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MEDIEN BULLETIN reports about the development of broadcasting, film- and tv-production for 39 years. The magazine is covering everything from content production to processing, management, archiving, playout and distribution on different channels and platforms.

MEDIEN BULLETIN has a strong focus on the growing influence of IT- and IP-based technologies in the broadcast industry and their effects on workflow management and business models.

The magazine is directed towards experts, decision makers and companies in the media and broadcast industry that are interested in latest technologies, products and solutions. Since 2014 MEDIEN BULLETIN focuses on live production, issuing four special editions „mebulive“ a year.

MEDIEN BULLETIN / mebulive will once again be presenting four special editions in 2020 – right before and after the most important broadcast trade shows NAB and IBC. The magazine has been relaunched in 2019. In addition to live production reports mebulive now contains additional editorial commentary and service formats. The design is geared towards a pleasant reading experience. mebulive is set up to be better integrated with online and social outlets.

To amplify the magazine’s contents in 2020, mebulive takes center stage on the title: mebulive stands for media business and live production.

By reference to exciting live productions mebulive will showcase latest products, technologies and workflows and how these benefit company’s business models.

mebulive monitors activities and strategies of broadcasters, producers, right holders, platform operators, product and system manufacturers, system integrators, service providers and solution providers in the motion picture industry.

MEDIEN BULLETIN 39. year’s issues

publication frequency: four editions mebulive a year
circulation: 4.016
of these foreign countries: 331

total audience/circulation: 13.056
3.2 readers per copy

annual subscription:
domestic annual subscription: 52 Euro/year incl. postage
foreign countries annual subscription: 65.80 Euro/year incl. postage
## Deadlines

<table>
<thead>
<tr>
<th>issue</th>
<th>ad deadline</th>
<th>printing deadline</th>
<th>date of publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>mebulive 1/20</td>
<td>21.02.2020</td>
<td>28.02.2020</td>
<td>23.03.2020</td>
</tr>
<tr>
<td>mebulive 2/20</td>
<td>04.05.2020</td>
<td>22.05.2020</td>
<td>15.06.2020</td>
</tr>
<tr>
<td>mebulive 3/20</td>
<td>20.07.2020</td>
<td>07.08.2020</td>
<td>31.08.2020</td>
</tr>
<tr>
<td>mebulive 4/20</td>
<td>12.10.2020</td>
<td>30.10.2020</td>
<td>23.11.2020</td>
</tr>
</tbody>
</table>
Subjects and Readership

Production
Live events in sport, culture and entertainment, cloud- and remote-production, IP- and IT based workflows, production service providers, studio productions, outside broadcasting productions...

Business
Company developments, technology-, market- and program- strategies, investments, marketing and sales activities...

Technology
Camera technology, infrastructure, storage and archives, content management, automation and control, communication, audio, video, post production, measurement technology, light, cable, newsroom, studio design and planning, system integration, SNGs and OB vans...

Distribution
Platform providers, cable, satellite, transmitter technology, playout and data centre, IPTV, OTT, VoD, mobile media...

Companies
Broadcasters, content providers, platform operators, manufacturers, distribution and rental companies, service providers for production, post production, consulting, planning, design, integration ...

Events
Fairs, congresses, roadshows, home fairs, live events...

Opinion
Commentary, opinions and visions...

People
Personality, jobs and career, portraits

mebulive readership
Our readers work in leadership and decision making positions of organizations that are in content creation and distribution, manufacturing and distribution of technical products and solutions, consulting and integration, education and events. These include, but are not limited to, representatives of broadcasters, program providers, program and rights dealers, platform operators, film and television producers, production and distribution service providers, system integrators, manufacturers, distributors, consulting firms, educational institutions, universities, trade show and convention organizers.
# Editorial Calendar 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
</tr>
</thead>
</table>
| 1/20 mebulive (EVT: 25.03.20) | **Main topic**
|            | Multichannel Production                                                       |
|            | **Production report**
|            | Wintersports, Handball World Cup, Australian Open, X Games                   |
|            | **Additional subjects**
|            | Distribution Systems, Immersive Audio, Intercom, Storage & Archiving Solutions, 4K/UHD, HDR |
|            | **Service provider**
|            | Cloud Provider                                                                |
|            | **Thought Leadership Commentary:**
|            | Multichannel Strategies                                                       |
|            | **Events**

| 2/20 mebulive (EVT: 17.06.20) | **Main topic**
|                            | Smart Production                                                              |
|                            | **Production report**
|                            | UEFA Euro 2020, French Open, Eurovision Song Contest                           |
|                            | **Additional subjects**
|                            | Virtual Production (VR und AR), Robotic Systems, Studio Automation, MAM Systems, Newsroom Systems |
|                            | **Service provider**
|                            | AI Technology Provider                                                        |
|                            | **Thought Leadership Commentary:**
|                            | Machine Learning in Production                                                |
|                            | **Events**
|                            | Preliminary Reports: AI Summit London, BVE                                    |
|                            | Reports: SportsInnovation, DVB World, 2019, Prolight & Sound, ANGACOM 2020    |

| 3/20 mebulive (EVT: 26.08.20) | **Main topic**
|                            | Remote production                                                             |
|                            | **Production reports**
|                            | Olympic Games, Tour de France, Wimbledon, Open Air Festivals                  |
|                            | **Additional subjects**
|                            | 5G, OB Vans, Wireless Transmission, Cameras, Arial Camera Systems, Cable Cam, Live-Mixer |
|                            | **Service provider**
|                            | Production Service Provider / OB Van Provider                                  |
|                            | **Thought Leadership Commentary:**
|                            | Production Strategy for the Olympic Games 2020                                |
|                            | **Events**

| 4/20 mebulive (EVT: 25.11.20) | **Main topic**
|                            | Production 2.0                                                                 |
|                            | **Production reports**
|                            | E-Sports, Athletics, Marathon, Moto GP                                         |
|                            | **Additional subjects**
|                            | Studio Equipment, Lighting, Displays, new Studio Trends, 4K/UHD, HDR          |
|                            | **Service provider**
|                            | System Integrators                                                            |
|                            | **Thought Leadership Commentary:**
|                            | Innovation in E-Sports Production                                             |
|                            | **Events**
|                            | Preliminary Reports: HH Open, Spobis, ISE                                     |
|                            | Reports: IBC 2020, Sportel Monaco 2020, Medientage München, Cinec              |

As of October 2019: editorial calendar may be subject to change.
Pricelist Print

Format ads

<table>
<thead>
<tr>
<th>Format</th>
<th>b/w</th>
<th>4-c</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EURO</td>
<td>EURO</td>
</tr>
<tr>
<td>2/1</td>
<td>3.990,-</td>
<td>5.990,-</td>
</tr>
<tr>
<td>1/1</td>
<td>1.990,-</td>
<td>2.990,-</td>
</tr>
<tr>
<td>2/3</td>
<td>1.900,-</td>
<td>2.650,-</td>
</tr>
<tr>
<td>1/2</td>
<td>1.600,-</td>
<td>2.140,-</td>
</tr>
<tr>
<td>1/3</td>
<td>1.110,-</td>
<td>1.660,-</td>
</tr>
<tr>
<td>1/4</td>
<td>800,-</td>
<td>1.200,-</td>
</tr>
<tr>
<td>1/6</td>
<td>550,-</td>
<td>720,-</td>
</tr>
<tr>
<td>1/8</td>
<td>400,-</td>
<td>530,-</td>
</tr>
</tbody>
</table>

Special colours on demand

Inserts
Inserts are loosely enclosed sheets, flyers or brochures.
price up to 20 g single weight: 380,- EURO per 1.000 copies
over 21-50 g single weight plus 25% surcharge
maximum format: 200 x 270 mm

Pull out supplement
Pull-out supplements are printed pages being firmly connected with the magazine.
The whole circulation must be booked.
The printed matters must be delivered by the customer ready for processing.
price 2-pages: 350,- Euro per 1.000 copies
4-pages: 390,- Euro per 1.000 copies
6-pages: 430,- Euro per 1.000 copies
8-pages: 480,- Euro per 1.000 copies
plus postage

Stick ons
Postcards, samples, CDs etc. are sticked on a carrier ad (at least 1/1 page) for easy removal.
For processing reasons they must be closed in the direction to the ligature of the magazine.
Stick-ons are possible only at the beginning of a bind.
Price: 160 Euro per 1.000 copies plus postage
Before an order can be confirmed, pattern copies of the inserts, pull-out supplements
and stick-ons must have been checked by the publishing company.
Please send us five stick ons for approval prior to the ad deadline
Subsidy for processing: 50 copies

Coverpage

4. coverpage: 3.400 EURO
3. coverpage: 3.100 EURO
2. coverpage: 3.200 EURO

Special ad formats & printed excerpts

Inquiries for Print & PDF
anzeigen@medienbulletin.de
or phone: +49 8131 354761 Christl Kaiser

For the delivery of special forms of advertising an additional form has to be filled out for the printing company. You will receive the form with the corresponding booking confirmation.
Pricelist Print

Listing in company directory
Company logo and text 400 characters, 150 EUR per month.
Larger entries cost 35 cents per character in addition.
Cancellable 4 weeks before each publication date.
For annual booking and advance payment 5% discount.
No agency discount.

PDF use on own website or for reprint
pdf per page = 180 EUR

Discounts
Discount for annual booking: 20% discount. (4 issues)
Parallel booking print and online: 20% discount. (in the same month)
The agency discount is 15% (except company directory and sponsoring).
If agency discount is granted, additional discount (annual booking,
parallel booking print / online) is maximum 10 %

Terms of payment
Net cash within 14 days. The charge is in Euros only.
Default interest according to item 14 of the General Terms and Conditions shall
be charged in the amount of the standard bank interest on disposition loans.

Please do not forget to tell us your sales identification number.
For bank details, see CONTACTS on the last page.

Price list valid from January 2020
All prices are exclusive of applicable statutory VAT.
Formats Print

Formats in mm \cdot width \times height
For bleed add 3 mm all around the ad
Append crop marks

- **2/1 over bound**
  - Trim area: 426 \times 280
  - For bleed add 3 mm

- **1/1**
  - Trim area: 213 \times 280

- **2 \times 1/2 over bound**
  - Trim area: 426 \times 137

- **2 \times 1/3 over bound**
  - Trim area: 426 \times 99

- **2/3 horizontal**
  - Trim area: 213 \times 184

- **2/3 high**
  - Trim area: 133 \times 280

- **1/2 horizontal**
  - Trim area: 213 \times 142

- **1/2 high**
  - Trim area: 105 \times 280

- **1/3 2 columns**
  - Trim area: 133 \times 205

- **1/3 2 columns**
  - Trim area: 133 \times 140

- **1/3 horizontal**
  - Trim area: 213 \times 99

- **1/3 high**
  - Trim area: 75 \times 280

- **1/4 horizontal**
  - Trim area: 213 \times 81

- **1/4 2 columns**
  - Trim area: 106 \times 138

- **1/6 high**
  - Type area: 55 \times 118

- **1/8 horizontal**
  - Type area: 179 \times 28
Digital: Profile and Services

German and English website
The news websites mebucom.de/com address the media business community and cover the most important news of the moving image and media industry. Categories are Business, Production, Distribution, Technology, Job & Career as well as Events.

Editorial contents of both websites are not identical:
mebucom.de has a focus on the DACH market,
mebucom.com is geared towards the international developments of the broadcast industry.

In parallel to the relaunch of mebulive, both websites will be relaunched at the beginning of 2020 as well.
To celebrate their 10th anniversary, the technical framework and the design will be redesigned completely.
User experience in mind, the design is future proofed and will be integrated closely with print and social media.

Community and company entry
The community part of the websites allow for company entries to display their services to the media market and to be present in a highly relevant media ecosystem.
Around 400 companies in the DACH region are currently using this service. In addition to a free basic account, there is a paid premium version. It offers the possibility to upload any company news or job offers.

mebucom.de facts and figures
- 26,000 page impressions per month
  (annual average 2019)
- 12,500 visits a month
  (annual average 2019)
- 36% regular visitors vs. 64% new visitors
- 68% desktop usage vs. 32% mobile usage

Social Media Platforms
The mebucom websites are closely connected to mebucom Twitter, Facebook and YouTube. All editorial content is extended to these platforms. Videos can be found on the websites and YouTube. Social platforms also serve to report live from large trade shows and events.
Follow us on Facebook: @mebucom / Twitter: @mebucom Youtube: @mebucom

Newsletter
Every Tuesday the mebucom newsletter is sent to 2,525 subscribers. In it you can find the most important news of the last days. Newsletters on trade shows and specific topics are planned for 2020.
Banner advertising in the newsletter is possible.

E-magazine
mebulive is also offered as e-magazine. Print subscribers receive it for free.
# Pricelist Online

<table>
<thead>
<tr>
<th>Banner Options</th>
<th>Placement</th>
<th>1 month</th>
<th>3 months monthly</th>
<th>6 months monthly</th>
<th>9 months monthly</th>
<th>12 months monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard: 940 × 250 Pixel</td>
<td>Homepage &amp; Channels</td>
<td>2.500 €</td>
<td>2.125 €</td>
<td>1.806 €</td>
<td>1.535 €</td>
<td>1.305 €</td>
</tr>
<tr>
<td>Wide Skyscraper: 160 × 600 Pixel</td>
<td>Homepage &amp; Channels</td>
<td>2.000 €</td>
<td>1.700 €</td>
<td>1.445 €</td>
<td>1.228 €</td>
<td>1.055 €</td>
</tr>
<tr>
<td>Wide Skyscraper: 160 × 400 Pixel</td>
<td>Homepage &amp; Channels</td>
<td>1.800 €</td>
<td>1.530 €</td>
<td>1.300 €</td>
<td>1.105 €</td>
<td>940 €</td>
</tr>
<tr>
<td>Premium Content Ad: 758 × 140 Pixel</td>
<td>Homepage &amp; Channels</td>
<td>2.150 €</td>
<td>1.828 €</td>
<td>1.555 €</td>
<td>1.322 €</td>
<td>1.123 €</td>
</tr>
<tr>
<td>Content Ad: 300 × 250 Pixel</td>
<td>Homepage &amp; Channels</td>
<td>1.900 €</td>
<td>1.615 €</td>
<td>1.380 €</td>
<td>1.167 €</td>
<td>992 €</td>
</tr>
<tr>
<td>Premium Rectangle re. Seite: 380 × 180 Pixel</td>
<td>Homepage &amp; Channels</td>
<td>1.200 €</td>
<td>1.020 €</td>
<td>867 €</td>
<td>737 €</td>
<td>626 €</td>
</tr>
<tr>
<td>Rectangle re. Seite: 180 × 180 Pixel</td>
<td>Homepage</td>
<td>750 €</td>
<td>640 €</td>
<td>580 €</td>
<td>530 €</td>
<td>490 €</td>
</tr>
<tr>
<td>Rectangle re. Seite: 180 × 180 Pixel</td>
<td>Channels</td>
<td>800 €</td>
<td>690 €</td>
<td>621 €</td>
<td>590 €</td>
<td>531 €</td>
</tr>
<tr>
<td>Newsletter</td>
<td>per week</td>
<td></td>
<td>three weeks</td>
<td>six weeks</td>
<td>nine weeks</td>
<td>twelve weeks</td>
</tr>
<tr>
<td>*Content Ad Newsletter: 468 x 120 Pixel</td>
<td></td>
<td>850 €</td>
<td>750 €</td>
<td>640 €</td>
<td>600 €</td>
<td>550 €</td>
</tr>
<tr>
<td>Fullbanner Newsletter: 468 x 60 Pixel</td>
<td></td>
<td>700 €</td>
<td>600 €</td>
<td>540 €</td>
<td>480 €</td>
<td>400 €</td>
</tr>
</tbody>
</table>

**Company entry:** Basic version free of charge, premium version with costs for job offer and company news uploads (3 options available)
1st option: annual flat rate any number of job offers or company news can be posted – 1,600 euros/year (most popular)
2nd option: 3 job offers or 6 company news – 600 euros
3rd option: 1 job offer or 2 company news – 250 euros

*Newsletter per week: guaranteed 2,525 addresses
With parallel booking print and online, you receive a 20% discount on regular advertising / banner prices

Price list valid from January 2020  All prices are exclusive of VAT
Delivery address for online advertising media:

E-mail: anzeigen@medienbulletin.de
Tel.: +49 (0) 8131 354761

online editorial team
Tel.: + 49 (0) 8131 7293334
Fax.: +49 (0) 8131 354760
E-mail: info@mebucom.de

data formats: GIF, JPEG,
data size: max. 40 KB

We need a lead time of
3 working days before the campaign starts.

technical data:
Please provide the following information when receiving the advertising material:

- customer name
- campaign name
- name of the motive / advertising material
- booking period
- site and placement (homepage, channels)
- file format (GIF, JPEG)
- online advertising format (fullsize banner, etc.)
- size
- banner link (click-through URL)
- contact for questions
Sponsoring Packages

In addition to the print and online relaunch, there will be another important innovation at MeBu Verlag for 2020. For the first time, we also offer our media partners sponsorship options.

With sponsorship packages, there is an additional offer to new and existing advertisers. All sponsors will be mentioned as sponsors on our different channels. Depending on which sponsorship option is chosen exclusive value is added to the sponsorship.

Advertisers can choose between three different options – top*, online** and classic sponsor.

Choose between three packages:
Top Sponsor, Online Sponsor and Classic Sponsor.

The duration of a sponsorship package is one year.

Please find our sponsoring details and pricing on page 14.

*Top sponsors receive an additional 5% discount on print and online bookings
**Online sponsors receive an additional 5% discount on online bookings only.
No agency discount.
## Sponsoring Packages

<table>
<thead>
<tr>
<th>mebucom.de/.com</th>
<th>Top-Sponsor</th>
<th>Online-Sponsor</th>
<th>Classic-Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>4,000 EUR</strong></td>
<td><strong>2,500 EUR</strong></td>
<td><strong>1,000 EUR</strong></td>
</tr>
</tbody>
</table>

- Premium access mebucom.de/.com. for job offers and company news (events, case studies, whitepapers or others)

- Newsletter banner

- Executive video interview: at IBC, NAB or other broadcast relevant fairs and conventions *(Exclusive in the sponsoring package)*

- Sponsor listing on homepage (Online)

- Sponsor listing (video, newsletter)

- Linked sponsor logo on the sponsors page *(Exclusive in the sponsoring package)*

- Sponsored Post (online) *(Exclusive in the sponsoring package)*

### mebulive/ MEDIEN BULLETIN

- Commentary in print (c-level-manager) *(Exclusive in the sponsoring package)*

- Listing in company directory

- Sponsor listing on sponsor page

- Additional discount on advertising

*All prices are exclusive of applicable statutory VAT*
Technical Data  Technical Information for Printing Material and digital transfer

magazine format:  213 x 280
printing method: digital Offset

MEDIEN BULLETIN is produced exclusively digitally.
Please follow these guidelines in order to ensure a problem free transfer
of data and the best possible printed result.

operating systems
Macintosh, Windows

programs
Quark Xpress
Adobe InDesign
Adobe Photoshop
Adobe Illustrator

data format / picture files / compression
picture files: TIFF, EPS, JPEG, PDF (high resolution, printable)
colors: cyan, magenta, yellow, black (EUROSCALA)
pressure profile: Iso Coated V2 300%
FOGRA39

compressed files
for perfect print quality continuous tone images should be scanned at a minimum
of 300 dpi or line art the minimum resolution is 600 dpi and 1200 dpi is ideal.
None of the image elements that are used should be compressed. Do not use JPEG
or similar compression.
The whole file may however beuffed as SEA, SIT, ZIP or EXE (SEA)

fonts
Include all character sets. Special fonts, e.g. logo fonts should also be included.
TrueType fonts may not be used.
When several related files are to be transferred please ensure that these files are placed
in a single Directory (Folder). We undertake to check received files within one working
day. You will immediately be informed of any incorrect data or files. Please enter contact
details in the checklist.

Prior to transfer
Please ensure that an order for your advertisement has been sent to
MEDIEN BULLETIN

E-mail to ck@medienbulletin.de
Send us the CHECKLIST FOR DATA TRANSFER and a binding print

Proof
For colour advertisements please send a binding proof to:
F&W MEDIENCENTER
z.Hd. Herrn Domke
Holzhauser Feld 2
83361 Kienberg

Data transfer via e-mail: anzeigen@medienbulletin.de
(maximum 20 MB)

ad placement
Promised ad placements lose validity if necessary printing documents are not
delivered to printing company before printing deadline.

Checklist Printing Documents
Please see the checklist printing documents as an extra information form.

Warranties
We only accept responsibility for the proper treatment and publication of digitally trans-
mitted ad material if it complies with our directives in the checklist printing documents.
Data which doesn’t meet the guidelines can be rejected by the publishing house. If addi-
tional work is necessary to adjust them to the technical requirements the publishing
house calculates 120 EUR per hour.
Warranty as a result of obvious ad deficiencies is not accepted if the ad
customer doesn’t indicate this in written form within four weeks after first publication
of the issue.
If you have further questions or need more technical information please feel free to
contact us by telephone +49 8131 354761
Checklist data transfer

Please send this checklist before the data transfer to:
anzeigen@medienbulletin.de (maximum 20MB)

Data transfer: via e-mail or FTP upload

Make sure that the publisher has an appropriate

Ad order exists:

Announcement of a digital submission

For the booklet (please tick as appropriate)

Issue / year ________________
Issue / year ________________
Issue / year ________________
Issue / year ________________

Format: (width x height / mm)

My ad as:

☐ PDF per mail to: anzeigen@medienbulletin.de
☐ and color proof: to F & W MEDIENCENTER
☐ Color proof: to F & W MEDIENCENTER

For color advertisements please additionally a color binding

Proof / proof to:

F&W MEDIENCENTER
z.Hd. Herrn Domke
Holzhauser Feld 2
83361 Kienberg

Advertiser:

Filename:
The file was created under the following conditions:

Operating system: Mac OS, Microsoft Windows

programs:
QuarkXPress version: ________
Adobe InDesign Version: ________
Adobe Photoshop Version: ________
Adobe Illustrator Version: ________
Adobe Acrobat Version: ________
(Other layout / image / file formats only after consultation!)

Data formats: Composite PDF, TIFF, EPS
Colors: cyan, magenta, yellow, black
CMYK files only, no RGB files;
Other layout / image / file formats only after consultation!
Images: Halftone images: at least 300 dpi on the reproduction scale;
Line images: at least 600 dpi.
Compression: All used picture elements are not compressed.
Fonts: All used fonts are attached.
True Type fonts have not been used.
True Type-Schriften sind nicht verwendet worden.

The data are transmitted by:

For further questions please contact our technical / layout department
under 08131 354761
General Terms & Conditions

1. Within the scope of the Terms & Conditions below, an „Advertisement Order“ shall be an agreement on the publishing of one or more advertisements in a publication, placed by advertisers or other advertise space buyers for the purpose of dissemination.

2. In case of doubt, advertisements shall be released for publication within the term of one year after contract conclusion. If respective contracts grant a right to request the publishing of single advertisements, the order shall be completed within one year as of the first advertisement’s publication, provided that this first advertisement is published within the term stated in Clause 1 hereof. In case of withdrawal from a contract a fee of 10% will be charged.

3. Within the scope of concluded contracts, Client shall be entitled to release further advertisements within the agreed term or the term stated under Clause 2 hereof, respectively.

4. In the event orders are not fulfilled due to circumstances beyond Publisher’s control, Client shall be obliged to reimburse Publisher with the difference between the discount allowed and the one corresponding to the actual acceptance. This provision shall apply without prejudice to any other possible legal obligations. The respective refund shall not fall due in case the non-fulfillment is based on reasons of force majeure within the sphere of risks on Publisher’s part.

5. In the calculation of advert volumes, text millimeter lines shall be converted according to price into advert millimeters.

6. Orders for advertisements and inserts, which are expressly to be published exclusively in specific issues, editions, or at specific positions in the publication, shall be submitted to Publisher in due time, in order to facilitate Client’s information before the respective closing date in case orders cannot be performed in the manner requested. Categorized advertisements shall be printed in respective categories without express agreement.

7. Textual advertisements shall be advertisements that adjoin to text on at least three sides, and do not adjoin to other advertisements. Advertisements which – due to their editorial design – are not discernible as such shall be clearly indicated by Publisher as advertisements by adding the term „Advertisement“.

8. Publisher reserves the right to reject Advertisement Orders - including individual publications within the scope of contract conclusion - as well as insert orders due to their content, origin, or technical nature, in accordance with consistent and reasonably justified principles of Publisher, in the event their respective content infringes applicable laws or regulatory provisions, or their publishing should be unacceptable for Publisher. Insert orders shall be binding for Publisher not before presentation and approval of a respective sample. Inserts, which - due to their format or layout - convey the impression of being part of the newspaper or magazine to the reader, or which contain third-party advertisements, shall not be accepted. Client shall be immediately informed on the non-acceptance of orders.

9. Client shall be responsible for the timely delivery of the advertising copy and error-free print documents, or of the insert, respectively. Publisher shall immediately request obviously unsuitable or damaged print documents to be replaced. To the extent possible within the scope of respective print documents, Publisher shall guarantee the standard print quality for documented titles.

10. In the event advertisements are – in whole or in part – published illegible, incorrect, or incomplete, Client shall be entitled to reduce its payment or request for an error-free replacement advertisement. However, this shall apply only to the extent to which the advertisement purpose is affected. In case Publisher fails to fulfill its respective obligations within reasonable time, the re-published advertisement should again not be of faultless nature, Client shall be entitled to reduce its payment or cancel the order. Unless deficiencies are of non-obvious nature, any and all complaints shall be made within four weeks upon invoice and sample receipt.11. Proofs shall be supplied on explicit request only. Client shall be responsible for the correctness of returned proofs. Publisher shall observe all corrected errors communicated within the period specified upon sending the proof.

12. In the event specifications as to size are not provided, the invoice shall be based on the standard actual font size according to the type of advertisement.

13. Unless Client advances the payment, the invoice shall be sent immediately; however, if possible after the advertisement’s publication. Unless deviating payment terms or advance payment have been agreed for individual cases, invoices shall be payable within the term stated in our price list, starting from the date of invoice receipt. Possible prepayment discounts shall be granted in accordance with the price list.

14. In the event of delayed or extended payment, interest and collection fees shall be charged. In suchlike cases, Publisher shall be entitled to defer further execution of open orders until payment has taken place, or demand advance payment for remaining advertisements, respectively. In presence of reasonable doubt with respect to Client’s solvency, Publisher shall be entitled to subject the publication of further advertisements to the prepayment of respective amounts and settlement of open invoices, even during the term of an advertisement contract, and regardless of any previously agreed terms of payment.

15. Upon request, Publisher shall provide an advert record along with the invoice. Depending on type and scope of Advertisement Orders, excerpts, sample pages, or complete sample editions shall be delivered. In the event obtaining samples should be impracticable, Publisher shall instead provide a legally binding certification on the advertisement’s publication and dissemination.

16. Any and all costs arising in relation to the production of ordered printing blocks, matrices, and drawings, as well as costs arising due to significant modifications to initially agreed designs, requested for or initiated by Client, shall be borne by Client.
17. The place of fulfillment shall be at Publisher’s registered office. In business transactions with merchants, corporate bodies under public law, or special funds under public law, the place of jurisdiction in the event of lawsuits shall be at Publisher’s registered office. Unless Publisher’s claims are asserted within the scope of dunning proceedings, the place of jurisdiction for business transactions with non-commercial clients shall be at the respective Client’s place of residence. In the event Client’s (usual) place of residence should be unknown at the commencement of proceedings, or in case Client has relocated its place of (usual) residence outside the legal territory after contract conclusion, Publisher’s registered office shall be the agreed place of jurisdiction. The aforementioned shall also apply to non-commercial clients.

Publisher’s Additional Terms & Conditions

a) Client shall be obliged to bear the costs arising due to the publishing of counter statements, referring to actual statements made in or by published advertisements. Respective costs shall be calculated according to applicable advertising rates. This provision shall exclusively apply if Publisher is obliged to print respective counter statements.

b) Client shall be responsible for content and legitimacy of text and graphic material provided for the purpose of insertion. Furthermore, Client shall be responsible for keeping Publisher indemnified against any and all third-party claims, which might arise as a result of Publisher’s execution of Client’s order. Publisher shall only revise orders and advertisements with respect to obvious statutory violations; however, Publisher shall not be obliged to revise orders and advertisements with respect to the infringement of third-party rights. Furthermore, Client shall keep Publisher indemnified from and against any and all copyright infringements. The client shall also indemnify the publisher against all claims arising from infringements of copyright.

c) Cancellations shall require written form in order to become effective. Cancellation of an advertisement / banner will result in 20% cancellation fees.

d) If Advertisement Orders, changes in appointments and editions, text corrections, and/or cancellations are communicated by phone, Publisher shall not be liable whatsoever for transmission errors.

e) Claims arising due to incorrect repeat advertisements shall be excluded if Client had the opportunity to inform Publisher on respective errors prior to the printing of the subsequently following advertisement. Publisher’s right to claim for remuneration shall remain unaffected.

f) In the event Client has published fewer advertisements than due as per the respective prepayment within the term of one year, Client shall be entitled to reduce its payment by the value of suchlike non-published advertisements, provided that a respective prior agreement has been made. Suchlike rights to claim payment reduction shall lapse unless they are exercised within the term of one month after expiration of the respective year.

g) A trade discount in the amount of ten percent on the base price shall exclusively be granted for direct Advertisement Orders.

h) Publisher reserves the right to define special prices for advertisements published in supplements, special releases, and special editions.

i) With respect to their offers to, and/or contracts and settlements with Client, advertising agents and agencies shall be obliged to comply with Publisher’s price list. The agent’s fee awarded by Publisher may not be passed on to Client, neither in whole nor in part.

Effective: 10/2019
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