molkerei industrie

2027

MEDIA INFORMATION

B&L MedienGesellschaft mbH & Co. KG

PUBLISHER AND
OBJECT DESCRIPTION

molkerei-industrie gives the reader a comprehensive and complete overview on the current developments in dairy processing with funded background stories, analysis and reports as well as comments. Besides the current market developments, the editorial focus concentrates on process technology, automation, ingredients, packaging, filling technology, logistics and information technology. The printed magazine molkerei-industrie is accompanied by a daily updated internet newsletter that is free to enter for all our subscribers.

PUBLISHER:
B&L MedienGesellschaft mbH & Co. KG,
Bad Breisig publishing branch

POSTAL ADRESS:
Postfach 13 63, D-53492 Bad Breisig

CONTACT:
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Fax: +49 (0) 2633 45 40-99
E-mail: infobb@blmedien.de
Homepage: www.moproweb.de

SUBSCRIPTION AND READER SERVICE:
Munich publishing branch
Contact person: Roland Ertl,
Phone: +49 (0) 89/3 70 60-271,
E-mail: r.ertl@blmedien.de

PUBLISHED:
monthly

FORMAT:
215 mm wide x 280 mm high

SUBSCRIPTIONS

GERMANY / ANNUAL RATE		ABROAD / ANNUAL RATE	
Single copy	€ 29	Single copy	€ 29
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Annual subscription reduced	€ 108	Trial subscription (3 issues)	€ 45
In package with moproweb	€ 405	In package with moproweb	€ 450
In combination with moproweb and spot milk prices	€ 615	In combination with moproweb and spot milk prices	€ 650
moproweb	€ 149	moproweb	€ 175
Spot milk prices (incl. news at moproweb.de)	€ 410	Spot milk prices (incl. news at moproweb.de)	€ 435

Subscribers receive an ePaper for free with the print edition if they want.

Prices incl. VAT and shipping

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OUR COMPETENCE

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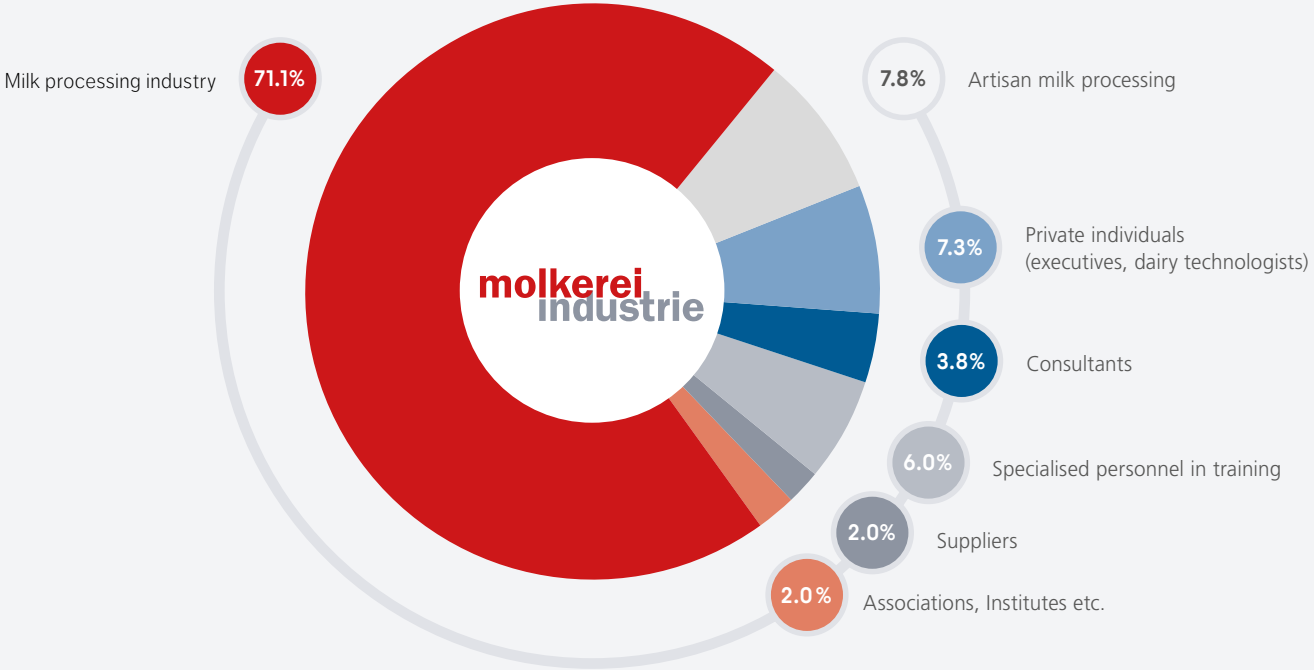
RECIPIENT GROUPS

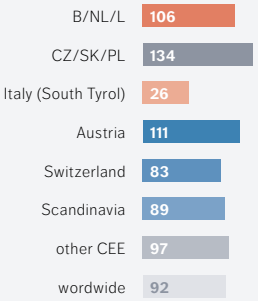
Share of actually distributed circulation



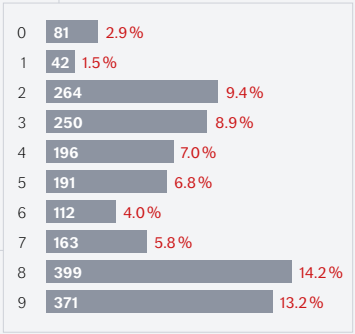
Using the example of issue 6/2026 in June 2026
(Survey method according to recipient file)

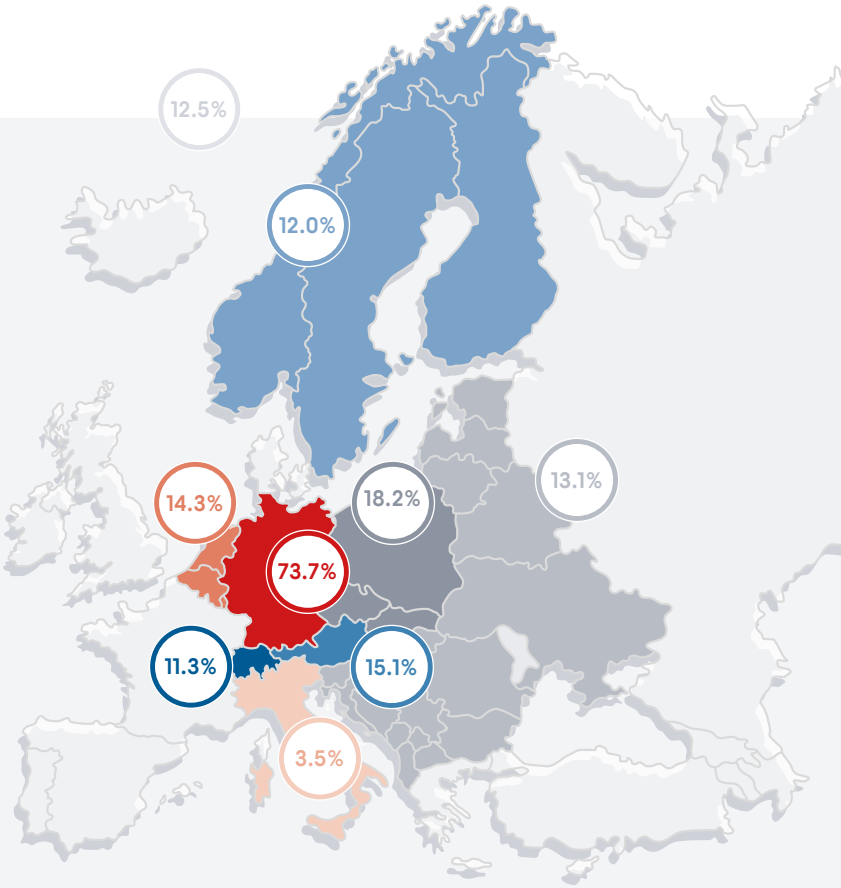
CIRCULATION AND
DISTRIBUTION-ANALYSIS

COPIES ABROAD: 738 TOTAL



COPIES DOMESTIC: 2,069 TOTAL





PRINT RUN
2,900

At trade shows, the print run is higher because of display at the trade press booth

DISTRIBUTED CIRCULATION
2,807

Survey method according to recipient file

ePAPER RECIPIENTS
3,670

Source: ZDM address list

SCHEDULE AND **EDITORIAL PLAN 2027**

ISSUE		EDITORIAL FOCUS	TRADE SHOWS/EVENTS
1	Ad closing date: 8 January 2027 Date of publication: 25 January 2027	• Cheese making technology • Cheese treatment • Cultures • Cheese packaging and confectioning • Preview AnugaFoodTec 2027	Grüne Woche, Berlin/Germany 15. – 24.01.2027 BioFach 2027, Nuremberg/Germany 16. – 19.02.2027
2	Ad closing date: 28 January 2027 Date of publication: 12 February 2027	• Automation • Process technology • Intralogistics • Filling and Dosing Technology • Packaging of Dairy Products • Preview AnugaFoodTec 2027	Anuga FoodTec 2027, Cologne/Germany 23. – 26.02.2027 LogiMAT, Stuttgart/Germany 16. – 18.03.2027
3	Ad closing date: 26 February 2027 Ad closing date: 15 March 2027	• Mixing/Homogenisation • Conveyor technology • Drying technology • Energy efficiency & resource saving **Plus: SPECIAL Plant-Based-Dairy Alternatives** Ad closing date: 19 February 2027	
4	Ad closing date: 2 April 2027 Date of publication: 19 April 2027	• Packaging of Dairy Products • Filling and Dosing Technology • Ingredients/additives • Ice cream: technology and ingredients	Molkerei Kongress, Munich/Germany 27. – 28.04.2027 Vitafoods Europe 2027, Barcelona/Spain 18. – 20.05.2027
5	Ad closing date: 23 April 2027 Date of publication: 10 May 2027	• Heating & cooling • Air conditioning • Process management • Service & plant maintenance • Filtration & separation	

SCHEDULE AND **EDITORIAL PLAN 2027**

ISSUE		EDITORIAL FOCUS	TRADE SHOWS/EVENTS
6	Ad closing date: 4 June 2027 Date of publication: 21 June 2027	• Cheese making technology • Cheese treatment • Cultures • Cheese packaging and confectioning	
7	Ad closing date: 9 July 2027 Date of publication: 26 July 2027	**SPECIAL Plant-Based-Dairy Alternatives**	
8	Ad closing date: 6 August 2027 Date of publication: 23 August 2027	• Quality assurance • Analyser and measurement devices • Sensors • Logistics: data collection & transport	Ahlemer Käse-Seminar, Göttingen/Germany 7. – 8.9.2027
9	Ad closing date: 27 August 2027 Date of publication: 13 September 2027	• Packaging of dairy products • Secondary packaging & palletising • Product inspection • Labelling	FachPack 2027, Nuremberg/Germany 21. – 23.09.2027 ZDM Verbandstag, LVFZ Lehr-, Versuchs- und Fachzentrum für Milchanalytik, Triesdorf/Germany 25.09.2027 MILCHWERK 2027, Dornbirn/Austria 6. – 7.10.2027
10	Ad closing date: 8 October 2027 Date of publication: 25 October 2027	• Filling and dosing technology • Pumps, valves, process fittings • Milk drinks/probiotics – Technology & ingredients • IT in the dairy industry • Process technology	Brau Beviale 2027, Nuremberg/Germany 9. – 11.11.2027
11	Ad closing date: 5 November 2027 Date of publication: 22 November 2027	• Ingredients/additives • Cheese packaging and confectioning **Plus: COMPANY PROFILES 2027** Ad closing date: 26 October 2027	FiE Food Ingredients Europe 2027, Paris/France 2. – 4.12.2027

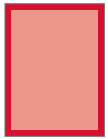
ADVERTISING SIZES **AND PRICES**

Adverts in bleed:
Sizes plus 3 mm bleed on all sides.

VAT must be added to all prices.

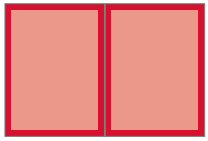
COVER PAGE

Trim Size	215 x 190 mm		€ 5,000
Inside Front Cover and Outside Back Cover (1/1 page)			
Trim Size	215 x 280 mm		
Type Area	184 x 250 mm		€ 4,600



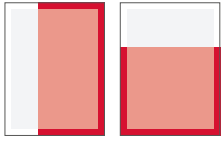
1/1 PAGE

Trim Size	215 x 280 mm	
Type Area	184 x 250 mm	€ 4,300



2/1 ADVERTORIAL

Editorial content	€ 3,300

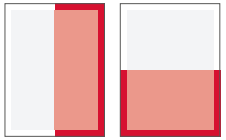


2/3 PAGE

Trim Size		
vertical	139 x 280 mm	
horizontal	215 x 181 mm	
Type Area		
vertical	122 x 250 mm	
horizontal	184 x 166 mm	€ 3,200

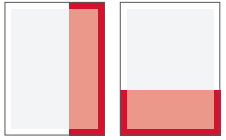
JUNIOR-PAGE

Trim Size	139 x 200 mm	€ 2,300



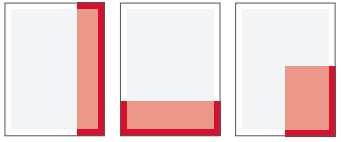
1/2 PAGE

Trim Size	vertical	108 x 280 mm	
	horizontal	215 x 140 mm	
Type Area	vertical	90 x 250 mm	
	horizontal	184 x 125 mm	€ 2,300



1/3 PAGE

Trim Size	vertical	76 x 280 mm	
	horizontal	215 x 98 mm	
Type Area	vertical	58 x 250 mm	
	horizontal	184 x 83 mm	€ 1,750



1/4 PAGE

Trim Size	vertical	61 x 280 mm	
	horizontal	215 x 77 mm	
	corner	108 x 140 mm	
Type Area	vertical	43 x 250 mm	
	horizontal	184 x 62 mm	
	corner	90 x 125 mm	€ 1,200

Price per millimetre per column for job offers and applications, family adverts:
3.00 €

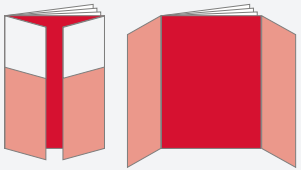
Price per mm deep and column for advertisements in the editorial part:
6.00 €

Special colours (price net):
460 €

Price list valid from 1 January 2027

ADVERTISING SPECIALS
SIZES AND PRICES

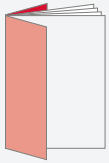
All advertising specials **include free linking** of the advert in the ePaper (not possible for inserts).



BARN-DOOR-COVER

Outside Cover 2/3 page
Inside Cover 2 x 1/1 page

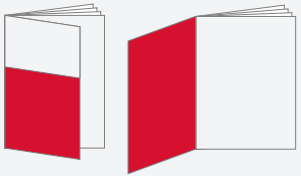
Trim Size 215 x 280 mm € 9,500



COVER-JACKET

Cover and Back Cover
4 x 1/2 page vertical

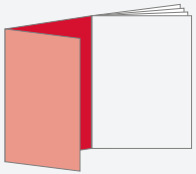
Sizes on request
Inner sides: Overgluing 5 mm
in the waistband € 7,500



COVER-FLAP

Outside Cover 2/3 page
Inside Cover 1/1 page

Sizes on request
Inner sides: Overgluing 5 mm
in the waistband € 5,500



GATEFOLD- AND INSIDE-COVER

Outside Page 1/1 page
Inside Pages 2/1 page

Trim Size 215 x 280 mm € 9,500

DISCOUNTS

apply on space within 12 months period

FREQUENCY DISCOUNTS		QUANTITY DISCOUNTS	
3 Ads	3 %	3 Pages	5 %
6 Ads	5 %	6 Pages	10 %
9 Ads	10 %	12 Pages	15 %
12 Ads	15 %	24 Pages	20 %
24 Ads	20 %		

Additional charges and credit notes are invoiced according to the actual quantity actually purchased at the end of the calendar year.

All prices plus VAT.

Additional technical costs and space surcharges are not discountable. Advertisements in the supplier direktory, occasional and job adverts are also not discountable.

More interesting ad specials on request

Please call for more information!

Price list valid from 1 January 2027

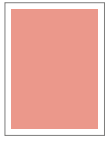
B2B MARKETPLACE
SIZES AND PRICES

The 'B2B-Marketplace' is a separate advertising section in each issue. Small and occasional adverts (classified ads, web addresses, etc.) can be placed here at a special low price rate.

This advertising section is always located at the rear of every issue. Special positioning requests are not available.

Adverts in Type Area:
Sizes plus 3 mm bleed on all sides. Sizes width x height in mm.

Millimetre price per column for adverts in the marketplace: **3 €**

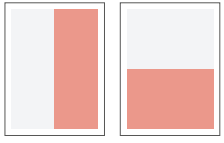


1/1 PAGE

Type Area		
184 x 280 mm		€ 2,750

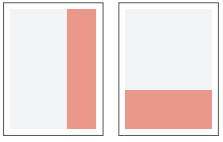
2/3 PAGE

Type Area		
vertical	122 x 250 mm	
horizontal	184 x 166 mm	€ 2,000



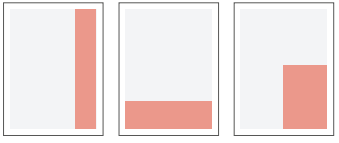
1/2 PAGE

Type Area		
vertical	90 x 250 mm	
horizontal	184 x 125 mm	€ 1,500



1/3 PAGE

Type Area		
vertical	58 x 250 mm	
horizontal	184 x 83 mm	€ 1,000



1/4 PAGE

Type Area		
vertical	43 x 250 mm	
horizontal	184 x 62 mm	
corner	90 x 125 mm	€ 800

Price list valid from 1 January 2027

SUPPLIER **DIRECTORY**

WHO IS WHO FOR THE DAIRY INDUSTRY

Find suppliers from A to Z and contact them directly.

ENTRY	DETAILS	PRICE
Supplier directory entry	per mm depth/1-column (58 mm width), 4-coloured	€ 2.50

All prices are indicated per entry and issue and are not discountable..
Minimum duration: 1 year (11 issues)

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

SUPPLEMENTS AND INSERTS

SUPPLEMENT

Required quantity:
2,900 copies
Partial inserts possible on request

Max. size: 210 x 275 mm
(DIN A4 only possible when folded)

Price per 1,000 copies: € 800

Please deliver inserts trimmed and folded.

Inserts also include objects, data carriers and glued-on brochures. Inserts and gluing costs for postcards are not discountable.

DELIVERY ADRESS FOR INSERST

Ortmaier-Druck GmbH
Birnbachstraße 2
84160 Frontenhausen
Germany

Would you like to have your inserts produced by our print shop?

We look forward to submitting an offer to you.

BOUND INSERT*

Required quantity:
2,900 copies
Partial inserts possible on request

Supply bound inserts untrimmed and unfolded.

Four-sided

Open format:
430 x 280 mm (plus bleed on request)

Closed format:
215 x 280 mm (plus bleed on request)

Price: € 3,000

GLUED INSERT*

Required delivery quantity:
2,900 copies
Partial inserts possible on request

Two-sided

Format:
215 x 280 mm + bleed 3 mm

Price: € 2,600

** Bound inserts and stickers are not discountable*

Price list valid from 1 January 2027

TECHNICAL REQUIREMENTS

Printing Process: Sheet offset

Printing material: must be submitted by the ad closing date (see editorial plan 2026). We request only digitised print documents by E-mail: ht@blmedien.de

Data type:
PDF-file: (pdf/X-4:2010) – Acrobat 7 compatibility (PDF 1.6), CMYK – Coated Fogra39 (ISO 12647-2:2004)

eps-files: please convert fonts to characters

photos/images: 4-colour images, CMYK – Coated Fogra39 (ISO 12647-2:2004), resolution 300 dpi; all image files (.pdf, .eps, .tif or .jpg) must be uncompressed

InDesign: CC 2026 and idml template, please attach fonts and image material, open files only on request; CMYK – Coated Fogra39 (ISO 12647-2:2004)

Data transmission: E-mail: ht@blmedien.de

Printers: Ortmaier-Druck GmbH, Birnbachstraße 2, 84160 Frontenhausen, Germany

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: DE 58 3004 0000 0652 2007 00
BIC: COBADEFFXXX
Creditor ID: DE 13ZZZ00000326043

The general terms and conditions for advertising apply.

SUPPLEMENT
COMPANY PROFILES

COMPANY PROFILES 2027 are published as a supplement within the November issues of molkerei-industrie and IDM International Dairy Magazine – the leading European dairy magazines.

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

COMPANY PROFILES 2027 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.

Additionally, 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.

	molkerei industrie	DAIRY magazine
Size:	1/1 page = 210 x 279 mm, Type Area, 4-coloured coloured	
Prices:	€1,750	€1,750
	€3,000 package price when booking both profiles	
Placement:	in alphabetical order	
Printing process:	Offset printing, booklet-in-booklet with separate stitching	
Printing material:	Layout of the COMPANY PROFILES will be handled by the publisher. Please send text, logo and images by E-mail to ht@blmedien.de.	
Ad closing date:	26 October 2027	26 October 2027
Date of publication:	22 November 2027	22 November 2027

Price list valid from 1 January 2027

SPECIAL
PLANT BASED DAIRY ALTERNATIVES

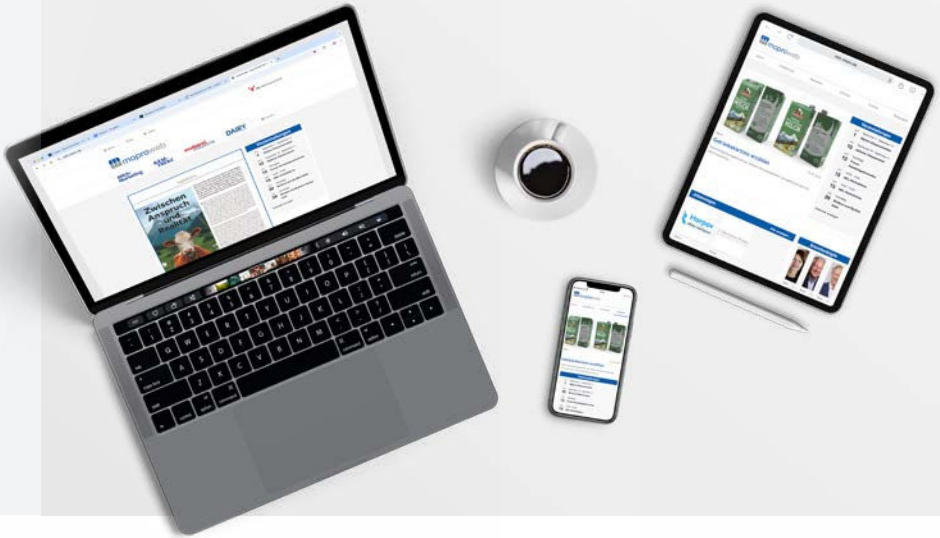
The market segment for plant-based dairy alternatives continues to grow steadily. Our molkerei-industrie SPECIAL “Plant Based Dairy Alternatives” addresses the question of how plant-based alternatives can be produced and improved, as ultimately, the goal is to create great-tasting products. Solutions and suggestions from various fields will be presented – from relevant technologies, ingredients, and the latest scientific findings to analytics – focusing on the category of plant-based products.

This special edition, which also appears in our English-language trade journal International Dairy Magazine, aims to provide dairies and companies from other sectors with an approach to tackle some of the challenges in producing plant-based alternative products.

	SPECIAL February Plant Based Dairy Alternatives	SPECIAL July Plant Based Dairy Alternatives
Ad closing date:	22 January 2027	9 July 2027
Date of publication:	12 February 2027	26 July 2027

YOUR ADVERTISING
OUR INDUSTRY PORTAL

moproweb.de is the leading internet platform for news and information dedicated to the needs of the dairy industry. Industry and trade professionals can find out about the latest market developments here and take advantage of the unique opportunity to call up the weekly updated spot milk prices. Five times a week, a newsletter summarises the most important events for around 1,800 recipients.



moproweb

More information at
www.moproweb.de

NEWSLETTER

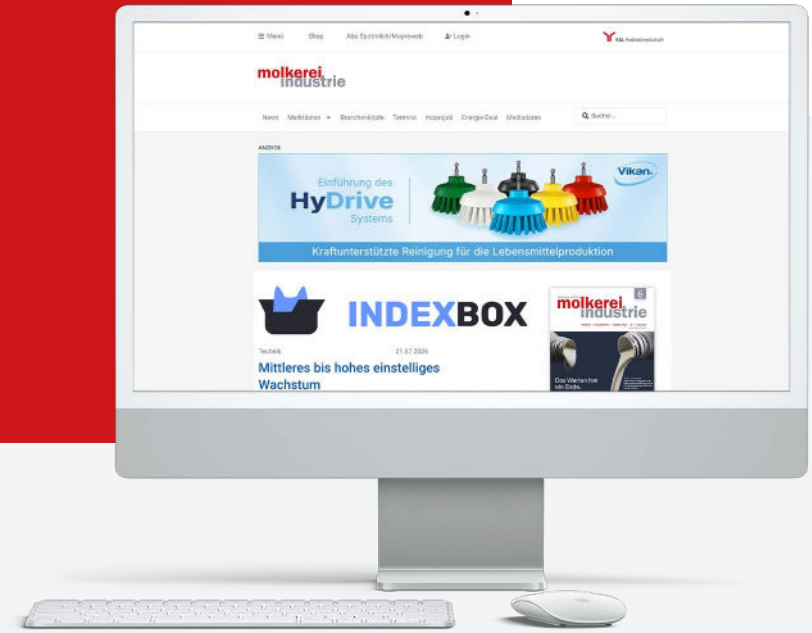
Regular newsletters are published 5 times a week for registered users with high opening and click rates. We also send out special newsletters on market-relevant dates and topics.

BANNER

Our advertising opportunities appear without exception on all devices, such as desktop computer, tablet or smartphone.

ADVERTORIAL

Content marketing tool that integrates perfectly into the editorial content on our homepage or in our newsletter. Advertorials must be labelled as advertisements.



OUR molkereiindustrie SPECIALISED PORTAL

In contrast to traditional news portals, our specialised portals stand for targeted market information, tailored to the target groups. Users will find user-orientated background information, reports, best practice examples and much more for sustainable and and successful business management.

- Our advertising formats are played out on all end devices without exception, whether desktop computer, tablet or smartphone.
- The industry platforms are responsive and adapt to all to all end devices.
- Regular newsletters are published 5 times a week for registered users with high opening and click rates.
- We send out special newsletters on market-relevant dates and special newsletters.

28,000
Number of visits per month

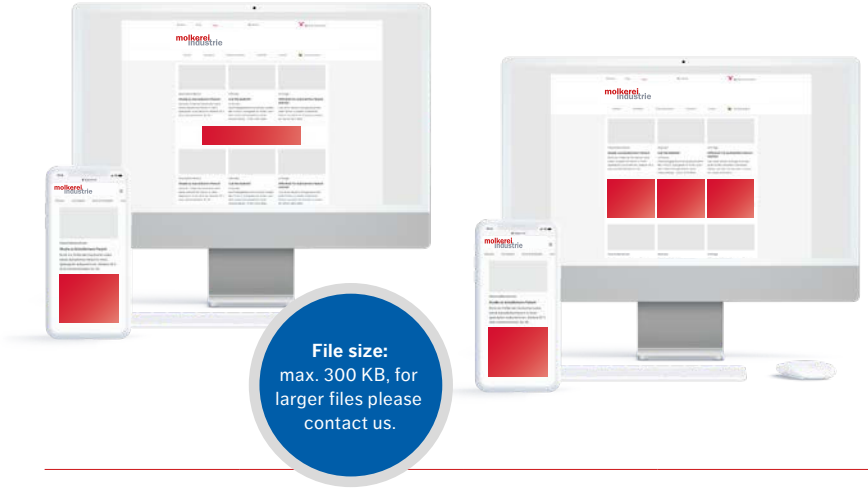
21,500
Number of users per month

37,000
Page views per month

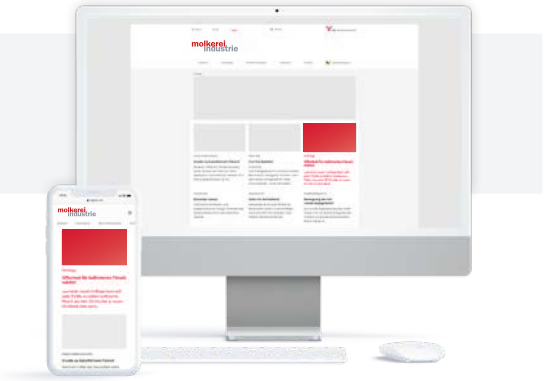
Based on the monthly average values from the years 2025/2026

ONLINE **ADVERTISING**

on the pages of our **molkerei-industrie** specialised portal



File size:
max. 300 KB, for larger files please contact us.



LEADERBOARD

Size desktop:	728 x 90 Pixel
Size mobile divices:	300 x 250 Pixel
Duration:	4 weeks
Price:	€1,350

RECTANGLE

Size desktop:	300 x 250 Pixel
Size mobile divices:	300 x 250 Pixel
Duration:	4 weeks
Price:	€1,150

CONTENT AD

Direct link to a requested URL

Duration:
pinned for one week

Price:
€1,400

ADVERTORIAL

Link to the complete article on moproweb.de and from there a link to a requested URL

Duration:
pinned for one week

Price:
€1,400

Material required for advertorials:
- Text /press release with max. 1,000 characters
- 1 image (without text or logo in the image) in landscape format 940 x 500 pixels (approx. 33 x 18 cm), 72 dpi

Following specialised portals can be booked:

molkerei industrie · DAIRY magazine · Milch-Marketing · modern food · KÄSE-THEKE

Price list valid from 1 January 2027

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.