MEDIA INFORMATION

2026

Zuckerwirtschaft
Sugar Economy
Economie Sucrière

ZSB Bezugsquellen
ZSB Buyers Guide

Sugar Industry
international

Bartens – The Sugar and Sweetener Publisher

Sugar Industry international A Trade Journal with Tradition

Sugar Industry is a peer-reviewed technical trade journal serving the global sugar industry. The journal focuses on sugar beet and sugarcane agriculture, sugar processing and refining, global sugar markets and renewables.

Published monthly, **Sugar Industry** is industry-focused, timely, and current. News coverage on topics ranging from the cultivation of the raw material to the finished product, as well as analysis of world sugar market developments and recent company financial reports make **Sugar Industry** essential reading for managers in the sugar, ethanol and starch industries. Technical articles on beet sugar and cane sugar technology, sugarbeet and sugarcane agriculture, as well as starch and ethanol production are a must for all technologists.

Sugar Industry credits its success to its over 10,000 readers around the world. With a monthly print run of up to 2,000 copies (with special editions), it is the largest trade journal in its field. **Sugar Industry** is present at all the major international conferences and congresses. Readers of **Sugar Industry** are primarily decision-makers: board members, managing directors, factory managers, technologists and foremen at factories, scientists working in the industry and at universities as well as agricultural supervisors.

www.**SugarIndustry**.info publishes daily News on sugar and related industries as well as Statistics on sugar and ethanol. Furthermore, it hosts sugar technology articles published in the journal since 1951, a Directory of sugar factories operating globally and the ZSB Buyers Guide.

Sugar Industry	Volume 151; 12 Issues per Year as Print and ePaper Version Website: www.sugarindustry.info
Subscription 2026	Print + ePaper € 775 (+ postage) Further information on www.sugarindustry.info
Distribution	worldwide (print and ePaper)
Publishing and editorial offices	Verlag Dr. Albert Bartens KG; www.bartens.com Lückhoffstr. 16, 14129 Berlin, Germany Tel.: +49 30 804 74 74 0 sugarindustry@bartens.com

Sugar Industry international A Trade Journal with Tradition

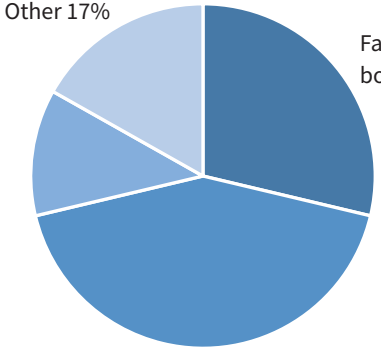
Content analysis

As an international trade magazine, the editorial content of Sugar Industry is 94% English and 6% German.

In addition to the latest news on the sugar industry, it contains scientific articles on technological and agricultural topics.

Content analysis 2023 (= 788 pages)			
	German	English	Total
News	16	381	397
Technology		231	231
Agriculture	7	55	62
People and events news	27	35	62
Abstracts, other	3	25	28
Total	53	735	788

Readership analysis*



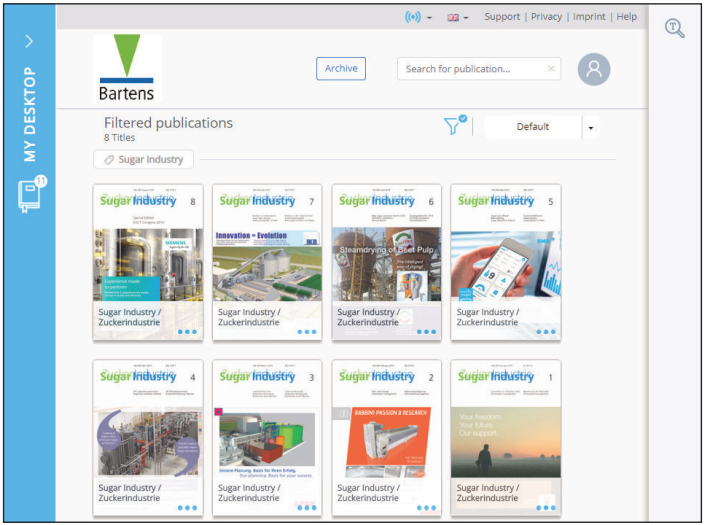
*Print and ePaper

Editorial Dr. Jürgen Bruhns, Dr. Philipp Bruhns, Gregor Reiche (Dipl.-Ing.), Daniel Mosseri (M.A.), Arvind Chudasama

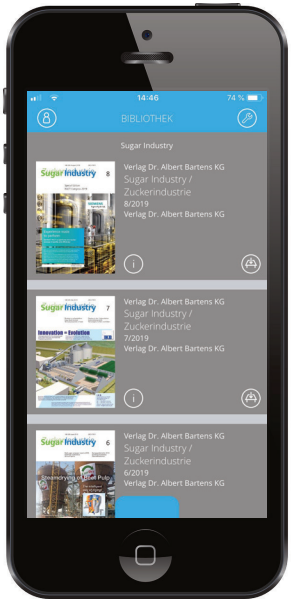
Advertising Dunja Neumann, Dunja.Neumann@bartens.com

Sugar Industry international A Trade Journal with Tradition

as **ePaper** on your **desktop PC**



as **ePaper** in our **Bartens App**



Sugar Industry is part of our large eBook library from Verlag Bartens. The library contains magazines and books published by Bartens.

The ePaper can be read on mobile devices and desktop PC's. **Sugar Industry** can be made offline available by download, making it suitable for on-the-go use.

In addition, it offers a full text search for better retrievability and the possibility to create notes.

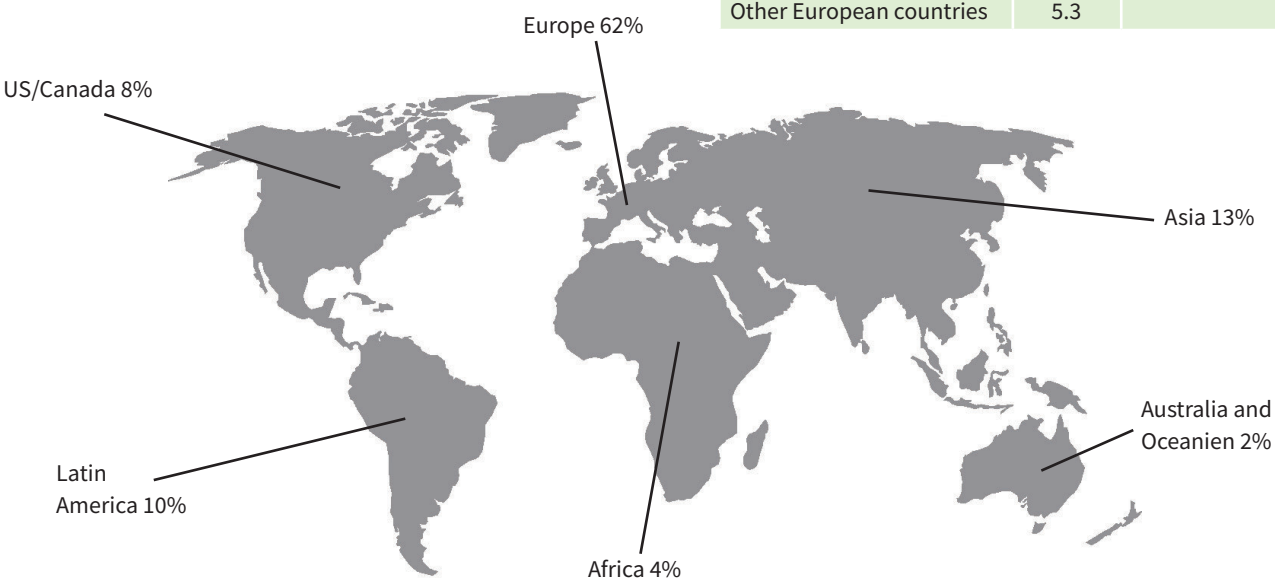
Sugar Industry	as ePaper on your desktop PC and in our Bartens App (iOS and Android)
Offline readable	ePapers downloadable
Archive	including searchable archive since 1951

Sugar Industry international Circulation Analysis

Geographical circulation analysis (print and ePaper)

subscriptions
free copies
distribution at conferences

Europe	%		%
Austria	1.6	Russia	4.3
Belgium / The Netherlands	2.9	Scandinavia	1.5
France	4.7	Spain	0.8
Germany	30.9	Turkey	2.0
Italy	0.6	UK	2.6
Poland	4.3	Ukraine	3.6
Other European countries	5.3		



Sugar Industry international

Editorial calendar and closing dates 2026

Month	Closing date	**Priority themes, events** (distribution of the journal)
January	10.12.2025	End of beet campaign • Begin of investments • Fuels of the Future Conference, 19–20 January, Berlin, Germany
February	22.01.2026	Campaign data from European sugar factories • Carbo Solutions 26th International Sugar Conference, 9–12 February, Marrakech, Morocco
March	19.02.2026	100 years of Südzucker • ZSB Buyers Guide I • SOLIDS, 18–19 March, Dortmund, Germany
April*	19.03.2026	SIT Annual Technical Meeting, 20–22 April, Cincinnati, Ohio, USA
May*	23.04.2026	Report of 2025/26 beet campaign • 9th ESST / VDZ Conference, 10–13 May, Lübeck, Germany
June*	03.06.2026	Financial results of sugar companies • 80th IIRB Congress, 7–9 July, Cambridge, UK
July/August	02.07.2026	98th SASTA Congress, 18–20 August, Durban, South Africa
September	20.08.2026	Campaign special issue • 1st Sugar Beet Expo, 9–10 September, Springe, Germany • Powtech, 29 September – 1 October, Nuremberg, Germany • ZSB Buyers Guide II
October	17.09.2026	World Ethanol & Biofuels Conference
November	15.10.2026	150 years of Sugar Industry International journal • 35th ISO International Sugar Organization Seminar, November, London, UK
December	12.11.2026	Developments in the European sugar industry

We will inform you of further topical themes for each edition. * Special issues in enlarged size and higher circulation.

Special rates, discounts and formats 2026

Price list No. 62
valid as of September 1, 2025

Preferred positions (4 colour)

Title (cover) page	€ 3915
Title (cover) page (special editions)	€ 4425
Inside and back cover page	€ 3425
First opening page	€ 3530

Extra charges (not subject to discounts or commission)

Prescribed position (1/4 or 1/8 page only within type area)	15% of basic price

Colour surcharges

No surcharges for 4 colour printing
Prices for b/w on request

Special colour	€ 390

Millimeter rate

1 mm deep, 88 mm wide	€ 9.00

Loose inserts

Up to 25 g, per 1000 copies + additional postage costs; format up to 200 mm width and 280 mm depth	€ 430

Special forms of advertisement (on request)

Contact: Dunja Neumann, Dunja.Neumann@bartens.com

Advertising on www.sugarindustry.info

Please have a look at page 10/11

Discounts

On basic prices for orders covering an entire year

frequency	discount
3 ×	5%
6 ×	10%
12 ×	20%

We offer individual packages according to your particular needs.

Formats

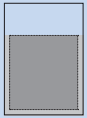
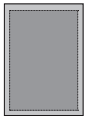
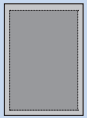
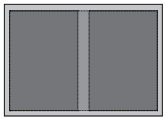
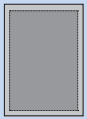
Journal format	A4, 210 mm wide, 297 mm deep (trimmed)
Type area	175 mm wide, 270 mm deep
Columns	Two, each 85 mm wide or three, each 55 mm wide
Art work	PDF files (Windows) with a resolution of >300 dpi Mailing address: dunja.neumann@bartens.com
Vouchers	1 copy, further copies against payment

All prices without VAT
(VAT is applied in invoices for Germany-based customers)

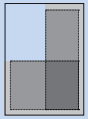
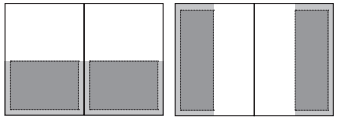
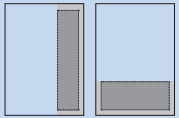
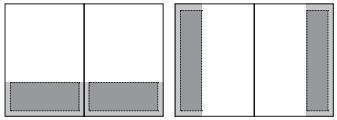
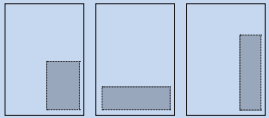
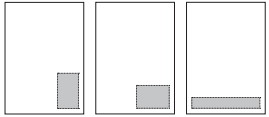
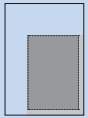
Sugar Industry international

Prices for advertisements 2026

Price list No. 62
valid as of September 1, 2025

Size		Type area width x depth mm	Trim size width x depth mm	Price 4 colour in €
Title (cover) page			210 × 207[1]	3915
Title page, Special ed.				4425
Inside cover Back cover		175 × 270	210 × 297[1]	3425
1/1 Page		175 × 270	210 × 297[1]	3085
Panorama			420 × 297[1]	5450
1st opening page		175 × 270	210 × 297[1]	3530

[1] For full bleed add 3 mm on each side, [2] No discounts or commission on extra charges (special colour etc.); Prices for b/w on request
Contact for advertising: Dunja Neumann, Dunja.Neumann@bartens.com

Size		Type area width x depth mm	Trim size width x depth mm	Price 4 colour in €
1/2 Page		175 × 130 85 × 270	210 × 144[1] 107 × 297[1]	1945
2x 1/2 Page Panorama		175 × 130 85 × 270	420 × 144[1] 107 × 297[1]	3307
1/3 Page		55 × 270 175 × 85	77.5 × 297[1] 210 × 99.5[1]	1675
2x 1/3 Page Panorama		175 × 86 55 × 270	420 × 100.5[1] 77.5 × 297[1]	2848
1/4 Page		85 × 130 175 × 65 55 × 210	– – –	1235
1/8 Page		55 × 105 85 × 65 175 × 35	– – –	695
Junior Page		125 × 200	147.5 × 215[1]	2095

Sugar Industry international

Online advertising on https://sugarindustry.info

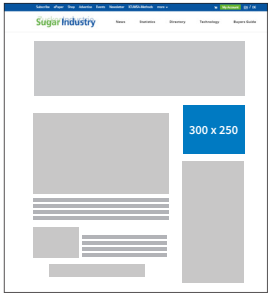
Billboard
970 x 250 pxl
or
Leaderboard
728 × 90 pxl

Sponsored Post

looks like a news item
(image and keywords)

Halfpage
300 × 600 pxl

in the sidebar



Rectangle
300 × 250 pxl

in the sidebar

Full Banner
468 × 60 pxl

in the news section

Banner positions (1 month)	
Billboard 970 × 250 pxl	€ 770
Leaderboard 728 × 90 pxl	€ 590
Halfpage 300 × 600 pxl	€ 620
Full Banner (Premium) 468 × 60 pxl	€ 360
Rectangle 300 × 250 pxl	€ 445
Sponsored Post - Text + max. 5 pictures	€ 985

Frequency discount* 3 mths: 5% 6 mths: 10% 12 mths: 20%

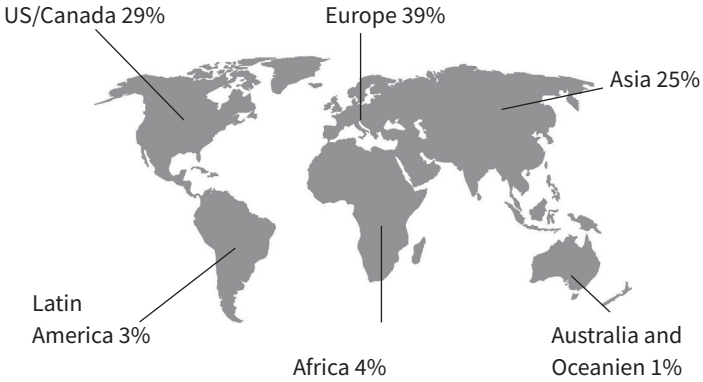
Sugar Industry international Online advertising on https://sugarindustry.info

Price list No. 62
valid as of September 1, 2025

Our **Sugar Industry Website** offers an overview of current events in the worldwide Sugar Industry with:

- Latest news
- Market reports
- Technical and scientific articles
- Archive since 1951
- Sugar statistics
- Directory of 1700 mills/refineries/sugar factories
- Conference calender
- Conference reports and pictures
- ZSB Buyers Guide

Geographical circulation analysis



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https://sugarindustry.info
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Advertising
Dunja Neumann, Dunja.Neumann@bartens.com

Social Media and Internet

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Visit us on: in

or on our website:

Sugar Industry international Newsletter advertising

The **Sugar Industry Newsletter** is a monthly newsletter distributed electronically worldwide to subscribers and clients of **Sugar Industry** including sugar industry executives, factory managers, equipment suppliers, consulting engineers, and agencies.
The Newsletter features the themes of the latest issue, events and the editorial of **Sugar Industry**.

Newsletter positions (1 insertion)

No. 1 (170 x 240 pxl)	€ 540
No. 2 (600 x 200 pxl)	€ 540
No. 3 (250 x 354 pxl)	€ 540

Frequency discount

On basic prices for orders covering an entire year

3 ×	5%
6 ×	10%
12 ×	20%

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www.sugarindustry.info
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Advertising
Dunja Neumann, Dunja.Neumann@bartens.com

Sugar Industry international Newsletter sample

Price list No. 62
valid as of September 1, 2025

View this email in your browser

Sugar Industry international

Newsletter
July 2024

Inside Sugar Industry this month ...

Dear Reader,

The year 2023 will be remembered as one of the most profitable years for sugar companies worldwide, especially for the large sugar manufacturers in continental Europe. The EU sugar industry benefited from high prices on the bloc's internal market. In this issue we compare the production and financial results of the most important players in the EU+UK. The analysis shows that sugar production is currently very profitable for growers and producers.

In 2024, sugar prices are still high and good profits can be expected for the industry in the financial year 2024/25. The recently announced high beet prices have encouraged growers to expand the acreage for the 2024/25 beet campaign. Even though the weather played havoc this spring with one company already expecting a poor 2024/25 beet campaign, the EU Commission expects a higher production in marketing year 2024/25 than in 2023/24, as we report in this issue.

Phil Patane and co-workers from the Australian sugar industry developed a decision-support tool to assist harvesting groups in estimating both grower revenue and harvesting cost impacts. As we report in this issue the App Harvest Mate incorporates agronomic and economic considerations to determine the most economically optimal harvester settings.

Philipp Bruhns, Jürgen Bruhns, Arvind Chudasama, Daniel Mosseri, and Gregor Reiche

View ePaper

Sugar Industry international
ISSN 2941-749X
Editor-in-Chief: Philipp Bruhns
→ Editors & Editorial Board
→ Journal Scope
→ Submit Article

170 x 240 Presenter No. 1

600 × 200 Presenter No. 2

Headlines

European sugarbeet area up in 2024
The area under beet in the EU-27 will be around 1.48 mn ha in 2024, 81,000 ha, or 5.4% higher than the 1.40 mn ha in 2023. [more]

US sugar beet sector off to strong start
The 2024 sugar beet production has commenced with promising results despite a few regional challenges. [more]

Tereos Brazil closes positive 2023/24
In 2023/24 (Apr-Mar), Tereos Brazil achieved revenues of BRL6.7bn (€1.29bn), up 30%. Operating profit (EBIT) jumped by 120% year-on- year to BRL1.3bn (€221mn). [more]

World sugar market
World market prices for raw and white sugar have partly recovered from the losses suffered in April and May. [more]

'Natural' Raw Beet Sugar launched
Südzucker has launched 'Raw Beet Sugar' produced from locally grown sugar beet. [more]

Liberalized beet seed purchases in UK
UK-based NFU Sugar and British Sugar have announced "ground-breaking changes to the UK sugar beet seed sector". [more]

bp sole owner of former JV with Bunge
bp has agreed to fully own its Brazilian biofuels joint venture bp Bunge Bioenergia. [more]

Aarberg Food aims at new proteins
Schweizer Zucker AG has founded Aarberg Food in partnership with fermentation specialist Planetary. The newco aims to develop products from sugar beet. [more]

Xylitol linked to diseases
US researchers have found significant associations between high levels of xylitol and heart diseases. [more]

Zuckerindustrie
Sugar Industry
Bartens
Now available also as Epaper on IOS and PC

Sugar Industry is available as an Epaper. Please take a look at this month's sample copy, where you might find more complete new stories. **Sugar Industry** subscribers can use their current login data to

250 x 354 Presenter No. 3

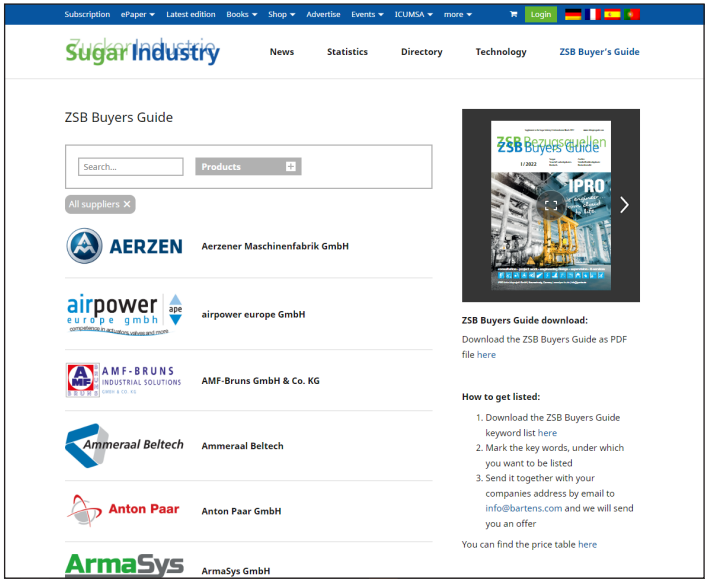
Events

- ISSCT Germplasm & Breeding / Molecular Biology Workshop
  July 8–12, 2024, Coimbatore, India
- 96th SASTA Congress 2024
  August 13–15, 2024, Durban, South Africa
- Fenasucro & Agrocana 2024
  August 13–16, 2024, Sertãozinho/São Paulo, Brazil
- ISSCT Agriculture Commission Workshop
  August 19–23, 2024, Chonburi, Thailand
- Forum BETA-SOL
  September 3–4, 2024, Worms, Germany
- Sugarex Thailand 2024
  September 12–13, 2024, Khonkaen, Thailand
- ISSCT Co-Products Workshop
  September 15–20, 2024, Saint-Gilles, La Réunion
- Sugar & Ethanol Asia 2024
  September 24–29, 2024, Bangkok, Thailand
- ISSCT Joint Engineering and Processing Workshop
  October 6–11, 2024, Berlin, Germany
- SOLIDS Dortmund 2024
  October 9–10, 2024, Dortmund, Germany
- 7th EU Starch Value Chain
  October 15–16, 2024, Berlin, Germany
- World Ethanol & Biofuels Conference 2024
  November 5–7, 2024, Brussels, Belgium
- ISSCT XIII Pathology and XI Entomology Joint Workshop
  November 25–29, 2024, Salta, Argentina
- 33rd International Sugar Organization Seminar
  November 26–27, 2024, London, UK
- 22nd International Conference on Renewable Mobility

ZSB Buyers Guide The Buyers Guide for the Sugar, Starch and Biofuel industry

ZSB Buyers Guide	world's largest buyers guide for the sugar, starch and biofuel industries
Distribution	2 Issues per year Print and ePaper Version worldwide 4000 copies as supplement to **Sugar Industry** journal Downloadable pdf-Version from https://sugarindustry.info and Sugar Industry Newsletter
ZSB Buyers Guide online	The internet version of **ZSB Buyers Guide** on https://sugarindustry.info offers direct links to each client company's website
Languages	English / German / French / Spanish / Portuguese and Russian

ZSB Bezugsquellen ZSB Buyers Guide The Buyers Guide for the Sugar, Starch and Biofuel industry



The **ZSB Buyers Guide** is the world's largest buyers guide for the sugar, starch and biofuel industries. The guide appears in two forms:

- For more than 60 years twice a year, in March and September, the ZSB Buyers Guide is offered as a readers supplement to subscribers of the Sugar Industry journal; and
- As an Internet version – www.zsbbuyersguide.com – the **ZSB Buyers Guide** offers direct links to each client company's website, and from www.sucropedia.com, as well.

With a circulation of 4,000, the print version of the **ZSB Buyers Guide** is presented on the international market, including the most visible and important conferences. (See editorial calendar, page 6).

With access via six languages (English / German / French / Spanish / Portuguese and Russian), the **ZSB Buyers Guide** offers buyers in our industry, worldwide, an overview of each manufacturer's products.

In both print and Internet versions, the **ZSB Buyers Guide** has global presence and high circulation strength, with well-differentiated product presentation – all of which make the **ZSB Buyers Guide** an excellent, indispensable advertising medium.

Publisher Verlag Dr. Albert Bartens KG
Lückhoffstr. 16, 14129 Berlin, Germany
Tel.: +49 30 804 74 74 0

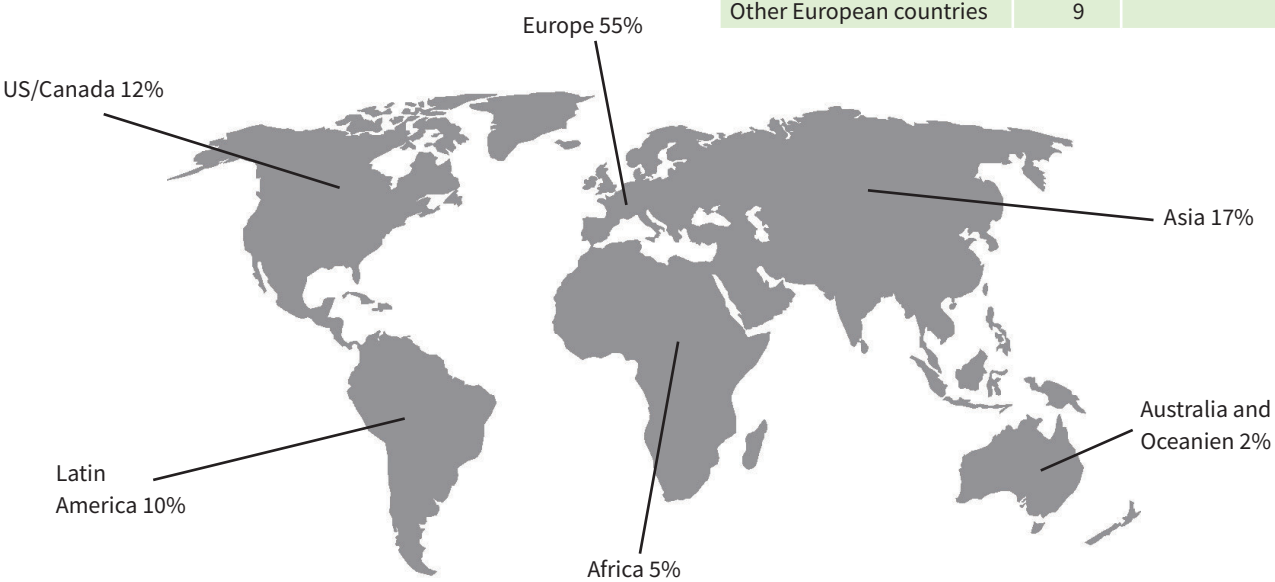
Advertising Dunja Neumann, Dunja.Neumann@bartens.com
zsb@bartens.com

The Buyers Guide for the Sugar, Starch and Biofuel industry

Geographical circulation analysis (print and ePaper)

- print supplement to **Sugar Industry**
- distribution at conferences
- downloadable pdf-version

Europe	%		%
Austria	1	Russia	5
Belgium / The Netherlands	3	Scandinavia	1
France	4	Spain	1
Germany	23	Turkey	2
Italy	1	UK	3
Poland	2	Ukraine	3
Other European countries	9		



ZSB Bezugsquellen
ZSB Buyers Guide

Rates for entry in ZSB Buyers Guide 2026

Price List No. 62
valid as of September 1, 2025

ZSB Buyers Guide: 2 print editions (March and September 2026) + online entry on https://sugarindustry.info

Company entry

Basic entry

Price for the entry of company with name, logo, complete address, telephone, email, internet	€ 495

Additional options

Price for a second address (name, address, telephone, email, internet)	€ 110
QR Code 20 x 20 mm	€ 80
Link to your website	€ 40

Advertising Prices (4 colour)

1/1 page	€ 3085
Title (cover) page	€ 3915
Inside and back cover page	€ 3425
1/2 page	€ 1945

Other formates and extra charges
Please see our price list of **Sugar Industry** Pages 7 to 9

Key Word Index

Per key word	€ 43
Company name with up to 26 type spaces	

Quantity discount

for more than	3 key words	10%
for more than	5 key words	15%
for more than	9 key words	25%
for more than	19 key words	30%
for more than	29 key words	35%
for more than	39 key words	40%
for more than	69 key words	50%
for more than	89 key words	65%

Additional line

Below the company name with particulars about special products, trade names, applications, etc. – reference in subject index. 1 line of 30 type spaces	€ 22

All prices without VAT
(VAT is applied in invoices for Germany-based customers)

SUGAR ECONOMY
ZUCKERWIRTSCHAFT
ECONOMIE SUCRIERE
2027
EUROPE

Sugar Economy Two Editions, for Europe and for North America

Distribution worldwide 1800 print copies and eBooks (2 editions)

Publishing and editorial offices
Verlag Dr. Albert Bartens KG
Lückhoffstr. 16, 14129 Berlin, Germany
Tel.: +49 30 804 74 74 0
www.sugar-economy.com

Short summary

- What is the beet acreage and yield in Belgium?
- Who are the largest bioethanol producers in Germany?
- In which locations is isoglucose produced from starch?

The blue pocket book, **Sugar Economy 2027**, answers these questions and more. It is an indispensable tool for:

- Sugar, starch and ethanol producers
- Sugar traders
- Beet growers, and
- Sugar and corn syrup processors

The "Blue Bible" is divided into 3 parts:

- Statistics (World sugar production and consumption, EU, German and French production, sugar trade, beet areas etc.)
- The addresses of sugar, starch and ethanol producers, traders, organisations, and institutes in Europe and North America
- The EU sugar regime, in both the complete version and in summary

Two editions

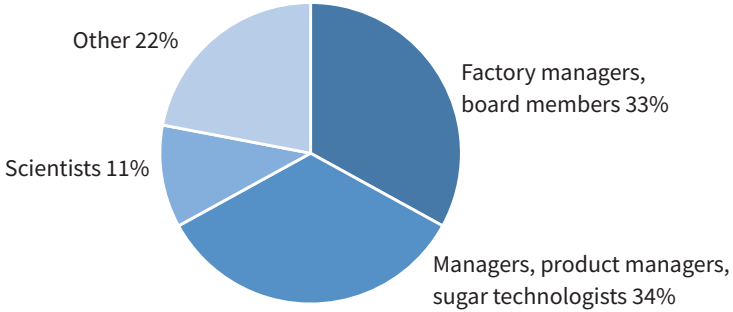
Sugar Economy /Zuckerwirtschaft /Economie Sucrière Europe 2027

Updated EU sugar market regulation and summary of the EU sugar regulations in **English, German and French**. Statistics and company addresses from the European sugar, starch and bioethanol industries.

Sugar and Sweetener Economy Europe & North America 2027

This edition features information (tables and addresses) on the North American sugar and sweetener industry in addition to statistics and company addresses from the European sugar, starch and bioethanol industries.

Readership analysis*

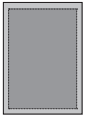
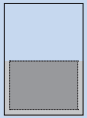


Circulation analysis (2 editions) 2023*	%
Austria	4
Belgium / The Netherlands	5
France	13
Germany	37
Italy	2
Poland	3
Scandinavian	3
Spain	2
Switzerland	1
United Kingdom	3
Other European countries	11
Europe (total)	85
USA/Canada	13
Other continents	1

*Print and ePaper

Price list No. 226
valid as of September 1, 2025

Advertisement formats and prices (without VAT)

Size			Width × Depth mm	Price €
1/1 page 4C		Type area	86 × 127	2295
		Trim size	100 × 145[1]	
1/2 page 4C		Type area	86 × 60	1310
		Trim size	100 × 70[1]	

[1] For full bleed add 3 mm on each side

Extra charges (not subject to discount or commission)

Prescribed position in advertising section	15% of basic price
Prices and formats for opening pages on inquiry	

Colour charges (not subject to discount or commission)

Prices for b/w on request	
Special colour	€ 390

Vouchers: 1 copy, further copies with 20% discount on selling price.

Format	100 mm × 145 mm
Trimmed	width 100 mm; depth 145 mm
Bleed on all sides	106 mm wide, 151 mm deep incl. 3 mm trim allowance
Type area	86 mm wide, 127 mm deep
Publication date	Published annually; available in January
Closing date	Orders are accepted until October 22, 2026
Art work	PDF files (for MS Windows) with a resolution of >300 dpi
Advertising	Dunja Neumann, Dunja.Neumann@bartens.com
Publishing and editorial offices	Verlag Dr. Albert Bartens KG, Lückhoffstr. 16, 14129 Berlin Tel.: +49 30 804 74 74 0; www.bartens.com; info@bartens.com

Sugar Industry international Terms and Conditions

1 “Advertisement order” as used in the following general terms and conditions of business refers to the contract concerning the publication of one or more advertisements by an advertiser in a printed publication for circulation purposes.
2 In case of doubt, advertisements shall be released for publication within one year after the publishing agreement is concluded. If the right to release individual advertisements is granted under the terms of an agreement, the order must be carried out within one year after publication of the first advertisement, insofar as the first advertisement is released and published within the time period designated in paragraph 1.
3 With the closing of agreements, the client is also entitled to release other advertisements, in addition to the number of advertisements named in the order within the time period agreed upon, or that which is cited in paragraph 2. The discounts specified in the advertisement price list are only granted for advertisements appearing within one year. The period begins with the publication of the first advertisement..
4 Should an order not be filled for reasons beyond the publisher’s control, the client is obliged to refund to the publisher the difference between the discount granted and the respective discount for the number of advertisements actually published, irrespective of any other contractual obligations. Should the non-performance be due to force majeure on the part of the publisher, there is to be no such refund.
5 Orders for advertisements and furnished inserts which are to be published in specified issues or editions, or in a specified space, must be received by the publisher in good time, so as to allow the publisher before the closing date to advise the client should it prove impossible to execute the order as stipulated. Classified advertisements will be placed in the respective section without requiring any special arrangement.
6 Advertisements which are not identifiable as such on account of their editorial drafting will be marked by the publisher with the word “Advertisement.”
7 The publisher reserves the right to refuse to accept advertisement orders or individual releases under a contract, as well as orders for inserts on account of their content, origin, or technical form on the basis of uniform and justified principles, should their content violate any existing laws or regulations or should such publication be unacceptable to the publisher. This also applies to orders placed with branch offices, advertising agencies or representatives. Orders for furnished inserts will not become binding on the publisher until specimens of such inserts have been presented and approved. Inserts whose format or lay-out give the impression of being part of the newspaper or periodical, or which contain other advertisements, will not be accepted by the publisher. The client will be advised of such refusal of an order without delay.
8 The client is responsible for the supply in good time of the advertisement text, as well as correct copy or inserts. Should the material supplied be unsuitable (e.g. too low resolution) or damaged, the publisher will immediately request replacement. The publisher guarantees the usual quality of print in the newspaper or periodical specified, within the limits of quality of the material/manuscripts furnished.
9 The client is entitled to a reduction in payment or a replacement advertisement if the original advertisement published is wholly or partly illegible, incorrectly or incompletely reproduced. This compensation is limited to the extent that the purpose of the original advertisement was prejudiced. If the publisher fails to react accordingly within the agreed time frame or if the replacement advertisement is also faulty, the client will be entitled to a reduction in the amount of payment or to withdraw from the contract. Claims for compensation based on positive violation of contractual duties, negligence in carrying out the contract and unlawful actions are excluded – also for advertising orders placed via telephone. Claims for compensation with respect to impossibility of completion of the order and default are limited to the restitution of foreseeable damages and to the amount payable for the advertisement or insert under consideration. This does not apply in the event of intentional and

gross negligence on the part of the publisher, his legal representatives and employees. The liability of the publisher for damages due to the absence of guaranteed quality remains unaffected. In the carrying out of normal business transactions, the publisher is also not responsible for gross negligence on the part of employees. In all other cases the extent of liability arising out of gross negligence is limited to the extent of the foreseeable damages up to the amount payable for the advertisement under consideration. Complaints – with the exception of those which are not obvious – must be made within four weeks of receipt of the invoice and voucher copy.

10 Proof copies will only be supplied on special request. The client is responsible for the correctness of proof copies returned by him. The publisher will consider any corrections made by the client if and when they are made within the period specified when the proof copy is sent to the client.

11 The calculation of the advertisement price is based on the millimetre line price if the size does not correspond to a size specified in the rate card.

12 In the event that the client does not pay in advance, the invoice shall be sent immediately, if possible, however, fourteen days after publication of the advertisement. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Possible discounts for early payments are granted according to the price list.

13 In the event of any delay or deferment in payment, interest and collection costs will be charged. The publisher may defer the publication of further advertisements in a current advertising order until payment has been received and may demand prepayment for the remaining advertisements. Where there are justified doubts regarding the solvency of the client, the publisher is entitled, also during the term of an advertising order, to make the publication of further advertisements contingent on the payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.

14 Upon request, the publisher shall deliver a specimen of the advertisement along with the invoice.

15 The client will be charged for any costs associated with preparing artwork, films and drawings as well as for any major changes requested by the client which differ extensively from the originally agreed-upon order. Furthermore, design costs exceeding the normal scope will be charged separately.

16 In case of a contract for multiple advertisements, a claim to reduction in price may result from a reduction in circulation, if the average circulation for the insertion year, beginning with the first advertisement, is below the average circulation stated in the price list or otherwise, or – if no circulation quantity is stated – is less than the average circulation sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A drop in circulation only grants the right to a price reduction when it amounts to more than 25 %. Furthermore, claims to price reduction are excluded, if the publisher has informed the client in due time of the drop in circulation, allowing time for withdrawing from the contract prior to publication.

17 The place of fulfillment and jurisdiction is the head office of the publisher. Unless claims of the publisher are asserted by means of enforcement proceedings, in the case of non-business clients the place of jurisdiction is dictated by the latter‘s domicile. If the domicile or normal place of residence of the client is - also in the case of non-business clients - unknown at the time the action is brought, or if after the contract is concluded the client has moved his domicile or normal place of residence out of the area of application of the law, the headquarters of the publisher is agreed as the place of jurisdiction.