



## Media Kit

Advertising Rate List No 41  
Valid from January 2011

[www.hurriyet.de](http://www.hurriyet.de)



3	Title portrait	10	Discounts
4	General publisher specifications	11	Campaign advertisements
5	Circulation and circulation areas	11.1	Campaign advertisements
6	Technical specifications	11.2	Campaign advertisements
7	Audience analysis (Social demographic datas)	12	Inserts, flyers and memo sticker
8	Audience analysis (Social demographic datas)	13	Supplements (Saturday, Seninle and Lezzet inserts)
9	Ad rates	14	General terms and conditions

### 3 Title portrait

#### Since 1965 Hürriyet in Europe.

The Turkish daily newspaper Hürriyet has been in existence since 1965 and is an important component of the European media landscape. It appears seven days a week and reaches the Turkish community in all over Europe with news from home and the region they live and work in.

Democracy and laicism are core values of Hürriyet. Its independent journalism reflects the complete opinions of the Turkish community.

The Turkish culture has been an integral component of the European culture for centuries and Hürriyet supports the full membership of Turkey in the EU. It therefore its supports for the rights of the Turkish community in Europe and encourages their integration.

The newspaper consists of 28-30 pages with around 220 news articles and 120 visuals. It covers economy, politics, sports and culture in Turkish and caters to the needs of the Turkish first, second and the younger third generation in Germany and other parts of Europe.



## 4 General publisher specifications

### Publishing house

Dogan Media Int. GmbH  
An der Brücke 20-22  
D - 64546 Mörfelden-Walldorf  
+49 (0) 6105-32 70  
www.doganmedia.de  
verlag@dogan-media.com

Telephone:

Internet:

E-Mail:

### Printing house

Hürriyet A.Ş.  
Zweigniederlassung Deutschland  
An der Brücke 20-22  
D - 64546 Mörfelden-Walldorf  
+49 (0) 6105-32 70  
www.doganmedia.de  
druckhaus@hurriyet.de

Telephone:

Internet:

E-Mail:

### Advertisement management

Telephone: +49 (0) 6105 / 32 89 00  
/ 32 89 80  
/ 32 89 90  
Fax: +49 (0) 6105 / 32 89 89  
Internet: www.hurriyet.de  
www.doganmedia.de  
E-Mail: anzeige@hurriyet.de

### Continuous text advertisement

Telephone: +49 (0) 6105 / 32 77 40  
/ 32 77 50  
Fax: +49 (0) 6105 / 32 77 55  
Internet: www.hurriyet.de  
E-Mail: kelimesi@hurriyet.de

### Appearance

Daily (Monday to Saturday)

### Deadline

4 workdays prior to appearance

### Cancellation

3 workdays prior to appearance

### Conditions of payment

Within 14 days after date of invoice net without deduction. All prices in the price list do not include value-added tax (VAT).  
Agency commission 15%

### Bank account

Dogan Media Int. GmbH  
HypoVereinsbank Frankfurt  
BLZ: 503 201 91  
Account No.: 322 317 298  
IBAN: DE27 5032 0191 0322 3172 98  
BIC/SWIFT Code: HYVEDEMM430

### Terms and conditions

Advertising orders will be carried out according to terms and conditions of the publishing house (see page 34).

### Relevant subscription fee for Germany

System 6:	Monday to Saturday (six days a week)
3 months	64,- Euro
6 months	129,- Euro
1 year	258,- Euro
System 7:	Monday to Sunday (seven days a week)
3 months	78,- Euro
6 months	155,- Euro
1 year	310,- Euro

### Hürriyet appears in the following 13 countries outside Turkey

Belgium, Denmark, Germany, France, Greece, Great Britain, Italy, Luxembourg, The Netherlands, Austria, Sweden, Switzerland and The USA.

With a level of awareness of 99.6% by Turkish population Hürriyet is still the best known Turkish daily newspaper. 70% of the Turkish population living in Germany (1.07 Million) above 14 years of age have read the daily once already. 36.9% belong to the Total Readers of Hürriyet around 565,000 persons. With a value of 5.6 readers per copy (rpc) the Hürriyet reaches an obvious level compared to German Newspapers (basis: IWV 1/2007, Monday to Saturday).\*

Hürriyet is available in 30,000 shops and 20,000 thereof are located in Germany. The distribution is managed by Axel Springer Verlag Vertriebs GmbH.

Hürriyet is monitored by IWV (Information community for assessment of distribution of advertising medium, registered association). Actual sales figures are demanded by the publishing house or directly [www.iwv.de](http://www.iwv.de).

Prices are valid for Hürriyet prints. Regional or partial bookings possible on request. Due date arrangement. Publishers self promotion can be substituted with regional and/or foreign advertisements on request.

\* media penetration and structural data: GfK media research March 2007

\*\* IWV I/2011 (Monday to Saturday) updated on May 2011

Circulation\*\*:

Total

Print run:

85.739

Sold circulation:

41.634



## 6 Technical specifications

**Printing method:** Rotary Offset  
**Operating system:** Mac OS (to 10.4)  
**Programmes:** QuarkXPress, to Version 7.2 – InDesign CS5 – Photoshop CS5 – Illustrator CS5 – Acrobat 9.3 – Freehand MX

No Office documents such as Word, PowerPoint etc.

**File formats:** PDF  
EPS, JPG or TIFF (in high solution)

### Digital data transmission:

Data for advertisements can be transmitted by CD, ISDN, FTP or e-mail. A text file including information about the subject publication, client, motif, ad format, colour scheme, date of publication, details of the advertiser, name of the contact person and telephone number must be attached to any file transfer.\*

**FTP address:** ftp.hurriyet.de  
**E-Mail:** anzeige@hurriyet.de  
**Screen width:** 40 lines/cm  
**Screen form:** round  
**Dot Gain:** 30%

\*To all 4c coloured adverts we need a colour sample and if possible a colour-proofed final print to guarantee the quality of printing.

1 Column	33 mm
2 Columns	69 mm
3 Columns	105 mm
4 Columns	142 mm
4.5 Columns	160 mm
5 Columns	178 mm
6 Columns	215 mm
7 Columns	251 mm
8 Columns	287 mm
9 Columns	324 mm

The newspaper appears in “Nordic format”

### Type area: 324 mm x 525 mm (width x high)

The advertising department must have a written order including a copy of the complete advertising art work on file prior to the transmission of any printing records and documentation (ISDN and FTP). This written order must indicate the type of transmission to be used for the documentation and specify the name and telephone number of your designated point of contact.

Fax number of advertising department +49 (0) 6105 32 89 89.  
Questions to ISDN transmission of b/w advertisements and colour advertisements please contact +49 (0) 6105 32 89 00, 32 89 80 or 32 89 90.

# 7 Audience analysis\*

(social demographic datas)

Age	Relevant population to age over 14 years Total population over 14 years = 1,530,000	
14-19 years Hürriyet readers (Rpl)**	175,950 Persons 9,869 Persons	11.5 % 4.3 %
20-29 years Hürriyet readers (Rpl)	344,250 Persons 35,114 Persons	22.5 % 15.3 %
30-39 years Hürriyet readers (Rpl)	396,270 Persons 58,752 Persons	25.9 % 25.6 %
40-49 years Hürriyet readers (Rpl)	253,980 Persons 45,671 Persons	16.6 % 19.9 %
50-59 years Hürriyet readers (Rpl)	177,480 Persons 39,474 Persons	11.6 % 17.2 %
60-99 years Hürriyet readers (Rpl)	183,600 Persons 40,851 Persons	12 % 17.8 %

Nationality	Relevant population to age over 14 years Total population over 14 years = 1,530,000	
Turkish Hürriyet readers (Rpl)	1,066,410 Persons 158,126 Persons	69.7 % 68.9 %
German Hürriyet readers (Rpl)	359,550 Persons 43,835 Persons	23.5 % 19.1 %
Dual nationality Hürriyet readers (Rpl)	76,500 Persons 21,803 Persons	5 % 9.5 %
Others Hürriyet readers (Rpl)	26,010 Persons 5,573 Persons	1.7 % 2.5 %

\*interviewing Turkish population by GfK media research  
method: computer-aided-telephone-interview (CATI)  
fieldwork: February 26<sup>th</sup> – March 5<sup>th</sup> 2007  
number of interviewed persons: n=1,504  
representative for 1.53 million Turks 14 years and older in Germany  
\*\* Rpl: Reader per issue

Duration of stay	Relevant population to age over 14 years Total population over 14 years = 1,530,000	
Since birth Hürriyet readers (Rpl)	382,500 Persons 34,196 Persons	25 % 14.9 %
Up to 10 years Hürriyet readers (Rpl)	162,180 Persons 24,327 Persons	10.6 % 10.6 %
11-20 years persons Hürriyet readers (Rpl)	313,650 Persons 37,409 Persons	20.5 % 16.3 %
More than 20 years Hürriyet readers (Rpl)	665,550 Persons 133,110 Persons	43.5 % 58 %
No statement Hürriyet readers (Rpl)	6,120 Persons 459 Persons	0.4 % 0.2 %

Household-net-income	Relevant population to age over 14 years Total population over 14 years = 1,530,000	
under 1.250,- Euro Hürriyet readers (Rpl)	644,130 Persons 81,014 Persons	42.1 % 35.3 %
1.250,- / 2.000,- Euro Hürriyet readers (Rpl)	439,110 Persons 68,391 Persons	28.7 % 29.8 %
over 2.000,- Euro Hürriyet readers (Rpl)	145,350 Persons 29,376 Persons	9.5 % 12.8 %
No statement Hürriyet readers (Rpl)	301,410 Persons 50,720 Persons	19.7 % 22.1 %

Sex	Relevant population to age over 14 years Total population over 14 years = 1,530,000	
men Hürriyet readers (Rpl)	821,610 Persons 160,880 Persons	53.7 % 70.1 %
women Hürriyet readers (Rpl)	708,390 Persons 68,620 Persons	46.3 % 29.9 %

# 8 Audience analysis\*

(social demographic datas)

Profession	Relevant population to age over 14 years Total population over 14 years = 1,530,000	
Full time Hürriyet readers (Rpl)**	561,510 Persons 116,357 Persons	36.7 % 50.7 %
Part time Hürriyet readers (Rpl)	146,880 Persons 22,491 Persons	9.6 % 9.8 %
Apprenticeship Hürriyet readers (Rpl)	42,840 Persons 689 Persons	2.8 % 0.3 %
Student Hürriyet readers (Rpl)	188,190 Persons 13,082 Persons	12.3 % 5.7 %
Homemaker Hürriyet readers (Rpl)	128,520 Persons 6,426 Persons	8.4 % 2.8 %
Retired Hürriyet readers (Rpl)	162,180 Persons 33,507 Persons	10.6 % 14.6 %
Not employed Hürriyet readers (Rpl)	165,240 Persons 12,393 Persons	10.8 % 5.4 %
Unemployed Hürriyet readers (Rpl)	125,460 Persons 24,098 Persons	8.2 % 10.5 %
<b>The importance of newspapers in Turkish language</b> Total population over 14 years = 1,530,000		
Very important	657,900 interviewed persons	43 %
Important	566,100 interviewed persons	37 %
Less important	214,200 interviewed persons	14 %
Not important	91,800 interviewed persons	6 %

\*interviewing Turkish population by GfK media research  
method: computer-aided-telephone-interview (CATI)  
fieldwork: February 26<sup>th</sup> - March 5<sup>th</sup> 2007  
number of interviewed persons: n=1,504  
representative for 1.53 million Turks 14 years and older in Germany

Nielsen areas <sup>(1)</sup>	Relevant population to age over 14 years Total population over 14 years = 1,530,000	
Nielsen I Hürriyet readers (Rpl)	186,000 Persons 29,016 Persons	12.15 % 12.64 %
Nielsen II Hürriyet readers (Rpl)	532,000 Persons 77,140 Persons	34.77 % 33.61 %
Nielsen IIIa Hürriyet readers (Rpl)	206,000 Persons 20,600 Persons	13.46 % 8.97 %
Nielsen IIIb Hürriyet readers (Rpl)	274,000 Persons 34,524 Persons	17.91 % 15.04 %
Nielsen IV Hürriyet readers (Rpl)	216,000 Persons 39,096 Persons	14.12 % 17.04 %
Nielsen V Hürriyet readers (Rpl)	116,000 Persons 29,116 Persons	7.58 % 12.69 %

## Daily read one time within the last 14 days (Total Readers)

36.9% of the Turks living in Germany belong to the Total Readers of Hürriyet  
This corresponds to 565,000 persons.

The majority of the readers are 20 to 49 years, this corresponds to 377,830 persons.

## The awareness of the newspaper

Hürriyet is still the best known daily newspaper within the Turkish population, in Germany. 99.6% of the population over 14 years know it at least by name  
this corresponds to 1,530,000 million persons.

\*\* Rpl = Readers per issue

<sup>(1)</sup> Nielsen I: Bremen, Hamburg,  
Lower Saxony, Schleswig-Holstein  
Nielsen II: NRW  
Nielsen IIIa: Hessen, Rhineland-Palatinate, Saarland  
Nielsen IIIb: Baden-Wuerttemberg  
Nielsen IV: Bayern  
Nielsen V: Berlin

# 9 Ad rates

(Monday to Saturday)

Formats	Width mm	High mm	Total mm	b/w Euro	Euroscale 2c Euro	Special colour Euro	Euroscale 4c Euro
1/1 page	324 mm	525 mm	4,725 mm	8,632.00	11,221.60	12,084.80	13,811.20
1/2 page	324 mm	260 mm	2,340 mm	4,427.00	5,755.10	6,197.80	7,083.20
1/4 page	160 mm	260 mm	1,170 mm	2,270.00	2,951.00	3,178.00	3,632.00
Price of mm	33 mm	1 mm	1 mm	2.00	2.60	2.80	3.20

## Placement surcharge

Back page 35 %

Second page 25 %

Third page 30 %

Europe partition 25 %

Economy partition 20 %

Sport partition 20 %

Word ad. partition 20 %

Prices are valid for Hürriyet prints. Regional or partial bookings possible on request. Due date arrangement. Publishers self promotion can be substituted with regional and/or foreign advertisements on request.



## 10 Discounts\*

Quantity discount rate	Frequency discount rate
2,000 mm – 5 %	3 times – 3 %
4,000 mm – 6 %	6 times – 5 %
6,000 mm – 7 %	9 times – 7 %
8,000 mm – 8 %	12 times – 10 %
10,000 mm – 10 %	18 times – 13 %
15,000 mm – 12 %	24 times – 15 %
20,000 mm – 14 %	36 times – 18 %
25,000 mm – 16 %	52 times – 20 %
30,000 mm – 18 %	
35,000 mm – 20 %	
40,000 mm – 21 %	
45,000 mm – 22 %	
50,000 mm – 23 %	
60,000 mm – 24 %	
80,000 mm – 25 %	

For more than 80,000 mm special arrangements are possible

Just one discount rate usable.  
Valid period is the current year.

\*Applies for single ad placements excluded campaign advertisements.



# 11 Campaign advertisements\*

(Format 1 - 5)\*\*

Format 1	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 1 column x 50 mm	5	281.00	365.30	393.40	449.60
	10	425.00	552.50	595.00	680.00
	20	625.00	812.50	875.00	1,000.00
	30	885.00	1,150.50	1,239.00	1,416.00
Format 2	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 2 columns x 50 mm	5	563.00	731.90	788.20	900.80
	10	850.00	1,105.00	1,190.00	1,360.00
	20	1,250.00	1,625.00	1,750.00	2,000.00
	30	1,770.00	2,301.00	2,478.00	2,832.00
Format 3	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 3 columns x 50 mm	5	844.00	1,097.20	1,181.60	1,350.40
	10	1,275.00	1,657.50	1,785.00	2,040.00
	20	1,874.00	2,436.20	2,623.60	2,998.40
	30	2,655.00	3,451.50	3,717.00	4,248.00
Format 4	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 2 columns x 100 mm	5	1,125.00	1,462.50	1,575.00	1,800.00
	10	1,700.00	2,210.00	2,380.00	2,720.00
	20	2,499.00	3,248.70	3,498.60	3,998.40
	30	3,540.00	4,602.00	4,956.00	5,664.00
Format 5	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 5 columns x 50 mm	5	1,344.00	1,747.20	1,881.60	2,150.40
	10	2,025.00	2,632.50	2,835.00	3,240.00
	20	2,977.00	3,870.10	4,167.80	4,763.20
	30	3,938.00	5,119.40	5,513.20	6,300.80

\* By paying a separation bonus of 25 % you can split each appearance surcharge with one day

\*\* For appearance in the editorial pages 20 % has to be paid additionally for the formats 1-9

Prices are valid for Hürriyet prints. Regional or partial bookings possible on request. Due date arrangement.

Publishers self promotion can be substituted with regional and/or foreign advertisements on request.

# 11.1 Campaign advertisements\*

(Format 6 - 12)\*\*

Format 6	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 3 columns x 100 mm	5	1,613.00	2,096.90	2,258.20	2,580.80
	10	2,430.00	3,159.00	3,402.00	3,888.00
	20	3,572.00	4,643.60	5,000.80	5,715.20
	30	4,725.00	6,142.50	6,615.00	7,560.00
Format 8	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 4 columns x 100 mm	5	2,150.00	2,795.00	3,010.00	3,440.00
	10	3,240.00	4,212.00	4,536.00	5,184.00
	20	4,763.00	6,191.90	6,668.20	7,620.80
	30	6,300.00	8,190.00	8,820.00	10,080.00
Format 9	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 3 columns x 150 mm	5	2,419.00	3,144.70	3,386.60	3,870.40
	10	3,645.00	4,738.50	5,103.00	5,832.00
	20	5,358.00	6,965.40	7,501.20	8,572.80
	30	7,088.00	9,214.40	9,923.20	11,340.80
Format 10	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 5 columns x 100 mm	5	2,563.00	3,331.90	3,588.20	4,100.80
	10	3,850.00	5,005.00	5,390.00	6,160.00
	20	5,660.00	7,358.00	7,924.00	9,056.00
	30	7,500.00	9,750.00	10,500.00	12,000.00
Format 12	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 4 columns x 150 mm	5	3,075.00	3,997.50	4,305.00	4,920.00
	10	4,620.00	6,006.00	6,468.00	7,392.00
	20	6,791.00	8,828.30	9,507.40	10,865.60
	30	9,000.00	11,700.00	12,600.00	14,400.00

\* By paying a separation bonus of 25 % you can split each appearance surcharge with one day

\*\* For appearance in the editorial pages 20 % has to be paid additionally for the formats 1-9

Prices are valid for Hürriyet prints. Regional or partial bookings possible on request. Due date arrangement.

Publishers self promotion can be substituted with regional and/or foreign advertisements on request.

## 11.2 Campaign advertisements\*

(Format 15 - 25)\*\*

Format 15	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 3 columns x 250 mm	5	3,844.00	4,997.20	5,381.60	6,150.40
	10	5,775.00	7,507.50	8,085.00	9,240.00
	20	8,489.00	11,035.70	11,884.60	13,582.40
	30	11,250.00	14,625.00	15,750.00	18,000.00
Format 16	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 4 columns x 200 mm	5	4,100.00	5,330.00	5,740.00	6,560.00
	10	6,160.00	8,008.00	8,624.00	9,856.00
	20	9,055.00	11,771.50	12,677.00	14,488.00
	30	12,000.00	15,600.00	16,800.00	19,200.00
Format 20	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 5 columns x 200 mm	5	4,875.00	6,337.50	6,825.00	7,800.00
	10	7,300.00	9,490.00	10,220.00	11,680.00
	20	10,731.00	13,950.30	15,023.40	17,169.60
	30	14,250.00	18,525.00	19,950.00	22,800.00
Format 25	Series block / Days	b/w / Euro	2c / Euro	Special col. / Euro	4c / Euro
Size 5 columns x 250 mm	5	6,094.00	7,922.20	8,531.60	9,750.40
	10	9,125.00	11,862.50	12,775.00	14,600.00
	20	13,414.00	17,438.20	18,779.60	21,462.40
	30	17,813.00	23,156.90	24,938.20	28,500.80

\* By paying a separation bonus of 25 % you can split each appearance surcharge with one day

\*\* For appearance in the editorial pages 20 % has to be paid additionally for the formats 1-9

Prices are valid for Hürriyet prints. Regional or partial bookings possible on request. Due date arrangement.

Publishers self promotion can be substituted with regional and/or foreign advertisements on request.

## 12 Inserts, fliers and memo sticker

The basic price for inserts in the Hürriyet amounts 120 €\* per 0/00 copies.

The prices applies for inserts from 18 to 20g. For inserts with higher weight a surcharge of 15% per 10g will be calculated to the basic price. All prices will be invoiced plus VAT.

The inserts must be conformed by the technical guidelines for supplements in daily newspapers.  
By order the publisher needs 20 prototypes.

### Information of sizes:

27 cm x 35 cm maximum format

21 cm x 16 cm minimum format

Individual sheets must have a grammage of at least 120g/m<sup>2</sup> for guarantee a faultless mechanically inlay.

The free delivery of the supplements have to be at least one week prior to publication.

Delivery address:

Hürriyet A.Ş.

Zweigniederlassung Deutschland

An der Brücke 20 - 22

D- 64546 Mörfelden-Walldorf

\*the basic price for Germany edition, other countries on demand

The basic price for memo-sticker amounts 150 € per 0/00 copies.

### Information of sizes:

6 cm x 6 cm minimum format

11 cm x 17 cm maximum format

9 cm x 13 cm favoured format

The memo-sticker paper must have a grammage of at least 160 g/m<sup>2</sup> but maximum 180 g/m<sup>2</sup>. Per day it is possible to attach 10,000 copies. The delivery address is the same as the address for the inserts.

Distribution – partial distribution: The distribution can take place nationally in Germany and in foreign countries. Furthermore it is possible to allocate supplements partially. The partial distribution have to be abutting.

The general terms and conditions are effective.



## 13 Supplements (Saturday, Seninle and Lezzet)

### Saturday supplement

Format	Width mm	High mm	Euro
1/1 page	324 mm	525 mm	5,000.00
1/2 page	324 mm	260 mm	2,800.00
1/4 page	160 mm	260 mm	1,900.00
Price of mm	33 mm	1 mm	1.70

Saturday supplement: 12 pages ambit, publishing day: Saturday. No surcharges for colour advertisements.

### Supplement "Seninle"

Format	Width mm	High mm	Euro
1/1 page	218 mm	278 mm	3.600,00

Seninle: 8 pages ambit, publishing day: Thursday. No surcharges for colour advertisements.

### Culinary Delight/Lezzet Dünyası

Format	Width mm	High mm	Euro
1/1 page	217 mm	290 mm	3.600,00

Culinary Delight: 16 pages ambit, consistently 4 coloured for collecting. Publishing day: Tuesday. No surcharges for colour advertisements.



Saturday supplement

Seninle

Lezzet

## 14 General terms and conditions

1. An 'advertisement order' according to the following standard terms and conditions is a contract for the publication of one or more advertisements of an advertising party or other advertisers in a publication for the purpose of advertising.
2. In the event of doubt, advertisements can be called for within a year of the conclusion of the contract. If the client is granted the right to call individual advertisements within the framework of the order, the order shall be completed within a year of the appearance of the first advertisement provided the first advertisement is called for and published within the period specified in the first sentence.
3. In the case of contracts and in the agreed upon period or the period specified in paragraph 2, the client is entitled to call on further advertisement space in addition to the amount specified in the order.
4. If an order cannot be fulfilled for reasons beyond the control of the publisher, the client shall, notwithstanding any legal obligations which might exist, reimburse to the publisher the difference between the discount originally granted and the discount due on the basis of the volume actually taken. This refund shall not apply if the nonfulfilment is due vis major within the standard risks of the publishing house.
5. Orders for advertisements which are expressly for publication in specific editions or parts of the publication must be sent so well in advance that the publishing house may inform the advertising party of the impossibility to execute the order according to the agreement prior to the closing date. On certain places no guarantee is provided, unless the principal pays an order surcharge.
6. Advertisements which – because of their editorial form – are not recognisable as advertisements will be clearly designated as such by the publisher by the addition of the word 'advertisement'.
7. The publisher reserves the right to reject orders for advertisements – including individual call – ups for advertisements made pursuant to a master contract – where, in view of the circumstances, it deems appropriate. This is also valid for orders which are given up by representatives. Addition missions are binding for the publishing company only after timely presentation of a pattern of the prospectuses and his approval. The additions which wake the impression of a component of the magazine by format or presentation with the reader or contain foreign announcements are not accepted. The refusal of a contract is immediately informed of the principal. The technical directives are valid for the delivery for supplements in newspapers. The additional costs which originate from the processing are charged to the principal.
8. The client is responsible for punctual delivery of the advertisement text and unobjectionable copy or supplement. The publisher guarantees the printing quality which is customary for the publication concerned for all advertising orders as allowed by the copy provided.

9. Proof sheets will only be supplied when expressly requested. The client is responsible for the correctness of returned proofs. The publisher shall take account of all corrections of which he is notified within the deadline set on dispatch of the proof.

10. When no special details are provided with regard to size, the amount charged shall be based on the actual height of the advertisement which is customary for the type of advertisement concerned.

11. Interest and collection fees shall be charged for deferment or default of payment. In the event of delayed payment, the publisher may postpone further publication of the advertisements covered by the current order until payment has been effected, and may demand advance payment for the remaining advertisements. With bankruptcy and court light procedure escapes every possible deduction of the realisation. In the event of justified doubt concerning the clients ability to pay, the publisher shall be entitled – even during the currency of an advertising contract – to make the publication of further advertisements dependent on advance payment of the given sum and payment of any outstanding invoices, notwithstanding any period originally allowed for payment.

12. On request, the publisher shall send a voucher copy of the advertisement with the invoice. Depending on the type and size of the advertisement, advertisement clippings, full pages, or complete issues of the publication shall be supplied. If it is not possible to provide a voucher copy, the publisher shall submit a legally binding certificate of publication and dissemination of the advertisement.

13. In the case of a contract for a number of advertisements, a drop in circulation can form the basis to an entitlement of a price reduction if, on average for the whole of the advertising year beginning with the first advertisement, the average circulation stated in the rate card or elsewhere is not achieved, or – if no circulation figures are stated – if the previous calendar years average is fallen short of 25%. Furthermore, claims to a reduction in price shall be excluded if the publishers notify the client of the drop in circulation in such a way that the latter has time to withdraw from the contract before the advertisement appears.

14. Copies will only be returned to the client on special request. The publisher shall only be obliged to retain the copy for three months following expiry of the order.

15. The place of jurisdiction for legal proceedings shall be the registered offices of the publisher. Also in amount of controversy about 1,500 € the place of jurisdiction shall be the registered offices of the publisher, as well in case of default action. If the client's place of residence or habitual abode is unknown at the time when legal proceedings are instituted, even in the case of non-merchants, or if, after the conclusion of the contract, the client has moved his place of residence or habitual abode beyond the jurisdiction of the law, it is agreed that the place of jurisdiction shall be the domicile of the publisher.

16. The cancelation term ends three working days before date of publication.

17. The publishing company assumes no liability for translations of the announcements.