

Media-Kit 2026



Rate Card No. 33
valid since 1st January 2024

Rate Card No. 31a
valid since 1st January 2023

m2b media2b.

media2business GmbH
10400 Berlin
phone +49 (0) 30 42151-262

www.elektropraktiker.de

Elektropraktiker (12 Issues)

59.115 Copies**

Special issues

15.000 Copies*

Wall calendar

35.000 Copies*

Newsletter

25.553 per issue* (10/2025)

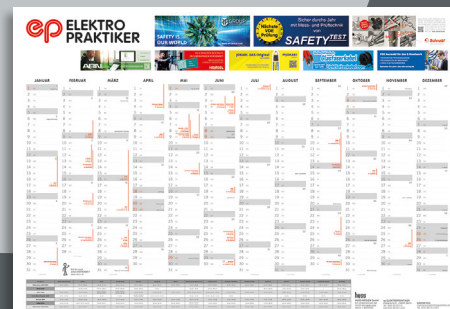
Homepage

200.000 PI in the month*

Social Media

33.000 Follower*

* Publisher information
** IVW 2. Quarter 2025 (Distribution)





Professional Magazine

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The media brand

Target group

Electricians, Technicians, Foremen, Electrical engineers with business experience in electrical companies, Electrical professionals in project design companies, Trainees and apprentices

Range of topics

Electrical installation, Building system engineering, Electrical equipment, Switchgear, Power electronics, Lighting engineering, Renewable energy, Questions and standardizations, Electrical safety, Vocational education and training, Business management, Technical and economical qualification for decision-makers, Software

Crossmedia offers

Website, Newsletter, Specialist Magazine, Sponsoring Deutscher E-Planer-Preis, Special Issues, Software, Online seminars, Apps



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- 1 Name:** ep ELEKTROPRAKTIKER
- 2 Profile in brief:** Professional magazine for electrical professionals in the field of crafts, industry and project designing offices
- 3 Target Group:** Electricians, technicians, foremen/master; electrical engineers with business experience in electrical companies, in manufacture & energy supply, in transportation, building industry & public services; electrical professionals in project design companies; trainees & apprentices
- 4 Publication Frequency:** monthly, 12 issues plus special editions
- 5 Size:** DIN A4
- 6 Volume:** 80th Volume 2026
- 7 Subscription Rates:** **Germany** € 90.00
incl. VAT., plus € 12.00 postal and delivery charges
Abroad € 106.80
incl. delivery charges
- 8 Organ:** –
- 9 Memberships:** IVW Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern (German Audit Bureau of circulations of major publications)
- 10 Publishing House:** media2business GmbH
Am Friedrichshain 22
10407 Berlin
phone: +49 (0) 30 42151-0
www.elektropraktiker.de
- 11 Publisher:** Dr.-Ing. Stefan Schlegel
- 12 Advertising:** Torsten Ernst, Advertising Manager ☎ -262
email: anzeigen@elektropraktiker.de
- 13 Editor:** Dipl.-Ing. Rüdiger Tuzinski, Editor-in-Chief ☎ -304
email: tuzinski@elektropraktiker.de

14 Scope Analysis 2024 = 12 Issues

Total Volume:	984 Pages = 100.0 %
Editorial content	840 Pages = 85.4 %
Advertisement	144 Pages = 14.6 %
thereof: Own ads of publisher	69 Pages = 47.9 %
Loose inserts	12 Pieces

15 Editorial Content Analysis

840 Pages = 100.0 %

News in brief and product info	44 Pages = 5.2 %
Norms and orders	32 Pages = 3.8 %
Trade fairs, events	26 Pages = 3.1 %
Reader's inquiry	63 Pages = 7.5 %
Measurement and inspection techniques	10 Pages = 1.2 %
Building engineering, open-loop control, automation	74 Pages = 8.8 %
Energy	104 Pages = 12.4 %
Management	100 Pages = 11.9 %
Fire and explosion protection, occupational health and safety	42 Pages = 4.8 %
Installation technique, cabling and wiring	54 Pages = 6.4 %
Information and communication technology	40 Pages = 4.8 %
Safety measures, lightening and overvoltage protection	24 Pages = 2.9 %
PC-applications, software	15 Pages = 1.8 %
Lighting, safety technology	34 Pages = 4.0 %
Courses, seminars, literature	70 Pages = 8.3 %
Miscellaneous	64 Pages = 7.6 %
Planning	45 Pages = 5.4 %
Supplement „Lernen und Können“ (learning material)	192 Pages

Regular topics: Installation material (e.g. switches, power sockets, cables, plug sockets, clips, channels, tubes, mounting material) | Installation tools, Installation bus systems and Components (KNX, LON, etc.) | Cabinets and distributors (e.g. installation distributor, meter mounting boards) | Measurement and testing technology | Renewable energy (e.g. solar- and wind energy, heat pumps, regenerative heat recovery, regenerative fuel cells, combined heat and power) Measurement | Light and lighting technology (technical lights, Lamps, LEDs, Light Management) | Safety and occupational health, occupational safety (additional 4 times a year: occupational safety instruction) | Company management (Law, Insurances), Norms & orders, Education, Software solutions

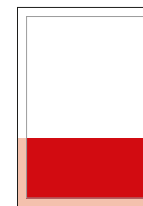
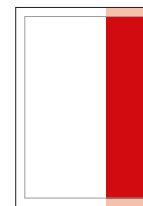
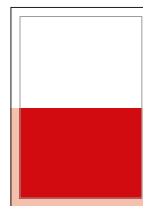
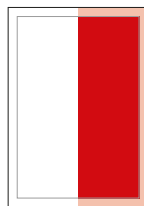
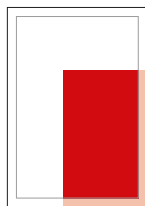
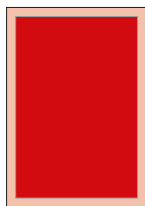
Issue	Topics	Potential line of products	Events/Trade Fairs
1 AD 05. 12. MD 15. 12. PD 05. 01.	Lightning & Surge protection Energy distribution & Medium-voltage technology Building technology, Building automation, System integration	Grounding & Equipotential bonding, Cables & Wires, Cable Support systems, Installation ducts & Pipes Maintenance & Servicing, Drive & Control technology, Control engineering, Assembly technology Building systems engineering, Building management & Control technology, Operation & Monitoring	BAU , 11.–15. 01. in München Elektrofachschulung , 27.–29. 01. in Rostock all about automation , 28. 01.–29. 01. in Berlin E-World , 10.–12. 02. in Essen Maintenance , 25.–26. 02. in Dortmund GETEC , 27. 02.–01. 03. in Freiburg
2 AD 15. 01. MD 23. 01. PD 04. 02.	Electric mobility & Charging infrastructure IT, Communication & Fiber Optic Technology Safety technology	Vehicles, Charging stations, Plug connections, Protective devices Door communication, Telecommunication, Software, Network technology Motion & Presence detectors, Fire & Explosion protection	IHM , 04.–08. 03. in München Light+Building , 08.–13. 03. in Frankfurt a. M. all about automation , 10.–11. 03. in Friedrichshafen
3 AD 09. 02. MD 17. 02. PD 27. 02.	Building technology, Building automation, System integration Installation technology & Protective measures Lighting & illumination technology	Building systems technology, Building management & Control technology, Operation & Monitoring Grounding & Equipotential bonding, Cables & Wires, Cable support systems, Installation ducts & Pipes Lights, Light control, Safety & Emergency lighting	SHK+E , 17.–20. 03. in Essen MSR , 18. 03. in Frankfurt a. M. EMV , 24.–26. 03. in Köln
4 AD 17. 03. MD 25. 03. PD 08. 04.	Energy & Automation Technology, Control cabinet construction Tools & Protective equipment Measuring & Testing	Maintenance & Servicing, Drive & Control technology, Control engineering, Assembly technology Work wear & Protective gear, Software Measuring & Testing devices, Safety devices	Hannover Messe , 20. 04.–24. 04. in Hannover
5 AD 15. 04. MD 23. 04. PD 06. 05.	Industrial vehicles & Operating equipment Technical planning & BIM IT, Communication & Fiber Optic Technology	Vehicles, Insurance, Work wear & Protective gear, Software Software, Network technology, Measuring & Testing devices Door communication, Telecommunications, Motion & Presence detectors, Software, Network technology	MSR , 06. 05. in Bochum all about automation , 06.–07. 05. in Heilbronn CWIEME , 19.–21. 05. in Berlin ANGA COM , 19.–21. 05. in Köln
6 AD 12. 05. MD 22. 05. PD 04. 06.	Renewable energies & Sector coupling Electric mobility & Charging infrastructure Installation technology & Protective measures	Photovoltaics, Inverters, Heat pumps, Wind turbines, Energy meters, Compensation systems Charging infrastructure, Sector coupling & Heat pumps Grounding & Equipotential bonding, Cables & Wires, Cable support systems, Installation ducts & pipes	all about automation , 02.–03. 06. in Hamburg SENSOR+TEST , 09.–11. 06. in Nürnberg MSR , 17. 06. in Halle (Saale) The smarter E Europe/Intersolar Europe , 23.–25. 06. in München FeuerTrutz , 24.–25. 06. in Nürnberg

7 AD 18. 06. MD 26. 06. PD 08. 07.	Lighting & illumination technology Safety technology Lightning & Surge protection	Lights, Light control, Safety & Emergency lighting Motion & Presence detectors, Fire & Explosion protection Grounding & Equipotential bonding, Cables & Wires, Protective devices	Sicherheitsexpo , 01.–02. 07. in München
8 AD 16. 07. MD 24. 07. PD 05. 08.	Tools & Protective equipment Measuring & Testing Energy distribution & Medium-voltage technology	Work wear & Protective gear, Software Measuring & Testing devices, Safety devices Photovoltaics, Inverters, Heat pumps, Wind turbines, Energy meters, Compensation systems	
9 AD 14. 08. MD 24. 08. PD 03. 09.	Installation technology & Protective measures Renewable energies & Sector coupling IT, Communication & Fiber Optic Technology	Grounding & Equipotential bonding, Cables & Wires, Cable support systems, Installation ducts & pipes Photovoltaics, Inverters, Heat pumps, Wind turbines, Energy meters, Compensation systems Door communication, Telecommunications, Motion & Presence detectors, Software, Network technology	AA Transportation , 15.–20. 09. in Hannover MSR , 16. 09. in Ludwigshafen all about automation , 23.–24. 09. in Chemnitz
SP AD 14. 09. MD 22. 09.	Special issue in ep 10 Photovoltaik	PV-modules & inverters, Energy storage, Energy management, Heat pumps, Solar power, Charging infrastructure, Sector coupling	
10 AD 14. 09. MD 22. 09. PD 02. 10.	Building technology, Building automation, System integration Electric mobility & Charging infrastructure Technical planning & BIM	Ventilation technology, Air conditioning, Warm water, Building systems technology, Building management system, Control technology Vehicles, Charging stations, Connectors, Protective devices Software, Network technology, Measuring & Testing devices	gedatec/belektro , 13.–15. 10 in Berlin all about automation , 14.–15. 10. in Düsseldorf
SP AD 13. 10. MD 21. 10.	Special issue in ep 11 Technical Light	Lamps, Light control, Components (control gears and control devices), Security and emergency light	
11 AD 13. 10. MD 21. 10. PD 02. 11.	Energy & Automation Technology, Control cabinet construction Installation technology & Protective measures Measuring & Testing	Maintenance & Servicing, Drive & Control technology, Control engineering, Assembly technology Grounding & Equipotential bonding, Cables & Wires, Cable support systems, Installation ducts & pipes Measuring & Testing devices, Safety devices	
12 AD 11. 11. MD 19. 11. PD 01. 12.	Building technology, Building automation, System integration Safety technology Industrial vehicles & Operating equipment	Building systems technology, Building management system, Control technology, Operate & Monitoring Motion & Presence detectors, Fire & Explosion protection Vehicles, Insurance, Work wear & Protective gear, Software	GET NORD , 19.–21. 11. in Hamburg SPS , 24.–26. 11. in Nürnberg

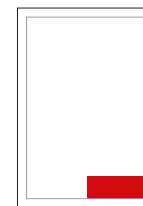
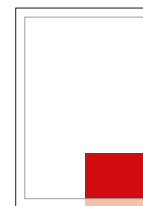
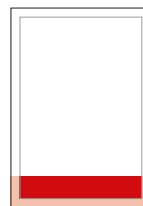
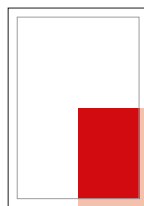
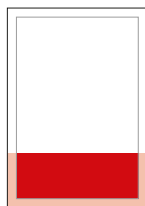
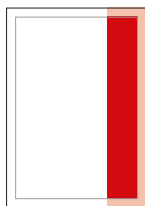
AD = Advertisement deadline **MD** = Material deadline **PD** = Publication date

1 Advertising Prices and Sizes (no discount for surcharges):

All prices added VAT.



	1/1 page	Juniorpage	1/2 page vertical	1/2 page horizontal	1/3 page vertical	1/3 page horizontal
Type Area	185 × 266 mm	137 × 180 mm	90 × 266 mm	185 × 130 mm	58 × 266 mm	185 × 87 mm
Bleed*	210 × 297 mm	150 × 200 mm	105 × 297 mm	210 × 146 mm	70 × 297 mm	210 × 106 mm
Price bw	€ 8,470.00	€ 5,280.00	€ 4,350.00	€ 4,350.00	€ 2,960.00	€ 2,960.00
Price 2c	€ 9,520.00	€ 5,955.00	€ 4,995.00	€ 4,995.00	€ 3,370.00	€ 3,370.00
Price 4c	€ 11,620.00	€ 7,305.00	€ 6,285.00	€ 6,285.00	€ 4,190.00	€ 4,190.00



	1/4 page vertical	1/4 page horizontal	1/4 page Standard	1/8 page horizontal	1/8 page Standard	1/16 page
Type Area	43 × 266 mm	185 × 63 mm	90 × 130 mm	185 × 29 mm	90 × 63 mm	90 × 29 mm
Bleed*	56 × 297 mm	210 × 83 mm	103 × 146 mm	210 × 49 mm	103 × 83 mm	–
Price bw	€ 2,250.00	€ 2,250.00	€ 2,250.00	€ 1,200.00	€ 1,200.00	€ 650.00
Price 2c	€ 2,645.00	€ 2,645.00	€ 2,645.00	€ 1,398.00	€ 1,398.00	€ 749.00
Price 4c	€ 3,435.00	€ 3,435.00	€ 3,435.00	€ 1,792.00	€ 1,792.00	€ 946.00

**2 Surcharges:
Preferential
Placements**

Back cover 4c	Total price € 12,450
Inside Front Cover 4c	Total price € 12,450
Titel Cover 4c	Total price € 12,900

Colours

Colour Surcharges (without discount)
Special colours not available.

	2-coloured	3-coloured	4-coloured
1/1 page	€ 1,050	€ 2,100	€ 3,150
Juniorpage	€ 675	€ 1,350	€ 2,025
1/2 page	€ 645	€ 1,290	€ 1,935
1/3 page	€ 410	€ 820	€ 1,230
1/4 page	€ 395	€ 790	€ 1,185

Specials

Ad in the Centre	70 % of the 1/1 basic price
Bleed Advert	10 % of the basic price
Binding Placement	10 % of the basic price

3 Discounts:

On purchase within 12 months (insertion year)

Frequency		Volume	
3 times	5 %	2 pages	5 %
6 times	8 %	4 pages	8 %
9 times	10 %	6 pages	10 %
12 times	12 %	10 pages	15 %

No discount available for colour and bleed surcharges, Ad Specials and inserts, as well as job ads and classifieds. Combo-discounts for cross-media advertising campaigns upon request.

4 Classified:

Job Offer	€ 7.80
per mm (1 column, 58 mm wide)	
Job Wanted	€ 5.30
per mm (1 column, 58 mm wide)	
Box Number Charge: (incl. delivery charges)	€ 10.00
Colour surcharges: each advert with 15 % of the basic price per colour	

**5 Special
Advertisements:**

Fixed Inserts	
2-sided (untrimmed size: 216 × 307 mm)	€ 9,500
4-sided (untrimmed size: 432 × 307 mm)	€ 14,280
(other scales of fixed inserts upon request)	

Loose Inserts (no discount)	
maximum size 200 × 290 mm	
Price up to 20 g per thousand	€ 290
Every further 10 g	€ 20
plus extra postage (no discount)	
Required delivered quantity	35,500 copies

Affixed Reply Postcards/Samples etc.
on request

6 Contact:

Advertising Disposition
phone: +49 (0) 30 42151-259
email: media@elektropraktiker.de

**7 Terms of Payment/
Bank account:**

media2business GmbH
Commerzbank
Account No.: 976005900
BLZ: 120 400 00
IBAN: DE 88 1204 0000 0976 0059 00
BIC: COBADEFFXXX
UST-Ident-No.: DE 137189299
Upon receipt of the invoice net within 14 days.
All prices added VAT.



The „ep-Spezial“ intensifies the focus on the chosen topic. With a circulation of 15,000 copies these are enclosed the ep ELEKTROPRAKTIKER in target-relevant circulation.

1 Printed Copies: 15,000 copies

2 Buying circle: Electrical specialists with interest in the topic of the certain special issue

3 Magazine size: 210 mm wide x 297 mm high, DIN A4

4 Full Page Type Area: 185 mm wide x 266 mm high

5 Formats und Prices:

	W x H Type Area in mm	With Bleed* in mm	Basic Price bw in €
1/1 Page	185 x 266	210 x 297	3,410.00
1/2 Juniorpage	137 x 180	150 x 200	2,380.00
1/2 Page horizontal	185 x 130	210 x 143	2,150.00
1/3 Page vertical	58 x 266	70 x 297	1,360.00
1/3 Page horizontal	185 x 87	210 x 106	1,360.00
1/4 Page horizontal	185 x 63	210 x 83	950.00

* plus 3 mm bleed size

6 Colour Surcharges: each colour for 1/1 Page, Juniorpage and 1/2 Page € 330.00
each colour for 1/3 Page and 1/4 Page € 260.00

7 Other Surcharges: Bleed Advert 10 % of the basic price
Placements 10 % of the basic price

8 Discounts:

On purchase within 12 months (insertion year)
(Beginning with the appearance of the first advertisement in ep ELEKTROPRAKTIKER)

Frequency		Volume	
3 times	5 %	2 pages	5 %
6 times	8 %	4 pages	8 %
9 times	10 %	6 pages	10 %
12 times	12 %	10 pages	15 %

No discount available for colour and bleed surcharges.

9 Loose Inserts or CD-ROMs:

Price per thousand (no discount) € 62.00

10 Fixed Inserts:

2-sided € 3,580.00
4-sided € 6,500.00
6-sided and more upon request

11 Print and Binding:

Offset printing and glue binding

Delivered Copies Required:

10,500 copies including reserves
Partial delivered inserts upon request.

Delivery Date:

Latest 7 working days before the publication date of the relevant magazine.

Delivery Address:

Möller Pro Media GmbH
Zeppelinstraße 6
16356 Ahrensfelde/OT Blumberg

Delivery Remarks:

For ep-Spezial ep ELEKTROPRAKTIKER No. X/2025,
Name of the customer, name of the printed matter,
delivery amount, quantity of the euro-pallets or packages

- 1 Magazine Size:** 210 mm wide × 297 mm high, DIN A4
untrimmed: 216 mm wide × 303 mm high
- Full Page Type Area:** 185 mm wide × 266 mm high
3 columns, each 58 mm wide
- 2 Print and Binding:** Offset printing and glue binding
Print data in digital form are preferred.
- 3 Submission of:
digital data:** **FTP:** The information of the FTP access will be sent
by email from your contact person.
Email: Size of the attached media should not exceed
15 MB and should be packed in zip/sit-Format.
Storage Devices: CD-ROM, Data-DVD
Remarks on Delivery Note: Together with the data
media all information about the name of the
magazine, sender/company, operating system,
programme version, data name and colours are
needed. When sending through the post, please to
the Advertising Department.
- 4 Data File Formats:** High-resolution data files in PDF-format (pdf 1.3)
with embedded fonts (PDFX-1a, PDFX-3 or PDFX4),
suitable for offset printing. The acceptance
of unfinished files are possible.
For Data Not Ready to Be Printed: All the applied
typefaces and fonts, also included in EPS files,
should be attached in the submitted data files.
Photos and graphics should be produced in the
CMYK-mode.

- 5 Colours:** Euroskala in process colours (CMYK) according to
ISO 12647-2 (PSO)
- 6 Proof:** Contract proofs for each page according to
"Medienstandard Druck" (bvdn) or each colour
according to b/w hard copy. Please refer each
colour subject to standards such as Euroskala,
HKS, or Pantone. Proof samples by colour copier
will not be verified as contract proof.
- 7 Data Archiving:** Data will be archived, therefore steady repetitions
are possible. But a guarantee on data archiving won't
be provided.
- 8 Guarantee:** Only what exist in the data media can be processed.
The publishing house assumes no liability for printing
results, upon delivery of incomplete or incorrect text,
images and special colours.
- 9 Contact:** Technical information about delivery of digital data:
Advertising Department ep ELEKTROPRAKTIKER
Am Friedrichshain 22, 10407 Berlin, Germany
phone: +49 (0) 30 42151-259
fax: +49 (0) 30 42151-293
email: media@elektropraktiker.de

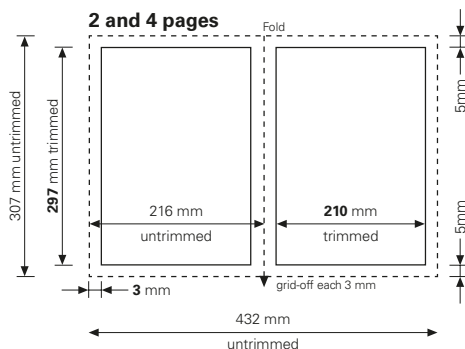
Fixed Inserts:

Prior to the confirmation of an order, a sample of the planned insert is required, if necessary, a dummy indicating the expected weight and dimensions. Fixed inserts must be advertising for sales-related purposes only. They must abide by the postal regulations and be designed in such a manner, that they cannot be misinterpreted as editorial pages. The placement depends on to the technical possibilities.

Formats:

untrimmed
1 sheet (= 2 pages) 216 mm wide × 307 mm high
2 sheets (= 4 pages) 432 mm wide × 307 mm high
3 sheets (= 6 pages) 614 mm wide × 307 mm high
4 sheets (= 8 pages) = 2 × 2 sheets

Trimming:



The magazine **ep ELEKTROPRAKTIKER** is paper-bound.

Technical Information:

The fixed inserts are to be delivered untrimmed (and folded, if in several sheets). The front page of the inserts has to be clearly marked and ready for insertion, so that no further work is needed. Separate charges are to be levied if any additional folding and/or gluing work takes place.

Delivered Copies Required:

35,500 copies including reserves
Partial delivered inserts upon request.

Delivery Date:

Not later than 10 working days before the publication date of the relevant magazine.

Delivery Address:

Möller Pro Media GmbH
Zeppelinstraße 6
16356 Ahrensfelde/OT Blumberg

Delivery Remarks:

For ep ELEKTROPRAKTIKER No. X/2026, Name of the customer, name of the printed matter, delivery amount, quantity of the euro-pallets or packages

Special delivery guidelines are integrated in the Confirmation of Order of the publishing house!

Loose Inserts:

Prior to the confirmation of an order, not later than before the relevant advertising deadline, a sample of the planned insert is required, which states the expected weight and dimensions. Loose inserts should be advertised for sales-related purposes only. They must abide by the postal regulations and be designed in such a manner, that they cannot be misinterpreted as editorial pages. The placement is subject to the technical possibilities.

Delivered Copies Required:

35,500 copies including reserves

Delivery Date:

Not later than 10 working days before the publication date of the relevant magazine.

Format:

Maximum 200 mm wide × 290 mm high

Technical Information:

Loose inserts have to be properly composed and ready for insertion, so that no additional work is needed. Separate charges are to be levied if any additional folding and/or gluing work takes place. Non-paper loose inserts are only to be accepted upon a final sample of the insert and subject to the prior approval from the publisher and the postal authorities.

Affixed Advertising Materials:

Affixed postcards (minimum paper weight 150g/m²) and samples stuck to fixed inserts or full-page advert are charged additionally as loose inserts. Prior to the confirmation of order, the submission of the advertising motif with the affixed postcards is required, or with a dummy if necessary. Product samples are only accepted after submission of the final sample and subject to the prior approval from the publisher and the postal authorities.

Formats:

Affixed postcards should abide by the postal regulations. Maximum size for affixed product samples through mechanical gluing: 25 cm², maximum border length: 6 cm. Manual gluing upon request.

Delivered Copies Required:

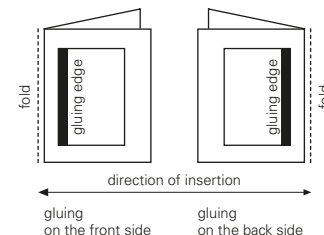
35,500 copies including reserves

Delivery Date:

Not later than 10 working days before the publication date of the relevant magazine.

Technical Information:

The gluing edge of the affixed postcards should be in the direction of the fold.



Delivery Address:

Möller Pro Media GmbH
Zeppelinstraße 6
16356 Ahrensfelde/OT Blumberg

Delivery Remarks:

For ep ELEKTROPRAKTIKER No. X/2026, Name of the customer, name of the printed matter, delivery amount, quantity of the euro-pallets or packages

Special delivery guidelines are integrated in the Confirmation of Order of the publishing house!

1 Circulation Monitoring:

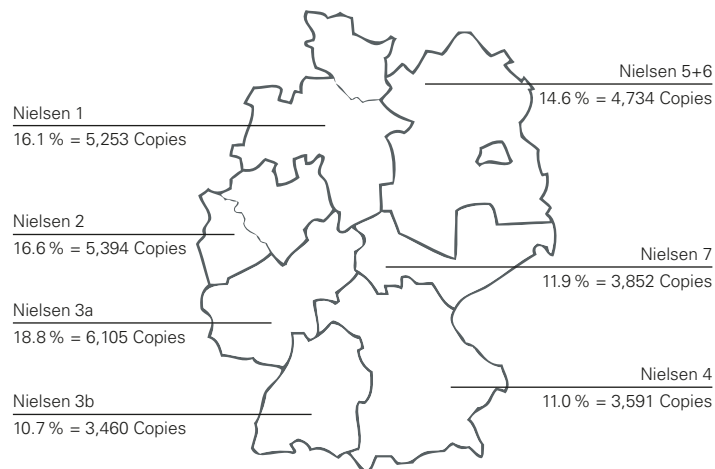
2 Circulation Analysis: Average number of copies on annual basis (1st July 2024 to 30th June 2025)

Printed Copies	32,896		
Actual Distributed Circulation (ADC): (included ePaper 25,538)	57,384	thereof abroad:	257
Sold Copies: (included ePaper 25,538)	42,367	thereof abroad:	190
by subscription: (included ePaper 7,131)	24,856	thereof membershipcopies:	0
retail sales:	0		
other sale: (included ePaper 18,407)	17,511		
Free Copies:	15,017		
Surplus, Specimen and Archive Copies:	252		

3 Geographical Distribution Analysis:

Economic area	Percentage of actual distribution	
	%	Copies
Germany	99.6	57,127
Foreign Countries	0.4	257
Actual Distributed Circulation (ADC):	100.0	57,384

3.1 Distribution according to Nielsen-regions:



Please see page 14 for the brief description of the analysis method.

Description of the assessment method for the geographical distribution analysis (AMF Scheme 2, No. 3)
1 Method of Analysis:

Distribution analysis by statistical evaluation of the entire data collection

2 Description of the Recipients at the Time of the Data Collection:
2.1 Type of Database:

Addresses of all recipients are contained in the database of the recipients.

2.2 Total Number of Recipients in Database:

98,096

2.3 Total Number of Rotating Recipients:

(Rotating after every third edition)

54,484

2.4 Structure of Recipients in One Issue (on Average) according to Types of Distribution:

Sold copies		42,367
thereof: by subscription	24,856	
retail sales	0	
other sales	17,511	
Free copies		15,017
thereof: fixed free copies	1,245	
variable free copies	13,621	
specimen copies	151	
Actual Distributed Circulation (ADC)		57,384
thereof: Germany	57,127	
Foreign countries	257	

3 Description of the Analysis:
3.1 Basic Entirety (analysed share):

Basic Entirety (ADC)	57,384 = 100.0 %
thereof not included by the investigation:	151 = 0.3 %
retail sales	0
Mailings	151
Of the basic entirety (ADC)	
this analysis represents	57,233 = 99.7 %

3.2 Day of the Analysis:

30th June 2025

3.3 The Database:

Basis of the Assessment is the entire data. The determined shares of the distribution regions were based on the Actual Distributed Circulation (ADC) on a yearly average according to AMF scheme, No. 2.

3.4 Persons Targeted by the Analysis:

–

3.5 Definition of Readership:

–

3.6 Period of the Analysed Database:

1st July 2024 to 30th June 2025

3.7 Execution of the Analysis:

Publisher

Web Address:

www.elektropraktiker.de

Profile in brief:

www.elektropraktiker.de offers a comprehensive, multimedia and interactive access to specialist information and news from the electrical industry. It is the specialist portal for electrical-related subjects in Electrical Trade, Industry, in Engineering and Planning Consultancy. Independence, Expertise and competent Journalism ensure a strong user loyalty.

Target Group:

Electricians, technicians, foremen/master; Electrical engineers with business experience in electrical companies, in manufacture & energy supply, in transportation, building industry & public services; Electrical professionals in project design companies; Trainees & apprentices

Publishing House:

media2business GmbH
Am Friedrichshain 22 | 10407 Berlin

Contact

Online Editor:

Oliver Pritzkow
email: oliver.pritzkow@media2b.de
phone: +49 (0) 30 42151-397

Contact

Online-Advertising:

Anzeigenabteilung
email: media2@media2b.de
phone: +49 (0) 30 42151-259

Terms of Payment/

Bank account:

media2business GmbH
Commerzbank
Account No.: 976005900
BLZ: 120 400 00
IBAN: DE88 1204 0000 0976 0059 00
BIC: COBADEFFXXX
UST-Ident-No.: DE 137 189 299

Upon receipt of the invoice net within 14 days.
All prices added VAT.

Abo | epINSTROM | epSHOP | Praktiker-Seminare | Media-Service

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unabhängig kompetent | gewerd

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Themen	Nachrichten	Fachartikel	Leseranfragen	Termine	Stellenmarkt	ep-Produkte	☰
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Smart-Home-Steuerung mit Gira G1 und Gira G1 XS



epINSTROM – die Profi-Software für Praktiker
09.10.2015
Ob Planung, Berechnung, Prüfung oder Dokumentation: Mit epINSTROM haben Elektrotechniker alle Werkzeuge zur Hand, um Niederspannungsanlagen, Anlagenanteile und Schutzrichtungen effizient und normgerecht zu bearbeiten.
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Servohydraulisches System
09.10.2015
Der servohydraulische Antrieb der Baureihe b-maxX 6500 besteht aus einer Pumpe, einem Servomotor und -antrieb mit integrierter Servopumpenregelung und...



Umweltschonendes Recycling
08.10.2015
Iondrive Limited ist ein australisches Clean-Tech-Start-up, welches eine firmeneigene Deep-Eutectic-Solvent-Technologie (DES) entwickelt hat. Diese...



Zurück Inhalt Register

Anzeige



GIRA
KNX RF Multi.
Funk auf
KNX Niveau.



Smart-Home-Steuerung mit Gira G1 und Gira G1 XS.
08.10.2015
Mit den neuen Multi-Touch-Bediengeräten Gira G1 und Gira G1 XS steuern Nutzer und Nutzerinnen ihr Smart Home komfortabel und intuitiv.



Beiträge für Fachkonferenzen gesucht
08.10.2015
Der Call for Abstracts für die Fachkonferenzen, die im Rahmen von The smarter E-Europe, Europas größter Messeallianz für die Energiewirtschaft...



Modular erweiterbar
08.10.2015
Das Solarbank Multisystem ist eine modulare Energieteilung, die einfach zu installieren, flexibel und kosteneffizient ist.

Discounts:

On purchase within 12 months (insertion year):

Frequency

According to the final cost of running a campaign

from € 3,000 per campaign	5 %
from € 6,000 per campaign	10 %
from € 10,000 per campaign	15 %
from € 15,000 per campaign	20 %

Sections:

Rotating with three others or exclusive appearance within the whole homepage

File Format:

GIF, JPG, PNG maximal 150 kB
HTML/HTML5, Javascript
The file size is the sum of source code and embedded graphics.
Duration of animation 15 seconds

For HTML5 versions:

- As a redirect and encapsulated in an iframe
- Common directory path
- Only one HTML file, which acts as an advertising medium, above the resource folder
- Relative paths

Delivery Address:

Please send files of your advertising campaign to the following address:
media@elektropraktiker.de

Delivery Date:

At least five workdays before the campaign starts to ensure a safe delivery of the campaign.

On delivering your files we need the following meta data:

- Customer name
- Period of order
- Placement within the site
- Contact person
- Click-URL
- Campaign name
- Site to order
- Advertising size
- File name (optional)
- Alt-Text (optional)

Reporting:

You can request an evaluation of Ad Impressions and Ad Clicks

	Format	Size	Placement	Price per Thousand
	Half Page	300 × 600 pixel	entire HP right and margin column	
	Super Banner	728 × 90 pixel	placement in the content of a specialist article	€ 110.00
	Billboard	800 × 250 pixel 820 × 250 pixel 1200 × 250 pixel	variable placement in the content	€ 175.00
	Skyscraper	120 × 600 pixel	entire HP right	€ 110.00
	Wide Skyscraper	160 × 600 pixel	entire HP right	€ 120.00
	Medium Rectangle	300 × 250 pixel	marginal column	€ 160.00
	Native Ad	on request	variable placement in the content	€ 195.00

- Name:** Elektropraktiker News
- Profile in brief:** The newsletter appears every two weeks. It provides the readers a sneak peek at the interesting articles of the latest edition and leads them to the website of ep ELEKTROPRAKTIKER. To ensure the appeal of the newsletter, the number of advertising spaces is limited. Information mainly concerns field of Electrical Installation, Building System Engineering, Electrical Equipment, Switchgear, Power Electronics and Lighting Engineering.
- Target Group:** Electricians, technicians, foremen/master; electrical engineers with business experience in electrical companies, in manufacture & energy supply, in transportation, building industry & public services; electrical professionals in project design companies; trainees & apprentices
- Publication Frequency:** weekly, additional information on www.elektropraktiker.de/media_service/mediadaten
- Publishing House:** media2business GmbH
Am Friedrichshain 22 | 10407 Berlin
- Contact**
Online Editor: Oliver Pritzkow
email: oliver.pritzkow@media2b.de
phone: +49 (0) 30 42151-397
- Contact**
Online-Advertising: Anzeigenabteilung
email: media@media2b.de
phone: +49 (0) 30 42151-259



unabhängig | kompetent | geerdet



Newsletter der Redaktion Elektropraktiker






Anzeige




Vielseitige Zutrittslösungen

[MEHR INFO >](#)

salto systems.de



Betriebseigentum an Mitarbeiter verkaufen

Ein Unternehmen kann nicht mehr benötigte Ausstattung z. B. Werkzeuge, Laptops oder E-Bikes an seine Mitarbeiter verkaufen. Aber es ist wichtig, die steuerlichen und rechtlichen Aspekte zu beachten.

Für Newsletter-Abonnenten 7 Tage exklusiv frei lesbar

Quelle: K. Weikamp

Anzeige



Mehr Freiheit für Profis: Der Werkzeugrucksack, der den Alltag erleichtert

Elektro-Profi Markus Metzler ist seit über 25 Jahren selbstständig. Vom Wiha Werkzeugrucksack electric zeigt er sich begeistert: Sein ergonomisches Design, die stabile Hartschalenbasis und der freihändige Transport machen den Werkzeugrucksack zu einem echten Plus im Arbeitsalltag.

Mehr erfahren



Leseranfrage: Prüfung elektronischer Schultafeln

Worin genau besteht der Unterschied zwischen ortsveränderlichen und ortsfesten elektronischen Geräten bzw. wer legt dies fest?

Zum Bericht

**Terms of Payment/
Bank account:**

media2business GmbH
Commerzbank
Account No.: 976005900
BLZ: 120 400 00
IBAN: DE88 1204 0000 0976 0059 00
BIC: COBADEFFXXX
UST-Ident-No.: DE 137 189 299
Upon receipt of the invoice net within 14 days.
All prices added VAT.

Discounts:

On purchase within 12 months (insertion year):

Frequency

5 times	5 %
10 times	10 %
20 times	15 %
30 times	20 %
>30 times	25 %

Surcharge:

Placement 10 % of the basic price

File Format:

JPG, PNG 100 kB

Format of Newsletter:

HTML and Text

Delivery Address:

Please send files of your advertising campaign
to the following address:
media@elektropraktiker.de

Delivery Date:

At least seven days before the campaign starts
This will give us enough time to test the file formats
and to ensure a correct distribution of your campaign.
Otherwise delays are not our responsibility.

**On delivering your files we need the following
meta data:**

- Customer name
- Period of order
- Placement within the site
- Contact person
- Click-URL
- Campaign name
- Site to order
- Advertising size
- File name (optional)
- Alt-Text (optional)

	Format	Size	Placement	Price per Issue
	Full Banner	468 × 60 pixel	horizontal	€ 1,800.00
	Super Banner	650 × 90 pixel	horizontal, over entire width	€ 1,950.00
	Medium Rectangle	300 × 250 pixel	integrated on the side, in the two columned part	€ 1,900.00
	Text ad	maximal 300 words including spaces	advertisement in text form implemented in newsletter	€ 2,150.00
	Text ad with picture	maximal 300 words including spaces + picture 175 × 120 pixel	advertisement in text form implemented in newsletter, with picture	Position 1: € 2,850 Position 2: € 2,600 Position 3: € 2,470 Position 4: € 2,350

General Terms of Business (GTB) for advertisement, third-party inserts and online advertising

1. **An „Advertisement order“** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rate list. Advertisement orders only become legally binding through written confirmation.
2. **Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is not specified in the contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
3. **Upon signing a contract,** the customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list after the agreed time limit specified in section 2.
4. **Online advertising** (e.g. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
5. **Refusal of orders:** The publisher is entitled to refuse advertisement orders at its own discretion - including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publication is considered by the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
6. **Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to advertise advertising deadlines at short notice to suit production processes.
7. The customer may **cancel** previously booked orders up to 14 days prior to the advertising deadline (Print) or prior to the beginning of the advertising campaign (Online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertisement has been published at the beginning of the advertising campaign for important reasons. **Cancellations** must be made in writing. The use of fax and e-mail is sufficient for this purpose.
8. **Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instructions have been given, the publisher is entitled to freely determine the placement.
9. **Liability for the content:** The customer bears sole responsibility for the content and the legal advisability of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in this connection (including the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. With the placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement. In accordance with the applicable advertising rate, should advertisements appear which were not submitted within the proper time, the customer is not entitled to claim against the publisher.
10. **Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.
- Transfer of risk** occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.
- If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.
- Return of print documents:** Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of € 6.00, at the customer's express request and own risk.
- Printing size of advertisements:** If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertising order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.
- Proof copies** will only be supplied if explicitly requested. The customer bears sole responsibility for the correctness of which is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
- If print samples or online advertising are transmitted **paperlessly** to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN, e-mail, the following additional provisions shall apply).
- File formats:** In the case of file transfer, if two or more related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertisement samples should only be transmitted in closed files which the publisher cannot change the content. The publisher has the right to refuse to accept open files (e.g. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.
- Online advertising** may only be delivered in suitable file formats in accordance with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
- Colour advertisements:** The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA medium wedge in order to permit a colour match. Proofs must be an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax or e-mail (with factual accuracy). The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if proper colour adaptation is performed.
- Computer viruses:** The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer's usage damage to the publisher.
11. **Advertisement samples:** Upon request, the publisher will deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
12. **Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the customer by e-mail if the customer is registered or online. The publisher will send back valuable documents and correspondence being required to do so. Otherwise, any mail not collected will be destroyed. In the interest and for the protection of the customer, the publisher reserves the right to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
13. **Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
14. **Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements previously agreed upon will be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to handling or subsequent changes.
15. **Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.

16. **Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
17. **Differing rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
18. **Reduced volume of circulation:** The publisher is entitled to claim a reduction in the price of an advertisement if the volume of circulation of the advertisement guaranteed in the rates list is 30 % below the total average circulation of the previous insertion year according to IWW reports. Furthermore, when placing advertisement orders, any claims for rate reductions or damages are excluded if the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
19. **Invoices** are payable within 14 days of invoicing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct incorrect invoices within six months of invoicing.
20. **In the event of late payment** or settlement of payment, the legally applicable interest at the commercial rate of 9 percentage points above the basic interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of € 44.00 for damage caused by late payment, which is in addition to the interest. The interest rate is provably higher if the invoice is due by legal costs. The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB new version)). This applies to the placement of advertisements after 28JulY2014. Exceptions are previously established continuous obligations, provided the service rendered in return is performed after 30June2016 (Section 229 subsection 34 new version of the Introductory Act to the German Civil Code (EGBGB)). Payment deadlines for commercial transactions may not exceed 30 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. Should there be any doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
21. **Warranty:** If printing errors occur in an advertisement, despite the timely submission of faultless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree of the error. If the purpose of the advertisement is impaired, the publisher is liable for the cost of the advertisement. The publisher is not liable for printing errors. Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the printing of the next advertisement. The publisher is not required to check the print documents to ensure that they are complete and correct. In the case of **online advertising**, the warranty is limited to errors in the reproduction of the text for advertising that occur within the sphere of influence of the publisher, e.g. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10 % of the time period booked in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If the attempt to supply the missing media service fails, the customer is obliged to book the same amount of advertising space during the insertion period; the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insertion.
- 22.a) Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damages (1) are caused through a culpable breach of an obligation by the publisher or (2) are caused through a culpable breach of an obligation by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence and with wilful intent on the part of the publisher.
- b) If the publisher is liable in accordance with clause a) (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.
- c) If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees who are not organs or of executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.
- d) The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for futile expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs or of the executive staff members of the publisher.
- e) Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.
- f) The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.
- g) The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with product liability law shall remain unaffected.
- h) The customer is not entitled to claim if the non-availability is based on force or maintenance tasks that are solely performed in the interest of the customer.
- i) The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if the errors in the print documents or online advertising can only be ascribed to the customer's own negligent or intentional handling of the data or to unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
- j) **Cases of force majeure** such as industrial action, confiscation, general shortages of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its circulation quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold relative to the total quantity.
23. To the extent permitted by law, the **place of performance and jurisdiction** shall be the registered office of the publisher. German law shall apply to the advertisement order in all cases.

Additional terms of business of the publisher

- a) Our general and additional terms of business, the order confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- b) **Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- c) The publisher and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- d) The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for duplication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed.

