



Media kit 2024

Rate list no. 47
Valid from 1 January 2024



AMF 1: Title portrait	2 – 3
AMF 2: Circulation and distribution analysis	4
AMF P: Formats and rates	5 – 7
AMF T: Deadline and topic schedule	8
Classified ads: Products & Partners:	9
Inserts, glued-on advertising material	10
Wall calendar, special forms of advertising	11
Online advertising	12
Newsletter	13
Magazine app	14
General Terms of Business	15



HUSS-VERLAG GmbH
80912 Munich, Germany **huss**



Dietmar Fund
Editor in Chief
taxi heute

Dear media decision-makers

Times are uncertain and we are all facing new challenges. Shortages of raw materials and supply bottlenecks are causing problems for the economy and the climate crisis is compelling us to rethink our current mobility habits.

For the taxicab and rental car industry, it is becoming more and more difficult to manage the business responsibly and cost-effectively while at the same time generating sufficient profit. Car manufacturers are thinning out their range of combustion engines and raising their prices. They are focusing on the upper price segment for electric models and cutting back their support for the taxi cab and rental car industry. At best, many brands still have taxi and rental car packages developed externally. Diesel fuel, AdBlue, electricity and workshop services are also becoming increasingly expensive. The next minimum wage increase is already on the horizon, too. While taxi operators in the cities can still depend on their control centres, those in the countryside or in small towns often have to communicate by telephone or radio without being able to see on-screen where their drivers are currently located. The taxicab sector will not be able to avoid reinventing itself and considering new markets, such as on-demand transportation. It is becoming necessary for taxi companies to present themselves as partners to authorities and transport companies and to invest in technology in order to be less dependent on transporting patients.

All these challenges have also been recognised by the national taxi associations, which currently operate in a dual structure, although their funding from the industry and suppliers is also declining. An important topic for "taxi heute" remains how federal and state associations support taxi and rental car companies in their daily work. The same also applies to the dialogue between colleagues, which "taxi heute" will continue to underpin with reports. We will be devoting more space to the mobility transition, providing taxi companies with advice on the upcoming switch to electric fleets and using practical examples to show how the changeover can succeed.

The editorial team of "taxi heute" also has an announcement to make, as long-time editor-in-chief Dietmar Fund is passing the baton to myself, Thomas Kanzler, previously editor of the B2B magazine "VISION mobility". I am greatly looking forward to taking on this new role.

Kind regards

Thomas Kanzler
thomas.kanzler@hussverlag.de

Print



Magazine app



Online



Bild: Fotolia/pixelproHD

www.taxi-heute.de

1	Title:	taxi heute
2	Brief description:	taxi heute addresses all the sector's key topics in a practical and service-oriented way and is seen as an important guide within the industry. www.taxi-heute.de
3	Target group:	Taxi and car rental companies, executives, head office managers and association of officials.
4	Frequency of publication:	7 times per year (combined issues 1/2, 3/4, 5/6, 7/8, 9/10, 11 and 12)
5	Magazine size:	210 x 297 mm, A4
6	Year of issue:	47th year of issue 2024
7	Purchase price:	Annual subscription in Germany: €66 (including VAT, plus €6.80 postage costs) Single issue price: €8 (including VAT, plus €3 postage costs) ISSN number: 0174-3775
8	Body:	–
9	Memberships:	–
10	Publishing company:	HUSS-VERLAG GmbH
	Phone:	+49 89 32391-0
	Fax:	+49 89 32391-163
	Internet:	www.huss.de
11	Publishers:	Wolfgang Huss, Christoph Huss
12	Advertising and sales:	Manuela Kösel -154 (responsible) manuela.koesel@hussverlag.de Oliver Dorsch -314 leserservice@hussverlag.de
13	Editorial team:	Thomas Kanzler -462 (responsible)

14	Volume analysis:	2022 = 8 issues
	Total no. of pages:	288 pages = 100.00 %
	Editorial section:	231 pages = 80.20 %
	Advertising section:	57 pages = 19.80 %
	of which: Occasional ads	9 pages = 15.80 %
	Bound inserts	–
	Publisher's advertising	26 pages = 45.60 %
	Inserts:	4

15 **Content analysis of editorial section: 2022 = 231 pages**

15a	Topics	Pages	%
	Title	8	3.5
	Editorial	8	3.5
	Readers' page / information on website	8	3.5
	Imprint	3	1.3
	News in general	20	8.7
	News from the taxi sector	8	3.5
	Sector policies	61	26.4
	Company management in total	48	20.8
	of which:		
	Best-practice examples from taxi and car hire companies	25	
	Other	23	
	Law (recent judgements and articles on legal issues)	18	7.8
	Taxis and hire cars in total	41	17.7
	of which:		
	Driving presentations	4	
	Test reports	15	
	Accessory topics	15	
	Wheelchair-accessible taxis	5	
	Others	2	
	Entertainment / topic preview	8	3.5
	Total	231	100.00

16 **Circulation control:**  The German Audit Bureau of Circulation (IVW)

17 **Circulation analysis:** Number of copies per issue on an annual average (1 July 2022 to 30 June 2023)

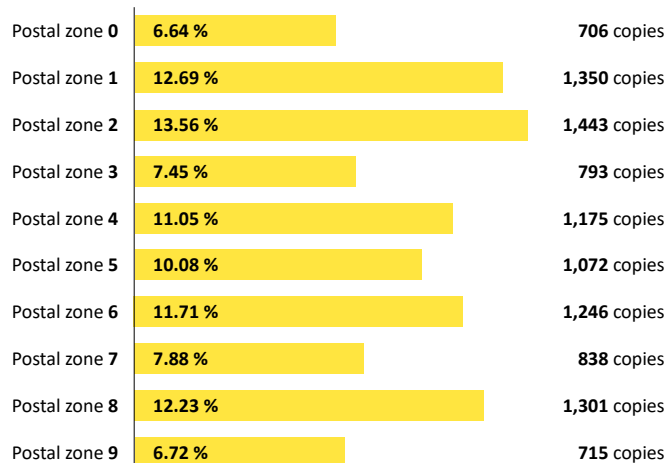
Copies printed:	11,000		
Copies actually distributed:	10,666	of which abroad:	27
Copies sold:	2,339	of which abroad:	24
– Subscription copies, other sales:	2,339	of which member copies:	0
– Retail sales:	–		
Free copies:	8,327		3
Remaining, archive and sample copies:	334		

18 **Geographical distribution analysis:**

Economic area	Percentage of copies actually distributed	
	%	Copies
Germany	99.74	10,639
Abroad	0.26	27
Copies actually distributed	100	10,666

Structure of circulation in Germany by postal zone:

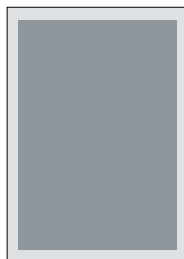
Percentage of actual distribution in Germany



Number of copies actually distributed in Germany **10,639** copies

Summary of the data collection method 2

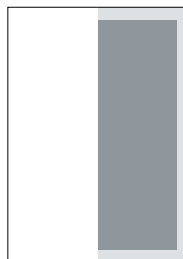
- Method of analysis:** Circulation and distribution analysis
Basis: Recipient log file with total population of 31,779
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of copies actually distributed (1 July 2022 to 30 June 2023).
- Time period of the analysis:** July 2023
- Analysis conducted by:** HUSS-VERLAG GmbH



1/1 page

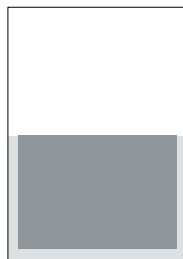
In type area
In bleed
4c rate

185 x 270 mm
210 x 297 mm*
€6,950



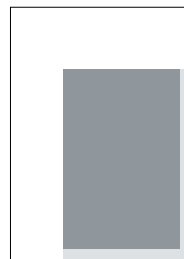
1/2 page vertical

90 x 270 mm
103 x 297 mm*
€4,140



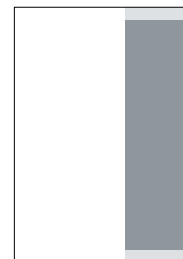
1 1/2 page horizontal

185 x 128 mm
210 x 144 mm*
€4,140



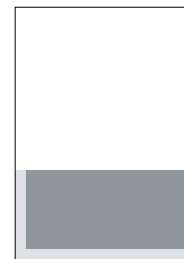
Junior page

137 x 185 mm
152 x 200 mm*
€5,280



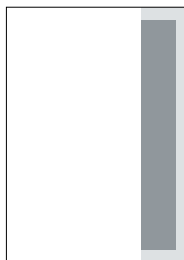
1/3 page vertical

58 x 270 mm
73 x 297 mm*
€2,680



1/3 page horizontal

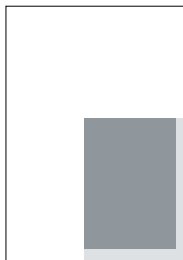
185 x 85 mm
210 x 100 mm*
€2,680



1/4 page vertical

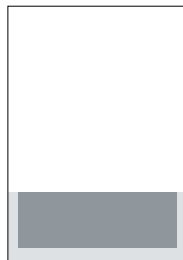
In type area
In bleed
4c rate

43 x 270 mm
56 x 297 mm*
€ 2,270



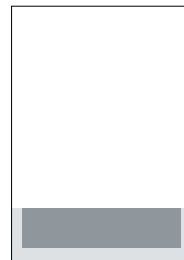
1/4 page standard

90 x 128 mm
103 x 141 mm*
€ 2,270



1/4 page horizontal

185 x 62 mm
210 x 75 mm*
€ 2,270



11/6 page horizontal

185 x 42 mm
210 x 55 mm*
€1,540



1/8 page standard

90 x 62 mm
–
€1,330



1/8 page horizontal

185 x 30 mm
–
€1,330

Rates do not include VAT. Formats: width x length *Plus 3 mm trim on each outer edge

1 **Circulation:**
Copies printed 10,000
(Publisher specifics)

2 **Magazine size:**
210 mm wide x 297 mm long, A4

Type area:
185 mm wide x 270 mm long

3 **Printing and binding process, print documents:**
Contents: Web offset (Euro scale), cover: Sheet offset (Euro scale)
Stapled

Digital advertisements – print documents

Data format: Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a.

Colour space: Printing is done in accordance with the Euro scale in process standard offset printing, using the basic colours cyan, magenta, yellow and black.

Other colours can only be used by prior agreement and will otherwise be converted to 4c at the pre-press stage.

Profiles: For ads on the cover **ISOcoated_v2_300_eci.icc**
For ads in the content **PSO_LWC_Improved_eci.icc**
The profiles can be downloaded at: www.eci.org.

Proof: An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof. A colour proof can only serve for checking purposes.

Data medium: DVD

Data transmission up to 5 MB via e-mail to: anzeigen@taxi-heute.de
otherwise via FTP (on request)

Preparation of print documents on request (at cost price)

5 **Publishing company:** HUSS-VERLAG GmbH
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany
Postal address: 80912 Munich, Germany
Internet: www.taxi-heute.de
Ad scheduling: Manuela Kösel, Phone: +49 89 32391-154, Fax: -163
E-mail: anzeigen@taxi-heute.de

6 **Conditions of payment:**
2 % discount for payment within 5 days, or net payment within 14 days without discount.

Bank details:

Deutsche Bank, Munich, account no. 0 213 132 00, bank code 700 700 10
SWIFT CODE: DEUTDEMMXXX
IBAN: DE45 7007 0010 0021 3132 00
BIC: DEUTDEMMXXX

7 **Advertising formats (in type area) and rates**

Rates do not include VAT.

Format	Width x length (in mm)		Rate 4c
	Vertical	Standard Horizontal	
1/1 page	185 x 270		€6,950
Junior page		137 x 185	€5,280
1/2 page	90 x 270		€4,140
1/3 page	58 x 270		€2,680
1/4 page	43 x 270	90 x 128	€2,270
1/6 page		185 x 42	€1,540
1/8 page	43 x 128	90 x 62	€1,330

Other formats available on request

4 **Deadlines:** See deadline and topic schedule on page 8
Frequency of publication: 7 times per year

8 Surcharges:

8.1 Colour surcharges:

Special colours on request

8.2 Preferential placements:

4th cover page (4c) €7,630
2nd and 3rd cover page (4c) each €7,530
1/3 page (4c) next to editorial €5,190
Other binding placement rules from 1/2 page and larger: 10 % surcharge on basic rate

8.3 Format surcharges: -

9 Section ads:

Number of columns: 4, column width: 43 mm
Purchases/Sales/Miscellaneous: €4 per mm and column
Box number fee: €15

10 Special forms of advertising:

Rates and surcharges for special forms of advertising available on request

11 Discounts: When booking within one year

Frequency discount		Quantity discount	
3 advertisements	3 %	2 pages	5 %
6 advertisements	5 %	4 pages	10 %
8 advertisements	8 %	6 pages	15 %
10 advertisements	10 %	8 pages	20 %

12 Bound inserts:

Price on request
Required delivery amount: 10,200 copies

13 Inserts*: Not discountable

Loosely inserted, maximum size 200 x 280 mm, minimum size 105 x 148 (W x L)
Rates up to 25 g total weight: €270 per thousand copies
26 g to 50 g total weight: on request
Partial inserts (optionally by postal zone)
Required delivery amount: 10,200 copies
Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

14 Glued-on advertising material (postcards, CDs/DVDs, booklets) mechanically glued*:

Glueing fee up to 25 g: price on request
Glueing fee from 26 to 50 g: price on request
(glueing fee not discountable)
Required delivery amount: 10,200 copies
Higher weights and other forms of advertising as well as samples are available on request.
Glued-on advertising material only in combination with a supporting advertisement


15 Delivery address for items 13 – 15:

Dierichs Druck + Media GmbH & Co. KG
Frankfurter Straße 168
34121 Kassel, Germany
Phone: +49 561 60280-171
Delivery information: For taxi heute issue no. xx/2024
Delivery deadline: 1 week after advertising deadline

*For further information and technical data, please see information sheet "Inserts, glued-on advertising material", page 10
Rates do not include VAT.



More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.
www.huss-adressen.de Consultation +49 89 323 91-319

Issue Publication dates	Advertising deadline	Print document deadline	Events trade fairs	Vehicle-related topics	Service-related topics	Topics in every issue
1/2 28 Feb.	7 Feb.	13 Feb.	WMM promotional products fair in Munich (17 Jan.)	<ul style="list-style-type: none"> Electrically powered panel vans as the basis of cabs and rental cars 	<ul style="list-style-type: none"> Advertising strategies and advertising partners for cab and rental car companies 	<ul style="list-style-type: none"> News from the taxi world Reports on business policies
3/4 24 Apr.	2 Apr.	10 Apr.	Preview of the RETTmobil in Fulda (15 – 17 May)	<ul style="list-style-type: none"> Electrically powered 3.5-ton trucks as the basis for wheelchair transporters 	<ul style="list-style-type: none"> The cab and rental car conditions of all car and van manufacturers for 2024 	<ul style="list-style-type: none"> Practical tips for efficient company management Best-practice examples from taxi and car hire companies
5/6 26 June	29 May	5 June	Report from the RETTmobil	<ul style="list-style-type: none"> New steps, lifts and other accessories for use as an Inclusive cab 	<ul style="list-style-type: none"> Charging concepts for cab and rental car companies 	<ul style="list-style-type: none"> recent judgements and in-depth articles from the legal world
7/8 28 Aug.	6 Aug.	12 Aug.	Preview: IAA Transportation in Hannover (17 – 22 Sept.) REHACARE International in Düsseldorf (25 – 28 Sept.)	<ul style="list-style-type: none"> New vans and minibuses for use in cab and rental car companies 	<ul style="list-style-type: none"> Risk management in cab and rental car companies 	<ul style="list-style-type: none"> Tax information Latest developments in transmission technology
9/10 7 Oct.	16 Sep.	20 Sep.	Report from the REHACARE International Report from the IAA Transportation Preview of the European Taxi fair in Cologne (8 – 9 Nov.)	<ul style="list-style-type: none"> Electrically powered minibuses and vans for on-demand transportation 	<ul style="list-style-type: none"> New ideas for wheelchair transportation 	<ul style="list-style-type: none"> Information on transporting wheelchair users Reports on the use of taxis and hire cars in local public transport
11 13 Nov.	22 Oct.	28 Oct.		<ul style="list-style-type: none"> New ideas and concepts for refueling in cab or rental car business 	<ul style="list-style-type: none"> AdBlue supply in cab and rental car companies 	<ul style="list-style-type: none"> Reports on the presentation of new taxis and hire cars
12 18 Dec.	27 Nov.	3 Dec.	Report from the European Taxi fair 	<ul style="list-style-type: none"> The next generation of summer and all-season tires 	<ul style="list-style-type: none"> Aids for the safe operation of cabs and rental cars in winter 	<ul style="list-style-type: none"> New taxi test reports Information on useful taxi accessories

*Changes may be made at short notice.

Classified ads on the "Products & Partners" page

On this page you have the option to place your advertisement in the category of your choice:
Minimum size 43 x 20 mm (width x length).

The total amount will be invoiced either when the first advertisement is published or at the
respective dates when the ads are published. Box number fee: €15

Examples (original size)

43 x 20 mm €130



TAXI
Zentrum
Brandenburg/Berlin
Ersatz-Taxi-
Vermietung
Bundesweit
Hotline 08 000-36 86 86
www.taxi-zentrum.de

43 x 40 mm €260



8much[®]
AUTOHAUS GmbH
Ankauf · Verkauf · Vermietung
Gewerbering 18
83646 Bad Tölz
Tel. 08041 7889-0
www.taxifahrzeuge.de

90 x 30 mm €390



TAXI-RENT
0180 - 222 1 222
Festnetzpreis 6 ct/ pro Anruf. Mobilfunkpreis max. 42 ct/min
www.taxirent.de
Vermietung von Taxi-Ersatzfahrzeugen

90 x 40 mm €520



Jetzt noch übersichtlicher
*Wir sind 24 h
für Sie da!*
Fachbücher · Software · Zubehör
HUSS VERLAG GmbH · 80912 München · Tel. 089/3 23 91-317 · Fax -416

Classified ad discounts for
multiple placements:

3 advertisements	3 %
6 advertisements	5 %
8 advertisements	8 %
10 advertisements	10 %

43 x 62 mm €403



ALTEC
Altec GmbH, Rudolf-Diesel-Str.7
D-78224 Singen, Tel.: 07731/8711- 0
Fax: 07731/8711-11
E-Mail: info@altec.de
Internet: www.altec.de
ALU-RAMPEN

43 x 30 mm €195



www.mittelstaedt-taxivermietung.de
24h Hotline:
0 71 34
91 21 00
MITTELSTÄDT
TAXI-VERMIETUNG

Rates do not include VAT.

13 **Inserts:**

Before accepting and confirming the order we require a binding sample showing sizes and weights by the advertising deadline of each issue at the latest. Inserts may only advertise for the sales campaigns **of advertisers**. Please address your sample in accordance with postal regulations so that it cannot be accidentally sent to the editorial department.

The placement of inserts depends on the technical possibilities.

Technical information:

Inserts will be inserted loosely.

Minimum size: 105 x 148 mm (width x length)

Maximum size: 200 x 280 mm

Inserts must be designed so that no additional processing is necessary. Any complications and additional work (e.g. folding) will be charged separately.

Inserts printed on any material other than paper can only be accepted upon presentation of a binding sample and with the prior agreement of the publisher and the post office.

Rates for inserts:

Up to 25 g total weight €270 per thousand copies

Higher weights on request

Partial insert surcharge per postal zone split €50

Partial inserts (by postal zone) on request.

Circulation charged: 10,000 copies

Required delivery amount: 10,200 copies

Delivery date: Up to one week after the advertising deadline.



14 **Glued-on advertising material, postcards (CDs/DVDs, booklets) mechanically glued:**

Before accepting and confirming the order we require a sample of the advertisement (layout sample) with a glued-on postcard. Product samples can only be accepted upon presentation of a binding sample and with the prior agreement of the post office, which the publisher must obtain in advance.

Sizes: The regulations for postcards are applicable.

Minimum size: 140 x 90 mm (width x length)

Maximum size: 235 x 125 mm (width x length)

Gluing fees:

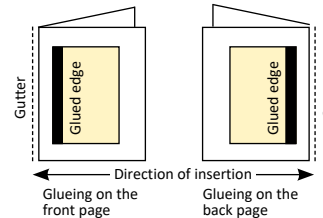
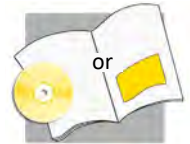
Up to 25 g Price on request

From 26 g to 50 g Price on request

Any complications will be charged separately.

Required delivery amount: 10,200 copies

Delivery date: Up to one week after the advertising deadline.



Technical specifications:

For glued-on postcards or goods samples, the glued edges should be placed towards the gutter.

15 **Postal address:**

Dierichs Druck + Media GmbH & Co. KG
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49 561 60280-171

Delivery information: For taxi heute issue no. xx/2024

Other special forms of advertising available on request.

Rates do not include VAT.

taxi heute wall calendar 2025



Date of publication: 18 December 2024,
taxi heute 12/2024

Advertising deadline: 15 November 2024

Print document deadline: 20 November 2024

Circulation: 10,000 copies

Overall size: min. 820 x 580 mm
max. 905 x 694 mm

Advertising options:

1 field	75 x 75 mm	€440
2 fields	75 x 155 mm	€850
	155 x 75 mm	€850
4 fields	155 x 155 mm	€1,690
8 fields	155 x 310 mm	€3,330
8 fields	310 x 155 mm	€3,330

– Other formats on request –

Rates do not include VAT.

Design examples (reduced size)



(1 field)



(2 fields)

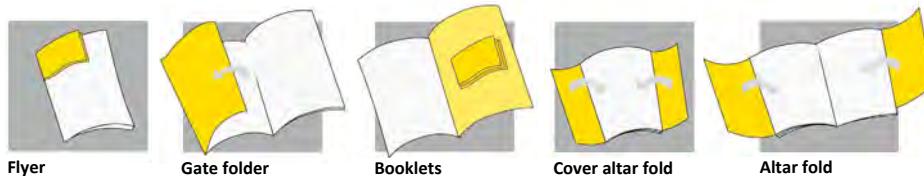


(4 fields)

Other special forms of advertising

taxi heute offers you alternatives to conventional forms of advertising.

Examples:



Flyer

Gate folder

Booklets

Cover altar fold

Altar fold

For further information, please call +49 89 32391-154.

- 1 **Web address (URL):** www.taxi-heute.de
- 2 **Brief description:** taxi-heute.de reports the very latest news from the taxi trade, vehicle manufacturers, service providers and suppliers as well as the most recent judgements from all areas of law. It also presents important events and interesting vehicles in photo galleries.
- 3 **Target group:** Company owners and managing directors of taxi and car hire companies, managers and board members of taxi agencies, and associations
- 4 **Contact:** Manuela Kösel, Phone: +49 89 323 91-154,
Fax: +49 89 323 91-163, E-mail: manuela.koesel@huss-verlag.de
- 5 **Access control:** Revive, Matomo
- 6 **Traffic:** Monthly average (publisher information)
Page impressions: 37,169
Unique visitors: 14,513
- 8 **Data delivery:** Seven working days before publication to: anzeigen@taxi-heute.de as GIF (static or animated), JPG, HTML5 (via redirect only) with a max. size of 150 KB (HTML5 subload up to max. 500 KB). Please do not send Flash banners as they are no longer displayed by current browsers.
- 9 **Use of external ad server:** Revive, dfp
- 10 **Forms of advertising and rates:** See table on right
- 11 **Discounts:** On request

Special forms of advertising

• Online advertorial (native advertising, content marketing)

Advertise exclusively with up to 3,000 keystrokes as well as images, videos and documents in an editorial environment on the website and in the newsletter.

Duration: 4 weeks, **impressions:** approx. 30,000, **rate:** €2,200

• Native text ad (native advertising, lead generation)

Advertise using a native form of advertising and thus generate greater attention and CTR exclusively in the editorial section of our website.

Duration: 4 or 2 weeks, **impressions:** approx. 23,000 or 11,500, **rate:** €1,550 or €850

Rates do not include VAT.

Illustrations (similar)	Form of advertising	Size (W x L)	Placement	Rate per month
	Billboard	max. 980 x 300 pixels (standard 850 x 250) + mandatory additional mobile variant to max. 360 x 225 (standard 300 x 100)	directly below the main navigation	€ 1,650 (29,000 Pls)
	Half-page right (sticky)	300 x 600 pixels	Outside right or mobile content below	€ 1,650 (29,000 Pls)
	Skyscraper (sticky)	160 x 600 pixels	Outside right or mobile content below	€ 1,450 (29,000 Pls)
	Half-page left (sticky)	300 x 600 pixels	Left sidebar	€ 650 (12,000 Pls)
	Rectangle	300 x 250 (up to max. 300 x 300) pixels	Left sidebar or mobile content above	€ 780 (29,000 Pls)
	Large mobile (or half-banner)	300 x 100 (or 234 x 60) pixels	Left sidebar or mobile (partly) content top	€ 780 (29,000 Pls)

In the interest of data protection, we are now placing cookie- and tracking-free advertisements. This applies to third-party systems (ad servers) and any redirects in such systems. This means that advertising campaigns must be displayed via our ad server (banner system) and not via redirects, third-party cookies or tracking. However, tracking via URL is still possible. If the above is not adhered to, we cannot guarantee the agreed number of page impressions within the specified period.

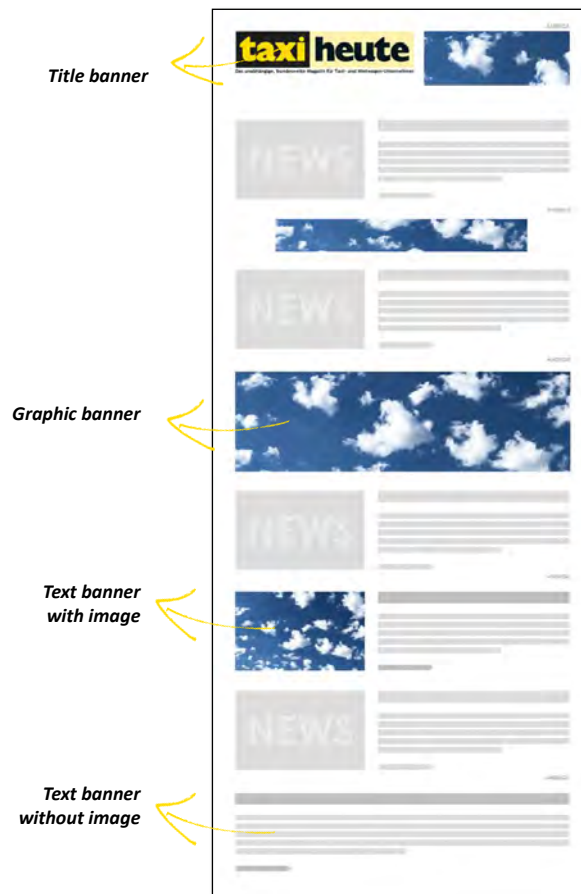
1 **taxi heute newsletter**

- 2 **Brief description:** Every Thursday, the "taxi heute" newsletter summarises the taxi industry's most important news and reports on latest judgements from the preceding week. A preview of events is another fixed feature of the newsletter.
- 3 **Target group:** Company owners and managing directors of taxi and car hire companies, managers and board members of taxi agencies, and associations
- 4 **Contact:** Manuela Kösel, Phone: +49 89 32391-154, E-mail: manuela.koesel@hussverlag.de
- 5 **Access control:** Episerver
- 6 **Subscribers:** 3,821 (publisher information)
- 7 **Data delivery:** Seven days before your campaign begins via e-mail to: anzeigen@taxi-heute.de, GIF (not animated), JPG, text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)
- 8 **Forms of advertising and rates (per placement):**

Type of ad	Size (W x L)	Text	Rate
Title banner with image	310 x 90 pixels	–	€360
Title banner with text	–	165 keystrokes max (40 strokes for headline)	€360
Graphic banner	up to max. 620 x 170 pixels	–	€360
Text banner	with image (max. 240 x 160 pixels)	350 keystrokes	€360
Text banner	without image	500 keystrokes	€360

- 9 **Frequency of publication:** Weekly, every Thursday
- 10 **Discounts:** On request

Rates do not include VAT.



Title banner

Graphic banner

Text banner with image

Text banner without image



ad placement
with Video or
Audio

taxi heute magazine app

The digital issue opens up new opportunities for readers. If an ad is linked, the advertised product's landing page opens up in an in-app browser. For integrated videos and image galleries, icons indicate this feature. The video starts or the image gallery opens when the icon is tapped.

If you are running a cross-media campaign, the magazine app will enable you to link all of your advertising channels in future. But even an individual link to your home page can achieve a great impact at low cost.

Form of advertising	Format /size	Maximum data volume	Rate in € per issue
Link to advertiser's website	–	–	€100
Images (max. 3) integrated in ad	.jpg file max: 1024 × 1024 pixels	200 – 300 KB (per image)	€250
Image galleries integrated in ad		10 MB	€500
Video integrated in ad	.mp4 file	10 MB	€500
Audio integrated in ad	.mp3 file	5 MB	€200

Rates do not include VAT.

General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** The advertising campaign is to be published within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract,** the customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list within the agreed time limit specified in section 2.
- 4. Online advertising:** Online advertising is defined by the time period booked. The customer is responsible to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Refusal of orders:** The publisher is entitled to refuse advertisement orders at its own discretion – including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its content is unlawful, defamatory, obscene, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign. Cancellations can be notified by fax or e-mail.
- 8. Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instructions have been given, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal advisability of the advertisement and/or the online advertising as well as for the publisher's release of the publisher from any third-party claims made in this regard (including the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. With the placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.
Transfer of risk occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.
The customer is however not liable for requirements for obviously unsuitable or damaged print documents.
Return of print documents: Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.
Printing size of advertisements: If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation, ready-to-go calculation. If the size of the size ordered in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.
Proof copies will only be supplied if explicitly required. The publisher takes into account error corrections of which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
Print samples or online advertising related to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN, e-mail), the following additional provisions shall apply:
File formats: In the case of digital transfer, if two or more related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files of which the publisher cannot change the content. The publisher has the right to refuse to accept open files (e.g. files stored under Corel Draw, QuarkPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that result from such files.
Online advertising may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
Colour advertisements: The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA medium colour proof in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are not the publisher's responsibility, shall be borne by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check factual accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if proper colour adaptation is performed.
Computer viruses: The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** Upon request, the publisher will deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the customer by standard mail. Responses that are not requested will be sent back valuable documents without being required to do so. Otherwise, any mail not collected will be destroyed. In the interest and for the protection of the customer, the publisher reserves the right to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
- 14. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon with the publisher shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to handling or subsequent changes.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Differing rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertising in special issues or publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IVW reports. Furthermore, when placing advertisement orders, any claims for rate reductions or damages are excluded if the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages of an advertisement within the customer being entitled to make claims in this respect.
- 19. Invoices** are payable within 14 days of invoicing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct incorrect invoices within six months of invoicing.
- 20. In the event of late payment** or determination of payment, the legally applicable interest at the commercial rate of 9 percentage points above the base interest rate of the customer and the interest on the advance payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 60 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant base interest rate and is also applicable in cases of default of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. Should there be a any justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of faultless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.
Should the publisher's defects not be immediately rectifiable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the printing of the next advertisement. The publisher is not required to check the print documents to ensure that they are complete and correct. In the case of online advertising, the warranty is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of readability does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to apply virtually error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If the attempt to supply the missing media service fails within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay for the media service not implemented during the insertion period, or the average length of the services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertising, the error or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the size of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22. a)** Regardless of the legal grounds on which they are based, including tort, the publisher is only liable if damages (1) are caused through a culpable breach of an essential obligation of the publisher or its agents by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with wilful intent on the part of the publisher.
b) If the publisher is liable in accordance with clause a) (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.
c) If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees who are not organs of or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.
d) The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for futile expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs of or the executive staff members of the publisher.
e) Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances and the time of entering into the contract.
f) The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.
g) The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with product liability law shall remain unaffected.
h) The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.
i) The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print documents or online advertising become apparent upon reproduction or if the customer has no right to claim damages for unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
j) Cases of force majeure such as industrial action, confiscation, general shortages of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its circulation quantity sold, the publisher is nevertheless to fulfil payment obligations. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.
- 23. To the extent permitted by law, the place of performance and jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

Additional terms of business of the publisher

- a)** Our general and additional terms of business, the order confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- b)** Advertising agencies and advertising agencies are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's liability towards the publisher shall be passed on to the customer, and the customer shall be liable to the publisher for any damages.
- c)** Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make advanced payments prior to the advertising deadline.
- d)** The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for duplication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or form. In the event of a change of the publisher or other order guarantors, the customer is required to transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

huss

Trade publications

by the HUSS Publishing Group Munich and Berlin

HUSS-VERLAG GmbH
Joseph-Dollinger-Bogen 5
80807 München
Phone +49 89 32391-0
management@hussverlag.de
www.huss.de



HUSS-MEDIEN GmbH
Am Friedrichshain 22
10407 Berlin
Phone +49 30 42151-0
management@hussmedien.de
www.huss.de



  
tw.hussverlag.de
xi.hussverlag.de
li.hussverlag.de

Order your sample copy and the latest media kit today!

