# MEDIA KIT 2017





Target group:

textilenetwork targets managing directors, factory and production managers, IT specialists, product managers, design engineers, buyers, vendors, and designers in Germany and abroad.

Print run: 5,000 Exemplare (German\* + English)

## Qualified circulation:

2,577 copies (German\*) 1,988 copies (English)

Frequency: six times per year

Volume: 15<sup>th</sup> volume 2017

### Membership/Participation:

IVW (Information Community for the Assessment of the Circulation of Media)

\*Source, IVW 2nd Quarter 2015

The international premium magazine for the textile chain









### **Brief description:**

textilenetwork - the international premium magazine for the textile chain

**textile**network is the bilingual international print and online magazine for the efficient manufacture of textile products in the fields of technical textiles, apparel, home and household textiles. **textile**network offers topical information and provides comprehensive industry news. The main concept behind **textile**network is to present the network linking the textile production chain together. Our editorial scope encompasses product development, product management, manufacturing markets, sales markets, marketing, business management, company organisation, logistics, product flow, IT/software, trade fairs, symposiums, trends, R&D, particulars and corporate news. Special focus is placed on textiles and apparel machinery, technological processes, fibres, yarns, textile surfaces, trimmings and textile chemicals.

**textile**network targets professionals who need to know how and where textiles are produced and marketed today and in the future: investment decision-makers, managing directors, factory and production managers, product managers, designers and product developers, buyers and vendors, quality assurance representatives, students and lecturers.

textilenetwork appears all over the world six times a year (double issues Jan./Feb., March/April, May/June, July/Aug., Sept./Oct. and Nov./Dec.) in a German-language and an English-language version (1:1 translation). The German-language edition is mainly (but not only) distributed to readers in Germany, Austria and Switzerland. The English-language edition goes to readers particularly in Eastern Europe and overseas – above all to China, Hong Kong, India, Japan, Taiwan, Sri Lanka, Brazil and the USA.

# MEDIA KIT 2017 – Dates and Topics



### New Series in 2017: Fibres and Yarns

lssue	Editorial deadline	Advertising deadline	Publication date	Topics	Distribution at Trade Fairs/Exhibitions*
1–2	23.12.2016	02.01.2017	27.01.2017	Fabrics and trimmings Textile finishing Knitting technology Sustainability Carpets IT/Logistics	10.01 13.01.2017       Heimtextil 2017, Frankfurt am Main (D)         10.01 12.01.2017       PSI, Dusseldorf (D)         14.01 17.01.2017       Domotex, Hanover (D)         17.01 19.01.2017       Ethical Fashion Show, Berlin (D)         11.01 23.01.2017       Interfilière, Paris (F)         24.01 26.01.2017       Colombiatex , Medellin, Columbia         25.01 27.01.2017       Pitti Immagine Filati, Florence         31.01 02.02.2017       Munich Fabric Start, Munich (D)         01.02 03.02.2017       ISPO Munich, Munich (D)         05.02 09.02.2017       Première Vision, Paris (F)
3-4	17.02.2017	24.02.2017	21.03.2017	Man-made fibres Functional fabrics and textiles Techtextil – the first highlights Texprocess – the first highlights CAD/CAM Sun protection	March 2017CHIC Shanghai, Shanghai (CN)March 2017Bif & Bill, BangkokMarch 2017Texworld, IstanbulMarch 2017Intertextile Guangzhou, Shanghai (CN)08.03 09.03.2017FILO, Milan (I)15.03 17.03.2017FESPA Brasil, Sao Paulo (BR)15.03 27.03.2017Intertextile Shanghai, Shanghai (CN)24.03 27.03.2017Münchner Stoff Frühling, Munchen (D)04.04 07.04.2017Index Geneva, Switzerland (CH)26.04 27.04.2017Performance Days, Munich (D)
5-6	24.03.2017	31.03.2017	27. 04.2017	Lingerie fabrics / lace Smart textiles Techtextil – highlights Texprocess – highlights Textile industry 4.0 Logistics/ SCM	22.05 25.05.2017DOMOTEX Turkey, Gaziantep (TR)03.05 05.05.2017Proposte, Cernobbio08.05 12.05.2017Fespa, Hamburg (D)09.05 12.05.2017Techtextil/Texprocess, Frankfurt am Main (D)18.06 21.06.2017Outdoor, Friedrichshafen (D)20.06 22.06.2017Automotive Interiors Expo, Stuttgart (D)20.06 22.06.2017Techtextil North America, Chicago (USA)20.06 30.06.2017Pitti Immagine Filati, FlorenceJune 2017ITM Texpo Eurasia, Istanbul



# MEDIA KIT 2017 – Dates and Topics



### New Series in 2017: Fibres and Yarns

Issue	Editorial deadline	Advertising deadline	Publication date	Topics	Distribution at Trade Fairs/Exhibitions*	
7-8	30.05.2017	06.06.2017	30.06.2017	Upholstery and decorative fabrics Inkjet printing Knitting technology Textile fibre composites PLM/SCM Logistics/ Transportation	June 2017 Interfilière, Paris (F) June 2017 Hightex, Istanbul (TR) August 2017 Intertextile Guangzhou, Shanghai (CN)	
9-10	20.07.2017	27.07.2017	22.08.2017	Fabrics and trimmings Digital printing Leather (qualities and trends) Composites Weaving technology Smart factory (home textiles)	02.09 04.09.2017       Bread & Butter, Berlin (D)         05.09 07.09.2017       Munich Fabric Start, Munich (D)         13.09 15.09.2017       56. Chemiefasertagung, Dornbirn (A)         13.09 15.09.2017       Techtextil India, Mumbai         19.09 21.09.2017       Composites Europe, Stuttgart (D)         19.09 21.09.2017       Première Vision, Paris (F)         27.09 28.09.2017       FILO, Milan (I)         September 2017       Milano Unica, Milan (I)	
11-12	17.10.2017	24.10.2017	21.11.2017	Nonwovens Work and protective textiles Highlights at Heimtextil 2018 Highlights at Domotex 2018 Composites Logistics/E-commerce	October 2017CHIC Shanghai, Shanghai (CN)17.10 20.10.2017A+A, Dusseldorf (D)November 2017Performance Days, Munich (D)08.11 09.11.201732. Hofer Vliesstofftage, Hof (D)09.01 12.01.2018Heimtextil, Frankfurt am Main (D)09.01 11.01.2018PSI, Dusseldorf (D)	

# MEDIA KIT 2017 – Ad rates



	Format	Colour	Rate	1 Surcharges Placement:	Front cover page         5,290,           2nd cover page         4,780,           3rd cover page         4,680,
	PS: 180 mm x 270 mm B: 210 mm x 297 mm	4c	4,650 €		Back cover page     5,080       Surcharge for other compulsory placement instructions and confirmed placements     5,080
	PS: 180 mm x 132 mm B: 210 mm x 146 mm PS: 88 mm x 270 mm B: 105 mm x 297 mm	4c	2,795 €	is not provided on time with the necessar submission and closing date deadline. 2 Colours: Colours from the Euro Colour Scale CEI 12 for special colours	Colours from the Euro Colour Scale CEI 12-66 / DIN 1653
PS: PS:	180 mm x 88 mm 127 mm x 122 mm 57 mm x 270 mm 74 mm x 297 mm	4c	1,895 €	<ul><li>3 Magazine format:</li><li>4 Discounts:</li></ul>	DIN A 4, 210 mm wide x 297 mm high Ads within 12 months (insertion year): Frequency discount 3 Ads 5%
	) mm x 63 mm 3 mm x 132 mm	4c	1,520 €	6 Ads 10 % 9 Ads 15 %	9 Ads 15%
PS	: 72 mm x 100 mm : 127 mm x 59 mm : 180 mm x 41 mm	4c	1,030,- €	<ul><li>5 Classified ads:</li><li>6 Ad specials:</li></ul>	Basic rate mm-ad single-column line 4c 8,60, mm-ad rate for job offers/applications on request Inserts up to 25 g € 280,- $o/oo$
	PS: 72 mm x 77 mm PS: 127 mm x 43 mm	4c	935,-€		up to 50 g € 350,- o/oo up to 50 g € 350,- o/oo Maximum format available for loose inserts: 210 x 297 m Rates for bound inserts and other advertising formats (post-its, gate folders, etc.) on request

PS: Print Space B: Bleed







6/13



# MEDIA KIT 2017 – Technical Specifications



1	Magazine format: Print space: Printing and binding methods:	210 mm wide x 297 mm high 180 mm wide x 270 mm high 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.	5	Proof:	When making the proof please consider that our printer works with standard PSO-ISO 12647 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the ISOcoated_v2_300_eci.icc
3 Data formats:	Data formats:	Your electronically submitted data will be processed by us with Windows 7 and Adobe InDesign CC 2015 (CMYK- colours) with the following programs for Windows:		Data storage:	Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.
		<ul> <li>Adobe Acrobat Version XI</li> <li>Adobe InDesign (Version CC 2015)</li> <li>Adobe Illustrator (Version CC 2015)</li> <li>Adobe Photoshop (Version CC 2015)</li> <li>Microsoft Office (Version 2013 for MAC and PC )</li> </ul>	7	Guarantee:	By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional
		Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as			composition and reproduction work as well as the creation of flawed proofs.
		PDF/X-4 data (Output Intent: ISOcoated_v2_300_eci.icc) with 3 mm bleed. Imagedate need at least a resoultion of 300 dpi. Please ensure the PDF is compatible with Acrobat 7. Transparency effects or shading must be changed into image data by reducing transparency (high resolution). Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 72 EUR/hour.	8	Contact:	Matthias Fichtel, Order Management E-mail: m.fichtel@meisenbach.de Phone: +49 951 861-169
			9	General information:	Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified).
4	Colours:	Bio-Printing inks (CMYK) based on Euro Colour Scale CEI 12-66 /DIN 16538, special colours available on request.	10	Delivery address: Loose inserts / bound inserts	Schleunungdruck, for attention of: Thomas Gesell Eltertstrasse 27 97828 Marktheidenfeld Germany Phone: +49 9391 600 533



# MEDIA KIT 2017 – Distribution Analysis







The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.

### 2 Circulation analysis:

Print run analysis From the IVW-circulation analysis 2/2016 (German edition)

Actual circulation:	2,577		267
Paid circulation:	326		56
Subscribed copies:	301	thereof abroad:	52
Other sales:	25		4
Free copies:	2,251		211
Print run:	2,805		

### 3 Geograhical distribution analysis: 1

Geographical distribution analysis: (Percentage of print run actually distributed – German edition)		
Germany	85,01 %	
Abroad	14,99 %	
Print run actually distributed	100,00 %	

<sup>11</sup>Average in percent - issues July 2015 - June 2016

### Geographical distribution analysis:

(Percentage of print run actually distributed - English edition)

Germany	88,22 %
Abroad	11,78 %
Print run actually distributed	100,00 %

### 4 Classified potential of recipients:

Distribution Germany, Austria, Switzerland (Multiple answers possible)	Other countries	
Trade	Number	Number
Manufacturing of textiles	6,199	1,399
Manufacturing technical textiles	1,133	313
Manufacturing of knitted textiles	1,049	344
Manufacturing of machinery and technology	1,655	945
Manufacturing of apparel	4,877	1,755
Manufacturing of synthetics	355	110
Textile finishing	702	184
Technical colleges and universities	355	128
Other	3,012	6,408
Total number of recipients	19,337	11,586





### 1 Ad formats and rates:

Ad formats	Placement	Formats in pixels	Rates in €
Banner	by agreement	600 x 75	349€
Text ad	allocation according to topics	image and text	459€

All rates are subject to VAT.



Meisenbach

The textilenetwork Newsletter for your direct customer approach: conveniently shedding light on current topics and useful product tips, our Newsletter is delivered straight to our readers e-mail inbox.

The Newsletter can be booked, not only as an exclusive text ad with an image, but also as a banner with a link. This is an effective way of reaching a highly interesting target group which deserves to be informed about your products and services.

Current

Advertisement

### Banner 600 x 75 Pixels



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### Your text ad

Image

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Teaser text: max. 350 characters ... read more

2	General information:	The textilenetwork Newsletter provides up-to-the-minute news from the textile industry. The Newsletter is sent in an HTML-format. Banner and text ads can be run between articles and columns.
3	Coverage:	TN German: 4,982 addresses TN English: 2,168 addresses
4	Discounts:	Individual cross-media offers available on request.
5	Data formats:	JPG, GIF Please note that animated banners in various Outlook versions are not supported. Please contact our editorial department about image data and text submission when booking a text ad.
6	Special newsletters:	Rate per newsletter € 2,500,- € Target group-specific Exclusive-Topic Newsletters or your company on request. Every special newsletter contains extra editorial content from textilenetwork.
7	Data delivery:	Ready and delivered advertising banners: 3 weekdays before date of publication Documents for text ads: 5 weekdays before date of publication Delivery per E-mail specifying the customer's name for the attention of Amelie Börger (a.boerger@meisenbach.de).
PI	ease note:	• The final newsletter version is subject to change by editorial office.

• The release of text ads must be given at least 24 hours before delivery.



## MEDIA KIT 2017 – Website



<b>3</b>	3
6	

1	Full Banner	468 x 60 Pixels
2	Skyscraper	120 x 600 Pixels
3	Hockeystick	728 x 90 Pixels + 120 x 600 Pixels
4	Superbanner	728 x 90 Pixels
5	Content Ad	300 x 250 Pixels
6	Text Ad	Text + Image

1	Web address:	www.textile-network.de
2	Brief description:	Here you will find all there is to know about the specialist magazine at a glance. Moreover, the website, interesting background reports, features the latest product trends and, of course, up-to-date news from trade and industry. There is also an industry-specific schedule of important dates.
3	Target group:	textilenetwork targets managing directors, factory and production managers, IT executives, product managers and design engineers, buyers and vendors, designers in Germany and abroad.
4	Publishing house: Online management:	Meisenbach GmbH Verlag Matthias Fichtel M.fichtel@meisenbach.de M.fichtel@meisenbach.de





### 1 Rates and ad formats:

Ad formats	Format/Size in pixels	Rate per 1,000 ad Impressions	Max. Size
Full Banner	468 x 60	60,- €	40 K
Skyscraper	120 x 600	75,-€	40 K
Hockeystick	728 x 90 + 120 x 600	95,- €	40 K
Superbanner	728 x 90	75,-€	40 K
Content Ad	300 x 250	75,-€	40 K
Text ad	Text + Image	110,-€	40 K
Webskin	formats on request	130,-€	

Other formats on request

2	Discounts:	Within one contractual year		3	Technical	GIF/JPG/Flash
		3 runs 6 runs	5 % 10 %		specifications:	Max. Size: 40 K
		9 runs 12 runs	15% 20%	4	Data delivery deadline:	The Banner must be delivered to the publishing house at the latest 6 days before the online campaign begins
	Combination discounts are available for simultaneous ad bookings in print and online		5	General Terms and Conditions:	see www.meisenbach.de	

# MEDIA KIT 2017 -



- In the following General Terms, «advertisement order» refers to the contract on the publication
  of one or several advertisements of an advertiser or others in a printed paper for the purposes of
  circulation.
- Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
- If the advertiser augments his advertisement order or adds another order to it in such a way as to in-crease the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
- 4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
- Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisement» by the publishers.
- 6. The publishers have the right to refuse advertisement orders including single terms within a contract and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher.

In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted.

The advertiser will be informed immediately if his order is refused.

- 7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
- The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher damand immediate replacement of obviously unsuitable or damaged printing material.

The publisher guarantee the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.

9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectonable, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfillment, negligence on singing the contract an unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistents. The publishers' extent of liability for damages due to failure to provide warranted quality remains uneffected.

In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints – except for not obvious faults – must be forwarded within four weeks after receipt of invoice and voucher.

- 10. The advertiser himself is responsible for typographical errors if the publisher sents him a proof and if he failed to correct the mistake or to return the proof in time.
- 11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements.

In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.

- 12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
- 13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
- 14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
- 15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
- 16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
- 17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held reponsible for any damage or loss caused by force majeure.
- Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg.

Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdicton.

- 19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
- 20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.



### **Editorial staff:**

#### Editor-in-Chief:

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#### Editorial department:

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#### Content-Management:

## Publishing house:

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Head of editorial office: Sabine Stenzel

Head of online editorial office: Daniel Keienburg

Manager sales /distribution/marketing: Christian Matthe

### Advertising Sales and Distribution:

### Advertising Sales:

 Distribution:

 Ulla Schiel

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myohdai@sakurain.co.jp

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### Terms of payment:

3 % discount on payment before publication, 2 % discount on payment within 8 days from date of invoice, net 30 days from invoice. Place of fulfilment and court of jurisdiction is Bamberg. (Unless otherwise determined by law)

