

# EURO HEAT&POWER

DISTRICT HEATING | DISTRICT COOLING | COGENERATION

English Edition with International Distribution

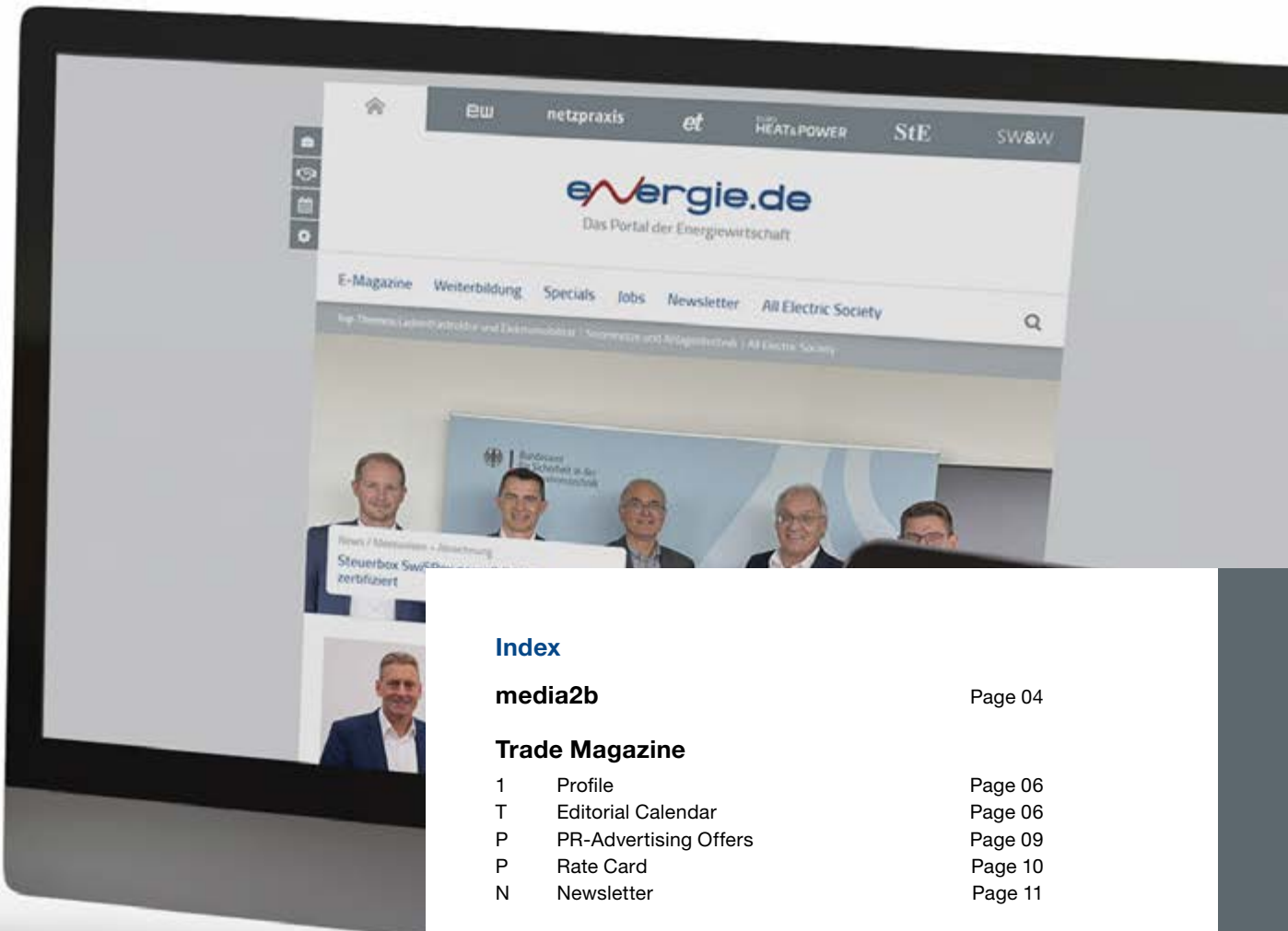


# EURO HEAT&POWER

EUROHEAT&POWER International well established within West/East European Markets of Cogeneration, District Heating and Cooling is the only Trade Magazine covering the whole process chain of the industry for Power Plant Technologies, Pipe-Laying, Network Construction/Operation, Heat Substations, Heat Metering and Accounting.

As official publication of Euroheat & Power, Brussels, each issue also features – next to technological news and innovations – the current developments of European energy policy. Overall a perfect marketing platform for your international business activities.





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# media2b

The media network for your B2B marketing



**media2b is the media network for successful B2B marketing in eight sectors.** The portal bundles the services of the leading media of VDE VERLAG GmbH, EW Medien und Kongresse GmbH and HEALTH-CARE-COM GmbH and offers a variety of advertising formats for optimal lead generation and the efficient use of media budgets. Strategic and conceptual consulting is also included in addition to pure media services in the group of companies' network.

[www.media2b.de](http://www.media2b.de)



### Twenty brands

avn. – allgemeine vermessungsnachrichten, building & automation, Digital Factory Journal, EHEALTHCOM, energie.de, et – Energiewirtschaftliche Tagesfragen, etz elektrotechnik & automation, EUROHEAT&POWER, ew – Magazin für die Energiewirtschaft, EW Medien und Kongresse, gis.Business, gisPoint.de, gis.Science, netzpraxis, openautomation, smart-production.de, StE – Steuern der Energiewirtschaft, Sonne Wind & Wärme, VDE VERLAG, VDVmagazin, Wichmann Verlag



### Diverse channels

Print, web, newsletter, videos, podcasts, social media, etc.



### Customized advertising formats

Almost 50 different advertising formats from advertorials to junior pages and wallpapers



### Eight sectors

Electrical engineering, energy, automation & drive technology, e-health & medical technology, digitalization & information and communication technology, heating, ventilation, air conditioning and refrigeration technology, geo-IT & geodesy, building technology



### Events

Trade fairs, congresses, exhibitions and sponsorship



### Agency services

Full-service offerings for the development and implementation of your B2B communication campaigns

avn. building&automation DIGITAL FACTORY HEALTHCARECOM envergie.de

et ENERGIEWIRTSCHAFTLICHE TAGESFRAGEN etz EURO HEAT&POWER ew EW gis.Business

gis.Point gis.Science netzpraxis open automation smart-production.de

StE SONNEWIND&WÄRME VDE VERLAG VDV magazin Wichmann



<b>1 Profile</b>	Trade Magazine for the international District Heating & Cooling and Cogeneration industry.
<b>2 Frequency</b>	4 issues per year
<b>3 Language</b>	English
<b>4 Circulation</b>	2,000 copies
<b>5 Target Group</b>	Utilities, Component Suppliers, Engineering/Consulting Companies, Authorities, Research Institutes
<b>6 Distribution</b>	In 24 Western/Eastern European Countries, Canada, USA, Russia, Japan, Korea
<b>7 Publishing House</b>	VDE VERLAG GMBH Kaiserleistraße 8A 63067 Offenbach Germany www.vde-verlag.de
<b>8 Publishers</b>	International Association Euroheat & Power, Brussels German Heat & Power Association – AGFW, Frankfurt am Main



Issue	Generation   Storage	DHC Networks	Consumer Installations   Heat Substations	Heat/Cold Metering	Fairs   Events
<p><b>I</b></p> <p>PD: 13.02.25 AC: 23.01.25 ED: 09.12.24</p>	<ul style="list-style-type: none"> <li>• (Micro) gas turbines</li> <li>• Steam turbines</li> <li>• Fuel cells</li> <li>• Small-scale CHP</li> <li>• Stirling engines</li> <li>• Heat pumps</li> <li>• Boiler systems</li> <li>• Fuel treatment</li> <li>• Heat exchanger</li> <li>• Pump systems</li> <li>• Flue gas cleaning</li> <li>• Instrumentation and control technology</li> <li>• IT solutions</li> </ul> <p><b>Heat/Cold storage</b></p> <ul style="list-style-type: none"> <li>• Storage technologies</li> <li>• Applications</li> <li>• Construction</li> <li>• Operating methods</li> </ul>	<ul style="list-style-type: none"> <li>• Pipeline Construction</li> <li>• Pre-insulated pipe systems</li> <li>• Flexible pipe systems</li> <li>• Network simulation</li> <li>• Instrumentation and control technology</li> <li>• Valves</li> <li>• Digitalisation of DHC networks</li> </ul>	<ul style="list-style-type: none"> <li>• Heat substations</li> <li>• Heat storage tanks</li> <li>• Hot water generation</li> <li>• Heat exchangers</li> <li>• Pressure maintenance</li> <li>• Water conditioning</li> <li>• Instrumentation and control technology</li> <li>• Digitalisation</li> </ul>	<ul style="list-style-type: none"> <li>• Heat/Cold meters</li> <li>• Temperature sensors</li> <li>• Heat cost allocators</li> <li>• Remote metering</li> <li>• Billing</li> <li>• IT solutions</li> <li>• Smart meter gateway</li> <li>• Measuring methods</li> </ul>	<p><b>E-world energy &amp; water</b> Essen (D), 11. – 13.02.2025</p> <p><b>GeoTherm expo &amp; Congress</b> Offenburg (D), 20. – 21.02.2025</p> <p><b>World Sustainable Energy Days</b> Wels (A), 05. – 07.03.2025</p> <p><b>ISH</b> Frankfurt a.M. (D), 17. – 20.03.2025</p> <p><b>18<sup>th</sup> annual International Biomass Conference &amp; Expo</b> Atlanta (USA), 18. – 20.03.2025</p> <p><b>Volta-X</b> Stuttgart (D), 25. – 27.03.2025</p> <p><b>Hannover Trade Fair</b> Hanover (D), 31.03. – 04.04.2025</p> <p><b>The smarter E Europe</b> Munich (D), 06. – 09.05.2025</p> <p><b>ISH China &amp; CIHE</b> Beijing (CHN), 11. – 13.05.2025</p>
<p><b>II</b></p> <p>PD: 27.05.25 AC: 07.05.25 ED: 07.04.25</p>	<ul style="list-style-type: none"> <li>• Biomass</li> <li>• Biogas</li> <li>• Geothermal energy</li> <li>• Solar thermal energy</li> <li>• Waste heat</li> <li>• Hydrogen</li> <li>• Green gas</li> <li>• Synthetic fuels</li> <li>• Heat pumps</li> </ul> <p><b>District cooling</b></p> <ul style="list-style-type: none"> <li>• Absorption chillers</li> <li>• Compression chillers</li> <li>• Cold storage</li> </ul>	<ul style="list-style-type: none"> <li>• Network operation</li> <li>• Pressure maintenance</li> <li>• Rehabilitation technologies</li> <li>• Leakage detection</li> <li>• Asset management</li> <li>• Quality management</li> </ul>	<ul style="list-style-type: none"> <li>• Hot water generation</li> <li>• Heat exchangers</li> <li>• Pressure maintenance</li> <li>• Water conditioning</li> <li>• Legionella prophylaxis</li> <li>• Digitalisation</li> </ul>	<ul style="list-style-type: none"> <li>• Heat/Cold meters</li> <li>• Temperature sensors</li> <li>• Heat cost allocators</li> <li>• Remote metering</li> <li>• Billing</li> <li>• IT solutions</li> </ul>	<p><b>IDEA2025 – 116<sup>th</sup> Annual Conference &amp; Trade Show</b> Minneapolis/Minnesota (USA), 02. – 05.06.2025</p> <p><b>Euroheat &amp; Power Congress</b> Prague (CZ), 03. – 05.06.2025</p> <p><b>EUBCE European Biomass Conference &amp; Exhibition</b> Valencia (ES), 09. – 12.06.2025</p> <p><b>International Biogas Congress &amp; Expo</b> Brussels (B) 18. – 19.06.2025</p>



Issue	Generation   Storage	DHC Networks	Consumer Installations   Heat Substations	Heat/Cold Metering	Fairs   Events
<p><b>III</b>  <b>PD: 02.09.25</b>  <b>AC: 13.08.25</b>  <b>ED: 07.07.25</b></p>	<ul style="list-style-type: none"> <li>• Turbines</li> <li>• Small-scale CHP</li> <li>• Stirling engines</li> <li>• Heat pumps</li> <li>• Boiler systems</li> <li>• Fuel treatment</li> <li>• Heat exchanger</li> <li>• Pump systems</li> <li>• Flue gas cleaning</li> <li>• Instrumentation and control technology</li> <li>• Digitalisation</li> </ul>	<ul style="list-style-type: none"> <li>• Network monitoring</li> <li>• Instrumentation and control technology</li> <li>• Pressure maintenance</li> <li>• Pump operation</li> <li>• Network extension</li> <li>• Water conditioning</li> <li>• Shaft monitoring</li> <li>• Digitalisation of DHC networks</li> </ul>	<ul style="list-style-type: none"> <li>• House led-in</li> <li>• Heat substations</li> <li>• Pumps</li> <li>• Heat exchangers</li> <li>• Pressure maintenance</li> <li>• Instrumentation and control technology</li> <li>• Digitalisation</li> </ul>	<ul style="list-style-type: none"> <li>• Remote metering</li> <li>• Billing</li> <li>• IT solutions</li> </ul>	<p><b>International Symposium on District Heating and Cooling</b> Genk (BE), 08. – 10.09.2025</p> <p><b>11<sup>th</sup> International Conference on Smart Energy Systems</b> Copenhagen (DK), 16. – 17.09.2025</p> <p><b>Enlit Asia</b> Kuala Lumpur (MY), 05. – 07.11.2025</p>
<p><b>IV</b>  <b>PD: 18.11.25</b>  <b>AC: 29.10.25</b>  <b>ED: 29.09.25</b></p>	<ul style="list-style-type: none"> <li>• Biomass</li> <li>• Biogas</li> <li>• Geothermal energy</li> <li>• Solar thermal energy</li> <li>• Waste heat</li> <li>• Hydrogen</li> <li>• Green gas</li> <li>• Synthetic fuels</li> <li>• Heat pumps</li> <li>• Digitalisation of generation</li> </ul>	<ul style="list-style-type: none"> <li>• Piping systems</li> <li>• Network simulation</li> <li>• Asset management</li> <li>• Pressure maintenance</li> <li>• Quality management</li> <li>• Instrumentation and control technology</li> <li>• Valves</li> </ul>	<ul style="list-style-type: none"> <li>• Heat substations</li> <li>• Heat storage tanks</li> <li>• Hot water generation</li> <li>• Heat exchangers</li> <li>• Pressure maintenance</li> <li>• Water conditioning</li> <li>• Instrumentation and control technology</li> <li>• Digitalisation</li> </ul>	<ul style="list-style-type: none"> <li>• Heat/Cold meters</li> <li>• Temperature sensors</li> <li>• Heat cost allocators</li> <li>• Remote metering</li> <li>• Billing</li> <li>• Smart meter gateway</li> <li>• Measuring methods</li> </ul>	<p><b>Enlit Europe</b> Bilbao (ES), 18. – 20.11.2025</p> <p><b>HEATEXPO 2025</b> Dortmund (D), 25. – 27.11.2025</p>

**Regular columns in every issue:**

Energy News (Brussels News, News from Euroheat & Power, Energy Markets, Events, Publications), Industry News (New Products/Technologies, Company Information)

**Regular features in every issue:**

Energy Policy, Energy Markets, Energy Legislation, Energy Service/Contracting, Renewable Energies, Power Plant Technology, Cogeneration, District Heating, Heat Transport and Distribution, Consumer Installations, Heat Substations, Heat Metering/Billing

PD = publication date

AC = ad closing date

ED = deadline for editorial contents



Topic	Issue			
	I	II	III	IV
Asset management		✓		✓
Billing	✓	✓	✓	✓
Biogas		✓		✓
Biomass		✓		✓
Boiler systems	✓		✓	
Cold storage		✓		
Compression chillers		✓		
DHC Networks	✓	✓	✓	✓
Digitalisation	✓	✓	✓	✓
Digitalisation of DHC networks	✓		✓	
Digitalisation of generation				✓
District cooling		✓		
<b>Enlit Europe</b>				✓
<b>Euroheat &amp; Power Congress</b>		✓		
<b>E-world energy &amp; water</b>	✓			
Flexible pipe systems	✓			
Flue gas cleaning	✓		✓	
Fuel cells	✓			
Fuel treatment	✓		✓	
Geothermal energy		✓		✓
<b>GeoTherm expo &amp; Congress</b>	✓			
Green gas		✓		✓
<b>Hannover Trade Fair</b>	✓			
Heat cost allocators	✓	✓		✓
Heat exchangers	✓	✓	✓	✓
<b>HEATEXPO</b>				✓
Heat pumps	✓	✓	✓	✓
Heat storage tanks	✓			✓
Heat substations	✓		✓	✓
Heat/Cold Metering	✓	✓	✓	✓
Heat/Cold meters	✓	✓		✓
Heat/Cold storage	✓			
Hot water generation	✓	✓		✓
House led-in			✓	
Hydrogen		✓		✓
Instrumentation and control technology	✓		✓	✓

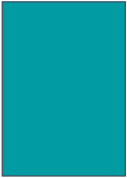
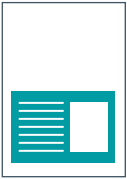

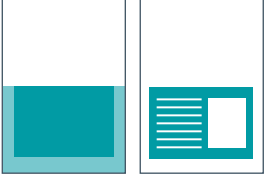
Topic	Issue			
	I	II	III	IV
<b>International Symposium on DHC</b>			✓	
<b>ISH</b>	✓			
<b>ISH China &amp; CIHE</b>	✓			
<b>IT solutions</b>	✓	✓	✓	
Leakage detection		✓		
Legionella prophylaxis		✓		
Measuring methods	✓			✓
(Micro) gas turbines	✓			
Network extension			✓	
Network monitoring			✓	
Network operation		✓		
Network simulation	✓			✓
Pipeline Construction	✓			
Piping systems				✓
Pre-insulated pipe systems	✓			
Pressure maintenance	✓	✓	✓	✓
Pump operation			✓	
Pump systems	✓		✓	
Pumps			✓	
Quality management		✓		✓
Rehabilitation technologies		✓		
Remote metering	✓	✓	✓	✓
Shaft monitoring			✓	
Small-scale CHP	✓		✓	
Smart meter gateway	✓			✓
Solar thermal energy		✓		✓
Steam turbines	✓			
Stirling engines	✓		✓	
Storage technologies	✓			
Synthetic fuels		✓		✓
Temperature sensors	✓	✓		✓
<b>The smarter E Europe</b>	✓			
Turbines			✓	
Valves	✓			✓
Waste heat		✓		✓
Water conditioning	✓	✓	✓	✓





PR-Advertising Offers

For a better and more informative introduction of your company, your services and your products we offer:

1: Advertising Sizes and Prices <i>The current VAT rate must be added to all prices.</i>	Offer	Fixed price in € (not subject to discount)
	<p><b>1/1 Page Company Profile (4c)</b></p> <p>Type area: 185 × 268 mm</p> <p>Text-length: 3,800 signs (with blanks, without illustrations)</p>	<p>1,905.–</p>
	<p><b>1/2 Page Company Profile (4c)</b></p> <p>Type area: 185 × 132 mm</p> <p>Text-length: 2,100 signs (with blanks, without illustrations)</p>	<p>980.–</p>
	<p><b>Special Combination Rate!</b></p> <p>1/1 Page Company Profile (4c) + 1/1 Page Standard Advert (4c)</p>	<p>4,330.–</p>
	<p><b>Special Combination Rate!</b></p> <p>1/2 Page Company Profile (4c) + 1/2 Page Standard Advert (4c)</p>	<p>2,745.–</p>

Other special advertising types available on request.





Your ad will also appear in the E-MAGAZINE!

1 Advertising Sizes and Prices: <i>Please add the appropriate value added tax to all prices if applicable</i>	Formats	Type area <i>width × depth in mm</i>	Bleed formats <i>width × depth in mm please add 3 mm on all sides</i>	Prices <i>in €</i>
	Coverpage (plus Advertisement next to Editorial (page 3*))	190 × 188 (+ 82 × 242)		4,400.–
	2/1	-	420 × 297	6,050.–
	1/1 Inside Front Cover, Back Cover * Inside Back Cover	170 × 248	210 × 297	3,850.– 4,200.– 4,100.–
	Juniorpage	125 × 186	150 × 210	2,850.–
	1/2	vertical: 82 × 248 horizontal: 170 × 121	vertical: 107 × 297 horizontal: 210 × 148	2,450.–
	1/3	vertical: 53 × 248 horizontal: 170 × 78	vertical: 78 × 297 horizontal: 210 × 103	2,050.–
	1/4	vertical: 38 × 248 horizontal: 170 × 57 standard: 82 × 121	vertical: 52 × 297 horizontal: 210 × 82 standard: 107 × 146	1,750.–
	1/8	vertical: 38 × 121 horizontal: 170 × 26 standard: 82 × 57	vertical: 52 × 146 horizontal: 210 × 40 standard: 107 × 82	1,500.–

\* The dispatch edition receives a removable address label on the top right (according to postal regulations). Banderoles are on the back of the magazine with fixed one or two adhesive dots



1 Advertising Sizes and Prices	Format	W x H in pixels	Fixed price in € (not subject to discount)
	Billboard	600 x 250	1,050.-
	Native Billboard	Picture: 600 x 250 Caption max 55 characters Text max 475 characters	1,300.-
	Native Teaser	Picture: 275 x 135 Caption max 55 characters Text max 375 characters	650.-
	Fullbanner	468 x 60	900.-
	Medium Rectangle	300 x 250	650.-

The current VAT rate must be added to all prices.

<b>2 File Formats</b>	Advertising for HTML Newsletter: JPG, GIF (not animated), max. 40 kB (72 dpi RGB picture files) Please specify your target URL/link on delivery (e. g. your website)
<b>3 Format of the Newsletter</b>	HTML
<b>4 Delivery Address</b>	Please send your advertising material/files for your campaign to the following address: <a href="mailto:anzeigen@vde-verlag.de">anzeigen@vde-verlag.de</a>
<b>5 Delivery Deadline</b>	7 days before start of campaign With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense. We need the following data upon delivery: <ul style="list-style-type: none"> <li>- customer name,</li> <li>- campaign name,</li> <li>- contact for questions/check back,</li> <li>- Target-URL/Click-URL,</li> <li>- Alt text/Title text (optional).</li> </ul>



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**Recipients:**

813  
(as of: September 2024)

Issue	Date
1/2025	19.02.2025
2/2025	27.05.2025
3/2025	28.08.2025
4/2025	11.12.2025



**Stand-alone Newsletter**

Reach exclusively the newsletter subscribers of the EUROHEAT&POWER with your advertising message. With an individual mailing date and the EUROHEAT&POWER newsletter template, you can place your products, services, whitepapers, webinars, events or other information in a target group-oriented way.

**Price: € 2,650.-**

## General Terms of Business of VDE VERLAG GMBH

for advertisements and third party inserts in magazines and books and for online advertising

### 1. Area of Application

Insofar as nothing else is expressly confirmed in writing by VDE VERLAG GMBH ("the Publisher") all contractual relationships of each of the Publisher's customers with the Publisher are governed solely by the following General Terms of Business. They are also solely binding when conflicting general terms of business of the Customer's have not been explicitly rejected by the Publisher.

### 2. Definitions

- 2.1. An advertisement is any promotional publication in printed materials or online offers of the Publisher.
- 2.2. An advertising order is a contract for publication of one or more advertisements of an advertiser or other person placing them on an online offer or in printed materials of the Publisher for the purpose of distribution. To become effective, such a contract must be confirmed in writing by the Publisher.
- 2.3. A standard advertising contract is one with a term of 12 months.
- 2.4. Online advertising is, for example, advertising banners, pop-ups, white papers, webcasts, microsites, webinars, special interest and/or keyword placements on the Publisher's online offers and in its electronic newsletters.

### 3. Rebates

Rebates on contracts with term of 12 months are based on the actual published scope of the advertisements during the 12 month period, insofar as the Publisher is not responsible for deviations from the agreed scope. In such a case the Customer shall pay the difference between the rebate granted in advance and the rebate as based on the actual scope of advertising.

### 4. Placement

- 4.1. The Customer shall notify the Publisher in good time before the closing time for advertisements in the event that advertisements, inserts and other supplements are to be published in particular numbers, particular editions or in particular places of printed matter.
- 4.2. Such a notification is made in good time if, assuming a normal course of business, the Customer can still be notified in writing in the event that the Customer's request cannot be carried out.
- 4.3. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher's free discretion.
- 4.4. If the Customer decides that contrary to the original order an advertisement is not to appear in a preferred location, then the Customer must notify the Publisher of this in writing at least 6 weeks before closing time for advertisements.
- 4.5. Online advertising is placed by the Publisher at its equitable discretion with due consideration given to the interests of the Customer. Insofar as nothing else is agreed, the Customer does not have a right to a particular placement within the Publisher's online offers or newsletters.

### 5. Contents and Arrangement

- 5.1. The Publisher is entitled to refuse to publish advertisements, inserts or other supplements, as well as online advertising, because of its contents, its origin or its technical form, insofar as its contents violate applicable law or public morals or publication would be unreasonable for the Publisher. A publication is unreasonable for the Publisher if, for example, inserts or other supplements can give readers the impression, through their form or design, that these are parts of the printed matter for which the Publisher is responsible, or, if they contain advertising from any third party. The Customer will be notified of any such refusal to publish.
- 5.2. The publication of inserts and other supplements presupposes in principle that a sample has been submitted in advance.
- 5.3. Online advertising must be delivered by the Customer in accordance with the technical requirements of the Publisher no later than the deadline agreed in the order. The Publisher does not check whether or to what extent the advertising materials provided by the Customer are suitable for the Customer's advertising purpose and are in keeping with the Customer's needs. In the case of online advertising which due to its technical design allows collection and storage of usage data, the Customer assures that all such collection and storage of data is done in accordance with the statutory requirements (particularly those of the EU's General Data Protection Regulation (GDPR)).
- 5.4. Advertisements and online advertising which due to their editorial design cannot be recognized as such can be made recognizable as such by a clear notice such as "Advertisement" that is added by the Publisher.
- 5.5. The Customer warrants that the advertising materials supplied by the Customer as well as any linked target sites do not violate applicable law, and do not compromise or violate any rights of any type of any third party. In particular, the Customer warrants that the advertising materials are designed so that (a) the impression of a system message cannot arise and (b) all functional elements (e.g. search screens, pop-up menus, selection boxes) can actually be activated.
- 5.6. The Customer is responsible for timely delivery of printing materials. The Publisher's obligation to keep printing materials expires three months after the advertisement was published.
- 5.7. If the Customer does not notify the publisher of any dimensions for the advertisement, the Publisher will execute it in the smallest format that is possible.
- 5.8. The Customer assures that it is the holder of all required usage and exploitation rights to the advertisements and grants the Publisher a usage right to the advertising materials that is simple, non-exclusive, non-transferable, worldwide, and limited in time to the period and in contents to the purpose of the contract. The Customer agrees to indemnify the Publisher upon first demand of all claims of third parties that assert a violation of rights and to render the Publisher compensation for all disadvantages and damages the Publisher sustains in this connection.

### 6. Publisher's Warranty and Liability

- 6.1. The Publisher warrants the print quality customary for orders of the type in question, in the context of the possibilities prescribed by the printing materials. If the printed advertisement is entirely or partially illegible, incorrect or incomplete, and if the Publisher is responsible for this, then the Customer shall have a right, as the Customer may choose, to a reduction in the price of the advertisement or to a replacement advertisement unless a replacement advertisement would be possible only at disproportionate costs.
- 6.2. The Publisher shall place online advertisements during the agreed period of time and keep the relevant websites available. The Publisher warrants that the website(s) on which online advertisements appear are available at least 161 hours per week. If, during the period of the contract, this availability stays behind what is contractually agreed, then the Customer shall be entitled to a reasonable reduction of the price. This does not apply if the inferiority of performance is insignificant.
- 6.3. The liability of the Publisher for compensation for damages is limited to intention and gross negligence, insofar as there is no loss of human life, bodily injury or damage to health and insofar as there is no violation of essential contractual obligations. In cases of slightly negligent violations of essential contractual obligations, the Publisher is liable only for the amount of damages that are typical of this type of contract and that could be foreseen when the contract was concluded. Liability of the Publisher for slightly negligent violations of non-essential obligations is barred.
- 6.4. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions lie within the Publisher's sphere of responsibility.

### 7. Proofs

Proofs are delivered only at the express request of the Customer. The Customer bears the risk that proofs are not delivered in time and that returned corrected proofs are not correct. If the corrected proofs are not received by the Publisher within the period of time specified by the Publisher, then permission to print will be deemed to have been granted when this period of time for receiving corrected proofs has expired.

### 8. Specimen Copies

After publication, the Customer shall receive a complete copy as documentary evidence. With job and occasional advertisements, the page on which the advertisement appeared will be sent as documentary evidence. If it is no longer to procure a specimen copy, the Publisher will certify in writing that the advertisement was published.

### 9. Prices

- 9.1. All prices are stated as net prices in addition to which the applicable statutory value added tax is to be paid.
- 9.2. Price changes that occur during the period of a 12 month contract with a company go into effect immediately, insofar as nothing else was already agreed.
- 9.3. The preparation of drawings, printing materials and significant changes in submitted printing materials are charged at cost.
- 9.4. Insofar as nothing else is agreed, online advertising is offered at monthly fixed prices. The Publisher does not guarantee particular levels of click rates, ad impressions, leads or other access statistics.

### 10. Review of Online Advertising

When online advertising is broadcast for the first time, the Customer will review it without delay for proper placement and report any errors to the provider within three working days. Online advertising to which no objections are raised within this period is deemed to have been accepted.

### 11. Cancellation of advertisements and online advertising

- 11.1. Commissioned advertisements and online advertising can be canceled before the agreed start of placement. Cancellation must be made in writing.
- 11.2. Preferred ad placements can be canceled free of charge up to 2 weeks before the advertising deadline and front pages can be canceled free of charge up to 4 months before the advertising deadline.
- 11.3. Cancellation of online advertising up to 8 weeks before the start of placement is free of charge. If canceled within 8 weeks before the start of placement, the publisher is entitled to charge the following cancellation costs:
  - 50% of the net order value if canceled 8 weeks or more before the start of placement;
  - 75% of the net value of the order in the event of cancellation from 4 weeks before the start of placement;
  - 100% of the net order value if canceled 1 week or more before the start of placement.

### 12. Reduced Print Runs

A reduced print run constitutes a defect that justifies a price reduction only if the shortfall is 20 % or more with a print run of up to 50,000 copies. Then the price reduction is proportional to the shortfall.

### 13. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

### 14. Payment Default

- 14.1. If payment is not received within 30 days after the date of first appearance, then the Customer enters payment default even if there is no reminder. In a case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euros. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers which are entrepreneurs are also charged default interest in the amount of 9 % above the base interest rate.
- 14.2. If the Customer is in payment default, the Publisher reserves the right to make further appearances of advertisements dependent on payment of advances even during an ongoing standard advertising contract.

### 15. Applicable Law and Place of Jurisdiction

- 15.1. This contract is governed by the law of the Federal Republic of Germany.
- 15.2. The place of fulfillment and jurisdiction for business with merchants, legal entities of public law and public law special funds is the legal domicile of the Publisher. If the place of residence or usual abode of the Customer is not known when litigation is filed or if the Customer has moved his, her or its residence or place of usual abode to a location outside the area of applicability of the ZPO (German Code of Civil Procedure), then it is agreed that the place of jurisdiction is the legal domicile of the publisher.

### 16. Data Processing

During the course of its business activity the Publisher uses a data processing system to process customer data in the framework prescribed by the EU's General Data Protection Regulation (GDPR) as permissible. A data protection officer has been appointed by the Publisher.

### 17. Other Regulations

The publisher does not take part in alternative dispute resolutions in front of consumer conciliation boards.

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