

A long-exposure photograph of a city at night. In the foreground, a multi-lane highway is filled with cars, their lights creating long, colorful streaks of red and white. To the left of the highway is a green embankment with some trees and a small white structure. In the background, several tall, modern skyscrapers are illuminated with blue and white lights. Overlaid on the entire scene is a network of white lines connecting several circular nodes, some of which are glowing with a bright light, suggesting a digital or communication network.

LICHT

MEDIA KIT 2020

TRADE JOURNAL

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MAGAZINE

AGNES HEY, MANAGING DIRECTOR



PRINT

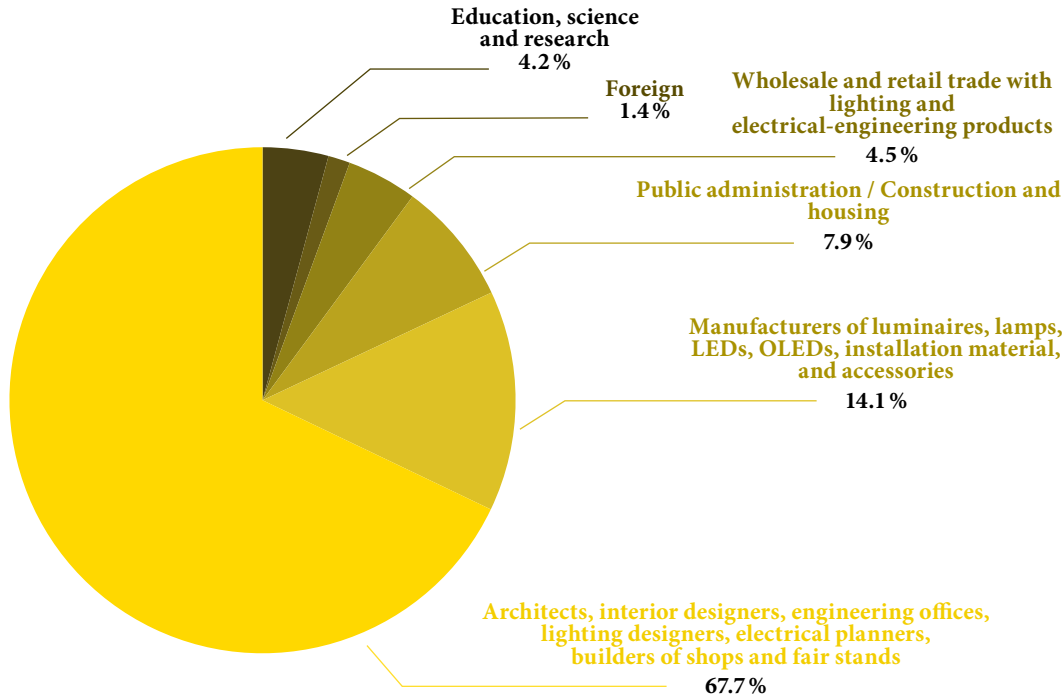
In each issue, the trade journal LICHT reports on a special thematic focal point: for example, workplace lighting, light for selling, lighting in industrial buildings, light and health and lighting control systems. Regular dedicated sections: Planning, Design, Technology, Lighting with Natural Daylight, Science and Research, Training and Professions, and the Magazine.

DIGITAL

The website lichtnet.de, the monthly newsletter as well as presentations on facebook, Twitter and YouTube provide the reader with supplementary professional articles, news, project reports, interviews, reports from trade fairs, scheduled events for the sector and much more.



STRUCTURAL ANALYSIS OF LICHT READERSHIP



1 TITLE

LICHT

2 CHARACTERISTIC PROFILE

LICHT is the leading German trade journal for the lighting sector in terms of edition and subscription (more than 30 % more subscribers than the magazine HIGHLIGHT, Source: IVW, 4th quarter 2018). In 9 issues per year, it provides expertly competent, comprehensive, and practically oriented reports in the thematic areas of planning, design, engineering, uses of natural daylight, science and research, as well as standards. LICHT reports on trends and innovations from German and European trade fairs.

3 TARGET GROUPS

Architects; interior designers; engineering offices; lighting designers; electrical planners; builders of shops and fair stands; manufacturers of luminaires,

lamps, LEDs, OLEDs, installation material, and other accessories; public administration; designers; lighting and electrical engineers.

4 PUBLISHED

9 times a year, as per Deadline and Topic Schedule

5 MAGAZINE FORMAT

210 mm wide, 297 mm high (DIN A4)

6 AGE OF MAGAZINE

71 years old as of 2019

7 SUBSCRIPTION PRICES

Annual subscription

Inside Germany € 132.30 (including postage)

Outside Germany € 141.30 (including postage)

Individual price € 15.70

8 OFFICIAL PUBLICATION

Official publication of the German Technical and Scientific Society for Light and Lighting (LiTG); official publication of the Standards Committee for Lighting Engineering (FNL) in the German Institute for Standards e.V. (DIN)

9 MEMBERSHIPS

IVW, Media Database of the German Trade Press

10 ADDRESS OF PUBLISHING HOUSE

Richard Pflaum Verlag GmbH & Co. KG
Postfach 19 07 37 80607 Munich, Germany
Lazarettstraße 4, 80636 Munich, Germany



11 PUBLISHER

Richard Pflaum Verlag GmbH & Co. KG

12 ADVERTISING

Christian Schlager

Tel. +49 89 126 07 - 365

Fax +49 89 126 07 - 202

christian.schlager@pflaum.de

13 EDITORIAL OFFICES

Mr. Emre Onur (Editor-in-Chief)

Tel. +49 89 126 07 - 257

emre.onur@pflaum.de

14 ANALYSIS OF PUBLISHED VOLUME

Issues	2018 = 9 issues
Number of pages	2018 = 956 pages
Total volume	956 pages = 100.0 %
Articles and editorials	861 pages = 90.1 %
Advertising	95 pages = 9.9 %
Of which: classified adverts	0.5 page = 0.5 %
Inserts	5 ea.

15 ANALYSIS OF EDITORIAL CONTENT

2018 = 861 pages

Expert articles on the following topics: indoor and outdoor lighting, lighting of streets and roads, prestigious-effect lighting, decorative lighting, floodlighting and spotlighting, illuminated advertising, lighting systems, special lighting systems, installation systems and equipment, lamps, lighting with natural daylight, lighting planning, research and technology, standards, design, commerce and trade fairs.



1 ADVERTISEMENT PRICES AND FORMATS

(Prices are in euros; no discounts are granted on additional charges; the currently valid value-added tax must be added to all prices)

Light + Building
issue 2:
40% expanded run
But only 25% more than
normal price

	Format Type area W x H in mm	Bleed* W x H in mm	Prices black/white €	4-colour €
1/1 page	185 × 250	210 × 297	4,060.00	4,990.00
Junior page	135 × 185	145 × 210	2,510.00	3,200.00
1/2 page	90 × 250 185 × 130	100 × 297 210 × 145	2,100.00	2,790.00
1/3 page	60 × 250 185 × 80	70 × 297 210 × 100	1,430.00	1,970.00
1/4 page	90 × 130 185 × 60	100 × 145 210 × 75	1,100.00	1,640.00
1/8 page	90 × 60 185 × 30	- -	570.00	1,110.00

* plus. 3 mm trim on all sides

Additional formats on request



2 ADDITIONAL CHARGES FOR PLACEMENT

Outside cover page: prices on request

2nd and 4th cover pages, 4 colours: € 5,230.00

Binding placement instruction (not discountable):

10 % of base price

ADDITIONAL CHARGES FOR COLOURS

(not discountable)

The quoted prices apply only to colours from the Euro Scale.

Each special colour (e. g., HKS or Pantone): € 780.00

ADDITIONAL CHARGES FOR SPECIAL FORMATS

(not discountable)

Adverts across the gutter 10 % of base price

Adverts beyond the print space 10 % of base price

3 DISCOUNTS

For adverts within one insertion year (12 months)

Begins with publication of the first advert.

Recommendation adverts:

Frequency discounts		Quantity discounts	
2 x	5.0 %	2 pages	5.0 %
4 x	10.0 %	4 pages	10.0 %
6 x	15.0 %	6 pages	15.0 %
9 x	20.0 %	9 pages	20.0 %

Your employment adverts: in print and online

Your printed help-wanted adverts in LICHT and/or your help-wanted adverts online at www.lichtnet.de



Don't despair about finding well-qualified staff – instead, use our effective offer to approach top-class professionals. Use the powerful potential of our print and online users to find highly qualified staff and management personnel. Combine print and online adverts for optimal effect.

Ask us for an offer.

Contact:

Christian Schlager, christian.schlager@pflaum.de, Tel.: +49 89 126 07-365, www.lichtnet.de

4 ADVERTISING SECTIONS

(not discountable)

Possible only with 2 or 4 columns (2 columns = 90 mm width)

Minimum height = 20 mm

Base price per mm (2-column)

Job offers, black and white	€ 8.25
Job offers, 2 colours	€ 9.25
Job offers, 4 colours	€ 11.80
Job applicants	€ 4.10
Buying and selling, miscellaneous	€ 8.25
Fee for postal reply via a code (incl. postage for delivery)	€ 16.00

Print job offers can additionally appear online for 4 weeks for an additional charge of 20 %.



TRADE JOURNAL

PRICE LIST NO. 54 VALID FROM 01 JAN 2020

P

5 PRINT ADVERT SPECIALS (discountable)

BOUND INSERTS (discountable)

Required delivered amount: (including overs) **11,400 copies**
(Dutch-door, tiered, postcard, single-page, and half-page bound inserts)
Prices and technical specifications: upon request

LOOSE INSERTS (not discountable)

(postcards, mailing material, booklets, CDs, DVDs, posters, etc.)
Loosely inserted; maximum size: **205 × 280 mm**
Gross weight up to 25 grams **€ 2,990.00**
Additional delivery costs **€ 120.00**
these costs are not subject to media brokerage
26 g total weight and more upon request
Required delivered amount: (including overs) **11,400 copies**

6 CONTACT

Christian Schlager
T +49 89 126 07 - 365
F +49 89 126 07 - 202
christian.schlager@pflaum.de

7 TERMS OF PAYMENT

Payment is due, net, within fourteen (14) days after date of invoice.
Discount of 2 % for payment in advance or by withdrawal authorization
Value-added tax no. (VAT): DE130255449

BANK DETAILS

Commerzbank in Munich, Germany
IBAN DE41 7008 0000 0442 1000 00
SWIFT-BIC: DRESDEFF700



1 MAGAZINE FORMAT

Format	210 mm wide, 297 mm high, DIN A4
Printing area	185 mm wide, 255 mm high
Number of columns	4 columns / 3 columns
Width of columns	42 mm / 58 mm

2 PRINTING AND BINDING

Offset printing; adhesive binding

3 DATA SUBMISSION TO

druckunterlagen@pflaum.de

4 DATA FORMATS

Preferred file formats

Adobe-PDF Standard PDF/X-4, CMYK, Profile: ISO Coated v2 300% (ECI)

Other formats

Proprietary formats of Adobe Creative Cloud.
Further file formats after consultation.

5 COLOURS

Printing ink (CMYK) in accordance with ISO 2846-1.

6 PROOFS

A contract proof-quality document in Euroscale is absolutely necessary for printing colour adverts. (CMYK, characterisation FOGRA39L, offset in accordance with ISO 12647-2).

7 FILE ARCHIVING

When you submit files to us, we assume that they are copies. We cannot accept any responsibility for assuring that the submitted files will be kept safe for return to you.



8 GUARANTEE

We can process only correctly and completely submitted data. The publisher cannot accept responsibility for any discrepancies in the published results in the form of text copy, images or especially colours.

FILE FORMATS

Adobe-PDF X4, X3, X1a in CMYK mode, Fonts must be included.
Target profile: ISO Coated v2 300% (ECI) (<http://eci.org/de/downloads>).

9 CONTACT

Christian Schlager
Tel. +49 89 126 07 - 365
christian.schlager@pflaum.de

Minimum font size in offset printing should not be less than 5 pt. Please avoid fine serifs, as they can fall below the minimum thickness of lines in printing. Multiple master fonts may also not be used. Text and image elements should be placed at least 5 mm from the bleed. So they do not disappear into the waistband or at the edge of the page.
In the case of trim adverts, the addition of 3 mm bleed must be observed.

IMAGE FILES

Minimum resolution for line images 1200 dpi, grayscale images 600 dpi, CMYK images 300 dpi.

The quality of JPEG compression is determined by the data supplier himself.

Caution: Images taken from the Internet often do not satisfy these requirements.

COLOURS

CMYK, grey-scale or bitmap. Do not use RGB or special colours.

OPEN FILES

Open files are the documents from the respective layout application, as well as all images and graphics included therein, including the fonts used in the document. The delivered fonts will be used only for processing the order and will be deleted immediately thereafter.

Please send open files only after prior coordination, and submit them completely in ZIP-archived form.



ISSUE	1 2020	2 2020	3 2020	4 2020	5 2020	6 2020	7 2020	8 2020	9 2020
Date of publication	31 Jan 2020	28 Feb 2020	27 Apr 2020	25 May 2020	25 Jun 2020	25 Aug 2020	25 Sep 2020	26 Oct 2020	25 Nov 2020
Editorial closing date	18 Dec 2019	20 Jan 2020	18 Mar 2020	16 Apr 2020	14 May 2020	20 Jul 2020	20 Aug 2020	17 Sep 2020	19 Oct 2020
Advert booking deadline	20 Dec 2019	31 Jan 2020	26 Mar 2020	23 Apr 2020	25 May 2020	28 Jul 2020	28 Aug 2020	25 Sep 2020	27 Oct 2020
Deadline for camera-ready copy	10 Jan 2020	07 Feb 2020	02 Apr 2020	30 Apr 2020	02 Jun 2020	04 Aug 2020	04 Sep 2020	02 Oct 2020	03 Nov 2020
FOCAL POINT	Lighting for presenting and selling	Lighting for architecture – outdoor and indoor	Lighting for hotel, catering, and wellness facilities	Lighting and health	Lighting for industrial, commercial and logistical applications	Smart lighting	Lighting for offices and workplaces	Lighting for cultural and educational facilities	Lighting for streets and urban spaces
PLANNING	<ul style="list-style-type: none"> Shops, supermarkets, and department stores Corporate Lighting Showrooms and trade fairs 	<ul style="list-style-type: none"> Smart City Smart luminaires Dynamic lighting Daylight solutions Special luminaires 	<ul style="list-style-type: none"> Restaurants and bars Wellness and swimming pools, thermal baths Lighting for prestigious rooms Lighting at home 	<ul style="list-style-type: none"> Clinics and hospitals, old-persons' institutions, nursing homes Medical and physiotherapy surgeries, fitness centres Athletic and swimming facilities Human centric lighting Non-visual effects of light 	<ul style="list-style-type: none"> Transport infrastructure (train stations, airports, harbours) Tunnels and underpasses Multi-storey car parks Industrial-hall lighting 	<ul style="list-style-type: none"> Lighting control and dynamic lighting indoors and outdoors Illuminated advertising and media facades 	<ul style="list-style-type: none"> Office and administration buildings Human centric lighting at the workplace Projects with special luminaires 	<ul style="list-style-type: none"> Museums, galleries, cinemas and theatres Libraries and media libraries Schools, colleges, universities, daycare centres 	<ul style="list-style-type: none"> Urban marketing with lighting Lighting for urban squares and parks Lighting master plans Lighting and heritage protection / historical buildings Religious rooms; churches Social Light
DESIGN	<ul style="list-style-type: none"> Lighting and materials 	<ul style="list-style-type: none"> Technical designer luminaires 	<ul style="list-style-type: none"> LED- integration in furniture and textiles 	<ul style="list-style-type: none"> Outdoor design luminaires 	<ul style="list-style-type: none"> Lighting for special occasions 	<ul style="list-style-type: none"> Smart Home 	<ul style="list-style-type: none"> Home Office 	<ul style="list-style-type: none"> Multifunctional luminaires (for lighting, acoustics, and room climate) 	<ul style="list-style-type: none"> Light festivals
TECHNOLOGY	<ul style="list-style-type: none"> Sensor-based lighting control Light distribution and colour rendering in shop illumination 	<ul style="list-style-type: none"> Light sources, components and control systems Smart technologies Light measurement 	<ul style="list-style-type: none"> Optical components and systems Electronic components (ballast, transformers, starters, sensors, and control equipment) 	<ul style="list-style-type: none"> Thermal management Software for planning, computer-aided engineering and visualization 	<ul style="list-style-type: none"> Luminaires with increased-safety protection class and for special conditions of use Light sources 	<ul style="list-style-type: none"> Measurement technology Switches and control units Lighting in the Internet of Things 	<ul style="list-style-type: none"> Protocols for lighting control Sensor-based control systems 	<ul style="list-style-type: none"> Connection and interfacing systems Hardware and software for cordless, networked lighting 	<ul style="list-style-type: none"> LED modules and LED light sources Surge-voltage protection
PROFESSION AND QUALIFICATION	<div> <div> Lighting - Building issue 2: 40% expanded use But only 25% more than normal price </div> <div> Interviews Portraits of planners and designers Academic projects at technical colleges and universities Student competition Offers for basic and advanced qualification Practical knowledge for professional application Light + law </div> </div>								
MAGAZINE	Reports from trade fairs, conventions, and events Market studies and sector trends History of lighting								
SCIENCE AND RESEARCH	Presentation and discussion of current research results in all areas of lighting technology and planning								
REGULAR TOPICS	LED and OLED technology	•	Sector news	•	Schedule of events	•	Books	•	Standards
TRADE FAIRS AND CONVENTIONS	16 – 20 Feb 2020 EuroShop, Düsseldorf	31 Mar – 03 Apr 2020 Prolight & Sound, Frankfurt 06 – 09 Apr 2020 Hongkong International Lighting Fair 08 – 13 Mar 2020 Light & Building, Frankfurt	03 – 07 May 2020 Lightfair International, USA Las Vegas	09 – 12 Jun 2020 Guangzhou International Lighting Fair		22 – 24 Sep 2020 LpS/TiL Bregenz 14 – 16 Oct 2020 TILS – Taiwan International Lighting Show 27 – 30 Sep 2020 LICHT 2020, Bamberg 27 – 31 Oct 2020 Orgatec, Cologne	22 – 24 Sep 2020 LpS/TiL Bregenz 14 – 16 Oct 2020 TILS – Taiwan International Lighting Show 27 – 30 Sep 2020 LICHT 2020, Bamberg 27 – 31 Oct 2020 Orgatec, Cologne	03 – 05 Nov 2020 belektro, Berlin 06 – 13 Nov 2020 6. LICHTWOCHE München 19 – 21 Nov 2020 GET Nord, Hamburg	02 – 03 Dec 2020 architect@work, Stuttgart

1 VERIFICATION OF SUBSCRIPTION DATA

2 ANALYSIS OF SUBSCRIPTION DATA

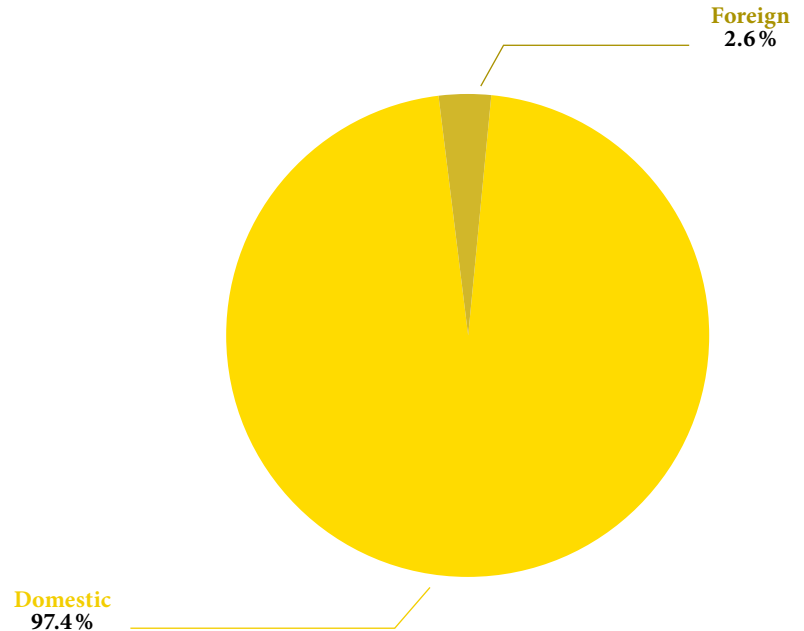
Copies per issue on a yearly average

(1 July 2018 to 30 June 2019)

Printed copies	10,875		
Actual print circulation	10,282	of which outside Germany:	271
Sold copies	1,211	of which outside Germany:	218
Subscribed copies	1,195	of which members' copies:	–
Individual sales	–		
Other sales	16		
Free copies	9,071	of which student's sub- scription:	19
Remaining, archive, and proof copies	593		

3 ANALYSIS OF GEOGRAPHICAL DISTRIBUTION

Economic area	Share of actually distributed copies	
Domestic	97.4 %	10,011 copies
Foreign	2.6 %	271 copies
Actually distributed circulation	100 %	10,282 copies



A portrait of a man with dark hair and glasses, smiling. He is wearing a dark shirt. The background is a blurred outdoor scene with green foliage and a building.

DIGITAL

EMRE ONUR, EDITOR-IN-CHIEF

1 FILE FORMATS

All common Web formats

2 DELIVERY ADDRESS

Please send your advertising
material for your campaign to:
druckunterlagen@pflaum.de

3 DEADLINE

Five (5) working days before beginning
of your campaign

LICHTNET.DE IN RESPONSIVE DESIGN

The feature Responsive Design of the site www.lichtnet.de enables the user to employ the Website on all mobile terminals – such as smart phones and tablets – without awkward shifting back and forth, and without enlarging or reducing sizes.



1 WEB ADDRESS

www.lichtnet.de

2 THUMBNAIL SKETCH

lichtnet.de is the portal for the lighting sector. It informs its users on all relevant topics concerning light and lighting:

- News and scheduled events
- Specialist articles on planning and engineering
- Design and art
- Specialist articles from research and university work
- Reports on trade fairs and other sector events
- Portraits of planners and companies
- Job market
- Archive of past LICHT issues
- Classified directory

3 TARGET GROUPS

Architects; interior designers; engineering offices; lighting designers; electrical planners; builders of shops and fair stands; manufacturers of luminaires, lamps, LEDs, OLEDs, installation material, and other accessories; public administration offices; designers, lighting and electrical engineers; and students.

4 PUBLISHER

Richard Pflaum Verlag GmbH & Co. KG

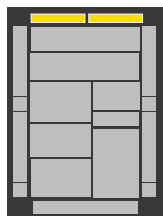
5 EDITOR

Mr. Emre Onur (Editor-in-Chief)
Tel. +49 89 126 07 257
emre.onur@pflaum.de

6 ONLINE ADVERTISING

Christian Schlager
Tel. +49 89 126 07 - 365
Fax +49 89 126 07 - 202
christian.schlager@pflaum.de

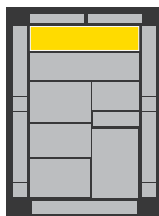
1 PRICES AND ADVERTISING FORMS (All prices are in euros and do not include the respectively valid value-added tax [VAT], which must be added to the final price.)



Header, full-size banner
(in pixels): 468 × 60

Channel:
Total rotation

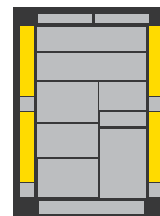
Euros per time unit
€ 525.00 / 4 weeks



Premium banner
(in pixels): 940 × 210

Channel:
Total rotation

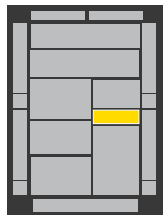
Euros per time unit
€ 1,280.00 / 4 weeks



Skyscraper
(in pixels): 120 × 600

Channel:
Total rotation

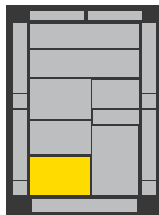
Euros per time unit
€ 715.00 / 4 weeks



Content Ad
(in pixels): 400 × 160

Channel:
Welcome page / lower
pages

Euros per time unit
€ 320.00 / 4 weeks



Rectangle
(in pixels): 520 × 331

Channel:
Welcome page

Euros per time unit
€ 475.00 / 4 weeks

The banner formats are employed for a maximum of one additional advertising customer for this placement. The advertising campaign is invoiced monthly at the fixed price. Minimum run time: 4 weeks. We gladly provide additional advertising forms on request.

2 DISCOUNTS

We grant combination discounts for online advertising combined with print adverts.

ONLINE JOB OFFERS/LICHT JOBS

INDIVIDUAL JOB OFFERS

For an individual corporate advert, we recommend the job offer in the corporate design of your company. You would provide us with a complete PDF with the CI of your firm. Please provide the logo separately.

FORMATS AND TECHNICAL DETAILS

1 FILE FORMATS

All extensively used Web formats

Price for running 30 days € 680.00 (+ value-added tax, VAT)

2 DELIVERY ADDRESS

Please send your advertising material for your campaign to:
druckunterlagen@pflaum.de

3 DEADLINE

Five (5) working days before beginning of your campaign



1 NAME

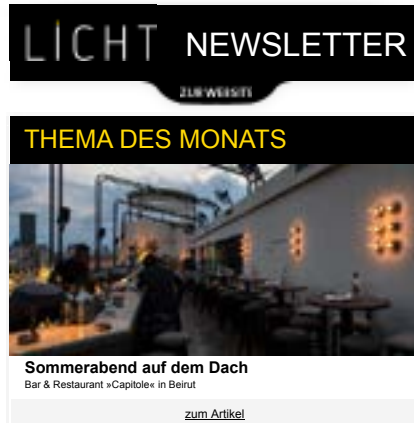
LICHT-Newsletter

2 THUMBNAIL DESCRIPTION

Lighting technologies and the lighting sector are evolving at tremendous speed. With LICHT Newsletter, we inform our readers of the latest news, scheduled events and technical reports from our sector.

3 TARGET GROUP

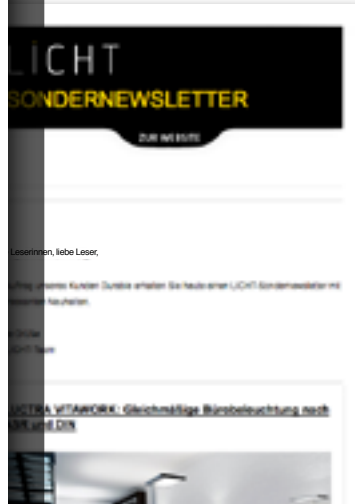
Architects; interior designers; engineering offices; lighting designers; electrical planners; builders of shops and fair stands; manufacturers of luminaires, lamps, LEDs, OLEDs, installation material, and other accessories; public administration offices; designers, lighting and electrical engineers; and students.



Liebe Leserinnen, liebe Leser,

mit dem Herbstbeginn und den kürzeren Tagen fängt auch die „Licht-Saison“ wieder an – vollgepackt mit Veranstaltungen, über die wir im Newsletter und der Zeitschrift LICHT berichten werden. Aber so ganz wollen wir uns noch nicht vom Sommer verabschieden... Im Thema des Monats geht es daher um ein warmes und gemütliches

Lichtambiente auf der Dachterrasse des »Capitole« in Beirut. PSLab hat für das Restaurant



NEWSLETTER

FORMAT AND TECHNICAL DETAILS

F

4 FILE FORMATS

All extensively used Web formats

5 DELIVERY ADDRESS

Please send your advertising material for your campaign to the following e-mail address:

druckunterlagen@pflaum.de

6 DEADLINE

14 days before beginning of your advertising campaign.

7 FREQUENCY OF PUBLICATION

Monthly / publication dates on page 24

8 PUBLISHER

Richard Pflaum Verlag GmbH & Co. KG

9 EDITORIAL OFFICES

Mr. Emre Onur (Editor-in-Chief)

Tel. +49 89 126 07 - 257

emre.onur@pflaum.de

10 ONLINE ADVERTISING

Christian Schlager

Tel. +49 89 126 07 - 365

Fax +49 89 126 07 - 202

christian.schlager@pflaum.de



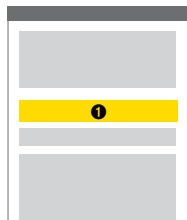
Number of recipients: 1,664
Opening rate: 39 %
click-through-rate: 26%
As of September 2019

ADVERTISING OPTIONS FOR LICHTNET.DE NEWSLETTER

1 Newsletter full-size banner

468 × 60 pixels*

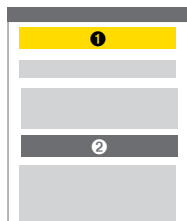
€ 230.00 + VAT per newsletter



2 TextAd

1,000 characters incl. empty space
+ image (450 x 250 pixels)*

€ 460.00 + VAT per newsletter



PUBLICATION DATES

Jan 2020	5th calendar week	Jul 2020	31st calendar week
Feb 2020	9th calendar week	Aug 2020	35th calendar week
Mar 2020	13th calendar week	Sep 2020	39th calendar week
Apr 2020	18th calendar week	Oct 2020	44th calendar week
May 2020	22nd calendar week	Nov 2020	48th calendar week
Jun 2020	26th calendar week	Dec 2020	51st calendar week

* **Images** resolution of 72 dpi, delivered as jpeg, png or gif.

NEWSLETTER SPECIAL

THE EXCLUSIVE LICHT PARTNER NEWSLETTER

In addition to the advertising possibilities in our editorial newsletter we offer you our exclusive **Stand Alone Newsletter**. You can use it to advertise your products, dates or projects. The Newsletter will be sent to our mailing list.

Simply ask us for an offer.

File format: HTML

SPECIFICATION

Submission of the data (as a Word document) is possible only up to 14 days before consignment for delivery.

Submission of the images as JPG or PNG.

Additional specifications and details for delivery are available upon request.





CONTACT

CONTACT

YOUR CONTACTS AT LICHT



CHRISTIAN SCHLAGER
DIRECTOR OF ADVERTISING

Tel. +49 89 126 07 - 365
christian.schlager@pflaum.de



EMRE ONUR
EDITOR-IN-CHIEF

Tel. +49 89 126 07 - 257
emre.onur@pflaum.de

RICHARD PFLAUM VERLAG GMBH & CO. KG • LAZARETTSTR. 4 • 80636 MÜNCHEN • WWW.LICHTNET.DE

GENERAL TERMS AND CONDITIONS FOR ADVERTISEMENTS, INSERTS AND DIGITAL AND ONLINE ADVERTISING

§1 Applicability and exclusivity

1 For the acceptance and the publication of all advertising contracts and any such subsequent contracts, the following shall exclusively apply: the present General Terms and Conditions, the Publisher's price list valid at the time of closing of such contracts, as well as the stipulations contained in this price list. Any other General Terms and Conditions of the Contracting Party, insofar as they are not in agreement with the present General Terms and Conditions, shall not apply.

2 The present General Terms and Conditions shall apply where applicable to contracts for inserts. The Publisher will in all cases accept these orders only after submission and examination of a sample.

§2 Ordering and closing of a contract

1 Quotation for advertising can be submitted personally, by telephone, in writing, by fax, by e-mail, or by Internet. The Publisher accepts no responsibility for mistakes made during transmission.

2 A contract shall be considered to be closed only after written confirmation of order by the Publisher.

The price list valid at the time of closure of the contract shall apply.

3 The Publisher is entitled, on its duly based discretion, to refuse orders, including individual orders part of an overall contract. This especially applies when the content of such advertising violates current law or legal stipulations; if it has been objected to by the German Press or Advertising Council as part of a complaint process; if publication would be unacceptable to the Publisher owing to its content, its origin, or its technical form; if its format or design could leave the impression with the reader of having an editorial content; or if it contains advertising from another company.

§3 Processing of the order

1 Orders must be processed within one year after closure of the contract, beginning with the first insertion (publication) of the advertising.

2 The Contracting Party will provide the Publisher with all content, information, data, files and other materials ("materials") required for the advertising. These materials must be complete, free of mistakes and malware, and promptly submitted in accordance with contractual agreements. If materials are provided to the Publisher in digital form (e.g., by CD-ROM or e-mail), they must be provided as closed files i.e., files whose content the Publisher cannot open. The Publisher cannot be held responsible for the faulty publication of advertising that had been submitted in open files (e.g., files saved under Corel Draw, QuarkXPress, Freehand, or the like). Files that belong together must be saved and submitted by the Contracting Party in one folder. In case of digitally submitted print materials for colour advertising, the Contracting Party must at the same time submit a colour proof and a proof or measurement log. Otherwise, the Publisher may not be held responsible for any claims for restitution of damages by the Contracting Party owing to colour deviations. The Contracting Party is legally responsible for providing files free of computer malware. The Publisher may delete files with computer malware, without being held legally responsible by the Contracting Party. The Publisher reserves the right to lodge claims for damages if computer malware gives rise to subsequent damage at the Publisher. The Publisher will request immediate replacement for obviously unsuitable or damaged materials. The Publisher will return materials to the Contracting Party only upon its express request; otherwise, the materials will become the property of the Publisher. The Publisher's responsibility to save all submitted materials will end three months after publication of the respective order.

3 The Contracting Party will bear all costs for the preparation of ordered materials, films, or drawings, as well as for any required or acceptable modifications made by the Contracting Party to originally agreed versions.

4 Proofs will be delivered only upon the express wish of the Contracting Party. The Contracting Party will be responsible for the correctness of the returned proof. If the proof is not returned to the Publisher before the deadline, the Publisher will consider the proofs to be approved.

5 If requested, the Publisher will deliver an advertising receipt with the invoice. If such a receipt can no longer be provided, the Publisher will instead provide confirmation of publication and distribution of the advertising.

6 The version and the designation of editorially created advertising must be coordinated with the Publisher in due time before publication. The test parts of an advertisement must be clearly distinguishable – beginning with the basic form of the font – from the editorial part of the magazine. The Publisher is entitled to delete designate as advertising any adverts that are not clearly recognizable as such.

7 Replies to adverts with a code for response will be kept by the Publisher for four weeks after publication. They will be submitted to the Contracting Party by normal post (also in cases in which the replies had been sent by special delivery or registered mail). The Publisher cannot, however, provide a guarantee for the safekeeping or prompt return of these replies.

8 The advertising deadlines and publication dates given in the price list are not legally binding for the Publisher. The Publisher will be entitled to adjust these dates on short notice, in accordance with the production process.

9 The Contracting Party may withdraw an order only in due time – at the latest, by the advert deadline – and in writing, by fax or e-mail. If the advert has already gone to press, the Contracting Party must pay for the advert. Otherwise, the Publisher can, in accordance with legal stipulations, demand payment of the costs that it has incurred up to withdrawal.

10 The Contracting Party is responsible, for the content and the legality of the advertising. The Contracting Party grants indemnity to the Publisher for all claims for damages lodged by third parties

owing to the publication of the advertising; the Contracting Party shall also be liable for legal costs incurred in conjunction herewith. The Publisher is not responsible to check whether advertising infringes on the rights of third parties. If the Publisher is forced by legal action to print a counterstatement or correction as a result of the published advertising, the Contracting Party must pay for this publication in accordance with the result of the legal action.

11 Advertising agencies are obliged to observe the price list of the Publisher in their quotations, contracts, and invoices with respect to advertisers. The brokerage commission granted by the Publisher is calculated on the basis of the customer's net sum i.e., after deduction of discounts, bonuses, and any reductions for faults. The brokerage provision is valid only for brokerage of orders of third parties. It will be granted only to advertising agencies recognized by the Publisher under the condition that the order is granted directly by the advertising agency, that it is responsible for the creation of the final printing materials ready for press, and that the agency is officially commercially registered as an advertising agency. The Publisher is entitled to refuse orders from advertising agencies if there is doubt of the professional exercise of agency activity or of the credit rating of the agency. Orders through advertising agencies are awarded in their names and on their accounts. Insofar as advertising agencies grant orders, and in case of doubt, the contract will take place with the advertising agency. If an advertiser intends to become the Contracting Party, this must be agreed especially with the name of the advertiser. In such cases, the Publisher is entitled to request proof that an order has been placed.

§4 Prices, terms of payment, and discounts

1 The price for publication of advertising is governed by the price list valid at the time that the order was placed. For advertising created by the editorial department of the Publisher, inserts, special publications and composite adverts, as well as advertising ordered after the advertising deadline, the Publisher is entitled to set prices that deviate from the price list. Price changes for orders awarded are effective for businesses if these changes were announced by the Publisher at least one month before publishing the advertising. In case of a price increase, the Contracting Party has the right to withdraw from the contract. The Contracting Party must take advantage of this right within 14 days, in written form, after receiving the notification of the price increase.

2 The discounts regulated in the price list are granted only to the Contracting Party and only for the advertising published within one year (the "advertising year"). Frequency discounts apply only within one advertising year. This period begins with publication of the first advertising, unless agreed to the contrary.

3 If the Contracting Party requests more extensive advertising, it is entitled to a retroactive discount, insofar as the initial order was discountable. This entitlement will expire if it is not claimed within one month after expiry of the advertising year. If an order does not reach the planned order volume, then the excessive discount granted will be subsequently invoiced to the Contracting Party.

4 Unless agreed to the contrary, order invoices must be paid within the period set forth in the price list, as reckoned from the date of receipt of the invoice. The Contracting Party shall be interrupt execution of a running order until payment is rendered, and to demand advance payment. In case of justified doubts as to the solvency of the Contracting Party, the Publisher is entitled – contrary to any other agreed terms of payment – to demand advance payment. The Publisher may correct faulty invoices within six months after original issue of the invoice.

5 For all prices, the legally valid value-added tax (VAT) applicable on the date of invoicing must be added to the base price.

6 For orders from outside Germany that are not subject to value-added tax (VAT), invoicing will take place without addition of VAT. The Publisher is entitled to add the VAT and invoice it subsequently to the Contracting Party if the pertinent tax authorities subsequently decide that an advertising order is in fact subject to VAT.

7 If circulation is reduced, and in case of an order for several advertising forms, the Contracting Party may derive a claim for price reduction, under the following conditions: a) on the average over the advertising year beginning with the first publication, the average circulation stated in the price list or in another manner – or, if the circulation is not stated, the average number of copies actually sold – falls below the average actual circulation of the previous calendar year. Reduction in circulation will lead to justification for price reduction only if circulation falls by at least 20 percent. In addition, claims for price reduction will not be possible if, at the point in time of contract closure, the Publisher informs the Contracting Party of the fall in circulation in such time that the Contracting Party can withdraw from the contract before appearance of the advertising. Such claims for reduction by merchants as Contracting Party lose validity twelve months after publication of the advertising.

§5 Guarantee for shortcomings in advertising

1 The Publisher cannot guarantee that advertising will be published in certain numbers or issues or at particular places in the publication.

2 If the Contracting Party does not observe the recommendations of the Publisher with respect to creation and submission of the advertising material, it will not be entitled to claims for shortcomings in the advertising. This also applies if the Contracting Party does not observe other stipulations in these General Terms and Conditions or in the price list.

3 In the case of obvious shortcomings in the advertising, the Contracting Party must lodge its claim no later than two weeks after receipt of the invoice. If the shortcomings are not obvious, the Contracting Party must lodge its claim no later than one year after publication of the printed material in question. In case of faulty advertising – despite prompt submission of faultless materials and prompt lodging of claim – the Contracting Party may request a correct substitution publication (replacement) – but only to the extent to which the purpose of the advertising had been impaired. A claim for replacement will not apply if it is associated with disproportionate costs for the Publisher. The Contracting Party will be entitled to withdraw from the contract or to demand payment reduction to the extent that the purpose of the advertising was impaired, under the following conditions: if the Publisher does not observe the time limit set, if the Publisher refuses a replacement advertising; if the replacement is not reasonable for the Contracting Party, or if the replacement fails. The Contracting Party will not be entitled to withdraw from the contract in case of insignificant shortcomings. Guarantee claims by merchants may not be lodged later than 12 months after publication of the advertising.

4 If shortcomings in the advertising materials become evident not immediately, but only during processing, the Contracting Party will be responsible for the additional costs arising or for losses in production. If shortcomings in the advertising materials are not obvious, the Contracting Party will have no claims in the event of unsatisfactory publication. The same applies for errors in repeated advertising publications, if the Contracting Party does not promptly call attention to the faults before publication of the next following advertising.

5 For material provided by the Contracting Party (e.g., bound or loose inserts), the Publisher cannot guarantee the correctness of the quantities or qualities designed as delivered.

§6 Liability

1 Claims for restitution of damages lodged against the Publisher, for whatever legal reason, are not possible, especially claims owing to delay, the infringement upon contractual obligations or the commercial proprietary rights of third parties, or impermissible actions. This will not apply under the following conditions: if the Publisher, its representatives, or its agents intentionally or grossly negligently act or slightly negligently fail to comply with their contractual obligations that are essential for achievement of the contractual purposes, or if claims for restitution of damages arise from a quality guarantee. If the Publisher is liable in principle, the claim for restitution of damages is limited to the provable damages. This limitation of liability does not apply if the damages were caused by intentional or grossly negligent action by the Publisher, its representatives, or its agents, or if the claims arise from product liability law, or if the claims result from damages to life, limb, or health. The exclusion of liability for the Publisher shall also apply to the same extent for the personal liability of its employees, representatives, legal entities, and agents. All claims for restitution of damages lodged against the Publisher shall expire in twelve months after the point in time at which the Contracting Party had knowledge of the conditions on which the claims are based, or should have had such knowledge.

2 In the event of force majeure, or in case of labour disputes not the fault of the Publisher, the Publisher will be released from its obligation to fulfil the contract. Claims for restitution of damages shall not arise in such cases.

§7 Granted rights

The Contracting Party guarantees that it possesses all rights required for insertion, publication, and distribution of the advertising. The Contracting Party grants to the Publisher the copyright, usufructuary rights, intellectual property rights, and all other rights necessary for the intended usage of the advertising in the respective advertising media. This especially includes the respectively required rights for reproduction, distribution, transmission, submission, processing, public access, entry in a data base, removal from a database, and provision for retrieval – to the extent as required with respect to time, space, and content for execution of the contract. These stated rights are granted without limitation as to locale. They authorize the Publisher to employ all known technical methods in all known forms of advertising media.

§8 Storage of data from the Contracting Party

Within the context of business relationships, the Publisher will store data from the Contracting Party with the aid of electronic data processing in accordance with the legal stipulations of the EU General Data Regulation. You can find our current data protection declaration at www.plfam.de/datenschutz.

§9 Right of performance and legal venue

These General Terms and Conditions are subject to the law of the Federal Republic of Germany, under the exclusion of the United Nations Convention on Contracts for the International Sale of Goods (CISG) and under exclusion of conflict law. The place of performance is the legally registered home office of the Publisher. Any dispute with merchants, legal entities under public law, or public separate estates will be settled in the relevant court of law at the registered home office of the Publisher. Date of this version: August of 2012

The present General Terms and Conditions are filed under: www.plfam.de/mediaseite/agnb/