Sugar Industry international

ZSB Bezugsquellen
ZSB Buyers Guide

Zuckerwirtschaft
Sugar Economy
Economie Sucrière

MEDIA INFORMATION
2027

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	Volume 152; 11 Issues per Year as Print and ePaper Version Website: www.sugarindustry.info
Subscription 2027	Print / ePaper from € 720 (+ 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 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 international — A Trade Journal with Tradition

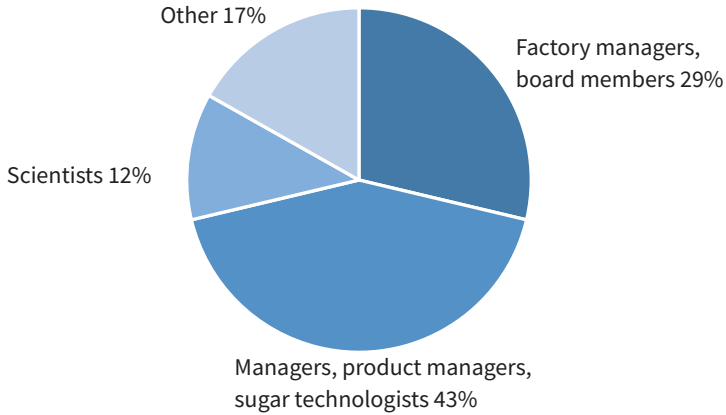
Content analysis

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 2025 (= 836 pages)			
	German	English	Total
News	19	375	394
Papers on Technology		197	197
Papers on Agriculture		86	86
People and events news	24	58	82
Abstracts, other	14	63	77
Total	57	735	836

Readership analysis*



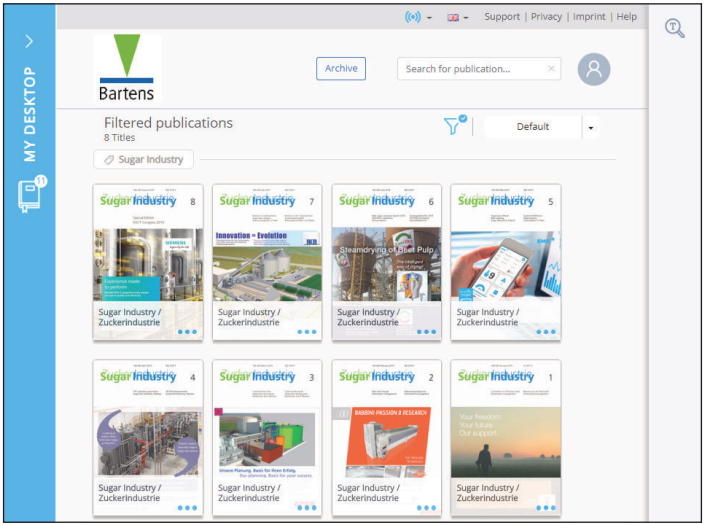
*Print and ePaper

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

Advertising Jessica Schnieder, Jessica.Schnieder@bartens.com

Sugar Industry international — A Trade Journal with Tradition

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



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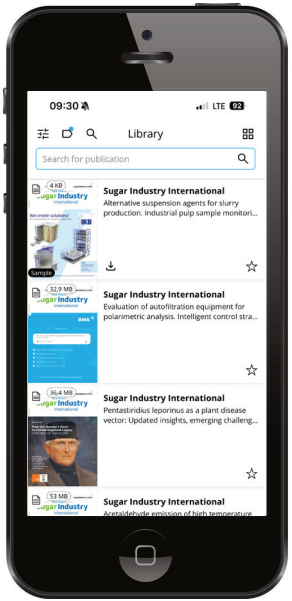

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The ePaper can be read on mobile devices and desktop PC's.
Sugar Industry can be made offline available by download, making it suitable for on-the-go use.

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

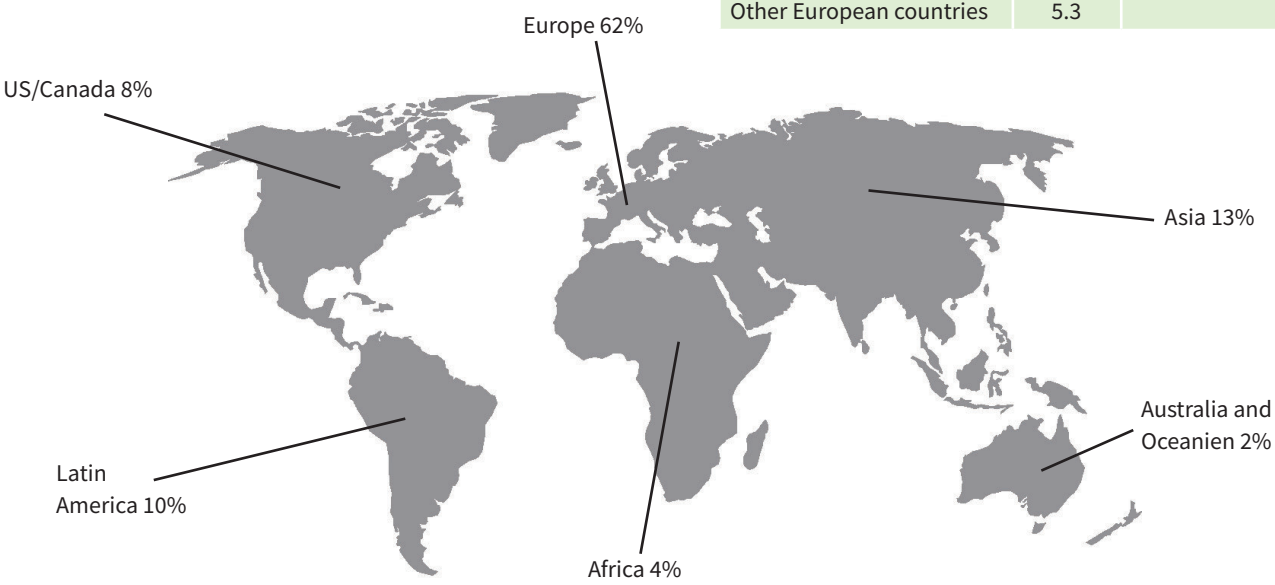
Sugar Industry	as ePaper on your desktop PC and in our Bartens App (iOS and Android)
Offline readable	ePapers downloadable
Archive	including searchable archive since 1951

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 2027

Month	Closing date	**Priority themes, events** (distribution of the journal)
January	10.12.2026	End of beet campaign • Begin of investments • Fuels of the Future Conference, 18–19 January, Berlin, Germany
February*	21.01.2027	Campaign data from beet sugar factories • ASSBT Meeting, 22–25 February, Austin, Texas, USA
March	18.02.2027	ZSB Buyers Guide I
April*	18.03.2027	SIT Annual Technical Meeting, 13–16 April, Cologne, Deutschland
May*	15.04.2027	Report of 2026/27 beet campaign • VDZ Conference, 4–5 May, Lahnstein auf der Höhe, Germany
June	20.05.2027	Financial results of sugar companies • ICUMSA Session, 7–9 June, Rotterdam, The Netherlands • ASSCT 55th Annual Joint Meeting, 22–24 June, Bonita Springs, Florida, USA
July/August	24.06.2027	Production Comparison of European Sugar Producers • 98th SASTA Congress, Durban, South Africa
September	12.08.2027	Campaign special issue • Financial results of sugar companies • Göttinger Zuckerrübentagung (IfZ), Göttingen, Germany • ZSB Buyers Guide II
October	16.09.2027	World Ethanol & Biofuels Conference
November	21.10.2027	36th ISO International Sugar Organization Seminar, London, UK
December	11.11.2027	Developments in the European sugar industry • SOLIDS, 1–2 December, Dortmund, Germany

This calendar is preliminary. Further events, conferences, and trade fairs, covered by Sugar Industry international will be added shortly.

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

Sugar Industry international — Special rates, discounts and formats 2027

Price list No. 63
valid as of September 1, 2026

Preferred positions (4 colour)

Title (cover) page	€ 4030
Title (cover) page (special editions)	€ 4550
Inside and back cover page	€ 3525
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	€ 10.00

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: Jessica Schnieder, Jessica.Schnieder@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

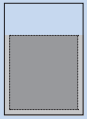
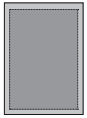
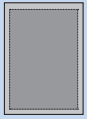
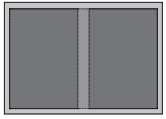
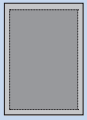
Journal format	A4, 210 mm wide, 297 mm deep (trimmed)
Type area	175 mm wide, 270 mm deep
Columns	Two, each 85 mm wide or three, each 55 mm wide
Artwork	PDF files / images with an effective resolution of at least 300 dpi Mailing address: Jessica.Schnieder@bartens.com
Vouchers	1 copy, further copies against payment

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

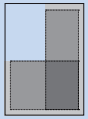
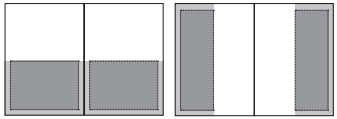
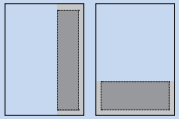
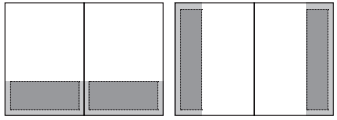
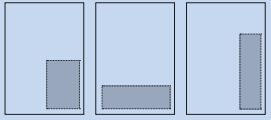
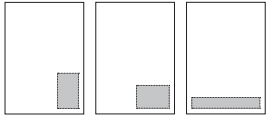
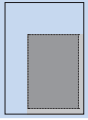
Sugar Industry international

Prices for advertisements 2027

Price list No. 63
valid as of September 1, 2026

Size	Type area width x depth mm	Trim size width x depth mm	Price 4 colour in €
Title (cover) page  Title page, Special ed.		210 × 207[1]	4030 4550
Inside cover Back cover 	175 × 270	210 × 297[1]	3525
1/1 Page 	175 × 270	210 × 297[1]	3175
Panorama 		420 × 297[1]	5610
1st opening page 	175 × 270	210 × 297[1]	3630

[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: Jessica Schnieder, Jessica.Schnieder@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]	1995
1/2 Page Panorama 	175 × 130 85 × 270	420 × 144[1] 107 × 297[1]	3392
1/3 Page 	55 × 270 175 × 85	77.5 × 297[1] 210 × 99.5[1]	1710
1/3 Page Panorama 	175 × 86 55 × 270	420 × 100.5[1] 77.5 × 297[1]	2924
1/4 Page 	85 × 130 175 × 65 55 × 210	– – –	1270
1/8 Page 	55 × 105 85 × 65 175 × 35	– – –	715
Junior Page 	125 × 200	147.5 × 215[1]	2150

Sugar Industry international

Online advertising on https://sugarindustry.info

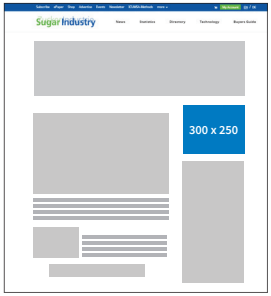
Billboard
970 x 250 px
or
Leaderboard
728 × 90 px

Sponsored Post

Native-format sponsored article, clearly labelled as sponsored content. (image and keywords)

Half Page
300 × 600 px

in the sidebar



Rectangle
300 × 250 px

in the sidebar

Full Banner
468 × 60 px

in the news section

Banner positions (1 month)	
Billboard 970 × 250 px	€ 790
Leaderboard 728 × 90 px	€ 605
Halfpage 300 × 600 px	€ 640
Full Banner (Premium) 468 × 60 px	€ 370
Rectangle 300 × 250 px	€ 445
Sponsored Post – Text + max. 5 pictures	€ 1015

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

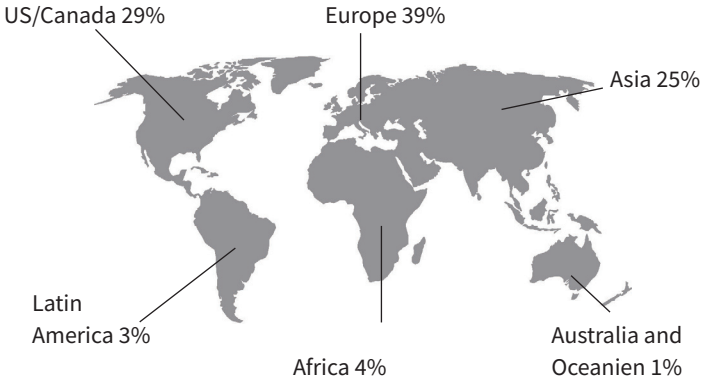
Sugar Industry international — Online advertising on https://sugarindustry.info

Price list No. 63
valid as of September 1, 2026

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 1,700 mills/refineries/sugar factories
- Conference calendar
- Conference reports and pictures
- ZSB Buyers Guide

Geographical circulation analysis



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Tel.: +49 30 804 74 74 0
https://sugarindustry.info
sugarindustry@bartens.com

Advertising Jessica Schnieder, Jessica.Schnieder@bartens.com

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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 px)	€ 550
No. 2 (600 x 200 px)	€ 550
No. 3 (250 x 354 px)	€ 550

Frequency discount

On basic prices for orders covering an entire year

3 × 5%
6 × 10%
12 × 20%

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Verlag Dr. Albert Bartens KG
Lückhoffstr. 16, 14129 Berlin, Germany
Tel.: +49 30 804 74 74 0
www.sugarindustry.info
sugarindustry@bartens.com

Advertising
Jessica Schnieder, Jessica.Schnieder@bartens.com

View in browser

Inside Sugar Industry this month ...

Dear Reader,
In 2026, the South African Sugar Technologists Association (SASTA) turns 100, and we dedicate this issue to the centennial of this outstanding organization. At its upcoming conference in Durban, SASTA will celebrate a century of science and innovation in the local sugar industry. Over the past 100 years, SASTA has been at the heart of the South African sugar industry, bringing together industry professionals through world-class conferences and related events, fostering knowledge sharing, networking, and progress – from the field to the mill.
The South African sugar industry is facing many challenges due to developments in the global sugar industry, which have been addressed in part through government intervention, as we report in this issue.
In 2025, the EU sugar industry reduced sugar beet acreage. But total sugar production remained consistent with the 2024/25 campaign. We analyze the development of the production in individual member states. The sugar industry of the 27-member bloc is responding to the disastrous financial results and high production levels of 2025/26 by further cutting beet acreage in 2026.
Finally, this issue assesses the impact of the 2025 reduction in sugar beet acreage on the processing and production performance of seven leading sugar producers in the European Union and the United Kingdom: Cristal Union, Cosun Beet Company, Krajowa Grupa Spożywcza S.A., Nordzucker, Südzucker, Tereos, and British Sugar (excluding Azucarera in Spain) in 2025/26. The six EU companies together account for around 80% of the bloc's sugar production, making their performance a reliable indicator of broader sector developments.

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

170 x 240
Presenter
No. 1

600 × 200 Presenter No. 2

EU sugar beet acreage shrinks again
EU-27 beet acreage in 2026/27 has fallen to 1.22 mn ha, down 112,000 ha, or 8.4%, from 2025/26. [more]

SOSUCAM for sale
Société Sucrière du Cameroun (SOSUCAM), Cameroon's leading sugar producer, is set to change hands. [more]

Tongaat Hulett partially nationalized
Tongaat Hulett (THL) has avoided liquidation after a last-minute, binding agreement to support its recovery was reached. [more]

Ransomware attack at Mackay Sugar
All three of Mackay Sugar's mills had to shut down after a ransomware attack at the start of the 2026 campaign. [more]

World sugar market
Nearby supplies remain comfortable as 2026/27 risks build. [more]

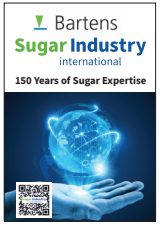
EU sugar stocks to fall in 2026/27 Europe
The European Commission's early estimate for the 2026/27 marketing year sees EU sugar production to fall to 14.13 mn t. [more]

CoProB closes FY2025 with a loss
The 2025 crop year was difficult for Italy's only sugar producer. CoProB was impacted by a lower beet area and lower prices. [more]

Raízen's annual loss widens
Raízen reported a consolidated net loss of BRL27.13bn (€4.61bn) in 2025/26, up from BRL4.18bn the previous year. [more]

Private equity funds are targeting Raízen
Six private equity firms are offering Raízen's debt holders to sell parts of their debt as the company restructures. [more]

Industry coalition for E20 petrol
A broad alliance of car makers, suppliers, and biofuel producers has urged the European Commission to revise EU fuel rules. [more]



250 x 354
Presenter
No. 3

Events

- **SugarMach Indonesia**
July 28–30, 2026, Jakarta, Indonesia
- **13° Congresso ATALAC 2026**
August 10–14, 2026, Ribeirão Preto/São Paulo, Brazil
- **Fenasucro & Agrocana 2026**
August 11–14, 2026, Sertãozinho/São Paulo, Brazil
- **72nd PHILSUTECH Annual National Convention**
August 17–21, 2026, Cebu City, Philippines
- **98th SASTA Congress 2026**
August 18–20, 2026, Durban, South Africa
- **FORUM BETASOL**
September 1–2, 2026, Worms, Germany
- **SugarBeet Expo 2026**
September 9–10, 2026, Springe, Germany
- **Thailand Sugar Conference 2026**
September 10–11, 2026, Khonkaen, Thailand
- **Sugar & Ethanol Asia**
September 15–17, 2026, Bangkok, Thailand
- **XLVI Convención y EXPOATAM 2026**
September 23–25, 2026, Veracruz, Mexico
- **POWTECH TECHNOPHARM**
September 29 – October 1, 2026, Nuremberg, Germany

ZSB Bezugsquellen
ZSB Buyers Guide

The Buyers Guide for the Sugar, Starch and Biofuel industry

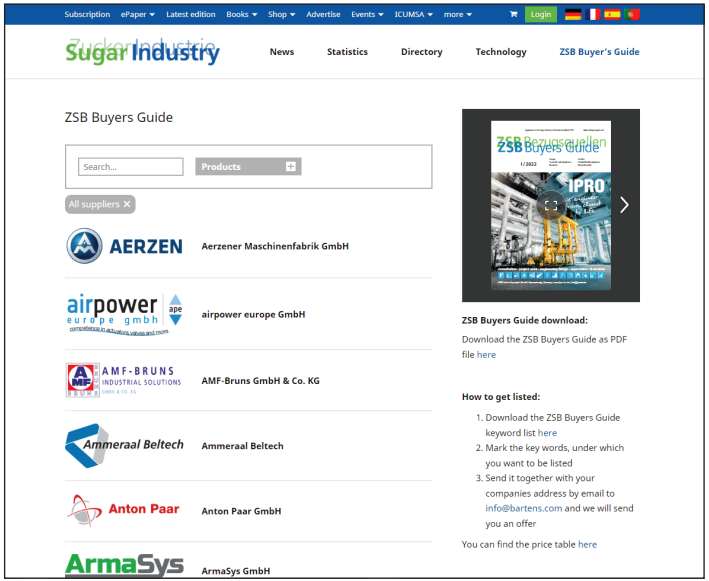
ZSB Buyers Guide world's largest buyers' guide for the sugar, starch and biofuel industries

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 the **ZSB Buyers Guide** has been published twice annually, in March and September, the ZSB Buyers Guide is offered as a reader 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.

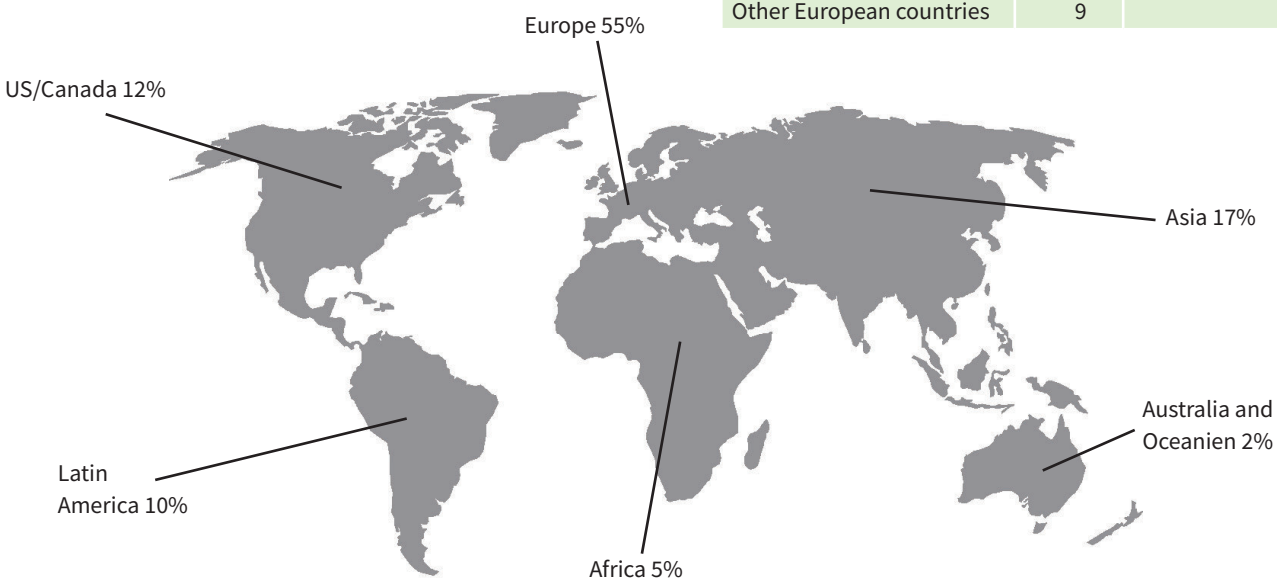
Publisher Verlag Dr. Albert Bartens KG
Lückhoffstr. 16, 14129 Berlin, Germany
Tel.: +49 30 804 74 74 0

Advertising Jessica Schnieder, Jessica.Schnieder@bartens.com
zsb@bartens.com

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 2027

Price List No. 63
valid as of September 1, 2026

ZSB Buyers Guide: 2 print editions (March and September 2027) + online entry on https://sugarindustry.info

Company entry

Basic entry

Price for the entry of company with name, logo, complete address, telephone, email, internet	€ 510

Additional options

Price for a second address (name, address, telephone, email, internet)	€ 115
QR Code 20 x 20 mm	€ 80
Link to your website	€ 40

Advertising Prices (4 colour)

1/1 page	€ 3175
Title (cover) page	€ 4030
Inside and back cover page	€ 3525
1/2 page	€ 1995

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

Keyword Index

Per keyword Company name with up to 26 characters	€ 44

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 1,800 print copies plus eBook distribution (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

SUGAR ECONOMY
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Two editions

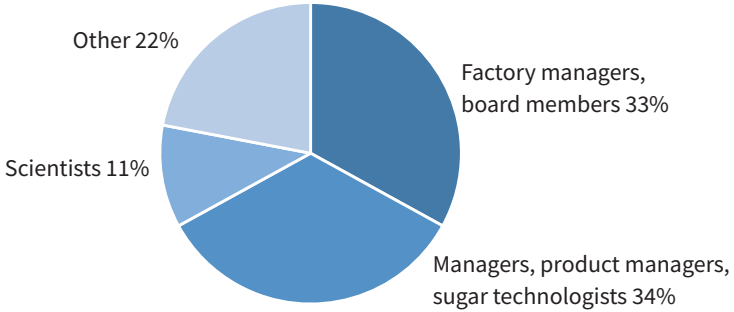
Sugar Economy /Zuckerwirtschaft /Economie Sucrière Europe 2027

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*

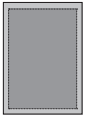
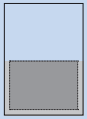


Circulation analysis (2 editions) 2023*	%
Austria	4
Belgium / The Netherlands	5
France	13
Germany	37
Italy	2
Poland	3
Scandinavia	3
Spain	2
Switzerland	1
United Kingdom	3
Other European countries	11
Europe (total)	85
USA/Canada	13
Other continents	1

*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 2027
Closing date	Orders are accepted until October 22, 2026
Art work	PDF files (for MS Windows) with a resolution of >300 dpi
Advertising	Jessica Schnieder Jessica.Schnieder@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.