Schulverpflegung



2027

MEDIA INFORMATION

Including our industry portals blgastro.de and blgastrotrends.de

B&L MedienGesellschaft mbH & Co. KG

PUBLISHER AND OBJECT DESCRIPTION



OBJECT

Schulverpflegung is the trade magazine for professional catering for children and young people. It provides authoritative information for everyone responsible for, interested in, or involved in decision-making on this topic. Practical ideas and tips, background information, current studies, and best-practice reports support readers in their day-to-day work.

TARGET GROUPS

Catering managers in central production kitchens, daycare kitchens, school dining halls and cafeterias, as well as all-day schools; faith-based, public and private school operators; parent and student advisory councils at state and district level; education authorities; and specialist departments within federal and state ministries.

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

POSTAL ADRESS:
Postfach 21 03 46, 80673 Munich

CONTACT:
Phone: +49 (0) 89/370 60-0
Fax: +49 (0) 89/370 60-111
E-Mail: muc@blmedien.de
Internet: www.blgastro.de
www.schulverpflegung.com

SALES:
Publishing branch Munick
Contact: Basak Aktas
Phone: +49 (0) 89/3 70 60-270
E-Mail: b.aktas@blmedien.de

PUBLISHED: 4 time a year

FORMAT: 212 mm cross x 280 up

VOLUME: 22th year 2027

SUBSCRIPTION PRICE:
(incl. shipping costs):
Annual subscription price domestic 34,- €
Annual subscription price abroad 40,- €

CIRCULATION:

Print run	7.500 Expl.
Circulation	7.482 Expl.

OUR COMPETENCE
YOUR CONTACT PERSONS

PUBLISHING DIRECTOR:
Sebastian Lindner
+49 (0) 89/370 60-215
s.lindner@blmedien.de

ASSIST. PUBL. DIRECTOR:
Basak Aktas
+49 (0) 89/370 60-270
b.aktas@blmedien.de

DISPOSITION:
Felix Hesse
+49 (0) 89/370 60-261
f.hesse@blmedien.de

SALES:
Basak Aktas (verantwortlich)
+49 (0) 89/370 60-270
Roland Ertl
+49 (0) 89/370 60-271

MEDIA CONSULTING:
Sebastian Lindner (Leitung)
+49 (0) 89/370 60-215
s.lindner@blmedien.de
Concetta Herion
+49 (0) 89/370 60-240
c.herion@blmedien.de
Rocco Mischok
+49 (0) 89/370 60-220
r.mischok@blmedien.de
Bernd Moeser
+49 (0) 89/370 60-200
b.moeser@blmedien.de
Kilian Roth
+49 (0) 89/370 60-246
k.roth@blmedien.de
Rainer Lapp
+49 (0)89/18 92 19-00
r.lapp@blmedien.de



SEBASTIAN LINDNER
Publishing director
+49 (0) 89/370 60-215
s.lindner@blmedien.de



CLAUDIA KIRCHNER
Editor in chief
+49 (0) 89/370 60-155
c.kirchner@blmedien.de

EDITORIAL PARTNER

VDSKC Verband deutscher Schul- und Kitacaterer e.V.

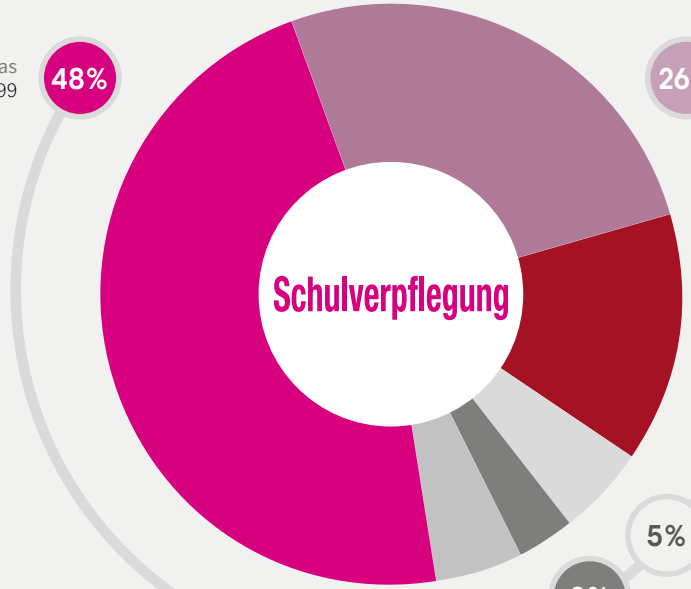
EUROPA MINIKÜCHE Gemeinnützige GmbH

Verband der Fachplaner

VDOE BerufsVerband Oecotrophologie e.V.

RECIPIENT GROUPS

Share of actually distributed circulation



48%
School dining halls and cafeterias
absolute: 2.560 in %: 47,99

26%
Daycare centers
absolute: 1.383 in %: 25,93

14%
Central production kitchens and catering companies
absolute: 768 in %: 14,40

5%
Daycare and school operators
absolute: 263 in %: 4,93

3%
Parent and student advisory councils at state and district level
absolute: 131 in %: 2,46

4%
Other (education authorities, government agencies, specialist departments within ministries, kitchen planners)
absolute: 229 in %: 4,29

Using the example of issue 3/26 in August 2026
(Survey method according to recipient file)

MULTIMEDIA SPECIALS

Our digital special issues are published exclusively online.



We're reimagining trade magazines: our multimedia specials combine editorial quality with the possibilities of digital interaction.

Videos, polls, and interactive elements turn reading into an active experience of discovery and engagement.

For your brand, this opens up new opportunities: showcase products in action, engage your target audiences, and bring your advertising messages to life.

INTERNORGA SPECIAL

ad closing date:	23.02.2027
publication date:	02.03.2027

COFFEE & OFFICE

ad closing date:	23.04.2027
publication date:	28.04.2027

SOFTWARE & HOSPITALITY SECTOR

ad closing date:	14.05.2027
publication date:	26.05.2027

BURGER SPECIAL

ad closing date:	16.07.2027
publication date:	23.07.2027

1/1 PAGE

Size	212 x 280 mm	6.900,00 €

1/2 PAGE

Size	212 x 133 mm	4.950,00 €

1/3 PAGE

Size	212 x 93 mm	3.950,00 €

1/4 PAGE

Size	212 x 73 mm	2.490,00 €

FILE FORMATS

Advert file	print-ready PDF
Video file	Full HD MP4
Video format	16:9

Price list valid from January 1, 2027

SCHEDULE AND **EDITORIAL PLAN 2027**

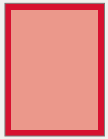
ISSUE	SPECIALS	FOOD & BEVERAGE	TECHNOLOGY & EQUIPMENT	MANAGEMENT	MESSEN/EVENTS
1 ED 26.01.27 AD 28.01.27 PD 17.02.27	Internorga-Special	• Convenience food components and menus • Hot beverages and juice spritzers	• Ordering and billing systems • Smart digital kitchen technology	• Nutrition education • Staff planning • Hygiene education for children (dental health)	• Hoga, Nuremberg 17.-19.01.2027 • Sirha, Lyon 21.-25.01.2027 • Sigep, Rimini 22.-27.01.2027 • didacta, Hannover 23.-27.02.2027
2 ED 03.05.27 AD 05.05.27 PD 28.05.27		• New protein • Thirst-quenching water and mineral water, including water dispensers	• Dishwashing and cleaning • Food transport and serving counters	• Assessing the health and climate impacts of meals • New construction, refurbishment and kitchen planning • Integrating education and catering	• Internorga, Hamburg 12.-16.03.2027 • care:xpo, Nuremberg 20.-22.04.2027 • BBGK, Munich Ende April 2027 • HOST, Mailand 22.10.-26.10.2027 • Alles für den Gast, Salzburg 06.11.-08.11.2027 • IssGut!, Leipzig 14.11.-16.11.2027 • Schulverpflegungs-kongress 2027 Juli/November
3 ED 15.09.27 AD 17.09.27 PD 06.10.27		• Starchy side dishes – the unsung stars • Snacks and brain food	• Essential cooking equipment • Everything for a welcoming school dining hall	• HACCP and quality management • Food waste monitoring	
4 ED 17.11.27 AD 19.11.27 PD 10.12.27		• Child-friendly desserts • Creative centre-of-plate options	• Small appliances for cooking from scratch • Cook & chill production and rethermalisation	• Efficient purchasing and inventory management • Delivery route planning	

The editorial deadline is 10 working days before AD (advertising deadline). All information is subject to change.

AD FORMATS AND PRICES

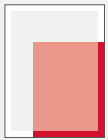
Bleed ads: format plus 3 mm bleed on all outer pages.
The statutory VAT shall be added to all prices.

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.



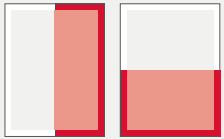
1/1 PAGE

Trim size	212 x 280 mm	8.285,- €
Vorzugsplatzierung U2/U3		
Trim size	212 x 280 mm	8.680,- €
Vorzugsplatzierung U4		
Trim size	212 x 280 mm	9.110,- €



JUNIOR-PAGE

Trim size	152 x 193 mm	6.325,- €



1/2 PAGE

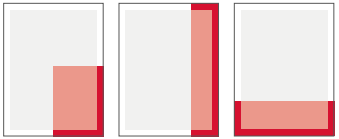
Trim size		
up	104 x 280 mm	
cross	212 x 133 mm	5.510,- €



1/3 PAGE

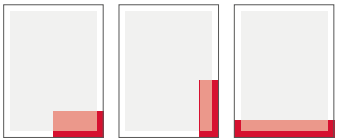
Trim size		
up	72 x 280 mm	
cross	212 x 93 mm	3.980,- €

Advertising price list Nr. 20
from 1.st January 2027



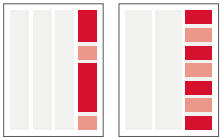
1/4 PAGE

Trim size		
corner	104 x 133 mm	
up	56 x 280 mm	
cross	212 x 73 mm	3.550,- €



1/8 PAGE

Trim size		
corner	104 x 73 mm	
up	56 x 133 mm	
cross	212 x 43 mm	2.330,- €



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	4,90 €
price per mm height 4c	6,70 €

Binding placement regulations:
25% on the above base prices,
special colours HKS, Pantone etc. on request

Job offer

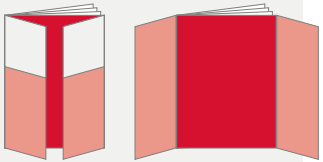
1/4 pagee	890,- €

Other formats available on request.

Just talk to us!

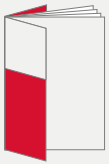
SPECIAL FORMS OF ADVERTISING AND PRICES

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.



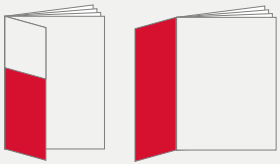
FRONT COVER GATEFOLD

Sizes on request 13.590,- €



COVER WRAP

Sizes on request 12.100,- €



TITEL-FLAP

Sizes on request 11.420,- €

Advertising price list Nr. 20
from 1.st January 2027

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 pages	10 %
from 12 ads	15 %	from 8 pages	15 %
from 18 ads	17 %	from 10 pages	20 %
from 24 ads	20 %	from 12 pages	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

Other formats available on request.

Just talk to us!

INSERTS AND BOUND-IN INSERTS



INSERTS

Delivery qantity:
13.500 copies, partial editions possible on request.

max. size: 205 x 280 mm

up to 25 g/1,000 375,- €
including postal charges

Inserts also include objects, data carriers, glued brochures.

Inserts and gluing costs for postcards are not discountable.

Delivery adress 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 7.530,- €
4-sided 11.300,- €

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

Delivery adress for boind-in inserts:
Ortmaier Druck GmbH
Birnbachstraße 2
84160 Frontenhausen

Would you like to have your bound -in inserts printed directly by Ortmaier Druck?

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 MANAGER · 24 GASTLICHKEIT · 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

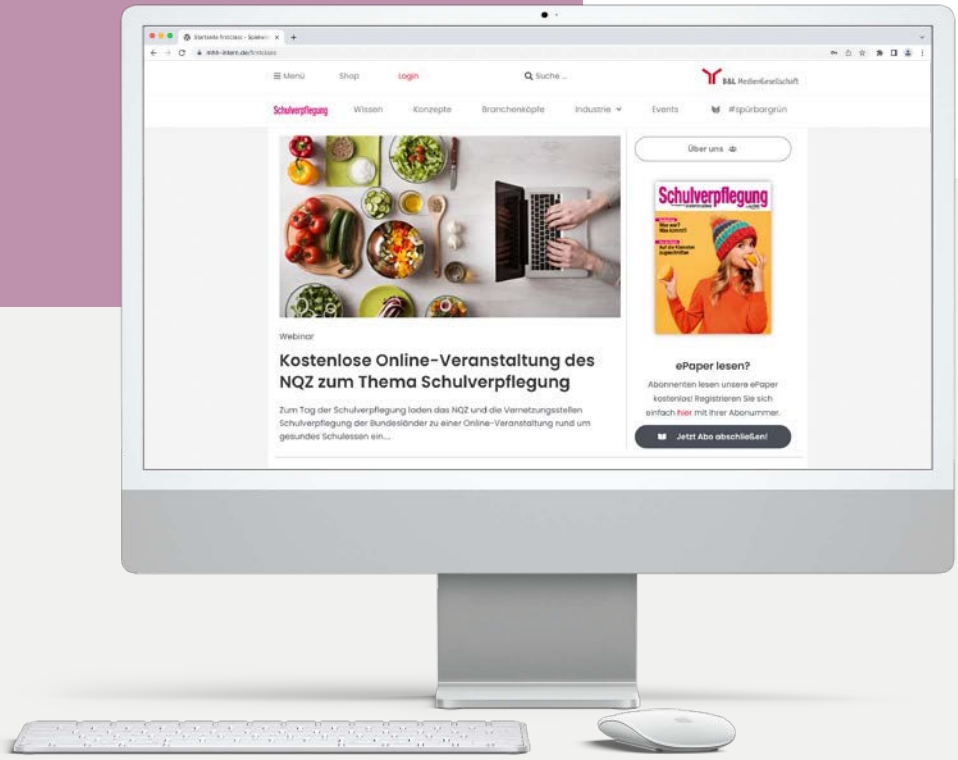
Regular newsletters for registered users with high opening and click rates are published twice a week. We send out special newsletters on market-relevant dates and topics.

BANNER

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

ADVERTORIAL

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



OUR Schulverpflegung SPECIALIST PORTAL

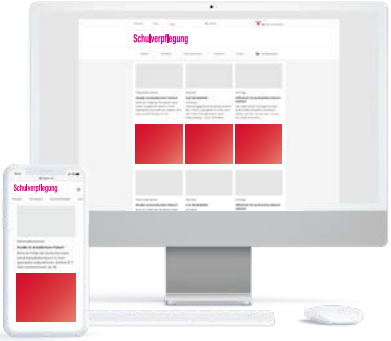
Just as our trade magazine for catering for children and young people is tailored to the specific needs of decision-makers in daycare and school catering, www.schulverpflegung.com is the go-to online resource for all topics relevant to this audience.

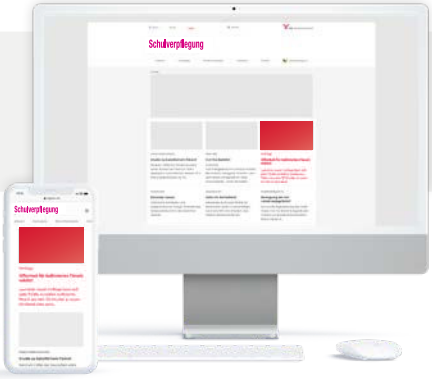
We provide insights into the industry's background, challenges, and trends, along with expert guidance to support investment decisions across all areas.

ONLINE **FORMS OF ADVERTISING**

on the pages of our specialist portal **Schulverpflegung**







CONTENT AD	ADVERTORIAL
direct link to a desired URL	Link to the complete article on **blgastro**/ Industry and from there a link to a desired URL
Duration: 2 Weeks pinned Preis: 1.100,- €	Duration: 2 Weeks pinned Preis: 1.600,- €

LEADERBOARD specialist portal		**RECTANGLE** specialist portal	
Size desktop:	728 x 90 Pixel	Size desktop:	300 x 250 Pixel
Size mobil:	300 x 250 Pixel	Size mobil:	300 x 250 Pixel
Duration:	2 weeks	Duration:	2 weeks
Price:	1.450,- €	Price:	1.150,- €

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

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:

GV MANAGER · 24 STUNDEN GASTLICHKEIT · first class · Schulverpflegung · KAFFEE & CO. · street FOOD · TRINK

Price list valid from January 1, 2027
We accept GIF, JPEG and HTML file formats. Banner sizes up to a maximum of 50 kB.

ONLINE **FORMS OF ADVERTISING RUN-OF-SITE**

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

GV MANAGER · 24 STUNDEN GASTLICHKEIT · first class · Schulverpflegung · KAFFEE & Co. · street FOOD · TRINK



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,- €	Preis:	1.850,- €	Preis:	3.600,- €	Preis:	3.300,- €

Price list valid from January 1, 2027
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 three times a week



ADVERTORIAL as top-news	**ADVERTORIAL** as news	**MEGABANNER** in the newsletter	**RECTANGLE** in the newsletter
Required material: • Text/press release with at least 300 words • 1-3 iimages (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)	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)	Size desktop: 520 x 215 Pixel Size mobil: 300 x 250 Pixel	Size desktop: 300 x 250 Pixel Size mobil: 300 x 250 Pixel
Duration: once	Duration: once	Duration: 1 week, 3 circuits	Duration: 1 week, 3 circuits
Price: 1.950,- €	Price: 1.650,- €	Price: 2.485,- €	Price: 1.950,- €

Price list valid from January 1, 2027
We accept GIF, JPEG and HTML file formats. Banner sizes up to a maximum of 50 kB.

ONLINE **FORMS OF ADVERTISING**

Industries-online-package

Optimal attention through the presence over 4 weeks



INDUSTRIES-ONLINE-PACKAGE	
1. week	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) 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 = 3 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 = 3 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: 3.950,- €

Price list valid from January 1, 2027
We accept GIF, JPEG and HTML file formats. Banner sizes up to a maximum of 50 kB.

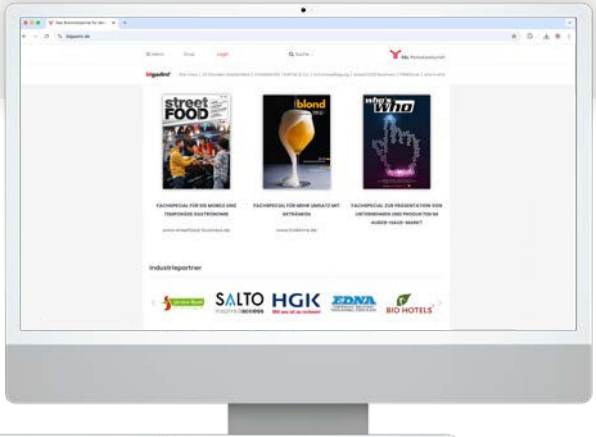
ONLINE **FORMS OF ADVERTISING**

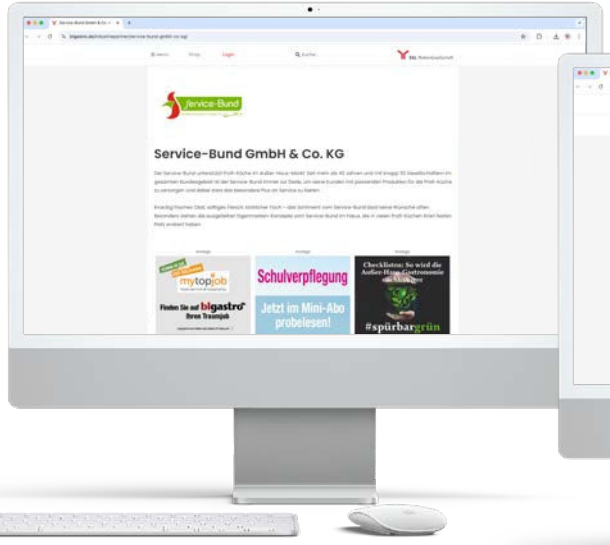
Industrie partner link

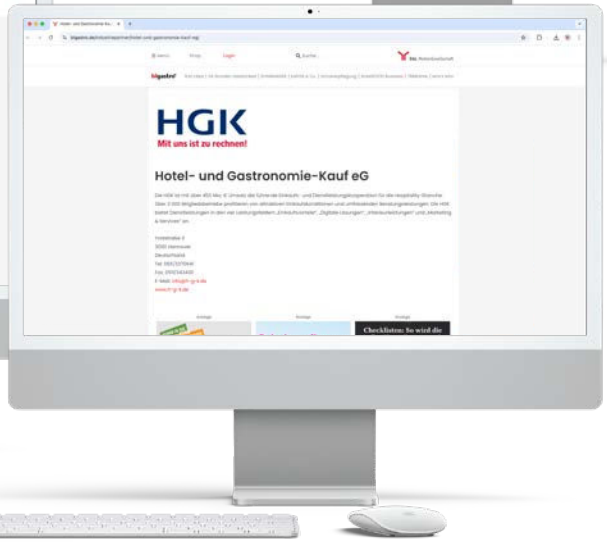
INDUSTRIE PARTNER LINK

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,- €



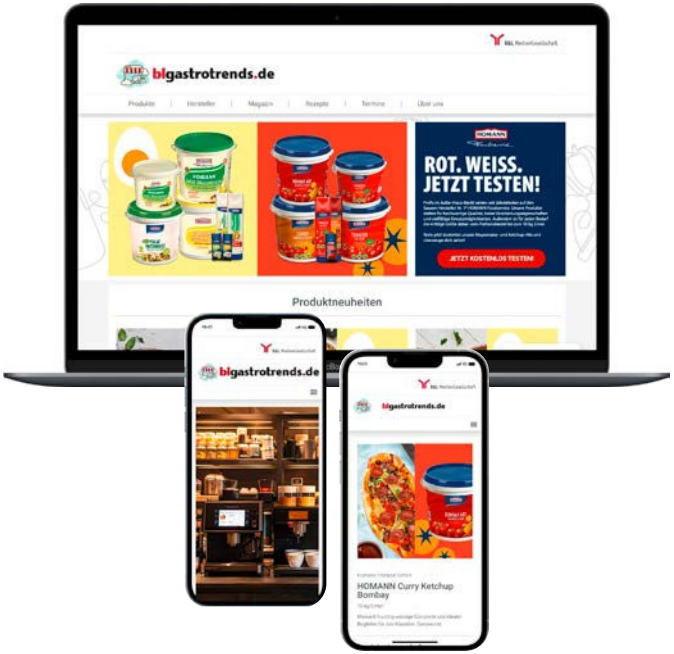




ONLINE **FORMS OF ADVERTISING**

blgastrotrends.de

The marketplace for trendy products in the out-of-home market with direct targeting of target groups via social media



THE BRIDGE BETWEEN RESTAURATEURS AND INDUSTRY:

blgastrotrends.de is an innovative and efficient platform that brings restaurateurs and the industry together in a unique way. Products and services can be presented on the website, social media (Instagram and Facebook), and newsletter channels.

ADVANTAGE FOR RESTAURATEURS:

Discover trends, test them, and order them

ADVANTAGE FOR COMPANIES:

Present, generate leads, explore, and expand

THE SERVICES:

- Company profile with description, contact details, website, image/logo
- Product pages with diverse product information, image gallery, video, etc..
- Recipes, recipe calculator, application examples with picture gallery
- An advertised social media push to generate leads on and to the desired target group

PRICE: 4.900,00 € (Netto/Netto) **TERM: 1 YEAR**

Each additional social media push:
at least € 490.00 or according to budget specifications

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 appearence 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 form impossibility of performance and default are limited to compensation for forseeable 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 deduced 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.

General terms and conditions for advertisements in online media

1. First preliminary remark: The following General Terms and Conditions (hereinafter referred to as GTC) apply to contracts for placement of advertising media and entries in electronic information and communication services, in particular the internet (hereinafter referred to as „online media"), with the company B&L MedienGesellschaft mbH & Co. KG and B&L NewMedia GmbH (in the following called „Publisher").
Other contractual agreements shall not apply, even if individual provisions in these General Terms and Conditions of terms and conditions are not included.
For advertising and registration orders, which are based on online media as well as on magazines the general terms and conditions of the medium in which the respective advertising and registration order is placed shall apply.
2. Advertising/registration order: „Advertising order" within the meaning of the following GTC is the contract for the placement of one or more advertising media (e.g. internet banners) in online media for the purpose of dissemination.
„Entry order" in the sense of the following AGB is the contract for the placement of an entry or several entries (e.g. company link or advertorial) in online media for the purpose of dissemination.
3. Advertising media: An advertising medium within the meaning of these GTCs may, for example, consist of one or more of the elements exist:

- an image and/or text, sound sequences and/or moving images (e.g. banners),
- from a sensitive surface, which, when clicked on, establishes the connection by means of an online address to other data that are within the client's area (e.g. link).

Advertising media that are not recognisable as such due to their design are classified as advertising clearly marked.
4. Entries: A registration within the meaning of these terms and conditions may, for example, consist of one or more elements exist:

- consist of an entry in a directory in the form of a data record,
- from a detailed information of the client as an attachment to the respective data set,
- from a link to an electronic information and communication service of the contracting authority,
- from the activation of an e-mail connection to the client.

5. Conclusion of contract: The contract is, subject to conflicting individual agreements, in principle by confirmation of the order in writing or by e-mail. Also in the case of verbal or confirmations by telephone are always based on the publisher's general terms and conditions. Insofar as advertising orders are placed by advertising agencies, the contract is in case of doubt established with the advertising agency. The publishing house is basically entitled to request the advertising agencies to demand proof of mandate.
6. Settlement deadline: In case of doubt, advertising and registration orders are to be processed within one year after conclusion of the contract.
In the absence of other agreements, the new terms and conditions will also come into force immediately for current orders.
7. Discount refund: If an order is not fulfilled due to circumstances beyond the control of the publisher, the client, without prejudice to any other legal obligations, to pay the difference between the amount granted and to reimburse the publisher for the discount corresponding to the actual purchase. The refund shall not apply if the non-fulfilment is due to force majeure within the publisher's sphere of risk.
8. Power of refusal: The publisher reserves the right to refuse advertising orders – including individual requests within the framework of a contract – to reject or block if their contents are in violation of legal or official regulations or was objected to by the German Advertising Council in a complaint procedure or whose publication because of the content, the origin or the technical form according to uniform, justified principles of the publisher is unreasonable.
The Publisher is also entitled to withdraw an advertising medium or entry that has already been published, if the client subsequently makes changes to the content of the advertising material or the data, to which by a link is referred, subsequently changed and thereby the in paragraph 1 shall be fulfilled. This shall also apply to orders placed at the counters of the branch offices, at receiving offices or with representatives be abandoned. The rejection of an order shall be communicated to the client without delay.
9. Data delivery: The client is obligated to deliver data in the proper format and technical specifications of the publisher and to deliver the corresponding advertising material/entries in good time before the start of placement. The publisher is not obliged, as a matter of principle, to publish advertising material or entries, about the time of the last distribution. Costs of the publisher for changes requested by the client of the advertising medium/entry shall be borne by the client.
10. Guarantee of rights: The client assures that he holds all rights necessary for the placement of the advertising medium/entry owns and indemnifies the publisher within the scope of the order from all claims of third parties, which are violation of legal provisions may arise. The publisher shall be relieved of the costs of the necessary.
Legal defence is optional. The client is obliged to inform the publisher in good faith and to support the legal defence against third parties with information and documents.
The Publisher shall be granted all copyrights required for the use of advertising in online media, including all rights of use, ancillary copyright and other rights are transferred by the client, in particular the right to reproduce, distribute, transmit, broadcast, extract from a database and retrieval, in the time and content necessary for the execution of the order scope. All these rights are transferred without any local restrictions and entitle the user to place an advertisement by all known technical procedures as well as all known forms of online media.
11. The publisher's warranty: The publisher guarantees the best possible technical standard in accordance with the reproduction of the advertising medium/entry. However, the client is aware that according to the status it is not possible for technology to create a program that is completely free of errors. The warranty does not apply to immaterial errors. An immaterial error in the presentation of the advertising media/ entries are present when it is caused

- computer failure due to system failure
- through the use of unsuitable display software (e.g. browser)
- by the use of unsuitable hardware
- by disturbing the communications networks of other operators
- through incomplete and/or not updated offers on so-called proxies (caching)
- by failure of the ad server, which is not longer than 24 hours (continuous or added) within of 30 days after the start of the contractually agreed placement. In case of a failure of the ad servers over a significant period of time (more than 10 percent of the contractually agreed switching period) within the framework of a time-bound fixed booking, the payment obligation of the client for the period of the outage. Further claims are excluded.

In the event of insufficient reproduction quality of the advertising medium/entry, the client shall be entitled to reduction in payment or a flawless replacement advertisement, but only to the extent that the purpose of the advertising medium has been impaired. If the replacement advertising fails or is unreasonable, there is a right to reduction of payment or cancellation of the order. Are possible deficiencies in the advertising/registration documents are not obvious, the client must in case of insufficient publication no claims. This also applies to errors in repeated advertising, if not before the publication of the next advertisement on the error was pointed out.
12. Failure to perform: If the execution of the order cannot be completed for reasons for which the publisher is not responsible (e.g. software-related or for other technical reasons), fails, e.g. due to computer failure, force majeure, strike, due to legal regulations, disturbances from the area of responsibility of third parties (e.g. other providers), network operators or service providers or for comparable reasons, so the execution of the order is made up for.
The Publisher's claim to remuneration shall remain valid, provided that the subsequent performance is carried out in a reasonable manner and for the client within a reasonable period of time after the fault has been remedied.
13. Liability: Claims for damages from positive breach of contract, culpa in contrahendo and tort only exist in the case of intent and gross negligence on the part of the publisher, its representative or vicarious agents. This does not apply to the liability for warranted characteristics and for the violation of contractual obligations; in the latter case, liability shall be limited to the foreseeable loss or damage limited. Claims for damages from impossibility of performance and delay are limited in the case of slight negligence is limited to compensation for foreseeable damage.
In the event of gross negligence on the part of the simple vicarious agent, the liability towards entrepreneurs limited to the extent of the foreseeable damage. This does not apply to the infringement essential contractual obligations.
14. Price list: The price list published on the Internet or other media at the time of placing the order shall apply.
We reserve the right to make changes to the price list for companies. Discounts are determined according to the price list valid at the time. Advertising agencies/intermediaries are obliged in their offers, to adhere to the contracts and invoices to the publisher's price lists.
15. Late payment: In the event of default in payment, interest on arrears shall be charged in accordance with the statutory provisions and, if applicable further damage caused by default. Promised discounts are not applicable if the client does not pay the invoice paid on time. In the event of late payment, the publisher may suspend further execution of the current order until payment is made and demand advance payment for the remaining placements. In case of insolvency or settlement/moratorium shall be cancelled retroactively for the calendar year.
16. Termination: Cancellations of advertising/registration orders must be made in writing or by e-mail.
17. Data protection: The advertising/registration order will be processed under consideration of the applicable data protection laws.
18. Place of performance/place of jurisdiction: The place of performance and exclusive place of jurisdiction for both parties is the publisher's registered office. The contractual relations are subject to German law.