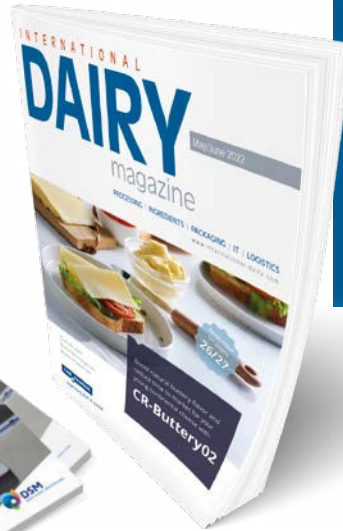


INTERNATIONAL
DAIRY
magazine

www.international-dairy.com

The leading trade journal for the international milk processing and related food manufacturing industry



2023 MEDIA INFORMATION

INGREDIENTS

MARKET OPPORTUNITIES

SELLING AND
PACKAGING

AUTOMATION & IT

COMPANY STRATEGIES LOGISTICS PROCESSING TECHNOLOGY

CHEESEMAKING TECHNOLOGY

Content

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1. Publisher/Magazine Description

IDM International Dairy Magazine is a bi-monthly English-language trade publication that provides readers with an actual overview on developments in the international dairy industry. The publication focuses on technology, automation & IT, packaging and ingredients and bases on thoroughly researched background information, analyses and reports.

Publisher: B&L MedienGesellschaft mbH & Co. KG

Address: Zehnerstraße 22b, 53498 Bad Breisig/Germany

Phone: +49 (0) 26 33/45 40-0

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Email: IDM@blmedien.de

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Graphics, Layout and Production:

Silvia Schneider, Cell phone: +49 (0) 170/29 758 64,

Email: s.schneider@blmedien.de

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Email: ht@blmedien.de

International Representative:

UK/Ireland/France/Spain/Portugal/Benelux/Scandinavia and Northamerica:

David Cox, dc media services, 21 Goodwin Road, Rochester, Kent ME3 8HR, UK,

Phone: +44 (0) 1634 221360, Cell phone: +44 (0) 7967 654369,

Email: david@dcmediaservices.co.uk

Subscriptions:

B&L MedienGesellschaft mbH & Co. KG Office Munich,

Garmischer Str. 7, 80339 Munich/Germany

Mario Reischl, Phone: +49 (0) 89/3 70 60-272,

E-Mail: m.reischl@blmedien.de

Volume frequency:

February, April, June, August, September, November

Annual subscription rate:

€ 86 incl. postage

Subscribers in Germany:

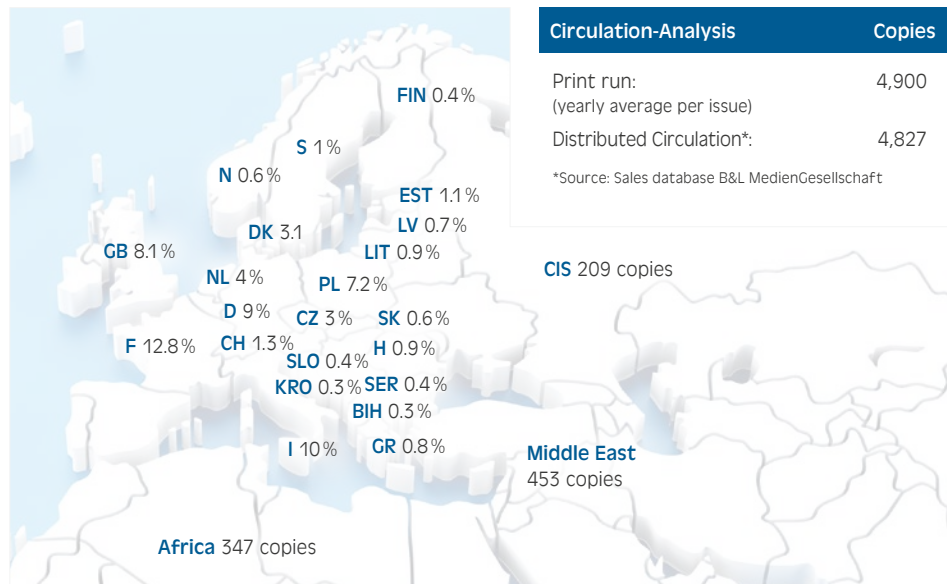
€ 70 incl. postage + VAT

Single copy:

€ 16 incl. postage

Subscribers in Germany add VAT

2. Circulation-/Readership-/Distribution-Analysis



Circulation-Analysis

Copies

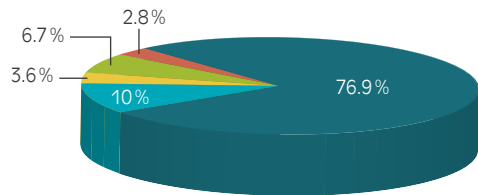
Print run: 4,900
(yearly average per issue)
Distributed Circulation*: 4,827

*Source: Sales database B&L MedienGesellschaft

Distributions-Analysis

Country	Percent	Copies	Country	Percent	Copies
A	1.5	72	I	10.0	483
B	1.7	82	IRL	2.8	135
BG	0.5	24	KRO	0.3	14
BIH	0.3	14	L	0.2	10
CH	1.3	63	LIT	0.9	43
CY	0.2	10	LV	0.7	34
CZ	3.0	145	N	0.6	29
D	9.0	434	NL	4.0	193
DK	3.1	150	P	0.2	10
E	1.0	48	PL	7.2	348
EST	1.1	53	ROM	0.2	10
F	12.8	618	S	1.0	48
FIN	0.4	19	SER	0.4	19
GB	8.1	392	SK	0.6	29
GR	0.8	39	SLO	0.4	19
H	0.9	43			

Readership-Analysis



- Milk processing industry: 76.9%
- Private individuals (executives, dairy technologists, consultants): 10%
- Retailers and exporting companies: 3.6%
- Suppliers: 6.7%
- Associations, Institutes etc.: 2.8%

other countries, overseas	24.8	1,197
Middle East		453
Africa		347
CIS		209
USA/Southamerica		80
Australia/Oceania Countries		108
total	100.0	4,827

3. Editorial Schedule 2023

Issue	Date of publication	Ad closing date	Editorial focus ¹⁾	Trade shows/Congresses/Conferences ²⁾
January/ February	20 Feb 2023	3 Feb 2023	<ul style="list-style-type: none"> • Cheese making technology • Cultures/Starters • Portioning and Cutting of Cheese • Packaging of Cheese • Milk Treatment • Yoghurts and Dairy Desserts <p>Plus SPECIAL ISSUE Plant-Based Dairy Alternatives</p>	
March/April	17 April 2023	31 March 2023	<ul style="list-style-type: none"> • Packaging of dairy products • Coding & Labelling • IT in the dairy industry • Quality Control in food plants • Dairy Beverages • Ingredients • Colours & Flavours • Ice Cream 	<p>interpack, Dusseldorf/Germany 04-10 May 2023</p> <p>Vitafoods Europe, Geneva/Switzerland, 09-11 May 2023</p>
May/June	19 June 2023	2 June 2023	<ul style="list-style-type: none"> • Cheese making technology • Cultures/Starters • Portioning and Cutting of Cheese • Packaging of Cheese • Sweeteners 	

Due to the current situation, we are at this point not able to give details of other trade fairs taking place in 2023. However, we regularly update our media data online. You can find the most current version at www.international-dairy.com/media-information

¹⁾ Subject to change

²⁾ Distributed at the events/exhibitions

Issue	Date of publication	Ad closing date	Editorial focus ¹⁾	Trade shows/Congresses/Conferences ²⁾
July/ August	21 August 2023	4 August 2023	<ul style="list-style-type: none"> • Filling & Dosing Equipment • Packaging of dairy products • Sustainable processing of milk • Plant automation • Fluid Transfer • Valves & Fittings • Weighing & Detection • Energy efficiency in milk processing • Ice cream <p>Company Profiles 2023 (see point 8 in our media information)</p>	
September/ October	25 Sep 2023	8 Sep 2023	<ul style="list-style-type: none"> • Filtration & Separation • Butter & Spreads (Manufacturing, Ingredients, Packaging) • Yoghurts & Fermented Milk Products • Ingredients <p>Plus SPECIAL ISSUE Plant-Based Dairy Alternatives</p>	CibusTec , Parma/Italy 24-27 October 2023
November/ December	20 Nov 2023	3 Nov 2023	<ul style="list-style-type: none"> • Filling & Dosing Equipment • Ingredients • Sweeteners • Colours & Flavours • Air conditioning and air management • Drying Technology 	BrauBeviale , Nuremberg/Germany 28-30 November 2023 FiEurope , Frankfurt/Germany 28-30 November 2023

¹⁾ Subject to change

²⁾ Distributed at the events/exhibitions

4. Printing Guideline/Prices and Ad Sizes

Magazine format:	280 mm deep, 215 mm wide
Type area:	250 mm deep x 184 mm wide, 3 columns per 58 mm wide (1/1 page = 750 mm-lines)
Cover page:	size: 215 mm wide, 190 mm deep €5,500
2nd and 4th Cover page:	10% supplement
Price for classified ads (not discountable):	per Millimeter height (58 mm wide): € 3 For vacancies, buying and for-sale ads only
Code charge:	€ 10
Terms of payment:	Payment within 14 days net cash Payment within 8 days with 2% discount Advance payment with 3% discount
Bank account:	Commerzbank AG, Hilden IBAN: DE58 3004 0000 0652 2007 00 SWIFT-BIC: COBADEFFXXX
Advertising Manager:	Heike Turowski, B&L MedienGesellschaft Phone: +49 (0) 23 65/38 97 46 E-mail: ht@blmedien.de Cell phone: +49 (0) 151/22 64 62 59

Technical requirements

Printing Process:

Sheet offset

Printing material:

Digitized data on CD-ROM or by e-mail and proof: without printed proof no guarantee for print quality and correctness of the motive; for reproduction material (photos, slides, etc.) the original costs for the creation of digital data will be charged.

Data type:

.pdf- (min. pdf/X-3:2003) or .eps files (for .eps: please convert fonts to characters; for QuarkXPress/InDesign .eps: please attach fonts and image material); 4-color images in composite mode (CMYK euroscale) with a resolution of 300 dpi; all images files (.pdf, .eps, .tif or .jpg) must be uncompressed; open files only on request; CMYK Euroscale.

Data transmission:

E-mail: ht@blmedien.de

Discounts (apply on space within 12 months period)

Quantity discounts		Frequency discounts	
2 pages	5%	2 ads	3%
4 pages	10%	4 ads	5%
6 pages	15%	6 ads	10%
8 pages	20%	8 ads	15%
		10 ads	20%

All prices + VAT.

Inserts, Glued Inserts, Bound Inserts

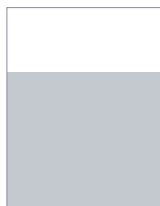
Inserts*	per 1000 copies (Maximum format: 210 x 275 mm, DIN A 4 only possible when folded)	€ 800
Glued insert*	two-sided	€ 3,200
Bound insert*	four-sided	€ 3,500
Address for shipment	on request	

*not discountable



Page sizes

215 x 280 mm
 Doublepage: 430 x 280 mm
 Type Area: 184 x 250 mm
 Top margin: 15 mm
 Bottom margin: 15 mm
 Outside margin: 18 mm
 Inside margin: 13 mm



Cover page

Trim Size:
 215 x 190 mm,
 3 mm bleed on
 bottom and
 right hand

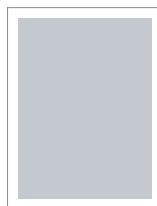
€5,500



2/1 Advertorial promotion

394 x 250 mm
 Trim Size:
 430 x 280 mm,
 3 mm bleed on top,
 bottom, outside
 Two editorial pages.

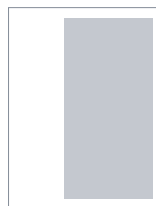
€3,300



1/1 page

Type area:
 184 x 250 mm
 Trim Size:
 215 x 280 mm,
 3 mm bleed on
 top, bottom,
 outside

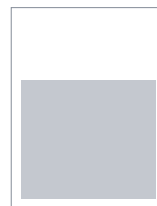
€4,800



2/3 page vert.

Type area:
 122 x 250 mm
 Trim Size:
 139 x 280 mm,
 3 mm bleed on
 top, bottom,
 outside

€3,600



2/3 page horiz.

Type area:
 184 x 166 mm
 Trim Size:
 215 x 181 mm,
 3 mm bleed on
 bottom, outside

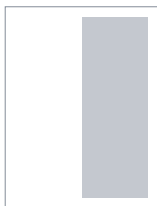
€3,600



Juniorpage

Trim Size:
 139 x 200 mm,
 3 mm bleed
 on bottom,
 outside

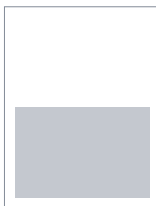
€2,600



1/2 page vert.

Type area:
 90 x 250 mm
 Trim Size:
 108 x 280 mm,
 3 mm bleed on
 top, bottom,
 outside

€2,600



1/2 page horiz.

Type area:
 184 x 125 mm
 Trim Size:
 215 x 140 mm,
 3 mm bleed on
 bottom, outside

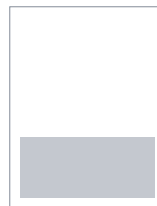
€2,600



1/3 page vert.

Type area:
 58 x 250 mm
 Trim Size:
 76 x 280 mm,
 3 mm bleed on
 top, bottom,
 outside

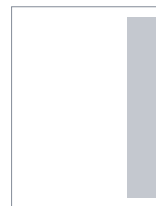
€2,000



1/3 page horiz.

Type area:
 184 x 83 mm
 Trim Size:
 215 x 98 mm,
 3 mm bleed on
 bottom, outside

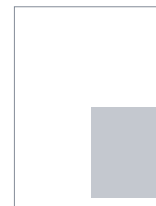
€2,000



1/4 page vert.

Type area:
 43 x 250 mm
 Trim Size:
 61 x 280 mm,
 3 mm bleed on
 top, bottom,
 outside

€1,400



1/4 page corner

Type area:
 90 x 125 mm
 Trim Size:
 108 x 140 mm,
 3 mm bleed on
 bottom, outside

€1,400



1/4 page horiz.

Type area:
 184 x 62 mm
 Trim Size:
 215 x 77 mm,
 3 mm bleed on
 bottom, outside

€1,400

Price per mm deep and column for advertisements in the editorial part: €7

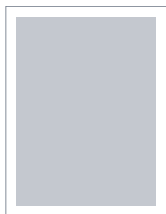
Special colours (price net): €460

5. B2B-Marketplace, Ad Specials

B2B-Marketplace

Each issue of IDM has an independent advertising section called B2B Market Place. In this section, you can place classified advertisements (buying, for-sale, vacancies, etc.) at a special low price rate. The B2B Market Place is located at the rear of every issue of IDM. Special positioning requests are not available, agency discount for B2B Market Place ads is granted.

Sizes width x height in mm (type area)



1/1 page

184 x 250 mm,

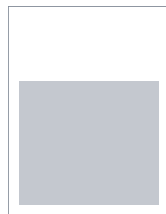
€ 2,750



2/3 page vert.

122 x 250 mm,

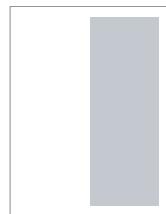
€ 2,000



2/3 page horiz.

184 x 166 mm,

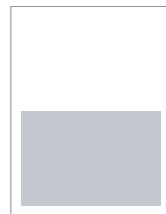
€ 2,000



1/2 page vert.

90 x 250 mm,

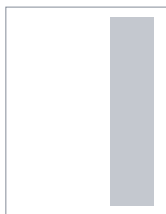
€ 1,500



1/2 page horiz.

184 x 125 mm,

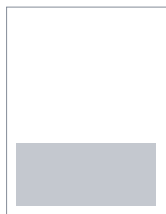
€ 1,500



1/3 page vert.

58 x 250 mm,

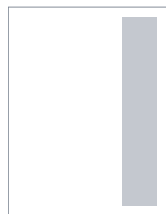
€ 1,000



1/3 page horiz.

184 x 83 mm,

€ 1,000



1/4 page vert.

43 x 250 mm,

€ 800



1/4 page corner

90 x 125 mm,

€ 800

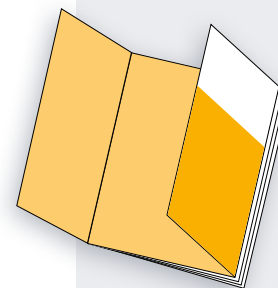


1/4 page horiz.

184 x 62 mm,

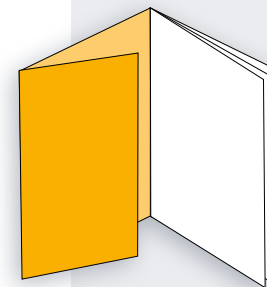
€ 800

Ad Specials



Barn-Door Cover

Sizes on request
€ 9,500



Gatefold + Inside Cover

(3 x 1/1 page)
Sizes on request
€ 9,500

More interesting Ad Specials on request

6. Cross-Media

Cross-Media-Packages

Cross-linked communication between print and internet

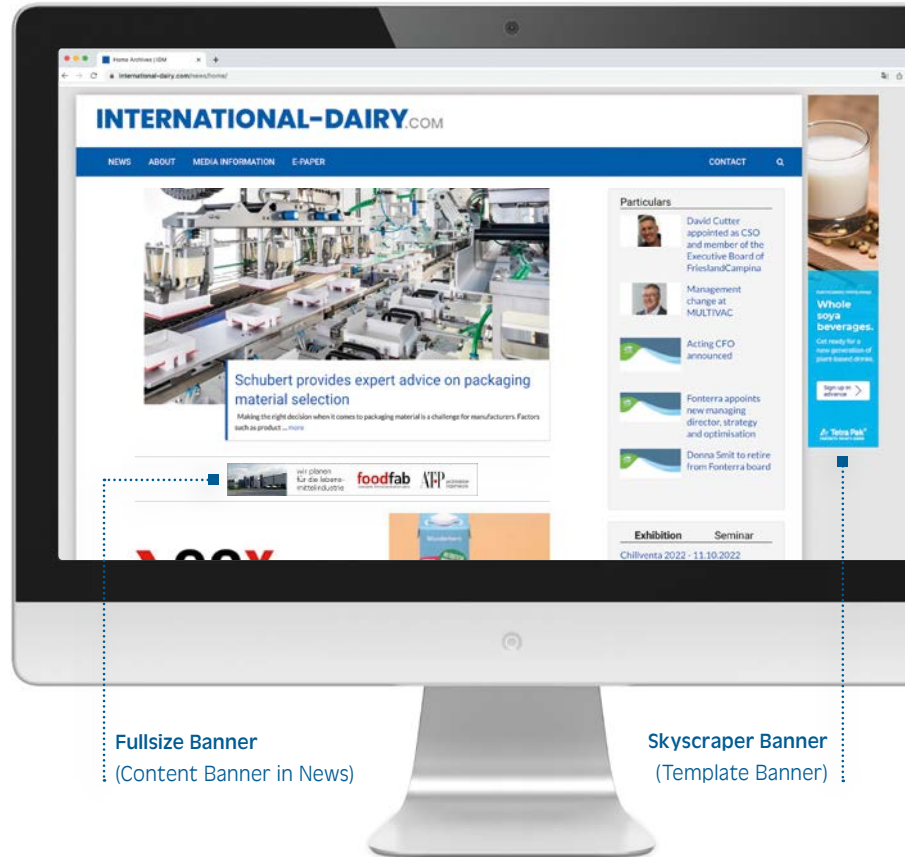
With international-dairy.com and IDM International Dairy Magazine we offer the possibility for innovative cross-media campaigns. We can support you in the conception and the realisation of your marketing ideas and plans.

The advantage to you:

- better reader attention ensuring greater exposure for your campaign
- highly cost effective with attractive prices on digital/print packages

international-dairy.com is the leading internet portal for news and information dedicated to the needs of the dairy industry. We help specialists from industry and the trade to stay up-to-date on the latest developments in the market. Once a week, a newsletter summarises the most important economic events for approx. 1,800 recipients.

More details about online advertisements on request.
Please contact: Mrs. Heike Turowski (ht@bmedien.de)
or Mr. David Cox (david@dcmediaservices.co.uk).



Fullsize Banner
(Content Banner in News)

Skyscraper Banner
(Template Banner)

7. Company Profiles

COMPANY PROFILES 2023 are published as a bound in supplement within the August issue of IDM International Dairy Magazine and the July issue of molkerei-industrie – the leading European dairy magazines.

The special 'pull-out' section offer the highest level of company promotion through detailed and colourful profiles of your company, its products and services. In turn, our readers are supplied with everything they need to make an informed decision concerning new technology and potential new business partners.

COMPANY PROFILES 2023 include approximately 250 words of text, your company contact details, logo and up to 3 colour pictures and are professionally designed as a full page. They are published in alphabetical order.

Also included in the cost, your company will be listed under up to 5 keywords in our supplier's directory which precedes the profiles and is at the same time a useful content overview for the pull-out section. This unique magazine can be taken out of the main issue and archived as an invaluable supplier's directory.

- Ad closing date:** **IDM:** 4 August 2023
molkerei-industrie: 7 July 2023
- Date of publication:** **IDM International Dairy Magazine:** 21 August 2023
molkerei-industrie: 24 July 2023
- Ad-/Profile-Size:** 1/1 page = 184 mm x 250 mm, 4 colour
- Price:** € 1,750 in IDM International Dairy Magazine
€ 1,750 in molkerei-industrie
€ 3,000 if you book both **COMPANY PROFILES**
- Positioning:** in alphabetical order
- Print:** Sheet offset, bound-in supplement with separate stitch
- Ad material:** B&L MedienGesellschaft will do the layout of each **COMPANY PROFILE**. Please send your text, logo, contact details and pictures to: ht@blmedien.de.

EnviroChemie GmbH

Using water sustainably and efficiently

EnviroChemie provides dairies and the food processing industry with sustainable plant solutions and services for the treatment of water, process water, condensates, water, vapour condensate, cooling water and wastewater. It offers customised plant solutions in the form of conventional or modular systems.

Dairies use water in many areas. Accordingly, there is often potential to save resources or energy, with a range of ways to achieve this. For example, money can be saved when producing milk powder: here, approx. 880 ml of liquid, the vapour condensate, is removed from a litre of raw milk. Following treatment, this vapour condensate can be used to replace fresh water in processes such as cleaning and cooling.

The experts from EnviroChemie examine the entire production process in a holistic manner. As a result, liquid waste can be recycled or biogas using special anaerobic reactors. The biogas yield increases considerably when other organic waste materials, such as rejected turn, are degraded in addition to wastewater ingredients. In production or of the company.

EnviroChemie offers a continuous improvement process with individual operational management concepts. To this end, our experts take over the operation of the customer's water processing plants and implement process optimisation measures in coordination with the customer. In addition to the water and energy savings, corporate social responsibility considerations are also of interest for many companies, including for the energy audit.

In our own laboratories and technical centre, we continuously develop processes and water chemicals for the treatment of water and wastewater. We regularly participate in national and international research projects in order to develop pioneering technologies.

EnviroChemie has been providing the world with plant solutions for the treatment of water and wastewater and for recycling "made in Germany" for over 45 years.

Follow us on LinkedIn: EnviroChemie For Dairies



Modular plant solution EnviroModul Biomär® – anaerobic wastewater treatment with biogas production for a dairy



A plant for recycling vapour condensate can save valuable fresh water



Treatment of the vapour condensate from milk powder production for water reuse

Technology for Water
ENVIROCHEMIE

EnviroChemie GmbH
In den Leitzgöschelwiesen 9, 64380 Rossdorf, Germany
Phone: +49 6154 6999 0
info@envirochemie.com, www.envirochemie.com

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8. Supplier Directory

The IDM supplier directory is the comprehensive guide from A to Z to equipment, products and services for the international dairy industry.

Prices and sizes 2023	Details	Price*
Supplier directory entry	per mm deep/1-column (58 mm), 4-colours	€ 2.50
Cross media	on request	

* All prices are indicated per entry and issue.
Minimum duration: 1 year (6 issues)

Booking for the 2023 IDM supplier directory:

Category:	Size (xx mm * 58 mm)

For any further information, please mail to ht@blmedien.de

Company/Person responsible/Department

Street or Postbox

Postcode

Town, Country

Phone/Fax

Email

Date

Signature

9. Terms and Conditions

1. "Advertising order", in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement of an advertiser or other space buyer in a printed publication for purposes of circulation.
2. In the event of doubt, advertisements are to be requisitioned for publication within one year after the conclusion of the contract. According to the contract the advertiser has the right to requisition advertisements within the time period of the contract, beyond the number of advertisements originally agreed upon.
3. The prices of the advertisements are consequent on the Publisher's Advertising Rate Card in effect at the time the contract is concluded. If the advertisement rate should change after the conclusion of the contract, the Publisher is entitled to charge the price in effect according to the price list valid at the time of publication; this does not apply to business transactions with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the contract and the time of publication. Advertising agencies and advertising agents are prohibited from passing on the agent's fees granted by the Publisher wholly or in part to their clients.
4. If order should not be carried out owing to circumstances for which the Publisher is not responsible, then the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. If the non-fulfillment of the contract is caused by force majeure within the limitations of the Publisher's risk, then the client has no claim for reimbursement.
5. In the calculation of quantities ordered, millimetres of text lines shall be converted into millimetres of advertisement corresponding to the price.
6. Orders for advertisements and advertising supplements which are placed with the declared intention of being published only in specific issues, in specific editions or in specific places in the publication, must be submitted to the Publisher early enough that the Advertiser can be informed before the closing date if the order cannot be executed in this manner. Rubricated advertisements shall be printed in the respective column, and do not require an express agreement to this effect.
7. Text advertisements are advertisements having at least two sides bordering on text and not on other advertisements. The Publisher is entitled to mark with the word "Advertisement" those advertisements whose editorial design is such that they are not readily recognizable as advertisements.
8. The Publisher reserves the right to refuse advertising orders – including individual requisitions under the terms of a transaction – and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles; the same applies if the contents violate laws or official regulations, or if the publication is unacceptable to the Publisher. This also applies to orders placed with agencies, receiving offices or representatives. Advertising supplement orders are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising supplements which either in form or appearance give the reader the impression that they are an integral part of the newspaper or magazine or which contain outside advertising shall not be accepted. The Advertiser will be informed immediately if an order is refused.
9. The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data or the advertising supplements. The Publisher will immediately apply for new printing data if the originals are seen to be unsuitable or damaged.

10. If the advertisement is printed in such a way that it is unreadable, either wholly or in part, or if it is incorrect, or incomplete the client has the right to claim for either a reduction of the fee or a newly placed advertisement, but only to the extent that the purpose of the advertisement has been compromised. If the Publisher should exceed a reasonable period of time set for the publication of the substitute advertisement or if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemnity claims from positive breach of obligation, negligence in contracting and tort are excluded – especially in the case of orders placed by telephone; indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives and its vicarious agents. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected. Furthermore, the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions; in the remaining cases, the liability towards merchants for gross negligence is restricted in its extent to the foreseeable damage up to the amount of the remuneration for the advertisement in question. Complaints must be put forward within 4 weeks of receiving the invoice and receipt – unless the defects are not obvious.
11. Proofs shall be delivered only when expressly requested. The Advertiser shall bear the responsibility for the correctness of the returned proofs. The Publisher shall take into account all error corrections of which it shall be informed within the period set at the time of forwarding the proofs.
12. If no specific size is stipulated, the actual print size customary for the type of advertisement will be used as a basis for invoicing.
13. In the event that the Advertiser does not make an advance payment, the invoice will be sent immediately, if possible, however, 14 days after the publication of the advertisement. The invoice is to be paid within the period evident from the price list, beginning from the time of receipt of the invoice, unless, in individual cases, another method of payment has been agreed upon or an advance payment has been made. Any discounts for advance payment shall be granted in accordance with the price list.
14. Interest and collection expenses will be charged if there is a delay in payment or a respite. In the event of default, the Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements. If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.
15. Upon request, the Publisher shall deliver a specimen of the advertisement with the invoice. Depending on the type and size of the advertisement, the specimens shall be delivered as clippings, entire pages or entire issues. If a specimen can no longer be procured, a legally binding certification from the Publisher regarding the publication and distribution of the advertisement shall serve as a substitute.
16. The Advertiser shall bear the costs for the production of ordered printing data and drawings and for considerable changes in previously determined versions, which the Advertiser may request or be responsible for.

17. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or – if no circulation amount is stated – is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation shall grant the right to a price reduction only if it amounts to
 - 20 % for a circulation of up to 50,000
 - 15 % for a circulation of up to 100,000
 - 10 % for a circulation of up to 500,000

5 % for a circulation of more than 500,000 Claims to price reductions are excluded, however, if the Publisher has informed the Advertiser in due time of the drop in circulation and has offered the Advertiser the choice of withdrawing from the contract.
18. In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies to keyed advertisements shall be kept for 4 weeks. Replies which are not collected within this period shall be destroyed. The Publisher shall return valuable documents without being obligated to do so. The publisher can be guaranteed the right in a specific contract to open incoming offers as a representative on behalf of, and in declared interests, of the customer. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages will be excluded from onward transmission and will not be accepted. Any acceptance or onward transmission can, however, be agreed by way of exception if the customer bears the charges/costs incurred as a result.
19. Printing data shall be returned to the Advertiser only if expressly requested. The obligation to save them shall end three months after the order has expired.
20. Discount credit notes and supplementary discount charges shall principally not take place until the end of the insertion year.
21. Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases, the Publisher may not be made liable.
22. The place of fulfilment is the principal place of business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, body's corporate or special assets is the principal place of business of the Publisher. Insofar as claims of the Publisher are not put forward by collection procedure, the place of jurisdiction for non-traders shall be determined according to their place of residence. It shall be agreed that the place of jurisdiction shall be the principal place of business of the Publisher if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser's place of residence or customary place of abode should be moved outside the purview of the law after closing the contract.



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