ADVERTISING PRICES	
		regular print runs	enlarged print runs (May/Jun, Oct/Nov, Dec/Jan)
	<b>Opening Spread.</b> The best exclusive premium placement in eye-filling panorama format incl. 2nd cover page. 2/1 double page: full bleed, 420x280 mm plus 10 mm overfill in the gutter	<b>20,600.-</b>	<b>21,200.-</b>
	<b>First 2/1 double page.</b> The first exclusive premium placement in eye-filling panorama format after OPS. Full bleed, 420x280 mm plus 5 mm overfill in the gutter	<b>18,450.-</b>	<b>19,000.-</b>
	<b>2/1 double page.</b> The exclusive premium placement in eye-filling panorama format. Full bleed, 420x280 mm plus 5 mm overfill in the gutter	<b>16,800.-</b>	<b>17,250.-</b>
	<b>Outside back cover.</b> The best exclusive Full Page Premium-Position on the cover 1/1 page: 210x280 mm printed pages format	<b>11,600.-</b>	<b>11,900.-</b>
	<b>Inside front cover.</b> The best Full Page Premium-Position inside the cover. 1/1 page: 210x280 mm printed pages format	<b>10,980.-</b>	<b>11,320.-</b>
	<b>Inside back cover.</b> The Full Page Premium-Position inside the cover. 1/1 page: 210x280 mm printed pages format	<b>9,850.-</b>	<b>10,170.-</b>
	<b>1/1 page premium placement</b> opposite editorial, opposite table of content, 1, to 5. after table of content. 1/1 page: 210x280 mm printed pages format	<b>9,300.-</b>	<b>9,690.-</b>
	<b>1 Full Page</b> 1/1 page: 210x280 mm printed pages format.	<b>8,490.-</b>	<b>8,790.-</b>

Cover Gatefolder **23,100.-**

All prices stated in euros plus VAT

# PREISE UND FORMATE

NATIVE ADVERTISING		ADVERTISING PRICES	
		regular print runs	enlarged print runs (May/Jun, Oct/Nov, Dec/Jan)
	<b>2/1 double page Native advertising formats</b> Product Placement (Advertising format with an editorial feel)	<b>8,670.-</b>	<b>8,980.-</b>
	<b>2/1 page Native advertising formats</b> Product Placement (Advertising format with an editorial feel)	<b>4,770.-</b>	<b>4,910.-</b>
	<b>1/2 page Native advertising formats</b> Product Placement (Advertising format with an editorial feel)	<b>2,530.-</b>	<b>2,620.-</b>

## Discounts:

Placements in second half of magazine  
-15 % (when explicitly ordered)

Quantity discounts:	Frequency discounts
2 pages 4 %	3 x 4 %
4 pages 8 %	6 x 8 %
6 pages 12 %	9 x 12 %
12 pages 15 %	12 x 15 %

## Bound inserts:

	Full Run (p.1,000 copies)	Split Run (p.1,000 copies)
2 pages	€ 190.-	€ 285.-
4 pages	€ 280.-	€ 420.-
6 pages	€ 320.-	€ 480.-
8 pages	€ 340.-	€ 510.-
16 pages	€ 410.-	€ 615.-

## Postcards pasted onto ads:

€ 60 per thousand \*

## Supplements:

Up to 25 g € 215.- per thousand \*  
Up to 50 g € 290.- per thousand \*

## Subscription edition:

50% surcharge  
Delivery date: 2 weeks prior to first day of sale.  
\* including postage



# PRODUCT PLACEMENT

With our native formats we offer you the mix of editorial content and advertising message, in short: Native Advertising. We publish your content in look & feel of our editorial environment. With these formats, we not only support you with advertising, but also help to establish you as an opinion leader in the relevant topics for you. We offer you full service from the leading content specialists for your target group.

## Product Placement:

2/1 double-page: € 8,670.-

1/1 page: € 4,770.-

1/2 page: € 2,530.-

All prices stated in euros plus VAT

2/1 promotion



marking

1/1 promotion



1/1 promotion



# WATCHTIME EDITION 2026

This special edition is a highlight for watch enthusiasts. Unique in form and content, the WatchTime Edition stands for pure watch fascination. Be it the aesthetics of the photography and layout, or the high-quality paper and the highest standard quality – the WatchTime Edition is a very special watch pleasure of a very special kind. Here you present your models in a highly emotional way on a double page in a large format individually customised for you by the editors - for both men and women.

Coming summer 2026, the 2027 edition celebrates the ultimate adventure of sports watches – strong, precise, and built for every terrain.

GLASHÜTTE ORIGINAL

## Fusion von GESTERN und HEUTE

*Glashütte Original  
Seventies Chronograph  
Panoramadatum*

Text: **Franka Pusch**

Die letzten Editionen des Se-  
venties Chronograph Panoramadatum sind  
seit jeher eine kreative Spielart für  
die Designer von Glashütte Original.  
Gefügt seinen Namen spiegelt  
das Gehäuse die Designsprache der  
goldenen Jahrzehnte wider.  
Der quadratische Gehäuse mit sport-  
geraden Ecken gibt im Grunde ab-  
strahlend klassische Formensprache.  
In der neuen Ausgabe treffen diese  
durchsichtige Linien auf Zifferblätter, die  
von Motoren virtueller Welten inspiriert  
sind. „Piloten“ fliegen zwischen  
sternen und schiefen Leitbahnen.  
Raum, „Piloten“ fliegen in breiten  
kurvenförmigen, diesen Neuen je nach  
Richtung variieren. So bringt die Uhr  
eigentliche Farbkunst in die neue Welt –  
eine für Brillen zu verlieren.  
Die Zifferblätter entstehen in der in-  
ternen aufwändigen, effizienten Manu-  
fakturer von Glashütte Original. Bis wenige  
zuletzt Glasfasern können die Teile der  
Fasern, während die schweren Tati-  
toren von kleinen, schwebelähmten  
die Panoramadatum hat 4 Uhr integriert  
entworfen. Das Edelmaterial aus  
40 x 40 mm, koordiniert poliert und

seinerseits Flächen, ist bis 100 Meter  
17 bar wasserdicht und passt an jeden  
Hingehenden. Mit einem kann die Uhr  
an einem selbstbestimmten Rucksack-  
band oder an einem Edelstahlarmband  
und Panoramadatum getragen  
werden.  
Im Inneren trägt das Wunderwerk  
bis 37.000 der Marke, ein hoch wert-  
volles Automatenwerk von Glashütte  
Chronograph Panoramadatum. Führend  
Fasern und einer Gangzone von  
bis zu 10 Stunden. Daß man die Uhr  
ein, ist das bei einem Uhrwerk, durch  
das Aufhängen der Uhr für  
Glashütte Original Chronograph  
mit traditioneller Struktur, angela-  
gen und seinen Karten, gelblich schwa-  
zen und ein dunklerer Rot mit dem  
Doppelknoten der Marke zeigen von  
höchster Uhrmacherkunst.  
Beide Editionen des Seventies  
Chronograph Panoramadatum sind  
gemäß 100 Eurozone bestanden. Die  
mit metallischem Rucksack-  
armband für 15.000 Euro oder mit  
einem fein verarbeiteten Edelstahlarm-  
band und Panoramadatum für 14.000 Euro  
erhältlich.

## Advertorial per brand:

1 Double-Page Advertorial: € 4,100.-

2 Double-Page Advertorial: € 7,100.-

regular ads: prices as for WatchTime Germany

Large format: 1/1 page: 235 x 320 mm

Publication date 03.07.26

Advertising deadline 12.05.26

Deadline for advertising copy 27.05.26

All prices stated in euros plus VAT

## SIGNATURE EVENT *by WatchTime*

The Signature Event offers a curated, premium experience for passionate watch enthusiasts, collectors, and high-end consumers. In an exclusive setting, it combines editorial expertise with moderated discussions, personal interactions, and an immersive brand experience. With a year-round format and a minimum lead time of three months, participating partners gain a high-impact platform to showcase their brand, engage directly with a highly discerning audience, and drive meaningful activation.



### EXCLUSIVE WATCHTIME EXPERIENCE

**Curated Program:** Connect with industry experts through a moderated discussion, interactive Q&A, exclusive meet & greet, and hands-on presentations of the finest watch highlights.

**VIP Guest Management:** 30 carefully selected WatchTime community members receive personalized invitations with RSVP and reminders, ensuring the right audience for your brand.

**Full-Spectrum Communication:** Amplify your presence across watchtime.net, newsletters (editorial + VIP stand-alone), social media, and a premium event report in our print magazine.

**Optional Premium Enhancements:** Champagne reception, gourmet finger food, exclusive goodie bags including a WatchTime print edition, extended photo/video coverage, and paid social media promotion for maximum visibility.

**Pricing: Upon request - custom packages tailored to your brand's needs.**



# WATCHTIME DÜSSELDORF

Germany's premier luxury watch event, WatchTime Düsseldorf brings together discerning collectors, connoisseurs, and modern luxury enthusiasts from across Central Europe. Over a multi-day showcase with 5,000 visitors, brands enjoy an intense, direct connection with an engaged audience, fueled by passion, expertise, and a love for mechanical watches.

As the largest event of its kind in Germany, WatchTime Düsseldorf gives manufacturers an unmatched platform to showcase innovations, celebrate craftsmanship, and create unforgettable brand experiences.



## BRINGING THE WATCH COMMUNITY TOGETHER

### *WatchTime Düsseldorf*

23-25 October 2026 | Rheinterrasse by D.LIVE

#### **Exclusive Access:**

3 days of curated presentations, talks, panels, guided tours, and direct engagement with serious collectors.

#### **Prestigious Recognition:**

Participate in the WatchTime Award, the event's highlight.

#### **Elite Audience:**

Reach 5,000 qualified visitors from DACH, Benelux, and France, all premium segment buyers.

#### **Premium Brand Exposure:**

High-quality exhibition stands, extensive editorial coverage, social media, video content, and live communications.

**Your brand, directly in front of the most discerning watch enthusiasts.**



## HOT SPOT

Your hotspot for the latest models.

Native advertising with an editorial look and feel.

Teaser featured on the homepage for one full week.

Includes a dedicated landing page with 12 months of hosting.

Newsletter placement available upon request. Maximum visibility - lasting impact.

**Price:** €1,350 per week.



Hotspot: Damasko – die neue DC98 - Ein vollendeter Chronograph – formschön und elegant!  
© 2 Minuten



WatchTime Düsseldorf: Ein Fest für Liebhaber edler Zeitmesser  
© 1 Minute



Die Rolex Daytona „Ventura“ wurde von den Artisans de Genève neu gedacht – zum Glück  
© 2 Minuten

## BRAND IN FOCUS

The high-impact content format for lasting brand visibility

Exclusive native advertising for maximum brand impact. Bring your brand to life with multimedia storytelling, featured prominently on the homepage and fully integrated into our ad rotation for the duration of your campaign.

Your Benefits

- Standout content placement that grabs attention
- Maximum brand visibility
- Immersive long-read format to showcase your brand

This high-impact native advertising solution puts your brand in the spotlight, driving strong results through continuous, prominent promotion.

**Features:** Immersive long-read format with high-impact promotion

**Campaign Duration:** 1 month

**Investment:** €4,500\*

All prices are subject to statutory VAT.

\*) Offer cannot be further discounted.

Agency commission of 15% applies to bookings made through an agency.

## SPECIAL GERMAN WATCH BRANDS

Showcase your brand on an interactive map, complete with a custom portrait, landing page design, and 12 months of hosting. Your brand will also be promoted across the entire portal until October 1, 2026, ensuring maximum visibility.

**Duration:** 12 months

**Investment:** €1,350



# NEWSLETTER

Join over 35,000 watch enthusiasts!  
WatchTime.net newsletter subscribers receive a personalized update twice a week, bringing the latest news, insights, and trends from the world of mechanical watches – straight to their inbox. (As of September 2025)

## Available Ad Format

### Text & Image Ad (Native Advertising)

Up to 55 words, including headline,  
plus 1 image  
Weekly rate: €1,350  
Discounted rate for 3+ weeks: €1,250 per week

### Display Advertising

Banner size: 580×250 pixels (JPG, GIF, or PNG)  
Maximum file size: 80 KB  
Weekly rate: €1,250  
Discounted rate for 3+ weeks: €1,150 per week  
Includes two newsletter send-outs per week  
– reach your audience consistently and effectively!

**Premium top placement** with a 20% surcharge

All prices are subject to statutory VAT.

# TOPIC NEWSLETTER

WatchTime's special newsletters provide a focused thematic environment, offering the perfect setting for showcasing your products. This advertising format delivers exceptional performance and reaches over 30,000 guaranteed subscribers.

### Topics for 2026:

Pilot Watches (21.02.2026)  
World Time Watches (07.03.2026)  
New Releases of the Year (11.04.2026)  
Dive Watches (16.05.2026)  
Vacation Watches / Summer Hits (13.06.2026)  
Top 5 Watches for a Wedding (04.07.2026)  
The New Chronographs (05.09.2026)  
Top Watches under €2,000 (26.09.2026)  
Italian Watch Brands (03.10.2026)  
Skeleton Watches (31.10.2026)  
Pilot Watches (07.11.2026)  
Artistic Dials (21.11.2026)  
The Most Beautiful Watches for the Holidays (05.12.2026)  
Women's Watches as Gifts (12.12.2026)

**Price:** €1,500 per newsletter feature  
(Additional topics available upon request)

# STAND-ALONE NEWSLETTER

Reach affluent watch collectors with undivided attention in the trusted look and feel of our editorial newsletter. This high-impact format drives subscribers directly to your website or landing page, ensuring maximum engagement and performance.

Showcase your latest products, generate new sales, and build brand loyalty – all without competing for attention. Your message goes straight to the inboxes of over 30,000 guaranteed subscribers, giving your brand exclusive visibility.

**Price:** €6,800\*

Please note that availability is limited. Early reservation is strongly recommended.

\*) Price is not subject to further discounts.  
Agency commission applies when booking through an agency.



# OUR TEAM

## Editorial staff



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# DATA TRANSMISSION

<b>Printing method</b>	Cover: sheet-fed offset Inside: sheet-fed offset
<b>Paper</b>	Cover: 4-colour process printing on both sides, matt w/free white 250 g/m <sup>2</sup> image printing Inside: 4-colour process printing on both sides, glossy w/free white 135 g/m <sup>2</sup>
<b>Binding method</b>	PUR adhesive binding
<b>Color</b>	Euroscale
<b>Raster</b>	Frequency-modulated screening
<b>Printing materials</b>	Watchtime is produced on an exclusively digital basis. For this reason, only digital printing materials can be used
<b>Via E-Mail to</b>	clientsuccess@ebnermedia.de (Email attachments should always be packed with the aid of a compression program and should be identified with the name of the issue and the name of the advertisement.) Checklist for data transfer included. Further checklists available upon request.

<b>Checklist</b>	CLOSED DATA: PDF (Offsetprofil: PS0coated_v3.icc) Please send ready-for-press PDF/X-3 or PDF/X-4 files including output intent of the appropriate color space IMAGE DATA/COMPRESSION
<b>Ad material supply</b>	- Image data formats: TIFF or EPS - Colour mode: CMYK (PS0 Coated_v3) - For flawless print quality your continuous tone images should be scanned at a minimum resolution of 300 dpi. For line art 1200 dpi is ideal (600 dpi minimum). - Image elements that are used should not be compressed (no JPEG compression).

<b>Contact</b>	E-Mail: clientsuccess@ebnermedia.de
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If typesetting or litho costs arise, these will be charged as incurred. If motifs spread across the inside margins of facing pages: Please plan to include a 5-mm-wide (Opening spread 10 mm-wide) doubling of the motif on each page. Without this doubling, important elements of the pages are liable to shift or be lost in the gutter. The publishers disclaim all warranty for the correct distance between the motif and the margin. The publishers reserve the right to reject advertisements which do not fit in with the magazine's concept.

**For supplements, bound inserts and stickers:**  
**Acceptance of the order is conditional up provision of a contract sample. They are not eligible for discounts or agency commission**

**Delivery address:**  
Silber Druck GmbH & Co. KG  
Otto-Hahn-Straße 25  
34253 Lohfelden



# TERMS AND CONDITIONS

## Terms and Conditions for Advertisements and Third-Party Supplements in Newspapers and Magazines

### 1. Exclusive Scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karlstrasse 3, D-89073 Ulm (hereinafter referred to as „publisher“) markets advertisements for the newspapers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (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, unless the publisher orders other contractors with attendances.

### 2. Services; Submission for Publication; Completion

2.1 In the context of these terms and conditions, an „advertising order“ is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the predefined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the publisher.

### 3. Calculation of Volumes

3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word „advertisement.“

### 4. Publisher's Right of Refusal; Orders for Supplements

4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively justified principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

### 5. Obligations of the Customer

5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

5.3 The customer is obliged to bear the costs of publication or reply which result from actual assertions in the published advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch-of-industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

### 6. Liability of the Publisher

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 back up of the data had been undertaken. Further liability of the licensor is excluded.

### 7. Proofs; Calculation

7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

### 8. Invoicing; Delay; Voucher Copy of the Advertisement

8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until the payment is received and can demand prepayment for the remaining advertisements. If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.4 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

8.5 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. Cost; Price Reduction

9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a decrease in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or otherwise mentioned is not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines: the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extents: 20% price reduction for circulation up to and including 50,000 copies 15% price reduction for circulation up to and including 100,000 copies 10% price reduction for circulation up to 500,000 copies 5% price reduction for circulation of 500,000 or more copies. Additionally, claims for price reduction are excluded if the publisher has informed the customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

### 10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C 4 format (weight: 500 grams), parcels containing merchandise, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can be agreed if the customer pays the costs and/or fees incurred for same.

10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any misuse of boxnumber services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation to keep such documents ends three months after the expiration of the order.

### 11. Place of Performance and Place of Jurisdiction; Applicable Law

11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. 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.

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



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