



1 About EID:

Founded in 1947, EID is a weekly trade publication that delivers independent information for the business and political sectors. EID provides comprehensive coverage of the latest developments in the energy market, featuring surveys, analyses, interviews, and background reports.

Focus:

- EID publishes regular and exclusive overviews of all energy markets and product prices, including weekly petrol and heating oil prices, comparisons of European electricity and gas prices, exclusive power plant and price indices, and a PPA price index.
- Background reports on important energy market developments.
- Independent research conducted by the editorial team and freelance contributors.
- Insightful commentary on key events in the energy market.

Editorial team:

The experts on EID's editorial team are flanked by many freelance contributors, covering all aspects of the energy market.

Target audience:

EID focuses on decision-makers in the oil and gas industry, the electricity sector, suppliers to these industries, and the wind, solar and hydrogen sectors. The publication's audience also includes financial and consulting institutions, industrial and commercial energy consumers, and decision-makers in government and politics.

2 **Publication frequency:** weekly, 51 issues per year

3 **Volume:** 79th volume, 2026

4 Publisher :

Energiemarkt GmbH
Schloß Mühlfeld 20
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7 Bezugspreis:

Annual **domestic** subscription: €1,279.00 plus VAT
Annual **non-domestic** subscription: €1,534.00 plus VAT.

8 **ISSN-Nr.:** 1617-9560

9 Payment terms:

Invoice due in full upon receipt

10 Bank details:

HypoVereinsbank München,
IBAN: DE77 7002 0270 0034 1667 14
BIC: HYVEDEMMXXX

Advertising Rates No. 38

As of 1 October 2025

1 **Magazine size:** DIN A4, W 210 mm x H 297 mm

2 **Type area:** W 178 mm x H 257 mm
columns, W 56 mm each

3 **Printing, binding, and print materials:**

Printing process: Digital printing

Binding method: Saddle stitch

Print materials: Data must be submitted in PDF format, Version 1.3 (PDF/X-1a). Images must have a minimum resolution of 300 dpi. Layout should be set to original dimensions with a 3 mm bleed on all sides.

4 **Schedule:**

Publication frequency: weekly, 51 issues per year

Advert booking deadline: Monday before date of publication

Copy deadline: Tuesday before date of publication

5 **Advertising rates and specifications:**

Size	Dimensions (+ 3 mm bleed on all sides)	Type area	4c - prices
1/1 page	210 x 297 mm	178 x 257 mm	€ 2.740,-
2/3 page horizontal	210 x 191 mm	178 x 169 mm	€ 2.020,-
2/3 page vertical	133 x 297 mm	117 x 257 mm	€ 2.020,-
1/2 page horizontal	210 x 148 mm	178 x 126 mm	€ 1.550,-
1/2 page vertical	102 x 297 mm	86 x 257 mm	€ 1.550,-
1/3 page horizontal	210 x 103 mm	178 x 83 mm	€ 1.300,-
1/3 page vertical	72 x 297 mm	56 x 257 mm	€ 1.300,-
1/4 page horizontal	210 x 82 mm	178 x 62 mm	€ 980,-
1/4 page rectangle		86 x 126 mm	€ 980,-
1/8 page horizontal		178 x 29 mm	€ 480,-
1/8 page rectangle		86 x 62 mm	€ 480,-

All prices subject to VAT

6 **Inserts:** Up to 25 g € 990.00 per 1,000

Inserts should be posted to:

SDK Systemdruck Köln GmbH & Co. KG

Insert for EID Nr. ...

Maarweg 233

50825 Köln, Germany

Delivery postage paid, no later than the Tuesday before date of publication.

Advertising Rates No. 38

As of 1 October 2025

7 Advert sizes (width x height):

210 x 297 mm 1/1 page Base price 4C € 2,740.-	210 x 191 mm 2/3 page horizontal Base price 4C € 2,020.-	133 x 297 mm 2/3 page vertical Base price 4C € 2,020.-	210 x 148 mm 1/2 page horizontal Base price 4C € 1,550.-	102 x 297 mm 1/2 page vertical Base price 4C € 1,550.-
210 x 103 mm 1/3 page horizontal Base price 4C € 1,300.-	72 x 297 mm 1/3 page vertical Base price 4C € 1,300.-	210 x 82 mm 1/4 page horizontal Base price 4C € 980.-	86 x 126 mm 1/4 page block Base price 4C € 980.-	86 x 62 mm 1/8 page block Base price 4C € 485.- 178 x 29 mm 1/8 page horizontal

8 Prime position:

Back cover	€ 2,890.-
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9 Colour surcharges:

For each spot colour (HKS and Pantone)	€ 520.-
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A spot colour is any colour area that stands out on its own, even if it is created using three Euroscale colours. Each additional colour area will incur an extra charge.

10 Discounts: apply to adverts placed within a 12-month period (year of insertion)

Frequency discount Frequency of publication	%	Volume discount Number of pages	%
3 x	3	3	5
6 x	5	6	10
12 x	10	12	15

Discounts do not apply to technical surcharges.
Please see our terms and conditions at www.eid-aktuell.de.

2026 Schedule and Topics

As of 1 December 2025 (subject to change)

Month	Issue	Date of publication	Booking deadline	Printing material	Special editions / focus	Events, targeted distribution, special mailings	Topics covered in each issue
January	01/2026	05.01.2026	23.12.2025	30.12.2025			Politics & associations +++
	02/2026	12.01.2026	30.12.2025	06.01.2026		UNITI Mobility Payment Forum Berlin	
	03/2026	19.01.2026	06.01.2026	13.01.2026		Handelsblatt Energie-Gipfel, Berlin	
	04/2026	26.01.2026	13.01.2026	20.01.2026			
February	05/2026	02.02.2026	20.01.2026	27.01.2026	EID special trade fair edition E-world	E-world, Essen	Law & regulation +++
	06/2026	09.02.2026	27.01.2026	03.02.2026			Petroleum market +++
	07/2026	16.02.2026	03.02.2026	10.02.2026			Heating market +++
	08/2026	23.02.2026	10.02.2026	17.02.2026			Gas market +++
March	09/2026	02.03.2026	17.02.2026	24.02.2026	EID special edition: Filling & Charging I/2025		Electricity market +++
	10/2026	09.03.2026	24.02.2026	03.03.2026			Networks & storage +++
	11/2026	16.03.2026	03.03.2026	10.03.2026			Power plants +++
	12/2026	23.03.2026	10.03.2026	17.03.2026			Industry +++
April	13/2026	30.03.2026	17.03.2026	24.03.2026	Focus: Municipal Utilities		Energy efficiency & climate protection +++
	14/2026	06.04.2026	24.03.2026	31.03.2026			
	15/2026	13.04.2026	31.03.2026	07.04.2026		Handelsblatt Jahrestagung „Stadtwerke“, Berlin	
	16/2026	20.04.2026	07.04.2026	14.04.2026			
May	17/2026	27.04.2026	14.04.2026	21.04.2026	DGMK/ÖGEW Frühjahrstagung, Papenburg		Renewable energies
	18/2026	04.05.2026	21.04.2026	28.04.2026			
	19/2026	11.05.2026	28.04.2026	05.05.2026			
	20/2026	18.05.2026	05.05.2026	12.05.2026		UNITI Expo, Stuttgart	
June	21/2026	25.05.2026	12.05.2026	19.05.2026	BDEW-Kongress, Berlin		Energy efficiency & climate protection +++
	22/2026	01.06.2026	19.05.2026	26.05.2026			
	23/2026	08.06.2026	26.05.2026	02.06.2026		Handelsblatt Jahrestagung „Handel & Wandel“ Tankstellen, Berlin	
	24/2026	15.06.2026	02.06.2026	09.06.2026		The smarter E, München	
	25/2026	22.06.2026	09.06.2026	16.06.2026			
	26/2026	29.06.2026	16.06.2026	23.06.2026			

2026 Schedule and Topics

As of 1 December 2025 (subject to change)

Month	Issue	Date of publication	Booking deadline	Printing material	Special editions / focus	Events, targeted distribution, special mailings	Topics covered in each issue
July	27/2026	06.07.2026	23.06.2026	30.06.2026			Politics & associations +++
	28/2026	13.07.2026	30.06.2026	07.07.2026			
	29/2026	20.07.2026	07.07.2026	14.07.2026			
	30/2026	27.07.2026	14.07.2026	21.07.2026			
August	31/2026	03.08.2026	21.07.2026	28.07.2026			Law & regulation +++
	32/2026	10.08.2026	28.07.2026	04.08.2026			Petroleum market +++
	33/2026	17.08.2026	04.08.2026	11.08.2026			Heating market +++
	34/2026	24.08.2026	11.08.2026	18.08.2026			Gas market +++
September	35/2026	31.08.2026	18.08.2026	25.08.2026			Electricity market +++
	36/2026	07.09.2026	25.08.2026	01.09.2026	EID special edition: Filling & Charging II/2025	DVGW Kongress, Berlin	Networks & storage +++
	37/2026	14.09.2026	01.09.2026	08.09.2026		INTERGEO, Frankfurt am Main	
	38/2026	21.09.2026	08.09.2026	15.09.2026		WindEnergy, Hamburg	
October	39/2026	28.09.2026	15.09.2026	22.09.2026	Focus: Municipal Utilities		
	40/2026	05.10.2026	22.09.2026	29.09.2026			Power plants +++
	41/2026	12.10.2026	29.09.2026	06.10.2026			Industry +++
	42/2026	19.10.2026	06.10.2026	13.10.2026		Hydrogen Technology Expo Europe, Hamburg	
November	43/2026	26.10.2026	13.10.2026	20.10.2026			
	44/2026	02.11.2026	20.10.2026	27.10.2026			
	45/2026	09.11.2026	27.10.2026	03.11.2026			Energy efficiency & climate protection +++
	46/2026	16.11.2026	03.11.2026	10.11.2026			Renewable energies +++
December	47/2026	23.11.2026	10.11.2026	17.11.2026			
	48/2026	30.11.2026	17.11.2026	24.11.2026			
	49/2026	07.12.2026	24.11.2026	01.12.2026			
	50/2026	14.12.2026	01.12.2026	08.12.2026	EID Annual Review 2025		
December	51/2026	21.12.2026	08.12.2026	15.12.2026			
	52/2026	28.12.2026	15.12.2026	22.12.2026			

Online: Website / Banner advertising

As of 1 October 2025

monthly 53.683 Page-Impressions

Successful online advertising

With its clear and user-friendly design, www.eid-aktuell.de delivers the same high-quality content as the EID print edition, equipping its specialised readership with the knowledge they need to maintain a competitive edge.

EID subscribers are key decision-makers in the energy sector, their suppliers, financial and consulting institutions, industrial and commercial energy consumers, as well as decision-makers in government and politics.

1 Facts and figures:

Website traffic:

Page Impressions*:

Visits*:



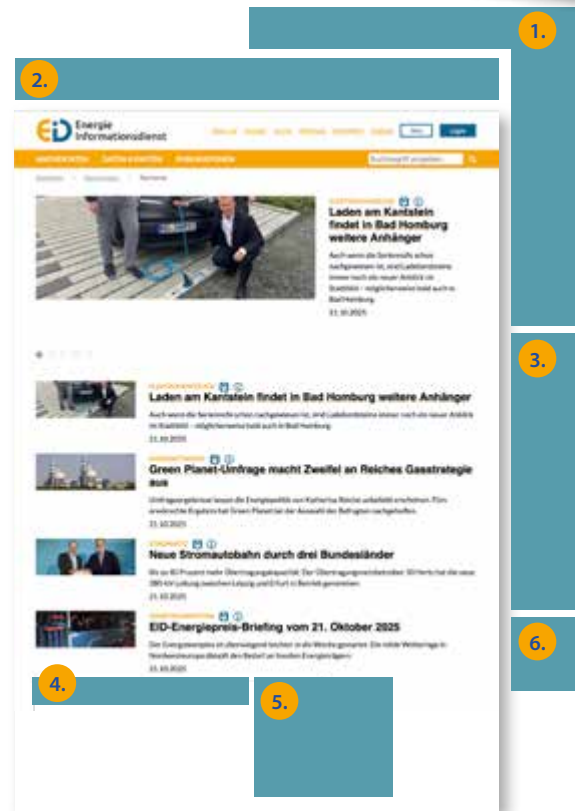
53.683

32.091

* Measurable reach / monthly average in 2024

2 Specifications and rates:

Banner type	Desktop	Price per month*
1. Wallpaper	728 x 90 Pixel + 160 x 600 Pixel	Kombi-Premium € 3.900,00
2. Wide Banner Super	1050 x 90 Pixel	€ 2.300,00
3. Wide Sky Scraper	160 x 600 Pixel	€ 2.200,00
4. Full-Banner	468 x 60 Pixel	€ 1.900,00
5. Rectangle	300 x 260 Pixel	€ 1.700,00
6. Standard Banner	160 x 160 Pixel	€ 1.600,00



Online: Newsletter

As of 1 October 2025

4 Data submission deadline:

At least five business days before publication via email to:
anzeigen@energiemarkt.net

5 Technical requirements:

- JPEG-, GIF- or HTML5 format
- Maximum file size: 150 kB

6 Newsletter advertising:

Advertising form	Format	Price per month*
1. Grafik-Banner big	760 x 540 Pixel	€ 590,-
2. Grafik-Banner medium	760 x 400 Pixel	€ 550,-
3. Grafik-Banner smal	760 x 280 Pixel	€ 530,-



Newsletter subscribers: (as of August 2025): approx. 1,694

Publication frequency: weekly, on Fridays

Elevate your marketing with our stand-alone newsletter!

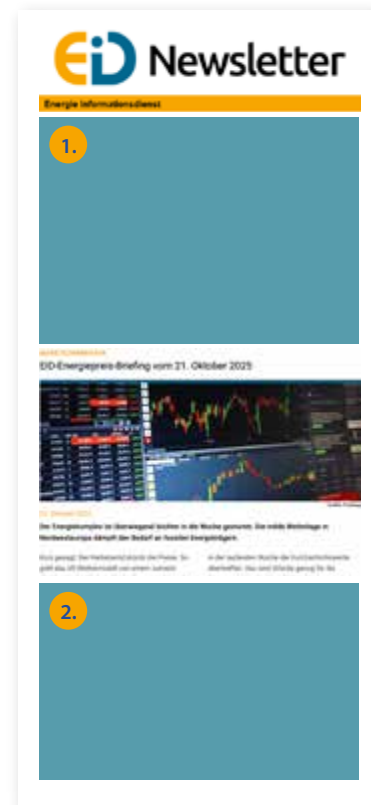
Our custom stand-alone mailings give you a unique opportunity to connect exclusively with your target audience in the energy sector.

Your advantage: Each email is fully customisable to align with your goals. This kind of email marketing is ideal for attracting new business partners and customers, showcasing your products and innovations, announcing events, conducting surveys, and boosting brand awareness.

Price per mailing: €1,250 plus VAT

Content delivery deadline:

10 business days before publication via email to:
anzeigen@energiemarkt.net



Online: Daily

As of 1 October 2025

7 Data submission deadline:

At least five business days before publication via email to:
anzeigen@energiemarkt.net

8 Technical requirements:

- JPEG-, GIF- or HTML5 format
- Maximum file size: 150 kB

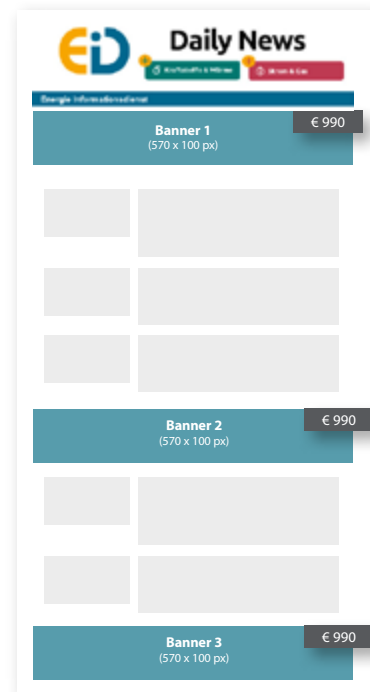
9 Newsletter advertising:

Advertising form	Format	Price per month*
1. Grafik-Banner groß	760 x 540 Pixel	€ 1.290,00
2. Grafik-Banner mittel	760 x 400 Pixel	€ 1.190,00
3. Grafik-Banner klein	760 x 280 Pixel	€ 1.090,00

Newsletter subscribers (as of September 2025): 854

Publication frequency: daily

EID Daily is the daily email newsletter sent to EID subscribers. It features a morning briefing on the latest developments in the energy markets, effectively reaching a highly relevant audience.



Advertorial

As of 1 October 2025

Content marketing with EID advertorials:

Share your story with our network

Strategically promote your editorial content with EID. In the energy sector, effective content marketing hinges on delivering valuable, relevant information that supports your company, brand, product, and employee communications. EID advertorials raise awareness of your brand, nurture your brand image, foster customer loyalty, and attract new clients.

EID's expert package: One advertorial on EID web portals

Your advertorial – an article crafted to look like editorial content – will be featured on our website:

- Placement in the EID Newsletter, reaching 1,490 weekly subscribers
- Prominent placement on our homepage
- LinkedIn exposure to boost engagement and visibility

Base price: € 1,390.- plus VAT

Our services:

- **Precise targeting, reach, and relevance:** connect directly with your target audience.
- **Increased brand presence online:** strengthen your digital footprint and brand awareness.
- **Organic growth and keyword optimisation:** boost your search engine ranking.
- **Reporting:** on request, we provide you with a summary of page views to measure engagement.

What we need from you:

- A text with a minimum of 2,500 characters, a concise headline (up to 55 characters), and a subheading (up to 185 characters).
- An image (landscape format, 1,100 x 440 pixels) that illustrates your content.
- **A link to direct readers to a website of your choosing**



Online Job Market

As of 1 October 2025

The EID online job market for the energy sector

energiejobs.online is your go-to platform for recruiting qualified talent in the energy, gas and water sectors. Your job listing appears exactly where skilled professionals look for new career opportunities – on specialised energy portals designed to meet the specific needs of the industry.

You can significantly expand your reach by strategically linking your postings on our partner portals, **energiejobs.online** and **stellenonline.de**. This cross-posting option significantly increases the visibility of your job listings, expanding your reach and effectively targeting highly qualified candidates who fit your exact requirements. You can be confident that your job offer will attract the attention of the right candidates.

In addition, you can strengthen your employer brand with options such as a **Top Employer Profile** or a **Top Highlight**, helping your company stand out to prospective applicants. This is an excellent way to showcase your company as an attractive employer, building trust and sparking interest among top talent.

EID also provides exclusive insights into the performance of your listings so you can easily track the effectiveness of your recruitment campaign. This feedback helps you to continually refine your postings, ensuring they resonate with job seekers.

With **EID** and **energiejobs.online**, you'll not only reach more applicants but also connect with the top talent in the energy sector – efficiently, strategically, and with measurable results.

Rates

Job market listing	Content	Duration	Price
BASIC listing	Standard template or upload PDF or HTML zip file PDF converted into HTML	60 days, refreshed every 14 days to maintain viewer engagement	€ 790.-
PREMIUM listing	HTML listing + TopJob + TopHighlight + Newsletter + 350 guaranteed clicks	60 days, refreshed every 3 weeks 1 x each	€ 1,490.-

All prices subject to VAT



Online: EiD Podcast

As of 1 October 2025

EiD Energy Briefing - the podcast for the energy market

The „EiD Energy Briefing“ podcast provides you with in-depth insights and the latest news from the energy market.

We offer sound analyses, current survey results, expert interviews, and comprehensive background reports on the most pressing issues in energy policy.

EiD Energy Briefing – Classic Spot Placement

Place your advertising message in the **EiD Energy Briefing** podcast for a maximum of 30 seconds (approx. 50 words) – either **at the beginning or in the middle** of the episode. Your message will reach decision-makers from the energy industry, politics, and other industries in a relevant information environment. Published on all major podcast platforms (including Spotify, iTunes), and YouTube.

Your advantages:

- Placement in a highly relevant, weekly energy market format
- Reaching decision-makers and expert audiences in business, politics, and research
- Authentic communication within an editorial context
- The commercial will be integrated into two podcast episodes.

Package price: € 990.-

Optional: We would be happy to produce your commercial for you for an additional charge of **€ 350.-**



Special Focus: Municipal Utilities 2026



Municipal utilities special focus issues:

EID 16/2026
Date of publication:
 24 April 2026
Booking deadline:
 7 April 2026
Material deadline:
 14 April 2026

EID 39/2026
Date of publication:
 28 September 2026
Booking deadline:
 15 September 2026
Material deadline:
 22 September 2026

1 The new world of energy: What will the future of municipal utilities look like?

The energy sector is experiencing significant change. The energy transition, new political directives, advancing digitalisation, and competition from innovative start-ups are all shaping the current market landscape, compelling energy suppliers to rethink their business models and reposition themselves. This raises the question of what new, future-oriented business models will emerge and how growth can be achieved in this environment. In particular, coupling the transport and heating sectors creates promising opportunities for municipal utilities.

EID actively supports this transition by regularly conducting market analyses, interviews, and background reports, highlighting key developments in the energy sector relevant to municipal utilities. EID explores current industry trends with special focus issues distributed at major municipal utility events.

EID delivers valuable insights to its readers through high-quality editorial content, explicitly targeting the leading decision-makers in the energy sector by examining both economic and energy policy perspectives.

- 2 **EID's special focus issues on municipal utilities cover:**
 - The future role of municipal utilities
 - Decarbonisation as a strategic opportunity for municipal utilities

Filling & Charging Special I and II/2025



Release dates:

**EID Special
Filling& Charging I/2026
in EID 11/2026**
Date of publication:

16 March 2026

Booking deadline:

3 March 2026

Material deadline:

10 March 2026

**EID Special
Filling& Charging II/2026
in EID 36/2025**

Date of publication:

7 September 2026

Booking deadline

25 August 2026

Material deadline:

1 September 2026

EID Special Filling & Charging: Mobility in transition

Since 1962, EID has regularly conducted an exclusive survey of filling stations throughout Germany, categorising the data by brand name and the companies that operate them. This survey is considered an essential resource for the filling station industry, providing valuable insights into market developments.

EID also publishes interviews with experts and in-depth background reports that offer detailed insights into the latest industry trends. In addition to conventional petrol filling stations, which still play a crucial role, new mobility concepts like electric vehicle charging parks, hydrogen stations, and alternative fuels are gaining more and more attention. These developments are not just the result of technological innovation; they are also driven by growing political and societal demands for more sustainable and environmentally friendly solutions. As the energy transition advances and climate-friendly mobility gains importance, these issues become increasingly central to the entire industry. The shift toward decarbonised mobility poses significant challenges but also brings new business opportunities and growth areas, which EID examines in depth.

The EID Filling & Charging special editions offer:

- A focused platform with high relevance and lasting visibility, designed to reach decision-makers directly, with minimal wasted reach.
- Greater reach through broader distribution and an increased print run of 2,000 copies.
- These two special editions also feature dedicated publications on current developments, such as the expansion of charging infrastructure and new technologies in filling station operations. EID helps the industry make informed decisions for the future of mobility.



Date of publication:

12 December 2026

Booking deadline

1 December 2026

Material deadline:

8 December 2026

The EID Annual Review provides a quick, comprehensive overview of the most important energy-related events of the past year. The handy and compact supplement offers a month-by-month breakdown of key highlights, and features to-the-point summaries. This valuable reference guide is ideal for readers who need to look up facts quickly, contextualise events, and track developments in the energy sector, making it essential for anyone who wants to stay up to date on market-related issues.

For over 20 years, EID has published the Annual Review, establishing it as a staple in the energy sector. Our subscribers rely on it as a source of information and refer to it regularly throughout the year. Its sustained popularity proves how indispensable the EID Annual Review has become.

The 2025 edition reviews the past year and highlights key trends and perspectives for the future. It covers topics such as the expansion of renewable energies, developments in international energy markets, and political changes impacting the sector. This makes the EID Annual Review an invaluable resource for professionals looking to navigate challenges and seize the opportunities of the future energy landscape.

- year-round visibility and high relevance
- direct access to decision-makers in the energy sector
- increased reach through a stronger focus on single-issue sales
- attention-getting editorial context that enriches the content of the Annual Review, making it more appealing to readers
- an overview of the previous year, that serves as a valuable reference tool thanks to its extended reach and strong market

Circulation & Distribution

As of 1 October 2025

1 Circulation statistics: (for Q2 and Q3 of 2024)

Total circulation	1.190
of which printed	536
of which digital	654
Distribution to recipients	1062
Paid circulation	697
of which individual subscriptions	383
of which digital user licenses	313
Distribution to industry professionals & promotional copies	315
Archive and sample copies	51
International recipients (included above)	49

2 Geographical distribution:

Economic area	Distribution by recipient	
Domestic	95.4 %	871 copies
International	4.6 %	42 copies

3 Sectors/industries/services

Recipient groups	Share of actual distribution	
	%	Copies
Energy sector	85,21	1014
▪ Petroleum		
▪ Electricity		
▪ Gas		
▪ Renewable energies		
Service providers, associations, government officials	13,87	165
Other	0,84	11
Total	100,0	1.190

4 Recipient profile: roles and responsibilities

	Share of actual distribution	
	%	Copies
Senior management	82,42	1014
Department and division heads in procurement, corporate development, and pricing	16,07	166
Other	1,51	19
Total	100,0	1.119

Other profiles are not tracked, as this information does not affect the professional value of this trade journal for its readers.

Subscription

As of 1 October 2025

The complete digital package of the EID Energy Information Service

The energy business is long-term and complex. At the same time, the energy market is constantly changing, and political decisions change on a daily basis.

The Energy Information Service (EID) is an independent information service that provides information on the latest developments in the energy market.

The readers of the EID are decision-makers in energy companies, politics and administration. They are also large energy consumers from industry, as well as financial and consulting institutions.

Use our media offering in an attractive digital offering!

As a subscriber, you enjoy exclusive access

- to our daily e-mail newsletter EID Daily News. Our specialist editorial team sends you the latest news from your industry every day.
- to our weekly digital edition of EID-aktuell. Optionally also available as a print edition.
- to our energy archive. It offers the option of searching across all publications in the specialist articles of our energy titles using a convenient and intuitive search interface and modern search technology.

Price

EID exclusive Print € 1,280,- plus VAT.

EID including Print € 1.550,- plus VAT. (Germany)

EID including Print € 1.580,- plus VAT. (abroad)

Would you like to see for yourself? Then you can test the Energy Information Service (EID) for 4 weeks free of charge.



Allgemeine Geschäftsbedingungen

As of 1 October 2025

These general terms and conditions apply to all contracts concluded with Energiemarkt GmbH (hereinafter also referred to as the „publisher“) for the publication of advertisements, regardless of whether the client or customer is a consumer, entrepreneur or merchant. We do not accept any deviating conditions from the client or customer. This also applies if we do not expressly object to their inclusion.

1 ADVERTISEMENTS

1. „Advertisement order“ within the meaning of the following general terms and conditions is the contract for the publication of one or more advertisements by an advertiser or other advertiser in a printed publication for the purpose of distribution.

2. Orders for advertisements or advertising can be placed in person, by telephone, in writing, by email or via the Internet. The publisher is not liable for transmission errors. In case of doubt, advertisements must be called up for publication within one year of the conclusion of the contract. If the right to call up individual advertisements is granted as part of a contract, the order must be processed within one year of the publication of the first advertisement, provided that the first advertisement is called up and published within the period specified in sentence 1.

3. When concluding contracts, the client is entitled to request additional advertisements within the agreed period or the period specified in section 2, even beyond the number of advertisements specified in the order.

4. If an order is not fulfilled due to circumstances for which the publisher is not responsible, the client must reimburse the full price, regardless of any other legal obligations. Reimbursement is not possible if the non-fulfillment is due to force majeure within the publisher's area of risk. In the event of operational disruptions or interventions due to force majeure (e.g. industrial disputes, confiscation, etc.), the publisher is entitled to full payment for the published advertisements if the orders are fulfilled with 80% of the guaranteed sold circulation.

5. When calculating the purchase quantities, millimeter lines of text are converted into millimeters of advertisements in accordance with the price.

6. Orders for advertisements and third-party supplements that are expressly intended to be published exclusively in certain numbers, certain editions or in certain places in the publication must be received by the publisher in good time so that the client can be informed before the advertising deadline if the order cannot be carried out in this way. Otherwise, no guarantee is given for the inclusion of advertisements in certain numbers, editions or places. Classified advertisements are printed in the relevant category without this requiring an express agreement.

7. In contrast to advertisements on pure advertising pages, text-part advertisements are placed on editorial pages. Advertisements „only in the text“ are advertisements that do not border on other advertisements. Advertisements that are not recognizable as advertisements due to their editorial design are clearly identified as such by the publisher with the word „advertisement“.

8. The publisher reserves the right to reject advertising orders - including individual requests

within the scope of a contract - and insert orders due to content, origin or technical form according to uniform, objectively justified principles. This rejection is also permissible if the content of the advertisements or inserts violates laws or official regulations and their publication is therefore unreasonable for the publisher. This also applies to orders placed at offices, acceptance points or representatives. Insert orders are only binding for the publisher after a sample of the insert has been submitted and approved. Inserts that give the reader the impression that they are part of the newspaper or magazine due to their format or presentation or that contain third-party advertisements will not be accepted. The client will be informed immediately of the rejection of an order. The client bears sole responsibility for the content and legal admissibility of the text and image material provided for the insertion. The client is responsible for exempting the publisher from any third-party claims that may arise from the execution of the order, even if it has been cancelled. The publisher is not obliged to check orders and advertisements to see whether they infringe the rights of third parties.

9. The client is responsible for the timely delivery of the advertisement text and flawless printing materials or inserts. The publisher will immediately request replacements for printing materials that are clearly unsuitable or damaged. The publisher guarantees the usual print quality for the title in question within the scope of the possibilities provided by the printing materials.

10. If the advertisement is completely or partially illegible, incorrect or incompletely printed, the client is entitled to a reduction in payment or a replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired. If the publisher fails to meet a reasonable deadline set for this purpose or if the replacement advertisement is again not satisfactory, the client is entitled to a reduction in payment or cancellation of the order. Complaints must be made within four weeks of receipt of the invoice and receipt - except in the case of obvious defects. In all cases of contractual and non-contractual liability, the publisher is liable for damages or reimbursement of wasted expenditure in the event of intent and gross negligence in accordance with the statutory provisions. In other cases, the publisher is liable, unless otherwise provided below, only for breach of a contractual obligation, the fulfillment of which makes the proper execution of the contract possible in the first place and on whose compliance the client can regularly rely (so-called cardinal obligation), and is limited to compensation for foreseeable and typical damage. In all other cases, liability is excluded subject to the following sentence. Liability for damages resulting from injury to life, body or health and under the Product Liability Act remains unaffected by the above limitations and exclusions of liability.

11. Proofs are only supplied on express request. The client is responsible for the accuracy of the proofs returned. The publisher takes into account all error corrections that are communicated to it within the deadline set when the proof is sent. If the client does not return the proof sent to him in good time within the deadline set, approval for printing is deemed to have been granted.

12. If no special size specifications are given, the actual print height usual for the type of advertisement is used as the basis for the calculation.

13. If the client does not make an advance payment, the invoice will be sent immediately, but

preferably 14 days after the advertisement is published. The invoice must be paid within the period shown in the price list from receipt of the invoice, unless a different payment period or advance payment has been agreed in the individual case. Any discounts for early payment will be granted in accordance with the price list.

14. In the event of late payment or deferment, interest and collection costs will be charged. In the event of late payment, the publisher can postpone further execution of the current order until payment is made and demand advance payment for the remaining advertisements. If there are reasonable doubts about the client's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on advance payment of the amount and on the settlement of outstanding invoice amounts, even during the term of an advertising contract, regardless of an originally agreed payment deadline.

15.1. The publisher will provide a digital advertising receipt on request at the time of publication. Depending on the type and scope of the advertising order, ad excerpts, receipt pages or complete receipt numbers will be provided. If a receipt can no longer be obtained, it will be replaced by a legally binding certificate from the publisher about the publication and distribution of the advertisement."

15.2. The content supplied by the publisher is protected by copyright. The publisher grants the receipt recipient the right to save, read and print the content supplied for their own purposes. It is expressly prohibited to digitally reproduce the content or to pass it on to third parties outside of their own company, unless the restriction of Section 44a of the Copyright Act (temporary reproduction acts) applies. As a technical protective measure within the meaning of Section 95a of the Copyright Act, the publisher will provide the supplied copies with an individual watermark consisting of the personal data of the respective authorized user and will randomly check the number of accesses via the links. The publisher reserves the right to use further protective measures within the meaning of Section 95a of the Copyright Act. § 95a UrhG to prevent or prove any violations and to initiate criminal and civil proceedings in the event of violation and/or circumvention of the usage restrictions regulated here.

16. The client must bear the costs for the production of ordered printing blocks, films, lithographs, matrices and drawings as well as for significant changes to originally agreed versions requested by the client or for which the client is responsible.

17. A reduction in circulation can give rise to a claim for a price reduction in the case of a contract for several advertisements if the overall average circulation for the insertion year beginning with the first advertisement falls below the average circulation stated in the price list or in another way or - if a circulation is not stated - the average circulation sold (or, in the case of specialist magazines, the average circulation actually distributed) of the previous calendar year. A reduction in circulation is only a defect that justifies a price reduction if it is 20%. In addition, claims for price reduction and damages are excluded in the case of contracts if the publisher informed the client of the reduction in circulation in good time so that the client could withdraw from the contract before the advertisement was published.

18. In the case of box number advertisements, the publisher applies the care of a prudent businessman to the safekeeping and timely forwarding of the offers. Registered letters and express letters for box number advertisements are only forwarded by normal post. The receipts of numbered advertisements are kept for four weeks. Letters that are not picked up within this period are destroyed. The publisher returns valuable documents without being obliged to do so. In the interest and to protect the client, the publisher reserves the right to open incoming offers for inspection purposes in order to prevent misuse of the numbered service. The publisher is not obliged to forward commercial advertisements and brokerage offers. Letters that exceed the permissible DIN A4 format, as well as shipments of goods, books, catalogs and packages are excluded from forwarding and will not be accepted. Acceptance and forwarding can nevertheless be agreed in exceptional cases in the event that the client pays the fees/costs incurred.

19. Printing documents will only be returned to the client on special request. The obligation to keep them ends three months after the end of the order.

20. The place of performance is Hamburg. In business dealings with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for lawsuits is Hamburg. The client does not have a general place of jurisdiction in Germany, Hamburg is agreed as the place of jurisdiction. If the client's place of residence or habitual abode is unknown at the time the lawsuit is filed, or if the client has moved his place of residence or habitual abode outside the scope of the law after the contract has been concluded, the place of jurisdiction is the publisher's registered office. German law applies to the contract. We do not participate in dispute resolution proceedings before a consumer arbitration board.

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