



LICHT



MEDIA KIT 2024

1 TITLE PORTRAIT

The trade journal LICHT reports competently, extensively and practically on the topics of planning, design, technology, daylight, science & research and standardization. LICHT informs about trends and innovations at national and international trade fairs.

2 TARGET GROUP

Architects / interior designers, engineering offices, lighting and electrical planners, trade fairs and shop fitters, manufacturers of lights, lamps, LED / OLED, installation materials, public administration, designers, lighting and electrical engineers, students

3 PUBLISHED

9 times a year

4 AGE OF MAGAZINE

76 years old as of 2024

5 MEMBERSHIPS

IVW, Media Database of the German Trade Press

6 OFFICIAL PUBLICATION

Official publication of the German Technical and Scientific Society for Light and Lighting (LiTG); official publication of the Standards Committee for Lighting Engineering (FNL) in the German Institute for Standards e.V. (DIN)

Status: November 22, 2023

7 EDITOR

Richard Pflaum Verlag GmbH & Co. KG

8 PUBLISHER

Richard Pflaum Verlag GmbH & Co. KG
Lazarettstraße 4, 80363 München

9 EDITORIAL OFFICES

licht.redaktion@pflaum.de

10 ADVERTISING

Christian Schlager, Head of Media Sales, T +49 89 126 07 - 365,
christian.schlager@pflaum.de

11 DISTRIBUTION

Magdalena Roitzsch,
T +49 89 126 07 - 0, kundenservice@pflaum.de

12 REFERENCE PRICES

Single sale: € 14.70
Annual subscription (print only): € 123,30 incl. VAT plus shipping

13 ISSN

0024-2861

14 SCOPE ANALYSIS

2022

Issues	2022 = 9 issues
Total	780 pages = 100,0 %
Editorial part	644 pages = 82,6 %
Ad section	136 pages = 17,4 %
Loose inserts	3 pieces

15 CONTENT ANALYSIS EDITORIAL

2022 = 644 pages

Technical articles on the following topics:

- Indoor / outdoor lighting
- Street lighting
- Representative / decorative lighting
- Spotlight
- Illuminated advertising
- Lighting systems
- Special lights
- Installation systems / -equipment
- Lamps
- Daylight technology
- Planning
- Research & Technology
- Standardization
- Design
- Trade
- Fairs

1 CIRCULATION CONTROL:



2 EDITION

Copies per issue on average
for the period from 07/01/2022 to 06/30/2023

Print run	8,000	
Circulation actually distributed (tvA)	7,654	of which abroad: 644
Sold circulation	888	of which abroad: 153
Subscribed copies	871	
Retail sale	–	
Other sales	17	
Free pieces	6,767	
Remaining, archive and specimen copies	346	

3 GEOGRAPHICAL DISTRIBUTION ANALYSIS

Copies per issue on average
for the period from 07/01/2022 to 06/30/2023

Economic area	share of circulation actually distributed	
	%	copies
Domestic	91.59 %	7,010
Abroad	8.41 %	644
Actual circulation	100.00 %	7,654

4 DISTRIBUTION INLAND TO NIELSEN AREAS

Copies per issue on average
for the period from 07/01/2022 to 06/30/2023

Nielsen 1	14.46 %	1,014
Nielsen 2	22.82 %	1,600
Nielsen 3a	13.67 %	958
Nielsen 3b	15.38 %	1,078
Nielsen 4	17.69 %	1,240
Nielsen 5-7	15.98 %	1,120
Actually distributed circulation (tvA) domestic	100 %	7,010

5 RECIPIENT GROUPS AT A GLANCE

Copies per issue on average
for the period from 07/01/2022 to 06/30/2023

Education / Science & Research	4.9 %
Other	1.1 %
Wholesale and retail with Lighting articles and electrotechnical products	4.2 %
Public administration / construction and housing	8.1 %
Manufacturer of lights, lamps, LED / OLED, installation material, other accessories	14.2 %
Architects / interior designers, engineering offices, lighting and electrical planners, trade fair and shop fitters	67.5 %

ISSUE	1/2024	2/2024	3/2024	4/2024	5/2024	6/2024	7/2024	8/2024	9/2024
Date of publication	02/23/2024	03/26/2024	04/25/2023	05/24/2024	06/25/2024	08/27/2024	09/25/2024	10/25/2024	11/26/2024
Editorial closing date	01/15/2024	02/14/2024	03/14/2024	04/15/2023	05/14/2024	07/15/2024	08/14/2024	09/13/2024	10/14/2024
Advert booking deadline	01/22/2024	02/22/2024	03/22/2024	04/22/2024	05/22/2024	07/22/2024	08/22/2024	09/23/2024	10/22/2024
Deadline for camera-ready copy	02/05/2024	03/07/2024	04/04/2024	04/30/2024	06/06/2024	08/07/2024	09/06/2024	10/07/2024	11/07/2024
FOCAL POINT	Lighting for outdoor and indoor	Lighting for presenting and selling	Lighting and health	Lighting for indoor	Lighting for industrial, commercial and logistical applications	Intelligent building and lighting technology	Lighting for offices and workplaces	Lighting for indoor and renovation	Lighting for streets and urban spaces
■ Planning	<ul style="list-style-type: none"> – Smart City – Digital and sustainable lighting – Special luminaires – Light renovation and in monument protection <p>Light+Building-Special with product news</p>	<ul style="list-style-type: none"> – Shops, super-markets and department stores – Corporate lighting – Showrooms – Daylight solutions – Media facades and walls 	<ul style="list-style-type: none"> – Clinics and hospitals, retirement homes, nursing homes – Medical and physiotherapy surgeries, fitness centres – Disinfection with UVC LED – Human centric lighting – Sports buildings <p>LICHT-Special to a current topic</p>	<ul style="list-style-type: none"> – Hotels and gastronomy – Wellness and swimming pools, thermal baths – Lighting for prestigious rooms – Lighting at home 	<ul style="list-style-type: none"> – Transport infrastructure (train stations, airports, harbours) – bridges, tunnels and underpasses – Multi-storey car parks – Industrial hall lighting – Light as a service 	<ul style="list-style-type: none"> – Lighting control and dynamic lighting indoors and outdoors – Illuminated advertising and media facades – Smart lighting and Internet of things 	<ul style="list-style-type: none"> – Office and administration buildings – Human centric lighting at the workplace – Projects with special luminaires – Flexible working and lighting concepts <p>LICHT-Special to a current topic</p>	<ul style="list-style-type: none"> – Lighting for cultural facilities: museums, galleries, cinemas and theatres – Lighting for cultural centers and media libraries – Lighting for schools, colleges, universities, daycare centres – Funding 	<ul style="list-style-type: none"> – Urban marketing with lighting – Lighting for urban squares and parks – Lighting master plans – Lighting and heritage protection / historical buildings – Religious rooms, churches – Funding
■ Design	<ul style="list-style-type: none"> – Technical designer luminaires 	<ul style="list-style-type: none"> – Lighting and materials 	<ul style="list-style-type: none"> – LED- integration in furniture and textiles 	<ul style="list-style-type: none"> – Outdoor design luminaires 	<ul style="list-style-type: none"> – Start-ups and design-offices 	<ul style="list-style-type: none"> – Smart Home 	<ul style="list-style-type: none"> – Home office 	<ul style="list-style-type: none"> – Multifunctional luminaires (for lighting, acoustics, and room climate) 	<ul style="list-style-type: none"> – Light festivals
■ Technology	<ul style="list-style-type: none"> – Light sources, components and control systems – Smart technologies – Light measurement – Building Information Modeling (BIM) 	<ul style="list-style-type: none"> – Sensor-based lighting control – Light distribution and colour rendering in shop illumination 	<ul style="list-style-type: none"> – Optical components and systems – Electronic components – Building Information Modeling (BIM) 	<ul style="list-style-type: none"> – Thermal management – Software for planning, computer-aided engineering and visualization 	<ul style="list-style-type: none"> – Luminaires with increased safety protection class and for special conditions of use – Recycling and disposal – Building Information Modeling (BIM) 	<ul style="list-style-type: none"> – Measurement technology – Switches and control units – Lighting in the Internet of Things 	<ul style="list-style-type: none"> – Protocols for lighting control – Sensor-based control systems – Building Information Modeling (BIM) 	<ul style="list-style-type: none"> – Connection and interfacing systems – Sustainable light – Thermal management – Measuring technology 	<ul style="list-style-type: none"> – LED modules and LED light sources – Surge-voltage protection – Building Information Modeling (BIM)
■ Profession & Qualification	Interviews Portraits of planners and designers Academic projects at technical colleges and universities Student competition Offers for basic and advanced qualification Practical knowledge for professional application Light + law								
■ Magazine	Reports from trade fairs, conventions, and events Market studies and sector trends History of lighting								
■ Science & Research	Presentation and discussion of current research results in all areas of lighting technology and planning								

You can find current trade fair and event dates at www.lichtnet.de

1 ADVERTISEMENT PRICES AND FORMATS

(Prices are in euros; no discounts are granted on additional charges; the currently valid value-added tax must be added to all prices)

	Format Type area W x H in mm	Bleed* W x H in mm	4-colour Euro	Light + Building issue 1/2024 40 % expanded distribution But only 20 % more than normal price
2/1 page	390 x 250	420 x 297	10,650.–	12,780.–
1/1 page	185 x 250	210 x 297	5,540.–	6,648.–
Juniorpage	135 x 185	145 x 210	3,590.–	4,308.–
1/2 page	90 x 250 185 x 130	100 x 297 210 x 145	3,310.–	3,756.–
1/3 page	60 x 250 185 x 80	70 x 297 210 x 100	2,210.–	2,652.–
1/4 page	90 x 130 185 x 60	100 x 145 210 x 75	1,850.–	2,220.–
1/8 page	90 x 60 185 x 30	- -	1,250.–	1,500.–

* plus. 3 mm trim on all sides

Additional formats on request

8 DISCOUNTS

For adverts within one insertion year (12 months)

Frequency discount	2 x 3 %	4 x 7 %	6 x 10 %	9 x 15 %
Quantity discounts	2 pages 3 %	4 pages 7 %	6 pages 10 %	9 pages 15 %

9 COMBINATIONS

Further scales, combination and multi-year contracts on request.

10 PREFERRED PLACEMENTS

2nd cover page	5,800.- €
3rd cover page	5,600.- €
4th cover page	5,800.- €
Front cover page	on request

11 SPECIAL FORMS OF ADVERTISING

Prices on request

Glued in advertising material
Gatefolder
Banderole

12 PLACEMENTS

We enable placement in the relevant topic area by default.
 Advertisements of 1/2 page are always placed on the right:
 Preferred placements 15% surcharge

13 BOUND IN INSERTS

On request

14 LOOSE INSERTS

Loosely inserted, maximum size 200 x 290 mm

Weight	Price	Total circulation
up to 25 g	3,360.– €	8.000
from 26 g	on request	8.000

15 DELIVERY ADDRESS FOR ITEMS 13-14

BluePrint AG
 BlueFinish
 Herrn Kanay
 Lindberghstraße 13
 80939 München
 Liefermenge 8.300 inkl. 300 Exemplare Verarbeitungszuschuss.

TECHNICAL SPECIFICATIONS

1. Printing and binding process

Offset printing, adhesive binding

2. Data transfer

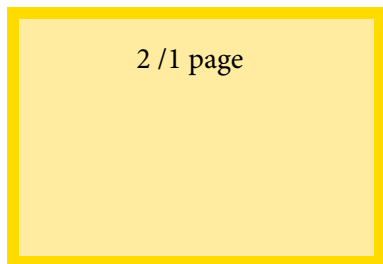
druckunterlagen@pflaum.de

3. Print data

- Print PDF / X-4 in CMYK mode
- No RGB and special colors
- High resolution with at least 300 dpi for color and grayscale images; at least 600 dpi for bitmap images
- Target profile: PSO Coated v3 (ECI) (<http://eci.org/de/downloads>)
- Fonts must be completely embedded
 The minimum font size is 5 points, fine serifs are to be avoided
 Multiple master fonts and double-byte fonts may not be used
- Important text and image elements should be placed at least 3 mm from the edge so that they are not cut

4. Proof

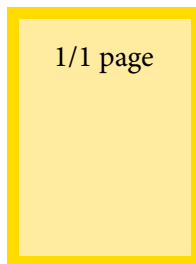
The printing is done according to standard color values. If a higher color accuracy is required, a proof according to FOGRA 51 must be available by the printing date.



2 /1 page

T: W x H* 390 x 250

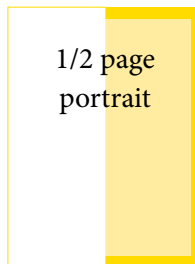
B: W x H* 420 x 280



1/1 page

T: W x H* 185 x 250

B: W x H* 210 x 297

1/2 page
portrait

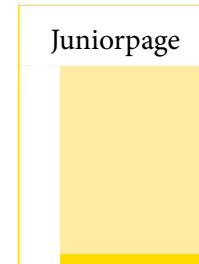
T: W x H* 90 x 250

B: W x H* 100 x 297

1/2 page
landscape

T: W x H* 185 x 130

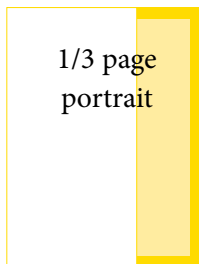
B: W x H* 210 x 145



Juniorpage

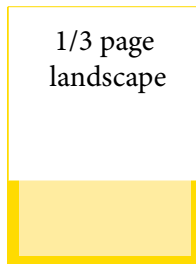
T: W x H* 135 x 185

B: W x H* 145 x 210

1/3 page
portrait

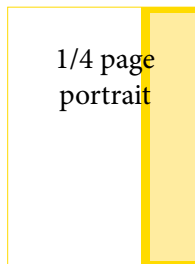
T: W x H* 60 x 250

B: W x H* 70 x 297

1/3 page
landscape

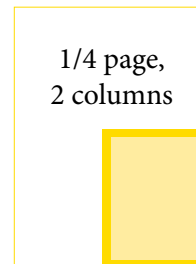
T: W x H* 185 x 80

B: W x H* 210 x 100

1/4 page
portrait

T: W x H* 45 x 250

B: W x H* 50 x 297

1/4 page,
2 columns

T: W x H* 90 x 130

B: W x H* 100 x 145

1/4 page,
landscape

T: W x H* 185 x 60

B: W x H* 210 x 75

* T = Type area, B = Bleed plus 3mm trim on all sides, all information in mm



Lead as a picture or graphic

1-2 pictures, resolution min. 300 dpi

Headline

Font: Engel light, font size: 34 point, approx. 30 characters *

Opening credits

Font: Engel medium, font size: 10 point, approx. 250 characters *

Identification as advertorial

Body text

Font: Engel light, font size: 9 point, approx. 3000 characters*

Credits

Font: Engel light, subline 14 point, Continuous text 9 point

* each including spaces

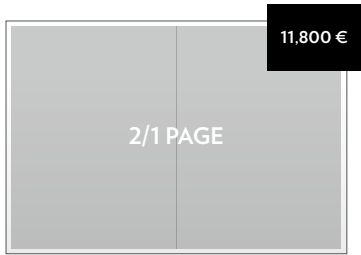
Possible fields of application

- Presenting of your company
- Introducing new products or services
- Documentation of events such as anniversaries or trade fairs
- Project presenting within your advertising campaign

You can choose between these options

- You deliver a print-ready file for your advertorial. To do this, please send us a high-resolution PDF (300 dpi)
- You provide us with text and image material and we will put your content in the desired form

YOUR ADVERTORIAL IN YOUR DESIRED FORMAT



A double page
in the type area
2x 185x256mm
or in the bleed

A full page
in the type area
185x256mm
or in the bleed

Half a page across
in the type area
185x130mm
or in the bleed

Deadline

The booking deadline is always the editorial deadline. The deadline for the data delivery is the advertising deadline.

Do you need help with the creation?
Our graphics team is at your disposal.

Price for implementation

- for 2/1 page 530.- €
- for 1/1 page 370.- €
- for 1/2 page 270.- €



PRODUCT RECOMMENDATIONS FROM THE EDITORS

With this new promotion format, we offer you the opportunity to put a product of your company to the test of the LICHT editorial team.

LICHT test is a product recommendation or product evaluation from the editorial staff.

We are therefore dependent on using the manufacturer's data or data sheet, reviewing them critically and evaluating the product in terms of appearance and design, function and application, handling and operation, light quality, material and workmanship, among other things.

The result is a 1-page article in the magazine LICHT, which can also be expanded online if necessary, for example with a video. Depending on the material, the article can also be expanded to 2 pages.

It will also be published on www.lichtnet.de, in the LICHT newsletter and as a post on LinkedIn.

The price for this depends on the volume and type of publication, at least 1/1 page print 5,900.- €

The manufacturer's information on technical values such as e.g. consumption, service life etc. cannot be checked. The editorial team does not have a light measurement laboratory, photometric measurements or other possibilities to capture any lighting data.



<https://li.rpv.media/trilux-test>

PROMOTING YOUR PRODUCT OR PROJECT

With the LICHT Markt, LICHT offers you the opportunity to present your reports (e.g. new products, events, catalogs, etc.) or new contributions (e.g. project report, product application, etc.) to the specialist target group in a high-quality environment - without much effort and at a great price.

YOU HAVE THE FOLLOWING POSSIBILITIES

- News 1/3 page landscape (1 picture + 800 characters) 1,070.- €
- Report 1/1 page (1-2 pictures + 3.000 characters) 3,400.- €
- Report 2/1 page (2-4 pictures + 6.000 characters) 6,170.- €
- Each including spaces, design by the publisher.

Marking as an advertisement is mandatory.



News

Report

CUSTOMIZED COMMUNICATION

LICHT offers you individual possibilities, to implement your brand's message in a form tailored to your needs.

Areas of application are e.g. regular customer magazines, special publications on new products, events (fairs, road shows, etc.), customer mailings, etc.

Benefit from the reputation of the LICHT brand and from the experience of our publishing house.

Numerous forms can be implemented in print and online. Supplemented by numerous distribution channels for the LICHT brand.

We would be happy to make you an individual offer for your communication solution.



Christian Schlager
T +49 89 126 07 - 365
F +49 89 126 07 - 202
christian.schlager@pflaum.de

1 WEBADDRESS

www.LICHTnet.de

2 PORTRAIT

LICHTnet.de is the portal for the lighting industry and informs users on all relevant topics relating to light.

- News & dates
- Technical articles on planning & technology, design & art
- Specialist articles from research and teaching
- Trade fair reports and event reports
- Planner and company portraits
- Job Market
- Magazine archive
- Business directory

3 TARGET GROUP

Architects / interior designers, engineering offices, lighting and electrical planners, exhibition and shop fitters, manufacturers of lights, lamps, LED / OLED, installation materials or other accessories, public administrations, designers, lighting and electrical engineers, students

4 PUBLISHER

Richard Pflaum Verlag GmbH & Co. KG

Christian Schlager

T +49 89 126 07 - 365

F +49 89 126 07 - 202

christian.schlager@pflaum.de

5 PRICES AND ADVERTISING FORMS

See next page

6 USAGE DATA

Usage data on request



PRICES AND ADVERTISING FORMS

Advertising forms	Format / Size in pixels	Price in € / 4 weeks
Top-Banner	① 1280 x 200 px	1,440.–
Skyscraper	② 300 x 600 px	810.–
Medium Rectangle	③ 300 x 250 px	540.–
Superbanner	④ 728 x 90 px	590.–
Video	③ 300 x 250 px	540.–
TextAd 1.500	⑤ Text, Bild, Link	590.–

Other formats and special ads on request.

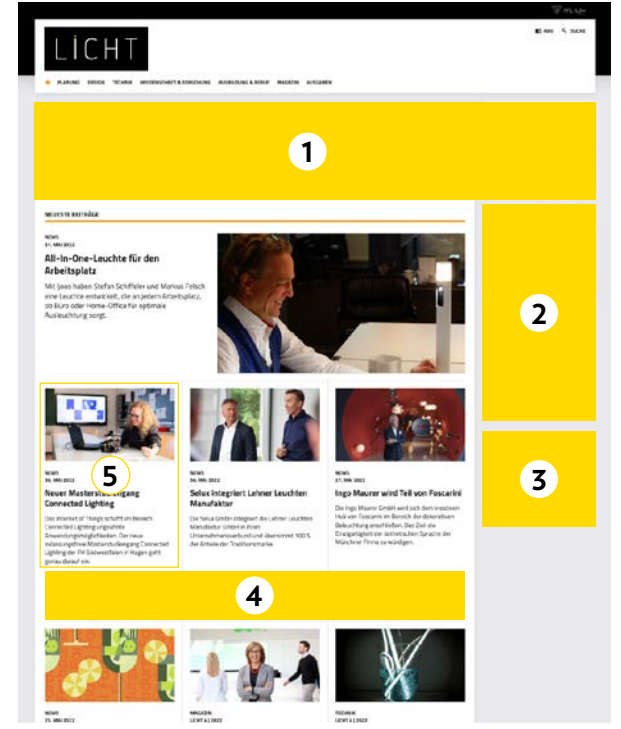
The banner formats are displayed with a maximum of one additional advertiser in rotation shown for this placement. The campaign is monthly billed at a fixed price.

Technical specifications

Please send banner data as GIF, JPEG/JPG, PNG, SWF, HTML 5 at least 5 days in advance to campaign start to druckunterlagen@pflaum.de.

Deliver video formats as FLV, AVI, MPEG, MP4, OGV, WEBM and 3GP.

SAMPLE ADVERTISING FORMS



1 NAME

LICHT Newsletter

2 PORTRAIT

Lighting technologies and the lighting industry are changing rapidly. With the LICHT newsletter we inform readers about the latest news, dates and specialist articles from the industry.

3 TARGET GROUP

Architects / interior designers, engineering offices, lighting and electrical planners, trade fairs and shop fitters and manufacturers of lights

4 APPEARANCE

Frequency: twice per month

SHIPPING DATES

KW 2	KW 15	KW 28	KW 41
KW 4	KW 17	KW 30	KW 44
KW 6	KW 19	KW 32	KW 46
KW 8	KW 22	KW 35	KW 48
KW 10	KW 24	KW 37	KW 50
KW 13	KW 26	KW 39	

kw = week

5 PUBLISHER

Richard Pflaum Verlag GmbH & Co. KG

6 PRICES AND ADVERTISING FORMS

Format	Format in pixels	Price in € per broadcast
Newsletter		
Fullsize-Banner	624 x 80	260.–
Text Ad	1.000 characters** + picture (450 x 250)*	530.–

* **Images** resolution of 72 dpi. Delivery as jpeg, png or gif.

** **Text length** maximum number of characters (including spaces).

7 USAGE DATA

Recipients: 2,051

Opening rate: 28%

Click rate: 22%

As of Sept. 2022 – Aug. 2023

Christian Schlager

T +49 89 126 07 - 365

F +49 89 126 07 - 202

christian.schlager@pflaum.de

THE EXCLUSIVE LICHT SPECIAL NEWSLETTER

In addition to the advertising options in our editorial newsletters, we offer you the option of booking an exclusive stand-alone newsletter. You can use it to advertise your products, dates or projects in a targeted manner. The newsletter will be sent to our mailing list.

Please just ask for an offer!

File format: HTML

SPECIFICATION

- Sending of the data (Word document) up to 2 weeks before dispatch
- Sending of the pictures as jpeg or png
- Specifications and details for delivery on request!

USAGE DATA

Recipients: 2,107

Opening rate: 28%

Click rate: 14%

As of Sept. 2022 – Aug. 2023

RUNNING TIME

One-time shipping

DATE

Individually based on availability

PRICE

1,640.– €

LICHT Sondernewsletter

Liebe Leserinnen, liebe Leser,

im Auftrag unseres Kunden Regent Lighting erhalten Sie heute einen LICHT-Sondernewsletter mit interessanten Neuheiten.

Viele Grüße

Ihr LICHT-Team

licht.redaktion@pflaum.de

PURELITE

Überzeugendes Design auf der ganzen Linie



WHITEPAPER FOR LEAD GENERATION

Present yourself with high-quality and exclusive specialist information for our readers – your future customers. With your research and application reports and your concrete problem solving methods you are able to show products, entire product families, areas of application and background knowledge to our readers on www.lichtnet.de and inform them credibly. Position yourself as an expert in your field and increase your awareness level.

We take care of the leads.

In order for our readers to be able to download your white paper, they must register with their name and email address.

We pass these leads on to you so that we can contact them.

Services

- Provision of the whitepaper for download against registration.
- Promotion of the white paper
- Advertising your white paper in the LICHT newsletter.

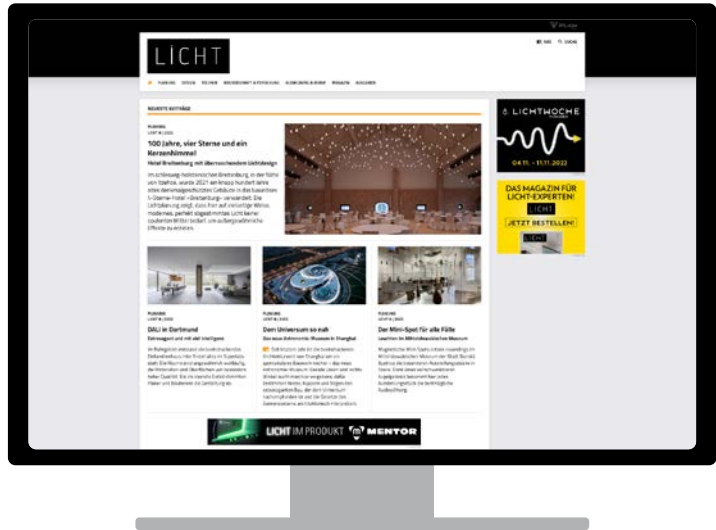
Basic package

- Whitepaper duration 3 months
- 3x text ad in the newsletter
- Price: 1,990.- euros net

Premium package

- Whitepaper duration 6 months
- 6x text ad in the newsletter
- Price: 3,490.- euros net

Christian Schlager
T +49 89 126 07 - 365
christian.schlager@pflaum.de



10. LICHTWOCHE

MÜNCHEN

10/19/24–10/25/24

SPONSORING

LICHTWOCHE München offers you the opportunity to present your company in a different light. The participants and the audience include planners, technicians, students, designers as well as municipal representatives from Munich and the surrounding area and now all of Germany. We would be happy to show you which doors are open to you as sponsors and put together an individual sponsorship package for you.



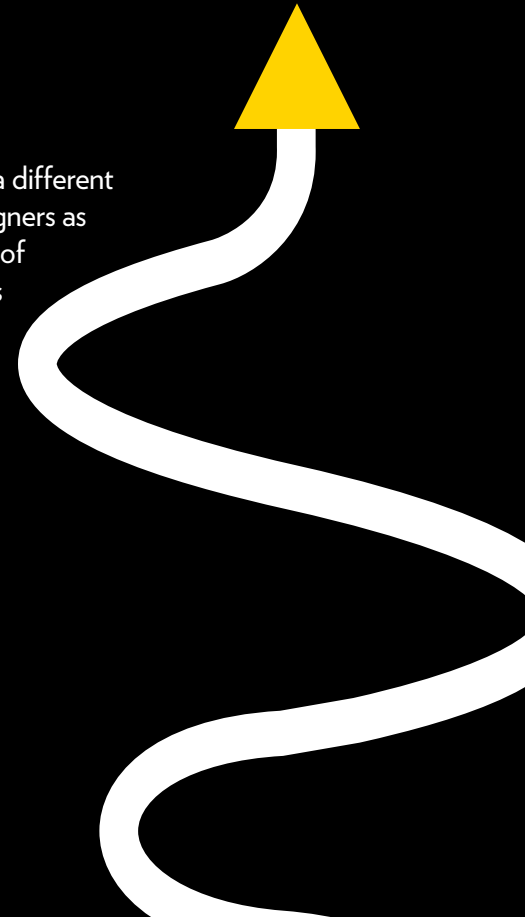
CHRISTIAN SCHLAGER
HEAD OF MEDIA SALES

T +49 89 126 07 – 365
christian.schlager@pflaum.de



AGNES HEY
MANAGING DIRECTOR

T +49 89 126 07 – 0
agnes.hey@pflaum.de





PRINT

The trade journal LICHT reports on a special topic per issue, e.g. workplace lighting, lighting in sales, in industrial buildings, lighting for health or light control. Rubrics: planning, design, technology, daylight, science & research, training & career and magazine.

DIGITAL

Via the LICHTnet.de website, the monthly newsletter, the LICHT App and Facebook, Twitter and YouTube, readers can find additional specialist articles, news, project reports, interviews, trade fair reports, an appointment calendar, etc.

EVENT

LICHTWOCHE München offers you the opportunity to present your company in a different light. The participants and the audience include planners, technicians, students, designers and municipal representatives from Munich, the surrounding area and now all of Germany.





CHRISTIAN SCHLAGER
HEAD OF MEDIA SALES

T +49 89 126 07 - 365
christian.schlager@pflaum.de



MICHELLE DIAN
EDITOR

T +49 89 126 07 - 361
licht.redaktion@pflaum.de



MAXIMILIAN KREUZER
EDITOR

T +49 89 126 07 - 363
licht.redaktion@pflaum.de



FRIEDERIKE MECHLER
EDITOR

T +49 89 126 07 - 360
licht.redaktion@pflaum.de

31 Applicability and exclusivity

1 For the acceptance and publication of all advertising contracts and any such subsequent contracts, the following shall exclusively apply: the present General Terms and Conditions, the Publisher's price list valid at the time of closing of such contracts, as well as the stipulations contained in this price list. Any other General Terms and Conditions of the Contracting Party, insofar as they are not in agreement with the present General Terms and Conditions, shall not apply.

2 The present General Terms and Conditions shall apply where applicable to contracts for inserts. The Publisher will in all cases accept these orders only after submission and examination of a sample.

32 Quotation and closing of a contract

1 Orders for advertising can be submitted personally, by telephone, in writing, by fax, by e-mail, or by Internet. The Publisher accepts no responsibility for mistakes made during transmission.

2 A contract shall be considered to be closed only after written confirmation of order by the Publisher. The price list valid at the time of closure of the contract shall apply.

3 The Publisher is entitled, on its duly made discretion, to refuse orders, including individual orders part of an overall contract. This especially applies when the content of such advertising violates current law or legal stipulations if it has been objected to by the German Press or Advertising Council as part of a complaint process if publication would be unacceptable to the Publisher owing to its content, its origin, or its technical form; if its format or design could leave the impression with the reader of having an editorial content; or if it contains advertising from another company.

33 Processing of the order

1 Orders must be processed within one year after closure of the contract, beginning with the first insertion (publication) of the advertising.

2 The Contracting Party will provide the Publisher with all content, information, data, files and other materials ("materials") required for the advertising. These materials must be complete, free of mistakes and malware, and promptly submitted in accordance with contractual agreements. If materials are provided to the Publisher in digital form (e.g. PDF, DOC or e-mail), they must be provided as closed files; i.e., files whose content the Publisher cannot change. The Publisher cannot be held responsible for the faulty publication of advertising that had been submitted in open files (e.g., files saved under Corel Draw, QuarkXPress, Freehand, or the like). Files that belong together must be saved and submitted by the Contracting party in one folder. In the case of digitally submitted print materials for colour advertising, the Contracting Party must be named time and again a colour proof and a proof or measurement log. Otherwise, the Publisher may not be held responsible for any claims for restitution of damages by the Contracting Party owing to colour deviations. The Contracting Party is legally responsible for providing files free of computer malware. The Publisher may delete files with computer malware, without being held legally responsible by the Contracting Party. The Publisher reserves the right to lodge claims for damages if computer malware gives rise to subsequent damage at the Publisher. The Publisher will request immediate replacement for obviously unsuitable or damaged materials. The Publisher will return materials to the Contracting Party only upon its express request; otherwise, the materials will become the property of the Publisher. The Publisher's responsibility to save all submitted materials will end three months after publication of the respective order.

3 The Contracting Party will bear all costs for the preparation of ordered materials, films, or drawings, as well as for any required or acceptable modifications made by the Contracting Party to originally agreed versions.

4 Proofs will be delivered only upon the express wish of the Contracting Party. The Contracting Party will be responsible for the correctness of the returned proof. If the proof is not returned to the Publisher before the deadline, the Publisher will consider the proofs to be approved.

5 If requested, the Publisher will deliver an advertising receipt with the invoice. If such a receipt can no longer be provided, the Publisher will instead provide confirmation of publication and distribution of the advertising.

6 The version and the designation of editorially created advertising must be coordinated with the Publisher in due time before publication. The text parts of an advertisement must be clearly distinguishable – beginning with the basic form of the font – from the editorial part of the magazine. The Publisher is entitled to clearly designate as advertising any adverts that are not clearly recognizable as such.

7 Replies to adverts with a code for response will be kept by the Publisher for four weeks after publication. They will be submitted to the Contracting Party by normal post (also in cases in which the replies had been sent by special delivery or registered mail). The Publisher cannot, however, provide a guarantee for the safekeeping or prompt return of these replies.

8 The advertising deadlines and publication dates given in the price list are not legally binding for the Publisher. The Publisher will be entitled to adjust these dates on short notice, in accordance with the production process.

9 The Contracting Party may withdraw an order only in due time – at the latest, by the advert deadline – and in writing, by fax or e-mail. If the advert has already gone to press, the Contracting Party must pay for the advert. Otherwise, the Publisher can, in accordance with legal stipulations, demand payment of the costs that it has incurred up to withdrawal.

10 The Contracting Party is responsible for the content and the legality of the advertising. The

Contracting Party grants indemnity to the Publisher for all claims for damages lodged by third parties owing to the publication of the advertising. The Contracting Party shall also be liable for legal costs incurred in conjunction herewith. The Publisher is not responsible to check whether advertising infringes on the rights of third parties. If the Publisher is forced by legal action to print a counterstatement or correction as a result of the published advertising, the Contracting Party must pay for this publication in accordance with the valid price list.

11 Advertising agencies are obliged to observe the price list of the Publisher in their quotations, contracts, and invoices with respect to advertising. The brokerage commission granted by the Publisher is calculated on the basis of the customer's net sum; i.e., after deduction of discounts, bonuses, and any reductions for faults. The brokerage provision is valid only for brokerage of orders of third parties. It will be granted only to advertising agencies recognized by the Publisher under the condition that the order is created directly by the advertising agency, that it is responsible for the creation of the final printing materials ready for press, and that the agency is officially commercially registered as an advertising agency. The Publisher is entitled to refuse orders from advertising agencies if there is doubt of the professional expertise or agency activity or of the credit rating of the agency. Orders through advertising agencies are awarded in their names and on their accounts. Insofar as advertising agencies grant orders, and in case of doubt, the contract will take place with the advertising agency. If an advertiser intends to become the Contracting Party, this must be agreed especially with the name of the advertiser. In such cases, the Publisher is entitled to request proof that an order has been placed.

34 Prices, terms of payment, and discounts

1 The price for publication of advertising is governed by the price list valid at the time that the order was placed. For advertising created by the editorial department of the Publisher, inserts, special publications and composite adverts, as well as advertising ordered after the advertising deadline, the Publisher is entitled to set prices that deviate from the price list. Price changes for orders awarded are not applicable for advertising orders. The Publisher is entitled to refuse orders from advertising agencies if there is doubt of the professional expertise or agency activity or of the credit rating of the agency. Orders through advertising agencies are awarded in their names and on their accounts. Insofar as advertising agencies grant orders, and in case of doubt, the contract will take place with the advertising agency. If an advertiser intends to become the Contracting Party, this must be agreed especially with the name of the advertiser. In such cases, the Publisher is entitled to request proof that an order has been placed.

35 Prices, terms of payment, and discounts

1 The price for publication of advertising is governed by the price list valid at the time that the order was placed. For advertising created by the editorial department of the Publisher, inserts, special publications and composite adverts, as well as advertising ordered after the advertising deadline, the Publisher is entitled to set prices that deviate from the price list. Price changes for orders awarded are not applicable for advertising orders. The Publisher is entitled to refuse orders from advertising agencies if there is doubt of the professional expertise or agency activity or of the credit rating of the agency. Orders through advertising agencies are awarded in their names and on their accounts. Insofar as advertising agencies grant orders, and in case of doubt, the contract will take place with the advertising agency. If an advertiser intends to become the Contracting Party, this must be agreed especially with the name of the advertiser. In such cases, the Publisher is entitled to request proof that an order has been placed.

2 The discounts regulated in the price list are granted only to the Contracting Party and only for the advertising published within one year (the "advertising year"). Frequency discounts apply only within one advertising year. This period begins with publication of the first advertisement, unless agreed to the contrary.

3 If the Contracting Party requests more extensive advertising, it is entitled to a retroactive discount, insofar as the initial order was discountable. This entitlement will expire if it is not claimed within one month after expiry of the advertising year. If an order does not reach the planned order volume, then the excessive discount granted will be subsequently invoiced to the Contracting Party.

4 Unless agreed to in writing, the Contracting Party is liable for the payment of the price for the price list, as reckoned from the date of receipt of the invoice. The Contracting Party shall be responsible for dunning and debt-collection costs. In case of delay in payment, the Publisher is entitled to interrupt execution of a running order until payment is rendered, and to demand advance payment. In case of justified doubts as to the solvency of the Contracting Party, the Publisher is entitled – contrary to any other agreed terms of payment, and during the term of an overall order block – to make publication of further advertising dependent on advance payment and payment of arrears. The Publisher may correct faulty invoices within six months after original issue of the invoice.

5 For all prices, the legally valid value-added tax (VAT) applicable on the date of invoicing must be added to the base price.

6 For orders from outside Germany that are not subject to value-added tax (VAT), invoicing will take place without addition of VAT. The Publisher is entitled to add the VAT and invoice it subsequently to the Contracting Party if the pertinent tax authorities subsequently decide that an advertising order is in fact subject to VAT.

7 If circulation is reduced, and in case of an order for several advertising forms, the Contracting Party may derive a claim for price reduction, under the following conditions: if, on the average over the advertising year beginning with the first publication, the average circulation stated in the price list or in another manner – or, if the circulation is not stated, the average number of copies actually sold – falls below the average actual circulation of the previous calendar year. Reduction in circulation will lead to justification for price reduction only if circulation falls by at least 20 percent. In addition, claims for price reduction will not be possible if, at the point in time of contract closure, the Publisher informs the Contracting Party of the fall in circulation in such time that the Contracting Party can withdraw from the contract before appearance of the advertising. Such claims for reduction by merchants as Contracting Party lose validity twelve months after publication of the advertising.

5 Guarantee for shortcomings in advertising

1 The Publisher cannot guarantee that advertising will be published in certain numbers or issues or at particular places in the publication.

2 If the Contracting Party does not observe the recommendations of the Publisher with respect to creation and submission of the advertising material, it will not be entitled to claims for shortcomings in

the advertising. This also applies if the Contracting Party does not observe other stipulations in these General Terms and Conditions or in the price list.

3 In the case of obvious shortcomings in the advertising, the Contracting Party must lodge its claim no later than two weeks after receipt of the invoice. If the shortcomings are not obvious, the Contracting Party must lodge its claim no later than one year after publication of the printed matter in question. In case of faulty advertising – despite prompt submission of flawless materials and prompt lodging of claim – the Contracting Party may request a correct substitution publication (replacement) – but only to the extent to which the purpose of the advertising had been impaired. A claim for replacement will not apply if it is associated with disproportionate costs for the Publisher. The Contracting Party will be entitled to withdraw from the contract or to demand payment reduction to the extent that the purpose of the advertising was impaired, under the following conditions: if the Publisher does not observe the time limit set, if the Publisher refuses a replacement advertising, if the replacement is not reasonable for the Contracting Party, or if the replacement fails. The Contracting Party will not be entitled to withdraw from the contract in the case of insignificant shortcomings. Guarantee claims by merchants may not be lodged later than 12 months after publication of the advertising.

4 If shortcomings in the advertising materials become evident not immediately, but only during processing, the Contracting Party will be responsible for the additional costs arising or for losses in production. If shortcomings in the advertising materials are not obvious, the Contracting Party will have no claims in the event of unsatisfactory publication. The same applies for errors in repeated advertising publications, if the Contracting Party does not promptly call attention to the faults before publication of the next following advertising.

5 For material provided by the Contracting Party (e.g., bound or loose inserts), the Publisher cannot guarantee the correctness of the quantities or qualities designed as delivered.

6 Liability

1 Claims for restitution of damages lodged against the Publisher, for whatever legal reason, are not possible, especially claims owing to delay, the infringement upon contractual obligations or the commercial proprietary rights of third parties, or impermissible actions. This will not apply under the following conditions: if the Publisher, its representatives, or its agents intentionally or grossly negligently act or slightly negligently fail to comply with their contractual obligations that are essential for achievement of the contractual purposes, or if claims for restitution of damages arise from a quality guarantee. If the Publisher is liable in principle, the claim for restitution of damages is limited to the predictable damages. This limitation of liability does not apply if the damages were caused by intentional or grossly negligent action by the Publisher, its representatives, or its agents, or if the claim arises from product liability law, or if the claims result from damages to life, limb, or health. The exclusion of liability for the Publisher shall also apply to the same extent for the personal liability of its employees, representatives, legal entities, and agents. All claims for restitution of damages lodged against the Publisher shall expire in twelve months after the point in time at which the Contracting Party had knowledge of or in connection with which the claims arose, or should have had such knowledge.

2 In the event of force majeure, or in case of labour disputes not the fault of the Publisher, the Publisher will be released from its obligation to fulfil the contract. Claims for restitution of damages shall not arise in such cases.

57 Granted rights

The Contracting Party guarantees that it possesses all rights required for insertion, publication, and distribution of the advertising. The Contracting Party grants to the Publisher the copyright, usufructuary rights, intellectual property rights, and all other rights necessary for the intended usage of the advertising in the respective advertising media. This especially includes the respectively required rights for reproduction, distribution, transmission, submission, processing, public access, entry in a data base, removal from a database, and provision for retrieval – to the extent as required with respect to time, space, and content for execution of the contract. These stated rights are granted without limitation as to locale. They authorize the Publisher to employ all known technical methods in all known forms of advertising media.

8 Storage of data from the Contracting Party Within the context of business relationships, the Publisher will store data from the Contracting Party with the aid of electronic data processing in accordance with the legal stipulations of the EU General Data Protection Regulation. You can find our current data protection declaration at www.plflam.de/datenschutz.

9 Place of performance and legal venue These General Terms and Conditions are subject to the law of the Federal Republic of Germany, under the exclusion of the United Nations Convention on Contracts for the International Sale of Goods (CISG) and under exclusion of conflict law. The place of performance is the legally registered home office of the Publisher. Any dispute with merchants, legal entities under public law, or public separate estates will be settled in the relevant court of law at the registered home office of the Publisher. Date of this version: August of 2012

The present General Terms and Conditions are filed under: www.plflam.de/mediaservice/abg/

PUBLICATIONS BY PFLAUM VERLAGS AND FITNESS NETWORK MEDIEN & MARKETING GMBH



The comprehensive range of specialist media for physiotherapists and healthcare entrepreneurs.



The business magazine for successful therapy entrepreneurs, practice owners and executives.



The comprehensive range of specialist media for naturopaths.



The comprehensive range of specialist media for lighting designers and planners.



The comprehensive range of specialist media for sports and fitness trainers.



The specialist media offering and customer loyalty system for studio operators and healthcare entrepreneur.



The total overview of the education and training market in the sports and fitness industry.



The comprehensive range of specialist media for family entrepreneurs.