

# PRINT & PRODUKTION

MAGAZINE FOR PRINT + MEDIA



PREMEDIA/SOFTWARE

OFFSETPRINT

DIGITALPRINT

LARGE-FORMAT-PRINTING

PACKAGING & LABEL

SIGNAGE

FINISHING

MANAGEMENT

## media data 2019

RATE CARD No. 34 | EFFECTIVE JANUARY 1st, 2019



Geprüfte Auflage  
Audited Circulation  
QIII/ 2018 tvA: 8.998

## ADDED VALUE ... for readers and advertisers

- **Experienced:** 31 years of market experience guarantee continuity.
- **Qualified:** Over 8.900 print-production-affine readers. **PRINT & PRODUKTION** has one of the highest, qualified distribution amongst all german speaking printmagazines. **Certified:** It is one of the few magazines in the market that are subject to the strict IVW-control (BPA-equivalent, currently: IVW QIII/2018 tvA: 8.997 Ex.).
- **Versatile:** A wide spectrum of relevant topics and cooperations with diverse authorities guarantee topical and comprehensive information ... directly from the sources.
- **Appealing:** The pleasant format, editorial arrangement and writing style take care of a professional, haptical joy of reading!
- **Contemporary:** Additional distribution of news via homepage, weekly newsletter roundup the total service of information.

For more information please contact:

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Mobil +49 (0) 1 70 / 4 16 76 97

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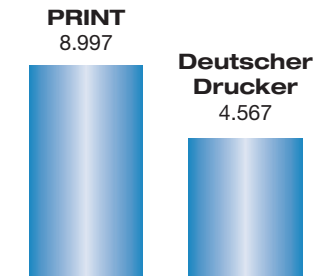
- 1 Short description:** **PRINT & PRODUKTION** is a B2B magazine that is bridging the two important market players – the **manufacturers of equipment (premedia, printing, finishing, materials) and the printers and print-buyers**. The magazine is targeting staff people at prepress, press, and postpress houses as well as print buyers in advertising agencies and publishing houses. Also in every issue: The topics "large-format-printing" and "signage-technology". Both topics are increasingly relevant in the daily business of printshops! Printbuyers and printers have to find solutions to printing problems. The decision-makers need to know about technical possibilities and need to learn about modern topics and even sales and marketing factors.
- For more than 29 years **PRINT & PRODUKTION** gives answers to all these questions – easily readable. It is reputed for its well structured content, magazine-design and independant and investigative reports. Every issue has an additional focus-topic in combination with practical reports and case-studies.
- 2 Frequency:** 6 times p. a.
- 3 Year:** 32nd year 2019
- 4 Web-Adress (URL):** [www.print-und-produktion.de](http://www.print-und-produktion.de)
- 5 Cooperations:** FFI, BVDM, f:mp
- 6 Affiliations:** AK Prägefolien e.V., EWPA
- 7 Publisher:** Alexander Ebel [[a.ebel@eubuco.de](mailto:a.ebel@eubuco.de)]
- 8 Publishing house:** Eubuco Verlag GmbH  
Geheimrat-Hummel-Platz 4  
D-65239 Hochheim a. M.
- Phone:** +49(0)61 46/605-1 43  
**Fax:** +49(0)61 46/605-204
- 9 Editor in chief:** Andrea Köhn  
[\[a.koehn@print-und-produktion.de\]](mailto:a.koehn@print-und-produktion.de)  
Phone +49(0)41 31/7779066  
Fax +49(0)41 31/7779049  
Mobile +49(0)1 71/5468649
- 10 Advertising manager:** Dirk Wehlmann  
[\[d.wehlmann@eubuco.de\]](mailto:d.wehlmann@eubuco.de)  
Phone +49(0)61 46/605-140  
Fax +49(0)61 46/605-204  
Mobile +49(0)1 70/4167697
- 11 Distribution:** Carmen Johanni  
[\[vertrieb@eubuco.de\]](mailto:vertrieb@eubuco.de)  
Phone +49(0)61 46/605-112  
Fax +49(0)61 46/605-201
- 12 Subscription rates:** Subscription rate 69,55 € p.a.  
incl. postal costs

**PRINT & PRODUKTION** has one of the highest distribution amongst all comparable german-speaking print-magazines in total circulation, controlled and certified by IVW-authority.



Certified distribution:

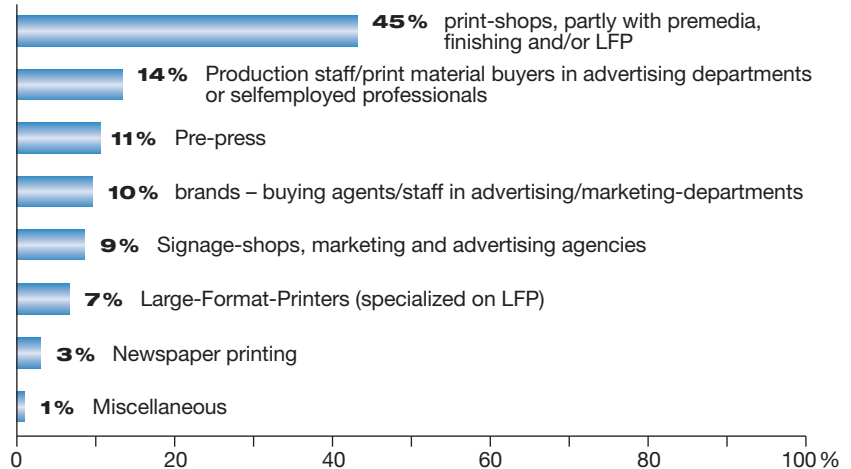
8.997 Expl. (IVW-tvA QII/2018)



- **IVW e.V.** – This official german authority controls the appropriate distribution on all levels of circulation. This controlling institution ensures the **objective and proper distribution** of advertising media in Germany.

**NOT subject to IVW-control**, are these german-speaking printmagazines:  
Druck & Medien, Druckspiegel, Druckmarkt, World of Print, XMedia

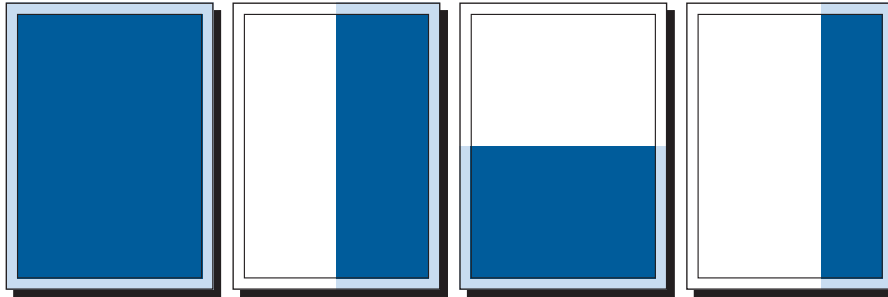
## Who reads **PRINT & PRODUKTION** in Germany?



- On average, the recipients have already been reading **PRINT & PRODUKTION** for over **5 years**.
- On average, one copy is read by 3 people (including the recipient).
- **87,2 %** of the readers of the magazine **PRINT & PRODUKTION** describe the professional skills, the choice of subjects, the arrangement of the coverage, the practical nature of the examples and the magazine design as good or very good
- **88,9 %** of the readers are involved in investment decision-making processes.
- **77,0 %** of the readers work in print companies, pre-pres departments and finishing.

T = Type area (all sizes in mm, width x height)

B = **Bleed size / trim + 5 mm** to size of page on the requisite sides



**1/1 full page**

T: 220 x 290  
B: 240 x 335

**3/4 page high**

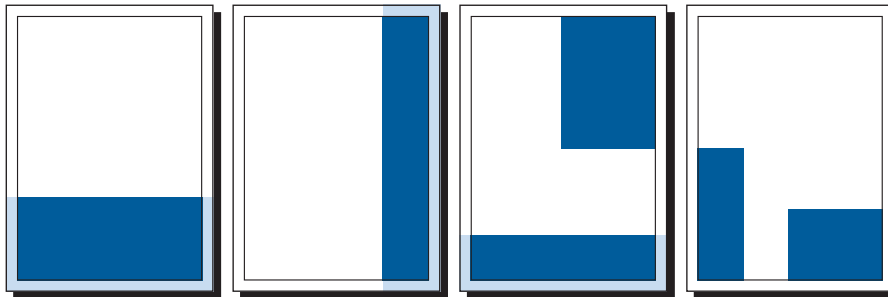
T: 164 x 290  
B: 174 x 335

**1/2 page wide**

T: 220 x 145  
B: 240 x 166

**1/3 page high**

T: 75 x 290  
B: 85 x 335



**1/3 page wide**

T: 220 x 97  
B: 240 x 112

**1/4 page high**

T: 52 x 290  
B: 62 x 335

**1/4 page**

T: 220 x 73  
T: 108 x 145  
B: 240 x 85

**1/8 page**

T: 52 x 145  
T: 108 x 70


<b>Printing method</b>	Sheet offset
<b>Data medium</b>	CD/DVD
<b>Data format</b>	PDF according to ISO Standard PDF/X4 (Standard format for print production, Joboptions for Distiller available on request)
<b>Proof</b>	Sending a colour-true digital proof print according to the FOGRA Standard is absolutely essential.
<b>Binding</b>	wire stitching

All format specifications including 5 mm trim space all sides, advertisement text and graphics must be positioned at least 5 mm away from the trim space and bleed.

**Data transmission**

<b>FTP-Server</b>	on request
<b>E-Mail</b>	<b>d.wehlmann@eubuco.de</b>
<b>Fax-proof</b>	<b>+49 (0) 61 46 / 605-204</b>
<b>Hotline</b>	<b>+49 (0) 61 46 / 605-160</b>

We cannot accept any liability for errors and deviations in printing advertisements, which result from delivery of data which is not ready for press, wrong graphic formats or noncolour-true digital proofs. The same applies to late delivery of colour-data or data that is unreadable. HKS, Pantone and other spot colours are automatically converted to CMYK colours. You can find guidelines on creating PDF/X4 formats at [www.bvdm-online.de](http://www.bvdm-online.de).

- 1 Circulation:**  average per issue: 8,998 expl.  
 (IVW quarter III/2018)
- 2 Format:** 240 mm wide, 335 mm high  
**Type area:** 220 mm wide, 290 mm high  
**Columns:** 1 column 52 mm, 2 columns 108 mm,  
 3 columns 164 mm, 4 columns 220 mm
- 3 Printing, finishing, material:** Offset, stitch binding,  
 digital files
- 4 Dates:** 6 x p.a. – publishing dates and order  
 deadlines see plan
- 5 Publishing house:** Eubuco Verlag GmbH  
 Geheimrat-Hummel-Platz 4  
 D-65239 Hochheim a. M.
- 6 Advertising department:** Phone +49(0) 61 46/605-1 43  
 Fax +49(0) 61 46/605-2 04
- Bankaccount:** Mainzer Volksbank eG  
 IBAN: DE88 5519 0000 0160 6600 15  
 BIC: MVBMD E55XXX

**7 Sizes and rates** (all sizes in mm, width x height, prices in Euro):

Format	Width/Height	Bleed size	4c
2/1 across cutter	460 x 290	480 x 335 +5 mm bleed	7.500,- €
1/1	220 x 290	240 x 335 +5 mm bleed	4.950,- €
1/2 wide	220 x 145	240 x 166 +5 mm bleed	2.950,- €
high	108 x 290	118 x 335 +5 mm bleed	
1/3 wide	220 x 97	240 x 112 +5 mm bleed	1.950,- €
high	75 x 290	85 x 335 +5 mm bleed	
1/4 wide	220 x 70	240 x 85 +5 mm bleed	1.200,- €
high	52 x 290	62 x 335 +5 mm bleed	
	108 x 145		
1/8 wide	108 x 70	–	800,- €
high	52 x 145		

<b>8 Special rates:</b>	
Front page	<b>5.800,- €</b>
Back cover, cover 2, cover 3	<b>5.500,- €</b>

**9 No extra charge for bleed**

<b>10 CLASSIFIED job market and category ads:</b>	
“category ad” per mm and column (width 52 mm)	<b>3,10 €</b>
“job market” per mm and column (width 52mm)	<b>1,50 €</b>
Chiffre fee	<b>10,80 €</b>

**“WER?WO?WAS?”-register of print-serviceproviders**

(insert for 1 year = 6 printed issues)	
Text (b/w)	<b>140,00 €</b>
Text + Logo, 4c	<b>635,00 €</b>
Designed small-ad (40 x 50 mm, 4c)	<b>635,00 €</b>

**11 Discounts:**

2 - 3 x	5 %
4 - 5 x	10 %
6 x	15 %

<b>12 Bound inserts and glued inserts:</b>				
2 pages:	4 pages:	6 pages:	8 pages:	
<b>3.500,- €</b>	<b>4.700,- €</b>	<b>5.500,- €</b>	<b>6.500,- €</b>	

Prices are valid for a paperweight up to 170 g. Delivery unbleeded.

Formats: 240 x 335mm (WxH) (2-pager) or 480 x 335mm (WxH) (4-pager) plus 5mm bleed.

Oversize format produces higher postal fees.

**13 Loose inserts:**

prices for total circulation of expl. 9,000

Max. size 235 x 330 mm

up to 25 gr.	<b>2.350 €</b>
up to 50 gr.	<b>2.500 €</b>

**14 Glued postcards: 130,- ‰ €**

in combination with carrier-ad only, only for full circulation possible, plus postal rates

**15 Please mail all inserts to: service-provider on request**

**Signed:** for **PRINT&PRODUKTION** (issue No.)

issue / dates 2019		FOCUS topics editorial topics 2019	fairs / events
<b>February</b>	<b>01-02</b>	<b>OFFSET PRINTING – PREMEDIA – CTP – FINISHING – PRINT 4.0 – Security Print – Inspection</b>	
PD	02/14	<ul style="list-style-type: none"> <li>• Workflow–management: automation, cross-linking of processes, interfaces, case-studies</li> <li>• Colormanagement: measurement, proofing, surface inspection – process-/wastepaper control</li> <li>• Offsetprinting - Computer-to-Plate: automated plateproduction, energy-management, trends</li> <li>• Finishing: Multi-finishing for complex requirements, specials in digital- and offset-printing</li> <li>• LFP/signage: Indust. inkjet projects, promotion-printing, car-wrap, window-grafix, UV-flatbed</li> <li>• Security Print, Printed electronics: requirements, solutions for industrial printprojects (LOPEC)</li> <li>• Materials: printing-blankets, CTP-plates, consumption material, (UV-) inks&amp;lacquers, spec foils</li> <li>• Management &amp; strategy: How and where to find suitable employees (portals vs. headhunters)</li> </ul>	<b>PSI / Viscom</b> Duesseldorf, 01/08–01/10/2019 <b>Heimtextil</b> Frankfurt, 01/14–01/16/2019 <b>Paperworld</b> Frankfurt, 01/26–01/29/2019
DA	02/06		
AD	01/28		
PM	01/23		
<b>April</b>	<b>03-04</b>	<b>DIGITAL PRINTING TA/TP – PACKAGING &amp; LABEL – SIGNAGE &amp; LFP – (UV-)INKJET – Software</b>	
PD	04/18	<ul style="list-style-type: none"> <li>• Digital printproduction: process optimization for transaction/-promo, automation, lean mngt.</li> <li>• Variable data-printing: High-Speed digital-inkjet, latest trends and customer stories,</li> <li>• Packaging &amp; label-printing: FBB-printing, labelling-trends, ident-marking, brand-requirement</li> <li>• Large-Format: latest LFP-technology, print &amp; cut, textile-printing, sublimation-/inkjet-printing</li> <li>• Signage/decor: sign-printing, shop-design (floor, wall)@Point-of-Sale, screen-print, decor-print</li> <li>• Software: MIS and ERP-systems – modern information-management, scalable solutions</li> <li>• Materials: paper/substrates certified for digitalprint, foils for signage, LFP-inks/colors, chemicals</li> <li>• Management &amp; strategy: See how successful chefs lead their company into future (cases/tools)</li> </ul>	<b>EMPack</b> Dortmund, 05/08–05/09/2019  <b>UV-Days</b> Nuertingen, 05/13–05/15/2019  <b>FESPA</b> Munich, 05/14–05/17/2019
DA	04/10		
AD	04/01		
PM	03/27		
<b>June</b>	<b>05-06</b>	<b>MULTICHANNEL/ONLINE-SALES – HYBRID-PRODUCTION – MAILINGS – BEAUTIFICATION</b>	
PD	06/19	<ul style="list-style-type: none"> <li>• Crossmedia-publishing print-online-mobile – multichannel-marketing – maximise your benefits</li> <li>• Online-printing: Web-shop-design, workflow-optimisation, job-management, social media</li> <li>• Mailing-production: attractive solutions with beautification: emboss, laser, sense of enveloping</li> <li>• Materials: creative papers for mailings, attract attention with envelopes, consumption materials</li> <li>• Hybrid print-production: successfully combine offset- and digitalprint with other technologies</li> <li>• LFP / signage: Windowgraphics, carwrapping, suitable foils, LFP-print &amp; cut-solutions</li> <li>• Management &amp; strategy: Exploration of new business-fields and how to get a grip on them.</li> </ul>	<b>Direct Mail Days</b> Neuwied, 06/05–06/06/2019  <b>Zellcheming</b> Frankfurt, 06/25–06/27/2019
DA	06/11		
AD	05/29		
PM	05/23		



<b>August</b>	<b>07-08</b>	<b>PACKAGING &amp; LABELLING – FINISHING – LOGISTICS – SUSTAINABLE PRINTING / ECOLOGY</b>	
PD	08/22	<ul style="list-style-type: none"> <li>• Modern packaging production: choice &amp; combination of materials &amp; print-technology is essential</li> <li>• Label-production: new requirements by brands, label-conversion/-inspection, security-print</li> <li>• Multi-finishing-solutions: stacking, folding, cutting, binding, glueing, inline vs. offline, modularity</li> <li>• LFP/digitalsignage – shopdesign: decor, wall, floor, interaction with customers: NFC, beacons</li> <li>• Building-technology: logistics on site, reveal transport synergies/sales, reduction of energy-use</li> <li>• Ecology: lean and efficient management, sustainable print-production, eco-certification</li> <li>• Materials: carton &amp; board for packaging (FBB), corrugated, label-equipment, glue, consumption</li> <li>• Management &amp; strategy: lean administration vs max efficiency in the mailroom, strategy/consult</li> </ul>	<b>UNIQUE 4+1</b> Leipzig, 09/07–09/09/2019
DA	08/14		<b>dmexco</b> Cologne, 09/11–09/12/2019
AD	08/05		<b>Fachpack</b> Nuremberg, 09/24–09/26/2019
PM	07/31		<b>Labelexpo Europe</b> Brussels, 09/24–09/27/2019
<b>October</b>	<b>09-10</b>	<b>NEWSPAPER-/MAGAZINE-production (publishing-CtP-retrofitting) – (UV-)INKJET – BOOKS</b>	
PD	10/02	<ul style="list-style-type: none"> <li>• Newspaper production – paper, workflow, rotary-printing, mailroom, inspection, retrofitting</li> <li>• Editorial-/publishing-systems for printed and online media, multichannel for PRINT 4.0</li> <li>• Computer-to-plate: automation, cost-benefit-check, chemical free printing plates</li> <li>• Book-production – solutions on demand: small scale, photo-books, conversion of books/cover</li> <li>• Peripherals: equipment for washing, moisturing, tempering, drying (incl.UV), mailroom climate</li> <li>• Industrial-/UV-inkjet – creation of added-value, successfully combine materials &amp; technologies</li> <li>• Materials: papers for magazines/newspapers, (UV-)inkjet-inks, colors &amp; lacquers</li> <li>• Management &amp; strategy: Generation change in your company - plan thoroughly! Cases.</li> </ul>	<b>WPEXPO &amp; DCX Digital</b> Berlin, 10/08–10/10/19
DA	09/24		<b>Buchmesse</b> Frankfurt, 10/16–10/20/2019
AD	09/13		<b>Pure Digital</b> Eindhoven, 10/23–10/24/2019
PM	09/09		<b>The IJC Inkjet</b> Neuss, 10/29–10/30/2019 <b>INPRINT</b> Munich, 11/12–11/14/2019
<b>December</b>	<b>11-12</b>	<b>LFP / SIGNAGE – PACKAGING /BEAUTIFICATION – FINISHING – FINANCE &amp; INSURANCE</b>	
PD	11/28	<ul style="list-style-type: none"> <li>• LFP/ signage: RIP-software, print &amp; cut technology, textile printing, promotion@point-of-sale, 3D</li> <li>• Materials: LFP rigid boards, textiles, colors, lacquers and foils for beautification, car-wrapping</li> <li>• Folded box-board production: packaging printing with added value, challenge „brand customer“</li> <li>• Beautification: UV-technology, LED-UV-technology, hot-/cold-foil stamping – maxify attraction</li> <li>• TOP converted print-products 2018 – samples, stories, background and a technical review</li> <li>• Finishing: half- and full-automatic, folding-/cutting-machines, small/medium scale</li> <li>• Management &amp; strategy: Finance, leasing, insurance: analyse and identify potentials for optimisation – and realize them.</li> </ul>	<b>PSI / Viscom</b> Duesseldorf, 01/07–01/09/2020
DA	11/20		<b>Paperworld</b> Frankfurt, 01/25–01/28/2020
AD	11/11		<b>Heimtextil</b> Frankfurt, 01/07–01/10/2020
PM	11/06		First preview heading <b>drupa 2020</b>

PD = Publication Date, DA = Date for Artwork, AD = Advertising Date, PM = Press Material (editorial content)

## Homepage

The screenshot shows the homepage of PRINT & PRODUKTION. Several advertising spots are highlighted in orange and labeled on the right side of the image:

- Skyscraper**: A large red banner at the top of the page.
- XXL Banner**: A large orange rectangular area in the main content section.
- Content Ad**: A smaller orange rectangular area below the main content.
- Full Banner**: A wide orange rectangular area at the bottom of the main content section.
- Wallpaper**: A vertical orange rectangular area on the right side of the page.
- Flash Layer**: A small orange rectangular area at the bottom of the page.

## Newsletter (weekly, wednesdays)

The screenshot shows the newsletter layout. Several advertising spots are highlighted in orange and labeled on the right side of the image:

- Wallpaper**: A vertical orange rectangular area on the right side of the page.
- XXL Banner**: A large orange rectangular area at the top of the newsletter content.
- Content Ad**: A smaller orange rectangular area below the main content.
- Full Banner**: A wide orange rectangular area at the bottom of the newsletter content.

<b>URL</b>	www.print-und-produktion.de
<b>Impressions</b>	on request
<b>Advertising deadline</b>	until 5 days prior to publication m.lehmann@eubuco.de

<b>Data delivery</b>	GIF, JPG (also in newsletter), HTML, DHTML, HTML5, Javascript, Flash. Up to 35 KB, above on request
<b>Externer AdServer</b>	possible

Online Homepage	Size in pixel	Price per month
Full Banner	468 x 60	€ 650,-
Half Banner	234 x 60	€ 350,-
Contend Ad	300 x 250	€ 750,-
Skyscraper	200 x 600	€ 800,-
XXL Banner/Leaderboard	728 x 90	€ 800,-
Flash Layer	320 x 240	€ 750,-
Wallpaper inkl. Skyscraper	Auf Anfrage	€ 1.000,-

Online Newsletter	Size in pixel	per week
XXL Banner (top)	728 x 90	€ 250,-
Full Banner	468 x 60	€ 150,-
Contend Ad	300 x 250	€ 250,-
Standalone (Sondernewsletter an alle Empfänger)		€ 1.750,-
Online Advertorial mit Logo	bis 500* Zeichen	€ 350,-

\* Zeichen sind inkl. Leerzeichen, Headline und Link.

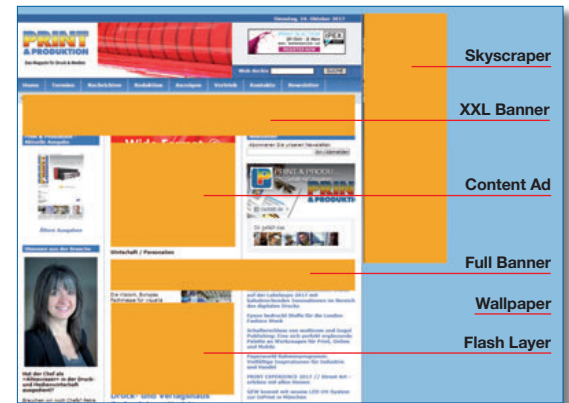
#### Terms of payment

immediately upon receipt of invoice;

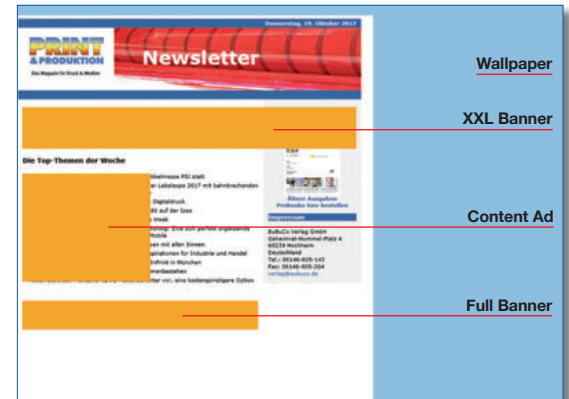
#### Bank account

Mainzer Volksbank eG  
 IBAN: DE88 5519 0000 0160 6600 15  
 BIC: MVBMDE55XXX

## Online Homepage



## Online Newsletter



1. Orders are accepted subject to the conditions and terms stipulated in the General Conditions of Business and Rate Card effective at the time of receipt of the order. Changes in rates shall also be applicable to current orders from the date on which they take effect unless an explicit agreement to the contrary has been made. The publisher shall give clients due notice of any such changes.
2. Advertising orders are to be executed within twelve months of the conclusion of the contract.
3. The discounts indicated in the rate table apply only to the original contracting customer within a specified 12-month period.
4. Should an order not be executed for reasons beyond the control of the publisher, the client shall make payment to the publisher of the difference between the rebate originally agreed and the rebate to which he is entitled on the basis of the number of insertions actually printed, and that without prejudice to any other of the client's legal obligations.
5. The publishing house does not guarantee the appearance of advertisements in specific issues or editions, or in specific locations in the publication.
6. Advertisements which are not readily recognizable as such will be clearly designated as advertisements by the publishing house.
7. The publisher reserves the right to refuse publication of advertisements or the inclusion of inserts, including individual insertions within the framework of a multiple order, due to their content, origin or material from.
8. The client shall ensure that the contents of his advertisement(s) or insert(s) are not in violation of any legal provisions or other rules and regulation whatsoever.
9. The client shall ensure punctual delivery of copy, of printing materials in good condition, or of inserts. In case of late delivery thereof, the publisher shall be entitled to invoice the client for the contracted space, even if the space can be employed otherwise.
10. The customer is not entitled to reduction in payment if the print of the advertisement is entirely or partially illegible, incorrect or incomplete. If the message conveyed by the advertisements is significantly impaired, the customer is entitled to the publication of another advertisement. Claims must be made in writing within 30 days from receipt of the invoice and voucher. Claims, however valid, made after this period cannot be considered. The customer is not entitled to compensation for missing or inaccurately printed control data or for colour deviations in polychromatic advertisements.
11. The publisher shall not be responsible for the accurate reproduction of copy or of alterations thereto that are communicated to the publisher by telephone nor for errors resulting from illegibly written copy.

The client shall not be entitled to compensation for shortcomings resulting from damage or imperfections in the printing materials that are not immediately recognizable. If printing materials are delivered to the publisher in a damaged condition immediately prior to press time, the client shall reimburse the publisher for all additional resulting costs.
12. Proofs will be provided only upon request. The client shall be responsible for the accuracy of the proofs returned to the publisher. If the client does not return within the allotted time proofs that have been made available to him in due time, the advertisement shall be considered approved and ready for press.
13. If prepayment is not made, the invoice and voucher will be issued no later than the 5th day of the month following publication of the advertisement.
14. The invoice is payable without discount immediately upon receipt. A discount of two percent is granted for prepayment.
15. Payment must be made directly to the publishing house or to one of its accounts. Representatives are not authorized to accept payment.
16. In the event of delay in payment, the publishing house will charge interest at the rate of one percent above the current discount rate of the German Federal Bank (Deutsche Bundesbank) as well as collection fees. The publishing house may delay fulfilment of a current contract until such payment is received, and may demand prepayment for remaining advertisements.
17. The publisher shall supply only one free voucher with the invoice. If a voucher is no longer available, a voucher clipping or legally binding confirmation of publication from the publisher shall be substituted.
18. The client shall bear the costs for any extensive alterations to the original order as well as for the preparation of printing material.
19. Registered and special delivery (express) letters received through box numbers will be forwarded by regular mail only. Claims against loss, mishandling or delay of such are excluded.
20. In the interest and for the protection of the customer, the publishing house reserves the right to open replies sent to box numbers in order to control and prevent misuse of this service. The publishing house is not required to forward commercial promotional material or mediation offers.
21. Printing materials shall be returned to the client only on his express instructions. They shall be kept on file only for a period of three months after publication of the advertisement unless explicit instructions to the contrary are received.
22. Any disputes arising out of these conditions of business shall be submitted to the jurisdiction of the competent court in Wiesbaden, Germany, in accordance with German law.