



The international premium magazine
for the textile chain

Target group:

textilenetwork targets managing directors, factory and production managers, IT specialists, product managers, design engineers, buyers, vendors, and designers in Germany and abroad.

Print run:

5,000 copies (German* + English)

Qualified circulation:

2,349 copies (German*)

2,078 copies (English)

Frequency:

Six times per year

Volume:

17th volume 2019

Membership/Participation:

IVW (German Audit Bureau of Circulation)

*Source, IVW 2nd Quarter 2018



textilenetwork - the international premium magazine for the textile chain.

textilenetwork targets professionals who need to know how and where textiles are produced and marketed today and in the future: investment decision-makers, managing directors, factory and production managers, product managers, designers and product developers, buyers and vendors, quality assurance representatives, students and lecturers.

textilenetwork appears all over the world six times a year (double issues Jan./Feb., March/April, May/June, July/Aug., Sept./Oct. and Nov./Dec.) in a German-language and an English-language version (1:1 translation). The German-language edition is mainly (but not only) distributed to readers in Germany, Austria and Switzerland. The English-language edition goes to readers particularly in Europe, above all Eastern Europe and overseas – mainly to China, Hong Kong, India, Japan, Taiwan, Sri Lanka, Brazil and the USA.

Special series 2019: The stars of the future – specialised staff !

Issue	Editorial deadline	Advertising deadline	Publication date	Topics	Distribution at Trade Fairs/Exhibitions*
1-2	18.12.2018	04.01.2019	28.01.2019	Fibres/Yarns Fabrics/Additional Textile finishing Functional textiles Knitting technology Sustainability/Textile chain	23.01.2019 – 25.01.2019 Pitti Immagine Filati, Florenz 29.01.2019 – 31.01.2019 Munich Fabric Start, Munich 03.02.2019 – 06.02.2019 ISPO Munich, Munich 11.02.2019 – 14.02.2019 Texworld Paris, Paris 12.02.2019 – 14.02.2019 Première Vision, Paris 05.02.2019 – 07.02.2019 Milano Unica, Milan 26.02.2019 – 26.02.2019 Techtextil North America, Raleigh February 2019 FILO, Milan 12.03.2019 – 15.03.2019 Intertextile Shanghai Home Textile, Shanghai
3-4	14.02.2019	21.02.2019	15.03.2019	Techtextil - Preliminary reports Texprocess - Preliminary reports FESPA - Preliminary reports Functional fabrics/Functional textiles Textile chemistry Digitization Clothing technologies CAD/CAM/PLM Warehouse logistics	March 2019 Texworld Istanbul April 2019 BIFF & BIL, Bangkok IWTO Congress Venice
5-6	26.03.2019	02.04.2019	26.04.2019	Techtextil - Highlights Texprocess - Highlights FESPA - Highlights Textile machinery Textile technologies Nonwovens ITMA/Preliminary reports Smart textiles/Wearable electronic Industry 4.0 E-commerce	14.05.2019 – 17.05.2019 Texprocess/Techtextil, Frankfurt May 2019 Proposte, Cernobio 14.05.2019 – 17.05.2019 FESPA, Munich 08.05.2019 – 09.05.2019 Performance Days, Munich

Special series 2019: The stars of the future – specialised staff !

Issue	Editorial deadline	Advertising deadline	Publication date	Topics	Distribution at Trade Fairs/Exhibitions*
7-8	07.05.2019	14.05.2019	05.06.2019	ITMA - Highlights Textile machinery Textile technologies Sustainability/Textile chain SCM 3D/Virtual prototyping Cut-make-trim Logistics/Transport	June 2019 20.06.2019 - 26.06.2019 July 2019 06.07.2019 - 08.07.2019 July 2019 August 2019 Pitti Immagine Filati, Florence ITMA, Barcelona Texworld USA, New York Interfilère Paris, Paris Neonyt Milano Unica, Milan Intertextile Shanghai Home Textiles, Shanghai
9-10	26.07.2019	02.08.2019	27.08.2019	Fibres/Yarns Fabrics/Additional Nonwovens Composites Textile chemistry Leather CAD/Cutting Logistics/PLM	September 2019 September 2019 September 2019 10.09.2019 - 12.09.2019 06.11.2019 - 07.11.2019 22.10.2019 - 24.10.2019 September 2019 05.11.2019 - 08.11.2019 Munich Fabric Start, Munich 58. Int. Fasertagung Dornbirn GFC, Dornbirn Première Vision Paris, Paris Composites Europe, Stuttgart Hofer Vliesstofftage, Hof Filtech, Cologne FILO, Milan A + A, Milan
11-12	16.10.2019	23.10.2019	15.11.2019	Heimtextil 2020 - Highlights Domotex 2020 - Highlights Upholstery fabrics Furnishing fabrics Lingerie fabrics/Lace Functional textiles Logistics/E-commerce Sustainability	November 2019 13.11.2019 - 14.11.2019 28.10.2019 - 28.10.2019 07.01.2020 - 10.01.2020 January 2020 Maredimoda, Cannes Performance Days, Munich Maroc Sourcing, Marrakesh Heimtextil, Frankfurt PSI, Dusseldorf Heimtextil, Frankfurt Domotex Neonyt Interfilère

Size	Format	Colour	Rate
1/1	PS: 180 mm x 270 mm B: 210 mm x 297 mm	4c	4,650.- €
1/2	PS: 180 mm x 132 mm B: 210 mm x 146 mm PS: 88 mm x 270 mm B: 105 mm x 297 mm	4c	2,795.- €
1/3	PS: 180 mm x 88 mm PS: 127 mm x 122 mm PS: 57 mm x 270 mm B: 74 mm x 297 mm	4c	1,895.- €
1/4	PS: 180 mm x 63 mm PS: 88 mm x 132 mm	4c	1,520.- €
1/6	PS: 72 mm x 100 mm PS: 127 mm x 59 mm PS: 180 mm x 41 mm	4c	1,030.- €
1/8	PS: 72 mm x 77 mm PS: 127 mm x 43 mm	4c	935.- €

PS: Print Space B: Bleed

- 1 Surcharges**
Placement:

Front cover page	5,290.- €
2 nd cover page	4,780.- €
3 rd cover page	4,680.- €
Back cover page	5,080.- €

Surcharge for other compulsory placement instructions and confirmed placements 10 %
 Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline
- 2 Colours:**

Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 510.- €
 (No discount available)
- 3 Magazin format:**

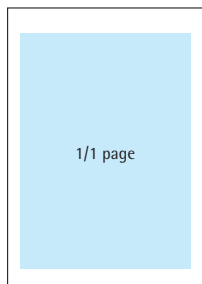
DIN A4, 210 mm wide x 297 mm high
- 4 Discounts:**

Ads within 12 months (insertion year):
 Frequency discount
 3 Ads 5%
 6 Ads 10%
 9 Ads 15%
 12 Ads 20%
- 5 Classified ads:**

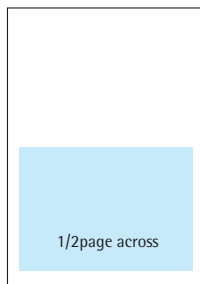
Basic rate mm-ad single-column line 4c 8.60 €
 mm-ad rate for job offers/applications on request
- 6 Ad specials:**

Inserts
 up to 25 g: € 354.- o/oo
 up to 50 g: € 438.- o/oo
 Maximum format available for loose inserts: 210 x 297 mm

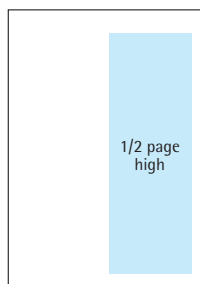
Rates for bound inserts and other advertising formats (post-its, gate folders, etc.) on request



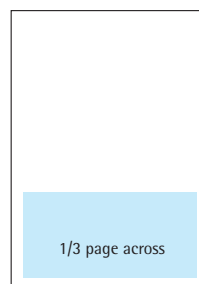
Print space:
wx h: 180 mm x 270 mm
Bleed format:
wx h: 210 mm x 297 mm



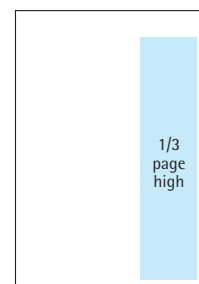
Print space:
wx h: 180 mm x 132 mm
Bleed format:
wx h: 210 mm x 146 mm



Print space:
wx h: 88 mm x 270 mm
Bleed format:
wx h: 105 mm x 297 mm

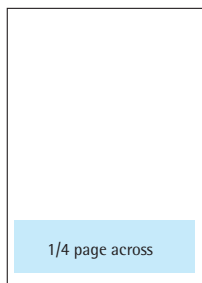


Print space:
wx h: 180 mm x 88 mm
Bleed format:
wx h: 210 mm x 103 mm

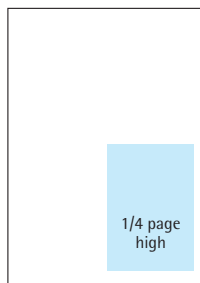


Print space:
wx h: 57 mm x 270 mm
Bleed format:
wxh: 74 mm x 297 mm

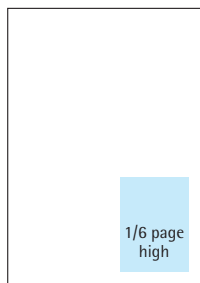
Ad formats bleed off:
Bleed ad format plus 3mm
allowance on all sides



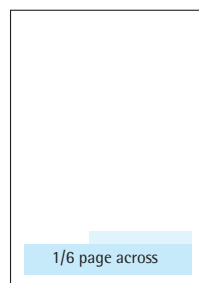
Print space:
wx h: 180 mm x 63 mm



Print space:
wx h: 88 mm x 132 mm



Print space:
wx h: 72 mm x 100 mm






Print space:
wx h: 127 mm x 59 mm
wx h: 180 mm x 41 mm



Print space:
wx h: 72 mm x 77 mm
wx h: 127 mm x 43 mm

1/12 page across
w x h: 72 mm x 56 mm
w x h: 127 mm x 27 mm
1/12 page high
w x h: 72 mm x 56 mm
1/16 page across
w x h: 72 mm x 36 mm
1/16 page long
w x h: 48 mm x 54 mm

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| <p>1 Magazine format:
Print space: 210 mm wide x 297 mm high
180 mm wide x 270 mm high</p> <p>2 Printing and
binding methods: 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.</p> <p>3 Data formats: Your electronically submitted data will be processed by us with Windows 7 and Adobe InDesign CC 2015 (CMYK colours) with the following programs for Windows:
 - Adobe Acrobat Version XI
 - Adobe InDesign (Version CC 2015)
 - Adobe Illustrator (Version CC 2015)
 - Adobe Photoshop (Version CC 2015)
 - Microsoft Office (Version 2013 for MAC and PC)</p> <p>Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSOcoated_v3.icc) with 3 mm bleed. Imagedate need at least a resolution of 300 dpi.
 Please ensure the PDF is compatible with Acrobat 7. Transparency effects or shading must be changed into image data by reducing transparency (high resolution). Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 72.- EUR/hour.</p> <p>4 Colours: Bio-Printing inks (CMYK) based on Euro Colour Scale CEI 12-66 /DIN 16538, special colours available on request.</p> | <p>5 Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated_v3.icc Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.</p> <p>6. Data storage:</p> <p>7. Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.</p> <p>8. Contact: Anna Ugrica, Order Management
  a.ugrica@meisenbach.de
  +49 951 861-195</p> <p>9 General information: Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified).</p> <p>10 Delivery address: Schleunungdruck,
 Loose inserts /
 bound inserts
 for attention of: Thomas Gesell
 Eltertstraße 27
 97828 Marktheidenfeld
  +49 9391 600533</p> |
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- 1 Circulation auditing:  www.ivw.de

The IVW (German Audit Bureau of Circulation) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.

- 2 Circulation analysis:

Print run analysis From the IVW-circulation analysis 2/2018 (German edition)			
Actual circulation:	2,349	thereof abroad:	208
Paid circulation:	288		50
Subscribed copies:	271		47
Other sales:	17		3
Free copies:	2,061		158
Print run:	2,525		

- 3 Geographical distribution analysis: 1

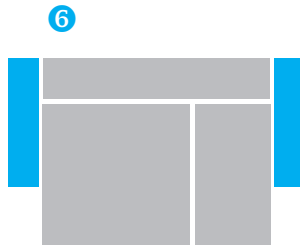
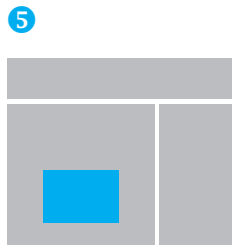
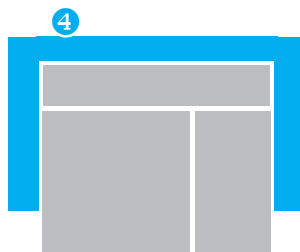
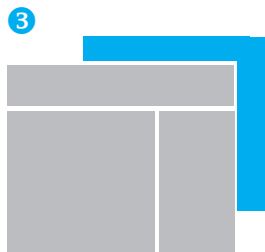
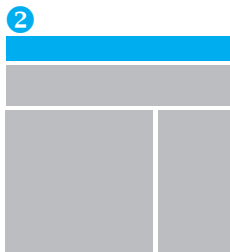
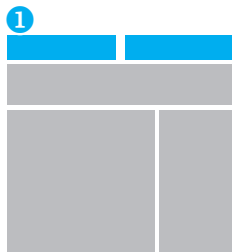
Geographical distribution analysis: (Percentage of print run actually distributed – German edition)	
Germany	91.15 %
Abroad	8.85 %
Print run actually distributed	100,00 %

¹Average in percent – issues – July 2017 – June 2018

Geographical distribution analysis: (Percentage of print run actually distributed – English edition)	
Europe	90,85 %
Abroad	9,15 %
Print run actually distributed	100,00 %

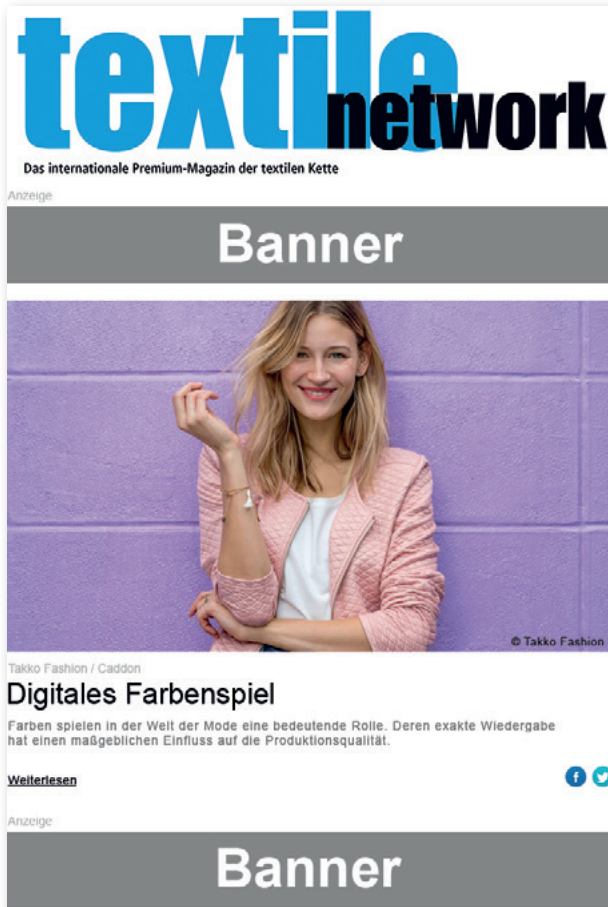
- 4 Classified potential of recipients:

Distribution Germany, Austria, Switzerland (Multiple answers possible)		Other countries
Trade	Number	Number
Manufacturing of textiles	6,069	1,281
Manufacturing technical textiles	1,135	372
Manufacturing of knitted textiles	991	288
Manufacturing of machinery and technology	1,579	902
Manufacturing of apparel	4,699	1,591
Manufacturing of synthetics	339	114
Textile finishing	678	181
Technical colleges and universities	364	129
Other	3,229	6,521
Total number of recipients	19,083	11,379



- ① Full Banner 468 x 60 pixels
- ② Superbanner 950 x 90 pixels
- ③ Hockeystick 728 x 90 Pixel + 120 x 600 pixels
- ④ Webskin (2x) 120 x 600 Pixel + 980 x 90 pixels
- ⑤ Content Ad 300 x 250 pixels
- ⑥ (Wide) Skyscraper (160) 120 x 600 pixels

- 1 Web address: <https://textile-network.de>
<https://textile-network.com/en>
- 2 Brief description:: This is where you will find all there is to know about the specialist magazine at a glance. Moreover, the website, interesting background reports, features the latest product trends and, of course, up-to-date news from trade and industry. There is also an industry-specific schedule of important dates.
- 3 Target group: **textile**network targets managing directors, factory and production managers, IT executives, product managers and design engineers, buyers and vendors, designers in Germany and abroad.
- 4 Data delivery: Banner data including links should be emailed, quoting the customer's name, to Anna Ugrica (a.ugrica@meisenbach.de).
- 5 Publishing house: Meisenbach GmbH Verlag



- 1 General information: The **textilenetwork** Newsletter provides up-to-the-minute news from the textile industry. The Newsletter is sent in HTML-format.
- 2 Coverage: **textilenetwork** German: approx 4,600 addresses (last update: August 2018)
textilenetwork English: approx. 2.600 addresses (last update: August 2018)
- 3 Data formats: JPG, 700 x 88 pixels, max. size 100K
- 4 Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date.
Delivery by email, quoting the customer's name, to Anna Uglica (a.uglica@meisenbach.de).
- 5 Rates per Ad (Banner): € 495.-

1 Rates and ad formats:

Ad type	Format/Size in pixels	Rate in euros for 4 weeks of broadcasting	Max. size
Full Banner	468 x 60	835.–	40 K
Superbanner	950 x 90	1,740.–	40 K
Hockeystick	728 x 90 + 120 x 600	1,410.–	40 K
Webskin	120 x 600 + 980 x 90 + 120 x 600	1,875.–	40 K
Content Ad	300 x 250	1,110.–	40 K
(Wide) Skyscraper	(160) 120 x 600	1,110.–	40 K
Banner Newsletter	700 x 88	495.–	100 K

Other formats on request

2 Discounts:

Within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online

Individual cross-media offers are available on request.

3 Technical specifications:

GIF/JPG/Flash
Max. size: see above

4 Data delivery:

The ads must be delivered to the publishing house at least 6 working days before the online campaign is due to begin.

5 General Terms and Conditions:

see www.meisenbach.de.

Text Ads – Website



Text ads

Your Text ad will be integrated in the textile network website as an article, positioned in a thematically assigned section and in the News section.

- Headline – teaser and text ad: max. 35 characters
- Lead paragraph – teaser and text ad: max. 350 characters
- Basic text: max. 1,200 characters
- Image – teaser: 1 image
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Images – text ad: min. 1 and max. 2 images
- Minimum width: 1,000 pixels
- Resolution: 72 dpi
- Caption per image: max. 70 Characters
- Video – optional: integration of a YouTube video

Rate: € 695.-

Social Media Teaser – Newsletter

Would you like to increase the scope of your text ad with a teaser in our social media network?

You can position your content within our editorial coverage.

Your message will have the look and feel of an editorial post on textile network's social media channels (Facebook & Twitter).



@textilenetwork2



Increase the scope of your text ad with a teaser on our Twitter-channel.

- Tweet-text: max. 280 characters (incl. hashtags, mentions and target-URL as a bit link)
- Images – text ad: 1 image
- Minimum width: 440 x 220 pixels
- Resolution: 72 dpi

Rate: € 180.-



@textilenetwork

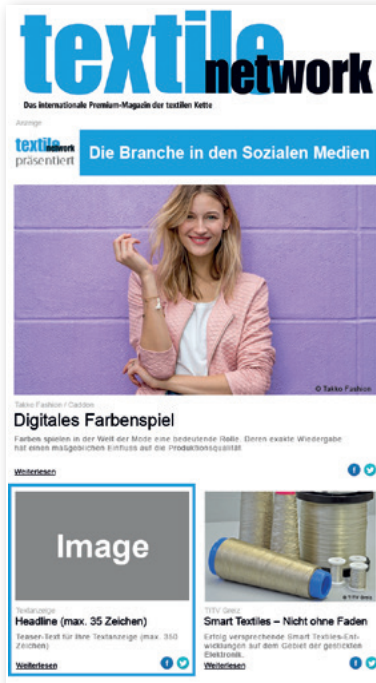


Increase the scope of your text ad with a teaser on our Facebook-page.

- Post-text: approx. 90 characters (recommendation from Facebook)
- Link-heading: Headline of the text ad
- Meta description of the link-preview: Lead paragraph of the text ad
- Image of the link preview: First image of the text ad.

Rate: € 25.-

Teasers in our Newsletter



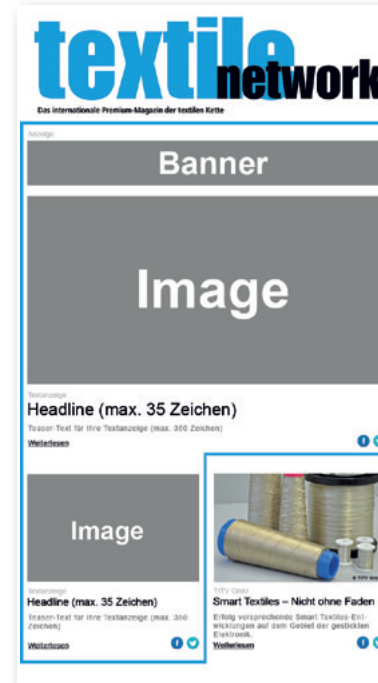
Increase the scope of your website text ad with a teaser in our Newsletter.

You can position your content within our editorial Newsletter.

- Headline: max. 35 characters
- Teaser-Text: max. 350 characters
- Image: 1 image
- Min. width: 1,000 pixels (16:10)
- Resolution: 72 dpi

Rate: Text ad incl. Newsletter teaser:
€ 775.-

Teasers in our Special Newsletter



Increase the scope of your website text ads with teasers in our Special newsletter. You can position your content within an exclusive Special Newsletter. Our editorial team will add an editorial contribution.

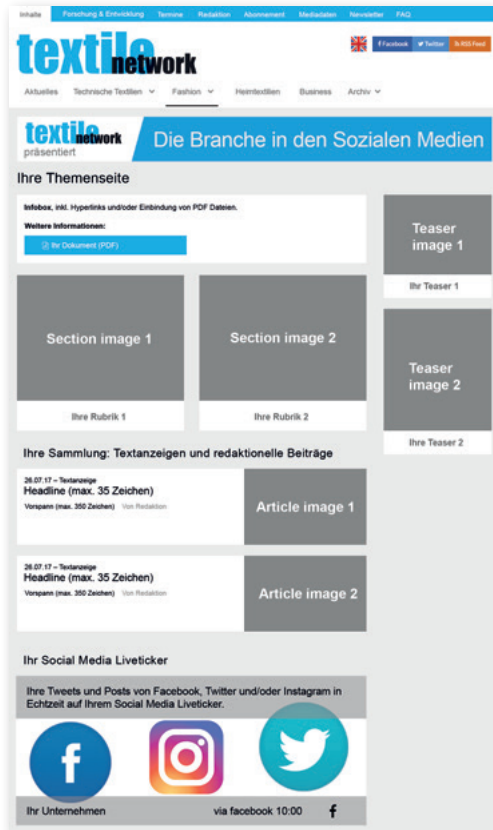
Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

Possible content:

- 1-2 text ads
- Headline: max. 35 characters
- Teaser text: max. 350 characters
- Image: 1-2 images
- Minimum width: 1,000 pixels (16:10)
- Resolution: 72 dpi
- Banner 700 x 88 pixels, max. 100K

Rate: € 1,920.-

Theme page on our website



Place your products and topics among our editorial content. You can complement your advertising activities by addressing our readers with a mix of editorial content, advertising and brand communication on your very own theme page.

Your theme page will be integrated within a designated section on the textile network website, enabling you to design it to your own specifications.

Headline of the theme page: max. 35 characters.

Teaser:

Free number of teaser tiles possible.

Teaser text with max. 40 characters.

Teaser image with a minimum width of 800 pixels and a resolution of 72 dpi. Teaser tiles can either lead to segment on your theme page or to an external website.

Info box:

Info box with max. 1,000 characters.

It is possible to use hyperlinks and to incorporate pdf-files.

Section tiles:

Free number of section tiles possible.

Section image must have a minimum width of 1,000 pixels and a resolution of 72 dpi. Each section tile leads to another landing page with your content. Here you can position your products, information and pointers as well as your communication content. You can include texts, files, images and videos.

Collection of text ads and editorial contributions:

Our editorial contributions are automatically tied in with your theme page.

Social media liveticker:

Presentation of your social media content on Facebook, Twitter and / or Instagram.

We will be pleased to advise you and help you develop your own theme page.

Rate on request.

1 Rates and ad formats:

Ad type	Publication periode	Rate in euros
Text ad on our Website	visible on our website from publication date	695.-
Facebook-Teaser	visible on our Facebook-page from publication date.	25.-
Twitter Teaser	visible on our Twitter-Channel from publication date	180.-
Text ad – website incl. Newsletter teaser	Published with the dispatch of our Newsletter in accordance with the given calendar week	775.-
Teaser in our Special Newsletter	Published with the dispatch of our Special Newsletter in accordance with the given calendar week	1,920.-
Theme page on our website	Serviced running time of one year from the date of publication	On request

2 Discounts:

within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online

Individual cross-media offers are available on request.

3 Technical

specifications:

on request

4 Data delivery

The data for text ads and teaser must be delivered to the publishing house at least 6 working days before the publication date

Special arrangements apply for theme pages.

Delivery by email, quoting the customer's name, to m.hegner@meisenbach.de

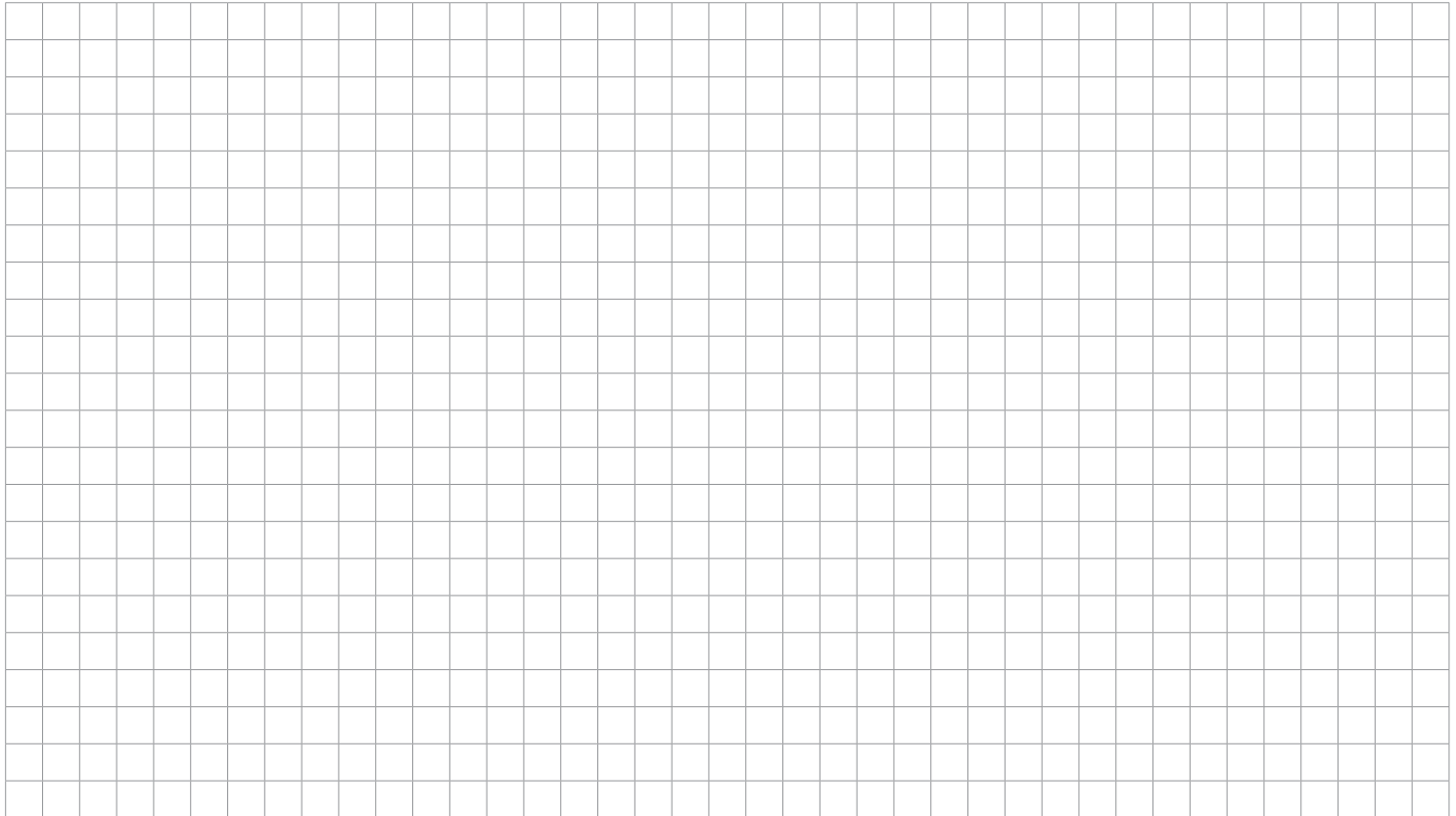
5 General Terms and Conditions:

see www.meisenbach.de.

1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisements» by the publishers.
6. The publishers have the right to refuse advertisement orders - including single terms within a contract - and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher. In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted. The advertiser will be informed immediately if his order is refused.
7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demand immediate replacement of obviously unsuitable or damaged printing material. The publisher guarantee the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.
9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfilment, negligence on signing the contract an unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected.

- In commercial business transactions, the publisher are not liable for the gross negligence of intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints - except for not obvious faults - must be forwarded within four weeks after receipt of invoice and voucher.
10. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
 11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements. In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.
 12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
 13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
 14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
 15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
 16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
 17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
 18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg. Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
 19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
 20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected..

[illegible]



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3 % discount on payment before publication,
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