

Media Information 2012



Advertisement price list no. 58, valid from 01/01/2012
www.lebensmittelzeitung.net/english

Lebensmittel
Zeitung

LZ Media



Lebensmittel Zeitung

The weekly business magazine for decision-makers in grocery trade from page 10



Lebensmittel Zeitung direkt

The illustrated magazine for "in-store market-makers", monthly from page 18



LZnet

The online platform of Lebensmittel Zeitung from page 24



LZ Nonfood trends

Lebensmittel Zeitung's nonfood magazine, twice a year separate media info

Lebensmittel Zeitung topics of focus

- The **industry-specific topics** offer an in-depth look at individual product groups and ranges. www.lebensmittelzeitung.net/fachthemen
- The **country and regional reports** provide exclusive insight into the variety of products offered within a specific country. www.lebensmittelzeitung.net/laenderreports
- The focus areas of **IT, logistics, and packaging** report on all relevant news and new developments that are important to the retail sector and the consumer goods industry. www.lebensmittelzeitung.net/it-themen
- In the **nonfood** areas, we present reports on new developments and background information from relevant nonfood segments and product groups. www.lebensmittelzeitung.net/nonfood

Subject-specific magazines published by Lebensmittel Zeitung

- **LZ Karriere** is aimed at a target audience of recent graduates and current students and is published in the run-up to the LZ Career Day. www.lebensmittelzeitung.net/karriere
- **LZ direkt** is the trade magazine for the entire POS – from the store manager to specialized personnel to salespeople. www.lebensmittelzeitung.net/lzdirekt
- **LZ Nonfood trends** – the nonfood magazine for the consumer goods industry reports on different product groups across the various nonfood segments. www.lebensmittelzeitung.net/nonfoodtrends

LZ Media and Events at a Glance

LZ Reader Survey

- Extensive findings on how readers use and rate LZ. www.lebensmittelzeitung.net/leserbefragung

LZnet – The online platform for the consumer goods industry

- Divided into four sections: News, Business, Jobs, and Community.
- Go ahead and take a look at www.lebensmittelzeitung.net
 - Media information on LZnet is also accessible at: www.lebensmittelzeitung.net/onlinewerbung
 - Media information on LZjobs is also accessible here: www.lebensmittelzeitung.net/mediadaten-jobs

LZnet User Survey

- Extensive findings on how users utilize and rate LZnet. www.lebensmittelzeitung.net/lznet-userbefragung

LZ Events – where the industry comes together

- From the SALESCUP to Zuckerhut, YBF, or Career Day – this is where you can get information on dates and times, content, conditions of participation, or read post-event reports. www.lebensmittelzeitung.net/lz-events
- All other events held by the Deutscher Fachverlag publishing group are listed at www.conferencegroup.de

For an overview of all **media information** on LZ Media, please visit www.lebensmittelzeitung.net/mediadaten.

Information on **special forms of advertising** in LZ Media: please see www.lebensmittelzeitung.net/sonderwerbformen.

An overview of all **contact persons** at LZ Media is posted at www.lebensmittelzeitung.net/kontakt.

LZ issue	Current report		Additional coverage			Trade fairs and exhibitions
	Publication date (PD)	Closing date (CD)*	Product ranges	Country and regional reports	Special reports and trade fair coverage	
1	01/06	12/27				
2	01/13	01/03				
<small>Lebensmittel Zeitung</small> direkt	LZ direkt 1/12		Confectionery		ISM Preview	
	01/18	12/15	Shop Design			
3 <i>Copy test</i>	01/20	01/10				OMNICARD / Berlin 01/17– 01/19 MARCA / Bologna 01/18– 01/19 Grüne Woche / Berlin 01/20– 01/29
4	01/27	01/17	Confectionery I			Christmasworld / Frankfurt 01/27– 01/31 Paperworld / Frankfurt 01/28– 01/31
<small>Lebensmittel trends</small> NONFOOD trends	LZ Nonfood Trends 1/12					
	01/27	12/19				
5	02/03	01/24	Lactose-free & gluten-free products		ISM Trade Fair Report Paperworld / Christmasworld Trade Fair News Feature: Fresh Food Logistics / Fruit & Vegetables (Fruit Logistica Trade Fair Preview) CD: 01/17	ISM / ProSweets / Cologne 01/29– 02/01 International Toy Fair / Nuremberg 02/01– 02/06
6	02/10	01/31	Breakfast products	Mecklenburg-West Pomerania Regional Report CD: 01/06	BioFach Preview International Toy Fair Fair News	Fruit Logistica / Berlin 02/08– 02/10 Ambiente / Frankfurt 02/10– 02/14

LZ issue	Current report		Product ranges	Country and regional reports	Special reports and trade fair coverage	Trade fairs and exhibitions
	Publication date (PD)	Closing date (CD)*				
14	04/05	03/26	Non-alcoholic beverages		Anuga FoodTec Trade Fair News	Foods & Goods – International Trade Fair for Private Labels / Paris 04/03– 04/04 Hannover Messe / Hannover 04/23–04/27 European Seafood Exposition / Brussels 04/24– 04/26 EURO ID / Berlin 04/24– 04/26 IFAT / ENTSORGA / Munich 05/07– 05/11 ECR Europe Conference / Brussels 05/09– 05/10 Hair & Beauty / Frankfurt 05/13– 05/14
<small>Lebensmittel Zeitung</small> direkt LZ direkt 4/12			Barbecuing: Non-alcoholic beverages, beer & mixed beer, delicatessen & sauces, meat & meat products, chips, snacks, nonfood			
	04/11	03/22				
15	04/13	03/30	Beer I			
16	04/20	04/10				
17	04/27	04/17	Baby food I	Lower Saxony Regional Report CD: 03/16	Feature: Private Labels (PLMA Preview) CD: 04/05	
18	05/04	04/23	Organic	Swiss Country Report CD: 03/23		
19	05/11	04/30	Energy drinks		Feature: Logistics I CD: 04/20	
<small>Lebensmittel Zeitung</small> direkt LZ direkt 5/12			Dairy Products Ice cream			
	05/16	04/26				
20	05/18	05/07	Convenience	The Netherlands Country Report CD: 04/05		

Copy test
Logistics

21	05/25	05/14	Products for children		PLMA Trade Fair News	e_procure / Nuremberg 05/21–05/25 PLMA / Amsterdam 05/22–05/23 AUTOMATIKA / Munich 05/22–05/25
22	06/01	05/21	Water	North Rhine-Westphalia Regional Report CD: 04/20		
23	06/08	05/25	Hygiene & household papers			SALESCUP / Supermarket-Conference 06/05–06/06
24	06/15	06/04				Kiosk Europe, Digital Signage / Berlin 06/12–06/13 Transfairlog / Hamburg 06/12–06/14
<small>Lebensmittel Zukunft</small> direkt LZ direkt 6/12	06/20	05/31	Convenience & chilled food Sweet bread spreads		Feature: Supermarket Conference & SALESCUP	
25	06/22	06/12				
26	06/29	06/19	Pet food			
27	07/06	06/26			Feature: TOP MARKE 2012 CD: 06/05	
28	07/13	07/03				
<small>Lebensmittel Zukunft</small> direkt LZ direkt 7/12	07/18	06/28	Bread & baked goods Pet food Oktoberfest		Feature: TOP MARKE 2012	
29	07/20	07/10	Bread & baked goods			
30	07/27	07/17				
31	08/03	07/24	Tobacco products			
32	08/10	07/31		Thuringia Regional Report CD: 06/29		
<small>Lebensmittel Trends</small> NONFOOD Nonfood Trends 2/12	08/10	07/05				

CR = Country Report * Space reservations become non-binding three weeks before the closing date.

Current report			Additional coverage			
LZ issue	Publication date (PD)	Closing date (CD)*	Product ranges	Country and regional reports	Special reports and trade fair coverage	Trade fairs and exhibitions
<small>Lebensmittel Zeitung</small> direkt Copy test	LZ direkt 8/12 08/15	07/26	Hot beverages Babyfood & baby care			
33	08/17	08/06	Cheese II			Gamescom / Cologne 08/15– 08/19
34	08/24	08/14	Meat & meat products II / poultry	Baden Württemberg Regional Report CD: 07/13		Tendence / Frankfurt 08/24– 08/28
35	08/31	08/21	Confectionery II (incl. snack items)	Italy Country Report CD: 07/20	Tendence Trade Fair Report Feature: ECR CD: 08/10	IFA / Berlin 08/31– 09/05
36	09/07	08/28	Frozen food & ice cream II	France Country Report CD: 06/29	IFA Trade Fair News Spoga Trade Fair News	Spoga + Gafa / Cologne 09/02– 09/04 13th ECR Day / Wiesbaden 09/05– 09/06
<small>Lebensmittel Zeitung</small> direkt	LZ direkt 9/12 09/12	08/23	Cheese Wine, incl. Sparkling wine & Champagne		InterMopro / InterMeat / InterCool Preview	
37 Copy test RR	09/14	09/04	Fruit & vegetables	Bavaria Regional Report CD: 08/03	InterMopro / InterMeat / InterCool Preview CD: 08/28	Kind + Jugend / Cologne 09/13– 09/16
38 Copy test Packaging	09/21	09/11	Spirits	Saxony Regional Report CD: 08/10	Feature: Packaging II / FachPack Preview CD: 08/31	Photokina / Cologne 09/18– 09/23 IAA Commercial Vehicles / Hannover 09/20– 09/27
39	09/28	09/18	Coffee & tea		InterMopro / InterMeat / InterCool Trade Fair Report	InterMopro / InterMeat / InterCool Düsseldorf 09/23– 09/25 FachPack / Nuremberg 09/25– 09/27

40	10/05	09/24	Dairy products II	Austria Country Report CD: 08/24	Commercial real estate / EXPO REAL Preview CD: 09/14	INTERMOT / Cologne 10/03– 10/07
41	10/12	10/01	Wine, incl. sparkling wine & Champagne		Feature: Logistics II / Supply Chain Management CD: 09/21	EXPO REAL / Munich 10/08– 10/10 Book Fair / Frankfurt 10/10– 10/14
<small>Lebensmittel Zubereitung</small>	direkt	LZ direkt 10/12	Meat & meat products II / poultry spirits		InterMopro / InterMeat / InterCool Trade Fair Report	
	10/17	09/27				
42	10/19	10/09	Beer II		Book Fair News	29th German Logistics Congress / Berlin 10/17– 10/19
43	10/26	10/16		Greece Country Report CD: 09/14	SIAL Trade Fair News	SIAL / Paris 10/21– 10/25
44	11/02	10/22			Goldener Zuckerhut	Goldener Zuckerhut / Berlin 11/01– 11/02
45	11/09	10/29	Convenience & chilled Food	Spain Country Report CD: 09/28		
Copy test						
<small>Lebensmittel Zubereitung</small>	direkt	LZ direkt 11/12	Frozen food Delicatessen & sauces Lactose-free, gluten-free & allergen-free products			
	11/14	10/25				
46	11/16	11/06	Baby food II & baby care		Feature: IT in the Consumer Goods Industry CD: 10/26	Brau Beviale / Nuremberg 11/14– 11/16
47	11/23	11/13		Saxony-Anhalt Regional Report CD: 10/12		Emballage / Paris 11/19– 11/22
48	11/30	11/20	Cosmetics II & body care			
49	12/07	11/27	Cleaning agents & detergents			
<small>Lebensmittel Zubereitung</small>	direkt	LZ direkt 12/12	Tobacco products Cleaning agents & detergents			
	12/12	11/22				
50	12/14	12/04				
51	12/21	12/11				
52	12/28	12/14				

CR = Country Report * **Space reservations become non-binding three weeks before the advertising deadline.** For more information on Country and Regional Reports, please see page 17.



Subject: Food industry

- Print run** Print run: 41,500, APR: 40,653 as an annual average (7/10–6/11)

- Newspaper format** 315 mm wide, 470 mm high
Type area 280 mm wide, 440 mm high
Column number 5 columns, column width: 53 mm

- Printing and binding process** Commercial rotary offset with drying facility (heat-set), newspaper fold
Colours In accordance with European scale, DIN 16539 offset
Colour sequence Black, cyan, magenta, yellow
Raster width 70 raster
Raster angles Yellow 0°, cyan 15°, magenta 45°, black 75°
Paper quality MFC
Tonal value increases

colour	40 % field: 16 % (tolerance \pm 4 %)
	80 % field: 11 % (tolerance \pm 3 %)
black	40 % field: 19 % (tolerance \pm 4 %)
	80 % field: 13 % (tolerance \pm 3 %)

Low deviations in tonal value are based on the rotary offset print tolerance levels.

- Print documentation** Digital data compiled in acc. with PSO LWC Improved, FOGRA45L is required, on CD-ROM with colour-consistent digital-/reference proof (paper simulation print run paper of the Lebensmittel Zeitung) and corresponding measuring elements.
Please request separate instruction leaflet with information on data acceptance.

■ Dates

Publication frequency	Weekly
Publication date	Fridays
Closing date	See editorial schedule (pages 4–9)

■ Publishing house

Deutscher Fachverlag GmbH	
Company address	Mainzer Landstraße 251, 60326 Frankfurt am Main
Postal address	60264 Frankfurt am Main
Internet details	www.lebensmittelzeitung.net
Advertising schedule	Telephone +49 69 7595-1741 / 1746 Fax +49 69 7595-1740 / 1759

■ Payment conditions

3 % discount on payments on advance calculations or order confirmation or direct debits received by the date of the advertisement's publication
2 % discount on payments within 14 days of invoice date
2 % discount on direct debits received within 14 days of invoice date
Net payment within 30 days of invoice date

■ Bank details

Frankfurter Sparkasse	Commerzbank
Frankfurt am Main	Frankfurt am Main
Account no. 34926	Account no. 586 555 000
Sort-code 500 502 01	Sort-code 500 400 00
SWIFT BIC HELADEF1822	SWIFT BIC COBADEFF
IBAN DE56 5005 0201 0000 0349 26	IBAN DE68 5004 0000 0586 5555 00
15 %	

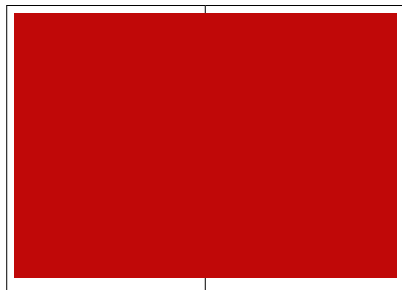
■ Agency fee

■ Advertisement formats and rates

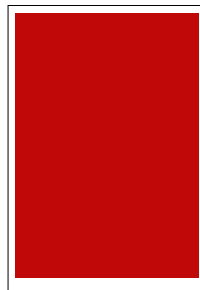
See pages 11–14

4c
2/1 page | 4,400 mm
w 596 mm | h 440 mm
€ 43,780.00*

*including gutter-bleed
surcharge
(additional for black:
34 mm = € 2,280.00)



1/1 page | 2,200 mm
w 280 mm | h 440 mm
€ 20,750.00



4/5 page | 1,760 mm
w 224 mm | h 440 mm
€ 18,570.00



3/5 page | 1,320 mm
w 167 mm | h 440 mm
€ 14,190.00



9/16 page | 1,240 mm
w 224 mm | h 310 mm
€ 17,760.00



4c
1/2 page landsc. | 1,100 mm
w 280 mm | h 220 mm
€ 11,990.00

Spot colour —



1/3 page landsc. | 750 mm
w 280 mm | h 150 mm
€ 9,190.00



1/4 page landsc. | 550 mm
w 280 mm | h 110 mm
€ 7,520.00



1/4 page portrait | 550 mm
w 110 mm | h 275 mm
€ 7,520.00



Small format | 300 mm
w 110 mm | h 150 mm
€ 5,180.00



Volume discount	
700 mm	3 %
2,200 mm	5 %
4,400 mm	7 %
6,600 mm	10 %
11,000 mm	12 %
13,200 mm	15 %
15,400 mm	18 %
17,600 mm	20 %
19,800 mm	21 %

All prices plus VAT

Further discounts see page 13

Advertisement price list no. 58, valid from 01.01.2012
All prices plus VAT

5-column	Total-mm	Width × Height in mm	4c €	Spot colour €
1/1	2,200	280 × 440	20,750.00	
3/4 landscape	1,650	280 × 330	17,640.00	
	1,500	280 × 300	16,190.00	
	1,250	280 × 250	13,910.00	
1/2 landscape	1,100	280 × 220	11,990.00	
1/3 landscape	750	280 × 150	9,190.00	
1/4 landscape	550	280 × 110	7,520.00	4,450.00
	350	280 × 70	5,800.00	3,020.00
	200	280 × 40	3,670.00	1,750.00
4-column				
4/5 portrait	1,760	224 × 440	18,570.00	
9/16 corner	1,240	224 × 310	17,760.00	
1/2 corner	1,100	224 × 275	16,190.00	
2/5 corner	880	224 × 220	10,180.00	
	600	224 × 150	7,940.00	4,770.00
	400	224 × 100	6,180.00	3,280.00
	200	224 × 50	3,670.00	1,750.00
3-column				
3/5 portrait	1,320	167 × 440	14,190.00	
	1,050	167 × 350	11,530.00	
	900	167 × 300	10,340.00	
	840	167 × 280	9,880.00	
	750	167 × 250	9,190.00	

3-column	Total-mm	Width × Height in mm	4c €	Spot colour €
	660	167 × 220	8,420.00	5,150.00
	540	167 × 180	7,300.00	4,300.00
	450	167 × 150	6,570.00	3,620.00
	300	167 × 100	5,180.00	2,590.00
	150	167 × 50	2,750.00	1,320.00
2-column				
2/5 portrait	880	110 × 440	10,180.00	
	620	110 × 310	8,090.00	4,850.00
1/4 corner	550	110 × 275	7,520.00	4,450.00
1/5 corner	440	110 × 220	6,430.00	3,530.00
	360	110 × 180	5,890.00	3,060.00
	300	110 × 150	5,180.00	2,590.00
	200	110 × 100	3,670.00	1,750.00
	100	110 × 50	1,840.00	890.00
1-column				
1/5 portrait	440	53 × 440	6,430.00	3,530.00
	300	53 × 300	5,180.00	2,590.00
	250	53 × 250	4,570.00	2,200.00
	200	53 × 200	3,670.00	1,750.00
	150	53 × 150	2,750.00	1,320.00
	100	53 × 100	1,840.00	890.00
	50	53 × 50	920.00	460.00



Preferred placements
(without cancellation rights)

Page	Format	Width × Height in mm	4c €
1	Title strip	280 × 40	8,390.00
	Title spot	49 × 50	4,450.00
2	Body 100/1 column	53 × 100	3,750.00
3	1/3 across	280 × 150	13,080.00
	1/2 across	280 × 220	14,170.00
4	100/2-column	110 × 100	4,030.00
	150/2-column	110 × 150	5,690.00
	180/2-column	110 × 180	6,480.00
5, 7, 9, 11, 13, 15	1/1	280 × 440	22,790.00
Last page	1/1	280 × 440	22,790.00

Main text body ads
(pages 4, 6, 8, 10)

mm price, 4c **€ 36.00**
Column width 53 mm, minimum height 40 mm, max. height 100 mm

Main text body ads
(pages 12 +)

mm price, 4c **€ 33.20**
Column width 53 mm, minimum height 40 mm, max. height 100 mm

Placement reservations lose their binding force 3 weeks prior to the closing date for advertisements.

■ Surcharges
Format

Ads spread across gutter **€ 2,280.00**
Gutter allowance: 34 mm

■ Classified ads

Classifieds per mm/column
Business relationships, real estate, representation offered, representation sought, sales, purchase offers, logistics, etc.
b/w, 1 spot color, 4c **€ 5.60**
Box number charge: domestic **€ 15.00**, foreign **€ 22.00**

■ Special advertising forms

For a full overview of all special formats and prices, please see www.lebensmittelzeitung.net/sonderwerbformen

■ Discounts

Upon acceptance within one year of placement
(Start upon publication of first ad)

Frequency discount		Volume discount		Volume discount	
3 ads	3 %	700 mm	3 %	13,200 mm	15 %
6 ads	5 %	2,200 mm	5 %	15,400 mm	18 %
12 ads	10 %	4,400 mm	7 %	17,600 mm	20 %
24 ads	15 %	6,600 mm	10 %	19,800 mm	21 %
52 ads	20 %	11,000 mm	12 %		

For multi-page advertisements (in addition to the existing discount rate):
For 4/1 pages or more, 5% for 6/1 pages or more, 7%
for 8/1 pages or more, 9%
A multi-page advertisement consists of at least 4 consecutive full-page advertisements without editorial separation.

Advertisements in LZ, Lebensmittel Zeitung direkt, and LZ Nonfood trends are subject to discounts collectively. This discount can be applied to bookings on LZnet.

Combinations

Target group-specific appeals to:

1. Decision makers in the retail company
2. Decision makers at the POS



Advertising combinations and package prices

Product introduction package/
sales boosting package

	Large	Medium	Small corner	Small landscape
Lebensmittel Zeitung:	1/1 4c	1/1 4c	1/2 4c corner	1/2 4c landscape
Lebensmittel Zeitung direkt:	1/1 4c	1/2 4c	1/2 4c	1/2 4c

Gross, €: **34,120.00** **28,640.00** **24,830.00** **20,680.00**

Additional package combinations upon request.

Less discounts (collective discount applicable to LZ Media) according to price list, plus VAT at the statutory rate.

Prices for special placements upon request.

Bound-in inserts

—

Supplements¹ (loose)

Format maximum: W 210 × H 297 mm
minimum: W 105 × H 148 mm
(long side closure required)

Price up to 25 g total weight:
€ 275.00 per 1,000 copies
including postage²

Adhesive advertising materials

on 1/1 backing ad¹

Format maximum: W 220 × H 180 mm
minimum: W 60 × H 80 mm
Price if adhered mechanically:
€ 124.00 per 1,000, including postage
(not subject to discount)
plus costs of backing ad²

Delivery address for supplements and sticker label ads

Societàsdruck
Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akkuzind
Kurhessenstr. 4 – 6
64546 Mörfelden-Walldorf

Delivery notice

“For Lebensmittel Zeitung, Issue . . . / 2012”
Delivery no later than the ad deadline.

¹ Sample required in advance.

² Basis for calculation: approx. 41,000 copies

Delivery quantity required: 42,000 copies

Paper weight for insert: for a single page, at least 150 g/m²

Inserts with total weight over 25 g upon request

Partial print runs upon request

Discounts: see series discount information on page 13



Brief profile of title Lebensmittel Zeitung is the leading trade and business paper of the consumer goods sector in Germany. If you are looking for up-to-date news, analyses and background reports on marketing strategies, product line and sales concepts in German and international trading and industrial companies, you can find them in LZ – often exclusively. The reporting spectrum ranges from food to non-food all the way to IT and logistics. A 61 percent subscription rate of its circulation is an impressive indication of the importance of LZ within the target audience. Our core readers are decision makers: CEOs, managing directors, purchasing, distribution, CM and marketing managers. But also persons responsible for IT and logistics, purchasing executives and independent retailers.

Publication frequency Weekly

Years of publication 2012: 64th year


Web address (URL) www.lebensmittelzeitung.net

E-mail info@lebensmittelzeitung.net

Subscription rates

Yearly subscription Germany **€ 280.00** incl. sales fees and VAT
Abroad **€ 364.00** incl. sales fees

Individual sales price **€ 7.00** plus postage and packing and VAT

Circulation control IVW 

Circulation analysis Annual average copies per issue (07/01/2010 – 06/30/2011)

Print figure: 41,500

Actual print run (APR) 40,653 of which foreign: 1,783

Total net paid circulation 25,944 of which foreign: 1,375

- subscriptions 24,625 association subscription: –
- single copy sales –
- other sales 1,319

Complimentary copies 14,709

Remaining, file and voucher copies 847

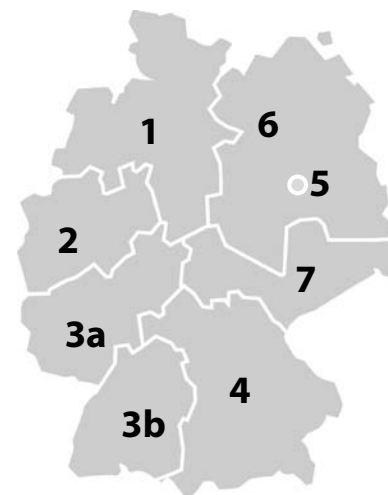
Geographical circulation analysis:

Economic area	Share of actual print run	
	%	copies
Germany	95.6	38,870
Abroad	4.4	1,783
Actual print run	100.0	40,653

■ Distribution

Departments, group, class	Recipient groups Definitions according to "Industrial Sector Classification" as established by the Federal Statistical Office	Share of actual print run	
		%	copies
Section C 10 – 33	Nutrition industry, tobacco processing, non-food industry	8.7	3,537
Section G 46,3 – 46,9	Central level, food industry branches, large-scale centres, cash and carry businesses	23.8	9,675
Section G 47,2 – 47,9	Food retailers / Non-food retailers including:	60.3	24,514
	Hypermarkets	3.8	1,545
	Department stores	1.1	447
	Super stores (from 1,500 m ²)	8.3	3,374
	Large supermarkets (800 – 1,500 m ²)	11.2	4,551
	Supermarkets (400 – 800 m ²)	8.8	3,578
	Self-service stores	8.2	3,334
	Discount stores	5.7	2,317
	Health and beauty retailers	5.9	2,399
	Non-food retailers, Internet trade centres	7.3	2,969
–	Other	2.8	1,140
	National total	95.6	38,870
	International total	4.4	1,783
	Actual print run	100.0	40,653

Nielsen areas



Circulation copies in accordance with Nielsen areas

	%	copies
Nielsen I	18.4	7,152
Nielsen II	23.6	9,174
Nielsen IIIa	18.3	7,113
Nielsen IIIb	11.4	4,431
Nielsen IV	14.5	5,636
Nielsen V+VI	8.3	3,226
Nielsen VII	5.5	2,138
total	100.0	38,870

LZ country reports provide an in-depth view of a particular country's image and that of its resident companies. They work persuasively, contributing to commercial trade, which gleans important creative tips for product assortments.

Country Reports are researched locally by our editorial staff, ensuring that our readers – whose influence on commercial trading is crucial – are supplied with sound, competent information on a company's efficiency, service provision and logistic options.

Twice a year we offer a copytest: You can use the LZ country report copytest to receive feedback on your advertisement from our commercial readers.

Significant interest

I have already read the LZ country report.

(% value for: in full/less than half/around half/less than half; scale of 1–5)

in %

84

Help with product assortments

The LZ country report ...

... gives me an overview of the current range of goods on offer.

(% value for: very true/true; scale of 1–4)

82

... provides me with creative tips for product assortments.

(% value for: very true/true; scale of 1–4)

65

... provides me with correct information on manufacturers and their commercial range.

(% value for: very true/true; scale of 1–4)

80

The advertisements in the LZ country report are an inform. addition to the editorial section.

(% value for: very true/true; scale of 1–4)

80

High-level acceptance

The LZ country report is geared towards the need for information in the trading sector.

(% value for: very true/true; scale of 1–4)

76

Valuable multiple contacts

I will be re-reading the LZ country report.

(% value for: yes)

55

I keep the LZ country reports on file in order to be able to refer to them at a later date.

(% value for: all/some of them)

37

Source: LZ country report copy tests 2007–2010

Based on 827 interviews held during the course of 7 copy tests. Polls carried out shortly after the publication of the country report in question.



Topic: dietetics

- **Print run** Print run: 70,750, APR: 70,068 as an annual average (7/10 –6/11)

- **Newspaper format** 260 mm wide, 340 mm high
- Type area** 220 mm wide, 300 mm high
- Column number** 4 columns, column width: 50 mm

- **Printing and binding process** Commercial rotary offset with drying facility (heat-set), saddle stitch
- Colours** In accordance with European scale, DIN 16539 offset
- Colour sequence** Black, cyan, magenta, yellow
- Raster width** 70 raster
- Raster angles** Yellow 0°, cyan 15°, magenta 45°, black 75°
- Paper quality** MFC
- Tonal value increases** colour 40 % field: 16 % (tolerance ± 4 %)
80 % field: 11 % (tolerance ± 3 %)
- black 40 % field: 19 % (tolerance ± 4 %)
80 % field: 13 % (tolerance ± 3 %)

Low deviations in tonal value are based on the rotary offset print tolerance levels.

- **Print documentation** Digital data compiled in acc. with PSO LWC Improved, FOGRA45L is required, on CD-ROM with colour-consistent digital-/reference proof (paper simulation print run paper of the Lebensmittel Zeitung direkt) and corresponding measuring elements.
Text must be within the type area.
Please request separate instruction leaflet with information on data acceptance.

- **Dates**
- Publication frequency** Monthly
- Publication date** See editorial schedule (pages 4 –9)
- Closing date** See editorial schedule (pages 4 –9)

- **Publishing house** Deutscher Fachverlag GmbH
- Company address** Mainzer Landstraße 251
60326 Frankfurt am Main
- Postal address** 60264 Frankfurt am Main
- Internet details** www.lebensmittelzeitung.net
- Advertising schedule** Telephone +49 69 7595 -1746
Fax +49 69 7595 -1740

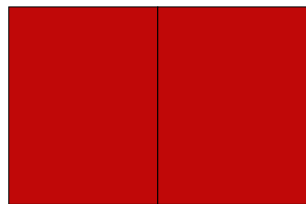
- **Payment conditions** 3 % discount on payments on advance calculations or order confirmation or direct debits received by the date of the advertisement's publication
2 % discount on payments within 14 days of invoice date
2 % discount on direct debits received within 14 days of invoice date
Net payment within 30 days of invoice date

- Bank details**

Frankfurter Sparkasse	Commerzbank
Frankfurt am Main	Frankfurt am Main
Account no. 34926	Account no. 586 555 500
Sort-code 500 502 01	Sort-code 500 400 00
SWIFT BIC HELADEF1822	SWIFT BIC COBADEFF
IBAN DE56 5005 0201 0000 0349 26	IBAN DE68 5004 0000 0586 5555 00

- Agency fee** 15 %

	2/1 pages
Type area	w 480 mm h 300 mm
Bleed	w 520 mm h 340 mm*
	€ 33,540.00



	1/1 page
T	w 220 mm h 300 mm
B	w 260 mm h 340 mm*
	€ 16,770.00



	3/4 page landscape
T	w 220 mm h 225 mm
B	w 260 mm h 247 mm*
	€ 14,260.00



	2/3 page portrait
T	w 220 mm h 200 mm
B	w 260 mm h 222 mm*
	€ 13,080.00



	2/3 page portrait
T	w 147 mm h 300 mm
B	w 167 mm h 340 mm*
	€ 13,080.00



	1/2 page landscape
T	w 220 mm h 150 mm
B	w 260 mm h 172 mm*
	€ 9,690.00



	1/2 page portrait
T	w 107 mm h 300 mm
B	w 127 mm h 340 mm*
	€ 9,690.00



	1/3 page landscape
T	w 220 mm h 100 mm
B	w 260 mm h 122 mm*
	€ 7,410.00



	1/3 page portrait
T	w 73 mm h 300 mm
B	w 93 mm h 340 mm*
	€ 7,410.00



	1/4 page landscape
T	w 220 mm h 75 mm
B	w 260 mm h 97 mm*
	€ 6,050.00



	1/4 corner
T	w 107 mm h 150 mm
B	w 127 mm h 172 mm*
	€ 6,050.00



	1/4 page portrait
T	w 50 mm h 300 mm
B	w 70 mm h 340 mm*
	€ 6,050.00



* Bleed: plus 4 mm trim size per exterior edge, type in print space only, please. All prices plus VAT

Corner formats

Format	Width × Height in mm		Price
	Print space	Bleed**	
1/2 page corner	163 × 200	183 × 222	€ 9,690.00
1/3 page corner	107 × 200	127 × 222	€ 7,410.00
1/4 page corner	107 × 150	127 × 172	€ 6,050.00
1/8 page portrait*	50 × 150		€ 1,280.00
1/8 page landscape*	220 × 37		€ 1,280.00
1/8 page corner*	107 × 75		€ 1,280.00

Preferred placements

Copy ad, p. 2	50 × 50		€ 3,430.00
3rd page (1/1)	220 × 300	260 × 340	€ 17,920.00
5th page (1/3 portrait)	73 × 300	93 × 340	€ 7,410.00
4th cover page (1/1)	220 × 300	260 × 340	€ 17,920.00

* Placement on a left page in the second half of the magazine

** Bleed: plus 4 mm trim size per exterior edge, type in print space only, please.

Space reservations become non-binding three weeks before the advertising deadline.

- Surcharges
- Classified ads
- Discounts

—
see next page
Please see page 13

Advertisements in LZ, Lebensmittel Zeitung direkt, and LZ Nonfood trends are subject to discounts collectively. This discount can be applied to bookings on LZnet.

- Combinations
- Bound-in inserts
- Inserts¹
(loose)

For package offers, see page 14
Upon request

Format maximum: W 210 × H 297 mm,
minimum: W 105 × H 148 mm
(long side closure required)
Price up to 25 g total weight:
€ 275.00 per 1,000,
including postage²



- Adhesive advertising materials¹

on 1/1 backing ad

Format maximum: W 160 × H 250 mm,
minimum: W 60 × H 80 mm

Price if adhered mechanically:
€ 124.00 per 1,000, including postage (not subject to discount) plus costs of backing ad²

- Delivery address for supplements and sticker label ads

Societätsdruck
Westdeutsche Verlags- und Druckerei GmbH
Warenannahme Akzidenz
Kurfürstenstr. 4–6, 64546 Mörfelden-Walldorf
“For Lebensmittel Zeitung direkt, Issue . . . / 2012”
Delivery no later than the ad deadline

Delivery notice

¹ Sample required in advance.

² Basis for calculation: approx. 70,500 copies

Delivery quantity required: 71,200 copies

Paper weight for insert: for a single page, at least 150 g/m²

Inserts with total weight over 25 g upon request

Partial print runs upon request

Discounts: see series discount information on page 13

■ Combinations



Advertising combinations and package prices

	Large	Medium	Small corner	Small landscape
Lebensmittel Zeitung:	1/1 4c	1/1 4c	1/2 4c corner	1/2 4c landscape
Lebensmittel Zeitung direkt:	1/1 4c	1/2 4c	1/2 4c	1/2 4c
Gross, €:	34,120.00	28,640.00	24,880.00	20,680.00

Additional package combinations upon request.

Less discounts (collective discount applicable to LZ Media) according to price list, plus VAT at the statutory rate.

Prices for special placements upon request.

Our contribution to the commercial success of your products or campaigns:

■ Target group-specific appeals to:

1. Decision makers at the headquarters of the retail companies
2. Decision makers within sales teams at the POS

■ Precision targeted advertising support for your measures at the right time, on various levels of the commercial sector.

■ Full use of all communication channels

(Print advertising, PR, online information)

Scope of services, product introduction package/sales boosting package:

1. Ad in Lebensmittel Zeitung (appeal to those who make listing decisions)
2. Ad in Lebensmittel Zeitung direkt (raising the profile of your product/announcing your campaign in the outlets)
3. Premium entry on LZnet under "New Products" or "Sales Campaigns" – upon request
4. Entry in the LZ section "New Products" or "Campaigns" – upon request
5. Presentation of your product/sales boosting campaign in the Lebensmittel Zeitung direkt section "New on the Market" – upon request

To present your new products or campaigns, we need your product information and a reference to the package booking in connection with the processing of your order.

Brief profile of title Targeted to decision makers at the point of sale. Lebensmittel Zeitung direkt is the monthly magazine for decision makers at the point of sale. This trade publication is aimed at professionals who work in sales in the food retail segment and make decisions about product ranges – from owners and store managers to qualified specialized staff to salespeople. The “Industry,” “Space,” and “Products” sections cover practically all relevant topics. For instance, “Industry” reports on current developments in food retail from the point of view of sales professionals. The “Space” section is dominated by topics such as employee management, successful sales promotions, or shelf maintenance. Finally, Lebensmittel Zeitung direkt also provides a great deal of information on relevant merchandise and product groups in the “Products” section.

Publication frequency Monthly

Years of publication 2012: 15th year

Web address (URL) www.lebensmittelzeitung.net

E-mail info@lebensmittelzeitung.net

Subscription rate
Individual sales price **€ 2.00** plus postage and packing and VAT.

Circulation control IVW 

Circulation analysis Annual average copies per issue
(07/01/2010 – 06/30/2011)

Print figure: 70,750

Actual print run (APR): 70,068 of which foreign: 313

Total net paid circulation – of which foreign: –

■ subscriptions – association subscription: –

■ other sales –

■ single copy sales –

Complimentary copies: 70,068

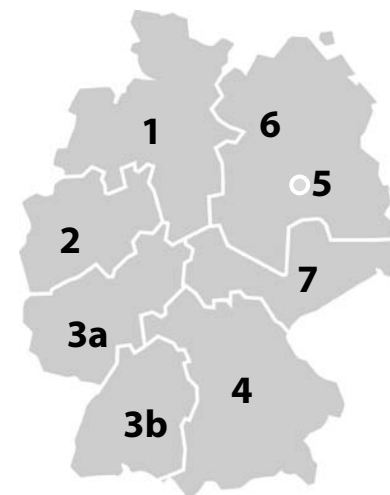
Remaining, file and voucher copies 682

Geographical circulation analysis:	Economic area	Share of actual print run	
		%	copies
	Germany	99.6	69,755
	Foreign	0.4	313
	Actual print run	100.0	70,068

■ Distribution

Departments, group, class	Recipient groups Definitions according to „Industrial Sector Classification“ as established by the Federal Statistical Office	Share of actual print run	
		%	copies
Section G 46,3 – 46,9	Central level, food industry branches	0.6	388
	cash and carry businesses	2.3	1,616
Section G 47,2 – 47,9	Self-service stores	13.2	9,265
	Department stores	2.1	1,491
	Consumer stores	21.0	14,680
	Large supermarkets	25.5	17,892
	Supermarkets	11.1	7,783
	Small supermarkets	10.3	7,185
	Drugstores	5.9	4,139
Section M 73	Advertising	6.9	4,858
	Other	0.7	458
	National total	99.6	69,755
	International total	0.4	313
	Actual print run	100.0	70,068

Nielsen areas



Circulation copies in accordance with Nielsen areas

	%	copies
Nielsen I	17.3	12,067
Nielsen II	17.6	12,277
Nielsen IIIa	13.6	9,487
Nielsen IIIb	12.4	8,650
Nielsen IV	18.5	12,905
Nielsen V+VI	12.2	8,510
Nielsen VII	8.4	5,859
Total	100.0	69,755

LZnet – The online medium of the consumer goods industry

For over ten years now, LZnet has been established as an opinion-leading industry portal operated by Lebensmittel Zeitung. With over 1.5 million page impressions¹ and 437,000 visits¹ per month, it is a high-traffic platform for industry-specific information. Plus, it has a high-caliber target group: 43% of LZnet users hold positions in middle management and 21% in top management².

A dedicated online editorial desk ensures up-to-date, often exclusive industry news at a high level and offers various sections containing detailed information on all aspects of the retail and consumer goods industries.



1 Source: IVW, August 2011, www.ivw.de 2 Source: LZnet User Survey, August 2010
3 Source: AGOF internet facts 2011 – I, Analysis LZ, August 2011 4 Source: Recipient firm

1. High-quality environment

- Dedicated online editorial desk
- Exclusive industry news & background info and specials on specific topics

2. Excellent response

- 1,512,935 page impressions, 437,208 visits¹
- Regularly listed in IVW's top ten online trade media
- ∅ 116,000 Unique Users / per month³
- e-mail newsletter sent to over 31,000 subscribers⁴ (each working day)

3. High cross-media potential

- Effective multi-channel marketing: simultaneous presence of advertising messages in print and online channels multiplies advertising effectiveness
- 72% user overlap between LZnet and LZ²
- Additional users: 28% of LZnet users use LZnet exclusively, as compared with LZ²

4. LZnet users – the premium target group

- 72% of users use LZnet several times a week²
- 43% hold positions in middle management, 21% in top management²
- Average household net income of approx. EUR 4,634 per month²

5. Decision-making authority

- Involvement in decisions regarding purchases/investments: 66% decision makers, 30% prepare for decisions²
- Involvement in decisions regarding product business: (retail users) 55% decision makers, 24% prepare for decisions²

6. Reliability for your media planning

- Annual user survey
- Monthly Web tracking and analysis of success of your campaign



Super banner:

Your message, featured first.
The prominent placement over the entire width of LZnet.
Format: max 935 x 80 pixels or 728 x 90 pixels.*

Skyscraper:

The eye-catcher in a classic format.
Format: max. 200 x 600 pixels.*

Full-size banner:

Classic advertising form in the editorial environment.
Format: max. 468 x 60 pixels.*



Hockeystick:

You are guaranteed to be at the forefront with this exclusive placement.
Two files:
Horizontal: max. 935 pixels wide, height variable (recommended: 80 pixels).
Vertical: max. 200 x 600 pixels.*

Rectangle content banner:

Attention-getting placement in the editorial environment.
Format: max. 300 x 250 pixels.*

* GIF, additional supply of FLASH is possible.

The LZnet Newsletter – an especially attractive form of advertising: sent daily, Monday through Friday (except on holidays), by e-mail to over 31,000 LZnet Newsletter recipients' each day = more than 150,000 contacts per week (in weeks with no holidays):



Super banner:

Effective large format is the premium placement within the newsletter. You and your message are at the forefront.
Format: 728 x 90 pixels, GIF

Full-size banner:

With a full-size banner in the LZnet Newsletter, you generate a lot of attention for your advertisement, bringing your message home to users.
Format: 468 x 60 pixels, GIF

Text ads:

The tried and tested form of advertising in the newsletter.
Max. text: 420 characters*

1. Source: Recipient file
2. Including spaces, purely text or HTML text ad

Website		Full-size banner max. 468 × 60 pixels	Skyscraper max. 200 × 600 pixels	Super banner 935 × 80 or 728 × 90 pixels	Rectangle content banner 300 × 250 pixels	Hockeystick, format varies
Section	Guaranteed Pls	Weekly price	Weekly price	Weekly price	Weekly price	Weekly price
Home¹	35,000	€ 1,840.00	€ 2,625.00	€ 2,510.00	€ 3,200.00	€ 3,900.00
News & Business (full placement)	100,000	€ 5,250.00	€ 7,500.00	€ 7,170.00	€ 9,140.00	€ 11,140.00
2x rotation	50,000	€ 2,625.00	€ 3,750.00	€ 3,585.00	€ 4,570.00	€ 5,570.00
3x rotation	33,000	€ 1,735.00	€ 2,475.00	€ 2,370.00	€ 3,020.00	€ 3,680.00
LZjobs	80,000	–	€ 1,200.00	€ 800.00 ²	–	€ 1,600.00

Booking also possible on a CPM basis. Offer upon request.

We are happy to speak with you in person regarding our special advertising formats.

Newsletter, guaranteed Pls: 35,000	Super banner ⁴ 728 × 90 pixels	Full-size-banner ⁴ Space 1 468 × 60 pixels	Full-size banner ⁴ Space 2 468 × 60 pixels	Text ad Space 1 max. 420 characters	Text ad Space 2 max. 420 characters	Text ad Space 3–4 max. 420 characters
Weekly price³	€ 2,480.00	€ 1,870.00	€ 1,660.00	€ 1,660.00	€ 1,500.00	€ 1,310.00

LZnet special newsletter 2012 (schedule and prices): www.lebensmittelzeitung.net/sondernewsletter

Data size for banner: max. 50 KB

¹ Including community ² Max. 945 × 90 pixels ³ Applies to 5 newsletters sent per week (Mon.–Fri., excluding holidays) ⁴ GIF-Format

Online discount scale	
€ 4,700.00 or more	3%
€ 10,000.00 or more	5%
€ 16,000.00 or more	10%
€ 24,000.00 or more	15%
€ 32,000.00 or more	20%

The discounts for LZnet refer to the online advertising for one year of advertising placement.

Alternatively:

LZnet One-Way Combination Discount

If an ad is placed in the LZ Print Media at the same time within a year of advertising placement, the discount earned there can be applied to bookings on LZnet (but not vice versa).

The discount structure most favorable to you is used as the basis for calculation.

All prices are plus VAT at the statutory rate.

General technical information and information on sending data is available at

www.lebensmittelzeitung.net/service

Advertising price list for online advertising valid as of January 1, 2012.

Our General Terms and Conditions of Business apply:

www.lebensmittelzeitung.net/agb

1. For the purposes of the following General Terms and Conditions of Trade, "advertisement commission" shall signify a contract regarding the publication of one or several advertisements or other advertising material on behalf of an advertiser or advertising party in a printed publication for purposes of general circulation.
2. In case of doubt, advertisements must be delivered for publication within one year after the conclusion of the contract. In the event that the right to deliver individual advertisements has been included in the terms of a contract, the commission must be settled within a year of the publication of the initial advertisement, provided that the initial advertisement has been delivered and published within the deadline cited in clause 1. In the case of closing deadlines such as these, the client is entitled to deliver additional advertisements further to the amount cited under the terms of the commission within the agreed deadline.
3. The advertising rates are calculated in accordance with the publisher's advertising rate price list valid upon the contract's conclusion. In the event that the advertisement tariff alters in the wake of the contract's conclusion, the publisher is entitled to calculate the rate in accordance with the price list valid at the point at which the advertisement was published. This shall not apply to business transactions with non-traders, provided that the period between the contract's conclusion and the advertisement's publication does not exceed 4 months. Advertising agencies and mediators are under no circumstances permitted to pass on the mediator fees from the publisher to its clients in whole or in part.
4. In the event that a commission is not fulfilled due to circumstances for which the publisher is not responsible, the client is obliged to grant the publisher a reduction on the difference between the guaranteed and actual acceptance levels, this regardless of any possible further legal obligations. The client is not entitled to assert any reimbursement claims in the event that the non-fulfillment is the result of an act of God which lies within the publisher's risk area.
5. During the calculation of acceptance levels, the rates applicable to lines of text, measured in millimetres, will be converted according to advertising millimetres.
6. Commissions pertaining to advertisements and other forms of advertising which should only be published in certain amounts, issues or in certain places within the printed publication at the client's own admission must be sent to the publisher punctually in order to allow the latter to inform the client whether these requirements can be fulfilled before the closing dates for such submissions. Category-based advertisements will be published under the correct category without this requiring any express agreement.
7. Textual body advertisements are those adjoining the text and not any other advertisements on at least two pages. Advertisements which are not recognisable as such as a result of their editorial nature shall be clearly identified by the publisher using the word "advertisement".
8. The publisher reserves the right to refuse advertising commissions, and also individual deliveries sent within the framework of a concluded contract - and supplement commissions on the grounds of their content, origin or technical form in accordance with its own unified, objectively justified principles. The same shall apply in the event that the said content contravenes law or official regulations or publishing it proves unreasonable for the publisher. This also applies to commissions which are submitted to branches, delivery points or representatives. Advertising commissions for other forms of advertising are only considered binding by the publisher after the submission of a model of the proposed form of advertising and its approval. Forms of advertising which give the reader the

impression of being a newspaper or magazine component as a result of their format or presentation or which contain foreign advertisements shall not be accepted. The client shall be informed of the refusal of specific commissions without delay.

9. The client is responsible for the punctual delivery of the advertising text, including flawless printed documentation or additions. The publisher shall guarantee the usual print quality within the framework of the possibilities provided by the printed documentation. The publisher shall request the immediate replacement of evidently unsuitable or damaged printed documentation.

10. In the event that the advertisement is wholly or partially illegible, incorrect or incomplete upon publication, or the errors therein are significant, the client may assert a claim for a reduction in payment or a flawless replacement advertisement. However, this claim shall only be valid to the extent that the latter's effect was impaired. In the event that the publisher misses the publication deadline or the replacement advertisement contains errors for a second time, the client has the right to a reduction in price or to cancel the commission immediately. Damage claims arising from positive breaches of claims, negligence upon contractual conclusion or tort action shall be particularly excluded in the case of commissions received by telephone; damage claims arising from unfulfilled performance or default shall be limited to the compensation of the foreseeable damage and the payment due on the advertisement or supplement in question. This shall not apply to intention and gross negligence on the part of the publisher; its legal representatives and its agents of vicarious liability. This shall not affect the publisher's liability for damage arising from the lack of assured features of the commission. The publisher shall, moreover, not be held liable for gross negligence on the part of its vicarious agents in terms of commercial business dealings; in other cases, the liability for gross negligence towards traders shall be limited to the extent of the foreseeable damage and the level of the advertising fee in question. Complaints must, except in the case of non-public flaws, be lodged within four weeks of the receipt of the invoice.

11. Test prints shall only be provided at the client's express request. The client shall bear responsibility for the accuracy of the returned test prints. The publisher shall take all client corrections into account, provided that these are received within the deadline set for the sending of the test print.

12. In the event of the lack of any particular guidelines, the invoice calculation shall be based on the actual print rate applying to the advertising form in question.

13. In the event that the client does not provide an advance payment, the invoice will be dispatched immediately, at the latest 14 days after the publication of the advertisement. The invoice is payable within the deadline stated in the price list referring to invoice receipt, provided that a different payment deadline or advance payment has not been agreed in individual cases. Possible reductions on early payment shall be asserted in accordance with the price list.

14. In the event of payment defaults or deferrals, interest and collection expenses shall be charged. In the event of payment default, the publisher may defer the further implementation of the current commission until payment has been received, or demand advance payment for the remainder of the advertisements. In the event of justified doubts regarding client solvency, the publisher is entitled to inform the client that the publication of further advertisements is dependent on advance payments and the settlement of outstanding invoice amounts, this without taking the existence of an originally agreed payment term into account.

15. The publisher shall deliver an advertisement receipt with the invoice upon request. Advertisement extracts, supplement pages or receipt numbers shall also be delivered, this depending on

General terms and conditions

the type and extent of the advertisement. In the event that a receipt can no longer be obtained, this shall be replaced by a legally binding written confirmation from the publisher regarding the advertisement's publication and circulation.

16. The client shall bear the costs of the production of the printed documentation and drafts in addition to any significant alterations made to existing agreed designs at the client's request.

17. In the event of a reduction in published issues, a rate reduction claim may be lodged in the case of a contract concerning several advertisements, this applying in the event that, on average, the number of issues published during the initial year of advertisement insertion falls below that mentioned in the price list or other documentation, or the average issue sale of the previous calendar year (in the case of specialist magazines, the average actual distribution amount) is not exceeded. A reduction in issues only becomes a flaw entitling the client to a rate reduction if this amounts to 20% for a circulation of up to 50,000 copies, 15% for a circulation of up to 100,000 copies, 10% for a circulation of up to 500,000 copies and 5% for circulations exceeding 500,000 copies. Rate reduction claims are, however, excluded if the publisher informed the client of the reduction in circulation amount, offering the latter the possibility of cancelling the contract.

18. In the case of numeric advertisements, the publisher shall employ the expertise of a qualified businessman for the safe keeping and timely transfer of the offer in question. Registered delivery mail and express mail referring to numeric advertisements shall be passed on via normal post. Replies to numeric advertisements shall be kept for 4 weeks. Letters which are not collected within this deadline shall be destroyed. The publisher shall return valuable documents per post without being obliged to do so. The publisher may be appointed legal representative under the terms of individual contracts, allowing it to open incoming offers on behalf of and in the express interest of the client. Letters exceeding the permitted DIN A4 format in addition to consignments of goods, books, catalogues and packages are excluded from forwarding and shall not be accepted. However, acceptance and forwarding may be exceptionally agreed on in the event that the client undertakes to bear the resulting fees / costs.

19. Printed documentation will only be returned at the client's specific request. In the event that the publisher retains the advertisements without being obliged to do so, the latter shall be retained for a maximum of three months.

20. Credit allowances and the retrospective granting of discounts shall not be awarded before the end of the year of publication.

21. Advertisement placement confirmations shall only be valid subject to reservation and may be altered for technical reasons. The publisher may not be held liable in such cases.

22. German law shall apply to the advertisement commission. The publisher's headquarters shall be considered the place of performance. The place of jurisdiction in the event of legal action arising from business transactions with traders, corporate public law bodies or separate estates under public law shall be the publisher's headquarters. Provided that publisher claims are not asserted during debt enforcement proceedings, the place of jurisdiction in the case of non-traders shall be determined according to their place of residence. Should the client's place of residence or usual domicile be unknown when the action in question is commenced, this even in the case of non-traders, or should the client change his residence or usual domicile so that it no longer lies within a legal area of application after the contract's conclusion, the publisher's headquarters shall be deemed the place of jurisdiction.

Outside Germany

Austria

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HMN Media- und
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87439 Kempten / Allgäu
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Phone +49 831 87963
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e-mail nitsche@hmn.de
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e-mail argosespana@argosconsulting.net
Internet www.argosconsulting.net

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Divisional Managing Director

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Advertising Manager International

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