

## ROYAL FLUSH THE GERMAN POKER MAGAZINE

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

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## MediaFacts

<b>Published</b>	6 x per year
<b>Regular price</b>	€ 3.99
<b>Ad rate 1/1 page 4-c</b>	€ 7,900

### Publisher's statement

With 25,200 copies sold, Royal Flush – The German Poker Magazine is the best-selling single-title magazine in this field in Europe. Since October 2009, Royal Flush has also been appearing in the Czech Republic and Slovakia.

• Other sales via online shop / co-promotions (e.g. casinos, etc.)	10,400 copies
• Kiosk sales	4,200 copies
• Subscribers	10,600 copies

## Reader structure potential

### I play cards frequently with willingness to take risks

Total	1,593,000
Age: 20 up to 39 years	577,000
Phase of life: young singles respectively young DINKs (couples without children)	751,000
Education: A-levels/high school diploma, degree from university	967,000
Household net earnings: 2,000 Euro or more	977,000
Financial scope: 500 Euro and more at disposal	355,000
Socio-economic status: upper circle (step 1+2)	372,000
Orientation: innovators and trendsetter, respectively early adopter	1,172,000



You will find the online offer of WEKA MEDIA PUBLISHING GmbH at [www.magnus.de](http://www.magnus.de)  
 Welcome to the future – experience technology and entertainment in a radically new dimension!

## Reader structure

**amateur • advanced • experts**

Poker – the new number one popular sport!

Poker Without doubt, Poker presently booms successful on all fronts and shows one of the most glorious topical careers that ever happened to a game (or sports) within the last years. Whether the television broadcasts of the important tournaments or the Poker Night with the famous German TV entertainer Stefan Raab – the audience score is enormous – nearly across all age groups. However, Poker is far more than only a card game – it reflects complete lifestyle. This is right up to a whole life planning that has the game in focus. Addressed are both, those people who watch with interest the boom and consider Poker as fascinating sport and the young fans who long to get in-deep information on game and gamblers and who embody a large size of the television audience at TV events. But also the professional players who take part in tournaments themselves and thereal gamblers who know the scene and who regard poker as essential part of their life. Predominantly male readers, between 18 and 39 years old. High personal and socio-economic status. Players, conscious in trend and style who consider poker as a status symbol.

## Editorial concept

**poker tournaments & events • players • tips • news • strategies**

Royal Flush deals with strategies, tournaments, players and all that goes with it. And, of course, the awareness of life that is connected with the game. High-class paper, sophisticated, dimensioned design and a decisive appealing layout will invite to read and dwell on the magazine. This is supported by effective eye-catchers and articles in stylish layout. Regular serials (e.g. player portraits) will guarantee a high recognition effect as well as a strong reader loyalty. Poker, of course, is focused as central topic. Royal Flush explains the facts and essentials for beginners and amateurs but also provides important information from the scene for passionate and professional gamblers. There's more to it than that! Reports on the "faces" and "names" who make up the fascination of poker are part of the magazine. In addition to many highlights and reports from the big tournaments the magazine will contain a lot of lifestyle themes.

## Content

**news • game • entertainment • trends • people**

### Game and Poker

- Trends & Talks – news (reading material, numerous news on the topic poker in the movies/on TV, rumours, scandals, facts)
- Player's Guide: rules, professionals tips, mathematical approach, probability calculation, methods and strategies, poker and law
- Big tournaments – reports
- Online Poker – what is available and what one may do?
- Pro's corner with extensive ways of posing a problem

### People

- Personality – portraits of poker players: the distinction of the true professional
- Interviews with famous players
- Pro's show and explain their tricks – if artistry with chips or how to rumble quickly the opponent

### Entertainment

- Blockbuster on Poker – the best DVD tips
- Entertainment news – books and novelties on the topic gambling, tips on the perfect background music-CDs for gambling, audio books etc.
- Software – Poker courseware etc.

### Around the World

- Capitols and megacities: presentation of the big casinos in Germany and abroad. Incl. travel and cultural information from South America, Eastern Europe, China (Macau)

## Royal Flush ad rates and formats 2010

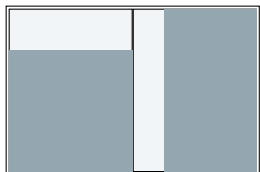
### Price list No. 3 dated 01.01.2010



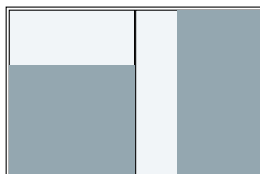
1/1 page  
 Type area W 185 x H 250 mm  
 Trim size\* W 210 x H 280 mm



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



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



2/3 page horizontal  
 Type area W 185 x H 165 mm  
 Trim size\* W 210 x H 180 mm

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

Editorial section

b/w, 2-c, 3-c, 4-c

€ 7,900

€ 15,800

€ 6,028

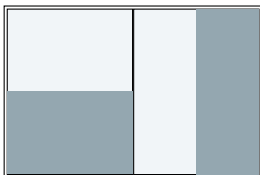
€ 5,348

U2 € 9,000

U3 € 8,500

U4 € 9,800

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



1/2 page horizontal

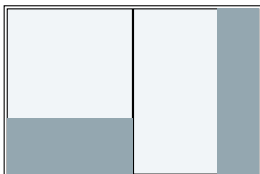
Type area W 185 × H 123 mm

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

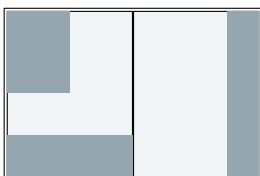
Type area W 185 × H 81 mm

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

€ 4,157

€ 2,807

€ 2,139

\*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. Other formats on request.

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

## Advertising specials

For even more creativity and cost efficiency we provide interesting ad packages and ad specials. All prices are quoted without VAT and net/net without further discounts.



### Basic package "Early Position"

1 ad page            1/1 4-c  
1 promotion page   1/1 4-c

€ 10,900 net/net



### Basic package PLUS "Set"

1 ad page            1/1 4-c  
2 promotion pages   1/1 4-c

€ 12,900 net/net



### Premium package "Full House"

1 ad page            1/1 4-c  
3 promotion pages   1/1 4-c

€ 14,900 net/net

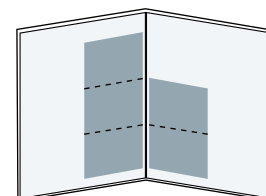
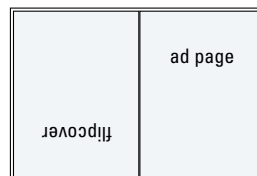
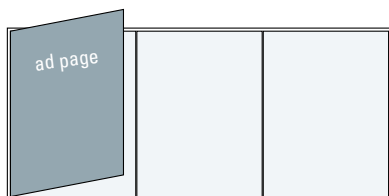


### High-end package "Royal Flush"

1 ad page            1/1 4-c  
4 promotion pages   1/1 4-c

€ 16,900 net/net

Additional ad specials like banderole, cover gatefold, flip cover, response tools and many other specials on request.



## Deadlines

Edition	Initial sale date	Ad deadline	Copy/artwork delivery deadline	Events
02/10	12.02.2010	20.01.2010	25.01.2010	
03/10	09.04.2010	15.03.2010	18.03.2010	26.03. - 28.03.2010 IPEX – International Poker Exhibition Cologne
04/10	11.06.2010	17.05.2010	20.05.2010	
05/10	13.08.2010	21.07.2010	26.07.2010	July/August WSOP – World Series of Poker Las Vegas
06/10	15.10.2010	22.09.2010	27.09.2010	
01/11	10.12.2010	17.11.2010	22.11.2010	

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

<b>Delivery dates for CD/DVD, contact cards, special inserts</b>	2 working days after copy/artwork closing date Printed materials need to be delivered heading in the same direction.
<b>Delivery address</b>	on request
<b>Print run, coverage</b>	50,000 issues, 96 pages content + 4 pages cover
<b>Printing process, processing</b>	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.
<b>Paper</b>	57 g LWC glossy
<b>Trimmed format</b>	(= magazine format) 210 mm wide × 280 mm high Minimum trim: 4 mm on all open sides
<b>Copy/artwork and digital data transmission</b>	Please send us your digital data on data carrier, via e-mail or FTP. Please request the exact specifications and other details from your contact person. File names must be assigned as shown in the following example: Advertising customer_RF_edition (example: 888_RF_01_10)
<b>Your contact partner for copy/artwork and digital data transmission</b>	WEKA MEDIA PUBLISHING GmbH Ms Astrid Brück Gruber Strasse 46a D-85586 Poing phone: +49 (0)8121/95-14 71 fax: +49 (0)8121/95-16 90 abrueck@wekanet.de

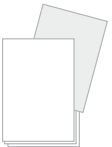
## Special editions

Whether editorial promotion sections, prize awards for test winners, 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

**Inserts**



not discountable

min.  
W 105 × H 148 mm

max.  
W 190 × H 270 mm

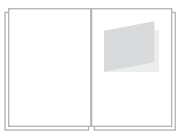
**Sample in triplicate to the publishers**

€ 105 ‰ up to 25 g weight (plus postage or shipping). € 5.50 for each additional 5 g begun. Partial inserts € 125.00 ‰. 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

**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 € 40 ‰ (plus postage or shipping). Only together 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.

**Supplement**



not discountable

min.  
W 105 × H 148 mm

max. brochure format  
W 210 × H 280 mm

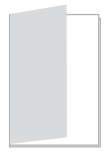
2 pages	€ 70 ‰
4 pages	€ 90 ‰
up to 8 pages	€ 120 ‰
up to 12 pages	€ 140 ‰
up to 16 pages	€ 150 ‰

Larger volumes on request

**Sample in triplicate to the publishers**

Bleed pages must have a trim of 4 mm. Supplements must be folded and delivered with trim and have a milled edge of 3 mm. Supplements generally 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.

**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.

## 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 you 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 compliant projects to editorials or advertisement look. 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 customised 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**  
Persuade your customers with information and utility value. Editorial brochures edited by specialised authors persuade your customers in a very special way.



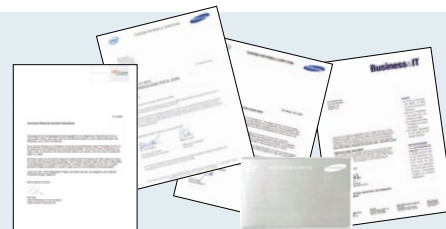
**Sales cooperation**  
With your own special production you can offer your target group a bonus of information and benefits – sold in newsagents!

**New sales methods for your software**  
We bring 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

**magnus.de** – Technology. Trends. Entertainment.

The technology network for lovers of technology and lifestyle

magnus.de unites the four major topics photography, home entertainment, computers and mobile communications. magnus.de is an independent internet portal for the magazines PC Magazin, PCgo, Internet Magazin, Video-HomeVision and special interest magazines such as fotolife, linuxlife, mobilelife or Royal Flush. Furthermore, magnus.de is a large marketing network for the media brands connect, COLORFOTO, AUDIO, autohifi and stereoplay. Technology and lifestyle-oriented users meet here to search daily for product and company news, in-depth and independent test reports, the best entertainment and practical tips from all aspects of digital life.

Over 388,000 Unique User (AGOF internet facts 2009-II, Basis: Unique User per month) utilise the concentrated knowledge provided by our independent editors at magnus.de. The daily and monthly newsletters (daily magnus.de newsletter, download, surf tip, home entertainment, Windows, Office, SAT+CABLE) guarantee over 2 million gross contacts\* per month. Use this open and active customer circle with a high percentage of opinion makers for a targeted effect in the environment of current news and editorial expertise.

We will be happy to assist you with any questions on incorporation of your online campaign, joint cooperation or exclusive integration of your offers:

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

You can find information, formats and rates at [www.magnus.de/media/onlinewerbung](http://www.magnus.de/media/onlinewerbung)  
Delivery address for online advertising material: [werbemittel@magnus.de](mailto:werbemittel@magnus.de)

\*Newsletter subscriptions, accumulated range per month, status September 2009

Online IVW 09/2009  
[www.magnus.de](http://www.magnus.de)  
Pls 6.476.514  
Visits 2.020.866



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



## Information medium CD/DVD booklet

Our CD and DVD booklets are an integral part of our editorial concept. Many editorial topics are continued, developed and supplemented here. Acceptance and utilisation of the high-class articles is extremely high. Readers use the contents of the data carriers, particularly the film and software highlights – almost 100%. The data carriers are saved and remain in use, more than magazines.

This is the ideal platform to reach your customers. And CDs and DVDs offer numerous possibilities:

### Top 1: Intro

When the DVD starts we play your clip or your flash animation. Up to 20 seconds in length.

**Price:** € 2,000



### Top 2: Main menu advertising

Your product will be displayed in the line of sight of customers in the DVD main menu when the DVD is started. In the main menu particularly you will attract the most attention with banners or skyscrapers.

**Price:** Advertising with an internet link: € 2,000  
Advertising when an application is started or software is installed: € 3,000



### Top 3: Software marketing

We can bring your demo version or try and buy versions directly to your customers. Attractive offers can turn readers into customers by installing directly via the GUI.

**Price:** € 3,000 up to 300 MByte,  
€ 500 for each additional 100 MByte



### Top 4: Permanent presence

You can become a part of the CD/DVD basic content with your software or services, e.g. with an antivirus software offered on a monthly basis. Or for regular customer generation for your online portal (online games etc.)

**Price:** on request



Advertising on CDs and DVDs is always individual. We will work with you to develop intelligent and efficient cross-media and lead-generation strategies, combined with an online presence in our new added value portal [www.magnus.de](http://www.magnus.de). We can be creative for you, just contact us.

### Advertising management

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

### Advertising concepts and technical questions

Mr Arnd Wängler, Product Manager CD/DVD  
phone: +49 (0)8121/95-11 50  
awaengler@wekanet.de

## 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. Furthermore, WEKA MEDIAPUBLISHING GmbH invests each year in numerous studies commissioned by WEKA itself, such as our large brand and advert recognition studies IT-MARKEN and AV-MARKEN.

Representative copy tests are conducted exclusively for advertising customers. Individual, utility-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

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



### Copy test

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 PC Magazin readers have selected their favourites as "product of the year". Use our 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



## 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.



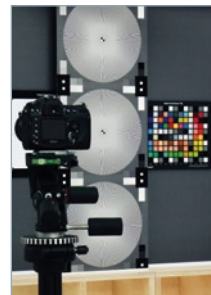
## Test lab Poing

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

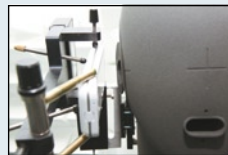
- Telephones – fixed line and cordless (ISDN/DECT) • Mobile devices for D-Netz (GSM 900), E-Netz (GSM 1800), PCS (GSM 1900) and UMTS • Bluetooth and WLAN components

### 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.



## Your contact partner

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## Publisher

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**managing directors** Mr Alan Markovic • Mr Wolfgang Materna • Mr Werner Mützel • Mr Stephan Quinkertz

**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

## International representatives

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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).

# Your one-stop shop for competence & service – the four pillars of the publisher's portfolio

## Information technology



Hard edged IT know-how



Combine publications –

save 20%!



We make technology simple



Know-how for web professionals



Facts for Decision-makers



## Entertainment electronics



The technical dimension of HiFi



The magazine for HiFi, Surround, High-End, Music



The basic medium for entertainment at home



6 x per year – the purchasing and practical guide for mobile media

## Telecommunications/mobile



Europe's largest magazine for telecommunications



4 x per year – the ultimate guide for navigation, infotainment, HiFi and mobiles in your car

## Digital photography



The professional's magazine for digital photography



2 x per year – the great ColorFoto purchasing guide and the great ColorFoto travel guide

In our programme you will also find



The German Poker magazine

Technology. Trends. Entertainment.



The great technology network for everyone interested in technical equipment and lifestyle

## 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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