Use LANline for your market communication.

Your advantages:

- a credible environment
- high reach
- high utility value for your target groups

IT - Network - Datacenter

LANline has been established in the industry for 30 years and is the renowned trade journal for computer networks, IT infrastructure, and data and telecommunications systems. The focus is on data center infrastructure and IT and OT cabling, among other things, which is also an indispensable basis for the new 5G networking.

Other important aspects of the vendor-independent and objective reporting are IT security and technical IT management in all its facets. Readers can find their information about the industry and technology in the monthly print edition, in the e-paper, daily updates online, in weekly e-mail newsletters, and in all important social media channels.

The LANline portfolio also includes specialist conferences such as the Tech Forums for the cabling environment and for the complete data center infrastructure, as well as virtual theme days and top-class web seminars.

Target group:

The reader community includes system administrators, IT managers, network and data center managers, cabling specialists, general managers, CIOs, CTOs, security managers, TC specialists and network service providers.

„With LANline, you reach directly decision-makers from user companies in a high-quality editorial environment!“

Total distributed circulation: 34,745
(source: IVW, quarter 01-02/2022)

„Totally cross-media - lanline.de informs your target groups around the clock!“

16,934 visits and 27,351 page views on a monthly average (August 2021 to July 2022) according to IVW-Online.

The live stage for your core competence!

Meet decision-makers from user companies in a wide range of industries and expand your partner network.

- LANline Tech Forums
- LANline Workshops
Circulation / distribution

Trade journal circulation and dissemination analysis

Total distribution - LANline

<table>
<thead>
<tr>
<th>Total circulation*</th>
<th>=</th>
<th>circulation Print</th>
<th>+</th>
<th>circulation digital (e-paper)</th>
</tr>
</thead>
<tbody>
<tr>
<td>34,745</td>
<td></td>
<td>14,565</td>
<td></td>
<td>20,181</td>
</tr>
</tbody>
</table>

*** source: IVW, quarter 01-02/2022

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the lanline.de website.

Purchase prices

Annual subscription print:
- domestic: 107.60 €, thereof 78.20 € issue, 29.40 € shipping
- foreign: 117.80 €, thereof 78.20 € issue, 39.60 € shipping
  (incl. the current VAT, incl. shipping costs)

Single issue print: 10.00 €
  (incl. the current VAT, plus 3.00 Euro shipping costs)

Annual subscription digital e-paper (domestic/foreign): 46.00 €
  (incl. the current VAT, without shipping costs)

  (incl. the current VAT, without shipping costs)
High profile target group

Company size

How many employees does your company or authority have?

- 1 - 9: 14%
- 10 - 49: 17%
- 50 - 99: 28%
- 100 - 499: 25%
- 500 and more: 15%
- no specification: 1%

Industry

In which industry does your company operate?

- ICT consulting firms: 31%
- VAR, system house, ICT specialist trade: 24%
- industrial / consumer goods: 29%
- network operator / service provider: 19%
- trade / Banks / Insurances: 20%
- authorities / public institutions / office: 16%
- science / Education: 16%
- manufacturer ICT infrastructure: 10%
- transport / Logistics / Traffic: 9%
- others: 10%

Position

What is your position in your company?

- managing director, CEO: 16%
- chief information officer: 29%
- chief financial officer: 3%
- ICT officer: 71%
- chief technical officer: 8%
- System administrator: 23%
- others: 3%

Source: Recipient file evaluation LANline (as of November 2020); Basis: regular recipients of LANline
High profile target group

Reading frequency

How often do you read LANline?

- Regularly: 61.8%
- Occasionally: 25.5%
- Rarely: 4%
- No specification: 8.7%

Number of readers

How many people read the print edition besides you?

- I read the print edition alone: 24.0%
- 1 - 2 persons: 20.7%
- 3 - 5 persons: 9.1%
- More than 5 persons: 5.5%
- I only read online/digital: 30.6%
- No specification: 10.2%

Assessment contents

How do you rate the content of LANline?
(Survey criteria: 1 = strongly agree, 2 = strongly agree ... 5 = does not apply at all. Top Two: strongly agree / agree)

- Technical: 92.7%
- Informative: 93.2%
- Manufacturer-neutral: 61.0%
- Useful for practice: 81.8%
- Helpful for purchase decisions: 56.8%

Source: Online user survey lanline.de, August 2020, number of cases n = 214
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing date</th>
<th>Ad closing date</th>
<th>Deadline print materials</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 05, 23</td>
<td>Dec 16, 22</td>
<td>Dec 20, 22</td>
<td>Cabling systems and components, copper and fiber optic technology, connectors, category 6/7/8/8.1/8.2, 10GBASE, 25GBASE, 40GBASE, 100GBASE, 400GBASE, single pair ethernet, ST, patch panel, cable management, racks, cable testers, cabling service providers. Datacenter management energy efficiency, datacenter planning and operation, datacenter standardization, management of power supply, cooling and air conditioning, UPSs, infrastructure management, free cooling, chillers, transformers, datacenter security, PDUs. Market overview: fiber optic cables and connectors.</td>
</tr>
<tr>
<td>2</td>
<td>Feb 02, 23</td>
<td>Jan 16, 23</td>
<td>Jan 18, 23</td>
<td>Security monitoring, security management, threat detection, threat prevention, incident response, malware, ransomware, social engineering, risk management, privacy, data protection, zero trust, SASE. Measurement and monitoring security efficiency, datacenter planning and operation, datacenter standardization, management of power supply, cooling and air conditioning, UPSs, infrastructure management, free cooling, chillers, transformers, datacenter security, PDUs. Market overview: monitoring tools.</td>
</tr>
<tr>
<td>3</td>
<td>Mar 02, 23</td>
<td>Feb 13, 23</td>
<td>Feb 15, 23</td>
<td>Future of work environmentally friendly work, remote work, digital workplace, mobility, mobile computing, workspace management, endpoint management, desktop as a service, cloud services, online collaboration. Wireless technology building security, access control, ad-hoc, free cooling, heat recovery. Market overview: wireless technology.</td>
</tr>
<tr>
<td>4</td>
<td>Apr 06, 23</td>
<td>Mar 20, 23</td>
<td>Mar 23, 23</td>
<td>Industry 4.0 and IoT industrial 4.0, IoT security, smart factory, M2M communication, industrial switches, IoT gateways, wireless technology, fieldbus systems, sensors, industrial edge. Datacenter infrastructure and operation power supply, enterprise data centers, DCIM, datacenter centers, racks, cabinet systems, datacenter planning and construction, UPSs, air conditioning, KVM, fire protection, building security, access control, ad-hoc, free cooling, heat recovery. Market overview: UPS suppliers.</td>
</tr>
<tr>
<td>5</td>
<td>May 04, 23</td>
<td>Apr 14, 23</td>
<td>Apr 18, 23</td>
<td>Cabling systems and components, copper and fiber optic technology, connectors, category 6/7/8/8.1/8.2, 10GBASE, 25GBASE, 40GBASE, 100GBASE, 400GBASE, single pair ethernet, patch panel, cable management, racks, cable testers, cabling service providers. Datacenter infrastructure and operation power supply, enterprise data centers, DCIM, datacenter centers, racks, cabinet systems, datacenter planning and construction, UPSs, air conditioning, KVM, fire protection, building security, access control, ad-hoc, free cooling, heat recovery. Market overview: datacenter cooling supplier.</td>
</tr>
<tr>
<td>6</td>
<td>Jun 01, 23</td>
<td>May 13, 23</td>
<td>May 15, 23</td>
<td>Datacenter networking and high availability high availability, network resources, network virtualization, datacenter switching, failover, UPS, backup data centers, identity and access management, DCIM, facility management. Datacenter networking and high availability high availability, network resources, network virtualization, datacenter switching, failover, UPS, backup data centers, identity and access management, DCIM, facility management. Market overview: video surveillance.</td>
</tr>
<tr>
<td>7</td>
<td>Jul 06, 23</td>
<td>Jun 19, 23</td>
<td>Jun 21, 23</td>
<td>Special data center and cabling data center construction, data center operation, cooling, air conditioning, power supply, UPS, data center planning, data center security, green IT, data center services, racks, server cabinets, edge computing, colocaiton, housing, copper and fiber optic cabling, single pair ethernet, connectors, MTTR/MTBD, standardization, measurement, monitoring, PoE. Market overview: connectors for category 7/8/8.1/8.2</td>
</tr>
<tr>
<td>8</td>
<td>Aug 03, 23</td>
<td>Jul 17, 23</td>
<td>Jul 29, 23</td>
<td>Hybrid and multi-cloud networking hybrid cloud, public cloud, private cloud, software defined storage (SDS), software defined network (SDN), software defined infrastructure (SDI), SASE, containerization, cloud management, cloud security, energy efficient cloud environments. Backup and archiving backup as a service, backup software/appliances, disaster recovery, cloud backup, replication, snapshots, information lifecycle management, long-term archival, tiered storage, removable media, tape libraries. Market overview: backup solutions.</td>
</tr>
<tr>
<td>9</td>
<td>Sep 01, 23</td>
<td>Aug 14, 22</td>
<td>Aug 17, 23</td>
<td>Server, storage, containerization datacenter switching, converged systems, hyperconverged infrastructure (HCI), software defined storage (SDS), software defined network (SDN), software defined datacenter (SDDC), server virtualization, big data, Kubernetes, Docker. Digital workspace environment friendly work, remote work, virtual desktop/VDI, workspace management, unified communications and collaboration (UC&amp;C), mobility, mobile printing, video conferencing, smart office. Market overview: workspace management.</td>
</tr>
<tr>
<td>10</td>
<td>Oct 05, 23</td>
<td>Sep 15, 23</td>
<td>Sep 19, 23</td>
<td>Security cloud security, security as a service, security monitoring, security management, threat detection, threat mitigation, incident response, malware, ransomware, social engineering, risk management, SASE. Smart building and building networking energy efficiency, home automation, IoT, smart home, smart office, remote work, facility management, access control and security systems, IP video surveillance, PoE, M2M, smart metering. Market overview: data center sensor technology.</td>
</tr>
<tr>
<td>11</td>
<td>Nov 02, 23</td>
<td>Oct 13, 23</td>
<td>Oct 17, 23</td>
<td>Cabling in IT and industry cabling systems and components, copper and fiber optics, IoT, Industry 4.0, gateways, media converters, connectors, single pair ethernet, standardization, parallel optics, WDM, category 6/7/8/8.1/8.2, 10GBASE, 25GBASE, 40GBASE, 100GBASE, 400GBASE, 100BASE, 400BASE, single pair ethernet, patch panel, cable management, racks, cable testers, cabling service providers. Physical data center security access control, physical security, high availability, video surveillance, UPSs, fire prevention, channlers, alarming, remote control, backup RS, DCIM, cooling and air conditioning, monitoring software, sensors. Market overview: alarm and fire detection systems.</td>
</tr>
<tr>
<td>12</td>
<td>Dec 01, 23</td>
<td>Nov 14, 23</td>
<td>Nov 16, 23</td>
<td>The energy efficient data center cooling, air conditioning, waste heat recovery, certification, EN 50601, IEC/IEEE 22377-5X, power supply, PDUs, UPS, data center planning, data center services, colocaiton, housing, heat recovery. The energy efficient data center cooling, air conditioning, waste heat recovery, certification, EN 50601, IEC/IEEE 22377-5X, power supply, PDUs, UPS, data center planning, data center services, colocaiton, housing, heat recovery. Market overview: intelligent PDUs.</td>
</tr>
</tbody>
</table>
Ad formats

Size specifications width x height

Double page spread across gutter

420 x 297 mm*

1 1/2 pages across gutter

315 x 297 mm*
310 x 260 mm

2 x 1/2 pages across gutter

420 x 150 mm*
414 x 130 mm

1/1 page

210 x 297 mm*
188 x 270 mm

2/3 page horizontal

210 x 210 mm*
188 x 185 mm

2/3 page vertical

135 x 297 mm*
124 x 270 mm

junior page

151 x 205 mm*
140 x 180 mm

1/2 page horizontal

210 x 150 mm*
188 x 125 mm

1/2 page vertical

103 x 297 mm*
92 x 270 mm

1/3 page horizontal

210 x 105 mm*
188 x 80 mm

1/3 page vertical

71 x 297 mm*
60 x 270 mm

1/4 page horizontal

55 x 297 mm*
44 x 270 mm

1/4 page vertical

210 x 82 mm*
188 x 57 mm

* trimmed format
Bleed 3 mm on the open sides
Ad prices

Advertising rates and formats
Ad prices valid from Jan 01, 2023

<table>
<thead>
<tr>
<th>format</th>
<th>basic price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 9,990.-</td>
</tr>
<tr>
<td>1/1 page advertorial (4,000 characters + image + logo)</td>
<td>€ 9,990.-</td>
</tr>
<tr>
<td>9/16 page / junior page</td>
<td>€ 5,990.-</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 5,490.-</td>
</tr>
<tr>
<td>1/2 page advertorial (2,000 characters + image + logo)</td>
<td>€ 5,490.-</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 3,990.-</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 2,990.-</td>
</tr>
<tr>
<td>cover page + 1 advertorial</td>
<td>€ 14,990.-</td>
</tr>
<tr>
<td>cover pages: U2/U3/U4 each</td>
<td>€ 10,990.-</td>
</tr>
<tr>
<td>cover flap</td>
<td>on request</td>
</tr>
</tbody>
</table>

Discounts
For purchase within 12 months (insertion year)

<table>
<thead>
<tr>
<th>frequency discount</th>
<th>volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 3 ads</td>
<td>from 3 pages</td>
</tr>
<tr>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>from 6 ads</td>
<td>from 6 pages</td>
</tr>
<tr>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>from 9 ads</td>
<td>from 9 pages</td>
</tr>
<tr>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>from 12 ads</td>
<td>from 12 pages</td>
</tr>
<tr>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>from 18 ads</td>
<td>from 15 pages</td>
</tr>
<tr>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>from 24 ads</td>
<td>from 18 pages</td>
</tr>
<tr>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>from 36 ads</td>
<td>from 24 pages</td>
</tr>
<tr>
<td>22%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Loose inserts

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g per 1,000 pieces</td>
<td>€ 290.-</td>
</tr>
<tr>
<td>up to 50 g per 1,000 pieces</td>
<td>€ 329.-</td>
</tr>
<tr>
<td>up to 75 g per 1,000 pieces</td>
<td>€ 372.-</td>
</tr>
<tr>
<td>(incl. postal charges)</td>
<td></td>
</tr>
</tbody>
</table>

Bound inserts

<table>
<thead>
<tr>
<th>Variants</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pages per 1,000 pieces</td>
<td>€ 279.-</td>
</tr>
<tr>
<td>6 pages per 1,000 pieces</td>
<td>€ 322.-</td>
</tr>
<tr>
<td>8 pages per 1,000 pieces</td>
<td>€ 362.-</td>
</tr>
<tr>
<td>12 pages per 1,000 pieces</td>
<td>€ 392.-</td>
</tr>
</tbody>
</table>

Ad with attached postcard

Minimum format: 1/1 page
74.- € 0/00 Adhesive costs incl. postage
(machine bonding, manual on request)

Additional charges

<table>
<thead>
<tr>
<th>Placement</th>
<th>We charge a surcharge of 10 % of the basic price (but at least € 160) on requested placements confirmed by the publisher.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>prices are for Euroscale, surcharge for special colours on request</td>
</tr>
<tr>
<td>Format</td>
<td>Surcharges for bleed and gutter printing are not levied</td>
</tr>
</tbody>
</table>

Terms of payment

Payment within 21 days without deduction.

Bank details: HypoVereinsbank, München
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX
VAT ID no. DE 811 190 616
Special ads formats

Cover page + 1/1 page ad or advertorial

**Cover page format:** W 187 mm x H 185 mm
+ 1/1 page advertorial: 4,000 characters (incl. spaces)
+ 1 to 2 images + optionally 1 logo

**Price:** € 14,990.-

Banderole

This form of advertising offers exclusive placement on the front page.

**Format:** W 624 mm x H 100 mm

**Price:** € 15,990.-

Cover flap

High visibility on the front page.

**Format front:** W 105 mm x H 234 mm
**Format inside:** W 105 mm x H 297 mm

**Price:** € 13,990.-

Middle flap

**Format:** W 155 mm x H 297 mm x 4

**Price:** € 12,990.-

All formats are available on request. Other special advertising formats are possible. Ask your LANline media experts.
The IT Service Guide is a rubricated shopping guide for products and services. Different categories are possible such as:

- services / consulting
- IT management
- data center
- IT Security
- communication
- network components
- storage
- cabling

**Price**

999.- € for at least 10 issues (= annual price) per categories entry

When booking 2 categories: 10 % combination discount

From 3 entries: 20 % combination discount

**Deadlines**

**Entry dates per start of quarter**

- 1st quarter: issue 1, advertising deadline: December 16, 2022
- 2nd quarter: issue 4, advertising deadline: March 20, 2023
- 3rd quarter: issue 7, advertising deadline: June 19, 2023
- 4th quarter: issue 10, advertising deadline: September 15, 2023

**Number of characters**

Max. 750 characters incl. spaces + company logo

Ad examples:
### Technical specifications

Place all picture elements (including logos, QR codes) 5 mm from the outer edge. Files preferably as unseparated individual pages in PDF format V1.3 or V1.4. Please request our reproduction and proofing instructions from **the following contact persons:**

- Stefan Buchner, Disposition, phone +49 89 25556-1481
- Sandra Wegner, Disposition, phone +49 89 25556-1490

**DISPO.lanline@wekanet.de**

#### File name

File names should be given as in the example:

**Customer name_lanline_issue** (example: Mustermann_lanline_1_23)

**Proof:** must be delivered in 4c based on the standard

**Content proofs:** "PSO_LWC_Improved_eci.icc" for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.

Small tonal value deviations are respectively within the tolerance range of the web offset printing.

**Black tone surfaces** are to be underlined with 40% raster in cyan.

**FTP access:** on request

### Loose inserts, bound inserts, tip-on ads, CDs

#### Loose inserts

<table>
<thead>
<tr>
<th>Loose inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum sizes</strong></td>
</tr>
<tr>
<td><strong>Maximum sizes</strong></td>
</tr>
<tr>
<td><strong>Minimum weight</strong></td>
</tr>
<tr>
<td><strong>Maximum weight</strong></td>
</tr>
<tr>
<td><strong>Positioning</strong></td>
</tr>
</tbody>
</table>

**Loose inserts must be delivered as trimmed and folded end products and be suitable for machine processing. Insertion options: all copies, or for specific zip-code areas**

#### Bound inserts

<table>
<thead>
<tr>
<th>Bound inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Extent</strong></td>
</tr>
<tr>
<td><strong>Minimum size</strong></td>
</tr>
<tr>
<td><strong>Maximum size</strong></td>
</tr>
<tr>
<td><strong>Trimmed pages</strong></td>
</tr>
<tr>
<td><strong>Minimum weight</strong></td>
</tr>
<tr>
<td><strong>Placement</strong></td>
</tr>
</tbody>
</table>

**Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.**

#### Tip-ons

Folded products must be closed towards the gutter and be suitable for machine processing. Positioning options are available on request. Insertion options: all copies, or for specific zip-code areas.

#### CDs

Positioning on request

### Delivery date and delivery address

Please ask your contact person.

Vogel Druck und Medienservice GmbH, Warenannahme, Leibnizstraße 5, 97204 Höchberg

**Delivery note:** loose/bound insert CUSTOMER, for LANline – issue xy/2023
Ad formats website

1 Large-/Leaderboard
€ 200.- / 1,000 Ad Impressions
(970 x 90 pixels / 728 x 90 pixels, 150-300 KB)

2 Billboard
€ 295.- / 1,000 Ad Impressions
(970 x 250 resp. 800 x 250 pixels, 150-300 KB)

3 Wide Skyscraper (sticky)
€ 200.- / 1,000 Ad Impressions
(160 x 600 pixels, 40-80 KB)

4 / 5 Halfpage Ad
€ 220.- / 1,000 Ad Impressions
(300 x 600 pixels, 150 KB)

6 Medium Rectangle
€ 205.- / 1,000 Ad Impressions
(300 x 250 pixels, 40-80 KB)

7 Native Ad, Pos. 1+2
€ 350.- / 1,000 Ad Impressions
headline: max. 25 characters
teaser text: max. 90 characters
image sizes: 300 x 225 or 300 x 169 pixels
logo (optional): 75 x 25 pixels (3:1)

8 Content Super Banner, Pos. 1+2
€ 350.- / 1,000 Ad Impressions
(640 x 250 pixels, 150 KB)

9 Video Ad
€ 205.- / 1,000 Ad Impressions
file format: MP4
file size: at least 1,280 x 720, Bitrate: 1,500 kBit/s, max. 30 MB
Recommended display duration: max. 15 - 30 sec.

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes
Data correspond to recommended file size, max. 1 MB possible
Special ads & ad formats mobile

Special formats

Wallpaper 1
€ 310.- / 1,000 Ad Impressions
Leaderboard (728 x 90 pixels)
+ Wide Skyscraper (160 x 600 pixels), 80 KB

Wallpaper 2
€ 350.- / 1,000 Ad Impressions
Large Leaderboard (970 x 90 pixels)
+ Halfpage Ad (300 x 600 pixels), 150 KB

Fireplace
€ 450.- / 1,000 Ad Impressions
Top (990 x 90 pixels), 150 KB
+ Wide Skyscraper left / right (160 x 600 pixels), 80 KB

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes
Data correspond to recommended file size, max. 1 MB possible

Mobile banner overview

Top position
Mobile Banner (6:1) 320 x 50 px
Mobile Banner (4:1) 320 x 75 px
Mobile Banner (alternative) 320 x 100 px
recommended: 80 KB

Mobile (InContent)
Mobile Content (6:1) 320 x 50 px
Mobile Content (4:1) 320 x 75 px
Mobile Content (alternative) 320 x 100 px
Mobile Rectangle 300 x 250 px
Mobile Interstitial 320 x 480 px
Mobile Halfpage Ad 300 x 600 px
recommended: 80-150 KB

Mobile Parallax
300 x 600 pixels, recommended: 150 KB

Due to different pixel density of the devices, all banner formats can also be requested in double size. Prices on request.
Lieber Herr Mustermann,


Jörg Schreiper
Chefredakteur LANline

Lieber Herr Mustermann,


Jörg Schreiper
Chefredakteur LANline

Der Newsletter von lanline.de informiert Ihre Kunden über die wichtigsten Trends und Entwicklungen in der ICT-Branche. Every week, lanline.de informs your customers via newsletter - even faster, more up-to-date and more targeted. More than 20,100 ICT decision-makers receive customized news, product reports and technical articles.

The Newsletter is the ideal advertising medium for product presentations and event information.

Every week, lanline.de informs your customers via newsletter - even faster, more up-to-date and more targeted. More than 20,100 ICT decision-makers receive customized news, product reports and technical articles.

The Newsletter is the ideal advertising medium for product presentations and event information.

1 Status from: 08/2021

Leaderboard

630 x 90 pixels, max. 200 KB
Leaderboard in the e-Paper newsletter: € 1,490.–

Billboard

630 x 200 pixels, max. 200 KB

Small Rectangle

291 x 156 pixels, max. 200 KB
An image to be supplied by the customer as desired (Logo or logo with textual content)

Native Ad without logo

visualization like article
headline + image + text and ad URL (max. 1 link)
image: 225 x 127 pixels, max. 200 KB
headline: max. 40 characters, text: max. 300 characters each incl. spaces

Text Ad with logo

visualization like article
headline + image + text + logo and ad URL (max. 1 link)
image: 225 x 127 pixels, max. 200 KB, Logo: 150 x 50 pixels
headline: max. 40 characters, text: max. 300 characters each incl. spaces

Video ad (on request)

YouTube/Vimeo URL for integration.

File format:
Image with text: PNG
Image without text: JPG or GIF (GIF only without animation)
Prices per mailing

All newsletter advertising forms are optimized for mobile devices.
Customized newsletter

Target group specific: customized newsletter

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the ready technical infrastructure as well as the current recipient data, we efficiently place your desired advertising message.

Advantages

- high reader/user loyalty
- effective emotionalization
- clear cost structure
- maintained database
- transparent reporting

Customized newsletter

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the ready technical infrastructure as well as the current recipient data, we efficiently place your desired advertising message.

Advantages

- high reader/user loyalty
- effective emotionalization
- clear cost structure
- maintained database
- transparent reporting

Technical specifications

Creation by WEKA FACHMEDIEN

- subject line: max. 150 characters incl. spaces
- logo: 150 x 50 px
- max. 3 images:
  - variant A: 1 header image 630 x 200 px + 2 more á 270 x 200 px
  - variant B: 3 x 270 x 200 px
- text: max. 2,000 characters without spaces
- links: max. 5
- optional video ad: YouTube/Vimeo URL for integration

Delivery of finished HTML mailing

- width: 630 Pixel
- default fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: do not use CC strings within the HTML, send the CSS strings in a separate file
- maximum file size: max. 300 KB per image; max. 2 MB per newsletter
- font size: not smaller than 10 pt
- do not use forms
- use tables for layout
- image formats: jpg, gif, png

Data delivery: no later than the 5th working day, 12 noon before dispatch day. Send to DISPO.lanline@wekanet.de

Basic price: € 1,490.-
+ per thousand recipients: € 270.- (no discounts each)
  plus € 149.- handling costs for selection, min. 1,000 recipients
Lead generation with web seminars

Convey specific know-how to your customers and involve them actively and live in the action. Your audience can ask you questions via chat. Underline the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation.

Price: € 6,990.- (no discounts)
Companies from the ICT sector present themselves in the suppliers’ compass on lanline.de.

By booking a premium entry, you ensure that your customers find you even better! Take advantage of the many possibilities on lanline.de: from a comprehensive company profile including pictures and videos to the presentation of current company events and trade fair appearances. The exclusive ranking system also ensures premium customers one of the top places in the product search.

Advantages for premium suppliers

- display of a notice box with further articles about your company next to every editorial article that mentions your company name
- display of your company logo and contact details next to every editorial article that contains a keyword booked by you
- the editorial content about your company/product published on lanline.de is also displayed in the premium entry
- reference to your premium entry also in our newsletter and on the website
- increased visibility in the product search in the supplier compass through logo insertion
- upgrading of the premium entry by date entries, pictures, videos, whitepapers, detailed company portraits or job offers
- Only as a premium provider you have the possibility to book keywords (e.g. data center, it security, cabling, etc.). If this keyword is mentioned in an editorial article, we will place a reference to your premium entry and company logo in the info box on the right.

Customers can find the right provider here!
You should not be missing out on this: secure your premium entry in the supplier compass of lanline.de
www.lanline.de/anbieterkompass/

Total price: € 2,990 / 12 months (no discounts)
One keyword for free! (max. 36,000 insertions)
Price per additional keyword: € 990.- / 12 months
With up to 10 events per year in Germany and Austria, LANline Events stands for professional and service-oriented events in different areas of information technology.

• valuable and highly topical knowledge from the fields of „cabling - datacenter - IT infrastructure“ in the shortest time possible
• highest quality due to the involvement of the LANline editorial team
• networking platform for insiders in an exclusive setting
• renowned speakers are proven industry experts in product development and standardization
• focus on valuable practical benefits

Sponsorship offers - demand-oriented and tailor-made

Event sponsorship combines brand presence and your company’s image with the opportunity to generate a large number of qualified leads - all in the form of an integrated and cost-effective sponsorship package. Take advantage of the opportunity to make valuable contacts during the events! Inform decision-makers from medium-sized and large companies about the advantages of your products and services! The various sponsorship packages have been developed to give you maximum brand and product exposure.

LANline Workshops

The LANline workshops are designed by recognized experts from the field and cover important topics relating to IP-based networks and IT infrastructure. They are therefore aimed at practitioners who want to implement what they have learned immediately but also at planners/investors who have responsibility for product and technology selection or operation.

LANline Workshops 2023

• tenders for IT infrastructure
• certification course
• WLAN
• EMC, potential equalization and grounding in the environment of IT supply networks
• future-oriented cabling concepts
• fiber optic transmission technology
• workshops on new EN standards

Contact

Project management LANline Events
Katrin Scheinig
Mail: kscheinig@weka-fachmedien.de
Phone: +49 89 25556-1062

All event info at: www.lanline.de/events
The LANline Tech Forum, with its main focus on infrastructure/cabling and data centers, brings specialists and managers up to date with the latest know-how - independently, highly informative and particularly practical. The LANline Tech Forum offers practice-oriented technical presentations and discussions, followed by an exciting product and service show and plenty of time for networking within the industry.

The LANline Tech Forum brings together experts, industry insiders and users at eye level. The focus is on:

- high-quality and vendor-neutral technical presentations
- solution-oriented insights into current developments
- accompanying trade exhibition

In addition, there will be enough time for networking within the industry community with high-caliber representatives of the manufacturers as well as with colleagues from planning, implementation and operation of the cabling infrastructure.

**Events 2023**

- **Munich:** February 14 - 15, 2023
- **Berlin:** March 29 - 30, 2023
- **Stuttgart:** June 13, 2023
- **Hanau:** July 13, 2023
- **Hamburg:** September 07, 2023
- **Cologne:** September 26 - 27, 2023
- **Vienna:** November 07, 2023

**Contact**

Eric Weis  
Sales Director  
Phone +49 89 25556-1390  
E-Mail: eweis@weka-fachmedien.de
Customized events

For more than 20 years, WEKA FACHMEDIEN has been organizing, in close cooperation with the responsible editorial staff, around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year.

LANline’s customized events focus on topics such as networks, data center infrastructure, cabling and IT security in all its facets. Depending on the customer’s wishes, our services are available in modules or as an “all-round carefree package” (full-service concept) tailored precisely to your needs of your company.

If required, we can handle the entire event for you - as a face-to-face event or virtually: trade fairs, conferences & web seminars.

Our services

- development of ideas and conception of events
- acquisition of speakers, keynote speakers, exhibitors and sponsors
- moderation by an editor
- layout and printing of brochures and program flyers
- layout of advertisements and online advertising services
- creation of media plan
- creation and maintenance of event websites
- video shooting on site
- participant acquisition, management and handling
- location scouting, catering, technology
- creation of supporting program and conference documents
- budget planning, control
- evaluation, documentation and follow-up

Advantages virtual events

- promotion of the virtual event on all channels of our trade media
- accessibility - globally 24/7
- optimal target group approach
- plenty of space for your product presentations, videos, image galleries, documents
- numerous interaction options: live chat, video calls, interactive surveys, web seminars
- qualified lead generation: you receive all contact data of booth visitors/participants after approval of DSGVO

Trade fairs

- your virtual booth is open 24/7 during the fair
- individual design (based on our templates)
- the visitor finds all information in one place
- on request: speaker slot with your technical presentation in our virtual conference hall
- statistics and reporting of stand visitors

Conferences

- speaker slot with your web seminar on the virtual stage (45 minutes + Q&A)
- your virtual showroom: showcase innovations in a live stream - attendees can join this and you interact via chat, Q&A, polls/polls and handouts
- your own company page with company profile, contact person and contact form, and the ability for attendees to schedule arrange video calls
- logo presence in partner directory
- networking features: Through match-making and speed dating you get in direct contact with the participants

Web-seminars

Via the web seminars, you actively and live involve your customers in a specific topic, whereby your audience can ask intermediate questions via chat. Underline your know-how with a dynamic and interactive presentation and convince customers of the benefits of your products and the competence of your company. ➔ details see page 17

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Read test - 5 stars plus for your product

The LANline reader test offers you the perfect content marketing tool to reach your target group interactively and subsequently convince new customers with a credible seal of approval. An independent jury from the LANline readership evaluates your product, while the LANline team provides editorial support for the reader test on all LANline channels.

Media service print

- editorial test call in LANline
- editorial interim report in LANline
- editorial final report & awarding the test seal in LANline
- glossy print document with your reader test
  (1,000 copies)

Media service digital

- test call and final report also on LANline.de
- test call and final report on LANline’s social media channels
- advertising and reports via the LANline newsletter

Watch the video

use the credible LANline test seal for all your market communication

€ 19,900.- Euro (no discounts)
STUDIES
The editorial teams of our media brands use their in-depth expertise to develop question concepts on the most important focus topics of the moment. By means of a targeted application strategy, we ensure that the study not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality. You benefit from comprehensive communication: we pick up the results in our editorial reporting, develop a high-quality paper based on the study, which also includes your content, and make this and the most important facts available to companies, the media and, of course, for your PR and marketing measures.

Implementation:
- study by the editorial staff of the ICT network with a neutral topic (for example: cyber security)
- questions created by ICT editorial staff
- creation, hosting and evaluation by editorial staff
- number of cases: N = 150 (minimum)
- paper (digital) with editorial content, editorial evaluations and analyses

Sponsorship packages:

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>company profile in paper (digital)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>logo placement in all advertising activities</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>provision of the study results</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>provision of the paper for marketing purposes (accessibility via registration required)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>question(s) in the study</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>statements in paper (digital)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>interview in paper (digital)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

14,990 € 9,990 € 4,990 €

EXCLUSIVE SURVEYS
Do you want to address individual questions to a selected target group and obtain insights into your strategy, market developments and technical trends? Design your exclusive survey together with us and benefit from our renowned communication channels. We will be happy to support you with conception, creation, application and evaluation.

Option 1: surveys

Implementation:
- survey consisting of up to 10 questions
- delivery of the questions by the customer
- creation and hosting by WEKA
- number of cases: N = 30 (minimum)
- duration: approx. 2 weeks
- reporting: survey reporting in Excel format

Advertising activities:
- one customized newsletter and native ad in the newsletter and on the website
- prize draw to generate participants

Price: 9,990.- Euro

Option 2: survey with consulting/evaluation

Implementation:
- survey consisting of up to 15 questions
- delivery of the questions by the customer, on request with content consulting by WEKA Consulting
- creation and hosting by WEKA
- number of cases: N = 50 (minimum)
- duration: approx. 4 weeks
- reporting: creation of a paper (digital) based on the survey results (management summary, graphics, etc.)

Advertising activities:
- one customized newsletter and native ad in the newsletter and on the website
- prize draw to generate participants

Price: 14,990.- Euro

Cyber Security
“Is safe still safe enough?”
THE TESTLAB
Over 20 years of testing expertise – From experts for experts

We test your products and document their quality metrologically and with database support. On request, we can prepare further expert reports, such as a usability test or a competitive benchmark.

Our product check is particularly exciting: you will receive a valuable certificate including a detailed laboratory report if your product has met at least 66% of the laboratory criteria.

**YOUR ADVANTAGES**

- decades of market knowledge
- modern test architecture and measurement technology
- unique test procedures
- product database supported competitive analysis

**Hard, transparent and fair testing:**
Use the expertise and quality of our Testlab to learn everything about your product.

**Usability check/FFU**
You want to bring a new product to the market but you are unsure how it will be received by the customer. Ask Testlab for a usability check/fitness for use test.

**Product check**
Your product is one of a kind and you like to prove it: The Testlab product check provides the end user orientation in a more and more non-transparent supply of accessories. Obtaining the Testlab certificate is to be assessed as a quality characteristic.

**Product test**
You want to know all about your product before going to market. Then a product test covers usability check, product check and all relevant technical measurements for you.

**Product competition analysis**
Is your product ready to succeed? We will find the answer: We author an objective ranking of your product in comparison to the market competition based on customer needs, including an estimation of the market chance based on the technical parameters. We use a complex and extensive database that covers all products relevant to the market, some of them with more than 400 KPIs. Our facilities enable the objective rating of all technically relevant parameters.

www.connect-testlab.com
Direct link program - Your direct link for more sales

The direct link program directs our readers / your customers, through keywords defined by you, directly and without detours to your website. The interaction of professional content and innovative technology guarantees you a high ROI.

eample keyword Cloud / example company Fujitsu

Advantages

• direct linking to your homepage or online store
• prominent placement in editorial content
• high attention and click probability

Link to your own company/brand:
• per month: 990.- Euro (no discounts)
• per year: 9,990.- Euro (no discounts)

Link to a keywords:
• per month: from 990.- Euro (no discounts)
Customized services

We are your 360° media partner, who can support your company and your products in a variety of ways to help them succeed in the market.

**B2Impact:**
Content creation with 360° communication

**YOUR ADVANTAGES:**
- Content creation for all channels
- Customized publishing
- Full service
- Social media campaigns
- Partner for corporate communications and agencies

**WEKA EVENTS:**
Face-to-Face and virtual events

**YOUR ADVANTAGES:**
- Over 25 years of experience in the event sector
- Innovative and targeted conception with realisation of live and virtual events at the highest level
- A well-rehearsed team as your all-in-one partner

**WEKA ONLINE CAMPUS:**
Web seminars, advanced training

**YOUR ADVANTAGES:**
- Perfect for customer retention and new customer acquisition
- Interactive content marketing tool with lead guarantee
- Increasing corporate awareness through cross-media advertising
- Effective knowledge transfer for your customers

**WEKA CONSULTING:**
Studies, surveys, consulting

**YOUR ADVANTAGES:**
- Individual surveys, market analyses and studies - tailored to your company
- Technical experts analyse customer needs and the strengths of your products

**WEKA TESTLAB:**
Independent test laboratory

**YOUR ADVANTAGES:**
- Independent laboratory for smarthome, ICT and electronics
- Publisher’s own measuring station for high-frequency measurements in the field of mobile telephony
- Unique method for objective measurement of WLAN connections
- Elaborate measurement of cameras, lenses and smartphone cameras
- Black space for measurements of TV sets
- Consulting by recognised experts
- Decoupled from the editorial offices (neutral and objective)
B2Impact

B2Impact - what does that mean?

You expect from your marketing: impact and result. You get from B2Impact: only that. To achieve your communication goals, we always choose the most direct route. This path can lead via content marketing strategies, creative services such as events, or via targeted print and online campaigns. Because what works is what’s right.

Story services

Producing relevant, useful content is a must for B2B companies today. Because content has become the central criterion for business success. As a unit of a publishing house that publishes print and digital trade media for the electronics, automation, communications, medical, logistics, automotive, construction & buildings, and industrial sectors, we know the content needs of a B2B audience that expects texts to provide value and orientation. Producing good stories for thematic niches is our job - and your added value when you commission us to create high-impact stories. That’s because we combine the in-house expertise of our editors and experts at WEKA FACHMEDIEN to create your content.

And most importantly, we also optimize your existing content so that it performs better.

Content campaigns

Content marketing turns your marketing itself into a product. To ensure that your content is also consumed and thus creates impact with your customers, it must be embedded in a holistic content marketing strategy. Whether cover stories, online advertorials, editorials from defined topic worlds, customized newsletters, reader tests, employer and company profiles, success stories or social media posts.

We design integrated print and digital campaigns, using the entire spectrum of formats from text to image galleries to video in a targeted and resource-efficient way, seamlessly fitting the campaign into your marketing strategy and playing out the content either in our print and online media or on your content hub.

Event marketing

Arousing positive emotions and transferring them to your company is best achieved with live marketing. As organizers of more than 50 trade congresses and conferences per year, we know how to select and inspire the right target groups for your B2B event. With our expertise and experience in packaging even very cutting-edge topics in exciting event formats and creating a coherent experience for your target group, from the choice of location to the speakers, we ensure experiences with results. Not only live, but also in virtual formats.

Cross-industry media planning

Benefit from our numerous media brands in the form of cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.

Corporate publishing

For us, your content is king! From research to graphics, proofreading to handling printing, we’ll be happy to take care of all the steps up to publication for you. You decide whether your magazine will appear in the look and feel of our media brands and will also be distributed via our print and online distribution channels. As an e-paper, on the website and in the relevant newsletters. Or we can design your own company-specific layout and you decide on the distribution and communication channels.

Video and audio content

Moving images are becoming an increasingly important part of any communication mix in our world. That’s why we’ve built a video team that creates video & audio solutions that perfectly showcase your message and hold the attention of viewers and listeners - from event videos to cinematic case studies or the explainer video that is so effective, especially for complex services and products.

Translations

Professional translations are becoming more and more important with increasing internationalization. Have your documents such as marketing materials, operating instructions, or data sheets translated by our service providers, using the correct technical terminology.
Terms and Conditions

General terms and conditions for advertisements and advertising of WEKA FACHMEDIEN GmbH

(August 2022)

1. An „order“ in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements in an advertisement agency or in an advertising network of the publisher, for the purpose of distribution, and to the placement of online advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party inserts in the magazines brought out by the publisher, i.e., they will cover banners, pop-ups, special interest and keyword placements.

2. Deviations, supplementing or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is, unless the publisher expressly agrees to them.

3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of any alteration, at the latest one month in advance.

4. The order will be concluded with the acceptance of the client's order by the publisher. Such acceptance may be in writing or by e-mail.

5. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency as the ordering party and the issue of an order to the advertising agency verified in writing.

6. Advertising brokers and advertising agencies are duty bound to abide by the price list of the publisher in their particular contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher is free to insert an advertisement in a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column within the frame for express advertisements.

8. Placement of online advertising will be made as reasonably suit fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The client bears the sole right to change the data of appearance of online advertising for technical or other comprehensible reasons.

9. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.

10. Cancellation fee online: Cancellation two weeks before the commencement of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs:

- 60% of the net value of the order for cancellation less than two weeks before the commencement of insertion;
- 50% of the net value of the order for cancellation within one week of the commencement of insertion, - for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed. Cancellation terms print: Cancellation is possible free of charge until the ad closing date.

11. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.

12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval.

13. The client is responsible for the proper delivery of proper or punctual delivery of materials required for online advertising. In the case of digital ready to print copy the client underakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.

14. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client. The publisher is free to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column within the frame for express advertisements.

15. In cases where a number of related files are sent, the client will ensure that these data are sent and saved in a common directory (folder).

16. Errors in transmission and/or content errors in advertisements can only be reliably processed with a color proof supplied on paper. Differences in color are unavoidable without a color proof, but are no entitlement to a price reduction. In every case a printout is to be sent by fax to the print shop to be able to check factual correctness of the client's instruction for printed connection. Only correct color adjustment ensures correct color implementation within the usual tolerances.

17. Before a digital transmission of artwork the client is responsible for ensuring that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims. The publisher also reserves the right to claim for damages of the client should the publisher suffer damages as a result of such computer viruses or any other defects affixed by the client.

18. If artwork is transmitted to the publisher digitally by a data medium, it will only be returned on special request to the client.

19. In case of an unusable or damaged ready to print copy and/or advertising material will be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready to print copy and/or of producing ordered advertising material and of substantial alterations to originally agreed versions is to be borne by the client. If non-compliance with the latter is the case because of the technical quality of the ready to print copy and/or advertising material will be borne by the client. Should any deficiencies in the ready to print copy and/or advertising material be not immediately discernible but only become so in the process of placement and/or upon insertion, the client is not entitled to take any claims for an inadequate impression and/or poor insertion.

20. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect they indemnify the publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.

21. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client hereby grants the publisher the right to place any alteration or supplement to the advertising material at the discretion of the Federal and Telecommunications Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the advertising material at the disposal of the publisher, the client also affirms to pass the responsibility for the compliance with the German Telemedia Act (TMG) and/or of the Interstar Broadcasting Treaty (RSTV) and the German Data Protection Act to the publisher.

22. In the event of wholly or partly Roglobus, incorrect or incomplete impression of an advertisement, the client may claim revision of a faulty substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allocate a reasonable term for such revisions to pass by or if the substitute advertisement is again not free of faults, the client may claim a reduction of (payment) (abatement) or cancellation of the order (redhibitory action).

23. In the case of insufficiencies in the advertising in writing within these weekdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

24. In order to make payment the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

25. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be liable for financial losses especially in terms of consequential damages, unpredictable or physical and economic losses and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act for personal injury to life, body or health according to statutory provisions.

26. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origination of such claims, that is unless they are founded on claims of deliberate negligence.

27. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the proof and ensures that any further advertisements.

28. All legal code of the Federal Republic of Germany shall be applicable under exclusion of the United residence in the Federal Republic of Germany.

29. The same shall apply as in much as the client, upon filing an action, possesses an office or a habitual place of residence in the Federal Republic of Germany.

30. That also applies to alterations to this clause.

31. All claims for payment of any kind are due at the time of delivery of the ready to print copy. The publisher reserves the right to pass on the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

32. Upon default of payment or granting of a respite, interest of 8% above the prime lending rate will be charged. Any further advertisements in the case of online advertising are subject to STGB, 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining order. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and payment of any outstanding invoice, regardless of any originally agreed time for payment, before publishing any further advertisements.

33. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertisement, the publisher may charge a fee for printing, cutouts, proof pages or complete proof numbers will be supplied. If a proof can no longer be obtained, it is replaced by legibly binding certification from the publisher of the publication and distribution of the advertisement.

34. In the case of box number supplements the publisher applies due diligence in safekeeping and forwarding the offers. Registered letters and express letters in response to box number advertisements are only forwarded by regular mail. Receipts from box number advertisements are kept for four weeks. Letters that are not collected during this time are destroyed.

35. If a joint claim is denied for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claiming such a joint claim. Joint claims for affiliated enterprises are subject in every case to express written confirmation by the publisher. Termination of the affiliation of an enterprise is to be reported immediately, termination of the affiliation of an enterprise also terminates any joint claim.

36. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockdown, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly withdraw the payment from the contract. The client has no claims to claims for compensation.

37. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to alterations to this clause.

38. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended broad meaning of the term and condition now considered altered.

39. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law, a legal person governed by public law or a special fund under public law. The same shall apply as much as the client is a merchant. In the case of a consumer the publisher also holds jurisdiction in the Federal Republic of Germany.
