

Sugar Industry international

ZSP Bezugsquellen
ZSB Buyers Guide

Zuckerwirtschaft
Sugar Economy
Economie Sucrière

MEDIA INFORMATION 2024



Bartens – The Sugar and Sweetener Publisher

Sugar Industry international A Trade Journal with Tradition



Sugar Industry Volume 149
12 Issues per Year
as Print and ePaper Version

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Distribution worldwide (print and ePaper)

Publishing and editorial offices Verlag Dr. Albert Bartens KG
Lückhoffstr. 16, 14129 Berlin, Germany
Tel.: +49 30 804 74 74 0
www.sugarindustry.info, www.bartens.com
sugarindustry@bartens.com

Sugar Industry is the largest-circulation international journal for the beet, cane sugar, starch and biofuel industries.

Published monthly, **Sugar Industry** is industry-focused, timely, and current. News coverage on topics ranging from the cultivation of the raw material to the finished product, as well as analysis of world sugar market developments and recent company financial reports make **Sugar Industry** essential reading for managers in the sugar, ethanol and starch industries. Technical articles on beet sugar and cane sugar technology, sugarbeet and sugarcane agriculture, as well as starch and ethanol production are a must for all technologists.

Sugar Industry credits its success to its over 10,000 readers around the world. With a monthly print run of up to 2,000 copies (with special editions), it is the largest trade journal in its field. **Sugar Industry** is present at all the major international conferences and congresses. Readers of **Sugar Industry** are primarily decision-makers: board members, managing directors, factory managers, technologists and foremen at factories, scientists working in the industry and at universities as well as agricultural supervisors.

Sugar Industry is committed to its 165-year tradition and is therefore the official journal of the German Sugar Industry Association and the German Association of Sugar Technologists (VDZ). Since 2009 a Russian edition (**Sakhar i Svekla**) has been published twice a year.

Sugar Industry international A Trade Journal with Tradition

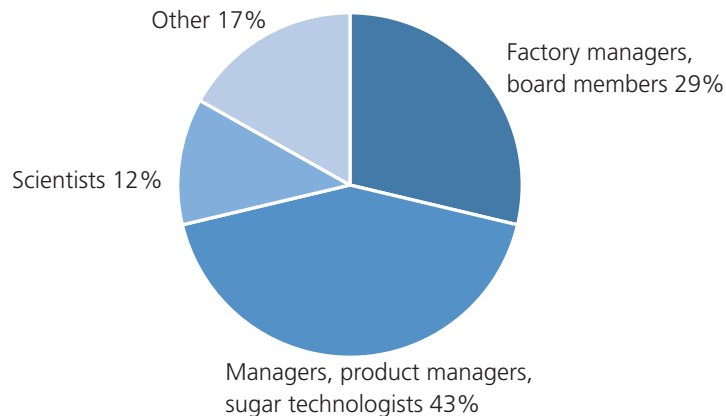
Content analysis As an international trade magazine, the editorial content of **Sugar Industry** is 85% English and 15% German.

In addition to the latest news on the sugar industry, it contains scientific articles on technological and agricultural topics.

Content analysis 2022 (= 632 pages)

	German	English	Total
News	39	259	298
Technology		152	152
Agriculture		66	66
People news	26	18	44
Abstracts, patents, book reviews, other	8	8	16
Total	72	542	632

Readership analysis*



*Print and ePaper

Editorial

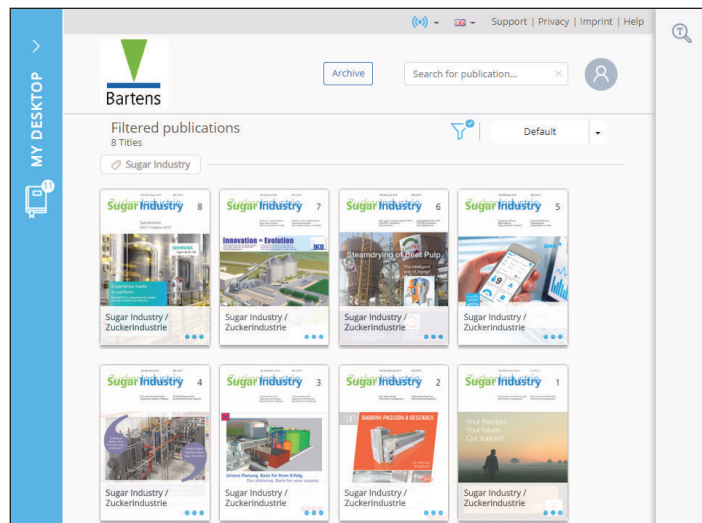
Dr. Jürgen Bruhns, Dr. Philipp Bruhns, Gregor Reiche (Dipl.-Ing), Daniel Mosseri (M.A.),

Advertising

Dunja Neumann, Dunja.Neumann@bartens.com

Sugar Industry international A Trade Journal with Tradition

as **ePaper** on your **desktop PC**,



Sugar Industry as **ePaper** on your desktop PC,
and in our Bartens App (iOS and Android)

Offline readable ePapers downloadable

Archive including searchable archive since 1951

as **ePaper** in our **Bartens App**



Sugar Industry is part of our large eBook library from Verlag Bartens. The library contains magazines and books published by Bartens.

The ePaper can be read on mobile devices and desktop PC's.

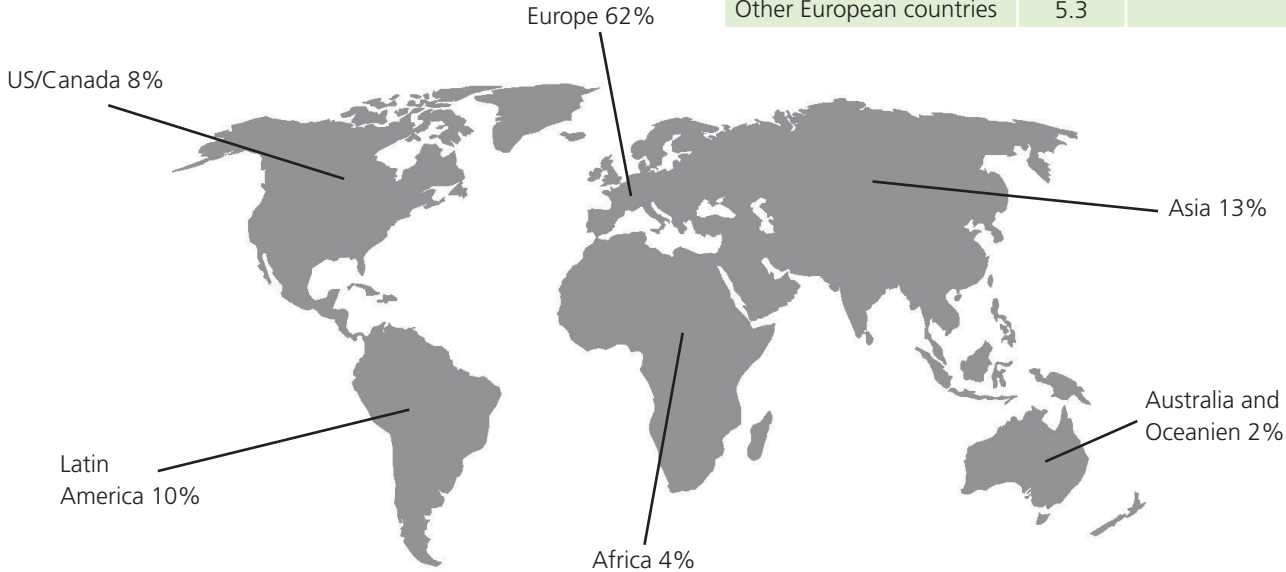
Sugar Industry can be made offline available by download, making it suitable for on-the-go use.

In addition, it offers a full text search for better retrievability and the possibility to create notes.

Geographical circulation analysis (print and ePaper)

subscriptions
free copies
distribution at conferences

Europe	%		%
Austria	1.6	Russia	4.3
Belgium / The Netherlands	2.9	Scandinavia	1.5
France	4.7	Spain	0.8
Germany	30.9	Turkey	2.0
Italy	0.6	UK	2.6
Poland	4.3	Ukraine	3.6
Other European countries	5.3		



Sugar Industry Editorial calendar and closing dates 2024

international

Month	Closing date	Priority themes, events (distribution of the journal)
January*	14.12.2023	End of campaign • Begin of investments • Fuels of the Future Conference, 22–23 January, Berlin, Germany, • Carbo Solutions 25th Sugar Conference, 24–26 January, Casablanca, Morocco
February	18.01.2024	Campaign data from sugar factories • 79th IIRB Congress, 26–27 February, Brussels, Belgium
March	15.02.2024	ZSB Buyers Guide • Starch Convention, 9–11 April, Detmold, Germany • 45th ASSCT Conference, 16–19 April Townsville, Australia
April*	21.03.2024	SIT Annual Technical Meeting, 28 April – 1 May, Vancouver, Canada
May*	18.04.2024	Report of 2023/24 beet campaign • 8th ESST / VDZ Conference, 5–8 May, Vienna, Austria • Achema 2024, 10–14 June, Frankfurt am Main, Germany
June	30.05.2024	ASSCT Congress (Annual Joint Meeting), 26–28 June, New Orleans, LA, United States • Financial results of sugar companies
July/August	27.06.2024	Campaign special issue • Fenasucro & Agrocana, 13–16 August, Sertaozinho/SP, Brazil • SASTA Conference, 13–15 August, Durban, South Africa
September	22.08.2024	Financial results of sugar companies (comparison) • ZSB Buyers Guide • SUGAREX Thailand 2024, 12–13 September, Khonkaen, Thailand
October	19.09.2024	ISSCT Joint Engineering and Processing Workshop, 6–10 October, Berlin, Germany • World Ethanol & Biofuels Conference, 5–7 November • SOLIDS, 9–10 October, Dortmund, Germany
November	17.10.2024	ISO International Sugar Seminar, 26–27 November, London, UK
December	14.11.2024	Developments in the European sugar industry

We will inform you of further topical themes for each edition

* Special issues in enlarged size and higher circulation.

Preferred positions (4 colour)

Title (cover) page	€ 3640
Title (cover) page (special editions)	€ 4110
Inside and back cover page	€ 3180
First opening page	€ 3280

Extra charges (not subject to discounts or commission)

Prescribed position (1/4 or 1/8 page only within type area)	15% of basic price
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Colour surcharges

No surcharges for 4 colour printing	
Prices for b/w on request	
Special colour	€ 370

Millimeter rate

1 mm deep, 88 mm wide	€ 7.50
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Loose inserts

Up to 25 g, per 1000 copies	€ 400
+ additional postage costs;	
format up to 200 mm width and 280 mm depth	

Special forms of advertisement (on request)

Contact: Dunja Neumann, Dunja.Neumann@bartens.com

Advertising on www.SugarIndustry.info

Please have a look at page 10/11

Discounts

On basic prices for orders covering an entire year

frequency discount

3 × 5%

6 × 10%

12 × 20%

We offer individual packages according to your particular needs.

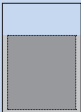




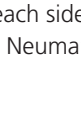
Formats

Journal format	A4, 210 mm wide, 297 mm deep (trimmed)
Type area	182 mm wide, 266 mm deep
Columns	Two, each 88 mm wide or three, each 57 mm wide


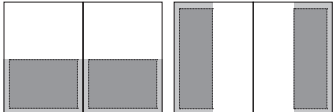
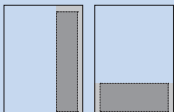
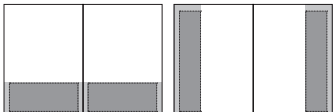

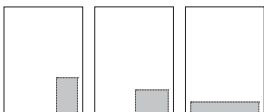
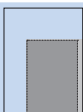
Art work PDF files (Windows) with a resolution of >300 dpi
Mailing address: dunja.neumann@bartens.com

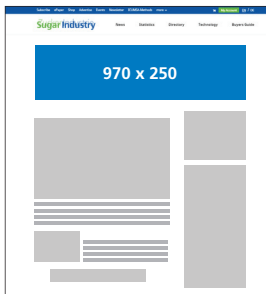
Vouchers 1 copy, further copies against payment

All prices without VAT
(VAT is applied in invoices for Germany-based customers)

	Size	Type area width x depth mm	Trim size width x depth mm	Price 4 colour in €
Title (cover) page			210 x 207 ¹	3640
Title page, Special ed.				4110
Inside cover Back cover		175 x 270	210 x 297 ¹	3180
1/1 Page		175 x 270	210 x 297 ¹	2880
Panorama			420 x 297 ¹	5300
1st opening page		175 x 270	210 x 297 ¹	3280

¹ For full bleed add 3 mm on each side, ² No discounts or commission on extra charges (special colour etc.); Prices for b/w on request
Contact for advertising: Dunja Neumann, Dunja.Neumann@bartens.com

Size		Type area width x depth mm	Trim size width x depth mm	Price 4 colour in €
1/2 Page		175 × 130	210 × 144 ¹	1800
		85 × 270	107 × 297 ¹	
2x 1/2 Page Panorama		175 × 130	420 × 144 ¹	3060
		85 × 270	107 × 297 ¹	
1/3 Page		55 × 270	77.5 × 297 ¹	1560
		175 × 85	210 × 99.5 ¹	
2x 1/3 Page Panorama		175 × 86	420 × 100.5 ¹	2652
		55 × 270	77.5 × 297 ¹	
1/4 Page		85 × 130	–	1150
		175 × 65	–	
		55 × 210	–	
1/8 Page		55 × 105	–	650
		85 × 65	–	
		175 × 35	–	
Junior Page		125 × 200	147.5 × 215 ¹	1955



Billboard

970 x 250 pxl

or

Leaderboard

728 x 90 pxl

always on top
even in mobile view



Halfpage

300 x 600 pxl

in the sidebar



Full Banner

468 x 60 pxl

in the news section



Sponsored Post

looks like a news item
(image and keywords)



Rectangle

300 x 250 pxl

in the sidebar

Banner positions (1 month)

Billboard 970 x 250 pxl	€ 710
Leaderboard 728 x 90 pxl	€ 550
Halfpage 300 x 600 pxl	€ 575
Full Banner (Premium) 468 x 60 pxl	€ 330
Rectangle 300 x 250 pxl	€ 410
Sponsored Post - Text + max. 5 pictures	€ 915
Frequency discount* 3 mths: 5%; 6 mths: 10% 12 mths: 20%	

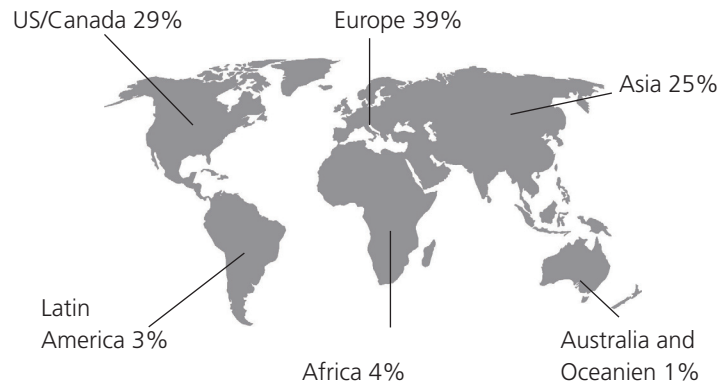
Our **Sugar Industry Website** offers an overview of current events in the worldwide Sugar Industry with:

- Latest news
- Market reports
- Technical and scientific articles
- Archive since 1951
- Sugar statistics
- Directory of sugar, starch, and biofuel industries
- Conference calendar
- Conference reports and pictures
- ZSB Buyers Guide

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<https://sugarindustry.info>
sugarindustry@bartens.com


Advertising Dunja Neumann, Dunja.Neumann@bartens.com

Geographical circulation analysis



Social Media

Sugar Industry on **Social Media**

Visit us on: 

Sugar Industry Newsletter advertising

international

The **Sugar Industry Newsletter** is a monthly newsletter distributed electronically worldwide to subscribers and clients of **Sugar Industry** including sugar industry executives, factory managers, equipment suppliers, consulting engineers, and agencies. The Newsletter features the themes of the latest issue, events and the editorial of **Sugar Industry**.

Newsletter positions (1 insertion)

No. 1 (170 x 240 pxl)	€ 500
No. 2 (600 x 200 pxl)	€ 500
No. 3 (250 x 354 pxl)	€ 500

Frequency discount



On basic prices for orders covering an entire year

3 x	5%
6 x	10%
12 x	20%

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www.sugarindustry.info
sugarindustry@bartens.com

Advertising Dunja Neumann, Dunja.Neumann@bartens.com



Inside Sugar Industry this month ...

Dear Reader,

Happy New Year from the Bartens publishing house in Berlin!


Industry 4.0 is a name given to the current trend of automation and data exchange in manufacturing technologies. [Hans Karl Preuss has developed a process to enable the digitization of entire archives](#) within a reasonable time and inexpensively by extracting technical information and making it available to the supplier.

[Luis Bento has developed a new formula to calculate refractometric indexes n_D](#). The new formula is used to calculate the refractive index for water and sugar solutions at various temperatures and/or wavelengths.

In May 2019, the 6th ESST/VDZ Conference will take place in Poznan, Poland. You can register now on www.esst-vdz-2019.com, where you also will find the complete program.

We hope you enjoy this month's issue of our Sugar Industry Journal.

Best regards,
Jürgen Bruhns, Gregor Reiche, and Daniel Mosseri



Articles in 1/2019

L.S.M Bento
Calculation of refractive index of light in water, glucose, fructose and sucrose solutions. [more](#)

H.K. Preuss
Modern information management basis for Industry 4.0 [more](#)

170 x 240
Presenter
No. 1

600 x 200 Presenter No. 2

Headlines


Agrana, Amalgamated invest €40m in betaine crystallization plant
Agrana, Amalgamated Sugar form joint venture. The companies invest €40m in a betaine crystallization plant at Tulln factory. [\[more\]](#)

Tereos: Election does not solve governance problems, lower revenue, larger losses in 1H-2018/19
Duval wants to open Tereos to outside capital. The opening of the capital of Tereos within the next three years is under discussion. At the same time, the governance crisis has not been solved. [\[more\]](#)

EU sugar prices drop to new low reaching world market level
The European Commission has reported the average domestic price for white sugar in the EU. The December 2018 data give an estimated average selling price [\[more\]](#)

Belgian beet growers to decide on Südzucker participation
Belgian growers may become shareholders of Südzucker. SZVG, which owns the majority of Südzucker, has offered Belgian beet growers to join the cooperative. [\[more\]](#)

World sugar market: Global sugar prices under renewed pressure
Global sugar prices have come under renewed pressure despite the recent change in fundamentals. After reaching a 9-1/2-month high of 14.24 cents/lb. [\[more\]](#)



Now available also as Epaper on IOS and PC

250 x 354
Presenter
No. 3

Coming Events

- Fuels of the Future 2019**
January 21–22 in Berlin, Germany
- Exposolidos 2019**
February 12–14 in Barcelona, Spain
- Post Campaign Conference of Polish Sugar Technologists (STC) 2019**
February 20–22 in Warsaw, Poland
- American Society of Sugar Beet Technologists (ASSBT 1919)**
February 25–28 in Anaheim, USA
- International Sugar Conference – Morocco 2019**
February 27 in Casablanca, Morocco
- CIS Sugar Market 2019**
March 22 in Moscow, Russian Federation
- Starch Convention & Bioethanol and Bioconversion Meeting 2019**
April 9–10 in Detmold, Germany
- POWTECH 2019**
April 9–11 in Nürnberg, Germany
- Australian Society of Sugar Cane Technologists 2019**
April 30 – May 3 in Toowoomba, Australia
- SIT Annual Technical Meeting 2019**
May 5–8 in Durban, South Africa

The Buyers Guide for the Sugar, Starch and Biofuel industry



ZSB Buyers Guide

world's largest buyers guide for the sugar, starch and biofuel industries.

Distribution

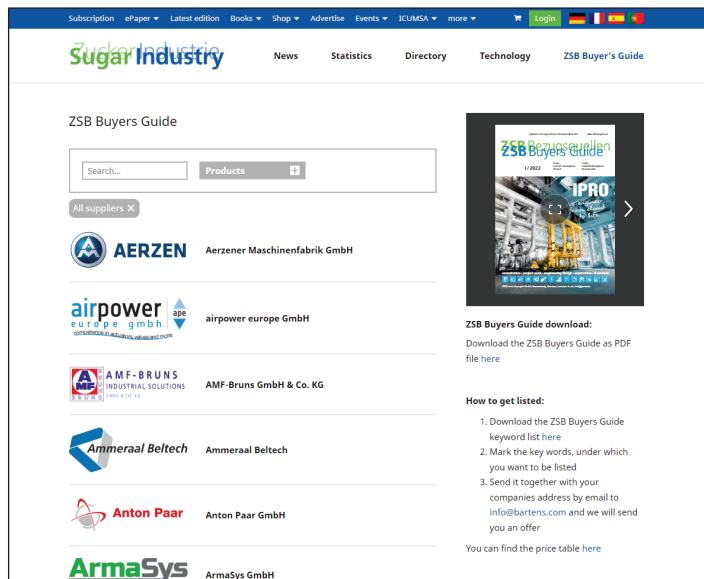
2 Issues per year
Print and ePaper Version
worldwide 4000 copies
as supplement to **Sugar Industry** journal
Downloadable pdf-Version from
<https://sugarindustry.info> and
Sugar Industry Newsletter

ZSB Buyers Guide
online

The internet version of **ZSB Buyers Guide** on <https://sugarindustry.info> offers direct links to each client company's website, Key words of www.sucropedia.com are linked with the corresponding entries of ZSB Buyers Guide

Languages

English / German / French / Spanish / Portuguese and Russian



The **ZSB Buyers Guide** is the world's largest buyers guide for the sugar, starch and biofuel industries. The guide appears in two forms:

- For more than 60 years twice a year, in March and September, the ZSB Buyers Guide is offered as a readers supplement to subscribers of the Sugar Industry journal; and
- As an Internet version – www.zsbbuyersguide.com – the **ZSB Buyers Guide** offers direct links to each client company's website, and from www.sucropedia.com, as well.

With a circulation of 4,000, the print version of the **ZSB Buyers Guide** is presented on the international market, including the most visible and important conferences. (See editorial calendar, page 6).

With access via six languages (English / German / French / Spanish / Portuguese and Russian), the **ZSB Buyers Guide** offers buyers in our industry, worldwide, an overview of each manufacturer's products.

In both print and Internet versions, the **ZSB Buyers Guide** has global presence and high circulation strength, with well-differentiated product presentation – all of which make the **ZSB Buyers Guide** an excellent, indispensable advertising medium.

Publisher

Verlag Dr. Albert Bartens KG
Lückhoffstr. 16, 14129 Berlin, Germany
Tel.: +49 30 804 74 74 0

Advertising

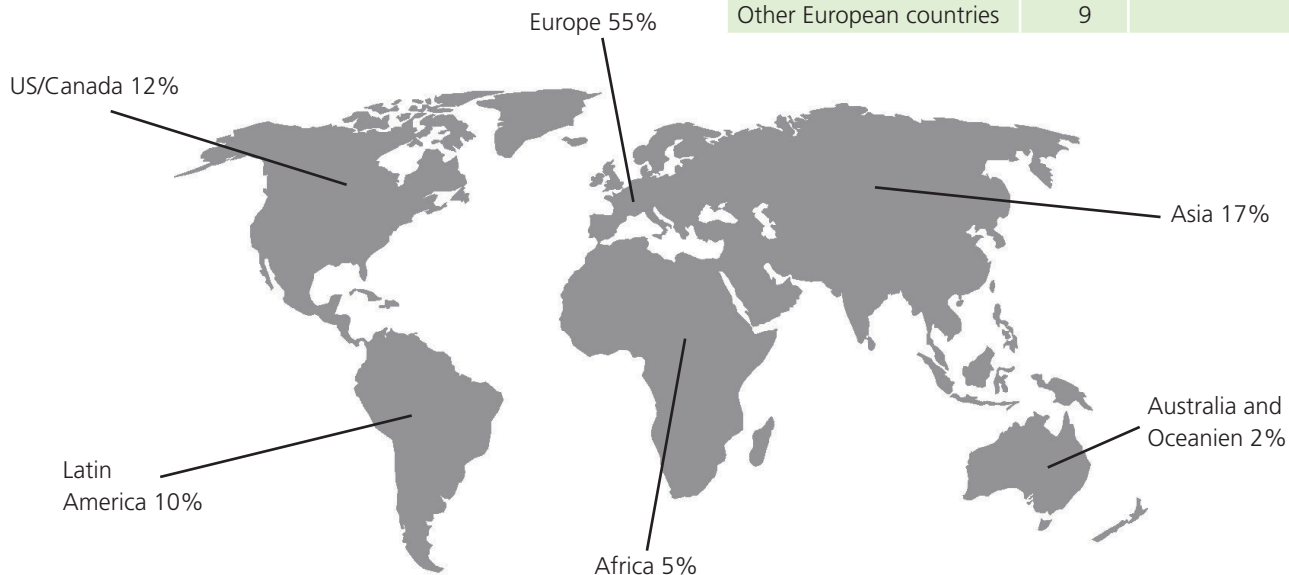
Dunja Neumann, Dunja.Neumann@bartens.com
zsb@bartens.com

The Buyers Guide for the Sugar, Starch and Biofuel industry

Geographical circulation analysis (print and ePaper)

- print supplement to **Sugar Industry**
- distribution at conferences
- downloadable pdf-version

Europe	%		%
Austria	1	Russia	5
Belgium / The Netherlands	3	Scandinavia	1
France	4	Spain	1
Germany	23	Turkey	2
Italy	1	UK	3
Poland	2	Ukraine	3
Other European countries	9		



ZSB Buyers Guide: 2 print editions (March and September 2024) + online entry on <https://sugarindustry.info>

**Price List No. 60
valid as of 1 September 2023**

Company entry

Basic entry

Price for the entry of company with name, logo, complete address, telephone, email, internet € 470

Additional options

Price for a second address (name, address, telephone, email, internet) € 100
QR Code 20 x 20 mm € 80
Link to your website € 40

Advertising Prices (4 colour)

1/1 page € 2880
Title (cover) page € 3640
Inside and back cover page € 3180
1/2 page € 1800
Other formates and extra charges
Please see our price list of **Sugar Industry** Pages 7 to 9

Key Word Index

Per key word € 41
Company name with up to 26 type spaces

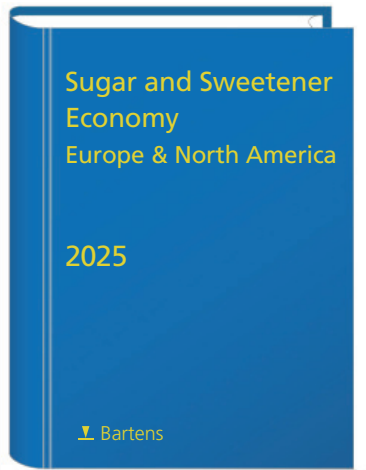
Quantity discount

for more than	3 key words	10%
for more than	5 key words	15%
for more than	9 key words	25%
for more than	19 key words	30%
for more than	29 key words	35%
for more than	39 key words	40%
for more than	69 key words	45%
for more than	89 key words	50%

Additional line

Below the company name with particulars about special products, trade names, applications, etc. – reference in subject index.
1 line of 30 type spaces € 20

All prices without VAT
(VAT is applied in invoices for Germany-based customers)



Sugar Economy Two Editions, for Europe and for North America

Price Print or ePaper €54 (subscription €33)

Distribution worldwide 2000 print copies and eBooks
(2 editions)

**Publishing
and editorial
offices** Verlag Dr. Albert Bartens KG
 Lückhoffstr. 16, 14129 Berlin, Germany
 Tel.: +49 30 804 74 74 0
 www.sugar-economy.com

Short summary

- What is the beet acreage and yield in Belgium?
- Who are the largest bioethanol producers in Germany?
- In which locations is isoglucose produced from starch?

The blue pocket book, **Sugar Economy 2025**, answers these questions and more. It is an indispensable tool for:

- Sugar, starch and ethanol producers,
- Sugar traders,
- Beet growers, and
Sugar and corn syrup processors.

The "Blue Bible" is divided into 3 parts:

- Statistics (World sugar production and consumption, EU, German and French production, sugar trade, beet areas etc.)
- The addresses of sugar, starch and ethanol producers, traders, organisations, and institutes in Europe and North America
- The EU sugar regime, in both the complete version and in summary.

Two editions

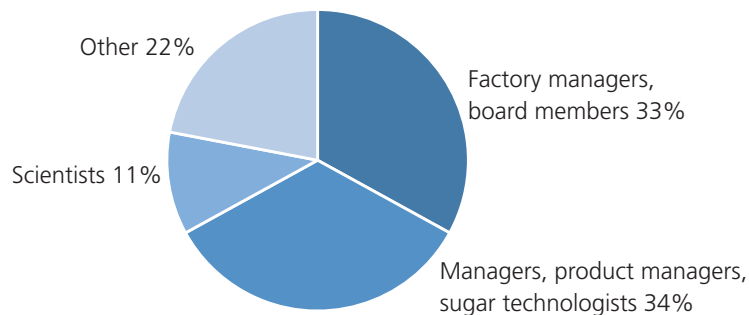
Sugar Economy /Zuckerwirtschaft /Economie Sucrière Europe 2025

Updated EU sugar market regulation and summary of the EU sugar regulations in **English, German and French**. Statistics and company addresses from the European sugar, starch and bioethanol industries.

Sugar and Sweetener Economy Europe & North America 2025


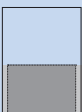
This edition features information (tables and addresses) on the North American sugar and sweetener industry in addition to statistics and company addresses from the European sugar, starch and bioethanol industries

Readership analysis*



Circulation analysis (2 editions) 2023*	%
Austria	4
Belgium / The Netherlands	5
France	13
Germany	37
Italy	2
Poland	3
Scandinavian	3
Spain	2
Switzerland	1
United Kingdom	3
Other European countries	11
Europe (total)	85
USA/Canada	13
Other continents	1

*Print and ePaper

Advertisement formats and prices (without VAT)				
Size			Width × Depth mm	Price €
1/1 page 4C		Type area	86 × 127	2150
		Trim size	100 × 145 ¹	
1/2 page 4C		Type area	86 × 60	1210
		Trim size	100 × 70 ¹	

¹ For full bleed add 3 mm on each side

Extra charges (not subject to discount or commission)	
Prescribed position in advertising section	15% of basic price
Prices and formats for opening pages on inquiry	

Colour charges (not subject to discount or commission)	
Prices for b/w on request	
Special colour	€ 370

5% discount, if you advertise in Sugar Economy 2025 and Cukier i Skrobia 2025.

Vouchers: 1 copy, further copies with 20% discount on selling price.

Format	100 mm × 145 mm
Trimmed	width 100 mm; depth 145 mm
Bleed on all sides	106 mm wide, 151 mm deep incl. 3 mm trim allowance
Type area	86 mm wide, 127 mm deep
Publication date	Published annually; available in January
Closing date	Orders are accepted until 16 October 2024
Art work	PDF files (for MS Windows) with a resolution of >300 dpi
Advertising	Dunja Neumann, Dunja.Neumann@bartens.com
Publishing and editorial offices	Verlag Dr. Albert Bartens KG, Lückhoffstr. 16, 14129 Berlin Tel.: +49 30 804 74 74 0; www.bartens.com; info@bartens.com

Sugar Industry Terms and Conditions

international

1 "Advertisement order" as used in the following general terms and conditions of business refers to the contract concerning the publication of one or more advertisements by an advertiser in a printed publication for circulation purposes.

2 In case of doubt, advertisements shall be released for publication within one year after the publishing agreement is concluded. If the right to release individual advertisements is granted under the terms of an agreement, the order must be carried out within one year after publication of the first advertisement, insofar as the first advertisement is released and published within the time period designated in paragraph 1.

3 With the closing of agreements, the client is also entitled to release other advertisements, in addition to the number of advertisements named in the order within the time period agreed upon, or that which is cited in paragraph 2. The discounts specified in the advertisement price list are only granted for advertisements appearing within one year. The period begins with the publication of the first advertisement..

4 Should an order not be filled for reasons beyond the publisher's control, the client is obliged to refund to the publisher the difference between the discount granted and the respective discount for the number of advertisements actually published, irrespective of any other contractual obligations. Should the non-performance be due to force majeure on the part of the publisher, there is to be no such refund.

5 Orders for advertisements and furnished inserts which are to be published in specified issues or editions, or in a specified space, must be received by the publisher in good time, so as to allow the publisher before the closing date to advise the client should it prove impossible to execute the order as stipulated. Classified advertisements will be placed in the respective section without requiring any special arrangement.

6 Advertisements which are not identifiable as such on account of their editorial drafting will be marked by the publisher with the word "Adver-

tisement."

7 The publisher reserves the right to refuse to accept advertisement orders or individual releases under a contract, as well as orders for inserts on account of their content, origin, or technical form on the basis of uniform and justified principles, should their content violate any existing laws or regulations or should such publication be unacceptable to the publisher. This also applies to orders placed with branch offices, advertising agencies or representatives. Orders for furnished inserts will not become binding on the publisher until specimens of such inserts have been presented and approved. Inserts whose format or lay-out give the impression of being part of the newspaper or periodical, or which contain other advertisements, will not be accepted by the publisher. The client will be advised of such refusal of an order without delay.

8 The client is responsible for the supply in good time of the advertisement text, as well as correct copy or inserts. Should the material supplied be unsuitable (e.g. too low resolution) or damaged, the publisher will immediately request replacement. The publisher guarantees the usual quality of print in the newspaper or periodical specified, within the limits of quality of the material/manuscripts furnished.

9 The client is entitled to a reduction in payment or a replacement advertisement if the original advertisement published is wholly or partly illegible, incorrectly or incompletely reproduced. This compensation is limited to the extent that the purpose of the original advertisement was prejudiced. If the publisher fails to react accordingly within the agreed time frame or if the replacement advertisement is also faulty, the client will be entitled to a reduction in the amount of payment or to withdraw from the contract. Claims for compensation based on positive violation of contractual duties, negligence in carrying out the contract and unlawful actions are excluded – also for advertising orders placed via telephone. Claims for compensation with respect to impossibility of completion of the order and default

Sugar Industry Terms and Conditions

international

are limited to the restitution of foreseeable damages and to the amount payable for the advertisement or insert under consideration. This does not apply in the event of intentional and gross negligence on the part of the publisher, his legal representatives and employees. The liability of the publisher for damages due to the absence of guaranteed quality remains unaffected. In the carrying out of normal business transactions, the publisher is also not responsible for gross negligence on the part of employees. In all other cases the extent of liability arising out of gross negligence is limited to the extent of the foreseeable damages up to the amount payable for the advertisement under consideration. Complaints – with the exception of those which are not obvious – must be made within four weeks of receipt of the invoice and voucher copy.

10 Proof copies will only be supplied on special request. The client is responsible for the correctness of proof copies returned by him. The publisher will consider any corrections made by the client if and when they are made within the period specified when the proof copy is sent to the client.

11 The calculation of the advertisement price is based on the millimetre line price if the size does not correspond to a size specified in the rate card.

12 In the event that the client does not pay in advance, the invoice shall be sent immediately, if possible, however, fourteen days after publication of the advertisement. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Possible discounts for early payments are granted according to the price list.

13 In the event of any delay or deferment in payment, interest and collection costs will be charged. The publisher may defer the publication of further advertisements in a current advertising order until payment has been received and may demand prepayment for the remaining advertisements. Where there are justified doubts regarding the solvency of the client, the publisher is entitled, also during the term of an advertising order, to make

the publication of further advertisements contingent on the payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.

14 Upon request, the publisher shall deliver a specimen of the advertisement along with the invoice.

15 The client will be charged for any costs associated with preparing artwork, films and drawings as well as for any major changes requested by the client which differ extensively from the originally agreed-upon order. Furthermore, design costs exceeding the normal scope will be charged separately.

16 In case of a contract for multiple advertisements, a claim to reduction in price may result from a reduction in circulation, if the average circulation for the insertion year, beginning with the first advertisement, is below the average circulation stated in the price list or otherwise, or – if no circulation quantity is stated – is less than the average circulation sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A drop in circulation only grants the right to a price reduction when it amounts to more than 25 %. Furthermore, claims to price reduction are excluded, if the publisher has informed the client in due time of the drop in circulation, allowing time for withdrawing from the contract prior to publication.

17 The place of fulfillment and jurisdiction is the head office of the publisher. Unless claims of the publisher are asserted by means of enforcement proceedings, in the case of non-business clients the place of jurisdiction is dictated by the latter's domicile. If the domicile or normal place of residence of the client is - also in the case of non-business clients - unknown at the time the action is brought, or if after the contract is concluded the client has moved his domicile or normal place of residence out of the area of application of the law, the headquarters of the publisher is agreed as the place of jurisdiction.