

# brand eins

*Wirtschaftsmagazin*

RATE CARD 2018

[www.brandeins.de](http://www.brandeins.de)

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## Philosophy

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### 1. The economy and society are changing

brand eins is the business magazine that looks at change. We are not interested in status quo, we are interested in what is developing. We are looking at the economy, society and culture for signs of a new era, for people and companies who are facing up to the future.

### 2. brand eins wants to understand the economy and make it understandable

We are not looking for scapegoats – we are looking for causes, circumstances and backgrounds. As an editorial office that has become a company of its own we have a different view of the economy, successes and failures. And on the people who do business.

### 3. brand eins wants to be useful to its readers

Not with tables and check lists – but with stories that give them ideas and that explain backgrounds and developments to them. And that show them what makes people tick.

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brand eins – the facts

Created: 1999

Memberships: IVW, LAE, AWA

Publication frequency: 12 issues a year

Paid circulation – annual average (IVW IV/2016–III/2017): 85,759 copies

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## Values

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### Fairness

to our readers who can always expect the highest quality that we are able to provide. To our dialogue partners who can always rely on our word. To our advertising customers who do not have to fear that we are giving better prices to others.

### Independence

in reporting: There are no connections between editorial reporting and advertising business. Precisely because we also allow ourselves to appreciate business performance, editorial independence is our highest value. The economic magazine brand eins is a product of the independent brand eins Medien AG. The company evolved in the year 2000 out of brand eins GmbH which was founded in 1999. The eleven shareholders are private persons with an entrepreneurial background.

### Credibility

Meanwhile brand eins has developed into a brand and has won a strong position in the field of popular magazines. That was mainly achieved through word of mouth recommendation. Whoever reads brand eins likes to talk about it. And: they establish a relationship – with the magazine, the editors and all who are involved. The demand that results from such a relationship is great but it's the foundation on which we stand.

### Passion

brand eins has come into being because people believed in their idea of a different magazine. At first it was only an editorial office, then an editorial office with investors, later an editorial office with investors and a publishing house. And today it is brand eins Medien AG. Apart from publishing the economics magazine brand eins, the division brand eins Wissen develops award winning customer projects alongside independent publications such as brand eins Thema or edition brand eins. Since 2014 the team has been organising meet and greet brand eins affairs: the future conference and events that focus on specific themes. Ideas have the power to make a difference. That belief drives us on.

Gabriele Fischer, Editor-in-chief  
*[gabriele\\_fischer@brandeins.de](mailto:gabriele_fischer@brandeins.de)*

## Useful information

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### Community

brand eins has a convinced audience, that is prepared to pay the price for quality and is committed to the brand. Take social networks for example (the Xing group has more than 50.000 participants/Facebook more than 167.000 friends/Twitter more than 154.000 followers). But also as sponsor for the brand eins future subscription, that was called into being in September 2017. A growing amount of readers support the idea of bringing the world of economics closer to young people still in training with the help of a sponsored subscription. Their motives characterise our readers and their relationship to brand eins ([brandeins.de/zukunftsabo](http://brandeins.de/zukunftsabo)).

### Formats 01

brand eins entered the market in October 1999 to show the best of print media. Numerous awards for layout and quality journalism confirm our success – however that is no reason to rest. In 2005 we started with a spoken version of our monthly focus topic on Audible, free of charge for our subscribers.

Our Podcast produced in cooperation with Detektor.fm has been available since May 2016 and in January 2018 we started our weekly podcast in which the well known german radio host Joerg Thadeusz interviews a main character featured in brand eins. brand eins has been accessible on iPad since May 2010 including the display of all advertisements if you so wish. You can experiment with the new formats – our advertising team will be pleased to support you.

### Formats 02

We have more options for you to address our readers. Our internet start page and article pages offer room for your advertisement. We have created an attractive format with our format 2hoch2 for product introductions. For several years we have been offering the popular format small advert. And if you are looking for employees a glance into the publications of brand eins Wissen is always worthwhile. The brand eins topic magazines Innovation and Consulting provide interesting space for wanted ads.

## Advertising formats and prices

Advertising formats (Magazine format: 212 mm wide, 280 mm high)		Bleed format in mm (w x h)	Type area in mm (w x h)	Prices in Euro bw or 4c
1/1 page		212 x 280	189 x 258	16,900
2/3 page	high	130 x 280	123 x 258	12,200
1/2 page	high	98 x 280	91 x 258	9,700
1/2 page	wide	212 x 138	189 x 122	9,700
1/3 page	high	66 x 280	59 x 258	6,600
1/3 page	wide	212 x 98	189 x 82	6,600
2/1 page	spread	424 x 280	410 x 258	33,800
2 x 1/2 page	spread	424 x 138	410 x 122	19,400
2 x 1/3 page	spread	424 x 98	410 x 82	13,200

5 mm trim for all cut sides. 5 mm allowance trimmed edge for important text and picture elements in danger of being cropped.  
 If, for double-page motifs, texts or important picture elements run through the binding, the picture data must show a duplication of 3 mm per page (5 mm for Opening Spread).  
 In principle please attach all double pages as single page PDFs (= 2 files). The relevant binding allowance must be included in the final format of the double page.

Discounts (insertions within 12 months):

Frequency discount

from 3 insertions .....	5%
from 6 insertions .....	7%
from 9 insertions .....	10%

Volume discount

from 2 pages .....	5%
from 3 pages .....	7%
from 6 pages .....	10%
from 9 pages .....	15%
from 12 pages .....	20%

The frequency and volume discounts apply to all publications of brand eins Medien AG and can be transferred to the various titles.  
 All prices are indicated exclusive of VAT.  
 Agency commission: 15%, culture discount and job adverts on request.

## Advertising formats



2/1 page bleed in spread  
424 x 280 mm



2/1 page type area in spread  
410 x 258 mm



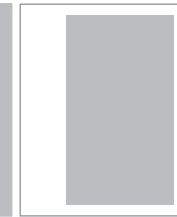
1/1 page bleed  
212 x 280 mm



1/1 page type area  
189 x 258 mm



2/3 page high bleed  
130 x 280 mm



2/3 page high type area  
123 x 258 mm



2 x 1/2 page bleed in spread  
424 x 138 mm



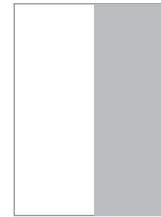
2 x 1/2 page type area in spread  
410 x 122 mm



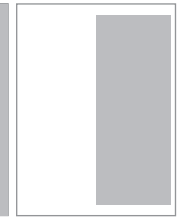
1/2 page wide bleed  
212 x 138 mm



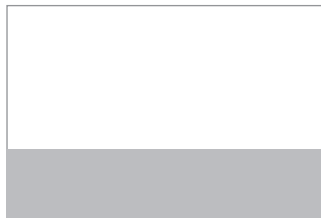
1/2 page wide type area  
189 x 122 mm



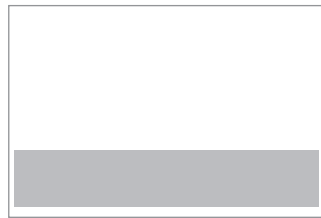
1/2 page high bleed  
98 x 280 mm



1/2 page high type area  
91 x 258 mm



2 x 1/3 page bleed in spread  
424 x 98 mm



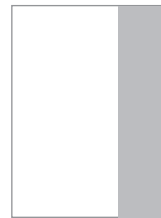
2 x 1/3 page type area in spread  
410 x 82 mm



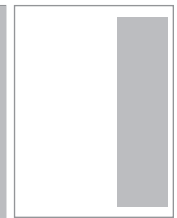
1/3 page wide bleed  
189 x 82 mm



1/3 page wide type area  
189 x 82 mm



1/3 page high bleed  
59 x 258 mm



1/3 page high type area  
59 x 258 mm

## Loose inserts, bound inserts, tip-ons

Loose inserts are sheets, cards or brochures inserted loosely into the magazine. They have to be closed to the binding in order to be processed. The circulation is 20,000 copies in minimal. Prices for loose inserts with more than 50g per item on request.

Prices:	up to 25g per item	€ 120	per 1,000 copies
	up to 50g per item	€ 140	per 1,000 copies
Split runs (e.g. subscription circulation):	up to 25g per item	€ 200	per 1,000 copies
	up to 50g per item	€ 220	per 1,000 copies
Maximum size:	190 x 260 mm		
Minimum size:	120 x 140 mm		

Bound inserts are printed materials bound into the magazine. They must be provided by the customer ready for processing.

Prices:	2-page	€ 130	per 1,000 copies
	4-page	€ 140	per 1,000 copies
	others on request		
Split runs (e.g. subscription circulation):	2-page	€ 220	per 1,000 copies
	4-page	€ 230	per 1,000 copies
	others on request		
Maximum/minimum grammage:	2-page maximum 200g/m <sup>2</sup> , 2-page at least 150g/m <sup>2</sup> , others on request		
Maximum size:	212 x 280 mm (insert size w x h) plus following trim:		
	Top 3 mm	Bottom 3 mm	Outside edge 3 mm
			Routing edge 3 mm

Tip-ons – postcards, catalogues, free samples, CDs etc. – are glued on carrier adverts (at least 1/1 page) in such a way that they can be easily removed. They have to be closed to the binding in order to be processed. Tip-ons are only possible at the start or end of the sheet; placement on the carrier page up to 60 mm from the binding.

Price:	€ 80	per 1,000 copies plus higher postal charges
Maximum size:	148 x 210 mm	
Minimum size:	60 x 75 mm	

Miscellaneous: Before an order can be definitely confirmed specimen copies of the loose inserts, bound inserts or tip-ons must be checked by the publisher. Please send us at least 5 specimen copies 4 weeks before the ad closing date. You will be given the delivery print run and delivery address with the order confirmation. Supplement for processing: 2% of the number of copies filled. All prices are indicated exclusive of VAT. Agency commission: 15%. The frequency discount applies.

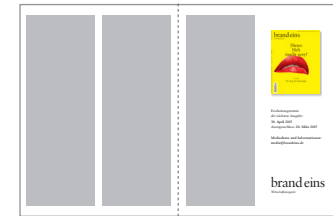


## 2hoch2 advertisements

A special format. And particular possibilities: Do you want to present your product or range to the brand eins readers – but have no advertising campaign? No problem. Format „2hoch2“ puts together what you already have to hand: a photo, a short product description, a headline and your address. We will design a half-page advertisement (see illustration) that will appear together with three other presentations on a double page. Here's exactly what we need for that:

Element:	Specifications:
a foto/picture element	92 x123 mm TIFF file, 300dpi
product text/picture caption	maximum 250 characters including spaces
headline	maximum 28 characters including spaces
contact address	optional
logo	TIFF file, 300dpi or EPS/PDF converted to outlines
price	€ 3,100 plus VAT. The discount given applies.

Send these components up to the artwork closing date of the desired edition of brand eins by e-mail to [jan\\_vanmuenster@brandeins.de](mailto:jan_vanmuenster@brandeins.de). You will then receive the finished advert as PDF for approval. And your brand will be presented in brand eins. You can book this format on [2hoch2\\_anzeigen@brandeins.de](mailto:2hoch2_anzeigen@brandeins.de).



## Technical data tablet edition

All adverts that are booked in the brand eins magazine can be also published in the brand eins app on the tablet edition. Should you NOT want publication of your advert on the tablet edition please let us know in writing before the issue appears.

For the correct representation on the tablet edition we need your advert as follows:

Data format	JPEG
Representation portrait format	1536 x 2008 px without trim
Representation landscape format	2048 x 1496 px without trim
Colour mode	RGB
Resolution	200dpi

If both formats (portrait and landscape) are not supplied, then only upon delivery of a high format, the ad is shown in landscape format with a black border on the left and right. A double-page ad is displayed in landscape full frame, in portrait format with black borders above and below.

If you have any questions regarding the technical requirements of your advert for the tablet edition, please contact Frank Dahlmann, [frank\\_dahlmann@brandeins.de](mailto:frank_dahlmann@brandeins.de).

## Dates 2018

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Issue	Date of publication	Advert closing date, cancellation deadline and artwork closing date
02 / February 2018	02.02.2018	05.01.2018
03 / March 2018	02.03.2018	02.02.2018
04 / April 2018	29.03.2018	01.03.2018
05 / May 2018	27.04.2018	29.03.2018
06 / June 2018	25.05.2018	27.04.2018
07 / July 2018	29.06.2018	01.06.2018
08 / August 2018	27.07.2018	29.06.2018
09 / September 2018	31.08.2018	03.08.2018
10 / October 2018	28.09.2018	31.08.2018
11 / November 2018	26.10.2018	28.09.2018
12 / December 2018	23.11.2018	26.10.2018
01 / January 2019	21.12.2018	23.11.2018



## Technical data

**This data may change at short notice. Please check our technical information on the internet regularly.**

Formats	Magazine format: 212 mm wide x 280 mm high Type area: 189 mm wide x 258 mm high	Data carriers	CD/DVD (no PC documents)
Binding	Adhesive binding	Picture data	Colour pictures – colour mode CMYK, resolution 300dpi, Scale 100% B/W-pictures – grey scale mode, resolution 300dpi, Scale 100% Line: bitmap mode, at least 1,200 dpi No picture data in DCS format may be integrated within an EPS.
Printing process	Content: Rotation offset printing Cover: Sheet offset printing  Low tonal value variations are due to the tolerance of the rotation offset printing.		There is no entitlement to a refund if defective PDF files are delivered.
Colour management	Please use an appropriate profile for cover or contents on the basis of the printing condition FOGRA39L.	Artwork	including proof, produced with the data supplied, to: brand eins Medien AG, Jan van Münster, Speersort (Pressehaus), 20095 Hamburg, Germany
Colour profile	ISOcoated_v2_300_eci.icc Total colour application maximum 300%  The profil can be found at <a href="http://www.eci.org">www.eci.org</a> .		<i>The artwork is transferred to the ownership of the publisher and is not returned. Any necessary changes carried out to the artwork will be invoiced separately.</i>
Proof	For colour matching a position and colour-accurate digital proof is required containing den Fogra-Media Wedge. Without proof in accordance with ISO 12647-2 or current media-standard print (available on <a href="http://www.bvdm-online.de">www.bvdm-online.de</a> ) we give no guarantee for the colour-accurate reproduction of the advert.	Data transfer server	<a href="https://transfer.px2.de">https://transfer.px2.de</a> , Login: brandeins_Anzeigen, Password: Anzeigen, designation main folder: brand eins + date of publication + title of the advert At the same time please send a fax with advert motif, contact person and telephone to: PX2@Medien GmbH & Co. KG, Kathrin Dutschmann, <a href="mailto:dutschmann@px2.de">dutschmann@px2.de</a>
Galley proofs	are not sent.		
Data formats	Delivery exclusively in PDF/X-3-standard. Please attach double-page adverts as single page PDFs and observe 3 mm binding allowance (5 mm for Opening Spread) and 5 mm trim. Do not use special colours.	For questions on artwork production	PX2@Medien GmbH & Co. KG Kathrin Dutschmann, Phone +4940/656858-27 Rainer Thiesies, Phone +4940/656858-22

**Please also observe the technical requirements for the correct representation of your advert on the tablet edition on page 9 of this Rate Card.**

## Publisher's details

Publisher	brand eins Medien AG Speersort 1, 20095 Hamburg, Germany <i>verlag@brandeins.de</i> Phone +4940/323316-70, Fax +4940/323316-80	Internet	www.brandeins.de
Director	Antje Söhlke, responsible for adverts <i>antje_soehlke@brandeins.de</i> Phone +4940/323316-71	Publication frequency	12 issues a year
Advertising consultants	Anja Biester <i>anja_biester@brandeins.de</i> Phone +4940/323316-78  Norbert Böddecker <i>norbert_boeddecker@brandeins.de</i> Phone +4940/323316-51  Christina Fichtinger <i>christina_fichtinger@brandeins.de</i> Phone +4940/323316-43  Stefanie Giese <i>stefanie_giese@brandeins.de</i> Phone +4940/323316-83  Sabrina Kleinjohann <i>sabrina_kleinjohann@brandeins.de</i> Phone +4940/323316-64	Advertising prices	Rate Card No. 20a, valid from 1st January 2018
Advertising sales agent	Jan van Münster <i>jan_vanmuenster@brandeins.de</i> Phone +4940/323316-73	Magazine prices	Single copy: € 10 (Switzerland: sfr 12) Annual subscription for 12 issues: National: € 102 (including postage/dispatch) Student subscription: € 72 (including postage/dispatch) Sample subscription: € 22,50 (including postage/dispatch) Combined subscription: € 114 (digital and print) Abroad on request. Subscription cancellations are possible at any time.
Marketing	Carina Jesch <i>carina_jesch@brandeins.de</i> Phone +4940/323316-82	Lithography	PX2@Medien GmbH & Co. KG Speersort 1 20095 Hamburg Germany
		Printing	Evers Druck GmbH Ernst-Günter-Albers-Straße 9 25704 Meldorf Germany
		Bank account details	GLS Gemeinschaftsbank e.G., Bochum, Germany IBAN: DE04 4306 0967 2009 9845 00 BIC: GENODEM1GLS
		Payment terms	8 days after receipt of invoice 2% discount or 30 days net
		Jurisdiction and place of performance	is Hamburg, Germany.

## General Terms and Conditions of Business for advertising orders in brand eins

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**Clause 1** By placing an order the Customer recognises the General Terms and Conditions of Business and the currently valid price list of brand eins Medien AG (hereinafter called „Contractor“) for advertising orders in brand eins as binding.

**Clause 2** The agreement between Customer and Contractor comes into force when the Contractor confirms the order in writing. In the event of objections the Customer must object in writing within 3 days after the receipt of the order confirmation. After the expiry of this period the silence of the Customer shall be deemed to be consent to the terms and conditions of the order confirmation.

**Clause 3** An „order“ within the meaning of these General Terms and Conditions of Business is the agreement between Contractor and Customer about the publication of one or more advertisements or other promotional materials (e.g. inserts) of an advertiser or other space buyer (hereinafter designated altogether as „Advertisers“) in the publication brand eins for the purpose of dissemination.

**Clause 4 A** „Contract“ is an agreement concerning the publication of several advertisements, where-by the publications are carried out on as requested by the Customer. If within the scope of a Contract the right to request individual advertisements is granted, the order must be processed with-in one year from the appearance of the first advertisement insofar as the first advertisement is requested and published within one year after the conclusion of the Contract.

**Clause 5** Advertisements that, because of their design, are not recognisable as advertisements will be clearly identified as such by the Contractor with the word „Advertisement“.

**Clause 6** The Contractor reserves the right to refuse orders completely or partly if their content violates laws or administrative regulations or their content has been objected to by the German Advertising Standards Authority in a complaints procedure or the Contractor cannot reasonably be expected to publish them because of their content, origin, design or the technical form. The Customer will be immediately informed about the refusal of any order. Inserts with third-party advertisements will be charged with a supplement of 25 percent per third-party advertisement.

**Clause 7** The Customer shall have sole responsibility for the timely delivery and error-free quality of appropriate artwork or other promotional material. For the delivery of artwork the Customer is obliged to supply copy for advertisements and other promotional material that is correct, in particular meeting the Contractor's requirements in terms of format and technical specifications in good time up to the artwork closing date. For colour matching a position and colour-accurate digital proof is required, containing the Fogra Media Wedge and complying with ISO 12647-2 or the current up-to-date media standard. Without such a proof no guarantee is given for the accurate colour reproduction. Galley proofs are not sent.

The Contractor shall be liable for all damage, irrespective whether it is a breach of contractual duty or improper handling in line with the following provisions: for gross negligence, liability in the course of business with traders is limited to reimbursement of the typically foreseeable damage; this limitation does not apply insofar as the damage has been caused by legal representatives or senior executives of the Contractor. For ordinary negligence the Contractor shall only be liable if an essential contractual duty has been breached. In such cases the liability is limited to the typically foreseeable damage. For claims under the German Product Liability Act as well as for injury to life, limb and health the Contractor is liable in accordance with the legal regulations. Complaints must – except for unapparent defects – be asserted immediately after receipt of the invoice and voucher copy, at the latest however 7 days after the receipt of the voucher copy. All claims made against the Contractor for breach of contractual duty become time-barred one year from the legal period of limitation if they are not based on wilful act.

**Clause 8** Artwork is only returned to the Customer on special request. The Contractor's duty to keep artwork ends three months after the first publication of the advertisement.

**Clause 9** If the publication of the advertisement does not meet the quality or service do not meet the contractual requirements, the Customer is entitled to a reduction in payment or an error-free replacement advertisement or replacement publication of the other promotional material but only to the extent to which the purpose of the advertisement or the other promotional material has been impaired. In the case of insignificant defects in the advertisement or the publication of the other promotional material, rescission of the order is excluded.

Complaints for unapparent defects by the Customer must be asserted within one year from the legal period of limitation, otherwise all rights are excluded.

The Contractor shall be liable for all damage, irrespective whether it is a breach of contractual duty or improper handling in line with the following provisions: for gross negligence, liability in the course of business with traders is limited to reimbursement of the typically foreseeable damage; this limitation does not apply insofar as the damage has been caused by legal representatives or senior executives of the Contractor. For ordinary negligence the Contractor shall only be liable if an essential contractual duty has been breached. In such cases the liability is limited to the typically foreseeable damage. For claims under the German Product Liability Act as well as for injury to life, limb and health the Contractor is liable in accordance with the legal regulations. Complaints must – except for unapparent defects – be asserted immediately after receipt of the invoice and voucher copy, at the latest however 7 days after the receipt of the voucher copy. All claims made against the Contractor for breach of contractual duty become time-barred one year from the legal period of limitation if they are not based on wilful act.

**Clause 10** The Contractor will send its invoice at the latest 14 days after the publication of the advertisement or of the other promotional material. The invoice is due for payment 30 days after receipt unless a different

## General Terms and Conditions of Business for advertising orders in brand eins

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payment date is agreed in writing by both parties. If the Contractor receives the payment within 8 days from the invoice date, the Customer may retain a discount of 2 percent of the invoice amount.

**Clause 11** In the event of payment arrears or deferment of payment, interest in the amount of 5 percent above the base interest rate will be charged as well as the collection costs. In the event of payment arrears the Contractor may postpone the further execution of the current order until payment. In the event of justified doubt about the Customer's ability to pay the Contractor shall be entitled, even during the life of an advertising Contract, irrespective of an originally agreed payment date, to make the appearance of further advertisements dependent on payment of the amount in advance for the advertising closing date and on the settlement of any open invoice amounts.

**Clause 12** If the publication in which the advertisement or the other promotional material of the Customer must appear under the Contract, appears less than one month later than the date given to the Customer, this is not to be regarded as delay of the Contractor and does not create any rights in favour of the Customer.

**Clause 13** The Contractor shall supply at its choice free of charge up to 3 complete voucher copies or a corresponding number of ad cuttings or tear sheets to the Customer. If a voucher can no longer be created, it must be replaced by a legally binding attestation by the Contractor about the publication and dissemination of the advertisement or of the promotional material.

**Clause 14** A claim for price reduction for a Contract on several advertisements can only be derived from a reduction in circulation if, on overall average circulation of the insertion year starting with the first advertisement, the average circulation stated in the price list or in any other way or – if a circulation figure is not stated – falls below the average circulation sold of the previous calendar year. A reduction in circulation is only a deficiency entitling to price reduction if it amounts to 20 percent in a circulation of up to 50,000 copies, 15 percent in a circulation of up to 100,000 copies and 10 percent in a circulation of up to 500,000 copies. Furthermore for Contract Customers, price reduction claims are excluded if the Contractor has made the Customer aware of the reduction of the circulation in such good time that the latter was able to withdraw from the Contract before the advertisement appeared.

**Clause 15** Advertising brokers and advertising agencies are obliged in their quotations, Contracts and accounts with the advertisers in each individual case to adhere to the price lists of the Contractor.

**Clause 16** The Customer shall guarantee that he owns all rights required for the publication of the advertisement. The Customer shall have sole responsibility for the content and legitimacy of the text and graphic materials as well as the promotional material supplied. The Customer shall indemnify the Contractor within the scope of the order from all third-party claims that may arise because of the violation of legal regulations. Furthermore the Customer shall indemnify the Contractor from all legal defence costs. The Customer is under

the obligation to support the Contractor in good faith with information and documents for the legal defence against third parties. The Customer will transfer to the Contractor all copyright rights of use, ancillary copy-rights and other rights required for the use of the advertising in print and online media of any type, including internet, in particular for copying, disseminating, transfer, dispatch, making available to the public, removal from a database and retrieval, including both in time and content in the scope necessary for the execution of the order. The aforementioned rights shall in all cases be transferred unlimited in place.

**Clause 17** For operational disruptions or in events of force majeure, illegal industrial action, unlawful seizure, traffic disruptions, general raw material or energy shortage and similar – both in the Contractor's business and also in third-party businesses which the Contractor uses for the fulfilment of the order – the Contractor is entitled to full payment of the agreed service if the publication in question has been delivered with considerable delay by the Contractor (compare clause 12). In the event of low sales deliveries the agreed remuneration will be reduced in the same proportion in which the agreed circulations stands to the circulation delivered. Apart from that, in the above-mentioned cases the Contractor has no duty to fulfilment of orders and payments of compensation. In particular there is no claim for compensation for advertisements or other promotional material not published or not published in time.

**Clause 18** Place of performance is the head office of the Contractor. In the course of business with entrepreneurs, legal entities under public law or special funds under public law the jurisdiction is the head office of the Contractor in the event of a dispute. If the place of residence or normal place of abode of the Customer, also for non-entrepreneurs, is unknown at the time of bringing the action or if the Customer moved his place of residence or normal place of abode out of the area of application of the law after the formation of the Contract, the head office of the Contractor shall be agreed as jurisdiction.