

Media kit 2023

Rate list no. 33
Valid from 1 January 2023



Member of
Logistics Alliance Germany

KANTAR

With the
latest results
of the readership
structure
analysis

AMF 1:	Title portrait	2 – 3
AMF 2:	Circulation and distribution analysis	4
AMF 3-L:	Readership structure analysis	5 – 8
AMF P:	Formats and rates	9
AMF P:	Rates	10 – 11
AMF T:	Deadline and topic schedule	12 – 13
Ad specials		14
Marketplace, wall calendar		15
VISION TRANSPORT		16
Online advertising		17 – 18
Branchenguide		19
Ad Specials		20 – 21
Newsletter		22
Drivers' Almanac / Drivers' app		23 – 24
NFZ-Messe.com		25 – 26
NUFAM		27 – 28
Contacts		29
General Terms of Business		30

NUFAM kompakt

Europäischer
transport prejs
für Nachhaltigkeit

HUSS-VERLAG GmbH
80912 Munich
Germany

huss

www.transport.de

www.huss.de





Christine Harttmann
Editor in Chief,
Transport

Dear media decision-makers

For three decades now, the magazine Transport has been providing industry-related information to decision-makers and managers in the SME-oriented haulage and forwarding sector as well as to CEP service providers in Germany. With its in-depth reporting, the magazine's editorial team helps the owners, managing directors and managers of the frequently family-run enterprises to make decisions on investments in vehicle fleets, personnel, digital infrastructure and real estate. Apart from cost efficiency and sustainability, the main focus is on ways of improving and ensuring quality, with the aim of providing reliable, profitable services, while at the same time acting in a climate-friendly, eco-friendly and socially responsible manner.

Every 14 days, Transport presents the latest news and background reports. It provides the transport sector with information on relevant economic events as well as on national and international transport policy.

Each issue includes exclusive vehicle tests with heavy and medium-sized trucks, light distributor trucks, commercial vans and delivery vehicles. The editorial team informs readers on current technical developments from manufacturers, suppliers and service providers in the commercial vehicles industry. The transformation to new drivetrain technologies such as electric, LNG and hydrogen as well as digitalization are posing major challenges for the transport sector.

Transport magazine provides its readers with up-to-date information on current developments and technological trends. Other recurring topics include climate protection, intermodal transport and the impact of the booming online retail business on commercial goods haulage as well as strategies to address the shortage of drivers. Transport also reports regularly on sector-specific financing and management models, association policies and all the latest news on road traffic, transport and labour law.

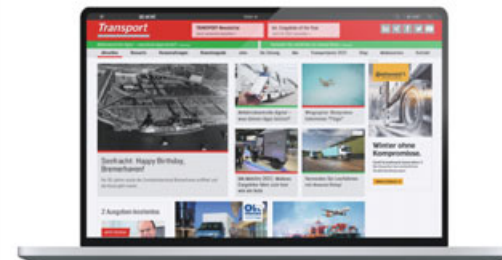
Kind regards

Christine Harttmann
christine.harttmann@hussverlag.de

Print



Online



www.transport.de

- 1 **Title:** Transport
- 2 **Brief description:** "Transport" provides the latest news and background reports on national and international transport policies as well as the industry in general. Each issue includes exclusive vehicle tests with heavy and medium trucks, distributor trucks, commercial vans and delivery vehicles.
www.transport.de
- 3 **Target group:** Transport companies and forwarders who move goods on behalf of commerce, industry and logistics service providers.
- 4 **Frequency of publication:** 19 issues
- 5 **Magazine size:** 340 x 480 mm
- 6 **Year of issue:** 33rd year of issue 2023
- 7 **Purchase price:** Annual subscription in Germany €107.10
(including VAT plus €17.60 postage costs)
Single issue price €6.00
(including VAT plus €3.00 postage costs)
ISSN number 0946-7416
- 8 **Body:** –
- 9 **Memberships:** Förderverein Logistics Alliance Germany e.V.
- 10 **Publishing company:** HUSS-VERLAG GmbH
Phone: +49 89 32391-0
Fax: +49 89 32391-163
Internet: www.huss.de
- 11 **Publishers:** Wolfgang Huss, Christoph Huss
- 12 **Advertising and sales:** Michaela Pech -251 (responsible)
michaela.pech@hussverlag.de

Bianca Scheuermann -150
bianca.scheuermann@hussverlag.de

Andreas Steger -313
leserservice@hussverlag.de
- 13 **Editorial team:** Christine Harttmann -273 (responsible)

- 14 **Volume analysis:** 2021 = 21 issues
Total no. of pages: 424 pages = 100.00 %
Editorial section: 280 pages = 66.00 %
Advertising section: 144 pages = 33.96 %
of which: Occasional ads 0.5 pages = 0.35 %
Bound inserts –
Publisher's advertising 50 pages = 34.72 %
Inserts (12 of those self inserts): 15

15 **Content analysis of editorial section: 2021 = 280 pages**

15a	Topics	Pages	%
	Trucks (tractor units, articulated trucks, solo trucks), (Tests)	59.25	21.16
	Politics, economy, corporate news	58.14	20.76
	Intermodal transport, ports	35.63	12.72
	Commercial vans, delivery vehicles, citylogistics	23.70	8.46
	Telematics, software, fuel cards, driving times	18.98	6.78
	Vehicle bodies and various trailers	18.00	6.43
	Corporate management, law	17.20	6.14
	Alternative engines	13.19	4.71
	Purchase, hire and leasing	10.61	3.79
	Temperature controlled transport	9.65	3.45
	Charging and transshipment	7.01	2.50
	Commercial vehicle technology, truck components, accessories	5.81	2.07
	Other	2.83	1.01
	Total	280.00	100.00

16 Circulation control:



The German
Audit Bureau
of Circulation (IVW)

17 **Circulation analysis:** Number of copies per issue on an annual average
(1 July 2021 to 30 June 2022)

Copies printed:	21,000	
Copies actually distributed:	20,684	of which abroad: 90
Copies sold:	7,799	of which abroad: 14
– Subscription copies, other sales:	7,799	of which member copies: –
– Retail sales:	–	
Free copies:	12,885	of wich abroad: 76
Remaining, archive and sample copies:	316	

18 **Geographical distribution analysis:**

Economic area	Percentage of actually distributed copies	
	%	Copies
Germany	99.56	20,594
Abroad	0.44	90
Copies actually distributed	100	20,684

Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany

Postal zone 0	8.46 %	1,742 copies
Postal zone 1	6.45 %	1,328 copies
Postal zone 2	10.14 %	2,088 copies
Postal zone 3	9.93 %	2,045 copies
Postal zone 4	11.15 %	2,296 copies
Postal zone 5	10.75 %	2,214 copies
Postal zone 6	9.63 %	1,984 copies
Postal zone 7	11.29 %	2,325 copies
Postal zone 8	11.25 %	2,317 copies
Postal zone 9	10.95 %	2,255 copies

Number of copies actually distributed in Germany: **20,594 copies**

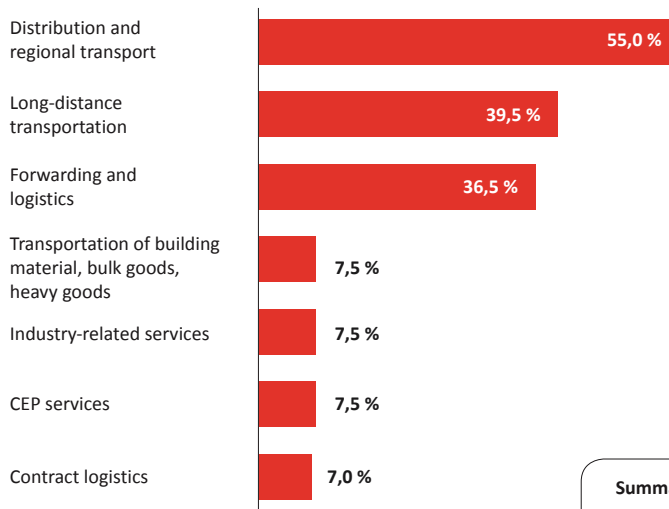
Summary of data collection method 2

- Method of analysis:** Circulation and distribution analysis
Basis: Recipient log file with total population of 61,126
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of the copies actually distributed (1 July 2021 to 30 June 2022).

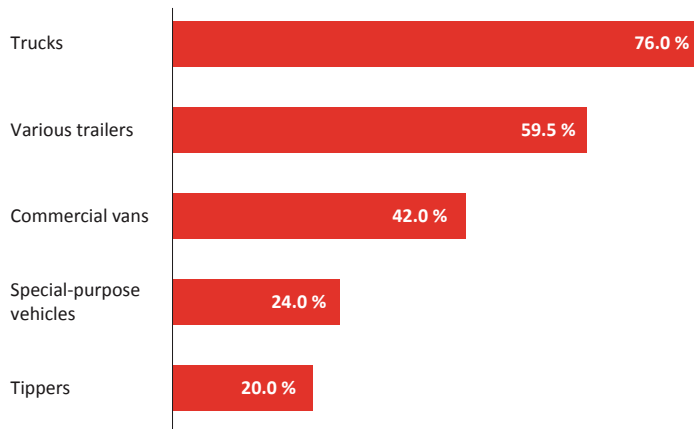
The analysis represents a total population of the copies actually distributed 20,684 (i.e. 100 %).

- Time period of the analysis:** July 2022
- Analysis conducted by:** HUSS-VERLAG GmbH

1 Main focus of business activities*



2 Vehicles operated*



Summary of the survey method for the readership structure analysis Transport 3-L

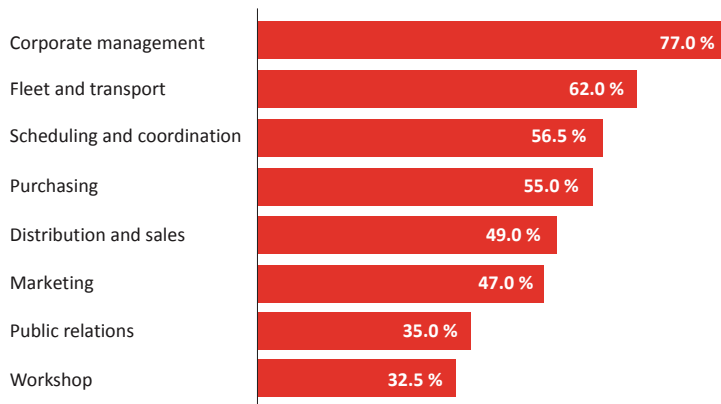
- Method:** User/readership structure analysis conducted via telephone survey – sample survey
- Total population (percentage analysed):**

Total population (tvA)	21,076 = 100.0 %
Not included in the analysis	1,147 = 5.4 %
Percentage analysed	19,929 = 94.6 %
- Random sample:** 200 net interviews, random addresses selected for the sample
- Target person of the analysis:** The main reader in the maximum readership was surveyed
- Time period of the analysis:** 17 October to 21. November 2019
- Analysis conducted by:** KANTAR, Bielefeld (formerly tns emnid)

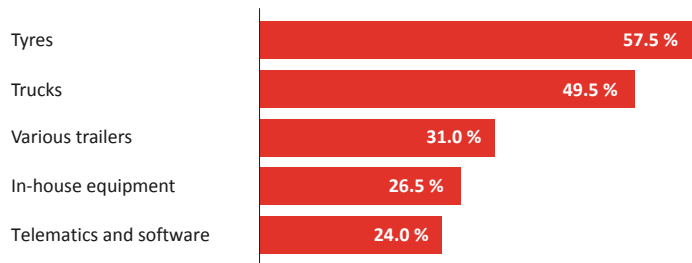
A detailed description of the survey method is available at: www.transport-online.de/leserstruktur

*Multiple choice

3 Company departments*

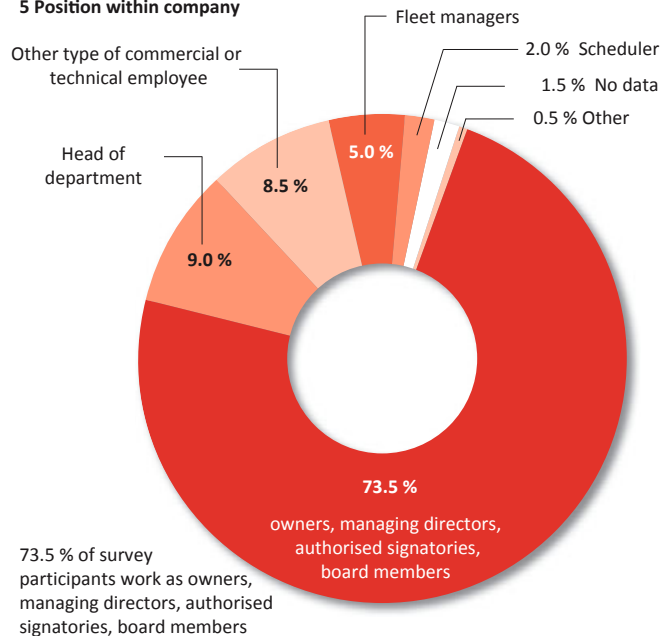


4 New purchases within company (during the next two years)*



* Multiple choice

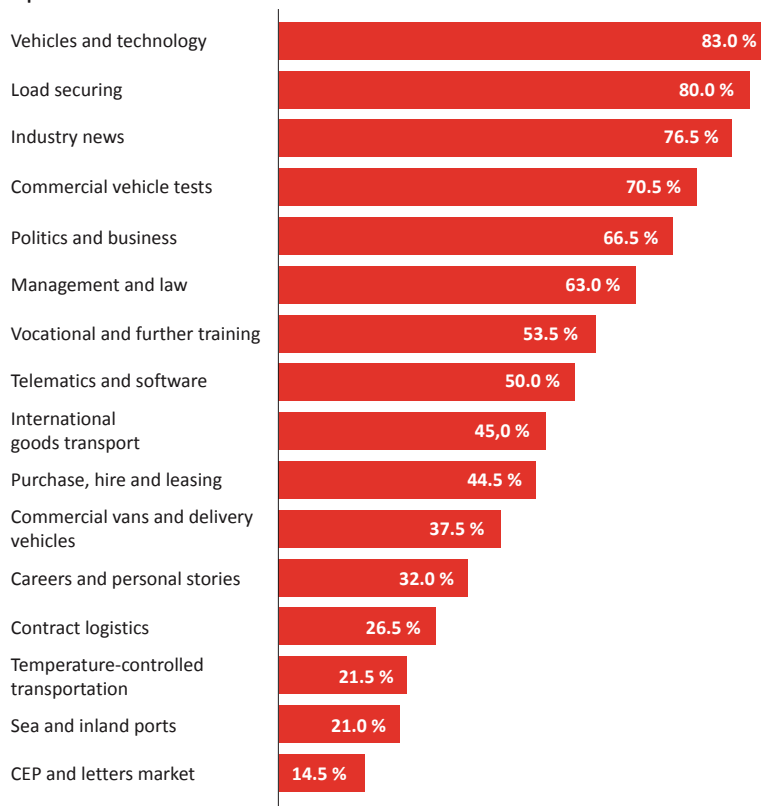
5 Position within company



93 %
**Decision-makers
and advisors**

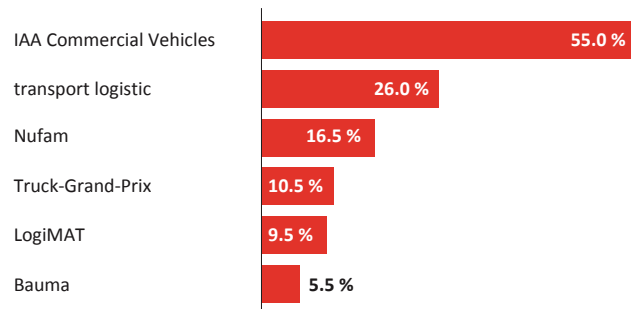
“Transport” readers have a high degree of authority to make decisions.

6 Topics of interest*



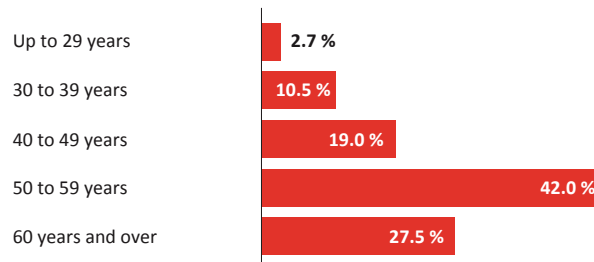
* Multiple choice

7 Planned trade fair visits (during the next two years)*



The IAA Commercial Vehicles and transport logistic trade fairs are the most important to "Transport" readers.

8 Age



28.8
minutes spent
reading

“Transport” is read for an average of 28.8 minutes, which shows that it is a key medium for the industry.

9 Evaluation

It is easy to read, well written

It is clearly and concisely structured

It contains competently written articles

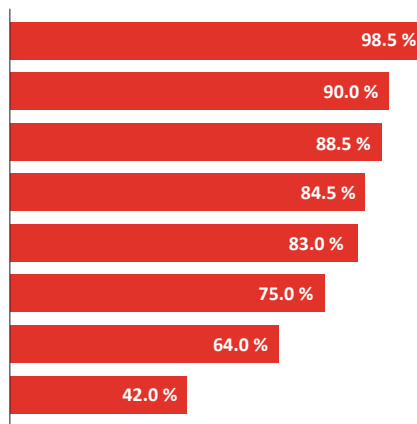
I can absolutely recommend it to others

It provides up-to-date, in-depth, comprehensive information

It provides useful tips and suggestions for practical professional life

It contains interesting, helpful advertisements

It provides clear benefits over other trade publications



“Transport” is acknowledged as a competent, well-structured trade journal.

10 Page contact probability

Readers make intensive use of “Transport”.
The page contact probability is 65.5%.

3.1
readers

“Transport” is read by an estimated average number of 3.1 people.

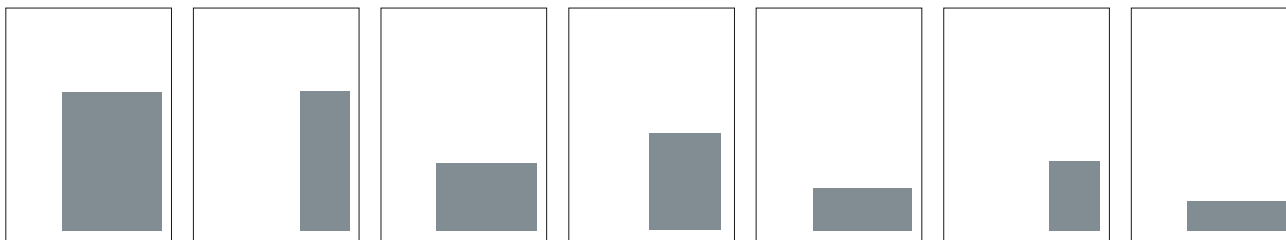
84.5 %
recommendation
rate

84.5 % of readers can thoroughly recommend “Transport”.

The readership structure analysis complies with the ZAW framework scheme for media analyses in its current version, i.e. the 9th edition dated March 2018, and the AMF standard for media kits for professional media, 7th edition, 2011.

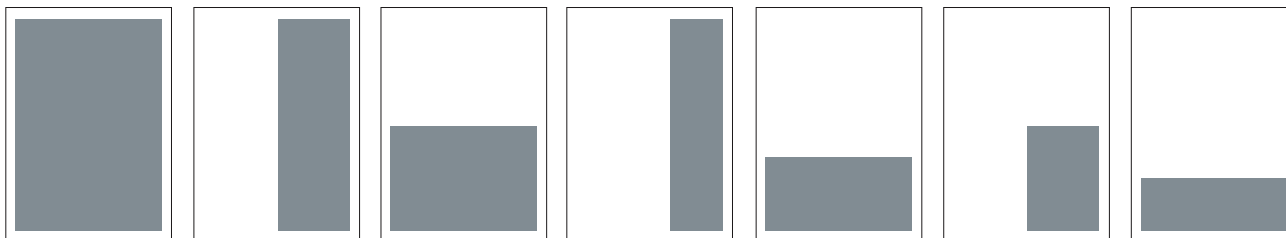
Magazine format type area 185 x 270 mm

At the pre-print stage, the pages are enlarged by 7 % to the final format of 340 x 480 mm.



Format	1/1 page	1/2 page vertical	1/2 page horizontal	Junior page	1/3 page horizontal	1/4 page standard	1/4 page horizontal
Width x length	185 x 270 mm	90 x 270 mm	185 x 128 mm	137 x 185 mm	185 x 85 mm	90 x 128 mm	185 x 62 mm
4c rate	€7,080	€4,180	€4,180	€4,680	€3,460	€2,840	€2,840

Newspaper format type area 283 x 420 mm



Format	1/1 page	1/2 page vertical	1/2 page horizontal	1/3 page vertical	1/3 page horizontal	1/4 page standard	1/4 page horizontal
Width x length	283 x 420 mm	139 x 420 mm	283 x 210 mm	91 x 420 mm	283 x 143 mm	139 x 210 mm	283 x 105 mm
4c rate	€13,780	€7,080	€7,080	€5,360	€5,360	€4,440	€4,440

Rates do not include VAT. Formats: Width x length. Create template without allowance for trim.

Special formats and other special forms of advertising are available on request, see also page 14.

Print documents as PDF files with profile "ISOnewspaper26v4" only



- 1 **Circulation:**
Copies printed 18,000
(publisher information)
- 2 **Newspaper format:** 340 x 480 mm (trim not possible)
Type area:
303.5 mm wide x 450 mm long, 6 columns
- 3 **Printing and binding process, print documents:**
Coldset (web offset)

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 performed in accordance with the Euro scale in process standard (CMYK). Please do not use any additional colour channels or spot colours in your documents. Please make sure that there are no images in RGB or Lab colour space embedded in your documents. Duplex colours cannot be processed. HKS/Pantone special colours will be converted to 4c in the workflow.

Profile: You can download [ISOnewspaper26v4.icc](http://www.ifra.de) free of charge at: www.ifra.de. By using this profile your data will be optimally separated for the offset printing process. Colour application max. 240%.

Proof: An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof (offset printing profile ISOnewspaper26v4). A coloured proof can only serve to check the template supplied.

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

Preparation of print documents on request (at cost price)

- 5 **Publishing company:** HUSS-VERLAG GmbH
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany
Postal address: 80912 Munich, Germany
Internet: www.transport.de
Ad scheduling: Susanne Trautner, Phone: +49 89 32391-255, Fax: -163
E-mail: anzeigen@transportonline.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: DEUTDEMMXXX

IBAN: DE45 7007 0010 0021 3132 00

BIC: DEUTDEMMXXX

- 7 **Advertising formats and rates**

Rates do not include VAT.

Format	Newspaper format 4c	Magazine format 4c
1/1 page	€13,780	€7,080
Junior page		€4,680
1/2 page	€7,080	€4,180
1/3 page	€5,360	€3,460
1/4 page	€4,440	€2,840

Other formats available on request

- 4 **Deadlines:** See deadline and topic schedule on pages 12/13
Frequency of publication: 19 issues

8 Surcharges:

8.1 Colour surcharges: -

Special colours available on request

8.2 Preferential placements:

Masthead ads €1,180

On the front page at the top left or right side of the masthead
Format: 43 mm x 58 mm (width x length)

Title foot display €1,000

Format: 187 mm x 20 mm (width x length)

Island ads (surrounded by editorial content on 4 sides) €12 per mm

Other binding placement rules:

From 1/2 page or larger: 10 % surcharge on basic rate

8.3 Format surcharges:

Ads across the gutter €640

Bleed ads are not possible for technical reasons.

9 Section ads:

Number of columns: 6, column width: 43 mm

€2.40 per mm and column

10 Special forms of advertising: On request

11 Discounts: When booking within one year

Frequency discount		Quantity discount	
3 advertisements	3 %	2 pages	5 %
6 advertisements	5 %	4 pages	8 %
8 advertisements	8 %	6 pages	10 %
10 advertisements	10 %	8 pages	15 %
12 advertisements	12 %	10 pages	18 %
18 advertisements	15 %	12 pages	20 %
22 advertisements	20 %	14 pages	25 %

12 Combinations: Transport and Vision Transport, Transport and VISION mobility

13 Bound inserts:

Bound inserts are not possible for technical reasons.

14 Inserts: Not discountable

Loosely inserted, maximum size 210 x 297 mm

Rates up to 25 g total weight: €240 per thousand copies

25 to 50 g total weight: €360 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 18,400 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights. If only manual insertion is possible due to technical reasons, a surcharge of €1,500 will apply.

15 Glued-on advertising material (postcards)

mechanically glued:

Glueing fee up to 25 g: €100 per thousand copies

Glueing fee from 26 to 50 g: €150 per thousand copies

(glueing fee not discountable)

Required delivery amount: 18,400 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

16 Delivery address for items 14 – 15:

Lensing Zeitungsdruck

Auf dem Brümmer 9

44149 Dortmund, Germany

Phone: +49 231 9059-2351

Delivery information: For "Transport" issue no. xx/2023

Delivery deadline: Must arrive by the Wednesday after the advertising deadline



Rates do not include VAT.






More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.
www.huss-adressen.de Consulting: +49 89 32391-319

Recurring topics

- Large-scale commercial vehicle tests • New trucks and commercial vans, various types of trailer
- Intermodal transport • News on rail, sea and air freight

Issue	Advertising deadline*	Publication date	Highlights (1 – 4 pages)	Special topics (4 – 16 pages)	Inserts	Events/ trade fairs
1/2	4 Jan.	20 Jan.	• Alternative fuels	• Purchase, hire, leasing		
3/4	1 Feb.	17 Feb.	• Telematics	• Temperature-controlled transportation • Layers and superstructures		
5	15 Feb.	3 Mar.	• Freight exchanges • Driving time and rest periods	• Fuel and service cards		
6	1 Mar.	17 Mar.	• Tires	• Electric mobility • Battery technology		Tag der Logistik, nationwide, 20 April
7/8	29 Mar.	14 Apr.	• City logistics • Last mile	• Purchase, hire, leasing • Transporter, E-Transporter		LogiMAT, Stuttgart, 25 – 27 April 
9	19 Apr.	5 May	• Combined transport • Handling technology	• Digitalization	Higher circulation: 30,000	transport logistic, Munich, 9 – 12 May
10	3 May	19 May	• Education and training	• Sea and inland ports		
11	24 May	9 June	• Purchase, hire, leasing • Freight exchanges	• Temperature-controlled transportation	Vision Transport 	
12	7 June	23 June	• Fuel and service cards	• Tires, garage services, CV equipment		

Issue	Advertising deadline*	Publication date	Highlights (1 – 4 pages)	Special topics (4 – 16 pages)	Inserts	Events/ trade fairs
13	21 June	7 July	<ul style="list-style-type: none"> Loading and handling technology 	<ul style="list-style-type: none"> Truck Grand Prix preliminary report 		ADAC Truck-Grand-Prix, Nürburgring, 14 – 16 July
14/15	12 July	28 July	<ul style="list-style-type: none"> Software and telematics Load securing 	<ul style="list-style-type: none"> Alternative drives Purchase, hire, leasing 		
16	16 Aug.	1 Sept.	<ul style="list-style-type: none"> Sea and inland ports 	<ul style="list-style-type: none"> Transporter electro 		
17	30 Aug.	15 Sept.	<ul style="list-style-type: none"> Temperature-controlled transportation 	<ul style="list-style-type: none"> NUFAM preliminary report 		 NUFAM, Karlsruhe, 21 – 24 September
18	20 Sept.	6 Oct.	<ul style="list-style-type: none"> Combined transport Handling technology 			
19	4 Oct.	20 Oct.	<ul style="list-style-type: none"> Driving time and rest periods Telematic 	<ul style="list-style-type: none"> Fuelcards 		Deutscher Logistik-Kongress, Berlin, 18 – 20 October
20	18 Oct.	3 Nov.	<ul style="list-style-type: none"> Education and training 	<ul style="list-style-type: none"> City logistics 		
21	2 Nov.	17 Nov.	<ul style="list-style-type: none"> Combined transport Handling technology 	<ul style="list-style-type: none"> Digitalization ETPN 	Wallcalendar	Europäischer Transportpreis für Nachhaltigkeit 2024
22	15 Nov.	1 Dec.		<ul style="list-style-type: none"> ETPN: the winners 		 Solutrans, Lyon, 21 – 25 November
23/24	29 Nov.	15 Dec.	<ul style="list-style-type: none"> Tires Rising star of the year / Startup 	<ul style="list-style-type: none"> Sea and inland ports 		

Changes may be made at short notice * Advertising deadline = print document deadline



Panorama ads

Panorama ads stretch right across the type area of two pages, including the gutter, and are available in varying lengths and widths with a maximum of 2/1 pages including the gutter.



90 x 400 mm
and 90 x 75 mm
€7,080

L-shaped ads

The broad strip section of the ad is always located at the bottom of the page. The vertical part of the ad is always in the outer columns (i.e. on the left of a left-hand page and on the right of a right-hand page).

Ad specials

Our special forms of advertising in "Transport" are popular with advertisers looking for something unusual. These ad specials are individual forms of advertising that stand out from conventional styles, attracting greater attention among readers and generating returns. Here are some examples. Contact us if you are interested in leveraging individual concepts of communication. We will work together with you to develop creative solutions with the aim of achieving the best performance for your brand.

Quotes and consultation: Michaela Pech

Phone +49 89 32391-251, michaela.pech@hussverlag.de



185 x 270 mm
diagonal
€3,800

Flexform ads

Ads with a flexible size and shape, which cannot be compared to the standard formats conventionally offered (e.g. star-shaped, circular or polygonal formats).



Tunnel ads

Tunnel ads are placed across two pages, including the gutter. However, at least one column of space remains free on each side for editorial content.



142.5 x 420 mm
(front and back)
€14,000

Flying page / cover page / half cover

An ad that covers half of the cover page (flying page) or half of a book or a series. The advertisement is published on the front and back cover of the flap.

Rates do not include VAT.

Marketplace in "Transport"

Job and occasional advertisements:

For sale, goods wanted, renting/leasing, business contacts, properties (additional categories possible if required)

€2.40 per mm and column

for example 90 x 43 mm €206.40; 43 x 50 mm €120

Box number fee: €15

Rates do not include VAT.

Ask for an offer for a
permanent ad placement.
Phone: +49 89 32391-251

We will be pleased to help you
design your advertisement.

Job advertisement on www.transport.de/jobs

Duration: 8 weeks

Playout: Within editorial content, e.g. in every news item on
www.transport.de - right sidebar or on
overview pages - left sidebar etc.

In each newsletter every Monday and Wednesday

Reporting by maturity

Base price: € 580

"Transport" wall calendar 2024



Publication date 17 Nov. 2023, insert in Transport 21/2023

Advertising deadline: 12 October 2023

Circulation: 18,000 copies

Format: A1 (820 x 580 mm)

Advertising options:

1 field	75 x 75 mm	€ 550
2 fields	75 x 155 mm	€1,050
	155 x 75 mm	€1,050
4 fields	155 x 155 mm	€2,000

Rates do not include VAT.

Design examples (reduced size)



(1 field)



(2 fields)



(4 fields)



Format:
200 x 282 mm (B x H)

VISION TRANSPORT 2023

In VISION TRANSPORT, experts from the commercial vehicles and supply industry, from the fields of financing, IT and consulting as well as practitioners from the transport logistics sector present current trends in the form of specialist articles and interviews and design future perspectives. They also provide answers to the question of how developments in the field of alternative technologies and in the organisation of transport logistics services can be practically and economically implemented.

Distribution	Circulation (publisher information)
• Transport 11/2023 (PD 9 June 2023)	18,000 Ex.
• LOGISTRA 7-8/2023 (PD 14 July 2023)	11,000 Ex.
• LOGISTIK HEUTE 6/2023 (PD 19 June 2023)	30,000 Ex.
• Copies at events and fairs	2,000 Ex.
	61,000 Ex.
Advertising deadline	20 April 2023
Print document deadline	28 April 2023

Advertising formats and rates:

Format	Width x length (in mm) vertical	horizontal	Rate 4c
1/1 Page	210 x 297		€9,880
1/2 Page	137 x 185 (Junior Page)		€4,900
1/2 Page	90 x 270	185 x 128	€4,680
1/3 Page	58 x 270	185 x 85	€3,380
1/4 Page	90 x 128 (Norm)	185 x 62	€2,780

Rates do not include VAT.

Reader target groups:

Transport companies and forwarders, fleet operators and managers, logistics decision-makers from the fields of industry, commerce and the service sector

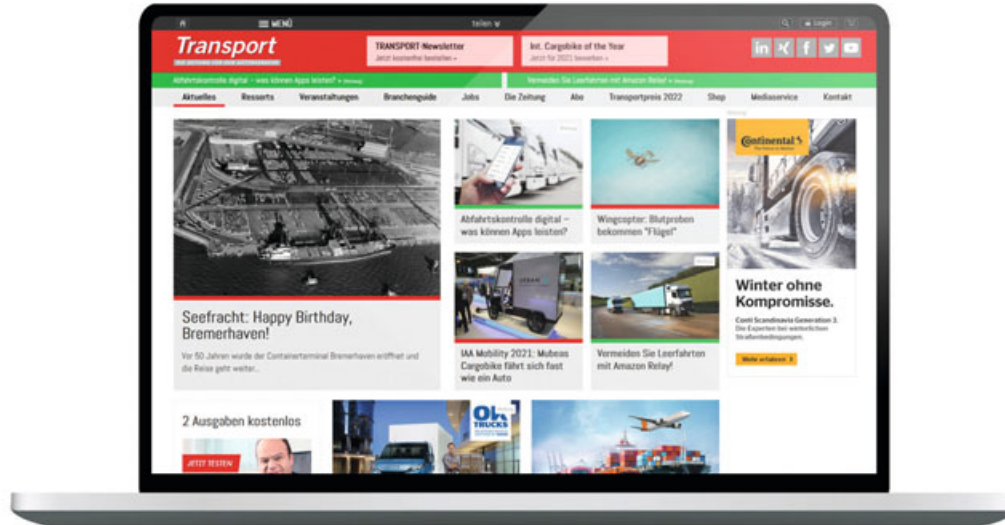
Print documents:

The page layout is sized 210 x 297 mm and then reduced at the pre-press stage to the final size of 200 x 282 mm.

Colour profiles:

Cover: ISOcoated_v2_300_eci.icc

Content: PSO_LWC_Improved_eci.icc



- 1 **Web address (URL):** www.transport.de
- 2 **Brief description:** Up-to-date, comprehensive website offering news, technical articles, an event calendar, image galleries, analyses and trends on specific topics in the transportation sector.
- 3 **Target group:** Transport companies and forwarders, disseminators in the goods transportation sector
- 4 **Publishing company:** HUSS-VERLAG GmbH;
postal address: 80912 Munich, Germany
- 5 **Contacts:** Michaela Pech, phone +49 89 32391-251, michaela.pech@hussverlag.de
Bianca Scheuermann, phone +49 89 32391-150, bianca.scheuermann@hussverlag.de
- 6 **Access control:** Matomo, Revive, IVW

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 Bianca Scheuermann, phone +49 89 32391-150; bianca.scheuermann@hussverlag.de
- 5 Access control: Matomo, Revive, IVW
- 6 **Accesses:** Monthly average (publisher information)
 Page impressions: 41,275, Visits: 23,273, Unique users: 20,085
- 7 **Data delivery:** Three working days before placement to: anzeigen@transport-online.de as GIF (static or animated), JPG, 3rd-party JavaScript redirect, HTML5 (via redirect only) with a max. size of 150 KB (HTML5 subload up to max. 500 KB). Please do not send any Flash banners, as they are no longer displayed by current browsers.
- 8 **Use of external ad server:** Revive
- 9 **Forms of advertising and rates:** See table on the right
- 10 **Discounts and conditions:** On request

We will be happy to help you select the type of advertising most suitable for you. On request, we can also design a banner to suit your requirements. Just contact us for details.

Increase your reach (re-targeting)

Display over 96 thousand additional ad impressions per month in our target group via various partner websites.

Duration: Depending on customer requirements – Rate: CPM €35 for all forms of advertising

Choose at least 3 to 4 banner formats as a package:

50,000 Page impressions:	€1,750
100,000 Page impressions:	€3,500

Rates do not include VAT.

Illustrations (similar)	Form of advertising	Format (W x L)	Placement	Rate / CPM
	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	€ 80
	Half-page right (sticky)	300 x 600 pixels	Outside right or mobile content below	€ 70
	Skyscraper (sticky)	160 x 600 pixels	Outside right or mobile content below	€ 55
	Rectangle	300 x 250 (up to max. 300 x 300) pixels	Left sidebar or mobile content above	€ 40
	Large mobile (or half-banner)	300 x 100 (or 234 x 60) pixels	Left sidebar or mobile (partly) content top	€ 30

In the interest of data protection, we are now placing cookie- and tracking-free 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, third-party cookies or tracking. However, tracking via URL is still possible. If the above is not adhered to, we cannot guarantee the agreed number of page impressions within the specified period.

Industry Guide

The Industry Guide gives you the opportunity to individually and comprehensively **present your company** on our website. Your profile, together with your content and logo, will be found via a **general website search** and also by searching in the Industry Guide, including the index and map search function.

Your logo with link will be alternately placed on the home page, in the News section, on the overview pages and among the specialist articles, etc. in rotating sequence.

Services

- **Individual profile** with general contact details and around 3,500 keystrokes with up to three images
- **Multiple contacts** with contact details and links to their social media profiles
- **Videos** (via YouTube or Vimeo) and an **image gallery** with up to twenty images
- **Dates, documents** as PDFs, a map with the **location** of the company
- Place your **own news** with images and text that have the **look and feel** of an editorial report
- Display of current tweets from your Twitter account (**Twitter feed**) and the latest **news from your website** (via RSS feed)
- Link to **your company newsletter** and/or your contact form and **social media accounts**
- **Classified and job ads** are additional products of our Industry Guide
- **Reporting** at the end of the booking period
- Use the option to place backlinks within your profile texts for the **SEO optimisation** of your website

Classified and job ads are additional products of our Industry Guide (on request)

Booking period

12 months

Conditions

Duration: 12 months
Impressions: approx. 200,000
Preis: € 1,980,-

Online-Advertorial

An online advertorial on transport-online.de gives you the opportunity to place your advertising message using texts and images directly in the editorial section of „Transport“. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group

Position on homepage



Header teaser above the navigation bar with link to advertorial

Teaser placement on the home page as second news with image, headline, teaser text and link to the advertorial

Advantages

- Exclusiveness (only one advertorial per month)
- Professional reporting at the end of the campaign

Leistungen

- Online advertorial with maximum 3,000 keystrokes, images, backlinks, file attachments, videos and lots more
- 8 times in the **Transport newsletter** with image, headline, teaser text and link to the advertorial

Conditions

- Duration:** 1 month
Impressions: approx. 44.000
Rate: € 3.480,-

Rates do not include VAT.



Placement of the Native Text Ad

On the home page

Inbetween News

The native text ad (native advertising, lead generation)

The text banner with image is a native form of advertising, which is placed directly in the editorial section of our website and guarantees above-average attention and CTR.

Service

- Text banner (approx. 350 keystrokes) with image and external link as required
- Advertising format with the look and feel of an editorial article
- Apart from image campaigns, especially suitable for generating leads and traffic

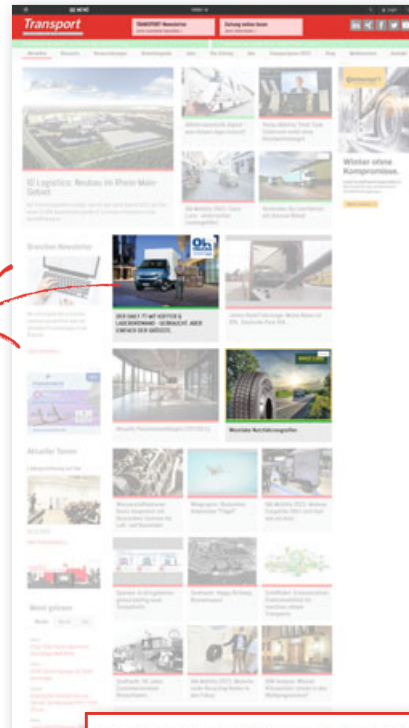
Advantages

- Exclusiveness, since only one campaign is placed at a time (no rotation)
- Professional reporting at end of duration with impressions, clicks and CTR on a weekly basis

Conditions

Duration:	2 weeks	1 month
Impressions:	approx. 12,500	approx. 25,000
Rate:	€ 1,000	€ 1,800

Home page
with native
text ad



Native text ad within
each news

Rates do not include VAT.

1 Newsletter: "Transport aktuell"

2 **Brief description:** "Transport aktuell" reports every Monday and Wednesday on the most important events and happenings in the transport sector.

3 **Target group:** Transport companies and forwarders, disseminators in the goods transportation sector

4 Contact:

Michaela Pech, phone +49 89 32391-251, fax +49 89 32391-163
E-mail: michaela.pech@hussverlag.de

5 **Access control:** Episerver

6 **Subscribers:** 2,155 (publisher information as at July 2022)

7 **Data delivery:** At least three days before your campaign begins via e-mail to: anzeigen@transport-online.de, GIF (not animated), JPG, text with 350 key-strokes (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** (new: banner runs Monday and Wednesday)

Type of ad	Size (W x L)	Text	Rate*
Graphic banner	up to max. 620 x 170 pixels	–	€570
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€570
Text banner without image		500 keystrokes	€570

9 **Frequency of publication:** Twice weekly, Mondays and Wednesdays.
Fridays exclusively on request, Transport Edition newsletter on the publication date of the issue.

New: Newsletter on Friday: exclusive sponsoring

One graphic banner, two text banner with image and content, Rate: € 1,100

Rates do not include VAT.

* Rate for a banner, running for a week.

**Promotion 2 for 1 does not apply to Transport Edition newsletters or Friday exclusive newsletter.

Weekly prices
= 2 placements

Full banner

Graphic banner

Text banner
with image

Text banner
without image





48th edition 2024

This handbook helps companies to comply with their statutory reporting requirement and is an important planning tool for every driver. The Drivers' Almanac focuses on topics such as: on the road, safety, load securing, legal stipulations, hazardous goods, and services. It contains valuable information that includes driving times, rest periods, diesel driving bans and toll rates. Its helpful checklists and an extensive calendar with currently applicable driving bans make the Drivers' Almanac a highly practical companion.

A driver's card is also enclosed with the handbook so that the required proof of driving licence verification can be provided.

Buyers, target group: Fleet managers and dispatchers responsible for drivers and loading personnel.

Ideal advertising space for: Suppliers to the commercial vehicles industry, highway service stations, filling stations.

Copies printed: 30,000 copies

Size, number of pages: 120 x 168 mm. 176 pages

Colour profiles: Cover: ISOcoated_v2_eci.icc
Content: PSO_uncoated_iso_12647_eci.icc

Rates: 1/1 page 4c: €2,980

1/2 page 4c: €1.630

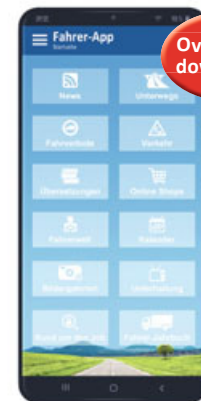
Title page: €4,000 (image: W 105 x L 95 mm)

Cover: on request

Date of publication: November 2023

Advertising deadline: October 2023

Rates do not include VAT.



“Drivers’ app” for the Drivers' Almanac

Banner advertising partnerships

In the Android version, the “Drivers’ app” offers logo and banner distribution in various categories, including links and also **new as a web-app under fahrer-app.de**. Furthermore, the drivers’ app is promoted in the publishing company’s print and on-line media.

Rate for exclusive sponsor partnership on request.

*As of September 2022
(publisher information)

Contact:
Phone: +49 89 32391-319
andrea.oettmeier@hussverlag.de

NEW: Drivers' app and web app

The new, free web app for drivers has been further developed to provide professional drivers of trucks, cars and buses, etc. with a range of interactive tools, such as daily news from the trade magazines Transport, busplaner and VISION mobility as well as important traffic and road works information, service networks, driving bans, public holidays and school holiday periods for Europe.

NEW: Interactive involvement in the picture gallery, e.g. pictures of vehicles can be uploaded and rated within the app. In the Impressions gallery, you will also find many other unusual pictures of trucks, buses and cars.

The HUSS Shop is accessible to all users under the section "Fahrer Welt".

Over 50.000 Downloads

(Status September 2022)

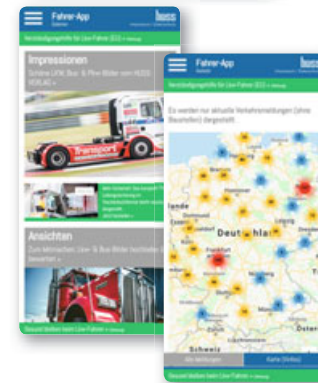
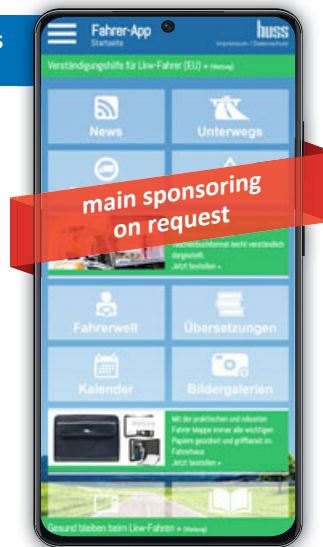
The new web app is directly available free of charge at: www.fahrer-app.de.
The new Android version is also available to download free of charge from the Google Store.

- **New:** Das Drivers' Almanac PLUS! This new advertising platform provides the ideal context to place your direct advertising!
- Web app users who have ordered the Drivers' Almanac PLUS can now read the highly popular Drivers' Almanac 2023 (circulation 35,000 copies) online at: www.fahrer-app.de.

Internal marketing campaigns: For promoting the drivers' app across the entire reach of HUSS-VERLAG. Advertisements in the trade magazines Transport, Unterwegs auf der Autobahn, PROFI Werkstatt, LOGISTRA, VISION mobility and busplaner. Average annual print circulation: over 875,950 copies. In addition, postal mailing, inserts and regular newsletters to 2,150,000 recipients, product flyer 100,000 recipients.

Forms of advertising

ONLINE ADVERTORIAL	two spaces available	Max. 3,000 keystrokes, pictures and back-links, documents and videos	Duration: 3 months Rate: € 2,400
NATIVE TEXT AD	two spaces available without rotation	Text banner approx. 110 keystrokes with picture and external link	Duration: 3 months or 1 year Rates: from € 2,200
Main Sponsoring	all types of formats available		Rates: on request
LISTUNGEN	in the sections "Unterwegs" and "Fahrer Welt"	Publicise your service stations, points of sale, online shop or platform in the respective sections. Listing, logo, website link, maps of locations	Duration: 1 year Rate: € 980 per section Discount rate for 2 sections: €1,680
All prices plus VAT			





Online

Nutzfahrzeugmesse.com

High journalistic quality produced up-to-date on a daily basis: The online presence Nutzfahrzeugmesse.com (or nfh-messe.com) will publish regular reporting on all aspects of commercial vehicles from mid-July 2022.

The combination of various digital media (images, videos, news, articles) with diverse online channels (website, social media) combines maximum topicality and distribution with sound and comprehensive information.

The CMS-based website is developed according to the latest technical standards for both desktop computers and mobile devices (responsive).

nfz-messe.com

Contents	Reports, interviews, background reports, portraits, product and company news, personal news, events
Reader target group	Online users of the website Transport Target group: transport companies and forwarding agencies Busplaner Target group: bus and coach operators LOGISTRA Target group: Distribution companies PROFI Werkstatt Target group: commercial vehicle aftersales Unterwegs auf der Autobahn Target group: Truck drivers
Channels	Websites of all above mentioned titles, newsletter, social media: facebook, twitter, linkedin, xing
to transport logistic to NUFAM	15 March – 15 June 2023 15 July – 15 October 2023
Traffic	about 50,000 Page-Impressions about 75,000 Page-Impressions
Advertising deadline	1 March 2023 1 July 2023
Data delivery	To anzeigen@transportonline.de GIF (static or animated), JPG, 3rd party JavaScript redirect, HTML5 (redirect only) with a max. size of 200 KB (HTML5 subload up to max. 500 KB). Please do not deliver Flash banners, as these are not played by current browsers do not play them anymore.



Advertising deadline: **1 March 2023 (transport logistic)**
1 July 2023 (NUFAM)

Contact Data Delivery:

Tanja Eichholzer

anzeigen@transportonline.de

Contact:

Commercial vehicles and transporters / bus

Michaela Pech (responsible)

Tel. +49 89 32391-251

michaela.pech@hussverlag.de

Bianca Scheuermann

Tel. +49 89 32391-150

bianca.scheuermann@hussverlag.de

Commercial Vehicle After-Sales

Eberhard Göhrum

Tel. +49 89 32391-257

eberhard.goehrum@hussverlag.de

Fax +49 89 32391-163

Advertising forms	Size in pixel	Placement	transport logistic in rotation of 2 Expected ad impressions (AI)	NUFAM in rotation of 3 Expected ad impressions (AI)
Billboard	980/850 x 300/250 + additional mobile version 300/360 x 100/225	Under Navigation	€ 2,250 at approx. 25,000 AI	€ 2,250 at approx. 25.000 AI
Sticky Half Page (or Skyscraper)	300 x 600 (160 x 600)	Outside right (mobile: Content Bottom)	€ 1,950 at approx. 25,000 AI	€ 1,950 at approx. 25.000 AI
Rectangle	300 x 250	Left Sidebar after Large Mobile (mobile: Content)	€ 1,000 at approx. 25,000 AI	€ 1,000 at approx. 25.000 AI
Large Mobile (or Half Banner)	300 x 100 (234 x 60)	Left Sidebar from Rectangle (mobile: Content Top)	€ 1,000 at approx. 25,000 AI	€ 1,000 at approx. 25.000 AI
Half Page Ad (partly Sticky)	300 x 600	Left Sidebar Bottom (only Desktop and Tablet)	€ 1,150 at approx. 19,000 AI	€ 1,150 at approx. 19.000 AI
Native Text Ad (Native advertising, teaser on start page at the top of the news section with image and headline (like news) as well as below or above a news/article single with image and 300 characters) on all devices (approx. 30,000 AI)			€ 2,950 Only 2 x on the website, no rotation	€ 4,150 Only 2 x on the website, no rotation

Main sponsorship: Exclusive logo or banner placement (max. 300 x 250 Px) as part of special reporting on Transport, LOGISTRA, PROFI Werkstatt, Unterwegs auf der Autobahn and busplaner as well as interstitial on Nfz-Messe.com: 300,000 Pls Price 8,900 EUR

Exclusive special advertising

Online-Advertorial (content marketing, teaser placement home page, header bar above menu, on all devices) via single page with up to 3,000 characters and media usage (images, videos) on all devices (approx. 50,000 / 75,000 AI)	€ 5,900 / € 8,850 Exclusive only 2 x on the website
Range increase (retargeting), i.e. via cookies, all visitors to the „website for a maximum of 3 months (in compliance with data protection regulations), so that these readers can also be shown advertising on external on external partner websites (all forms of display advertising).	TKP € 50 up to 50,000 AI Duration Sept. – Dec.

All prices plus VAT

The general terms and conditions of HUSS-VERLAG apply.

Verlag: **BUSS** Redaktion: **LOGISTIK PROFI Werkstatt** **Transport**

NUFAM kompakt

Die offizielle Messezeitung zur 6. NUFAM – Die Nutzfahrzeugmesse www.nufam.de 26. – 29.9.2019



Treffpunkt der Nutzfahrzeugbranche

Vom 28. September bis 1. Oktober 2019 präsentieren auf der NUFAM 370 Aussteller aus 17 Ländern das gesamte Leistungsspektrum der Branche: Fahrzeuge aller Gewichtsklassen, Aufbau- und Anhänger, Reifen, Teile, Zubehör, Werkstatteinrichtungen, Telematik, sowie Dienstleistungen. „Die NUFAM ist ein fest gesetzter Termin in der Branche und wächst kontinuierlich“, sagt Birgit Witz, Geschäftsführerin der Karlsruher Messe- und Kongress GmbH. Erstmals belegt die NUFAM alle vier Hallen sowie das Freigelände der Karlsruher Messe. Auf über 70.000 Quadratmetern werden mehr als 25.000 Besucher erwartet.

Inhalt

- Trends + Themen 3
- Impressionen 4
- Messerrundgang 6
- BW Verkehrsminister Hermann im Interview 8
- Mittlere + schwere Nutzfahrzeuge 9
- Transporter + Lieferwagen 18
- Werkstatt + Komponenten 21
- Software + Telematik 25

Digitaler Transportplanung von DACH



Halle 2 Stand C225

Service

- Hallenplan 27
- Rahmenprogramm 28
- Termine 29

*** WIR SIND DABEI *** MESSE NUFAM *** 28.09. – 01.10.19 *** IN KARLSRUHE *** HALLE dm-arena/STAND A410 *** MESS

UMRÜSTZEIT IST WESTLAKE-ZEIT

Herausforderungen meistern

- ☑ Sicher 100% Überlastfest bestanden
- ☑ Werthaltig geprüfte Kundenverfügbarkeit
- ☑ Langfristig attraktive Laufleistung
- ☑ Die-Minimalis Vorfahrt



Service-Center UFM-Reifen | Fax 035242 463-52 | Fax 0371 6188-53818 | E-Mail: info-bw@bus.com | www.buspage.de



NUFAM kompakt

NUFAM kompakt trade fair newspaper 2023 – 2 issues

Now in its seventh edition, the NUFAM trade fair for commercial vehicles again has its own official newspaper, **NUFAM kompakt**. On behalf of Messe Karlsruhe, the Munich-based HUSS-VERLAG is marketing the new trade fair newspaper and providing editorial support. On a scheduled 24 pages, **NUFAM kompakt** provides reports, product presentations, background information and interviews on the key topics of the fair as well as its supporting programme:

- Commercial vehicles of all weight categories: light, medium and heavy trucks, commercial vans, delivery vehicles, buses and special-purpose vehicles
- bodies and trailers • vehicle equipment • tyres • telematics solutions
- load securing • cranes and lifting equipment • workshop equipment
- accessories, parts and lubricants • special suppliers

In addition, NUFAM kompakt offers up-to-date reporting with texts and images on the most important events of the first day of the fair. The newspaper also includes a timetable and general information for visitors.

The first issue of NUFAM kompakt will appear on Thursday, 21 September and the second issue on Saturday, 23 September. NUFAM kompakt will be distributed to visitors at the entrances to the exhibition centre and will also be available at trade fair stands and info points.

Reader target groups:	National and international trade fair visitors and exhibitors
Copies printed:	2 issues each 7,500 copies
Distribution:	At all main entrances to the fair, at trade fair stands, infopoints and hotels in and around Karlsruhe
Size:	min. 24 pages
Frequency of publication:	21 and 23 September 2023
Advertising deadline:	20 July 2023
Print document deadline:	30 August 2023
Size:	220 x 295 mm (W x L) not including trim
Print documents:	Digital PDF files only, (profile: PSO_INP_Paper_eci.icc)

With one booking you are present in both editions!

Format ads

1/1 page	220 x 295 mm*	€4,980
Junior page	157 x 200 mm*	€3,740
1/2 page vertical	108 x 295 mm*	€3,490
1/2 page horizontal	220 x 147 mm*	€3,490
1/3 page hoch	75 x 295 mm*	€1,850
1/3 page quer	220 x 102 mm*	€1,850
1/4 page norm	108 x 147 mm*	€1,250
1/4 page hoch	59 x 295 mm*	€1,250
1/4 page quer	220 x 79 mm*	€1,250

Preferred placements

Island ad titlel	36 x 40 mm	€730
2 x island ad inside	43 x 58 mm	€590

Exclusive special advertising spaces

Hall plan, pictures page, dates page on request

Formats are given in width x length; rates do not include VAT.

* 3 mm allowance for trim on all sides. Texts in advertisements should have at least 5 mm distance to the edges.

MEDIA CONSULTING

Send print documents to: anzeigen@transport-online.de



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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:** In case of doubt, advertisements and third-party inserts 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. If the time limit is not complied with, the time limit shall be extended to the end of the year.
- 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** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required 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 system regarding views 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 publishing is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers 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, cancellations 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 by the publisher in writing, including by fax and/or e-mail. Classified advertising may 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 admissibility of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher 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 (mis)management of the content. In the event of a claim for placing 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 and proper 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: Once the publisher has received the publisher's print documents or files from 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 actual placement can have an impact on placement and print quality and rule out subsequent complaints.
If possible, however, the publisher will immediately request replacements 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 page 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. If the size of a supplied, ready-to-use print document differs from the size ordered 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 required if the customer has requested 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.
If print samples or online advertising are transmitted paperlessly to the publisher, either digitally (e.g. floppy disks, CD-ROMs) or by telecommunication (e.g. iSDN, e-mail), the following additional provisions shall apply:
File formats: In the event of the use of the above mentioned 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 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, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.
Online advertising may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for files delivered in unsuitable file formats.
Colour advertisements: The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally 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. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a 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 may only be guaranteed for reproduction in print.
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 with the invoice. Depending on the nature and scope of the advertisement order, the sample copies 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 advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the customer by standard mail, even if the letters are registered or urgent. 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 orders in order to eliminate misuse of the box number advertisements for solicitation 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, or for which the customer is responsible, 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 placed in accordance with the publisher's rates list, 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 value. 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 not achieved in the previous insertion year according to IAB research. Furthermore, the publisher reserves the right to place 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 deferment of payment, the legally applicable interest at the commercial rate of 9 percentage points above the basic 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 payment or delayed payments in instalments (Section 288 of the German Civil Code). Payment of interest and damages 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 basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay 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 any 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.
Should any defects in the print documents or images not 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 them prior to the start of production. 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 publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair 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 totally error-free online advertising reproduction at all times. If the customer nevertheless orders for a significant period of time (more than 100% 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 that 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 consecutively or 48 hours consecutively or 72 hours in total. The publisher is not liable for the consequences of a server crash 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 advertisements, 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 with four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the advertisement or the 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 the 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 to a claim for damages (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 or of 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 the publisher is liable to a claim for damages (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence on the part 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 publication or the absence of publication 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 this 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 malfunctions release the publisher from the obligation to fulfill orders and payment of damages. However, if the publisher is able to fulfill the orders with 80% of its circulation quantity sold, the publisher is 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.
k) 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

- 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 are excluded.
- Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advance payments** prior to the advertising deadline.
- 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 or place to the extent necessary for the implementation of the order or orders ordered. The client guarantees that he shall 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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