

Media kit 2025

Rate list no. 48
Valid from 1 January 2025



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HUSS-VERLAG GmbH
80912 Munich, Germany

huss

www.taxi-heute.de

www.huss.de





Thomas Kanzler
Editor in Chief
taxi heute

Dear media decision-makers

The taxi industry is currently in a state of upheaval. The platform operators Uber and the like are fighting tooth and nail for customers. With initiatives such as fixed prices for taxis and hire cars, fare corridors and, above all, stricter controls, more and more authorities are finally trying to take countermeasures.

We want to identify new opportunities for the taxi industry. Taxis are becoming increasingly integrated in the public transport system in order to better connect underserved outer suburbs and rural districts to the transport network. The parallel structures of specially founded transport services that have emerged in many places soon prove to be unprofitable as soon as all public funding has been exhausted. Taxis are the better and far cheaper (transportation) alternative in this case.

According to the German government's latest hospital reform plans, distances to specialised clinics are likely to become longer. It seems that fair prices for patient transportation can only be achieved through better cooperation with the taxi industry. We see policymakers as having a certain responsibility in this respect. Inclusive taxis are also becoming an increasingly important factor. We visit the major trade fairs, are also on site at vehicle conversion companies and provide tips for operating taxis for wheelchair users.

Only a few European manufacturers are still committed to taxis, while at the same time new companies from the Far East are entering the taxi market. However, it is not yet clear how sustainable the individual manufacturers' commitment to the taxi is likely to be. Above all, the fundamental decision between an ICE and a BEV has to be made. "taxi heute" will continue to report on new products with competent vehicle tests, thus helping buyers to make the best purchasing decisions.

It is not yet possible to say when there will be a standardised examination for taxi drivers again, although basic knowledge is already quite well developed. However, one thing is certain – the taxi is increasingly becoming an office on wheels. The TSE obligation requires new hardware and software solutions and continues to drive the digitization of the industry; booking via various apps will also continue to increase. We will stay on the ball and report back to you.

The federal and state associations as well as taxi and rental car companies will also get to have their say. Last but not least, "taxi heute" is the forum that provides operating tips and enables the exchange of ideas and information across the taxi sector. We see it as our task to provide taxi and hire car companies with the best possible support in their daily work.

Kind regards

Thomas Kanzler
thomas.kanzler@hussverlag.de

Print



Magazine app



Online



www.taxi-heute.de

- 1 **Title:** taxi heute
- 2 **Brief description:** taxi heute addresses all the sector's key topics in a practical and service-oriented way and is seen as an important guide within the industry.
www.taxi-heute.de
- 3 **Target group:** Taxi and car rental companies, executives, head office managers and association of officials.
- 4 **Frequency of publication:** 7 times per year
(issues 1, 2, 3, 4, 5, 6 and 7)
- 5 **Magazine size:** 210 x 297 mm, A4
- 6 **Year of issue:** 48th year of issue 2025
- 7 **Purchase price:** Annual subscription in Germany: €66
(including VAT, plus €6.80 postage costs)

Single issue price: €8
(including VAT, plus €3 postage costs)

ISSN number: 0174-3775
- 8 **Body:** –
- 9 **Memberships:** –
- 10 **Publishing company:** HUSS-VERLAG GmbH

Phone: +49 89 32391-0
Fax: +49 89 32391-163
Internet: www.huss.de
- 11 **Publishers:** Wolfgang Huss, Dipl.-Ing. (FH) Christoph Huss
- 12 **Advertising and sales:** Manuela Kösel -154 (responsible)
manuela.koesel@hussverlag.de

Oliver Dorsch -314
leserservice@hussverlag.de
- 13 **Editorial team:** Thomas Kanzler -462 (responsible)

14 **Volume analysis:** 2023 = 7 issues

Total no. of pages:	252 pages =	100.00 %
Editorial section:	197 pages =	78.20 %
Advertising section:	55 pages =	21.80 %
of which: Occasional ads	9 pages =	16.40 %
Bound inserts	–	
Publisher's advertising	21 pages =	38.20 %
Inserts:	6	

15 **Content analysis of editorial section: 2023 = 197 pages**

15a

Topics	Pages	%
Title	7	3.6
Editorial	7	3.6
Readers' page / information on website	7	3.6
Imprint	2	1.0
News/ News from the taxi sector	17	8.6
Sector policies	47	23.9
Company management in total	49	24.9
of which:		
Corporate management/personnel	20	
Cab & rental car companies	16	
Ride brokerage/apps/technology	13	
Law (judgements & articles on legal issues), Taxes & Finances	11	5.6
Taxis and hire cars in total	43	21.8
of which:		
Driving presentations & Test reports	34	
Accessories and technology topics	4	
Wheelchair-accessible taxis	5	
Entertainment / topic preview	7	3.6
Total	197	100.00



The German
Audit Bureau
of Circulation (IVW)

16 **Circulation control:**

17 **Circulation analysis:** Number of copies per issue on an annual average
(1 July 2023 to 30 June 2024)

Copies printed:	10,000		
Copies actually distributed:	9,661	of which abroad:	27
Copies sold:	2,218	of which abroad:	23
– Subscription copies, other sales:	2,218	of which member copies:	0
– Retail sales:	–		
Free copies:	7,443		4
Remaining, archive and sample copies:	339		

18 **Geographical distribution analysis:**

Economic area	Percentage of copies actually distributed	
	%	Copies
Germany	99.72	9,634
Abroad	0.28	27
Copies actually distributed	100	9,661

Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany

Postal zone 0	6.73 %	648 copies
Postal zone 1	12.06 %	1,162 copies
Postal zone 2	12.65 %	1,219 copies
Postal zone 3	8.06 %	776 copies
Postal zone 4	11.02 %	1,062 copies
Postal zone 5	10.47 %	1,009 copies
Postal zone 6	11.86 %	1,143 copies
Postal zone 7	8.17 %	787 copies
Postal zone 8	12.01 %	1,157 copies
Postal zone 9	6.96 %	671 copies

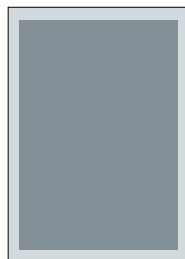
Number of copies actually distributed in Germany **9,634** copies

Summary of the data collection method 2

- Method of analysis:** Circulation and distribution analysis
Basis: Recipient log file with total population of 30,521
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of
copies actually distributed (1 July 2023 to 30 June 2024).

The analysis represents a total population of 9,661 copies actually distributed
(i.e. 100 %).

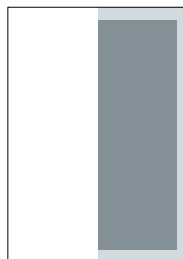
- Time period of the analysis:** July 2024
- Analysis conducted by:** HUSS-VERLAG GmbH



1/1 page

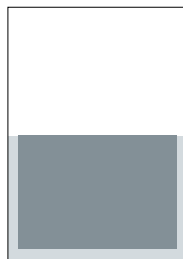
In type area
In bleed
4c rate

185 x 270 mm
210 x 297 mm*
€6,980



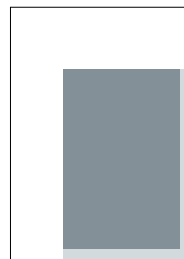
1/2 page vertical

90 x 270 mm
103 x 297 mm*
€4,140



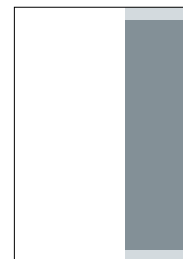
11/2 page horizontal

185 x 128 mm
210 x 144 mm*
€4,140



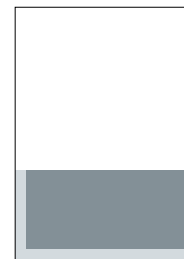
Junior page

137 x 185 mm
152 x 200 mm*
€5,280



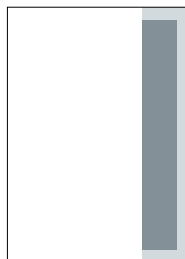
1/3 page vertical

58 x 270 mm
73 x 297 mm*
€2,680



1/3 page horizontal

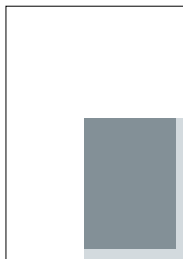
185 x 85 mm
210 x 100 mm*
€2,680



1/4 page vertical

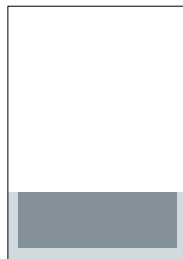
In type area
In bleed
4c rate

43 x 270 mm
56 x 297 mm*
€ 2,270



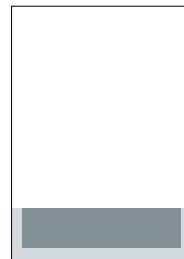
1/4 page standard

90 x 128 mm
103 x 141 mm*
€ 2,270



1/4 page horizontal

185 x 62 mm
210 x 75 mm*
€ 2,270



11/6 page horizontal

185 x 42 mm
210 x 55 mm*
€1,540



1/8 page standard

90 x 62 mm
—
€1,330



1/8 page horizontal

185 x 30 mm
—
€1,330

Rates do not include VAT. Formats: width x length *Plus 3 mm trim on each outer edge

1 **Circulation:**
Copies printed 10,000
(Publisher specifics)

2 **Magazine size:**
210 mm wide x 297 mm long, A4
Type area:
185 mm wide x 270 mm long

3 **Printing and binding process, print documents:**
Contents: Web offset (Euro scale), cover: Sheet offset (Euro scale)
Stapled

Digital advertisements – print documents

Data format: Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a.

Colour space: Printing is done in accordance with the Euro scale in process standard offset printing, using the basic colours cyan, magenta, yellow and black.

Other colours can only be used by prior agreement and will otherwise be converted to 4c at the pre-press stage.

Profiles: For ads on the cover and in the content **ISOcoated_v2_300_eci.icc**
The profiles can be downloaded at: www.eci.org.

Proof: An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof. A colour proof can only serve for checking purposes.

Data medium: DVD

Data transmission up to 5 MB via e-mail to: anzeigen@taxi-heute.de
otherwise via FTP (on request)

Preparation of print documents on request (at cost price)

4 **Deadlines:** See deadline and topic schedule on page 8
Frequency of publication: 7 times per year

5 **Publishing company:** HUSS-VERLAG GmbH
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany
Postal address: 80912 Munich, Germany
Internet: www.taxi-heute.de
Ad scheduling: Manuela Kösel, Phone: +49 89 32391-154, Fax: -163
E-mail: anzeigen@taxi-heute.de

6 **Conditions of payment:**
2 % discount for payment within 5 days, or net payment within 14 days without discount.

Bank details:

Deutsche Bank, Munich, account no. 0 213 132 00, bank code 700 700 10

SWIFT CODE: DEUTEMMXXX

IBAN: DE45 7007 0010 0021 3132 00

BIC: DEUTEMMXXX

7 **Advertising formats (in type area) and rates**

Rates do not include VAT.

Format	Width x length (in mm)		Rate 4c
	Vertical	Standard Horizontal	
1/1 page	185 x 270		€6,980
Junior page		137 x 185	€5,280
1/2 page	90 x 270	185 x 128	€4,140
1/3 page	58 x 270	185 x 85	€2,680
1/4 page	43 x 270	90 x 128 185 x 62	€2,270
1/6 page		185 x 42	€1,540
1/8 page	43 x 128	90 x 62 185 x 30	€1,330

Other formats available on request

8 Surcharges:

8.1 Colour surcharges:

Special colours on request

8.2 Preferential placements:

4th cover page (4c)	€7,630
2nd and 3rd cover page (4c) each	€7,530
1/3 page (4c) next to editorial	€5,190
Other binding placement rules from 1/2 page and larger: 10 % surcharge on basic rate	

8.3 Format surcharges: -

9 Section ads:

Number of columns: 4, column width: 43 mm

Purchases/Sales/Miscellaneous:	€4 per mm and column
Box number fee:	€15

10 Special forms of advertising:

Rates and surcharges for special forms of advertising available on request

11 Discounts: When booking within one year

Frequency discount		Quantity discount	
3 advertisements	3 %	2 pages	5 %
5 advertisements	5 %	4 pages	10 %
7 advertisements	7 %	6 pages	15 %
10 advertisements	10 %	7 pages	20 %



More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.

www.huss-adressen.de Consultation +49 89 323 91-319

12 Bound inserts:

Price on request

Required delivery amount: 10,200 copies

13 Inserts*: Not discountable

Loosely inserted, maximum size 200 x 280 mm, minimum size 105 x 148 (W x L)

Rates up to 25 g total weight: €280 per thousand copies

26 g to 50 g total weight: on request

Partial inserts (optionally by postal zone)

Required delivery amount: 10,200 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

14 Glued-on advertising material (postcards, CDs/DVDs, booklets) mechanically glued*:

Glueing fee up to 25 g: price on request

Glueing fee from 26 to 50 g: price on request

(glueing fee not discountable)

Required delivery amount: 10,200 copies

Higher weights and other forms of advertising as well as samples are available on request.

Glued-on advertising material only in combination with a supporting advertisement

15 Delivery address for items 12 – 14:

Dierichs Druck + Media GmbH & Co. KG

Frankfurter Straße 168

34121 Kassel, Germany

Phone: +49 561 60280-171


Delivery information: For taxi heute issue no. xx/2025

Delivery deadline: 1 week after advertising deadline

*For further information and technical data, please see information sheet

"Inserts, glued-on advertising material", page 10

Rates do not include VAT.

Issue Publication dates	Advertising deadline	Print document deadline	Events trade fairs	Vehicle-related topics	Service-related topics	Topics in every issue
1 26 Feb.	5 Feb.	11 Feb.		<ul style="list-style-type: none"> Electrically powered panel vans as the basis of cabs and rental cars 	<ul style="list-style-type: none"> Where to put the cab – company premises or public parking lot 	<ul style="list-style-type: none"> News from the taxi world Reports on business policies
2 16 Apr.	19 Mar.	25 Mar.	Report Münchner Autotage (19 – 23 Feb.) Preview: RETTmobil in Fulda (14 – 16 May)	<ul style="list-style-type: none"> New manufacturers on the cab and rental car market 	<ul style="list-style-type: none"> The cab and rental car conditions of all car and van manufacturers for 2025 	<ul style="list-style-type: none"> Practical tips for efficient company management
3 11 June	14 May	20 May	Report from the RETTmobil	<ul style="list-style-type: none"> Accessories for use as an Inclusive cab 	<ul style="list-style-type: none"> Charging concepts for cab and rental car companies 	<ul style="list-style-type: none"> Best-practice examples from taxi and car hire companies
4 23 July	30 June	4 July	Preview: IAA mobility in Munich (9 – 14 Sept.)	<ul style="list-style-type: none"> New vans and minibuses for use in cab and rental car companies 	<ul style="list-style-type: none"> Service conditions of the cab and rental car manufacturers 	<ul style="list-style-type: none"> recent judgements and in-depth articles from the legal world
5 10 Sep.	19 Aug.	25 Aug.	Preview: REHACARE International (17 – 20 Sept.)	<ul style="list-style-type: none"> Electric, hybrid or combustion engine – cab engines put to the test 	<ul style="list-style-type: none"> New ideas for wheelchair transportation 	<ul style="list-style-type: none"> Tax information Latest developments in transmission technology
6 29 Oct.	7 Oct.	13 Oct.	Report from the: REHACARE International and the IAA mobility	<ul style="list-style-type: none"> Refueling and charging in the cab or rental car business 	<ul style="list-style-type: none"> Aids for the safe operation of cabs and rental cars in winter 	<ul style="list-style-type: none"> Information on transporting wheelchair users Reports on the use of taxis and hire cars in local public transport
7 17 Dec.	26 Nov.	1 Dec.		<ul style="list-style-type: none"> Luxury limousines in the cab business 	<ul style="list-style-type: none"> Ergonomics at the workplace for cab driver 	<ul style="list-style-type: none"> Reports on the presentation of new taxis and hire cars New taxi test reports Information on useful taxi accessories

* Changes may be made at short notice.

Classified ads on the "Products & Partners" page

On this page you have the option to place your advertisement in the category of your choice:
Minimum size 43 x 20 mm (width x length).

The total amount will be invoiced either when the first advertisement is published or at the
respective dates when the ads are published. Box number fee: €15

Millimeter rate for continuous text ads in black/white € 4 for single-column ads.

Examples (original size)

43 x 20 mm €130



Ersatz-Taxi-Vermietung
Bundesweit
Hotline 08 000-36 86 86
www.taxi-zentrum.de

43 x 40 mm €260



www.taxifahrzeuge.de
WIR kaufen Ihr Taxi!

90 x 30 mm €390



leih taxi.de Tel: 0800 590 33 20
Zustellung bundesweit
Ersatztaxi Mietwagen BTW-Rollstuhlbus

90 x 40 mm €520



Jetzt noch übersichtlicher
Wir sind 24 h für Sie da!
Adresse
Fachbücher · Software · Zubehör
HUSS VERLAG GmbH · 80912 München · Tel. 089/3 23 91-317 · Fax -416

Classified ad discounts for
multiple placements:

3 advertisements	3 %
5 advertisements	5 %
7 advertisements	7 %
10 advertisements	10 %

43 x 62 mm €403



ALTEC
Altec GmbH, Rudolf-Diesel-Str.7
D-78224 Singen, Tel.: 07731/8711- 0
Fax: 07731/8711-11
E-Mail: info@altec.de
Internet: www.altec.de
ALU-RAMPEN

43 x 30 mm €195



www.mittelstaedt-taxivermietung.de
24h Hotline:
0 71 34
91 21 00
MITTELSTÄDT TAXI-VERMIETUNG

Rates do not include VAT.

13 Inserts:

Before accepting and confirming the order we require a binding sample showing sizes and weights by the advertising deadline of each issue at the latest. Inserts may only advertise for the sales campaigns **of advertisers**. Please address your sample in accordance with postal regulations so that it cannot be accidentally sent to the editorial department.

The placement of inserts depends on the technical possibilities.

Technical information:

Inserts will be inserted loosely.

Minimum size: 105 x 148 mm (width x length)

Maximum size: 200 x 280 mm

Inserts must be designed so that no additional processing is necessary. Any complications and additional work (e.g. folding) will be charged separately.

Inserts printed on any material other than paper can only be accepted upon presentation of a binding sample and with the prior agreement of the publisher and the post office.

Rates for inserts:

Up to 25 g total weight €280 per thousand copies

Higher weights on request

Partial insert surcharge per postal zone split €50

Partial inserts (by postal zone) on request.

Circulation charged:

10,000 copies

Required delivery amount:

10,200 copies

Delivery date:

Up to one week after the advertising deadline.



14 Glued-on advertising material, postcards (CDs/DVDs, booklets) mechanically glued:

Before accepting and confirming the order we require a sample of the advertisement (layout sample) with a glued-on postcard. Product samples can only be accepted upon presentation of a binding sample and with the prior agreement of the post office, which the publisher must obtain in advance.

Sizes:

The regulations for postcards are applicable.

Minimum size:

140 x 90 mm (width x length)

Maximum size:

235 x 125 mm (width x length)

Gluing fees:

Up to 25 g

Price on request

From 26 g to 50 g

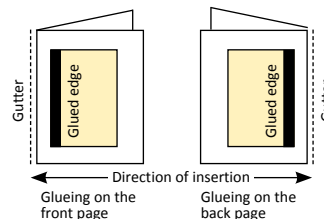
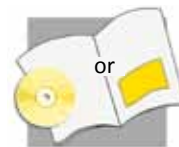
Price on request

Any complications will be charged separately.

Required delivery amount: 10,200 copies

Delivery date:

Up to one week after the advertising deadline.



Technical specifications:

For glued-on postcards or goods samples, the glued edges should be placed towards the gutter.

15 Postal address:

Dierichs Druck + Media GmbH & Co. KG
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49 561 60280-171

Delivery information: For taxi heute issue no. xx/2025

Other special forms of advertising available on request.

Rates do not include VAT.

taxi heute wall calendar 2026



Date of publication: 17 December 2025,
taxi heute 7/2025

Advertising deadline: 14 November 2025

Print document deadline: 19 November 2025

Circulation: 10,000 copies

Overall size: min. 820 x 580 mm
max. 905 x 694 mm

Advertising options:

1 field	75 x 75 mm	€460
2 fields	75 x 155 mm	€890
	155 x 75 mm	€890
4 fields	155 x 155 mm	€1,730
8 fields	155 x 310 mm	€3,350
8 fields	310 x 155 mm	€3,350
– Other formats on request –		

Rates do not include VAT.

Design
examples
(reduced
size)

(1 field)



(2 fields)



(4 fields)

Other special forms of advertising

taxi heute offers you alternatives
to conventional forms of advertising.

Examples:



Flyer



Gate folder



Booklets



Cover altar fold



Altar fold

For further information, please call +49 89 32391-154.

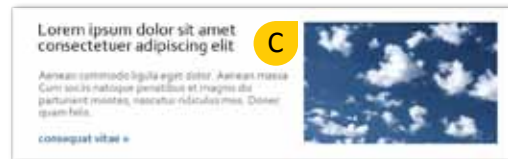
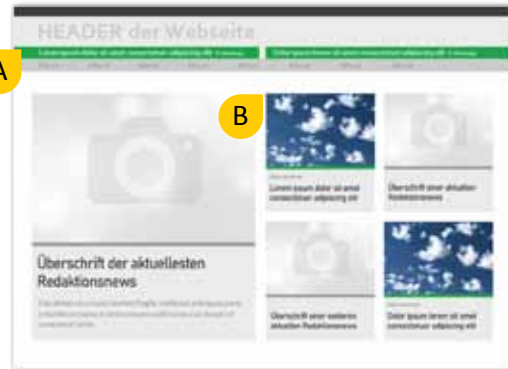


- 1 **Web address (URL):** www.taxi-heute.de
- 2 **Brief description:** taxi-heute.de reports the very latest news from the taxi trade, vehicle manufacturers, service providers and suppliers as well as the most recent judgements from all areas of law. It also presents important events and interesting vehicles in photo galleries.
- 3 **Target group:** Company owners and managing directors of taxi and car hire companies, managers and board members of taxi agencies, and associations
- 4 **Contact:** Manuela Kösel, Phone: +49 89 323 91-154,
Fax: +49 89 323 91-163, E-mail: manuela.koesel@hussverlag.de
- 5 **Access control:** Revive, Matomo, dfp
- 6 **Traffic:** Monthly average (April - June 2024)
Page impressions: 32,550
Unique visitors: 21,433
- 8 **Data delivery:** Seven working days before publication to: anzeigen@taxi-heute.de as GIF (static or animated), JPG, HTML5 (via physical delivery only) with a max. size of 150 KB (HTML5 subload up to max. 500 KB).
- 9 **Use of external ad server:** Revive, dfp
- 10 **Forms of advertising and rates:** See table on right
- 11 **Discounts:** On request

Rates do not include VAT.

Illustrations (similar)	Form of advertising	Size (W x L)	Placement	Rate per month
	Billboard	max. 980 x 300 pixels (standard 850 x 250) + mandatory additional mobile variant to max. 360 x 225 (standard 300 x 100)	directly below the main navigation	€ 1,650 (29,000 Pls)
	Half-page right (sticky)	300 x 600 pixels	Outside right or mobile content below	€ 1,650 (29,000 Pls)
	Skyscraper (sticky)	160 x 600 pixels	Outside right or mobile content below	€ 1,450 (29,000 Pls)
	Half-page left (sticky)	300 x 600 pixels	Left sidebar	€ 650 (12,000 Pls)
	Rectangle	300 x 250 (up to max. 300 x 300) pixels	Left sidebar or mobile content above	€ 780 (29,000 Pls)
	Large mobile (or half-banner)	300 x 100 (or 234 x 60) pixels	Left sidebar or mobile (partly) content top	€ 780 (29,000 Pls)

In the interest of data protection, we are placing cookie- and tracking-free ad-advertisements. This applies to third-party systems (ad servers) and any redirects in such systems. This means that advertising campaigns must be displayed via our ad server (banner system) and not via redirects, external scripts, third-party cookies or tracking. However, tracking via URL (e.g. UTM link) is still possible. If the above is not adhered to, we cannot guarantee the agreed number of ad-impressions within the specified period.



Special forms of advertising

Online advertorial (native advertising, content marketing)

Advertise exclusively with up to 3,000 keystrokes as well as images, videos and documents in an editorial environment on the website and in the newsletter.

- Duration: 4 weeks
- Impressions: approx. 30,000
- Rate: €2,200

Platzierung

- Header-Teaser **above the navigation bar** (point A, partially sticky)
- Teaser placement on the start page as 2nd news item (point B)
- 4 times in the editorial newsletter with image, headline, teaser text and link to the advertorial (point C)



Native text ad (native advertising, lead generation)

Advertise using a native form of advertising and thus generate greater attention and CTR exclusively in the editorial section of our website.

• Duration:	2 weeks	4 weeks
• Impressions:	approx. 12,000	approx. 24,000
• Rate:	€850	1,550



Platzierung

- Native Text Ad 1
- On the start page as 4th news item (point A)
- Within each news view directly below the news text (point D)

Native Text Ad 2

- On the start page as 7th news item (point B)
- Within each news view directly above the news text (point C)

1 **taxi heute newsletter**

- 2 **Brief description:** Every Thursday, the "taxi heute" newsletter summarises the taxi industry's most important news and reports on latest judgements from the preceding week. A preview of events is another fixed feature of the newsletter.
- 3 **Target group:** Company owners and managing directors of taxi and car hire companies, managers and board members of taxi agencies, and associations
- 4 **Contact:** Manuela Kösel, Phone: +49 89 32391-154, E-mail: manuela.koesel@hussverlag.de
- 5 **Access control:** Episerver
- 6 **Subscribers:** 3,895 (publisher information July 2024)
- 7 **Data delivery:** Seven days before your campaign begins via e-mail to: anzeigen@taxi-heute.de, GIF (not animated), JPG (images max. 72 DPI), text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)

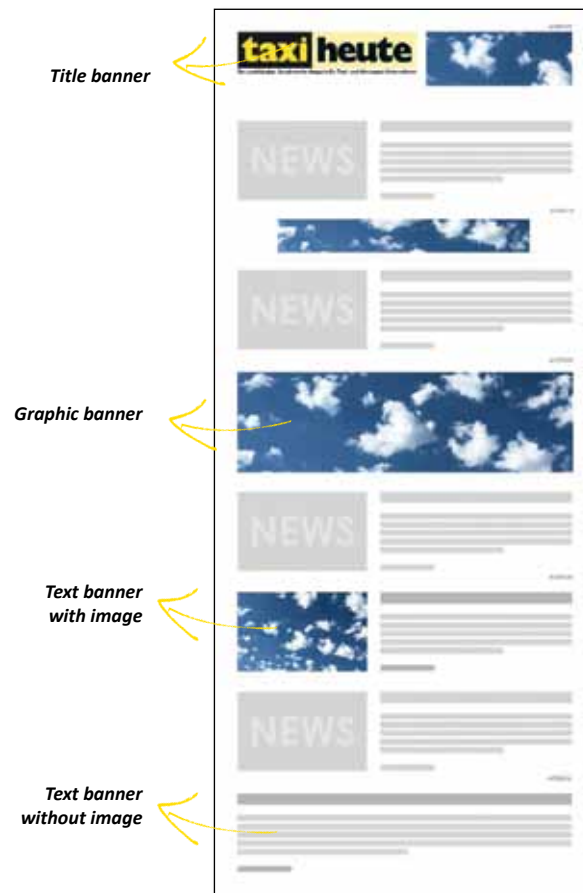
8 **Forms of advertising and rates (per placement):**

Type of ad	Size (W x L)	Text	Rate
Title banner with image	310 x 90 pixels	–	€360
Title banner with text	–	165 keystrokes max (40 strokes for headline)	€360
Graphic banner	up to max. 620 x 170 pixels	–	€360
Text banner	with image (max. 240 x 160 pixels)	350 keystrokes	€360
Text banner	without image	500 keystrokes	€360

9 **Frequency of publication:** Weekly, every Thursday

10 **Discounts:** On request

Rates do not include VAT.





taxi heute magazine app

The digital issue opens up new opportunities for readers. If an ad is linked, the advertised product's landing page opens up in an in-app browser. For integrated videos and image galleries, icons indicate this feature. The video starts or the image gallery opens when the icon is tapped.

If you are running a cross-media campaign, the magazine app will enable you to link all of your advertising channels in future. But even an individual link to your home page can achieve a great impact at low cost.

Form of advertising	Format /size	Maximum data volume	Rate in € per issue
Link to advertiser's website	–	–	€100
Images (max. 3) integrated in ad	.jpg file max: 1024 × 1024 pixels	200 – 300 KB (per image)	€250
Image galleries integrated in ad		10 MB	€500
Video integrated in ad	.mp4 file	10 MB	€500
Audio integrated in ad	.mp3 file	5 MB	€200

Rates do not include VAT.

General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** Advertisements must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract,** the customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list within the agreed time limit specified in section 2.
- 4. Online advertising (e.g. banner ads, etc.):** is decided by the time period booked. The customer is responsible to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Refusal of orders:** The publisher is entitled to refuse advertisement orders at its own discretion – including special placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publication is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give reason for the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. Cancellations can be notified by fax or e-mail.
- 8. Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instructions have been given, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal advisability of the advertisement and/or the online advertising as well as for the publisher's release of the advertisement from any third-party claims made in this connection (including the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. With the placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.
Transfer of risk occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.
However, the publisher will immediately request replacement for obviously unsuitable or damaged print documents.
Return of print documents: Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.
Printing size of advertisements: If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. The size of a calculated, rate-to-rate advertisement is the size of the order in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.
Proof copies will only be supplied if explicitly required. The publisher takes into account all error corrections of which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
Print samples or online advertising are submitted to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN e-mail), the following additional provisions shall apply:
File formats: In the case of digital transfer, if two or more related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files of which the publisher cannot change the content. The publisher has the right to refuse to accept open files (e.g. files stored under Corel Draw, QuarkPress, Freehand). The publisher accepts no liability for the incorrect publishing of print advertisements that do not follow the above rules.
Online advertising may only be delivered in suitable file formats in accordance with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
Colour advertisements: The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digital created proofs must include the current version of the FOGRA/UGRA medium wedge in order to permit a colour match. Proofs must bear an official print control strip. With a colour proof from the customer, no variations are allowable and cannot be used as the customer's ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check factual accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if proper colour adaptation is performed.
Computer viruses: The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** Upon request, the publisher will deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisement:** Any responses received to box number advertisements must be sent by post for collection for a period of four weeks or forwarded to the customer by standard mail or registered mail. The publisher will send back valuable documents without being required to do so. Otherwise, any mail not collected will be destroyed. In the interest and for the protection of the customer, the publisher reserves the right to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
- 14. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon and confirmed by the publisher shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to handling or subsequent changes.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Differing rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IVW reports. Furthermore, when placing advertisement orders, any claims for rate reductions or damages are excluded if the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 19. Invoices** are payable within 14 days of invoicing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct incorrect invoices within six months of invoicing.
- 20. In the event of late payment** or delayment of payment, the legally applicable interest at the commercial rate of 9 percentage points above the base interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 60 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant base interest rate and is also applicable in cases of default of payment. The publisher reserves the right to assert a claim for further damage caused by late payment brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. Should there be a justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of faultless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.
Errors and defects in image print documents will be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the printing of the next advertisement. The publisher is not required to check the print documents to ensure that they are complete and correct. In the case of **online advertising**, the warranty is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the customer, i.e. in particular, errors in the reproduction of the content of the advertisement, e.g. if the impairment of responsibility is caused by the customer, the publisher is not significantly impaired the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If the attempt to supply the missing media service fails within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay for the media service not implemented during this time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertising, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. Complaints of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22. a) Regardless of the legal grounds on which they are based, including tort, the publisher is only liable if damages (1) are caused through a culpable breach of an essential obligation of contract (cardinal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with wilful intent on the part of the publisher.
b) If the publisher is liable in accordance with clause a) (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.
c) If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees who are not organs of or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.
d) The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for futile expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs of or the executive staff members of the publisher.
e) Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.
f) The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.
g) The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with product liability law shall remain unaffected.
h) The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.
i) The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print document only become apparent upon reproduction or printing, in which case the customer shall have no right to claim damages for unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
j) **Cases of force majeure** such as industrial action, confiscation, general shortages of raw materials, energy scarcity or plant malfunction release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its full production quantity sold, the publisher is still entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.**
- 23. To the extent permitted by law, the place of performance and jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

Additional terms of business of the publisher

- a) Our general and additional terms of business, the order confirmation and the applicable valid rates list are decisive for each order.** Any differing terms of business shall only apply with the written confirmation of the publisher.
- b) Advertising agencies and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's liability for the publisher's liability is not affected by the agent's pass on to the customer, either in whole or in part.
- c) Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make advanced payments prior to the advertising deadline.**
- d) The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for duplication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content and scope. To the extent and for the duration of the order or order extension, the customer guarantees that he or she will not transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.**

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