



The international premium magazine
for the textile chain

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 copies (German* + English)

Qualified circulation:

2,611 copies (German*)

2,055 copies (English)

Frequency:

Six times per year

Volume:

16th volume 2018

Membership/Participation:

IWV (German Audit Bureau of Circulation)

*Source, IWV 2nd Quarter 2017



Brief description:

textilenetwork – the international premium magazine for the textile chain.

textilenetwork 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. **textilenetwork** offers topical information and provides comprehensive industry news. The main concept behind **textilenetwork** is to present the network that links the textile production chain. 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 textile and apparel machinery, technological processes, fibres, yarns, textile surfaces, trimmings and textile chemicals.

textilenetwork 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 Europe, above all Eastern Europe and overseas – mainly to China, Hong Kong, India, Japan, Taiwan, Sri Lanka, Brazil and the USA.



Special series 2018: Textile printing – yesterday – today – tomorrow

Issue	Editorial deadline	Advertising deadline	Publication date	Topics	Distribution at Trade Fairs/Exhibitions*
1-2	22.12.2017	03.01.2018	25.01.2018	Fibres, yarns, fabrics, trimmings Functional textiles Natural fibres in home textiles: Linen Nonwovens Textile finishing (TecStyle Visions) Knitting technology IT/Logistics	24.01.18 – 26.01.18 Pitti Immagine Filati, Florence 28.01.18 – 31.01.18 ISPO Munich, Munich 30.01.18 – 01.02.18 Munich Fabric Start, Munich 06.02.18 – 08.02.18 Milano Unica, Milan 11.02.18 – 14.02.18 Texworld Paris, Paris 11.02.18 – 14.02.18 Avanprint, Paris 13.02.18 – 15.02.18 Première Vision Paris, Paris 15.02.18 – 17.02.18 TV Tecstyle Visions, Stuttgart 21.02.18 – 22.02.18 FILO, Milan 22.02.18 – 24.02.18 Asia Apparel Expo, Berlin 13.03.18 – 15.03.18 Filtech, Cologne 14.03.18 – 16.03.18 Intertextile / CHIC Shanghai, Shanghai 20.03.18 – 23.03.18 Techtextil Russia, Moscow
3-4	20.02.2018	27.02.2018	22.03.2018	Turkey as a textile country Natural fibres Functional fabrics/Functional textiles Rugs/Fitted carpets Digitalisation CAD/CAM Textile machinery Highlights Fespa Warehousing logistics	21.03.18 – 23.03.18 34. Internationale Baumwoll-Konferenz, Bremen 14.04.18 – 17.04.18 ITM 2018, Istanbul 14.04.18 – 17.04.18 Hightex, Istanbul 18.04.18 – 19.04.18 Performance Days, Munich 02.05.18 – 04.05.18 Proposte, Cernobbio, Italien 14.05.18 – 16.05.18 87. IWTO-Kongress, Hongkong 15.05.18 – 18.05.18 FESPA, Berlin
5-6	13.04.2018	20.04.2018	17.05.2018	Highlights Techtextil North America Highlights mtex+ Lingerie fabrics/Lace Upholstery fabrics and soft furnishings Smart textiles Industry 4.0 E-commerce	22.05.18 – 24.05.18 Techtextil North America, Atlanta 22.05.18 – 24.05.18 Sonderleistungsschau „High-Tex from Germany“, Atlanta / USA 29.05.18 – 30.05.18 Mtex+, Chemnitz 17.06.18 – 20.06.18 Outdoor, Friedrichshafen

Special series 2018: Textile printing – yesterday – today – tomorrow

Issue	Editorial deadline	Advertising deadline	Publication date	Topics	Distribution at Trade Fairs/Exhibitions*
7-8	29.05.2018	05.06.2018	28.06.2018	Special: Africa Sporttech/Outdoor Sustainability/Textile chain Sun protection PLM/SCM Logistics/Transport	27.06.18 – 29.06.18 Pitti Imagine Filati, Florence 03.07.18 – 07.07.18 Berlin Fashion Week, Berlin 07.07.18 – 09.07.18 Interfilieri Paris, Paris 10.07.18 – 12.07.18 Milano Unica, Milan
9-10	30.07.2018	06.08.2018	30.08.2018	Fibres, yarns, fabrics, trimmings Composites Natural fibres in home textiles: Cotton and wool Smart textiles Leather (types and trends) CAD/CAM Logistics/PLM	04.09.18 – 06.09.18 Munich Fabric Start, Munich 12.09.18 – 14.09.18 57. Chemiefasertagung Dornbirn, Dornbirn 12.09.18 – 14.09.18 Saltext, Dornbirn, Austria 19.09.18 – 21.09.18 Première Vision Paris, Paris 26.09.18 – 27.09.18 FILO, Milan 06.11.18 – 08.11.18 Composites Europe, Stuttgart October 2018 CHIC Shanghai, Shanghai (CN) 07.11.18 – 08.11.18 33. Hofer Vliesstofftage, Hof
11-12	18.10.2018	22.10.2018	15.11.2018	Highlights Heimtextil 2019 Highlights Domotex 2019 Lingerie fabrics/Lace Functional fabrics/Functional textiles Logistics/E-commerce Sustainability	28.11.18 – 29.11.18 Performance Days, Munich (D) 08.01.19 – 11.01.19 Heimtextil, Frankfurt am Main (D) 08.01.19 – 10.01.19 PSI, Dusseldorf (D) January 2019 Domotex Interfilieri

Size	Format	Colour	Rate
1/1	PS: 180 mm x 270 mm B: 210 mm x 297 mm	4c	4,650.- €
1/2	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.- €
1/3	PS: 180 mm x 88 mm PS: 127 mm x 122 mm PS: 57 mm x 270 mm B: 74 mm x 297 mm	4c	1,895.- €
1/4	PS: 180 mm x 63 mm PS: 88 mm x 132 mm	4c	1,520.- €
1/6	PS: 72 mm x 100 mm PS: 127 mm x 59 mm PS: 180 mm x 41 mm	4c	1,030.- €
1/8	PS: 72 mm x 77 mm PS: 127 mm x 43 mm	4c	935.- €

PS: Print Space B: Bleed

- 1 Surcharges Placement:**

Front cover page	5,290.- €
2 nd cover page	4,780.- €
3 rd cover page	4,680.- €
Back cover page	5,080.- €

Surcharge for other compulsory placement instructions and confirmed placements 10 %
Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline
- 2 Colours:**

Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 510.- €
(No discount available)
- 3 Magazin format:**

DIN A4, 210mm wide x 297mm high
- 4 Discounts:**

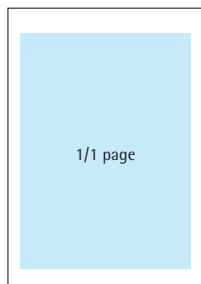
Ads within 12 months (insertion year):
Frequency discount

3 Ads	5%
6 Ads	10%
9 Ads	15%
12 Ads	20%
- 5 Classified ads:**

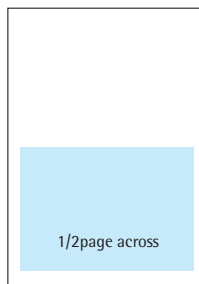
Basic rate mm-ad single-column line 4c	8.60 €
mm-ad rate for job offers/applications on request	
- 6 Ad specials:**

Inserts
up to 25 g: € 295.- o/oo
up to 50 g: € 365.- o/oo
Maximum format available for loose inserts: 210 x 297 mm

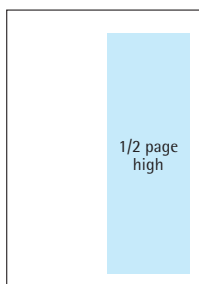
Rates for bound inserts and other advertising formats (post-its, gate folders, etc.) on request



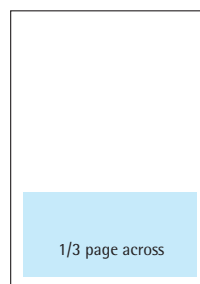
Print space:
wx h: 180 mm x 270 mm
Bleed format:
wx h: 210 mm x 297 mm



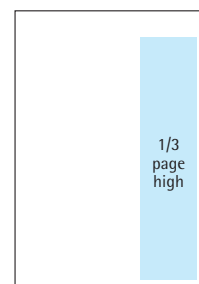
Print space:
wx h: 180 mm x 132 mm
Bleed format:
wx h: 210 mm x 146 mm



Print space:
wx h: 88 mm x 270 mm
Bleed format:
wx h: 105 mm x 297 mm

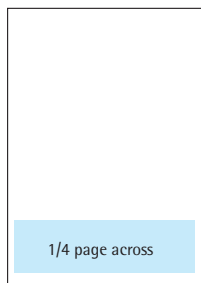


Print space:
wx h: 180 mm x 88 mm
Bleed format:
wx h: 210 mm x 103 mm

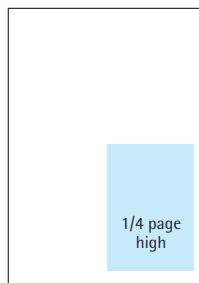


Print space:
wx h: 57 mm x 270 mm
Bleed format:
wx h: 74 mm x 297 mm

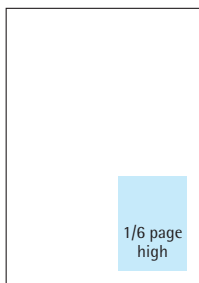
Ad formats bleed off:
Bleed ad format plus 3mm
allowance on all sides



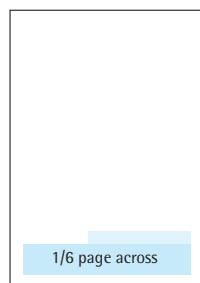
Print space:
wx h: 180 mm x 63 mm



Print space:
wx h: 88 mm x 132 mm



Print space:
wx h: 72 mm x 100 mm



Print space:
wx h: 127 mm x 59 mm
wx h: 180 mm x 41 mm



Print space:
wx h: 72 mm x 77 mm
wx h: 127 mm x 43 mm

1/12 page across
w x h: 72 mm x 56 mm
w x h: 127 mm x 27 mm
1/12 page high
w x h: 72 mm x 56 mm
1/16 page across
w x h: 72 mm x 36 mm
1/16 page long
w x h: 48 mm x 54 mm

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|--|--|
| <p>1 Magazine format:
Print space: 210 mm wide x 297 mm high
180 mm wide x 270 mm high</p> | <p>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</p> |
| <p>2 Printing and binding methods: 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.</p> | <p>6. Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.</p> |
| <p>3 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:
- Adobe Acrobat Version XI
- Adobe InDesign (Version CC 2015)
- Adobe Illustrator (Version CC 2015)
- Adobe Photoshop (Version CC 2015)
- Microsoft Office (Version 2013 for MAC and PC)</p> <p>Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: ISOcoated_v2_300_eci.icc) with 3 mm bleed. Imagedate need at least a resolution of 300 dpi.</p> <p>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.</p> | <p>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 composition and reproduction work as well as the creation of flawed proofs.</p> |
| <p>4 Colours: Bio-Printing inks (CMYK) based on Euro Colour Scale CEI 12-66 /DIN 16538, special colours available on request.</p> | <p>8. Contact: Matthias Fichtel, Order Management
✉ m.fichtel@meisenbach.de
☎ +49 951 861-169</p> |
| | <p>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).</p> |
| | <p>10 Delivery address: Schleunungdruck,
for attention of: Thomas Gesell
Eltertstraße 27
97828 Markttheidenfeld
☎ +49 9391 600 533</p> |

1 Circulation auditing:



www.ivw.de

The IVW (German Audit Bureau of Circulation) 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 2/2017 (German edition)			
Actual circulation:	2,611	thereof abroad:	213
Paid circulation:	301		51
Subscribed copies:	281		47
Other sales:	20		4
Free copies:	2,310		162
Print run:	2,832		

3 Geographical distribution analysis: 1

Geographical distribution analysis: (Percentage of print run actually distributed – German edition)	
Germany	91.84 %
Abroad	8.16 %
Print run actually distributed	100,00 %

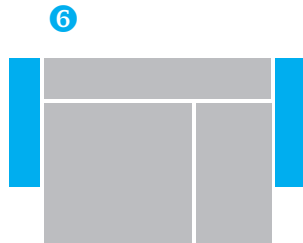
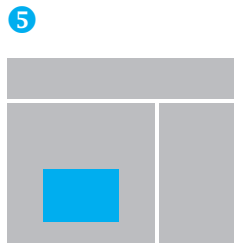
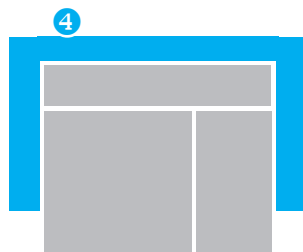
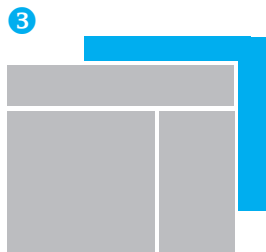
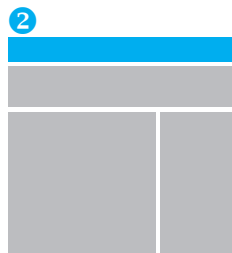
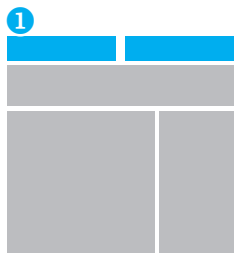
¹Average in percent – issues – July 2016 – June 2017

Geographical distribution analysis: (Percentage of print run actually distributed – English edition)

Europe	90,67 %
Abroad	9,33 %
Print run actually distributed	100,00 %

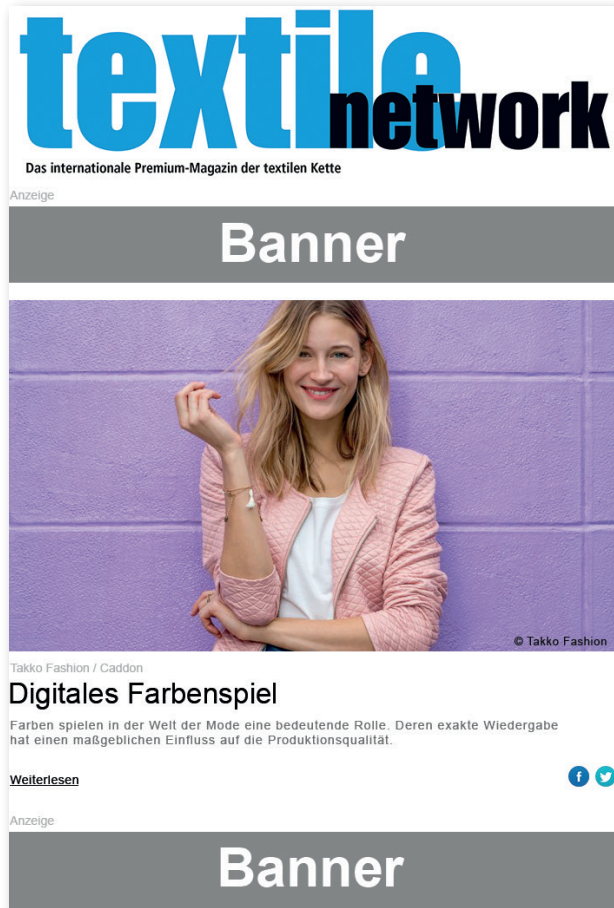
4 Classified potential of recipients:

Distribution Germany, Austria, Switzerland (Multiple answers possible)		Other countries
Trade	Number	Number
Manufacturing of textiles	6,084	1,292
Manufacturing technical textiles	1,098	351
Manufacturing of knitted textiles	1,002	301
Manufacturing of machinery and technology	1,589	905
Manufacturing of apparel	4,711	1,609
Manufacturing of synthetics	321	106
Textile finishing	673	178
Technical colleges and universities	372	131
Other	3,117	6,515
Total number of recipients	18,967	11,388



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|---|-------------------|------------------------------------|
| 1 | Full Banner | 468 x 60 pixels |
| 2 | Superbanner | 950 x 90 pixels |
| 3 | Hockeystick | 728 x 90 Pixels + 120 x 600 pixels |
| 4 | Webskin | Format on request |
| 5 | Content Ad | 300 x 250 pixels |
| 6 | (Wide) Skyscraper | (160) 120 x 600 pixels |

- 1 Web address: <https://textile-network.de>
<https://textile-network.com/en>
- 2 Brief description:: This is where 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: **textile**network targets managing directors, factory and production managers, IT executives, product managers and design engineers, buyers and vendors, designers in Germany and abroad.
- 4 Data delivery: Banner data including links should be emailed, quoting the customer's name, to Matthias Fichtel (m.fichtel@meisenbach.de).
- 5 Publishing house: Meisenbach GmbH Verlag



- 1 General information: The **textile**network Newsletter provides up-to-the-minute news from the textile industry. The Newsletter is sent in HTML-format. Banner and text ads can be run between articles and columns.
- 2 Coverage: **textile**network German: approx 4,800 addresses (last update: August 2017)
textilenetwork English: approx. 2.800 addresses (last update: August 2017)
- 3 Data formats: JPG, 700 x 88 pixels, max. size 40K
- 4 Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date.
Delivery by email, quoting the customer's name, to Matthias Fichtel (m.fichtel@meisenbach.de).
- 5 Rates per Ad (Banner): € 395.-



1 Rates and ad formats:

Ad type	Format/Size in pixels	Rate in euros for 4 weeks of broadcasting	Max. size
Full Banner	468 x 60	695.-	40 K
Superbanner	950 x 90	1,450.-	40 K
Hockeystick	728 x 90 + 120 x 600	1,175.-	40 K
Webskin	Format on request	1,560.-	40 K
Content Ad	300 x 250	925.-	40 K
(Wide) Skyscraper	(160) 120 x 600	925.-	40 K
Banner Newsletter	700 x 88	395.-	40 K

Other formats on request

2 Discounts:

Within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online

Individual cross-media offers are available on request.

3 Technical specifications:

GIF/JPG/Flash
Max. size: 40K

4 Data delivery:

The ads must be delivered to the publishing house at least 6 working days before the online campaign is due to begin.

5 General Terms and Conditions:

see www.meisenbach.de.

Text Ads – Website



Text ads

Your Text ad will be integrated in the textile network website as an article, positioned in a thematically assigned section and in the News section.

- Headline – teaser and text ad: max. 35 characters
- Lead paragraph – teaser and text ad: max. 350 characters
- Basic text: max. 1,200 characters
- Image – teaser: 1 image
- Minimum width: 800 pixels (16:10)
- Resolution: 72 dpi
- Images – text ad: min. 1 and max. 2 images
- Minimum width: 800 pixels
- Resolution: 72 dpi
- Caption per image: max. 70 Characters
- Video – optional: integration of a YouTube video

Rate: € 375.-

Social Media Teaser – Newsletter

Would you like to increase the scope of your text ad with a teaser in our social media network?

You can position your content within our editorial coverage.

Your message will have the look and feel of an editorial post on textile network's social media channels (Facebook & Twitter).

Twitter Teaser



Increase the scope of your text ad with a teaser on our Twitter-channel.

- Tweet-text: max. 140 characters (incl. hashtags, mentions and target-URL as a bit link)
- Images – text ad: 1 image
- Minimum width: 440 x 220 pixels
- Resolution: 72 dpi

Rate: € 150.-

Facebook Teaser



Increase the scope of your text ad with a teaser on our Facebook-page.

- Post-text: approx. 90 characters (recommendation from Facebook)
- Link-heading: Headline of the text ad
- Meta description of the link-preview: Lead paragraph of the text ad
- Image of the link preview: First image of the text ad.

Rate: € 20.-

Teasers in our Newsletter

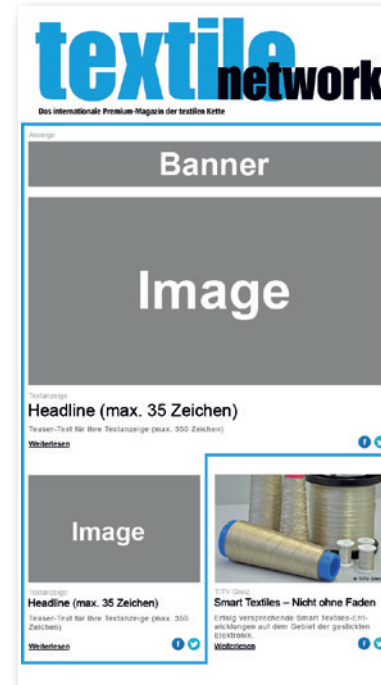


Increase the scope of your website text ad with a teaser in our Newsletter.
You can position your content within our editorial Newsletter.

- Headline: max. 35 characters
- Teaser-Text: max. 350 characters
- Image: 1 image
- Min. width: 800 pixels (16:10)
- Resolution: 72 dpi

Rate: Text ad incl. Newsletter teaser:
€ 645.-

Teasers in our Special Newsletter



Increase the scope of your website text ads with teasers in our Special newsletter. You can position your content within an exclusive Special Newsletter. Our editorial team will add an editorial contribution.

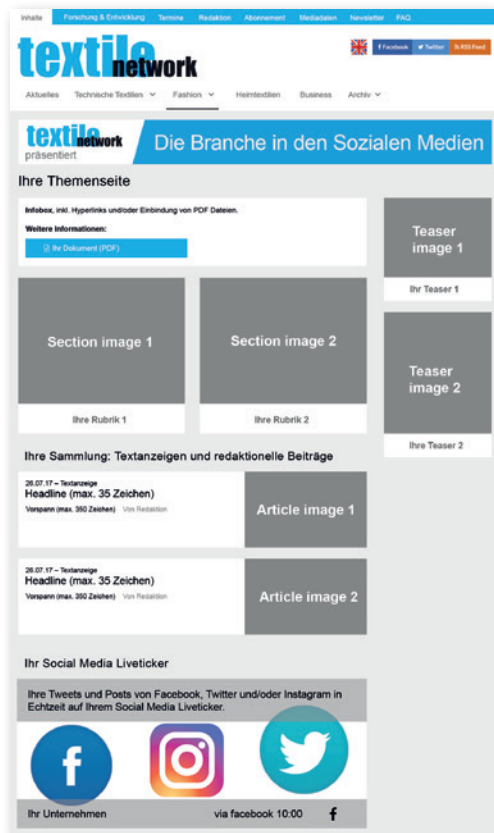
Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

Possible content:

- 1-2 text ads
- Headline: max. 35 characters
- Teaser text: max. 350 characters
- Image: 1-2 images
- Minimum width: 800 pixels (16:10)
- Resolution: 72 dpi
- Banner 700 x 88 pixels, max. 40K

Rate: € 1,600.-

Theme page on our website



Place your products and topics among our editorial content. You can complement your advertising activities by addressing our readers with a mix of editorial content, advertising and brand communication on your very own theme page.

Your theme page will be integrated within a designated section on the textile network website, enabling you to design it to your own specifications.

Headline of the theme page: max. 35 characters.

Teaser:

Free number of teaser tiles possible.

Teaser text with max. 40 characters.

Teaser image with a minimum width of 800 pixels and a resolution of 72 dpi. Teaser tiles can either lead to segment on your theme page or to an external website.

Info box:

Info box with max. 1,000 characters.

It is possible to use hyperlinks and to incorporate pdf-files.

Section tiles:

Free number of teaser tiles possible.

Section image must have a minimum width of 800 pixels and a resolution of 72 dpi. Each section tile leads to another landing page with your content. Here you can position your products, information and pointers as well as your communication content. You can include texts, files, images and videos.

Collection of text ads and editorial contributions:

Our editorial contributions are automatically tied in with your theme page.

Social media liveticker:

Presentation of your social media content on Facebook, Twitter and / or Instagram.

We will be pleased to advise you and help you develop your own theme page.

Rate on request.

1 Rates and ad formats:

Ad type	Publication periode	Rate in euros
Text ad on our Website	visible on our website from publication date	375.-
Facebook-Teaser	visible on our Facebook-page from publication date.	20.-
Twitter Teaser	visible on our Twitter-Channel from publication date	150.-
Text ad – website incl. Newsletter teaser	Published with the dispatch of our Newsletter in accordance with the given calendar week	560.-
Teaser in our Special Newsletter	Published with the dispatch of our Special Newsletter in accordance with the given calendar week	1,600.-
Theme page on our website	Serviced running time of one year from the date of publication	On request

2 Discounts:

within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online

Individual cross-media offers are available on request.

3 Technical

specifications:

on request

4 Data delivery

The data for text ads and teaser must be delivered to the publishing house at least 6 working days before the publication date

Special arrangements apply for theme pages.

Delivery by email, quoting the customer's name, to service@meisenbach.de

5 General Terms and Conditions:

see www.meisenbach.de.

1. 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.
2. 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.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase 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.
5. 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.
8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demands immediate replacement of obviously unsuitable or damaged printing material. The publisher guarantees 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 objectionable, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfilment, negligence on signing the contract or 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 assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected.

- 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 sends 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 responsible for any damage or loss caused by force majeure.
 18. 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 jurisdiction.
 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..

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