

## BUSINESS&IT FACTS FOR DECISION-MAKERS



MediaFacts

Concept and reader structure

Decision-makers LAC/2008

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[businessportal.de](http://businessportal.de)

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TESTfactory

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Portfolio



## MediaFacts

<b>Published</b>	monthly
<b>Regular price</b>	€ 7.80
<b>Ad rate 1/1 page 4-c</b>	€ 9,400
<b>Net circulation in LAC 2008</b>	118,000 readers
<b>Publisher's statement IVW II/2009</b>	
• Print run	31,987 copies
• Distributed circulation	30,725 copies
• Onboard circulation	18,000 copies
• Subscriptions	2,524 copies

## Reader structure/top target groups

### Decision-makers in medium-sized companies

Men	66.0%
Women	34.0%
University degree	44.0%
A-levels, baccalaureat	8.8%
O-levels/secondary school without A-levels	37.0%
Average age	40.8 years

### IT/TC investment Decision-makers

With direct role in company's IT/TC department	84.4%
No direct role in company's IT/TC department	15.6%

### Participation in Decision-making for IT/TC investments

#### Whole company/single company division

Sole responsibility	43.5%
At least co-responsible	88.4%
At least with an advisory function	98.6%

### CPT of selected B2B magazines: professional ITC investment Decision-makers

magazine	coverage	ad rate 2009 in EUR 1/1 page 4-c	CPT in EUR
Business&IT	73,000	9,400	129.53
InformationWeek	59,000	8,900	152.09
IT Mittelstand	56,000	11,050	197.11
CIO	54,000	11,580	216.05
IT Management	28,000	6,340	222.79
IT-Director	27,000	10,050	374.06
is report	16,000	5,500	336.15

With a coverage of 73,000 professional ITC investment Decision-makers Business&IT holds a top position within the segment of B2B magazines for medium-sized companies. But not only in quantity – also in cost-effectiveness Business&IT is on top: With a CPC of 128.77 € our magazine leaves the selected competitors far behind concerning the target group approach of the key players within companies.



## Editorial concept

### Business&IT – factors for success

The smooth running of business processes is the basis for a company's success. Business&IT describes these critical processes in editorial articles and uses reports with practical orientation to show how these processes can be steered optimally either internally or using external service providers.

### Business&IT – based on three thematic pillars

- Company management
- IT strategies
- Advices & services

The section **company management** covers management topics such as finance, insurance or human resources. The **IT section** of Business&IT offers readers successful **strategies** for the subjects of outsourcing, hosting, migration, ERP, CRM, DMS and much more. A monthly special looks at current issues in IT, the economy or politics, for example, green IT. The section **advice&services** contains the column **networks&communications** (everything on the subject of infrastructures, servers, storage and virtualisation) and IT security.

Exhaustive tests and product recommendations round off this section. Technological expertise, combined with a business background, guarantees readers long-term, high-level investment security.

## Reader structure

### Business&IT – top-notch readers

- CIOs
- Board members
- Managing directors
- Business and IT managers
- Division and department heads

## Ten exclusive specials 2010

### Business&IT – focal themes

- |           |  |
|-----------|--|
| Number 2  | Cloud computing                            |
| Number 3  | Virtualisation                             |
| Number 4  | Enterprise software – ERP                  |
| Number 5  | Outsourcing, out-tasking, managed services |
| Number 6  | Telecommunications                         |
| Number 7  | Storage solutions                          |
| Number 8  | Enterprise 2.0                             |
| Number 9  | Print solutions, business printing         |
| Number 10 | IT security                                |
| Number 11 | CRM  |
| Number 12 | Business intelligence                      |

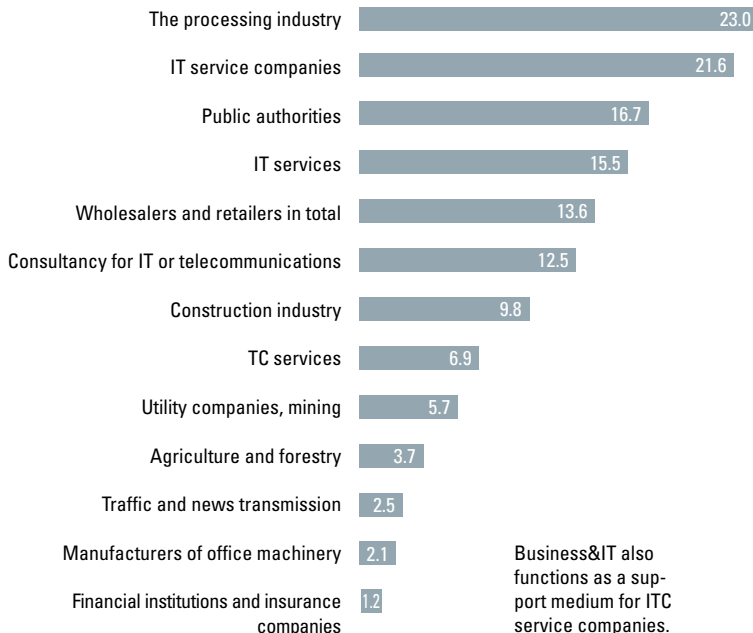


## You are looking for Decision-makers in companies – Business&IT has them!

Business&IT is “managerial stuff” in many companies, including ITC service companies. Readers are always found where actual decisions on significant investments are made.

### Sector allocation

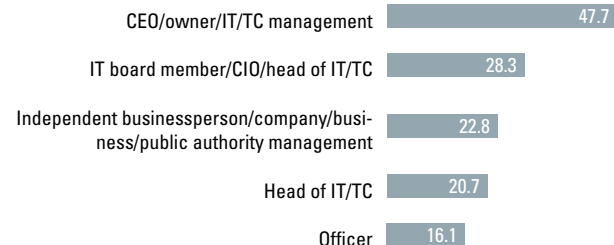
quoted as percentages



Business&IT also functions as a support medium for ITC service companies.

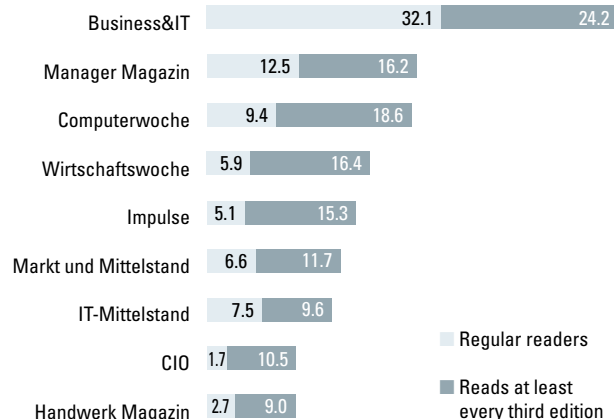
### Functions

quoted as percentages



### Utilisation of economic and technical media

quoted as percentages

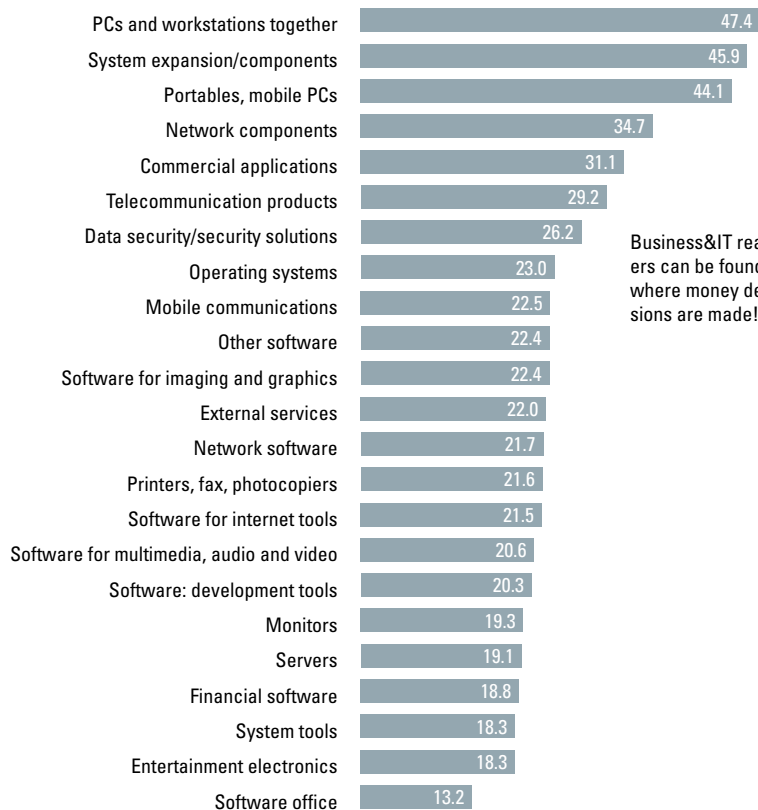


Regular readers

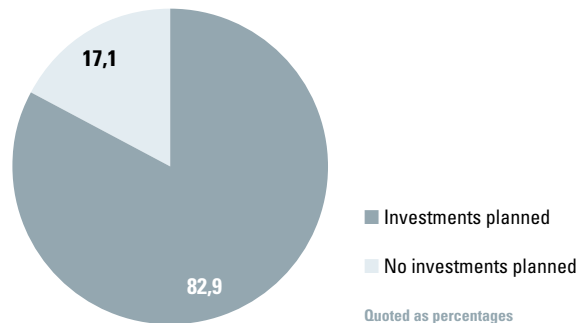
Reads at least every third edition

## Company purchase plans certain/possible in the next 12 months

quoted as percentages

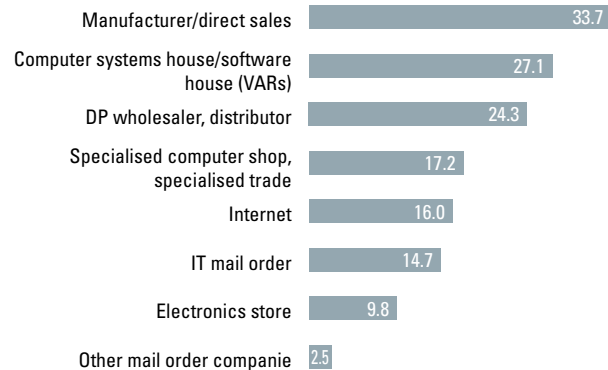


Business&IT readers can be found where money decisions are made!



## Procurement sources for IT/TC investments

quoted as percentages



## Business&IT ad rates and formats 2010

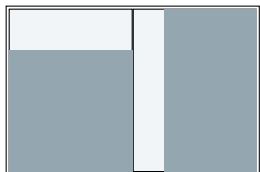
Price list No. 12 dated 01.01.2010



1/1 page  
Type area W 185 × H 250 mm  
Trim size\* W 210 × H 280 mm

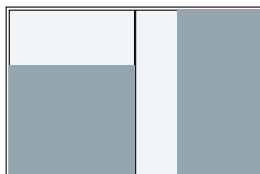


2/1 page spread bleed  
Type area W 396 × H 250 mm  
Trim size\* W 420 × H 280 mm



3/4 page horizontal  
Type area W 185 × H 183 mm  
Trim size\* W 210 × H 200 mm

3/4 page vertical  
Type area W 137 × H 250 mm  
Trim size\* W 149 × H 280 mm



2/3 page horizontal  
Type area W 185 × H 165 mm  
Bleed\* W 210 × H 180 mm

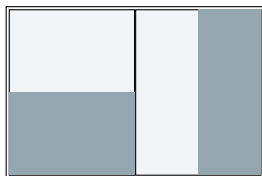
2/3 page vertical  
Type area W 122 × H 250 mm  
Trim size\* W 134 × H 280 mm

### Editorial section

b/w	4-c
€ 7,050	€ 9,400
€ 14,100	€ 18,800
€ 5,380	€ 7,173
€ 4,772	€ 6,363

U2	€ 10,810
U3	€ 10,340
U4	€ 11,750

Discount scale  
from 3 adverts 5%  
from 6 adverts 10%  
from 9 adverts 15%  
from 12 adverts 20%



### 1/2 page horizontal

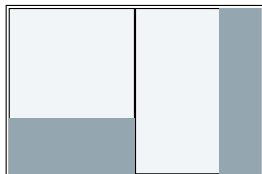
Type area W 185 × H 123 mm

Trim size\* W 210 × H 137 mm

### 1/2 page vertical

Type area W 90 × H 250 mm

Trim size\* W 102 × H 280 mm



### 1/3 page horizontal

Type area W 185 × H 81 mm

Trim size\* W 210 × H 95 mm

### 1/3 page vertical

Type area W 58 × H 250 mm

Trim size\* W 70 × H 280 mm



### 1/4 page

Type area W 90 × H 123 mm

Trim size\* W 102 × H 137 mm

### 1/4 page horizontal

Type area W 185 × H 60 mm

Trim size\* W 210 × H 74 mm

### 1/4 page vertical

Type area W 43 × H 250 mm

Trim size\* W 55 × H 280 mm

€ 3,709

€ 4,946

€ 2,505

€ 3,341

€ 1,909

€ 2,545

\*on the trim size please add 4 mm bleed

Cross gutter ads: Two separate pages must be supplied for ads to be printed across gutter. Do not forget trapping.

Bleed advertisements: Graphic and text elements must be positioned at least 1.5 cm from the outer edge for bleed advertisements.

All prices are quoted without VAT; bleed and spread bleed printing are not charged for. Please contact us for other formats.

You will find further information on **Business&IT** and **Business&IT media data** in pdf format at [www.wekanet.de/media](http://www.wekanet.de/media)

## Deadlines

Edition	Initial sale date	Ad deadline	Copy/artwork delivery deadline	Events
02/10	29.01.2010	04.01.2010	08.01.2010	13.01. - 15.01.2010 PSI – International trade fair for promotional items Düsseldorf
03/10	26.02.2010	02.02.2010	05.02.2010	02.03. - 04.03.2010 embedded world Nuremburg
				02.03. - 06.03.2010 CeBIT Hanover
04/10	31.03.2010	05.03.2010	10.03.2010	19.04. - 23.04.2010 Hannover Fair Hanover
05/10	30.04.2010	06.04.2010	09.04.2010	28.04. - 29.04.2010 e_procure & supply Nuremburg
06/10	31.05.2010	03.05.2010	06.05.2010	18.05. - 20.05.2010 Marketing+Services Frankfurt/Main
07/10	30.06.2010	04.06.2010	09.06.2010	
08/10	30.07.2010	06.07.2010	09.07.2010	
09/10	31.08.2010	05.08.2010	10.08.2010	21.09. - 23.09.2010 DMS Expo Cologne
10/10	30.09.2010	06.09.2010	09.09.2010	02.10. - 04.10.2010 IT & Business Stuttgart
11/10	29.10.2010	05.10.2010	08.10.2010	06.10. - 07.10.2010 CRM-expo Nuremburg
				19.10. - 21.10.2010 discuss & discover / it-sa Munich / Nuremburg
12/10	30.11.2010	04.11.2010	09.11.2010	
01/11	30.12.2010	03.12.2010	08.12.2010	

We will be happy to keep you updated on the main topics in our monthly editorial preview.  
Please contact Ms Andrea Rieger • phone: +49 (0)8104-66 84 58 • [arieger@wekanet.de](mailto:arieger@wekanet.de)

## Technical data

**Delivery date for CD/DVD, contact cards, special inserts**

2 working days after copy/artwork closing date  
Printed materials need to be delivered heading in the same direction.

**Delivery address**

on request

**Printing process, processing**

4-c Web offset printing on the Euro scale, adhesive binding  
Please ask for our reproduction and proof instructions. We assume no liability for colour tolerances inherent in the printing process.

**Paper**

57 g LWC glossy

**Trimmed format**

(= magazine format) 210 mm wide × 280 mm high  
Minimum trim: 4 mm on all open edges

**Copy/artwork and digital data transmission**

Please send us your digital data on data carrier, via e-mail or FTP. Please request exact specifications and other details from your contact person.  
File names must be assigned as shown in the following example: Advertising customer\_BUS\_edition (example: IBM\_BUS\_01\_10)

**Your contact partner for copy/artwork and digital data transmission**

WEKA MEDIA PUBLISHING GmbH  
Ms Petra Otte  
Gruber Strasse 46a  
D-85586 Poing  
phone: +49 (0)8121/95-14 79  
fax: +49 (0)8121/95-16 90  
potte@wekanet.de

## Special editions

Whether editorial promotion sections, prize awards for winners of tests, practical reports or product of the year: Use our special edition service and utilise our editorial reporting to generate even greater benefit for your company. We will design your special print edition (115g/qm wood-free white, glossy, illustration print) with your company logo and on request with additional information from your company.

Ms Andrea Rieger will be happy to give you all relevant information on rates, formats, circulation, individual designs • phone: +49 (0)8104-66 84 58 • arieger@wekanet.de

## Special insertions – loose inserts, fixed inserts, supplements, cover fold-outs

### Loose inserts



not discountable  
min.  
W 105 × H 148 mm  
max.  
W 190 × H 270 mm

#### Sample in triplicate to the publishers

€ 280 % up to 25 g (plus postage or shipping).

€ 50 for each additional 10g begun.

Inserts must be suitable for machine processing. Partial orders according to Nielsen areas, subscriber circulation, domestic or foreign distribution are possible.

Minimum order for partial print runs/insert splitting: 20,000 copies.

Positioning: undefined

### Supplement



not discountable  
min.  
W 105 × H 148 mm  
max. brochure format  
W 210 × H 280 mm

4 pages	€ 10,500
6 pages	€ 15,400
8 pages	€ 19,400
12 pages	€ 25,100

#### Sample in triplicate to the publishers

Bleed pages must have a trim of 4 mm.

Supplements must be folded and delivered with trim.

Supplements may not be stapled at the side and must be suitable for machine processing. Partial orders according to Nielsen areas, subscriber circulation, domestic or foreign distribution are possible.

Minimum order for partial print runs/supplement splitting: 20,000 copies.

### Fixed insert



not discountable  
min.  
W 60 × H 75 mm  
max.  
W 185 × H 270 mm

#### Sample in triplicate to the publishers

Postcards or reply cards € 130 % (plus postage or shipping).

Only with 1/1 page. Folded products must be closed towards the gutter and be suitable for machine processing.

Gluing tolerance: ±5 mm. Partial orders according to Nielsen areas, subscriber circulation, domestic or foreign distribution are possible.

Minimum order for partial print runs/insert splitting: 20,000 copies.

### Fold-out cover



not discountable  
min.  
W 110 × H 280 mm  
max. brochure format  
W 210 × H 280 mm

paper weight = cover weight

#### Sample in triplicate to the publishers

Rates on request

#### CD/DVD, contact card, gate folder, altar fold, poster ...

Rates and positioning on request. Other special advertising types, e.g. Leporello, pop-up supplements, half print area cover fold-outs, banderoles, rolling gates and gate folds will be given preferential treatment.

## businessportal.de – the B2B portal for Decision-makers in medium sized businesses

### businessportal.de is already reachable from business-und-it.de

Plan next year with the new online offer for medium sized businesses.

Newly designed in Web 2.0 Look and Feel • Trends and business news updated daily • Professional business solutions • Helpful technical tips • Interesting company and personal profiles • Explosive business reports • New invitations to tender • Sectoral studies • In-depth B2B analyses ... **businessportal.de helps you to keep a clear view – even without an engineering degree.** Presents trends and solutions for financial Decision-makers in medium sized companies. Practical information and articles on professional office solutions and technology, finance and money, network solutions, security, telecommunications, e-business and mobile business to keep you at the cutting edge of technology in the B2B sector.

### Target group

- Decision-makers and managers of medium sized companies looking for information on professional IT/TC products
- Highly qualified officers or managers looking for reliable and helpful information for preparing investment and management decisions

Ad rates 2009	Price list No. 3, valid from 01.01.2010		
Advertising medium	Format	CPT	max. KB
Full-size banner	468 × 60	€ 60	20
Leaderboard	728 × 90	€ 90	30
Wide skyscraper	160 × 600	€ 90	30
Power, flash layer, D-HTML	400 × 400	€ 130	30
ContentAd, medium rectangle	300 × 250	€ 150	30
TandemAd, skyscraper + layer	160 × 600 + 400 × 400	€ 200	40
Content text link	468 × 60	€ 60	20
Newsletter banner	468 × 60	€ 75	20
Newsletter text insertion	up to 400 characters	€ 45	20
Stand-alone newsletter		€ 120	30

Rates for wallpaper, pagepeel, behaviour targeting details and much more on request



Delivery address for online advertising material: [werbemittel@magnus.de](mailto:werbemittel@magnus.de)

Contact us for your online campaign, to ask about joint cooperation or for exclusive integration:

Ms Andrea Rieger • phone: +49 (0)8104-66 84 58 • [arieger@wekanet.de](mailto:arieger@wekanet.de)

### Online offering in the magnus.de portal

**PC Magazin** – practical experience, technology and tests – hard edged IT know-how



**PCgo** – the user magazine for practical and solution-oriented PC applications



**Internet Magazin** – concentrated expertise for web professionals



**Video-HomeVision** – tests, know-how and purchasing recommendations for visual entertainment, surround sound & multimedia networking



**Royal Flush** – the German poker magazine with trends, strategies, championships and lifestyle



### Online offering in the magnus.de network

**connect** – Europe's biggest magazine for telecommunications



**ColorFoto** – the most stringent product tests and comprehensive instructions for practical photography



**AUDIO** – the test magazine for HiFi, high-end and music



**autohifi** – tests, installation advice and specialised know-how for car audio sound & navigation



**stereoplay** – the leading magazine for the technical HiFi dimension



## Marketing service/market research service

[www.wekanet.de/media](http://www.wekanet.de/media)

The counter service offered by WEKA MEDIA PUBLISHING GmbH helps you to analyse market potential and optimise your media planning based on the three most important market/media studies for the IT, telecommunications, photo and entertainment electronics sectors: AWA, ACTA and LAC. In addition, each year WEKA MEDIA PUBLISHING GmbH invests in numerous studies commissioned by WEKA, such as our large brand and advert recognition studies "IT-MARKEN" and "AV-MARKEN". Representative copy tests are conducted exclusively for advertising customers. Individual, benefit-oriented services for our advertising customers make this offer complete!

### Market research

**AWA 2009** The annual study "Allensbach Media Analysis" provides data on consumer habits and media utilisation in 19 thematic and product areas and describes target groups and media utilisation. The basic population comprises people in Germany aged 14 years and above in private households: 64.85 million.

**ACTA 2009** The Allensbach computer and technology analysis gives a comprehensive overview of the current situation regarding computer ownership and equipment, quantitative and qualitative internet use, e-commerce, equipment of households with communications technology and entertainment electronics and current purchasing plans in these areas. The basic population comprises people in Germany between 14 and 69 in private households: 54.58 million.

**LAC/2008** The Reader Analysis Computer Press (LAC) investigates media utilisation of IT magazines and ownership and purchase planning of private and professional IT decision-makers for a total of 246 products and services in 23 categories for IT hardware and software, telecommunications and segments of the entertainment industry. The basic population comprises people in Germany from 14 years old who have a landline and use a PC at home at least once a week: 40.9 million.

### Test laboratory

**Business&IT**  
10.2009  
**TESTSIEGER**

Absolute objectivity, 100% precise measurements and critical evaluations form the basis for our test reports. Use your winner logo for advertising, e.g. in special editions.

### CopyTest

You can test your ads at regular intervals in the magazines PC Magazin, PCgo, Business&IT, AUDIO and Video-HomeVision. Readers and subscribers will evaluate your image motifs, ad messages or the support for the products advertised. These copy tests are tested by a representative circle and are conducted by the well-known IFAK-Institut according to the ZAW method.



### Events

The best for the best – a quality seal with substance! From digital cameras to financial software, from monitors to internet providers and from notebooks to complete systems. Around 25,000 professional PC Magazin readers have selected their favourites as "product of the year". Use your winner's logo to advertise.

- A winning image because PC Magazin-readers know who is the best
- XXL credibility because PC Magazin readers know what they are talking about
- A strong recommendation to buy because PC Magazin readers convince others



## Customised publishing & media services – the perfect combination of editorial expertise and creativity

Set your sights on creativity, professional expertise, comprehensiveness and flexibility for all your marketing needs. We can offer you a rich portfolio of special advertising methods and individually designed projects in addition to our classic advertising services. Independent of whether you need product promotions, image brochures, customer magazines or information for your specialised target group.

### Your advantage

#### **Professional expertise, creativity and individuality – concentrated media competence for resounding marketing success**

- We design projects individually according to your needs and implement the concept holistically – in design, image and text – through to production and delivery. You decide the look & feel – we give you the right design, from CI projects to the look of editorials and advertisements. Copywriters and editors put the right contents in the right tone.
- Take advantage of our concentrated expertise: specialised editors, copywriters and designers working for you. But you will have only one contact person who looks after everything and is always there for you.

#### **Your one-stop shop**

- Design to match your ideas
- Complete editorial contacts agreed with you
- Design to suit your standards
- Paper, other material, format and print according to your instructions
- Inserts or supplements in magazines
- Delivery and distribution

#### **Multi-faceted**

No matter which special advertising method you want to use – we make it happen. From posters to magazines to direct mailing campaigns – ask us for a tailor-made offer!

#### **Our portfolio**

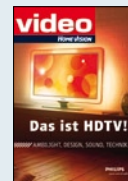
- Image brochures
- Trade and customer magazines as an excellent channel tool
- Supplements, loose and fixed inserts
- Promotions and advertorials
- Advertisements
- Direct mailing campaigns
- Online concepts
- Cross media strategies
- Posters
- Product sheets
- Catalogues
- Sales cooperation
- Product placement
- Event specials
- and much more ...



**Customer magazines**  
An unbeatable channel tool to address your customers in a sophisticated and radically new manner.

### Editorial supplements and booklets

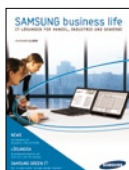
Convince your customers with information and utility value. Editorial brochures edited by specialised authors persuade your customers in a very special way.



**Sales cooperation**  
With your own special production you can offer your target group a bonus of information and benefits – sold in newsagents!

### New sales methods for your software

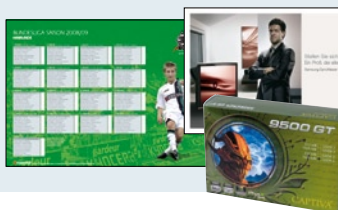
We can take your software to a new PoS – to newsagents and catalogues of large direct marketing companies.



**Product brochures**  
Whether product data sheets, brochures or catalogues – we create all marketing and sales documentation to the highest standards for text, image and print.

### Direct mailings

Whether a one-off campaign or regular distribution: we design, create and handle direct mailings professionally and individually for you.



**Posters**  
Whether for distribution, special activities or advertising space – posters are the most eye-catching way of attracting attention.

### Your contact partner

Ms Anja Deininger  
Head of Editorial & Creation, Corporate Publishing & Media Services  
phone: +49 (0)8121/95-11 23  
adeininger@wekanet.de

## TESTfactory Stuttgart

The *TESTfactory* is internationally regarded as a accredited top institution for comparative evaluation of appliances and components from the fields of entertainment electronics, in-car hi-fi, telecommunications, photography, lenses and information technology.

Test procedures based on the latest scientific findings and statutory requirements, modern lab equipment and constant training of the lab engineers ensure accurate, reproducible results that are recognised industry wide. The *TESTfactory* is thus one of the leading test laboratories for comparative product tests in Europe. The *TESTfactory*'s high standard of competence and facilities has been confirmed by accreditation to DIN EN 45001 and DIN EN ISO 9001 in 1998.

It is thus the only test lab operated by a magazine publisher anywhere in the world that satisfies these high quality demands. Since 2009, the *TESTfactory* has been certified and accredited to the new ISO 9001:2008 and DIN EN ISO/IEC 17025:2005 standards.



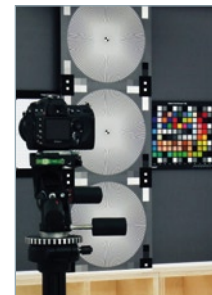
## Test lab Poing

The test laboratory in Poing is one of the top test institutions for IT and home entertainment products in Germany and also enjoys an excellent reputation internationally. In order to achieve the high quality demanded by editorial teams and clients, specialist reporters work hand in hand with the lab team, using ultra-modern equipment. Only in this way can the editorial teams ensure due consideration is given to the soft facts. The necessary hard facts are provided by a unique array of test apparatus and standardised test procedures in a precisely defined test environment. This guarantees relevant, reproducible and meaningful test results, enabling an objective assessment. All test procedures are designed to be relevant to real-world use and drawn up in collaboration with very highly renowned development and quality assurance laboratories. The lab has been providing advice and assistance for many years both to businesses and state administrative offices, be it in relation to system development or quality assurance of externally commissioned production jobs or bought-in components.



## Image Engineering Dietmar Wüller

Image Engineering is a world-renowned independent institute for image quality testing. For over ten years – coinciding with the appearance of the first consumer digital cameras – Image Engineering has been measuring the image quality of digital image recording devices based on internationally recognised standards. As the standards continue to be developed, Image Engineering is chairing the German industry 'DIN' standards group for digital photography and collaborating with multiple international groups on industry norms. Through the use and enhancement of the existing norms, analysis techniques are always up to date and/or set forward-looking standards. Image Engineering continues to produce hardware and software for image quality analysis and markets this around the globe. The methods used by Image Engineering are employed, for instance, in the fields of photography, surveillance, automotive design, machine vision and mobile telephony. Image Engineering Dietmar Wüller analyses the following products for WEKA MEDIA PUBLISHING: compact digital cameras, digital SLR cameras and lenses.



## The labs' test repertoire

### Entertainment electronics

- Audio & video products • HiFi components • Portable audio and video devices
- Accessories, e.g. standard and rechargeable batteries, remote controls and cable

### In-car HiFi

- In-car receivers and power amps • Loudspeakers and sub-woofers • Navigation devices • Hands-free kits and other accessories

### Telecommunications

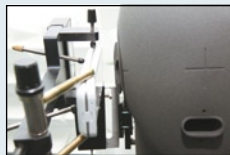
- Telephones – fixed line and cordless (ISDN/DECT) • Mobile devices for D-Netz (GSM 900), E-Netz (GSM 1800), PCS (GSM 1900) and UMTS • Bluetooth and WLAN components

### Digital photography

- Digital SLRs • Compact cameras • Lenses • Photo printers • Accessories, e.g. memory cards, cases and rucksacks

### Computer equipment

- PCs and notebooks • Mains adapters, housing and UPSs • Graphics cards, audio and video editing cards • Memory, hard drives and optical drives
- Printers, multi-function devices and scanners • And lots more!



## Our services

- Top quality **product comparison tests**
- Testing of electrical **safety and suitability for use**
- **Performance and operational tests**
- **Support** in the development and production of end-user devices
- Testing and production of **operating instructions** in accordance with DIN EN 62079
- Development of **analysis procedures**
- Production of **expert reports and specification documents**
- Issue of **quality logos** in conjunction with the editorial teams

## “Tested” seal – confirmed quality

An editorial team's test verdict is highly cherished, as consumers base their purchase decisions on it. As a manufacturer, however, you cannot influence which product a publication tests. The *TESTfactory* has therefore developed a range of quality seals in collaboration with the editorial teams, for which manufacturers can order tests as and when required. A product's quality is thus confirmed by an independent lab, the *TESTfactory*, and the editorial team.

If a product fulfils the test criteria defined by our expert team, it is awarded a certificate – a seal of quality, which can be used in marketing communications and advertisements. Examples of the new “Tested” seals include the *TESTfactory/connect-DECT* “tested” seal and *TESTfactory/autohifi* “Quality product” logo.



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**bank data** HypoVereinsbank, München • SWIFT: HYVEDEMMXXX • IBAN: DE 81 7002 0270 0035 7049 65

**terms of payment** Payments are due 14 days after billing date without deduction. 2% discount for payments within 8 days of billing date. VAT No.: DE814112256 • Tax ID: 102/181/58515

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## General Business Terms for Advertisements and Advertising

Updated: June 2008

### 1. Opening clause: scope of these terms

#### a) Scope of application

For all business relationships between WEKA MEDIA PUBLISHING GmbH (ourselves) and the Advertisers (you), only the following general business terms are valid excluding general business terms of the advertisers which might vary. When the contract is first signed, it is agreed that these terms also are valid for all following business agreements – even those that are concluded verbally, in particular over the telephone.

#### b) Terminology

Advertisements refer to releases by an advertiser or other advertisers in the magazines of a publisher, in the supplements in the magazines published by the publishing company, the switch to online-advertising on the publisher's websites including advertising banners, pop-ups, special interest and keyword placements.

An advertising order is a contract for the publication of one or more advertisements.

An conclusion is a contract for the publication of a number of advertisements including the discount offered to advertisers according to the price list, whereby each publication complies with the processing request of the client.

### 2. Conclusion of contract: method of agreement

The advertising order becomes valid with our acceptance of your offer. The acceptance will be sent in written form (letter, fax, email) or through the set-up of the advertisement. Rates shall apply according to the lists published in the media data, including discount scales, as agreed.

A collective discount for corporate group businesses is guaranteed by us when written proof of corporate status is provided. The guarantee of corporate discounts always requires our express written consent. The corporate discount ends retroactively from the termination of membership in the corporate group; we must be informed immediately of this. Companies belonging to corporate groups who are eligible for such a discount are companies between which capital participation is at least 50%.

Agreed or conceded reductions for the set-up of multiple advertising mediums, or at the conclusion of basic agreements, only apply when the amount and time frame are complied with. In the case of non-compliance, we have the right to recalculate the reduction proportionally to the difference between the guaranteed and the actual decrease of the corresponding discount.

In the case of changes, new price lists in the case of price decreases will apply immediately, even for continuing contracts; in the case of price increases, the new prices will be applied one month after notification, as agreed. Insofar as the remuneration for online advertising is calculated on a CPM (cost per thousand page impressions) basis, we will inform you upon request about the number of ad impressions, ad clicks, as well as about the ad click rate (relationship of ad clicks to ad impressions) of the web pages on which your online advertisement is placed, or insofar as the remuneration is calculated on a pay-per-click basis, about the number of actual clicks.

We reserve the right to refuse advertisements – also individual processing requests – if

- they contravene any laws or official regulations or
- their content has been objected to by the German advertising council in a complaint process or
- the publication is unsuitable for the publisher because of the content, the design, origin or technical form.

Supplement orders are only binding after the provision of a sample of the supplement when it is endorsed by ourselves. We refuse supplement orders particularly when

- the supplement gives the reader the impression that it is a part of the magazine, either through its format or through its presentation
- the supplement contains external advertisements.

Advertisements which contain advertising for a third party (group advertising) require our previous written acceptance in each individual case. We have the right, in this case, to apply an additional group charge.

We will inform you immediately of any rejection of an advertisement or any other advertising medium.

### 3. Advertising agents/agencies

Offers from advertising agencies only lead to a contract between the client and ourselves when the client is named and the right for the advertising agencies or agent to deliver the offer is provided in written form.

The advertising agent and the advertising agencies are obliged to adhere to our price list in their offers, contracts and settlements with the advertiser.

The commission fee owed to the advertising agent or agency cannot be wholly or partially transferred to the client.

### 4. Third party rights

You guarantee that you have all of the required rights to the advertisement and that you transfer to us the required rights for the reproduction and publication for the set-up of the advertisement.

You alone are responsible for the content and the legal legitimacy of the text and image documents which have been made available for the advertisement, as well as for the delivered advertising medium. This also applies to the required agreements with GEMA and other copyright organisations or copyright holders in the case of audio or video linked advertising.

If, however, we are made liable by a third party for the infringement of rights in regard to your advertisement, you will indemnify us of any liability and will assume the necessary legal expenses.

### 5. Service provision

#### a) Our obligations:

Our services are subject to timely fulfilment and performance of your obligations and your cooperation.

The usual quality – according to measures indicated in the media data – of the advertisement is agreed upon within the framework of the examples of possibilities you will supply.

There is no claim to the acceptance of advertisements for certain magazine numbers, certain editions, in certain places in the magazines, or for the special placement of online advertising. We reserve the right to choose the set-up of an advertisement or the placement of an online advertisement in a specific space, unless otherwise expressly agreed.

An advertisement or online advertising which is not recognisable as an advertisement due to its editorial production can be made known by us using the word "advertisement" and/or can be placed separately from the editorial content in order to distinguish the advertisement.

We only deliver samples if expressly asked. In this case, we only acknowledge corrections when we are informed of them by the print copy deadline or within the parameters of a specifically agreed upon deadline.

Data carriers that have been given to us will only be sent back if expressly requested.

In the case of keyed advertising, we use great care in storage and timely circulation. If forwarding has been agreed upon, registered mail and express mail on keyed advertising will only be passed on through the normal postal route. If collection has been agreed upon, we will keep the arrivals for four weeks. Mail that is not collected in this time will be destroyed.

#### b) Your obligations:

In forwarding multiple data that belongs together, it is your responsibility to ensure that this data is sent or saved within a common folder. In the case of noticeably unsuitable or damaged print copies or documents, you will be responsible for providing a replacement. In the case of digitally forwarded data, you must ensure that the forwarded data is free from computer viruses. Otherwise we will immediately delete this data and it will not be processed further.

In the case of digitally forwarded lithographs for colour advertisements, you must provide us with a colour proof delivered on paper. Otherwise we will not be responsible for any potential deviations in colour.

Online advertising is valid as accepted within three working days after set-up.

### 6. Service disruptions

If individual or multiple processing requests of a contract conclusion are not fulfilled due to circumstances outside our responsibility, irrespectively of any further statutory obligations, you shall accept responsibility for the deficiency and shall compensate for the difference between the guaranteed and the actual results.

If flaws on the lithographs or advertising materials are not immediately recognisable, but only become clear in the printing process or through the set-up, you are not entitled to any claims in the case of a faulty print or flawed set-up.

If a print of an advertisement or the set-up of the online advertisement is wholly or partially unreadable, incorrect, or incomplete, you will initially have the right to the set-up of a flawless substitute advertisement; this will be supplied according to the scale of the compromised advertisement's purpose. If we should miss a deadline in doing this or if the substitute advertisement is again flawed, you shall have the right to withhold payment.

Besides the infringement of our main service obligations, we are only liable in cases of intent or negligence. In cases of infringement of our main service obligations, our liability for negligence extends to typically predictable damages: in the case of delay, 5% of the order value. We will not assume liability for service disruptions through external forces (industrial action, operational disruptions, etc.).

All claims against us from infringements of contract duties lapse within one year of the legal statute of limitations, insofar as they are not based on an act which is not allowed or on intent.

### 7. Termination: ending

In the case of advertising orders for online-advertising, the following applies:

2 weeks before set-up: you may cancel your order for free.

Less than two weeks before set-up: if a cancellation is still technically possible, 30% of the net order value will be charged.

In the event of a cancellation after the set-up: 50% of the net order value of the remaining time will be charged in addition to the price of the set-up online-advertising time.

### 8. Cession/settlement

The cession of the claims from the advertising order or contract conclusion requires our previous written consent.

The settlement can only be justified by valid or recognised counterclaims. A right to retain can only go into effect if the counter-claim is based on the same contract procedure.

### 9. Place of jurisdiction/applicable law: resolution of disputes

It is not our intention to enter into disputes with you and we assume that this is reciprocal. However, if a dispute cannot be avoided, the place of jurisdiction, insofar as you are not a consumer, is Munich. The applicable law is that of the Federal Republic of Germany together with the UN Consumer Rights (CISG).

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## WEKA MEDIA PUBLISHING GmbH – the technical publishers

Get to know our comprehensive offer and utilise our well-established publications with wide coverage and benefit from combining publications!

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