

first class



2025

MEDIA INFORMATION

Including specials TRINKtime, #spürbargrün, the supplement who's who and our industry portal blgastro.de

PUBLISHER AND OBJECT DESCRIPTION



OBJECT

first class has been providing impulses for successful hotel and catering business for over 40 years, informing readers about the background, challenges and trends in the industry and offering competent decision-making aids for investments in all areas.

TARGET GROUPS

Decision-makers at specialist and management level, from F&B managers, housekeeping and head chefs to hotel directors with responsibility for investments, personnel, procurement and purchasing in the mid-range/upmarket to the top end of the hotel industry as well as upmarket gastronomy and top hotel restaurants in German-speaking countries.

PUBLISHER:

B&L MedienGesellschaft mbH & Co. KG,
Verlagsniederlassung München

POSTAL ADDRESS:

Postfach 21 03 46, D-80673 München

HOUSE ADDRESS:

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Fax: +49 (0) 89/370 60-111

E-Mail: muc@blmedien.de

Internet: www.blgastro.de

www.firstclass-online.com

SALES:

Verlagsniederlassung München

Contact: Basak Aktas

Phone: +49 (0) 89/370 60-270

E-Mail: b.aktas@blmedien.de

PUBLISHED: 6 times a year

FORMAT: 212 mm cross x 280 mm up

VOLUME: 43rd. year 2025

SUBSCRIPTION PRICE:

(incl. shipping costs):

Annual subscription price domestic 68,00 €

Annual subscription price abroad 85,00 €

CIRCULATION:

Print run

13.000 Expl.

Circulation

12.937 Expl.

Sold circulation

10.541 Expl.

Quarterly average II/24

OUR COMPETENCE YOUR CONTACT PERSONS

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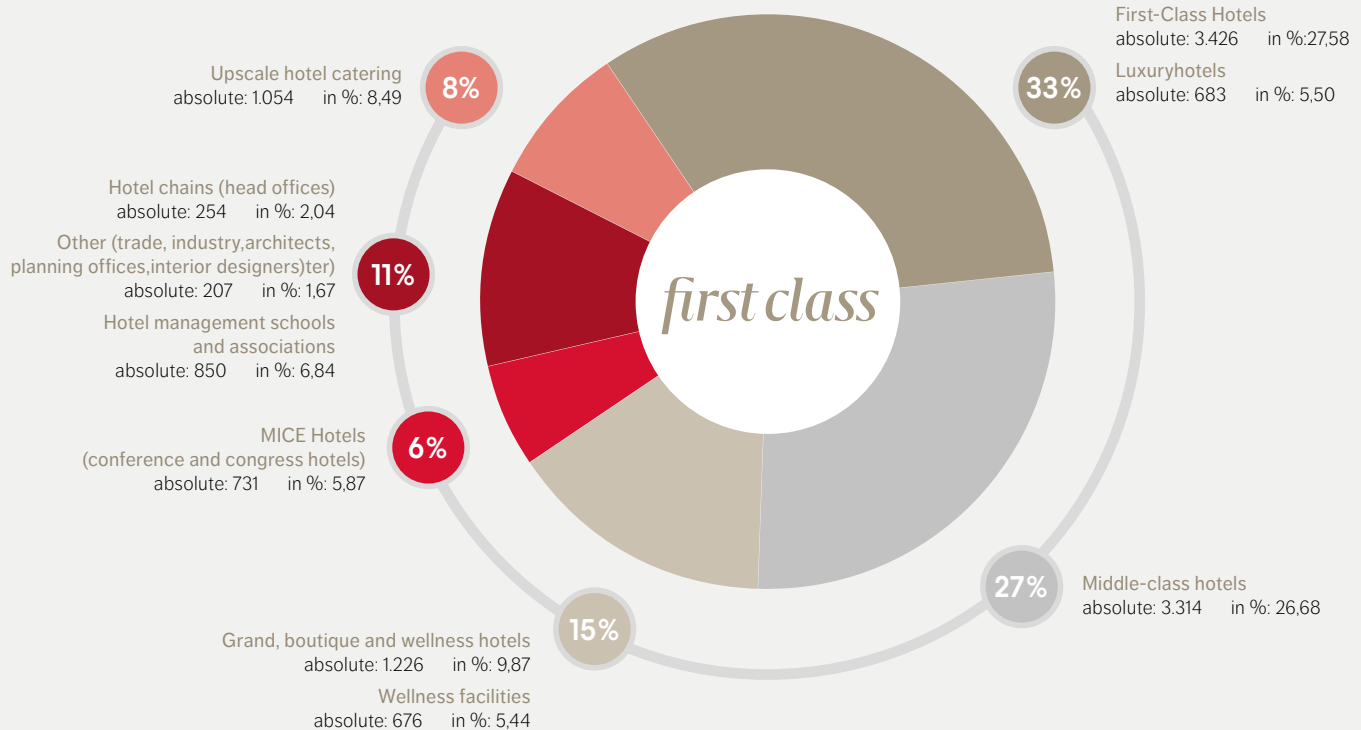
Kilian Roth
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k.roth@blmedien.de

MEMBERSHIP / EDITORIAL PARTNER



RECIPIENT GROUPS

Share of actually distributed circulation





TRINKTIME

Our TRINKtime specials appear identically in the specialist magazines:



SPECIAL WINE:

ad closing date: 07.01.2025
publication date: 26.02.2025

SPECIAL ALKOHOLFREI:

ad closing date: 17.02.2025
publication date: 24.04.2025

SPECIAL COCKTAILS:

ad closing date: 28.04.2025
publication date: 18.06.2025

SPECIAL KAFFEE & CO.:

ad closing date: 01.09.2025
publication date: 14.10.2025

SPECIAL SPIRITUOSEN:

ad closing date: 04.11.2025
publication date: 03.12.2025

SPECIALS AND SUPPLEMENTS



SPECIAL: #SPÜRBARGRÜN

Meat alternatives, resource-saving kitchen technology, reusable packaging - The range of topics relating to sustainable catering is diverse. That's why we are delving deeper into the subject with our large, comprehensive special.

Compendium of specialised magazines:



editorial deadline: 23.06.2025
ad closing date: 07.07.2025
publication date: 13.08.2025



SPECIAL: who's who

At the end of the year, the who's who supplement presents the players in the out-of-home market in the high-reach supplement of the trade magazines



editorial deadline: 24.10.2025
ad closing date: 28.10.2025
publication date: 27.11.2025

For further information, please refer to our Specials price list. We will be happy to provide you with a customised offer.

SCHEDULE AND EDITORIAL PLAN 2025

ISSUE	SPECIALS	FOOD & BEVERAGE	AMBIENCE & DESIGN	TECHNOLOGY & DIGITAL	MANAGEMENT	TRADE FAIRS & EVENTS
1 ED 30.01.25 AD 03.02.25 PD 26.02.25	Tradefair-Special: ITB Internorga ProWein	<ul style="list-style-type: none"> • Breakfast: bread, spreads, egg dishes, hot drinks • Fish • TRINKtime: Wine 	<ul style="list-style-type: none"> • Outdoor: furniture, umbrellas and more • Work clothing 	<ul style="list-style-type: none"> • POS systems • Energy management • Robots in kitchens and hotels 	<ul style="list-style-type: none"> • Ships: hotels at sea 	<ul style="list-style-type: none"> • Hoga, Nürnberg 12.-14.01.2025 • Horecava, Amsterdam 13.-16.01.2025 • Heimtextil, Frankfurt 14.-17.01.2025 • Sigep, Rimini 18.-22.01.2025 • Sirha, Lyon 23.-27.01.2025 • Ambiente, Frankfurt 07.-11.02.2025 • Wine Paris, Paris 10.-12.02.2025 • ITB, Berlin 04.-06.03.2025 • Internorga, Hamburg 14.-18.03.2025 • ProWein, Düsseldorf 16.-18.03.2025 • Fibo, Köln 10.-13.04.2025 • World of Coffee, Genf 26.-28.06.2025 • Housekeeping Convention, Berlin 28.-29.08.2025 • Anuga, Köln 04.-08.10.2025 • Expo Real, München 06.-08.10.2025 • HOST, Mailand 17.-21.10.2025 • Alles für den Gast, Salzburg November .2025
2 ED 28.03.25 AD 01.04.25 PD 24.04.25	Special: Ranking BEST of Market	<ul style="list-style-type: none"> • Dessert and ice cream • Snacks • TRINKtime: Juices, water & non alcoholic 	<ul style="list-style-type: none"> • Table top: dishes and cutlery • Guest bathroom 	<ul style="list-style-type: none"> • Pest control • Laundry management • Hotel TV 	<ul style="list-style-type: none"> • Continuing education • Social media management 	
3 ED 23.05.25 AD 27.05.25 PD 18.06.25		<ul style="list-style-type: none"> • BBQ: meat, alternatives; spices & marinades • Bread and baked goods • TRINKtime: Cocktails 	<ul style="list-style-type: none"> • Hotel rooms: furniture, beds, lighting • Spa, pool & sauna 	<ul style="list-style-type: none"> • Kitchen technology • Hygiene in the room and bathroom 	<ul style="list-style-type: none"> • Inclusion and diversity • MICE: Planning and Sales 	
4 ED 07.07.25 AD 09.07.25 PD 13.08.25	Special: #spürbargrün Compendium of the Magazines <i>first class</i> 24 <i>GV</i> <i>Schulverpflegung</i>	Meat alternatives, resource-saving kitchen technology, reusable packaging – the challenges surrounding sustainable gastronomy are diverse. We are once again devoting a large, comprehensive special to these topics.				
5 ED 23.09.25 AD 24.09.25 PD 14.10.25	Tradefair-Special: HOST	<ul style="list-style-type: none"> • Patisserie • Vegetarian and vegan • TRINKtime: Coffee, tea, hot drinks 	<ul style="list-style-type: none"> • Lobby design • Hotel cosmetics 	<ul style="list-style-type: none"> • Kitchen hygiene • Safes and locking systems 	<ul style="list-style-type: none"> • Human resources management • Housekeeping 	
6 ED 12.11.25 AD 14.11.25 PD 03.12.25	Supplement: who's who	<ul style="list-style-type: none"> • Meat & Co. for the holiday menu • Side dishes: potatoes, dumplings, pasta, rice • TRINKtime: Spirits 	<ul style="list-style-type: none"> • Beds, mattresses, bed linen 	<ul style="list-style-type: none"> • Flushing technology • Booking systems 	<ul style="list-style-type: none"> • Insurance • Revenue management 	

AD FORMATS AND PRICES

Bleed ads: format plus 3 mm bleed on all outer pages.
The statutory VAT shall be added to all prices.

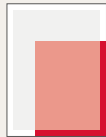
Format ads from 1/2 page upwards include a **free full-size banner** (468 x 60 pixels) in the industry section for 2 weeks on **www.blgastro.de**.

All format ads from the ePaper issue link to your homepage.



1/1 PAGE

Gate cut	212 x 280 mm	9.980,00€
Preferential placement U2/U3		
Gate cut	212 x 280 mm	10.210,00€
Preferential placement U4		
Gate cut	212 x 280 mm	10.555,00€



JUNIOR-PAGE

Gate cut	152 x 193 mm	7.625,00€
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1/2 PAGE

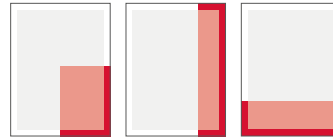
Cate cut		
up	104 x 280 mm	
cross	212 x 133 mm	6.190,00€



1/3 PAGE

Cate cut		
up	72 x 280 mm	
cross	212 x 93 mm	5.370,00€

Advertising price list Nr. 40
from 1st January 2025



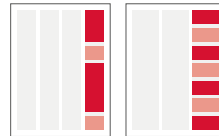
1/4 PAGE

Gate cut		
corner	104 x 133 mm	
up	56 x 280 mm	
cross	212 x 73 mm	4.390,00€



1/8 PAGE

Gate cut		
corner	104 x 73 mm	
up	56 x 133 mm	
cross	212 x 43 mm	3.095,00€



Brand display window

single column, 43 mm wide, max. 75 mm high, per mm height 4c	9,10 €
two columns, 90 mm wide, max. 35 mm high, per mm height 4c	18,20 €

Industry partner entry::

Minimum term 1 year, 43 mm wide, price per mm height b/w	3,95€
price per mm height 4c	6,05€

Binding placement regulations:

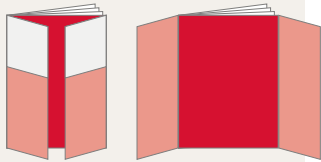
25% on the above base prices,
special colours HKS, Pantone etc. on request

Other formats available on request.

Just talk to us!

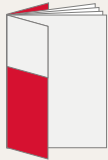
SPECIAL FORMS OF ADVERTISING AND PRICES

Format ads from 1/2 page upwards include a **free full-size banner** (468 x 60 pixels) in the industry section for 2 weeks on www.blgastro.de.
All format ads from the ePaper issue link to your homepage.



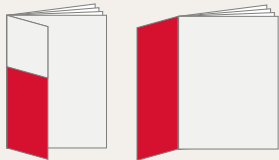
TITLE-ALTAR PALATINATE

Sizes on request 15.350,00 €



TITLE-ALTAR PALATINATE

Sizes on request 13.520,00 €



TITLE FLAP

Sizes on request 13.110,00 €

DISCOUNTS

For purchase within one year within the publishing portfolio. Same formats are discounted together in all our titles.

ACC. TO REBATE SCALE		ACC. TO QUANTITY SCALE	
from 3 ads	3%	from 1 page	3%
from 6 ads	5%	from 3 pages	5%
from 9 ads	10%	from 6 page	10%
from 12 ads	15%	from 8 page	15%
from 18 ads	17%	from 10 page	20%
from 24 ads	20%	from 12 page	22%

Additional technical costs and space surcharges are not discountable. Advertisements in the list of sources of supply and occasional/job advertisements as well as partial supplements are also not eligible for discounts



INSERTS AND BOUND-IN INSERTS



INSERTS

Delivery quantity:

13.500 copies, partial editions possible on request.

max. size: 205 x 280 mm

up to 25 g/1,000 340,00€
including postal charges

Inserts also include objects, data carriers, glued brochures.

Inserts and gluing costs for postcards are not discountable.

Delivery address for inserts::

Pipp Papierverarbeitung
und Versandservice e.K.
Zeppelinstr. 3
84051 Essenbach-Altheim

INSERTS WITH FOLLOW-UP MAILING

Use our qualified addresses twice for your success:

- Insert in the print edition
- Direct mailing to the same addresses with your personal cover letter and response element

Price depends on the edition. We are pleased to give you individual information!

BOUND-IN INSERTS

Delivery quantity:

13.500 copies, partial editions possible on request.

Please deliver bound-in inserts untrimmed folded.

Size:

212 x 280 mm + Bleed allowance
3 mm/waistband, 5 mm/outside each

2-sided 7.210,00€

4-sided 10.665,00€

Discounts only according to the quantity scale, taking into account half the volume.

Delivery address for bound-in inserts::

RADIN PRINT doo, Zagreb
Gospodarska 9
10431 Sveta Nedelja
Kroatien

Would you like
to have your
bound -in inserts
printed directly by
RADIN PRINT?

We will be happy
to provide you
with a offer.

TECHNICAL REQUIREMENTS

Printing process: Web offset

Printing material: Must be sent by the day of the deadline for printing documents (see Appointment plan/ editing plan). For technical production reasons, we ask you only to send digitised print documents by e-mail to f.hesse@blmedien.de or by CD, plus proof/ colour print by post. We ask you to save your advertisement in TIFF format or as a printable PDF if possible as open files can lead to discrepancies. Please ensure that your digitised advertisement has an image resolution of 300 dpi in CMYK mode and a size of 1:1. In case of delivery of final artwork, slides, photos or reproducible originals, the cost price will be charged for the production/completion of the advertisement.

TERMS OF PAYMENT:

3 % discount for advance payment and direct debit,
2 % discount for payment within 8 days of invoice date,
otherwise 14 days after invoice date at the latest without deduction.

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.

YOUR ADVERTISING OUR **blgastro**^{de} PORTAL

GV
MANAGER24
GASTGEMEIN

first class

Schulverpflegung

KAFFEE
& Co.street
FOOD

TRINK

blgastro^{de} offers target group-oriented individual platforms for all sectors of the HoReCa/out-of-home market. In contrast to classic news portals, our industry platforms provide targeted market information tailored to the target groups. Users will find user-oriented background reports, best practice examples and much more for sustainable and successful business management. The industry platforms are responsive and adapt to all devices.

**blgastro**^{de}

more information on
www.blgastro.de



NEWSLETTER

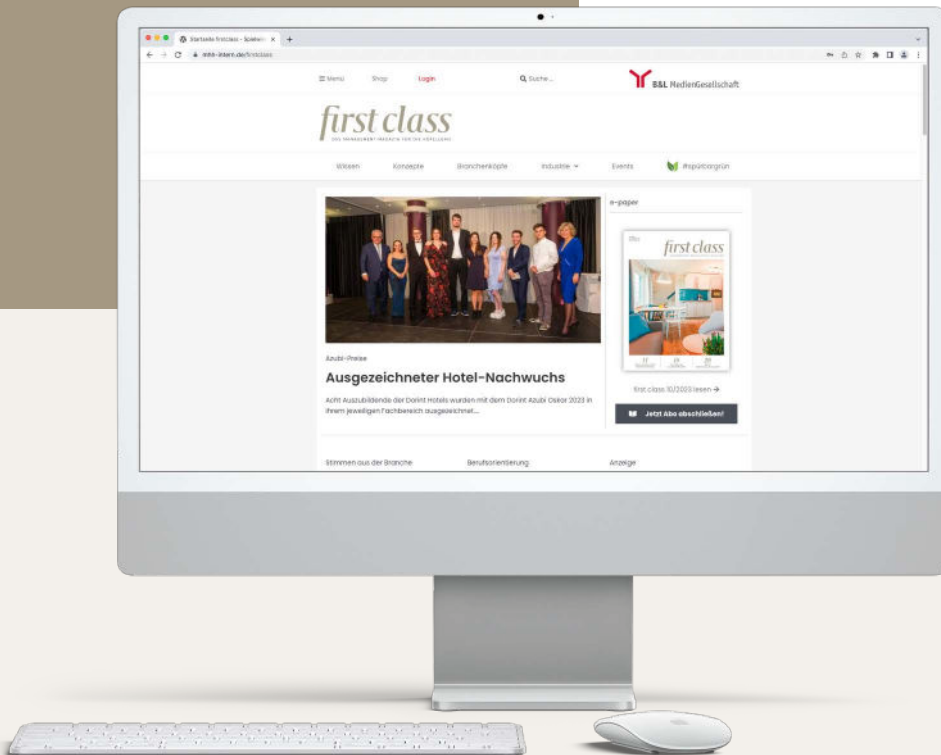
Regular newsletters for registered users with high opening and click rates are published twice a week. We send out special newsletters on market-relevant dates and topics.

BANNER

Our forms of advertising are without exception on all devices, be it desktop computers, tablet or smartphone played.

CONTENT-MARKETING-TOOL

Content marketing tool that fits seamlessly into the editorial content on the homepage or in the newsletter. Advertorials must be marked as advertisements.



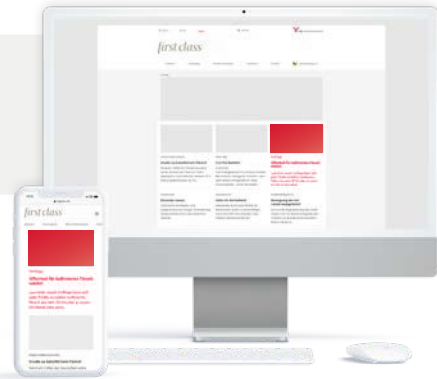
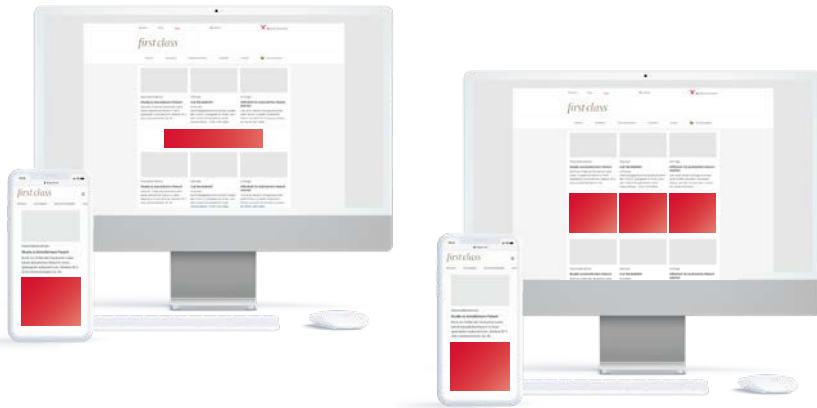
OUR *first class* SPECIALIST PORTAL

As in our management magazine *first class* for the hotel industry and the associated catering industry, our specialist portal is geared towards the special needs of decision-makers in hotels, hotel restaurants and hotel bars.

We provide information about the background, challenges and trends in the industry and offer competent decision-making aids for investments in all areas.

ONLINE FORMS OF ADVERTISING

on the pages of our specialist portal *first class*



CONTENT AD

direct link to a desired URL

Duration: 2 Weeks pinned
Preis: 1.100,00€

ADVERTORIAL

Link to the complete article on **bigastro**®/ Industry and from there a link to a desired URL

Duration: 2 Weeks pinned
Preis: 1.600,00€

Required material for Advertorials:

- Text / press release with at least 300 words for SEO optimization
- 1 to 3 images (without text or logo in the image) in landscape format
Image format for the header image ideally 940 x 500 pixels
(or approx. 33 x 18 cm), 72 dpi

Several specialist portals can be combined.
Each additional specialist portal: plus 15%

The following specialist portals can be booked:



LEADERBOARD specialist portal

Size desktop: 728 x 90 Pixel
Size mobil: 300 x 250 Pixel
Duration: 2 weeks
Price: 1.450,00€

RECTANGLE specialist portal

Size desktop: 300 x 250 Pixel
Size mobil: 300 x 250 Pixel
Duration: 2 weeks
Price: 1.150,00€

These forms of advertising are displayed on the homepage in all sections and in all articles of the specialist portal.

ONLINE FORMS OF ADVERTISING RUN-OF-SITE

These forms of advertising are used across industries displayed on all specialist portals.



Skyscraper and Rectangle can be played on the right or left

BILLBOARD	FULLSIZE HEADER BANNER	SKYSCRAPER	RECTANGLE
Size desktop: 940 x 250 Pixel	Size desktop: 468 x 60 Pixel	Size desktop: 200 x 600 Pixel	Size desktop: 300 x 250 Pixel
Size mobil: 300 x 480 Pixel (Pop-Up)	Size mobil: 300 x 120 Pixel	Size mobil: 300 x 120 Pixel	Size mobil: 300 x 250 Pixel
Duration: 2 weeks	Duration: 2 weeks	Durtion: 2 weeks	Duration: 2 weeks
Preis: 4.300,00€	Preis: 1.850,00€	Preis: 3.600,00€	Preis: 3.300,00€

Price list valid from January 1, 2025
We accept GIF, JPEG and HTML file formats. Banner sizes up to a maximum of 50 kB.

NEWSLETTER FORMS OF ADVERTISING

These forms of advertising appear in the newsletter from **blgastro^{de}** – sent out regularly twice a week



ADVERTORIAL as top-news

Required material:

- Text/press release with at least 300 words
- 1-3 images (without text or logo in the picture) in landscape format, picture format ideally for the header image 940 x 500 pixels (or approx. 33 x 18 cm)

Duration: once

Price: 1.950,00€

ADVERTORIAL as news

Required material:

- Text/press release with at least 300 words
- 1-3 images (without text or logo in the picture) in landscape format, picture format ideally for the header image 940 x 500 pixels (or approx. 33 x 18 cm)

Duration: once

Price: 1.650,00€

MEGABANNER in the newsletter

Size desktop: 520 x 215 Pixel

Size mobil: 300 x 250 Pixel

Duration: 1 week, 2 circuits

Price: 2.485,00€

RECTANGLE in the newsletter

Size desktop: 300 x 250 Pixel

Size mobil: 300 x 250 Pixel

Duration: 1 week, 2 circuits

Price: 1.950,00€

ONLINE FORMS OF ADVERTISING

Industries-online-package

Optimal attention through the presence over 4 weeks



INDUSTRIES-ONLINE-PACKAGE

Your advertorial as a contribution in the industry section and as a post in the same week's newsletter (at least 300 words + image in landscape format)

1. week Possible categories in the industry category: technology, food & beverage, equipment, digital (The Industry section appears on all specialist portals played out identically)

2. week Rectangle in the newsletter (300 x 250 Pixel)
Duration 1 week = 2 circuits

3. week New advertorial as a contribution in the industry section and as a post in the same week's newsletter (at least 300 words + image in landscape format)

4. week Rectangle in the newsletter (300 x 250 Pixel)
Duration 1 week = 2 circuits

Material required for advertorials:

- Text / press release with at least 300 words for SEO optimization
- 1 to 3 images (without text or logo in the image) in landscape format
- Image format for the header image ideally 940 x 500 pixels (approx. 33 x 18 cm)

Price: 3.750,00€

Price list valid from January 1, 2025
We accept GIF, JPEG and HTML file formats. Banner sizes up to a maximum of 50 kB.

ONLINE FORMS OF ADVERTISING

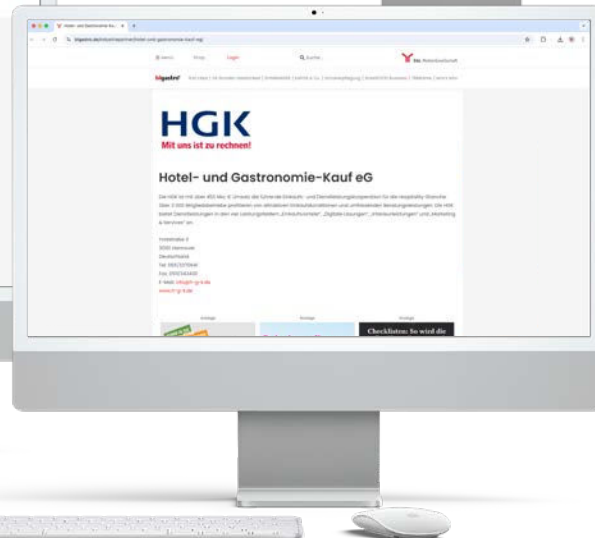
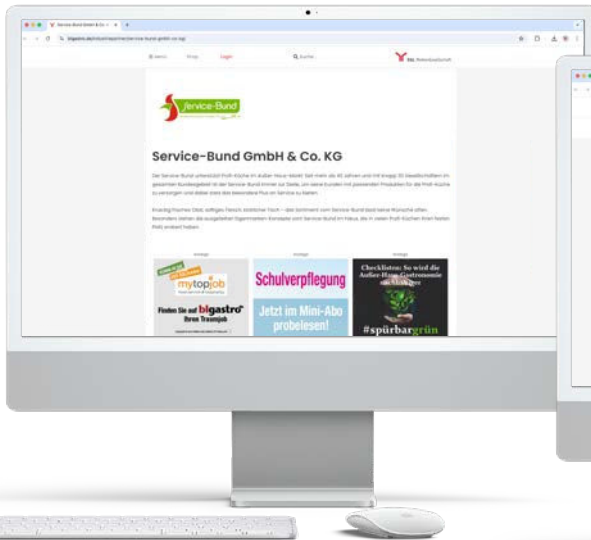
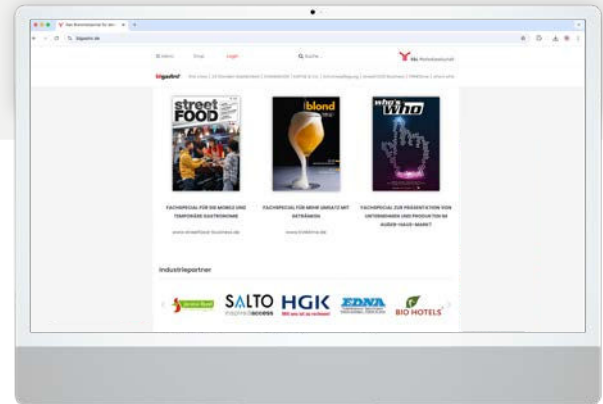
Industrie partner link

INDUSTRIE PARTNER LINK

Visible in the industry section in the industry partner category and on the homepage (Logo, contact details, short description and link)

Duration: 1 year

Price: 480,00€



General terms and conditions for advertisements in newspapers and magazines

1. An "advertisement order" within the meaning of the following General Terms and Conditions of Business is a contract with respect to the publication of one or more advertisements of an advertiser or space buyer in a publication for advertising purposes.

2. If there is any doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. 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.

3. Discounts as quoted in the price list are only allowed for advertisements that one client orders for one publication within one year after the appearance of the first advertisement.

4. If the advertiser has, at the beginning of the one year time limit, ordered multiple advertisements with claims to a price reduction, and calls in additional advertisements within that time limit, he/she has retroactive claims to a price reduction corresponding to his actual purchase.

5. If an order is not fulfilled due to circumstances beyond the control of the publishing house, the advertiser has, regardless of any other legal obligations which might arise, to reimburse the publishing house for the difference between the discount that was granted and the discount that would correspond to the amount actually purchased. No claims on the part of the advertiser shall ensue if, owing to force majeure.

6. The publication of advertisements in particular places within the printed work or in particular issues cannot be guaranteed. Orders for ads that are expressly only to be published in specific issues or positions in the magazine have to arrive at the publishers in sufficient time for the advertiser to be informed prior to the closing date for advertisements should it not be possible to execute the order in the requested manner. If the client has reserved the right to withdraw, a notice period of at least 8 weeks prior to the first month of release must be observed. Withdrawing from contract is not possible in the case of calendars.

7. Advertisement orders can be cancelled up to the advertisement deadline. The cancellation has to be made in written form (via post, fax or e-mail). If the advertisement is already in print, the client has to pay for it. Otherwise, the publisher may demand reimbursement of the costs incurred up to the cancellation in accordance with the legal rules and regulations.

8. The publishing house reserves the right to reject advertisement orders – also individual release orders within the scope of a contract – and insert orders, on account of their content, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their contents violate laws or official regulations or it cannot reasonably be expected that the publishing house print them. This also applies to orders placed with branch offices, advertisement offices or representatives. Insert orders only become binding for the publishing house once a sample of the insert has been submitted and approved. Inserts which give the reader the impression that they are part of the newspaper/ magazine on account of their format, or layout, or include advertisements from third parties, will not be accepted. The advertiser will be informed immediately that his advertising order has been rejected.

9. The advertiser is responsible for ensuring that the advertisement text and faultless artwork or the insert is delivered to the publishing house in good time. The publishing house will be prompt to demand a replacement for any artwork that is visibly unsuitable or damaged. The Publisher does not accept any liability that handwritten ads or ads placed by phone and/or changes and cancellations made in these ways are factually correct. The publishing house guarantees the usual printing quality of the booked title within the scope of the means arising from the artwork submitted.

10. If the printed version of the advertisement is partially illegible, not correct or incomplete, the advertiser is entitled to a reduction in payment or to a replacement that is free from defect, but only to the same extent as the purpose of the advertisement was impaired. Control data which are missing or defectively printed shall create no claim for the Customer unless something to the contrary has been agreed upon between the parties. Claims for

compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded. Claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. The liability of the publishing house for damages due to the lack of characteristics or features that were promised remain unaffected. Complaints must be put forward within four weeks of receipt of the invoice and voucher copy.

11. Incoming requests, messages, cards and address printouts that are destined for the client will be forwarded by the publisher as normal mail, unless the publisher has a right of retention because the client is in default of payment. In the event of loss of a consignment, the client has no right to a price reduction.

12. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.

13. In the event that the advertiser does not make an advance payment, the invoice will, as far as possible, be sent five days after publication of the advertisement. The invoice is to be paid within the time period mentioned in the price list as from the date on which the invoice was received provided that no other terms of payment or advance payment has been agreed on in individual cases. Possible discounts for early payment will be granted in accordance with the price list. Annual invoices for prints of the category „Bezugsquellen“ are due with the publication of the first edition of the calculation period at the latest.

14. In the event that the advertiser defaults or requests an extension, interest and collection fees are charged. If the advertiser defaults the publishing house can defer the implementation of the remaining current order until payment has been made and demand that advance payment is made for the remaining advertisements. If there is reasonable or legitimate doubt about the advertiser's ability to pay, the publishing house is entitled, even while the advertising contract is running, to

make the appearance of further advertisements dependent on the advance payment of the sum and on the settlement of unpaid invoices irrespective of the terms of payment originally agreed on. Any approved discount shall cease to apply in the event of insolvency, compulsory composition proceedings or a lawsuit.

15. If requested to do so the publishing house will supply an advertiser's copy with the invoice. Depending on the nature and size of the advertisement order up to two clippings, tear sheets, or complete voucher copies will be supplied. If an advertiser's copy can no longer be procured, a legally binding certification from the publishing house confirming the publication and distribution of the advertisement will take its place.

16. The advertiser is to bear the cost of producing the necessary artwork and of any substantial modifications requested by the advertiser, or for which he is responsible, to the design originally agreed on.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deducted in the event of a reduction in the number of copies printed, if a certain circulation was stated in the price list and the circulation dropped by more than 20%. Claims to price reductions are excluded, however, if the publisher has informed the advertiser in due time of the drop in circulation (more than 10%) and has offered the advertiser the choice of withdrawing from the contract.

18. Artwork will only be returned to the advertiser if this has been specifically requested in writing. The publishing house is only obliged to keep such artwork for a period of three months from the time that the advertisement appeared in print. The transport risk of all printed documents returned to the client or third parties by the publisher are at the expense of the recipient.

18. Advertisements with content from competing publishers cannot be accepted.

19. Place of jurisdiction and place of performance is the office of the publishing house. The contractual relationships of the parties are subject to the laws of the Federal Republic of Germany.