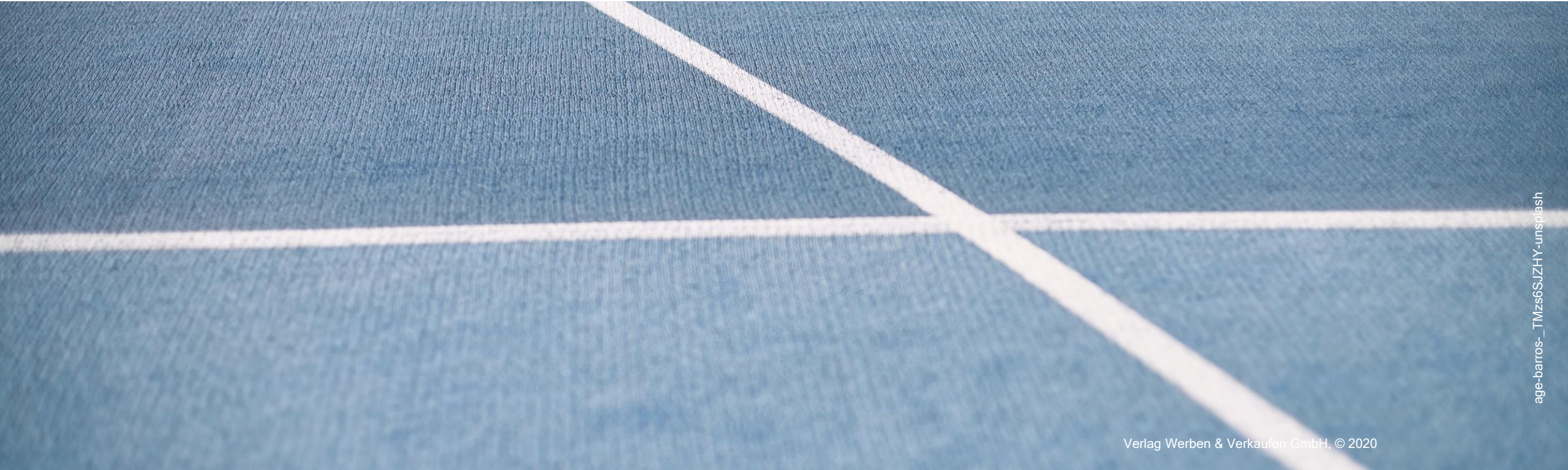


RATE CARD 2020

PRICES, FORMATS, SUBJECTS & SCHEDULE

PRICELIST NO. 53. EFFECTIVE AS OF 01.01.2020. VERSION: 18.02.2020



INTRODUCTION

W&V is the decisive information platform in the communications industry and speaks to anyone interested in marketing, agencies and media. With our expansive product portfolio, we offer you the best opportunity to reach your target group across various media.

Our W&V events are your business enabler at the B2B level. As your partner, we pave the way for valuable contacts with key decision makers and players, whether by placing your message in impulse presentations and talk rounds or through direct networking.

In addition, you benefit from comprehensive and innovative opportunities in print and online media. This includes our newsletter, designed for our clients, with prominent and exclusive ad integration. We recommend our whitepaper offer for a successful lead generation.

Would you like to learn more and be inspired by our products? Our [Sales-Team](#) is available to meet and discuss your questions in person.

Further information with facts and figures on W&V can be found at verlag.wuv.de.

Yours,

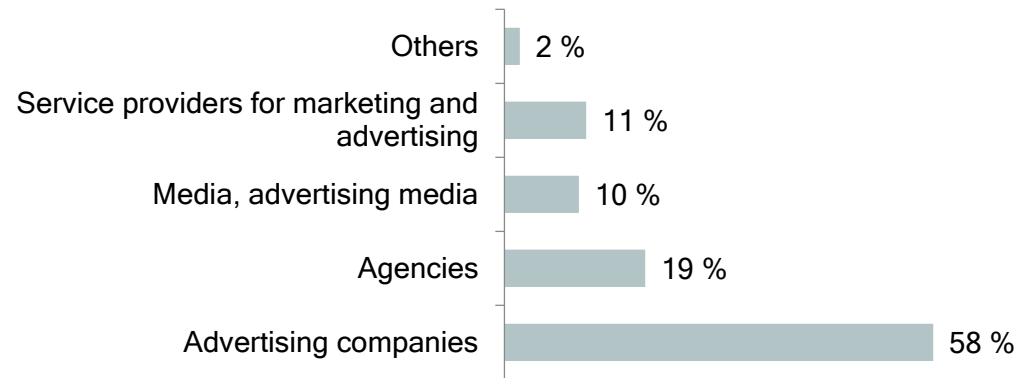
Susanne Tacke



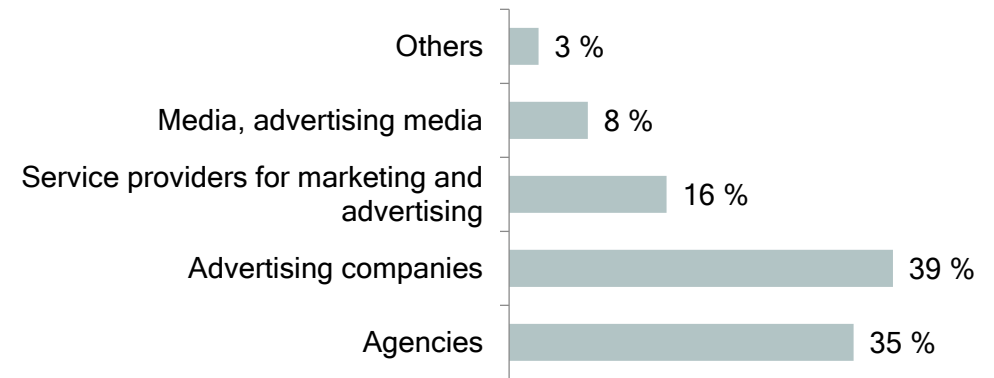
TARGET GROUPS

W&V USER ACCORDING BRANCH*

PRINT



DIGITAL



* Source: in-house statistics 2019



CONTENTS



Print products

- Print classic
- Print special
- Corporate publishing
- Produkt overview
- Timetable
- Industry directories

Digital products

- Display advertising
- Newsletter advertising
- Native advertising
- Ad specials
- Lead generation
- Content hub

Event sponsoring

W&V Job Market

Annex

- Discounts
- Contacts
- Technical data
- General terms & conditions
- Publishing company information

PRINT PRODUCTS

FORMATS & PRICES

TO GET MORE INFORMATION ABOUT COVERAGE AND SUBSCRIBER STRUCTURE PLEASE VISIT:

VERLAG.WUV.DE/WUV

PRINT CLASSIC

Please take into account the technical data.



Full page or page section		Trimmed advertisements Width x height in mm + 5 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colour
1/1		230 x 300	200 x 270	11,190.00
3/4 horizontal / vertical		230 x 214 / 165 x 300	200 x 194 / 155 x 270	9,410.00
2/3 vertical		148 x 300	138 x 270	8,850.00
Corner field, small		113 x 151	103 x 131	6,450.00

* Prices in EUR plus VAT. The general business terms and conditions of the publishing company apply.

PRINT CLASSIC

Full page or page section		Trimmed advertisements Width x height in mm + 5 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colour
Corner field, large		165 x 205	155 x 185	8,910.00
1/2 horizontal / vertical		230 x 146 / 113 x 300	200 x 126 / 103 x 270	7,530.00
1/3 horizontal / vertical		230 x 101 / 78 x 300	200 x 81 / 68 x 270	5,910.00
1/4 horizontal / vertical		230 x 77 / 60 x 300	200 x 57 / 50 x 270	5,590.00



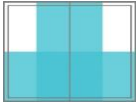
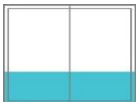
PRINT CLASSIC

Ad as cover page, double spread or title page		Trimmed advertisements Width x height in mm + 5 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colour
2nd cover page / 3rd cover page		230 x 300 / 230 x 300	200 x 270 / 200 x 270	13,390.00 / 11,750.00
4th cover page		230 x 300	200 x 270	13,810.00
Opening spread (2nd cover page + 3rd page)		460 x 300	440 x 270	24,610.00
1st double page spread (between editorial and contents)		460 x 300	440 x 270	23,090.00
2/1		460 x 300	440 x 270	19,440.00
Title page grip corner** / 1/8 horizontal on title**		81 x 81 / 230 x 43	- / 200 x 23	6,670.00 / 8,270.00

* Prices in EUR plus VAT. The general business terms and conditions of the publishing company apply.

** Exclusive position can't be guaranteed, special form of advertising "cover" is still possible.




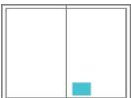

PRINT CLASSIC

Gutter bleed ads		Trimmed advertisements Width x height in mm + 5 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colour
Corner field large gutter bleed		296 x 205	296 x 185	15,380.00
Corner field small gutter bleed		226 x 151	230 x 131	11,340.00
2 x 1/2 horizontal gutter bleed / vertical gutter bleed		460 x 146 / 226 x 300	440 x 126 / -	12,770.00
2 x 1/3 horizontal gutter bleed		460 x 101	440 x 81	10,350.00

PRINT CLASSIC

Please take into account the [technical provisions for print](#) and the [technical provisions for supplements](#).



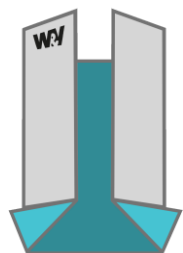
Special placements		Trimmed advertisements Width x height in mm + 5 mm trim along outer edges	Formats in type area Width x height in mm	Prices* colour
1/1 page first right page		230 x 300	200 x 270	12,640.00
Opening combination: 2nd cover page + 1/3 vertical facing editorial		230 x 300 + 78 x 300	-	18,990.00
1/3 page vertical: next to editorial / Next to Contents		78 x 300	68 x 270	7,110.00 / 6,970.00
Text section ad: set width, prices per mm in height		-	66 mm (fix width)	53.00 per mm in height
		Format	More details	Price**
Supplements are placed somewhere within the booklet and can simply be removed by the reader.		max. 210 x 280 mm, min. 148 x 105 mm (width x height), for 2 pages paper grammage min. 115 g/m².	From 4 pages, the long page must be closed. A4 and other formats available on request.	up to 25 g 620.00 per thousand

* Prices in EUR plus VAT. The general business terms and conditions of the publishing company apply.

** Prices in EUR plus VAT and the current postal fees. The general business terms and conditions of the publishing company apply.

PRINT SPECIAL*

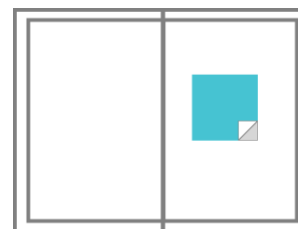
Please take into account the technical data.



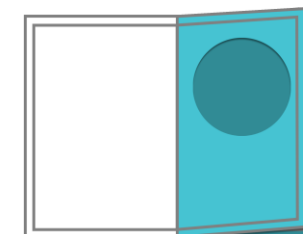
Altar fold



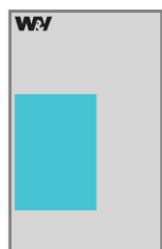
Banderole



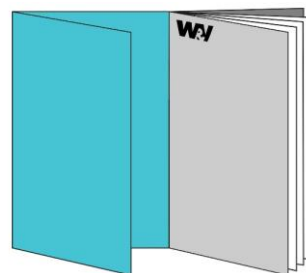
Glue inserts



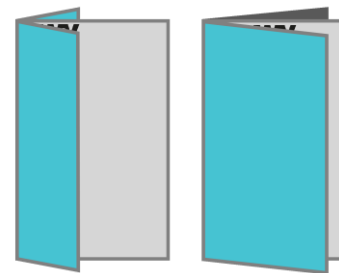
Hole punch



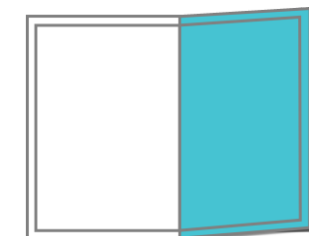
Labels
Booklet/CD/DVD



Gate fold
Title/back/double



Cover
double/extended page/glossy finish



Bound-in supplements
2 pages / 4 pages / other formats available

* Prices available on request.

CORPORATE PUBLISHING

Advertising medium	Details	Format Width x height in mm	Size	Prices*
Individual customer magazine	<ul style="list-style-type: none"> Developed entirely individually Editing and layout by W&V Very high quality 	230 x 300	Starting at 8 + 4 pages	On request
Topic booklet special	<ul style="list-style-type: none"> In pocket format, compact and clearly structured Is stuck onto cover page of W&V Editing and layout by W&V Optional: e-paper 	141 x 200	16 + 4 pages	From 24,600.00
Advertorial	<ul style="list-style-type: none"> Your content cleverly integrated on one to four pages in between W&V editorial pieces Marked as advertisement or special publication Optional: editing and layout by W&V 	230 x 300	1 page	From 11,190.00
			2 pages	From 19,690.00
			3 pages	From 29,580.00
			4 pages	From 38,480.00

* Prices in EUR plus VAT. The general business terms and conditions of the publishing company apply.

PRODUCT OVERVIEW

W&V Themenumfeld



- Deals in detail with a specific topic
- Integrated in W&V
- Composed of one stand-alone editorial passage

W&V Extra

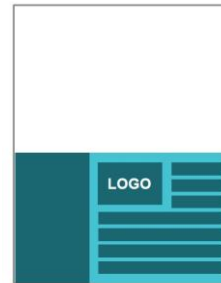


- Focused on a current topic or sector event
- Larger size
- Adhered or inserted
- W&V Extra layout

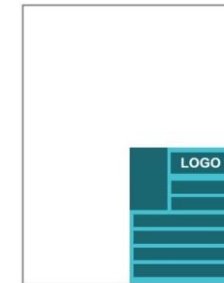
Possible advertisements within W&V Themenumfeld and W&V Extra

Portrait ads**

Present your company or product in in a portrait ad embedded in the attractive advertising environment of our W&V Themenumfeld and W&V Extra.



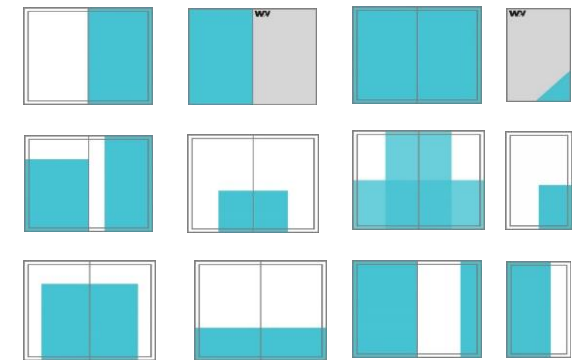
1/2 page
horizontal:
4,490.00 €*^{*}



1/4 page
vertical:
2,660.00 €*^{*}

Standard advertising formats

All formats in the “[Print Classic](#)” chapter are available to you within the framework of W&V Themenumfeld and W&V Extra.



* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply. No discounts possible.

** No guarantee that your ad is exclusively placed on the page.

TOPICS & SCHEDULE

Issue*	Topics*	Sector dates*	
W&V 1/2020 - January Publication date 08.01. / Advertisement deadline 13.12. / Print deadline 17.12.	W&V Topic categories Publication date 08.01. / Advertisement deadline 25.11. / Print deadline 17.12. <ul style="list-style-type: none"> ▪ Sports Marketing I ▪ SMEs ▪ New Work 	06.-08.01. PSI 07.-09.01. Viscom IVW IV/19 28.-30.01. SPOBIS	
W&V 2/2020 - February Publication date 05.02. / Advertisement deadline 20.01. / Print deadline 22.01.	W&V Topic categories Publication date 05.02. / Advertisement deadline 20.12. / Print deadline 22.01. <ul style="list-style-type: none"> ▪ Advertising Articles I ▪ FMCG + Food Marketing ▪ Pharmaceutical Marketing 	24.-27.02. Mobile World Congress	
W&V 3/2020 - March Publication date 04.03. / Advertisement deadline 17.02. / Print deadline 19.02.	W&V Topic categories Publication date 04.03. / Advertisement deadline 28.01. / Print deadline 19.02. <ul style="list-style-type: none"> ▪ Media Planning I ▪ Tourism Marketing ▪ Ad Effects & Market Research 	04.-08.03. ITB 05.-15.03. Genfer Autosalon 10.-11.03. Internet World Expo 10.-11.03. CMCX 25.03. W&V MAKE HH	12.03. Deutscher Mediapreis 12.-15.03. Leipziger Buchmesse 18.-19.03. SMX München 24.-25.03. Digital Innovators' Summit 31.03.-01.04. d3con
W&V 4/2020 - April Publication date 01.04. / Advertisement deadline 16.03. / Print deadline 18.03.	W&V Topic categories Publication date 01.04. / Advertisement deadline 25.02. / Print deadline 18.03. <ul style="list-style-type: none"> ▪ Mobility I (Automotive Sector Marketing) ▪ Audio Marketing I (Radio, Podcast, Streaming, Voice, Music Marketing) ▪ Out-of-Home ▪ Drupa Trade Fair 2020 	April W&V MAKE STR 02.04. W&V Sportmarketing Summit 02.-03.04. BVDA Frühjahrestagung 06.-09.04. NEXT	23.04. W&V Data Marketing Day 23.04. Radio Advertising Summit IVW I/20

* Subject to alterations. Other topics on request.

** Date not yet fixed.

TOPICS & SCHEDULE

Issue*	Topics*	Sector dates*	
W&V 5.1/2020 - May Publication date 06.05. / Advertisement deadline 17.04. / Print deadline 21.04.	W&V Topic categories Publication date 06.05. / Advertisement deadline 26.03. / Print deadline 21.04. <ul style="list-style-type: none"> ▪ Healthcare and Wellbeing ▪ Young Target Audiences ▪ Regional Marketing I ▪ OMR 2020 ▪ Moving Image 	07.05. PlakaDiva 12.-13.05. OMR Festival 12.05. Best of Content Marketing	12.-24.05. ADC Festival 13.-14.05. Kongress der Dt. Fachpresse 28.05. W&V MAKE DUS
W&V 5.2/2020 - May Publication date 20.05. / Advertisement deadline 04.05. / Print deadline 06.05.	W&V Topic categories Publication date 20.05. / Advertisement deadline 04.05. / Print deadline 06.05. <ul style="list-style-type: none"> ▪ Finance Marketing ▪ Emotion Selling ▪ Customer Experience ▪ Screenforce Days 		
W&V 6/2020 - June Publication date 03.06. / Advertisement deadline 14.05. / DS 18.05.	W&V Topic categories Publication date 03.06. / Advertisement deadline 23.04. / Print deadline 18.05. <ul style="list-style-type: none"> ▪ Content Marketing / Native Advertising / Influencer Marketing ▪ Regional Marketing 	03.-04.06. Screenforce Days 22.-26.06. Cannes Lion 16.-26.06. Drupa	26.06. LAE 29.06.-01.07. W&V Munich Marketing Week
W&V 7/2020 - July Publication date 01.07. / Advertisement deadline 15.06. / Print deadline 17.06.	W&V Topic categories Publication date 01.07. / Advertisement deadline 22.05. / Print deadline 17.06. <ul style="list-style-type: none"> ▪ TV, Cinema & Online Video ▪ One-to-One Marketing ▪ Sports Marketing II 	01.07. W&V Meetnight 07.-08.07. Lokalfunktage 07.-08.07. Packaging Summit	IVW II/20

* Subject to alterations. Other topics on request.

** Date not yet fixed.

TOPICS & SCHEDULE

Issue*	Topics*	Sector dates*
W&V 8/2020 - August Publication date 05.08. / Advertisement deadline 20.07. / Print deadline 22.07.	W&V Topic categories / Advertisement Copy Testing Publication date 05.08. / Advertisement deadline 30.06. / Print deadline 22.07. <ul style="list-style-type: none"> ▪ Decision Makers ▪ Advertising Articles II ▪ Best Ager Marketing ▪ Living & Lifestyle ▪ E-sport 	Kinder Medien Studie** 25.-29.08. gamescom
W&V 9.1/2020 - September Publication date 02.09. / Advertisement deadline 17.08. / Print deadline 19.08.	W&V Topic categories Publication date 02.09. / Advertisement deadline 28.07. / Print deadline 19.08. <ul style="list-style-type: none"> ▪ Mobility II (Automotive Sector Marketing) ▪ Audio Marketing II (Radio, Podcast, Streaming, Voice, Music Marketing) 	04.-09.09. IFA 24.-30.09. IAA Nutzfahrzeuge
W&V 9.2/2020 - September Publication date 16.09. / Advertisement deadline 31.08. / Print deadline 02.09.	Digital Marketing (dmexco 2020) Publication date 16.09. / Advertisement deadline 31.08. / Print deadline 02.09.	23.-24.09. dmexco

* Subject to alterations. Other topics on request.

** Date not yet fixed.






TOPICS & SCHEDULE

Issue*	Topics*	Sector dates*	
W&V 10.1/2020 - October Publication date 07.10. / Advertisement deadline 21.09. / Print deadline 23.09.	W&V Topic categories Publication date 07.10. / Advertisement deadline 01.09. / Print deadline 23.09. <ul style="list-style-type: none"> ▪ Trade Fairs & Events 	Automotive Brand Contest** 07.-10.10. Expopharm 14.10. W&V Programmatic Advertising Heroes 14.-18.10. Frankfurter Buchmesse IVW III/19	22.10. W&V MAKE FRA 28.-29.10. Research & Results 28.-30.10. Medientage München BVDA Herbsttagung** Oktober W&V Green Marketing Day Oktober W&V Lovebrand Summit
W&V 11.1/2020 - November Publication date 04.11. / Advertisement deadline 19.10. / Print deadline 21.10.	W&V Topic categories Publication date 04.11. / Advertisement deadline 29.09. / Print deadline 21.10. <ul style="list-style-type: none"> ▪ Ad Trends 2020 ▪ Regional Marketing II ▪ Premium Marketing 	OWM Fachtagung** 25.11. W&V MAKE MUC	
W&V 11.2/2020 - November Publication date 18.11. / Advertisement deadline 02.11. / Print deadline 04.11.	Looking Forward / Preview 2021 Publication date 18.11. / Advertisement deadline 13.10. / Print deadline 04.11.		
W&V 12/2020 - December Publication date 02.12. / Advertisement deadline 16.11. / Print deadline 18.11.	W&V Themenumfelder Publication date 02.12. / Advertisement deadline 27.10. / Print deadline 18.11. <ul style="list-style-type: none"> ▪ Focus Diversity ▪ Sports Marketing III ▪ New Work 		

* Subject to alterations. Other topics on request.

** Date not yet fixed.

INDUSTRY DIRECTORIES

Advertising medium		Details	Format	Prices*
W&V Planungsdaten TV & Radio		<ul style="list-style-type: none"> The important planning assistance for all radio or TV advertising. detailed tariff information and background knowledge regarding current broadcaster occurrences in DACH 	Broadcaster listings	From 210.00
W&V Booking		<ul style="list-style-type: none"> Data & portraits of German-speaking radio and television broadcasters 	Ad, basic listings, Portraits of the broadcasters, promotion text	From 195.00
WerWoWas		<ul style="list-style-type: none"> The service provider directory for marketing, advertising and communications 	Company listings	On request
W&V Markt		<ul style="list-style-type: none"> The sought-after market place for the industry in W&V. 	Small ad	On request
W&V Job-Network		<ul style="list-style-type: none"> The crossmedia career network for marketing, advertising, sales, digital business and human resources. 	Job ad, initial and continuing education ad	From 495.00



DIGITAL PRODUCTS

FORMATS & PRICES

TO GET MORE INFORMATION ABOUT COVERAGE AND SUBSCRIBER STRUCTURE PLEASE VISIT:





VERLAG.WUV.DE/WUV

DISPLAY ADVERTISING

MULTISCREEN

You would like a daily set placement or keyword targeting? [Please inform us!](#)







Ad format*		Format in pixels	CPM Multiscreen**	
Superbanner		Desktop: 930 x 90 Mobile: 640 x 100	45.00	Take a closer look
Content ad		300 x 250	51.00	Take a closer look
Video content ad		300 x 250	59.00	Take a closer look
Halfpage ad		300 x 600	75.00	Take a closer look

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <http://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

DISPLAY ADVERTISING

MULTISCREEN


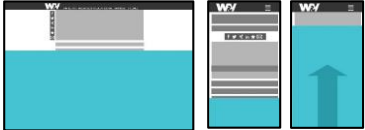

Ad format*		Format in pixels	CPM Multiscreen**	
Billboard		Desktop: 930 x 250 Mobile: 640 x 300	75.00	Take a closer look
Text ad		Headline: max. 60 characters including spaces Text: max. 240 characters including spaces Image: 520 x 293	55.00	Take a closer look
Pushdown billboard		Desktop: 930 x 250 -> 930 x 500 Mobile: 640 x 100 -> 640 x 300	85.00	Take a closer look
Panorama billboard		Desktop: 1300 x 400 Mobile: 640 x 500	110.00	Take a closer look

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <http://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

DISPLAY ADVERTISING

MULTISCREEN






Ad format*		Format in pixels	CPM Multiscreen**	
Takeover (frequency capping: 2/day/user)		Desktop: 800 x 600 Mobile: 640 x 920	110.00	Take a closer look
Scroll ad		Desktop: 2500 x 1600 Mobile: 800 x 1250	100.00	Take a closer look
InRead (frequency capping: 2/day/user)		Playout based on articles Video: 16:9	100.00	Take a closer look

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <http://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

DISPLAY ADVERTISING

DESKTOP ONLY





Ad format*		Format in pixels	CPM Online**	
Wallpaper		960 x 90 + 160 x 600	69.00	Take a closer look
Skyscraper / sticky skyscraper		160 x 600	51.00	Take a closer look
Wide skyscraper		300 x 600	61.00	Take a closer look
Wide content ad		600 x 250	55.00	Take a closer look
Sticky wallpaper		960 x 90 + 160 x 600	75.00	Take a closer look

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <http://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

DISPLAY ADVERTISING

DESKTOP ONLY

Ad format*		Format in pixels	CPM Online**	
Dynamic sitebar		600 x 1200	95.00	Take a closer look
Maxi wallpaper		160 x 60 + 960 x 90 + 160 x 600	81.00	Take a closer look
Tandem ad		160 x 60 + 960 x 90 + 160 x 600 + 930 x 250	100.00	Take a closer look
Video fireplace		160 x 60 + 960 x 90 + 160 x 600	110.00	Take a closer look

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <http://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

DISPLAY ADVERTISING


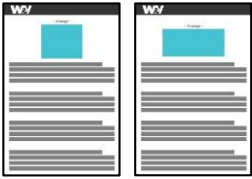

MOBILE ONLY

Ad format*		Format in pixels	CPM Mobile**	
Mobile pre-expandable sticky ad (frequency capping: 2/day/user)		640 x 300 --> 640 x 100	90.00	Take a closer look
Mobile vertical InRead (frequency capping: 2/day/user)		Playout based on articles Video: 9:16	100.00	Take a closer look

* Run-of-site placement and rotation on the placements within one page. You can find the technical data for our digital products under <http://verlag.wuv.de/technischdaten>.

** Cost per Mille (CPM) in EUR plus VAT. The general business terms and conditions of the publishing company apply.

NEWSLETTER ADVERTISING

Ad format	Format in pixels	W&V Morgenpost* 54,000 AIs/week**	W&V Abendpost* 30,000 AIs/week**	W&V Update* 25,000 AIs/day**	
Text ad 	Headline: max. 60 characters including spaces Text: max. 240 characters including spaces Image: 290 x 163 Call-to-action optional	Pos. 1	2,930.00/week	1,840.00/week	Exclusive placement directly over the news Run time 1 day 1,580.00/day
		Pos. 2	2,865.00/week	1,800.00/week	
		Pos. 3	2,735.00/week	1,740.00/week	
		Pos. 4	2,735.00/week	1,740.00/week	
Banner 	450 x 200 / 300 x 250	Pos. 1	2,930.00/week	1,840.00/week	Exclusive placement directly over the news Run time 1 day 1,580.00/day
		Pos. 2	2,865.00/week	1,800.00/week	
		Pos. 3	2,735.00/week	1,740.00/week	
		Pos. 4	2,735.00/week	1,740.00/week	
Special format*** 	600 x 450 / 600 x 250	Pos. 1	3,350.00/week	2,120.00/week	Exclusive placement directly over the news Run time 1 day 1,830.00/day
		Pos. 2	3,275.00/week	2,070.00/week	
		Pos. 3	3,150.00/week	2,000.00/week	
		Pos. 4	3,150.00/week	2,000.00/week	






* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.

** Ad impressions (AI), in-house statistics, average: quarter III/2019.

*** Max. 2 special format ads per newsletter.

NEWSLETTER ADVERTISING

THEMATIC NEWSLETTER

Ad format	Format in pixels	W&V Karriere & Job* 11,960 subscribers**	W&V International* 12,000 AIs/week**	W&V Data Marketing* 20,000 AIs/month**	W&V Extra Kreativ* 27,000 AIs/week**	
Text ad	 <p>Headline: max. 60 characters including spaces Text: max. 240 characters including spaces Image: 290 x 163 Call-to-action optional</p>	Pos. 1	690.00/week	725.00/week		
		Pos. 2	670.00/week	665.00/week		
		Pos. 3	670.00/week	665.00/week		
Banner	 <p>450 x 200 / 300 x 250</p>	Pos. 1	690.00/week	725.00/week	Exclusive Placement of your favourite advertising medium (text ad, banner or special format) inkl. logo directly over the news	Exclusive Placement of your favourite advertising medium (text ad, banner or special format) inkl. logo directly over the news
		Pos. 2	670.00/week	665.00/week		
		Pos. 3	670.00/week	665.00/week		
Special format***	 <p>600 x 450 / 600 x 250</p>	Pos. 1	790.00/week	835.00/week	Run time 1 month 2,990.00/month	Run time 1 week 4,004.00/week
		Pos. 2	770.00/week	765.00/week		
		Pos. 3	770.00/week	765.00/week		







* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.

** Ad impressions (AI), in-house statistics, average: quater III/2019.

*** Max. 2 special format ads per newsletter.

NEWSLETTER ADVERTISING

THEMATIC NEWSLETTER

Ad format	Format in pixels	W&V Digital* 25,000 AIs/month**	W&V Tech* 9,000 AIs/month**
Text ad	 <p>Headline: max. 60 characters including spaces Text: max. 240 characters including spaces Image: 290 x 163 Call-to-action optional</p>	<p>Pos. 1 1,290.00/week</p> <hr/> <p>Pos. 2-5 980.00/week</p>	
Banner	  <p>450 x 200 / 300 x 250</p>	<p>Pos. 1 1,290.00/week</p> <hr/> <p>Pos. 2-5 980.00/week</p>	<p>Exclusive Placement of your favourite advertising medium (text ad, banner or special format) inkl. logo directly over the news</p>
Special format***	  <p>600 x 450 / 600 x 250</p>	<p>Pos. 1 1,490.00/week</p> <hr/> <p>Pos. 2-5 1,130.00/week</p>	<p>Appearance: on working days</p> <p>Run time 1 month 1,485.00/month</p>

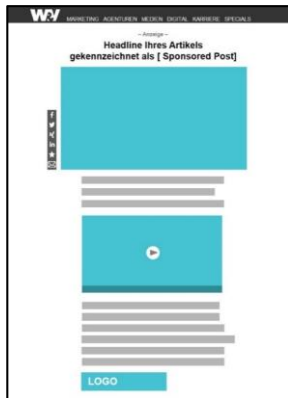
* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.

** Ad impressions (AI), in-house statistics, average: quater III/2019.

*** Max. 2 special format ads per newsletter.

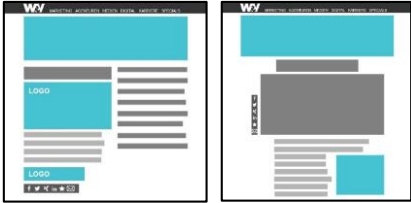

NATIVE ADVERTISING

Ad format	Services	Package price*
Sponsored post	<ul style="list-style-type: none"> ▪ Editorial article - listed for one week as an ad on W&V Online and W&V Mobile. ▪ Article proofed and corrected by our editing team. ▪ Prominent teaser - your articles runs through the news stream of the homepage. ▪ Placement as top teaser in desired section on W&V Online and W&V Mobile. ▪ Archived on W&V Online after completion of the campaign. ▪ Teaser and link on the following channels: <ul style="list-style-type: none"> ▪ W&V Abendpost ▪ W&V Facebook fan page ▪ W&V Twitter account ▪ W&V Xing account 	9,900.00




Take a [closer look](#)

AD SPECIALS

Ad format	Services	Package price*
Digital Special 	<ul style="list-style-type: none"> ▪ Separate special on W&V Online with articles by the W&V editorial team. ▪ Exclusive branding with your advertising medium on all pages of the special: content ad (online, mobile), billboard, sponsored post (only in Plus package). ▪ Prominent presence of your logo or sponsorship mention on the overview page of the special, in the W&V social media posts on Facebook, Twitter and Xing and with co-branded advertising medium in the newsletter, online and mobile. ▪ Archiving of editorial content on W&V Online in the "Specials" channel. ▪ Guaranteed number of page impressions. 	9,900.00 Full package
Take a closer look		
Stand-alone-Newsletter 	With the stand-alone newsletter "W&V Business Trends" you can explicitly direct your advertising message to up to 30,000 addresses. Ensure prominent, sole integration of your exclusive advertisement in a newsletter specially designed for this purpose, with or without introductory text.	From 4,725.00* Example: To 10.000 addresses

* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.

LEAD GENERATION


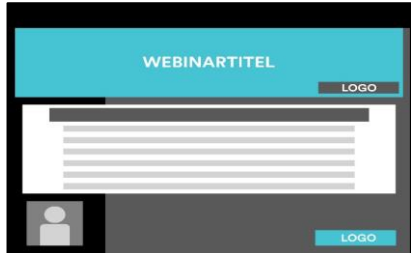
Ad format	Services	Package price*
<p>White paper</p> 	<ul style="list-style-type: none"> ▪ Your white paper, study, case study or product information under menu entitled “white paper” on W&V Online, the download campaign runs until the lead volume** specified by you has been achieved. ▪ Brief description and preview result in download as first impression of your white paper. ▪ We collect the following qualification features for you: Mr/Mrs, first name, last name, e-mail, company, position, company size, sector and headquarters location (country). ▪ We manage a campaign on all our online channels to generate your leads. ▪ We create the advertising medium for your white paper campaign. ▪ After completion of the campaign, we archive your white paper permanently on W&V Online. 	<p>79.00 per lead You determine the number of leads**</p>

Take a closer look

* Prices in EUR plus VAT. The general terms and conditions of the publishing company apply.

** Maximum run time is three months, the minimum volume is 40 leads.

LEAD GENERATION

Ad format	Services	Package price*
<p data-bbox="78 464 254 492">Webinar</p> 	<ul data-bbox="802 464 2102 778" style="list-style-type: none"> ▪ You have the expertise! The spotlight is on you as your speaker conveys content on your topic via webcam and presentation. ▪ A facilitator from the W&V editorial team introduces and supports the one-hour webinar. ▪ Participants can ask questions and interact via chat. ▪ Anybody interested can view the recording of the webinar by signing up (webcast). ▪ You can choose between three packages independent of the number of participants. ▪ You receive the lead count based on the booking. 	<p data-bbox="2191 628 2469 664">From 9,900.00*</p>
<p data-bbox="78 849 254 878">Webcast</p> 	<p data-bbox="802 849 2153 921">Use the recording of your webinar and present this to W&V users as a webcast. Showcase your expertise and continue to generate leads</p>	<p data-bbox="2191 1013 2469 1049">From 4,900.00*</p>

Take a [closer look](#)

CONTENT GENERATION

SPONSORED POST
By publishing your insights in the form of a sponsored post, you create a native advertising environment for yourself within the hub.

W&V ONLINE ARTICLE
The W&V editorial team establishes a determined number of articles on your topic according to the duration of the hub.



- Guaranteed scope (6 months):**
- 3,000,000 ad impressions (co-branded ad tools)
 - 100,000 page impressions

TRAFFIC DIRECTION

W&V SOCIAL MEDIA
Promotion of content hub over W&V social media channels such as Facebook, Twitter, etc.

CO-BRANDED ADVERTISING TOOLS
Promotion of content hub on wuv.de through various individually designed advertising tools

BRANDING
Branding of individual content hub articles to generate interest



EVENT SPONSORING

OUR EVENTS, YOUR OPPORTUNITY!

EVENT SPONSORING

OUR EVENTS, YOUR OPPORTUNITY!

The path to your networking platform:
sales@wuv.de



W&V events are your business enabler at the B2B level. As your partner, we pave the way for valuable contacts with key decision makers and players, whether by placing your message in impulse presentations and talk rounds or through direct networking.



Deutscher Mediapreis 2020
12.03.2020



W&V Sportmarketing Summit
02.04.2020



W&V MAKE
Hamburg 25.03, Stuttgart
April, Düsseldorf 28.05.,
Frankfurt 22.10.,
Munich 25.11.



W&V Data Marketing Day
23.04.2020



Munich Marketing Week
29.06.-01.07.2020

W&V MEET NIGHT ★

W&V Meetnight
01.07.2020



**W&V Programmatic
Advertising**
14.10.2020



W&V Green Marketing Day
October 2020



W&V Lovebrand Summit
October 2020



W&V JOB MARKET

FORMATS & PRICES

W&V JOB MARKET

PRINT JOB MARKET

		Formats in type area Width x height in mm	Prices* b/w	Prices* 2c	Prices* 3c	Prices* colour
1/1		202 x 262	6,390.00	6,710.00	7,030.00	7,350.00
3/4 horizontal/vertical		202 x 194 / 150 x 262	4,890.00	5,210.00	5,530.00	5,850.00
1/2 horizontal/vertical		202 x 129 / 99 x 262	3,490.00	3,810.00	4,130.00	4,450.00
3/8 horizontal/vertical		150 x 129 / 99 x 194	2,590.00	2,910.00	3,230.00	3,550.00
1/4 horizontal/vertical		202 x 63 / 47 x 262	1,795.00	2,115.00	2,435.00	2,755.00
1/4 2 rows		99 x 129	1,795.00	2,115.00	2,435.00	2,755.00
	Examples	Trimmed advertisements Width x height in mm + 5 mm trim along outer edges			Formats in type area Width x height in mm	Price* colour
HR Image ad		½ horizontal/vertical	230 x 146 / 113 x 300		206 x 130 / 101 x 272	7,470.00

* The prices for job advertisements are not discountable. 15 % commission shall only be charged in case of the mediation of third party orders and shall only be granted to registered advertisers.

W&V JOB MARKET

ONLINE JOB MARKET

More information about all products and prices: [rate card of W&V Job-Network](#).



Bronze

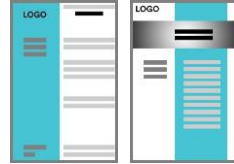


770.00*

Unformatted ad text, choose between formal and informal interview language

- Runs for 60 days
- Personal contact person
- 50 % discount for start-ups

Silver



870.00*

Formatted ad based on templates including your company logo

- Runs for 60 days
- Personal contact person
- 50 % discount for start-ups
- Link to your ad in our W&V newsletter
- Logo appears in the search results list

Gold



1,195.00*

bestseller

Formatted ad in your CI /CD

- Runs for 60 days
- Personal contact person
- 50 % discount for start-ups
- Link to your ad in our W&V newsletter
- Logo appears in the search results list
- Refreshed after 3 weeks (information updated)
- Possibility to include a video for extra charge

Platinum



1,395.00*

Formatted ad in your CI /CD

- Runs for 60 days
- Personal contact person
- 50 % discount for start-ups
- Link to your ad in our W&V newsletter
- Logo appears in the search results list
- Refreshed after 3 weeks (information updated)
- Video included
- Online Top-Job included
- Free extension for 60 more days if needed and 50% discount off the list price for a repeat listing within 12 months

* The prices for job advertisements are not discountable. 15 % commission shall only be charged in case of the mediation of third party orders and shall only be granted to registered advertisers.



ANNEX

DISCOUNTS, CONTACTS, TECHNICAL DATA, GENERAL TERMS & CONDITIONS & PUBLISHING COMPANY INFORMATION

DISCOUNTS

Turnover scale in EUR	Discounts in %
15,000	3
25,000	5
50,000	10
100,000	15
150,000	17
250,000	20
450,000	22
650,000	25
850,000	27
1,000,000	28

The scale of discounts applies for the turnovers in print and digital products of the publishing company, Verlag Werben & Verkaufen GmbH*.

The gross prices shown form the basis for the turnover scale for placements.

Bookings for special advertising forms (without technical costs) can be integrated into the basic order if necessary.

* Discounts are not applicable for W&V Job-Network.

SALES TEAM

PLEASE CONTACT US. WE ARE GLAD TO ADVISE YOU.



Susanne Tacke

Marketing technology,
e-commerce;
telecommunications

Tel.: 089/2183-7090

E-mail: susanne.tacke@wuv.de



Denise Hoser

Marketing technology,
e-commerce;
telecommunications, out-of-
home, cinema, consulting,
events/trade fairs, market
research,
licensing/merchandising

Tel.: 089/2183-7150

E-mail: denise.hoser@wuv.de



Silvia Schmidt

Print, TV, marketing technology,
telecommunications, lifestyle

Tel.: 089/2183-7046

E-mail: silvia.schmidt@wuv.de



Nicole Wagner

TV, radio, print, paper, image
agencies, film production, ad
articles, automotive

Tel.: 089/2183-7878

E-mail: nicole.wagner@wuv.de



FURTHER CONTACTS

PLEASE CONTACT US. WE ARE GLAD TO ADVISE YOU.

Sales team

Tel.: 089/2183-7695
Fax: 089/2183-7865
E-mail: sales@wuv.de

Head of sales and accountmanagement

Susanne Tacke
Tel.: 089/2183-7090
E-mail: susanne.tacke@wuv.de

Accountmanagement

Tel.: 089/2183-7698
E-mail: accountmanagement@wuv.de

Head of Accountmanagement

Hao Wang
Tel.: 089/2183-7698
E-mail: hao.wang@wuv.de

Dispatch

Tel.: 089/2183-7107
Fax: 089/2183-7864
E-mail: dispo@wuv.de

Head of dispatch

Susanne Tacke
Tel.: 089/2183-7090
E-mail: susanne.tacke@wuv.de

Head of dispatch

Anja Kiel
Tel.: 089/2183-7107
E-mail: anja.kiel@wuv.de

W&V Events

Tel.: 089/2183-8221
E-mail: events@wuv.de

Head of events

Stephan Sparakowski
Tel.: 089/2183-8221
E-mail: stephan.sparakowski@wuv.de

Akademie contact

Vesselina Lill
Tel.: 089/2183-7100
E-mail: vesselina.lill@wuv.de

W&V Job Market

Tel.: 089/2183-7049
Fax: 089/2183-7864
E-mail: stellenangebote@wuv.de

Head of job and category market

Sabine Vockrodt
Tel.: 089/2183-7049
E-mail: stellenangebote@wuv.de

Planungsdaten TV & Radio and Booking contact

Sabine Vockrodt
Tel.: 089/2183-7049
E-mail: planungsdaten@wuv.de

W&V WerWoWas contact

Sabine Vockrodt
Tel.: 089/2183-7049
E-mail: sabine.vockrodt@wuv.de

TECHNICAL DATA

PRINT

Magazine format: 230 x 300 mm (width x height) plus 5 mm bleed on all edges. Trimming max. 4.5 mm. So that text and image elements do not reach into the gutter bleed, a 10 mm gap is to be observed on all four pages.

Printing procedure: Cover: Sheet offset, Content: Roller offset

Bookbinding finish: Adhesive binding

Saddle stitching: Cover: 300 g/m² glossy print image, content: 85g/m² ArtiPress matte

Reproduction technique: The „Technischen Richtlinien Offsetreproduktionen“ (German Technical Guidelines for Offset Reproductions), published by Bundesverband Druck e. V. (German Federal Association of Printing) shall apply. These comprehensive standardised specifications are known to your repro supplier. However, the following productspecific data is important additional information for your repro company.

Proof: According to FOGRA standard. With FOGRA media wedge V3.0 according to the standard.

Cover: ISOcoated_v2_eci.icc, paper type 2 FOGRA 39L according to the standard

Content: PSO LWC Improved.eci, paper type 3 FOGRA 45L according to the standard

Screen width: 54-60 lines/cm, technical screens no less than 10 %

Colours: DIN ISO 12647-2 for offset print

Colour sequence: Black, cyan, magenta, yellow

Multi colour advertisements: Forgoing the basic colour black will not influence the calculation of the advertisement. Special colours/shades which cannot be achieved by combined printing shall require special agreement.

For the technical data of our digital products please visit :
<http://verlag.wuv.de/technischdaten>

Dot gain (acc. FOGRA bzw. BVDM):

Cover:

Coverage with 40 %: Black 13 % ± 7 %, chromatic colours 13 % ± 4 %

Coverage with 80 %: Black 11 % ± 5 %, chromatic colours 11 % ± 3 %

Content:

Coverage with 40 %: Black 16 % ± 7 %, chromatic colours 16 % ± 4 %

Coverage with 80 %: Black 11 % ± 5 %, chromatic colours 11 % ± 3 %

Negative frames: We recommend laying negative frames with 40 % cyan underneath as this provides a deeper black (scale colour supplement). In this connection, the cyan area is to be applied 0.04 mm wider.

Digital data delivery

Please send print documents via E-mail with a colour-accurate proof.

E-mail: druckunterlagen@wuv.de

File: Delivery of data as a PDF: PDF/X-1a:2001 (PDF-Version 1.3). Image data high definition with 300 dpi, resolution for 60 screen, color model always CMYK (never RGB or LAB elements). Bitmap (line scans) should have a resolution of at least 800 dpi. Maximum color application is 320 %. The format is applied in its original dimensions plus crop marks and bleed margins.

In case of digital data transmission, we shall not assume any liability regarding the format, text and colour of the advertisement, as well as the appearance of the advertisement in case of nonadherence to the abovementioned specifications. Minimal colour differences are system-dependent and shall not be grounds for complaint.

TECHNICAL DATA

AD SPECIALS (SUPPLEMENTS, BOND-IN SUPPLEMENTS, LABELS, GLUED INSERTS)

Please observe for ad specials:

In case of any processing difficulties arising, the completion of the print run shall have precedence over enclosures, gluing and application. Minimum allocation in case of part print runs: 5,000 copies.

Reservation: In due time prior to the publication date. The order shall only become valid following the presentation of 3 samples.

Closing date: At the latest, 15 days prior to the publication date.

Glued on products:

Postcards are to be glued to the reverse side of supplements, glue traces close to the fold, no spot but rather line-form application of the adhesive. The automatic processing of supplements, special formats and sample goods is not possible without previous technical inspection.

Supplements - technical information:

Supplements are automatically inserted into the magazine. Therefore, they must be in one piece or held together by means of an envelope, or sewn or glued so that they can be processed as one piece. The side parallel to the fold must be closed. If supplements contain a glued-on postcard, then this must be attached parallel to the closed fold of the supplement so that it cannot loosen during automated processing. Supplements are inserted with the closed side parallel to the spine of the magazine. A particular placement cannot be confirmed. Zigzag-folded, perforated, punched or supplements furnished with clips cannot be automatically processed. Offers available on request.

Delivery condition of ad specials:

The delivered product must ensure smooth, immediate automated processing without additional manual preparation. Supplements which are stuck together because of printing ink being too fresh, or being highly electrostatically charged or damp, or which have folded corners, edges, crimp folds, displaced (rounded) spines cannot be processed.

Layers:

Non-entwined, edge on edge with a height of 80 to 100 mm. Tying or packing of individual layers incur additional costs.

Palletizing:

In an orderly manner on stable reusable pallets, the pallet base must be covered with stable cardboard or foil. In case of strapping /protective packing, the edges must not be damaged or bent. Labelling analogous to the delivery note, clearly visible with purpose, content and quantity data. With the delivery of several issues, each issue is to be separately palletized.

Delivery address:

2 weeks prior to the publication date to

Vogel Druck und Medienservice
Warenannahme (Goods Receipt)
Leibnizstraße 5, 97204 H.chberg
With note for W&V Issue No. xx/2020
Delivery times: Mon. to Fri. from 8:00 until 16:00 hours

TERMS & CONDITIONS

1. Advertising order is the contract between the publisher, Werben & Verkaufen GmbH (hereinafter “Publisher”), and an advertiser or other advertising space buyer (hereinafter “Customer”) regarding the publication of one or multiple advertisements in print and/or on the Internet for the purposes of distribution or rendering accessible to the public. The advertising order and every subsequent order are exclusively subject to the current General Terms and Conditions (hereinafter “GTCs”) as well as the Publisher price list that is current at the time of contract conclusion, whose provisions constitute a significant contract component. The Publisher has the right to amend the GTC at any time. New GTCs will be deemed approved if the Customer does not object to them in writing within one month of announcement of an amendment. Deviating Customer GTCs will not be a contract component, even if we do not expressly reject them. In the event individual agreements are made for online publication, they will be sent in the respective order confirmation. Otherwise, the GTCs will likewise apply for such cases.

2. Orders for inserts: These GTCs also apply accordingly for orders for inserts. Orders for inserts will categorically only be accepted by the Publisher after the design has been presented. Inserts that give readers the impression of being a component of the newspaper due to their format or design will not be accepted.

3. Contract conclusion: Orders for advertisements can be submitted personally, over the phone, in writing, via e-mail, or over the Internet. The Publisher is not liable for transmission errors. The contract will not materialize until the Publisher has issued confirmation, which will be performed in writing or via e-mail unless a deviating agreement has been made in an individual case. If an order is placed over telephone, then an order confirmation will only be issued in writing upon express request.

4. Call for publication is a request by the Customer to the Publisher on the basis of a contract conclusion for the publication of a specific advertisement, third-party insert, or other advertising medium and the delivery of the texts and templates needed for production.

5. Advertisements in editorial text are advertisements that touch editorial text on at least three sides and have no neighboring advertisements.

6. Rejection of orders:

(1) The Publisher has the right to reject advertisement orders, including individual calls for publication within the scope of a general order. This especially applies when content violates laws or official provisions, or has triggered or could trigger an objection from the German Advertising Standards Council or German Press Council in a complaint proceeding, if publication is unreasonable to expect of the Publisher due to content, origin, or technical format, if inserts give readers the impression of being a component of the printed publication based on format or design or contain third-party advertisements.

(2) The Publisher will declare rejection without delay after gaining awareness of the respective content. In particular, the Publisher can retract an advertisement that has already been published online if the Customer makes direct changes to the advertisement’s content or linked data thereby, among other things, meeting the conditions laid out in Section 6 Sub-Section 1.

7. Deadline and publication dates: The deadlines and publication dates shown in the price list are not binding for the Publisher. The Publisher may make short-term adjustments to deadlines and publication dates according to the production process.

8. Order cancellation: The Customer can cancel orders by writing to dispo@wuv.de. Cancellation of a print advertisement is possible up to the original advertisement deadline. If the advertisement is already in print, then the Customer must pay for the advertisement. Otherwise, the Publisher can request reimbursement for the costs incurred up to termination in line with legal provisions. Online advertisements are subject to a cancellation notification period of two weeks prior to first-time publication, and cancellation must be performed in writing. In the event of late delivery of the data needed for an online advertisement, the Publisher will charge a fee of €50 per workday for the extra work incurred.

9. Placement of advertisements: Advertisements will be published in specific numbers, issues, or locations of the publication as expressly agreed at the time of order placement in writing, via fax, or via e-mail. As a general rule, classified advertisements will only be printed in their respective category. If no unambiguous placement has been agreed, then the Publisher will be free to determine placement at its discretion. If it is not possible for an advertisement to be placed within an ordered issue, then the Publisher will be able to publish the advertisement in an issue of equal or greater circulation subject to the same price. If the Customer orders an advertisement for a category that deviates from the placement planned with respect to content, then the price that the advertisement would have in conjunction with correct placement will apply.

10. Call for publication of an order: If a publication date has been agreed, then advertisements must be called for publication no later than one year after contract conclusion (publication period). A contract involving multiple advertisements must be executed in full within one year of the first advertisement being published. Subject to capacity availability, the Customer has the right during the agreed publication period or during the publication period cited in sentence 1 and 2 to call further advertisements for publication beyond the quantity of advertisements named in the order in accordance with the price list.

11. Print documents: The deadlines for print documents are found in the Publisher’s price sheet for advertising prices valid at the time of contract conclusion. The Customer is responsible for timely delivery of advertisement text and error-free print documents or inserts, supplementary booklets, glued inserts, etc. The Publisher will request replacements without delay in the event of visibly unsuitable or damaged print documents. If there is any damage to delivered print items, such as supplementary booklets, glued inserts, etc., that is not recognizable immediately but rather only once processing has begun, then the advertiser will be liable for the corresponding additional costs or losses during production. The Publisher guarantees the print quality that is standard for the booked issue as is possible using the print documents. Print documents will only be returned to the Customer if a specific request is made; otherwise, they will become property of the Publisher. The storage obligation will end six weeks after the advertisement’s publication. The additional terms and conditions for digital transmission of advertisement print templates pursuant to Section 31 of these GTCs additionally apply.

TERMS & CONDITIONS

12. Printed height of advertisements: If no specific dimensions have been agreed or indicated, then the advertisement will be printed and calculated based on the standard height for advertisements of the respective nature. If a finalized print document is supplied and the printed height deviates from the ordered print height, then the dimension of the printed advertisement height will apply; no additional costs will be incurred. Fractions of millimeters will be rounded up to the next full millimeter.

13. Advertisements with a style similar to editorial text: The design and character of advertisements with a style similar to editorial text must be coordinated with the Publisher sufficiently in advance prior to publication. The Publisher has the right to add the word "advertisement" in a clearly visible manner to advertisements that are not recognizable as such. The right to make the final decision to this end will be held by the Publisher. Advertisements with a style similar to editorial text must have a different base type than editorial text.

14. Liability for the content of advertisements: The customer is responsible for the content and legal permissibility of an advertisement. The Customer will hold the Publisher harmless with respect to all third-party claims based on violation of copyrights, privacy rights, trademarks, or intellectual property rights and also for all photographs used in the advertisements hold the Publisher harmless in full with respect to property and premises rights, including reasonable costs for legal defense. The Publisher is not obligated to verify whether an advertisement order compromises third-party rights. If the Publisher is obligated to print a counter statement (e.g. via court ruling), etc., then the Customer will cover the costs incurred based on the valid advertisement price list.

15. Proofs will only be supplied upon express request. The Publisher will account for error corrections notified within the deadline set by the Publisher; otherwise, permission to print will be deemed issued. The Customer is responsible for the flawlessness of corrected proofs.

16. Advertisement record: Upon request, the Publisher will provide a record of the advertisement along with the receipt. If it is no longer possible to procure a record, then it will be substituted by a confirmation from the Publisher regarding publication and circulation of the advertisement. Records of advertisement will only be supplied for paid advertisements.

17. Confidential advertisements:

(1) Letters in response to confidential advertisements will be held for pick-up for a maximum of four weeks after an advertisement's publication or sent to the Customer via postal mail with due diligence exercised accordingly, even when involving express and certified mail.

(2) After this deadline has passed, response letters will be destroyed. Response letters weighing more than 500 grams or with a format larger than DIN A4, as well as products, books, catalogs, advertisements, and parcels/packages will not be forwarded and will only be stored for pick-up. The Publisher especially is not obligated to forward materials that are obviously commercial in nature, such as business promotions and agency offers if the Customer has not issued express instructions to forward such materials. The Customer can authorize the Publisher to open letters directly in conjunction with a Customer declaration of consent.

18. Advertisement invoices, deferment, and payment default:

(1) Advertisement invoices must be paid by the deadline indicated on the invoice. Dunning and collection costs incurred due to payment default will be covered by the Customer. In the event of payment default, all outstanding payments will become payable immediately (invoices as well as subsequent billings).

(2) In the event of deferment or default of payment, interest will be charged in line with § 288 of the German Civil Code. In the event of payment default, the Publisher can delay continued execution of an ongoing order until payment is made, and can require payment in advance. In the event of justified doubt regarding Customer solvency, the Publisher will have the right, even during the ongoing term of an overall order and in deviation from an originally agreed payment term, to make the publication of further advertisements contingent on advanced payment of the advertisement fee and the settlement of open invoice amounts. The Publisher has the right to correct erroneous advertisement invoices within six months of invoicing. For order acceptance over telephone, orders from advertisement customers without a written contract will be carried out via SEPA direct debit, with debit of payment in full immediately after the invoice date. The so-called pre-notification period for SEPA direct debit is shortened to one day. Inaccurate advertisement invoices can be corrected within six months of invoicing. The Customer will only have the right to apply counter claims if the claims have been legally established by a court, are undisputed, or at a minimum are ready for ruling.

19. Advertisement orders from abroad: For countries where the Publisher has an international representation office, payment and processing will be carried out according to the corresponding business terms and conditions. For countries where there is no international representation office, the preferred payment method is via credit card (Euro-/ Mastercard, American Express or Visa). An international customer must present a sales tax identification number or proof of being a registered business, or proof of exemption from German sales tax along with the advertisement order. If the advertisement order is exempt from value added tax, then invoicing will take place without the application of value added tax. The Publisher has the right to retroactively apply value added tax if fiscal authorities confirm the advertisement is subject to taxation.

20. Setting costs: The Customer will cover the costs for the preparation of templates and drawings ordered, as well as for changes requested by or occasioned by the Customer deviating significantly from the designs originally agreed.

21. Category prices: The Publisher categorizes advertisements according to content. If the Customer orders an advertisement with category deviation, then the price will apply that the advertisement would have for correct placement. If the price of the deviating category requested by the Customer is higher than the price for correct placement, then the higher price will apply.

22. Advertisement millimeters: For calculation of purchase quantities, text millimeter lines will be converted into advertisement millimeters based on price.

23. Deviating prices: The Publisher can establish prices that deviate from the price list for advertisements in inserts, for advertisements in a style similar to editorial text, for advertisements in special publications and collectives, and for advertisements sold after the advertising deadline.

TERMS & CONDITIONS

24. Affiliate rebates: Affiliate rebates for subsidiaries require written evidence that the capital equity held exceeds 50 percent. The Publisher only grants affiliate rebates to private sector companies. Accordingly, affiliate rebates are not possible in particular for independent governmental organizations or public sector corporations.

25. Warranty: The Customer must make claims for obvious defects by no later than within two weeks of receiving the invoice. The Customer must make claims regarding non-obvious defects no later than six months after publication of the advertisement. Furthermore, merchants must provide notification of the discovery of any non-obvious defect within two weeks. In the event of defective print of an advertisement despite timely supply of error-free print documents and timely objection, the Customer can request an error-free substitute advertisement be printed (rectification). The right to rectification is excluded when associated with disproportionate costs for the Publisher. If the Publisher does not perform rectification within a reasonable predefined deadline, if the Publisher denies rectification, if rectification cannot be reasonably expected of the Customer, or if rectification fails, then the Customer will have the right to withdraw from the contract or assert a payment reduction to the degree in which the advertisement's purpose was compromised. Warranty claims from merchant customers will expire twelve months after publication of the respective advertisement or insert.

26. Liability, force majeure: In the event of force majeure and labor dispute measures not occasioned by the Publisher, the Publisher will be released from the obligation of contract fulfilment; damage compensation claims will not be applicable in such cases. The Publisher is liable for damage caused by intent or wanton negligence, for damage due to culpable harm to life, body, or health, and for damage based at least on slightly negligent violation of an obligation whose fulfilment is required in order for due execution of the advertisement to become possible at all, whose violation endangers attainment of the contract purpose, and whose compliance the Customer usually relies upon. The damage compensation obligation is - aside from liability for intent and culpable injury to life, body, or health - limited to the foreseeable damage that typically occurs. Otherwise, damage compensation claims against the Publisher are excluded irrespective of the legal ground. To the extent the Publisher's liability is excluded or restricted pursuant to the foregoing provisions, the same will furthermore apply for the personal liability of its employees, representatives, and vicarious agents. Liability under the German Product Liability Act remains unaffected. Damage compensation claims made by merchants against the Publisher will, except for claims based on impermissible or intentional or wantonly negligent behavior, expire twelve months after the point in time at which the Customer becomes aware or would have had to become aware of the circumstances founding the claim. If the Customer does not observe the Publisher's recommendations regarding the production and transmission of digital print documents, then the Customer will not have any rights to assert claims resulting from flawed advertisement publication. That will also apply if the Customer does not observe other causal provisions under these GTCs. The Customer is liable for transmitted files being free of viruses. The Publisher can delete files with viruses without the Customer being able to derive claims to that end. The Publisher reserves the right to damage compensation claims if viruses cause damage.

27. Additional conditions for the advertisement publication on the Internet:

(a) Supply of data: The Customer is obligated to duly supply advertisement media; in particular, media must align with the Publisher's format and technical requirements and be delivered on time. The Publisher will, without delay, request replacements for visibly unsuitable or damaged advertisement documents.

(b) Rights transfer: The Customer will transfer to the Publisher all necessary copyright, exploitation, ancillary copyright, and other rights for using the advertisement in online media, especially the right to duplicate, distribute, transfer, transmit, remove from a database, and access in the time and content scope needed for executing the order. In all cases, the aforementioned rights will be transferred without geographical restriction and provide the right to publish via all known technical processes as well as all known forms of online media.

(c) Publisher guarantee: Within the scope of foreseeable requirements, the Publisher guarantees the advertisement will be reproduced in a manner that aligns with technical standards to the greatest extent possible. This guarantee does not apply for insignificant errors. An insignificant error in the presentation of an advertisement particularly applies when caused by the use of unsuitable rendering software and/or hardware an interruption in the communication networks of other operators or computer malfunction due to system failure or malfunction of an ad server not exceeding 24 hours (continuously or cumulatively) within 30 days after the contractually agreed publication begins.

In the event of an ad server malfunction for a significant period of time (more than ten percent of the booked time) during a fixed-time booking, the Customer's payment obligation will be waived for the corresponding downtime. Further claims are excluded. For insufficient reproduction quality of the advertising medium not representing an insignificant error, the Customer will have the right to a payment reduction or an error-free substitute advertisement, yet only to the degree in which the advertisement's purpose has been compromised. In the event the substitute advertisement is unsuccessful or is unreasonable, the Customer will have a right to reduce payment or withdraw from the contract. If there are non-obvious defects in the advertisement documents, then the Customer will not have the right to assert any claims due to insufficient publication based on those defects. The same will apply for errors in recurring advertisement publications if the Customer does not make reference to the error prior to publication of the subsequent advertisement.

28. Additional business terms and conditions for content marketing (white papers and webinars):

(a) Content delivery: The Customer shall supply appropriate content; in particular, it must align with the Publisher's format and technical requirements and be delivered on time. Content in this sense means white paper and webinar formats developed by the Customer for marketing via the Publisher.

(b) The Customer is responsible for the content provided for marketing. The Customer will endeavor to create content in line with the latest findings. No assurance is made with respect to correctness or the absence of errors. Neither the Customer nor the Publisher holds liability for the correctness or completeness of the content.

(c) The Customer will transfer to the Publisher all necessary copyright, exploitation, ancillary copyright, and other rights for marketing the content in online media of any kind, especially the right to duplicate, distribute, transfer, transmit, remove from a database, and access in the time and content scope needed for executing the order. In general, the aforementioned rights will be transferred without geographical limit and provide the right to publication via all known technical processes as well as all known forms of online media.

TERMS & CONDITIONS

29. Advertising agencies are obligated to comply with the Publisher's price list in their offers, contracts, and invoices to the advertisers. Any agency commission granted by the Publisher will be calculated based on the net price paid by the customer, i.e. following application of rebates, bonuses, and defect reductions. A commission will only be paid for the mediation of third-party orders and will not be granted for private prices. The Publisher will only pay a commission to recognized advertising agencies on condition that the order is placed directly by the advertising agency, the advertising agency is responsible for procuring the final and print-ready templates, and it has registered its business as an advertising agency. The Publisher has the right to reject orders from advertising agencies if there is doubt as to the professional status of the agency's operation or as to the advertising agency's solvency. Advertisement orders from advertising agencies are issued under their names and on their account. Therefore, to the extent an advertising agency places an order, the Contract will be with the advertising agency in cases of doubt. If an advertiser is going to be the Customer, then a corresponding separate agreement must be made that specifically names the advertiser. The Publisher has the right to request the advertising agency provide evidence of a commission.

30. Data protection:

(1) In the following, the Publisher provides information regarding the processing of personal data within the scope of business relations. Personal data is all data that can be associated with the Customer's person, such as name, address, e-mail address, telephone number, and payment information. The controller pursuant to Art. 4 No. 7 of the General Data Protection Regulation (GDPR) is the Publisher.

Data processing is carried out in accordance with the applicable provisions of the German Federal Data Protection Act (BDSG 2018, in its German abbreviation) as well as the General Data Protection Regulation (GDPR). The Publisher collects, processes, and uses Customer personal data. Further information on data processing and data protection can be reviewed in the Data Protection Notice of Verlag Werben & Verkaufen GmbH, which can be viewed at <https://verlag.wuv.de/service/datenschutzerklaerung>.

(2) The Publisher processes and uses data to the extent necessary for contract initiation, contract execution, contract maintenance, or other contractual services, i.e. to process orders or services in accordance with the order. At times, this is carried out with the involvement of external service providers. Service providers have been carefully selected by the Publisher and are bound to instructions. Moreover, they are audited on a regular basis. Service providers will not disclose this data to third parties and will delete data after the contract has been fulfilled and legal storage periods have passed to the extent the Customer has not consented to a longer storage period.

(3) The Publisher will process and use data to perform internal market research provided the Customer has not issued rejection to that end. This applies to the information needed for order processing as well as the information that Customer voluntarily provides. The Client can reject the use of data for the purpose of internal market research at any time for the future.

31. Additional terms and conditions for digital transmission of advertisement print templates: If print templates are digitally transmitted to the Publisher paper-free, i.e. via digital carriers (e.g. diskette, cartridge, CD-ROM) or via remote transmission (e.g. ISDN), then the following provisions will additionally apply:

(a) Data format: Print templates should only be digitally transferred in non-editable files, i.e. files whose content the Publisher is unable to modify. The Publisher disclaims liability for the erroneous publication of advertisements transmitted via editable files (e.g. Corel Draw, QuarkXPress, Freehand files).

(b) The Customer must send and/or store related files in a mutual folder.

(c) Color advertisements: For digitally transmitted print templates for color advertisements, the Customer also needs to provide a Fogra Media Edge (current Version 3.0) color proof as well as a proof protocol and/or measurement protocol. Otherwise, the Customer will have no substitution or reimbursement rights due to potential color deviations.

(d) Computer viruses: The Customer is liable for the transmitted files being free of computer viruses. The Publisher can delete files with computer viruses without the Customer being able to derive claims to that end. The Publisher additionally reserves the right to damage compensation claims if computer viruses cause further damage.

(e) Claims due to flawed publication: If the Customer does not observe these Terms and Conditions or the Publisher's recommendations regarding the production and transmission of digital print documents, then the Customer will not have the right to make claims due to flawed advertisement publication.

(f) Data carriers: Ownership will transfer to the Publisher for diskettes or CD-ROMs carrying print templates sent to the Publisher. They will only be sent back to the Customer if there is an express request to do so and for a mailing fee of €5.00, performed at the Customer's risk. The Publisher will return other high-quality data carriers such as cartridges, Iomega Zip 100, etc., without a request to do so and free of charge, yet at the Customer's risk.

32. Additional sponsoring terms and conditions:

The Publisher is an event organizer for various event formats. In this context, the Publisher offers sponsors an opportunity to make their logo available for an event and an event series. The Publisher offers various sponsoring packages to that end. The Publisher's offers for the respective sponsoring packages are always non-binding and subject to amendment - which also includes price information. A legally-binding contract for sponsoring will only manifest after express written confirmation from the sponsor.

(a) The services to be mutually provided are yielded from the Publisher's offer. The Publisher must provide the services described in the respectively booked sponsor package. The sponsor will pay the agreed compensation to that end. The Publisher will issue an invoice to the sponsor for the compensation no later than four weeks prior to the respective event's start. The invoice is payable immediately upon delivery to the sponsor. Subject to the right to withdraw from the contract and all other legal rights, the Publisher has the right to deny counter service if the invoice sum has not been paid by the day prior to the event at the latest.

(b) The sponsor will provide the data necessary for performing the contract services (name, logo, and other brand and trademark material) in a suitable resolution, and will provide other objects with a company logo by and up to the schedule indicated in the offer. The Publisher will only be obligated to account for data supplied behind schedule if it is possible for the Publisher to do so without incurring extra expenditure. Otherwise, the sponsor's right to receive performance will expire without a reduction in the compensation owed or receiving damage compensation rights.

TERMS & CONDITIONS

(c) The Publisher shall use the logo in line with the model provided by the sponsor. The specific rendering and placement of the logo are performed in coordination with the sponsor.

(d) To this extent, the sponsor grants the Publisher a non-exclusive right, which is limited to the term of the contract and irrevocable at any time, to use the sponsor's name and logo to fulfill the contractual services. The Publisher does not have the right to grant a corresponding exploitation right to third parties, including companies affiliated with the Publisher, without prior consent from the sponsor. The Publisher recognizes that, with the exception of the aforementioned exploitation right, all rights to the sponsor's name, logo, and any other brand and trademark material are held by the sponsor and the sponsor's respective licensors. To such extent, the sponsor expressly guarantees that the sponsor holds the copyrights to submitted data (name, logo, and other brand and trademark material) and guarantees that all information regarding submitted data correspond to the truth. The sponsor further guarantees that all of the data the sponsor submits does not violate third-party rights or good morals.

(e) The sponsor shall notify the Publisher immediately when a third party claims rights with respect to submitted data, be it via a request to show authorization, warning, legal action, or comparable measures. The sponsor will hold the Publisher harmless with respect to all third-party claims the Publisher incurs via alleged or actual rights violations in connection with submitted data. To such end, the sponsor will also cover the costs of the Publisher's requisite legal defense, including all court and attorney costs in the legal amounts. The only case in which this will not apply is when the triggering violation was not occasioned by the sponsor. The sponsor shall furthermore provide the Publisher in the event of third-party claims with all information immediately, truthfully, and fully as needed for reviewing claims and the corresponding legal defense.

(f) The exact placement of the sponsor's logo and other data will be at the Publisher's discretion if no express agreement has been made between the parties in writing. The sponsor's wishes will - to the extent possible - be accounted for; however, there is no legal right to that end.

(g) The contract partners hold liability within the scope of legal provisions, with the Publisher's liability being limited to intent and wanton negligence. The contract partners themselves will review and be responsible for their own tax effects pursuant to this agreement and hold the party harmless from claims resulting from non-observance of this provision.

(h) The contract for sponsoring services will enter force when the corresponding contract document has been signed by the contract parties. After signing, cancellation will no longer be possible. In general, the contract has a fixed term. It will terminate 30 days after the end of the event without notification being necessary.

(i) If a just cause is met, both contract partners will have the right to extraordinary termination of the contract. Just causes particularly include a contract partner's non-payment within the scope of the insolvency law, legal succession, or a change in majority control under company law. A just cause for immediate termination is particularly met if the event proves to be non-executable due to unforeseeable and/or unavoidable events, especially cases of force majeure, official requirements, or legal prohibitions. In the event of immediate termination for which the sponsor is responsible and effected by the sponsor prior to event execution, the sponsor will be obligated to return services received. The same applies if the contract is terminated effective immediately due to a cause named in the foregoing sub-section.

33. Dispute resolution: The European Commission has setup a platform of online dispute resolution. You can find it at <https://ec.europa.eu/consumers/odr/>. Consumers can use the platform for resolving disputes. We are neither willing nor obligated to participate in a dispute resolution process before a consumer arbitration body unless there is a legal obligation to participate.

34. Final provisions: These GTCs and the relationship between the Customer and the Publisher are exclusively subject to German law. This choice of law will only apply to a consumer to the extent it is not restricted by compulsory legal provisions in the state in which the consumer has a residential domicile or primary residence. The UN-CISG is excluded. Side agreements and contract amendments must be made in writing. The legal venue for claims involving business transactions with merchants, public sector organizations, or public sector funds will be Munich. If the Publisher's claims are not asserted in a warning procedure, then the legal venue for non-merchants will be determined by their residential domicile. The place of performance is Munich. Should one or multiple provisions in the advertising order / these GTCs be or become invalid or inexecutable, the validity of the remaining provisions will not be affected. In such case, the parties will replace the respective invalid or inexecutable provision with a provision that comes as close as possible to the what the parties had originally intended in good faith. The same will apply in the event of gaps.

PUBLISHING COMPANY

Verlag Werben & Verkaufen GmbH
Hultschiner Straße 8
81677 München
Postal address
80289 München

Invoice address
Verlag Werben & Verkaufen GmbH
Kreditorenbuchhaltung
Postfach 82 05 10
81805 München

VAT ID number
DE 262 330 664

Managing directors
Dr. Karl Ulrich

Bank details
Hypovereinsbank München
IBAN: DE 67 7002 0270 0654 7679 47
BIC: HYVEDEMMXXX

Kontacts publishing company
Tel.: 089/2183-7999
Fax: 089/2183-7868
wuv.de
verlag.wuv.de
shop.wuv.de
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For the processing of orders, the business terms and conditions of the publishing company apply. These can be found in this document. The information listed in these price lists may be revised over the course of the year; you can find the respective binding status of the price lists: verlag.wuv.de/mediadaten.





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