



2026

MEDIA INFORMATION

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 ADDRESS:
Postfach 13 63, D-53492 Bad Breisig

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

**SUBSCRIPTION AND
READER SERVICE:**
Munich publishing branch
Contact person: Roland Ertl,
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E-Mail: r.ertl@blmedien.de

PUBLISHED:
11 times a year

FORMAT:
215 mm cross x 280 mm up

SUBSCRIPTIONS

GERMANY / ANNUAL RATE		ABROAD / ANNUAL RATE	
Single copy	€ 29.00	Single copy	€ 29.00
Annual subscription	€ 288.00	Annual subscription	€ 324.00
Annual subscription reduced	€ 108.00	Trial subscription (3 issues)	€ 45.00
In package with moproweb	€ 405.00	In package with moproweb	€ 450.00
In combination with moproweb and spot milk prices	€ 615.00	In combination with moproweb and spot milk prices	€ 650.00
moproweb	€ 149.00	moproweb	€ 175.00
Spot milk prices (incl. news at moproweb.de)	€ 410.00	Spot milk prices (incl. news at moproweb.de)	€ 435.00

Subscribers receive an ePaper with the print edition.

Prices incl. VAT and shipping

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Editor in Chief

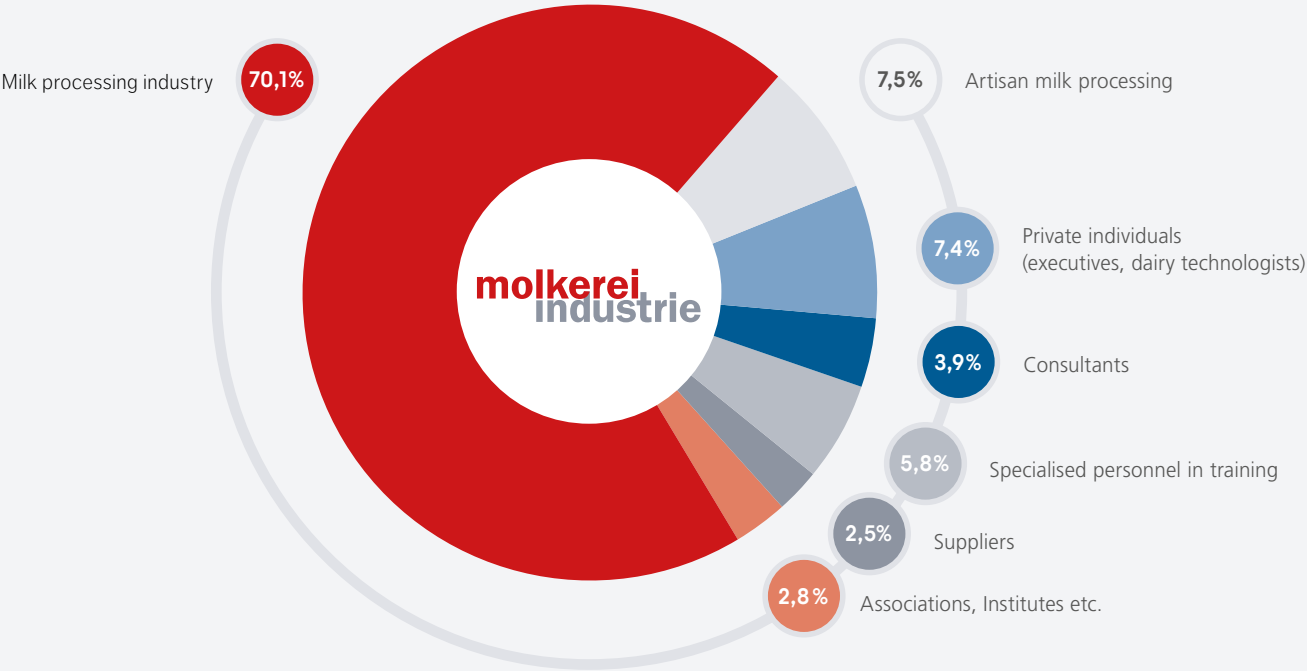
+49 (0) 178/23 30 047

ah@blmedien.de



RECIPIENT GROUPS

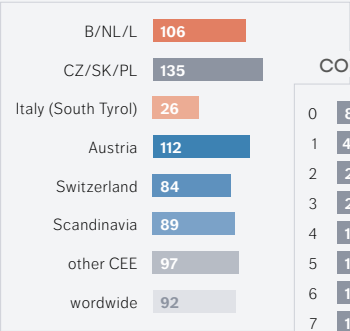
Share of actually distributed circulation



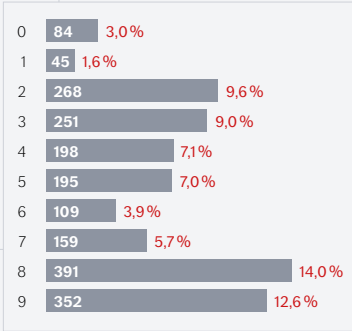
Using the example of issue 10/24 in October 2024
(Survey method according to recipient file)

CIRCULATION AND DISTRIBUTION-ANALYSIS

COPIES ABROAD: **729** TOTAL



COPIES DOMESTIC: **2031** TOTAL



PRINT RUN
2.900

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



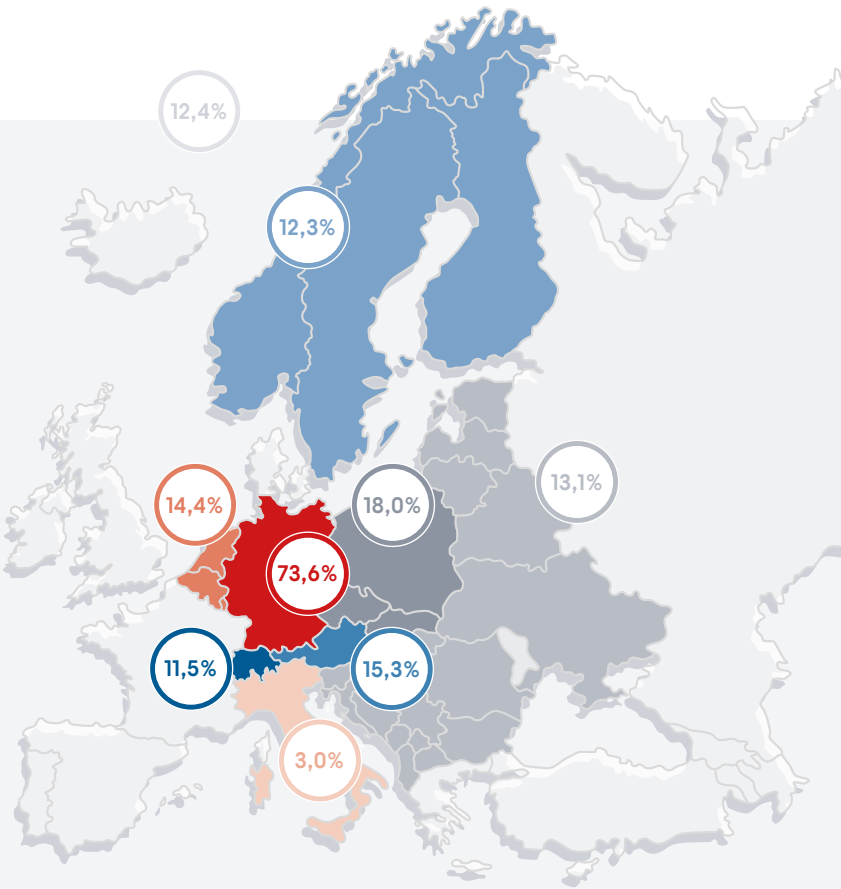
**DISTRIBUTED
CIRCULATION**
2.760

Survey method
according to
recipient file



**ePAPER
RECIPIENTS**
3.670

Source:
ZDM address list



SCHEDULE AND EDITORIAL PLAN 2026

ISSUE		EDITORIAL FOCUS	TRADE SHOWS/EVENTS
1	Ad closing date: 9 January 2026 Date of publication: 26 January 2026	• Cheese making technology • Cheese treatment • Cultures • Cheese packaging and confectioning	Grüne Woche, Berlin/Germany 16.-25.01.2026 BioFach 2026, Nuremberg/Germany 10.-13.02.2026
2	Ad closing date: 6 February 2026 Date of publication: 23 February 2026	• Automation • Process technology • Intralogistics Plus: SPECIAL Plant-Based-Dairy Alternatives	LogiMAT, Stuttgart/Germany 24.-26.03.2026
3	Ad closing date: 27 February 2026 Date of publication: 16 March 2026	• Mixing/Homogenisation • Conveyor technology • Drying technology • Energy efficiency & resource saving • Preview interpack	
4	Ad closing date: 2 April 2026 Date of publication: 20 April 2026	• Packaging of Dairy Products • Filling and Dosing • Ingredients/additives • Ice cream: technology and ingredients • Preview interpack	Hannover Messe, Hannover/Germany 20.04.-24.04.2026 Vitafoods Europe 2026, Barcelona/Spain 05.-07.05.2026 interpack 2026, Düsseldorf/Germany 07.-13.05.2026
5	Ad closing date: 24 April 2026 Date of publication: 18 May 2026	• Heating & cooling • Air conditioning • Process management • Service & plant maintenance • Filtration & separation	

SCHEDULE AND EDITORIAL PLAN 2026

ISSUE	EDITORIAL FOCUS		TRADE SHOWS/EVENTS
6	Ad closing date: 29 May 2026 Date of publication: 15 June 2026	• Cheese making technology • Cheese treatment • Cultures • Cheese packaging and confectioning	
7	Ad closing date: 3 July 2026 Date of publication: 20 July 2026	SPECIAL Plant-Based-Dairy Alternatives	
8	Ad closing date: 31 July 2026 Date of publication: 17 August 2026	• Quality assurance • Analyser and measurement devices • Sensors • Logistics: data collection & transport	
9	Ad closing date: 28 August 2026 Date of publication: 14 September 2026	• Packaging of dairy products • Secondary packaging & palletising • Product inspection • Labelling	ZDM Verbandstag, Cologne/Germany 24.09. – 26.09.2026 Ahlemer Käse-Seminar, Göttingen/Germany September
10	Ad closing date: 2 October 2026 Date of publication: 19 October 2026	• Filling and dosing technology • Pumps, valves, process fittings • Milk drinks/probiotics – Technology & ingredients • IT in the dairy industry • Process technology	Brau Bevale 2026, Nuremberg/Germany 10.11.-12.11.2026 Ahlemer Milch-Seminar, Göttingen/Germany Oktober 2026
11	Ad closing date: 6 November 2026 Date of publication: 23 November 2026	• Ingredients/additives • Cheese packaging and confectioning Plus: COMPANY PROFILES 2026	FiE Food Ingredients Europe 2026 November 2026

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

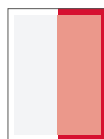
Trim Size
vertical 139 x 280 mm
horizontal 215 x 181 mm

Type Area
vertical 122 x 250 mm
horizontal 184 x 166 mm €3,200



JUNIOR-PAGE

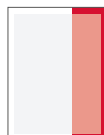
Trim Size 139 x 200 mm €2,300



1/2 PAGE

Trim Size vertical 108 x 280 mm
horizontal 215 x 140 mm

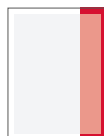
Type Area vertical 90 x 250 mm
horizontal 184 x 125 mm €2,300



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 €

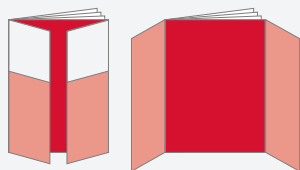
Price per mm
deep and column
for advertisements in
the editorial part:
6,00 €

Special colours
(price net):
460 €

Price list valid from 1 January 2026

ADVERTISING SPECIALS SIZES AND PRICES

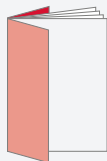
All advertising specials **include free linking** of the advert in the ePaper (not possible for inserts).



BARN-DOOR-COVER

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

Trim Size 215 x 280 mm €9,500

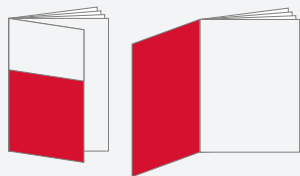


COVER-JACKET

Cover and Back Cover
4 x 1/2 page vertical

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

€7,500

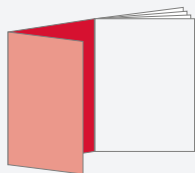


COVER-FLAP

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 directory, occasional and job adverts are also not discountable.*

**More
interesting
ad specials on
request**

**Please call
for more
information!**

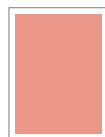
B2B MARKETPLACE SIZES AND PRICES

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.



1/1 PAGE

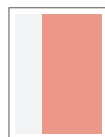
Type Area

184 x 280 mm

€2,750

Millimetre price
per column
for adverts in the
marketplace:

3€



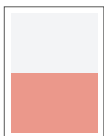
2/3 PAGE

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

Price list valid from 1 January 2026

SUPPLIER DIRECTORY

WHO IS WHO FOR THE DAIRY INDUSTRY

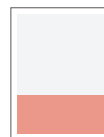
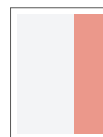
Find suppliers from A to Z and contact them directly.

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



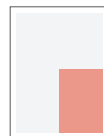
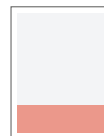
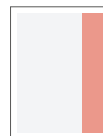
1/3 PAGE

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

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 1000 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 ADDRESS FOR INSERTS

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*

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 2024 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.

Price list valid from 1 January 2026

SUPPLEMENT

COMPANY PROFILES

COMPANY PROFILES 2026 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, our readers are supplied with everything they need to make an informed decision concerning new technology and potential new business partners.

COMPANY PROFILES 2026 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	INTERNATIONAL 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:	6 November 2026	6 November 2026
Date of publication:	23 November 2026	23 November 2026

Price list valid from 1 January 2026



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:

6 February 2026

3 July 2026

Date of publication:

23 February 2026

20 July 2026

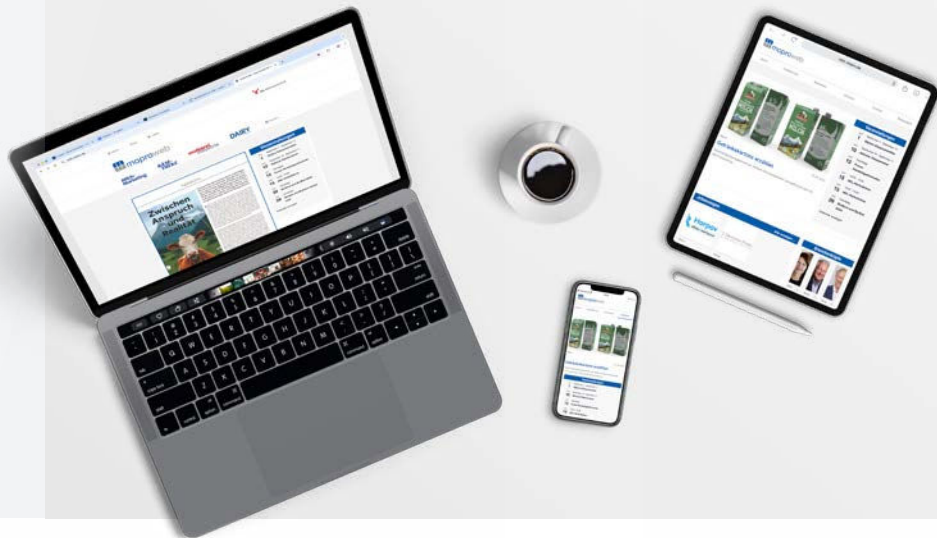
YOUR ADVERTISING OUR INDUSTRY PORTAL

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 3,100 recipients.



 moproweb

More information at
www.moproweb.de



NEWSLETTER

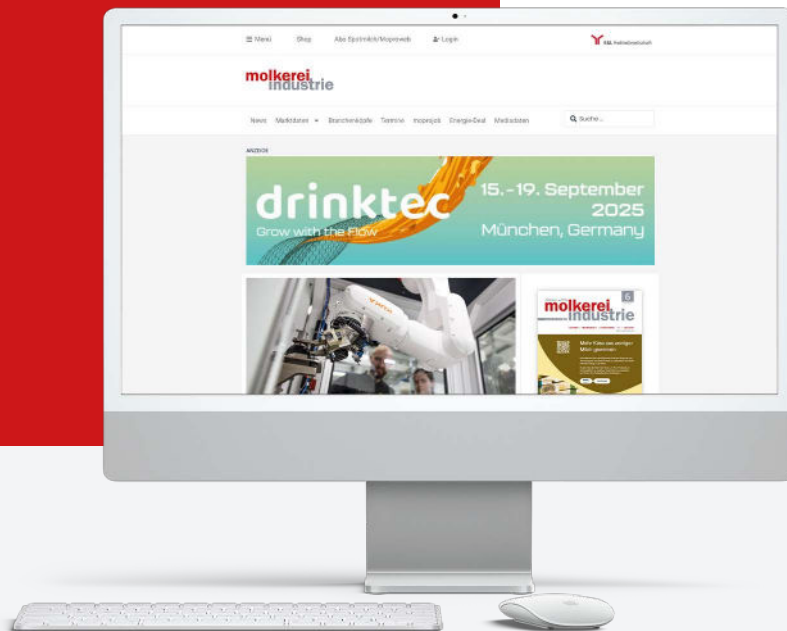
Regular newsletters are published 5 times a week for registered users with high opening and click rates. We also send out special newsletters on market-relevant dates and topics.

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 **molkerei**industrie 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 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.



20.000

Number of visits
per month



14.000

Number of users
per month



52.000

Page views
per month

ONLINE ADVERTISING

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



LEADERBOARD

Size desktop: 728 x 90 Pixel

Size mobile devices: 300 x 250 Pixel

Duration: 4 weeks

Price: €1,350

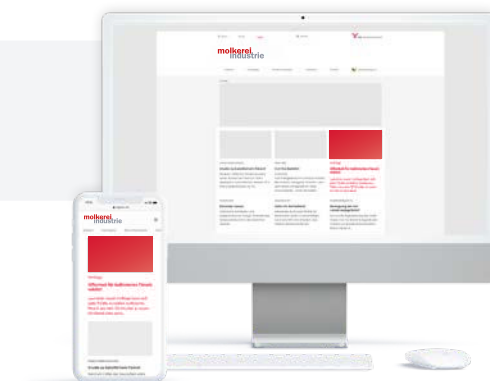
RECTANGLE

Size desktop: 300 x 250 Pixel

Size mobile devices: 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

KÄSE-
THEKE

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 fulfillment 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.