

# RATE CARDS 2011

No. 15 valid from 01/01/2011

# internet WORLD BUSINESS



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# 1. PROFILE

## Internet World Business – the news- and information platform

Internet World Business is a news- and information platform for Internet professionals.

### Magazine

The platform comprises of bi-weekly issues of the trade magazine for Internet professionals. Under the headings Online advertising, E-Commerce and Technology, Internet professionals can discover all they need to know for more success on the Internet.

### Internet

On the Internet at [www.internetworld.de](http://www.internetworld.de) you'll find a Website with all the latest news with expert background knowledge. Plus various newsletters; newsletter updates are released twice a day.

### Events

We provide a whole range of industry events for Internet professionals. These include:

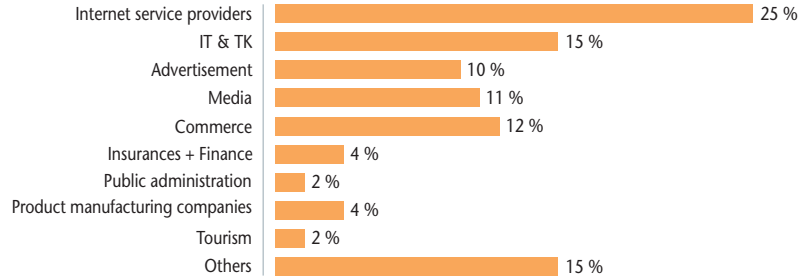
- Social Media Conference  
Februar 2011, Hamburg
- ecommerce conference  
März 2011 in Hamburg, Munich, Düsseldorf, Frankfurt
- Internet World Trade Exhibition & Congress  
12/ – 13/ April 2011, Munich
- Online Marketing Forum  
Mai 2011, Frankfurt, Düsseldorf, Hamburg, Munich



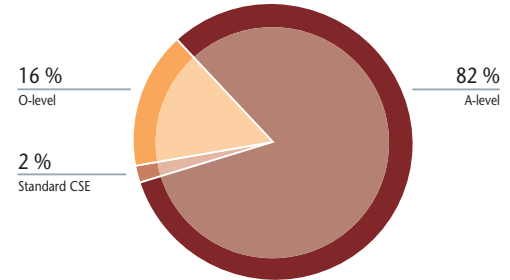
## 2. READERSHIP MAGAZINE

### Professional Decision Makers for the Internet await you!

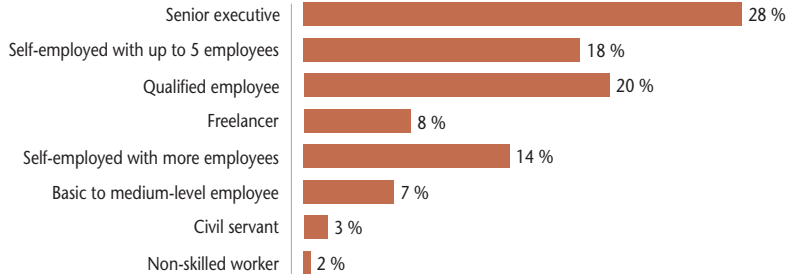
#### Branches of business



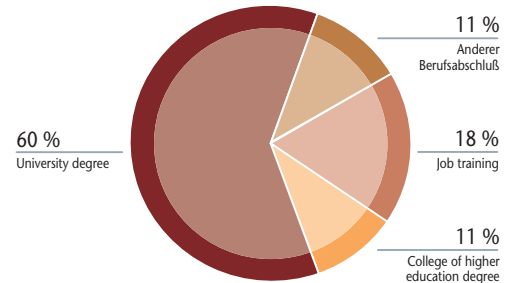
#### School graduation




#### Position in the company



#### Professional qualification



### 3. PUBLISHER & EDITORIAL STAFF

<b>Publisher</b>	<b>Neue Mediengesellschaft Ulm mbH</b> Bayerstraße 16a 80335 München Telephone +49 (0) 89/ 7 41 17- 0, Fax +49 (0) 89/ 7 41 17-101	<b>Terms of payment</b>	Payable net within <b>30 days</b> after date of invoice. <b>2% discount</b> for payments within 14 days after invoicing (only if there are no invoices pending). For orders below 500,- and for new customers only direct debit authorisation is possible. The authorisation has to be at the publisher's hands before closing date. Foreign customers have to pay in advance. In case of delays in payment or deferrals interest of 8% above the current base interest rate as well as collection costs will be charged. VAT will also be added on to the net prices. All orders are subject to our terms and conditions.	
<b>Managing Directors</b>	<b>Dr. Günter Götz</b> <b>Thomas Perskowitz</b> <b>Florian Ebner</b>			
<b>Overall responsible advertisements</b>	<b>Angelika Hochmuth</b> Telephone +49 (0) 89/ 7 41 17- 432, Fax +49 (0) 89/ 7 41 17- 269 E-Mail angelika.hochmuth@internetworld.de			
<b>Sales Manager</b>	<b>Thomas Heydn</b> Telephone +49 (0) 89/ 7 41 17-111 E-Mail th@nmg.de	<b>Bank details</b>		<b>Deutsche Bank,</b> Code 70070010, Account No. 8264160
<b>Circulation</b>	Circulation 17,174 (IVW 3. Quarter 2009) 	<b>Editorial dept.</b>		<b>mail@internetworld.de</b>
<b>Subscriber / Reader Service</b>	see imprint	<b>Chief editor</b>	<b>Dominik Grollmann</b>	
<b>Volume</b>	<b>14th volume, 2010</b>	<b>Deputy editor</b>	<b>Frank Kemper</b>	
<b>Frequency</b>	<b>Fortnightly</b>	<b>Editorial staff</b>	Tanja Gabler, Elke Häberle, David Henning, Stefan Hofer, Ingrid Lommer, Ingrid Schutzmann, Susanne Wieser, Daniela Zimmer	

## 4. DATES MAGAZINE

	Issue	Date of publishing	Closing date for ads	Latest date for printing data
January 11	1	10/01/11	22/12/10	30/12/10
	2	24/01/11	10/01/11	17/01/11
February 11	3	07/02/11	24/01/11	31/01/11
	4	21/02/11	07/02/11	14/02/11
March 11	5	07/03/11	21/02/11	28/02/11
	6	21/03/11	07/03/11	14/03/11
April 11	7	04/04/11	21/03/11	28/03/11
	8	18/04/11	04/04/11	11/04/11
May 11	9	02/05/11	14/04/11	21/04/11
	10	16/05/11	02/05/11	09/05/11
	11	30/05/11	16/05/11	23/05/11
June 11	12	14/06/11	27/05/11	06/06/11
	13	27/06/11	09/06/11	17/06/11
July 11	14	11/07/11	27/06/11	04/07/11
	15	25/07/11	11/07/11	18/07/11
August 11	16	08/08/11	25/07/11	01/08/11
	17	22/08/11	05/08/11	12/08/11
September 11	18	05/09/11	22/08/11	29/08/11
	19	19/09/11	05/09/11	12/09/11
October 11	20	04/10/11	19/09/11	26/09/11
	21	17/10/11	30/09/11	10/10/11
	22	31/10/11	17/10/11	24/10/11
November 11	23	14/11/11	28/10/11	07/11/11
	24	28/11/11	14/11/11	21/11/11
December 11	25	12/12/11	28/11/11	05/12/11
	26	19/12/11	05/12/11	12/12/11

The actual topic telegram is obtainable by sending an E-Mail to: [anzeigen@internetworld.de](mailto:anzeigen@internetworld.de)

## 5. SPECIAL TOPICS AND BUSINESS GUIDES

Edition	Date of Issue	Focus on E-Commerce	Focus on Tools and Technology	Business Guides 2011 (inserted with each issue/ special price)	Poster	Remarks / Exhibitions
1	10/01/11	Shop visuals: Technology, platforms, service providers	Smaller sums of money: The use of micropayment for digital goods.	Web Agencies 2011		
2	24/01/11	Optimizing the success of Facebook campaigns	Systems, providers, costs, risks. Shop systems: Which Online shops have social commerce potential?			
3	07/02/11	Yield optimizers, Demand side platforms and trading desks: How effective are the new players for the Online-display industry?	Selling with Mobile Apps: Usability, payment systems, marketing			GSMA / Mobile World, Barcelona (14.-17.02.2011)
4	21/02/11	Video Advertising – The ultimate task: providers, media penetration, prices, standards	Performance: How to speed up Websites, content and response duration			CeBIT, Hanover (01.-05.03.2011)
5	07/03/11	Social Media Marketing: How to find the right service provider.	Storage: The most efficient way to store products – and what good storage costs			
6	21/03/11	Conversion optimization: How to turn more customers into buyers.	Server & Technology: For High-Performance Hosting, which demands can I make on scalability, system stability and response time	Online ad planning 2/2011		Webhosting Days, Europe Park Rust (22.-25.03.2011)
7	04/04/11	Preview of INTERNET WORLD trade fair and congress.	The Big Agency Compass: The major E-Commerce agencies	ePayment 2011	Search-Market 1/2011	Internet World, Munich (12.-13.04.2011) / Personal, Hamburg (06.-07.04.2011)
8	18/04/11	Affiliate-advertising: A tedious ordeal or an underrated means of advertising?	The search for creative personnel: How to find new talent			Personal, Munich (13.-14.04.2011)
9	02/05/11	Mobile Marketing: How to guide your campaign	Overview of Payment service providers: The current most popular payment systems			
10	16/05/11	Customer Journey: The customer path – and how to track him.	Data Treasures: How to exploit the most from the hidden potential of web analysis		Search-Market 2/2011	
11	30/05/11	Branding with video advertising	E-Mail Marketing Special: The perfect tool for customer ties	Social Media 2011		Mailing Days, Nuremberg (08.-09.06.2011)
12	14/06/11	The best creative agencies	Creating and marketing apps: Overview of service providers			
13	27/06/11	E-Commerce-Tools: How to upgrade your Online-Shop to	The whole picture: How ERP, CRM and Shopsystem optimize interaction on a backend basis	Online ad planning 3/2011		
14	11/07/11	real-time bidding: All just hype or a real game changer?	Alternative distribution channels: Hermes-Shop, Packstation, courier service – Which logistic alternatives make sense and which are more customer-friendly.			
15	25/07/11	The right media mix: How ideal media planning should look	Usability Best Practice: Increasing conversion with clever user guidance	Mobile internet 2011		
16	08/08/11	Payment strategy: Which payment strategies Will increase your profit	Selling with the use of moving images: Sales shows, the ideal production			
17	22/08/11	Video Advertising: Budget production from the initial idea to broadcasting	Optimizing searches in Webshops: Here's how your customers will find what they need		Search-Market 3/2011	IFA, Berlin (02.-07.09.2011)
18	05/09/11	SEO-trends product search, optimizing video, mobile use	Preview: Demxco 2011			
19	19/09/11	Marketer Check: An overview of Online marketers	E-Mail Marketing: THE tool for winning over customers	Online ad planning 4/2011		Dmexco, Cologne (21.-22.09.2011)
20	04/10/11	Mobile Payment: With which providers you can settle accounts per mobile	Managing returns: Avoiding returns and making the best of it?	eCommerce / OnlineShops 2011		Mail Order World, Wiesbaden (06.-07.10.2011)
21	17/10/11	All about moving images: Tools, service providers, media management etc	The best tools for a shop			Medientage Munich (19.10.-21.10.11)
22	31/10/11	Online Market Research	Mobile Apps: The ideal transfer of shop systems to mobile phones	Webhosting 2011/2012	Search-Market 4/2011	
23	14/11/11	Search Engine Advertising: How local Internet advertising works best	Overview: The best agencies for technology		Calendar	
24	28/11/11	Payment: Which method of payment for which target group?	Social Media Marketing: Tools for checking success	Web Agencies 2012	Date of publication 1/2012	
25	12/12/11	Marketing Dialogue: Future developments in mail marketing	Social Commerce: How to sell successfully on Facebook			
26	19/12/11	The best Online advertising campaigns of 2011	Security: How to secure your Website	Online ad planning 1/2012		

## 6. ADVERTISEMENT FORMATS & PRICES MAGAZINE

**Trim size:** width 280 mm x height 381 mm

**Print space:** width 250 mm x height 350 mm

**All rates in Euro**

Net-prices in € zzgl. plus V.A.T.

All additional colors from Euroscala.

Special colors on request.

Date of order and cancellation of advertisements is the closing

date (see timetable). Right of cancellation for the pull-out cover

page only possible until 3 weeks prior to advertisement closing time.

### Full trim size (Tabloid)

Basice formats <sup>1)</sup>	Print space formats (width x hight mm)	Bleed off formats <sup>2)</sup> (width x hight mm)	Basic prices editorial <sup>3)</sup> (bw-4c)	Basic prices market share <sup>3)</sup> (b/w-4c)
1/1 page	250 x 350	280 x 381	8,450.–	2,310.–
Cover 4	250 x 350	280 x 381	9,380.–	–
3/5 page vertical	153 x 350	168 x 381	5,500.–	1,820.–
1/2 page horizontal	250 x 173	280 x 191	4,680.–	1,610.–
1/2 page vertical	122 x 350	138 x 381	4,680.–	1,610.–
2/5 page vertical	97 x 350	112 x 381	3,830.–	1,360.–
1/3 page horizontal	250 x 115	280 x 133	3,220.–	–
1/3 page vertical	85 x 350	100 x 381	3,220.–	–
1/4 page horizontal	250 x 90	280 x 108	2,760.–	820.–
1/4 page vertical	59 x 350	74 x 381	2,760.–	820.–
1/4 page corner	122 x 173	138 x 191	2,760.–	820.–
1/5 page vertical	41 x 350	56 x 381	2,310.–	680.–
1/8 page horizontal	250 x 45	–	2,160.–	640.–
<b>Format in color crossover</b>				
2/1 page crossover	530 x 350	560 x 381	16,150.–	4,330.–

1) Further formats available on request only in the editorial part 2) Please consider with these sizes the necessary space for cuts (entire page 3 mm and 3 mm text distance to the right and left advertisement border 3) For advertisements to be printed crossover, two separate advertisements have to be provided. Please pay attention to border exceedings.

## 6. ADVERTISEMENT FORMATS & PRICES MAGAZINE

### DIN A4-formats

Net prices in € plus V.A.T.

Basic formats <sup>1)</sup>	Print space formats (width x high mm)	Bleed off formats <sup>2)</sup> (width x high mm)	Basic prices editorial (b/w-4c)
A4-page	200 x 283	215 x 301	5,940.–
3/4 A4-page vertical	150 x 283	165 x 301	4,600.–
1/2 A4-page vertical	100 x 283	115 x 301	3,270.–
1/2 A4-page horizontal	200 x 141	215 x 159	3,270.–
1/3 A4-page vertical	59 x 283	–	2,200.–
1/4 A4-page vertical	44 x 283	–	1,970.–
1/4 A4-page 2-columns	100 x 141	–	1,970.–
<b>Formats in color crossover</b>			
2/1 A4-page spread	430 x 283	–	11,240.–

### Discounts for purchasing within 12 months:

Staggered repeat discount (only for formats advertisements)				quantity scale			
as of 3 ads	3%	as of 18 ads	18%	as of 3 pages	5%	as of 15 pages	20%
as of 6 ads	5%	as of 25 ads	20%	as of 6 pages	10%	as of 19 pages	22%
as of 9 ads	10%	as of 35 ads	22%	as of 9 pages	15%	as of 25 pages	25%
as of 12 ads	15%	as of 50 ads	25%	as of 12 pages	18%		

Prices for supplements, inserts, fixed inserts as well as technical costs will not be discounted. In case of additional advertisements inserts and full supplements will each be regarded as one page.

1) Further formats available on request only in the editorial part 2) Please consider with these sizes the necessary space for cuts (entire page 3 mm and 3 mm text distance to the right and left advertisement border 3) For advertisements to be printed crossover, two separate advertisements have to be provided. Please pay attention to border exceedings.

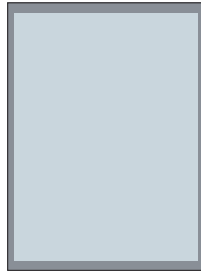
# 7. FORMAT SAMPLES MAGAZINE

## Full trim size (Tabloid)

S = Print space formats, A = Bleed off formats (width x height)\*



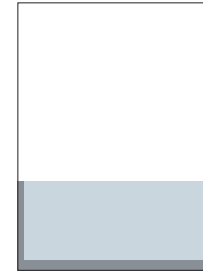
**2/1 page crossover**  
S: 530 mm x 350 mm  
A: 560 mm x 381 mm



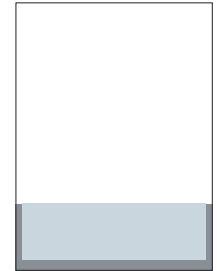
**1/1 page**  
S: 250 mm x 350 mm  
A: 280 mm x 381 mm



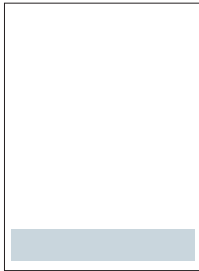
**1/2 page horizontal**  
S: 250 mm x 173 mm  
A: 280 mm x 191 mm



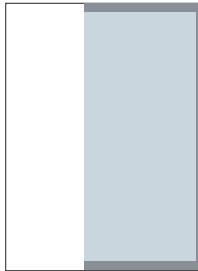
**1/3 page horizontal**  
S: 250 mm x 115 mm  
A: 280 mm x 133 mm



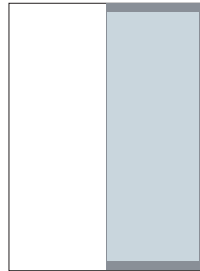
**1/4 page horizontal**  
S: 250 mm x 90 mm  
A: 280 mm x 108 mm



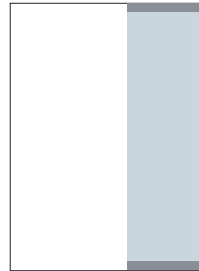
**1/8 page horizontal**  
S: 250 mm x 45 mm



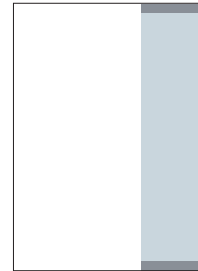
**3/5 page vertical**  
S: 153 mm x 350 mm  
A: 168 mm x 381 mm



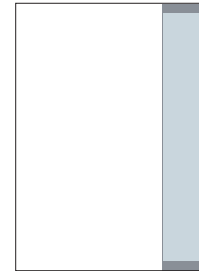
**1/2 page vertical**  
S: 122 mm x 350 mm  
A: 138 mm x 381 mm



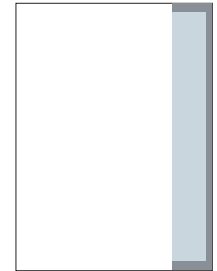
**2/5 page vertical**  
S: 97 mm x 350 mm  
A: 112 mm x 381 mm



**1/3 page vertical**  
S: 85 mm x 350 mm  
A: 100 mm x 381 mm



**1/4 page vertical**  
S: 59 mm x 350 mm  
A: 74 mm x 381 mm

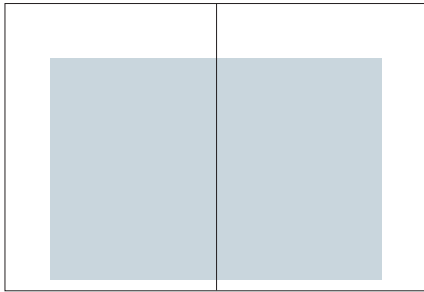


**1/5 page vertical**  
S: 41 mm x 350 mm  
A: 56 mm x 381 mm

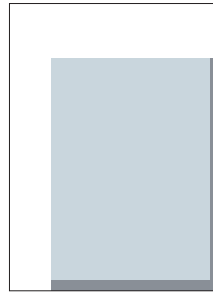
# 7. FORMAT SAMPLES MAGAZINE

## DIN A4

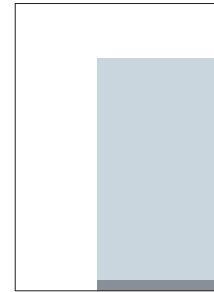
S = Print space formats, A = Bleed off formats (width x height)\*



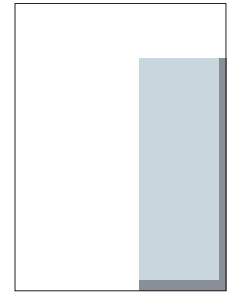
**2/1 A4 page crossover**  
S: 430 mm x 283 mm



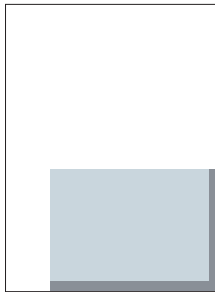
**1/1 A4-page vertical**  
S: 200 mm x 283 mm  
A: 215 mm x 301 mm



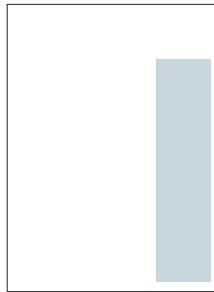
**3/4 A4-page vertical**  
S: 150 mm x 283 mm  
A: 165 mm x 301 mm



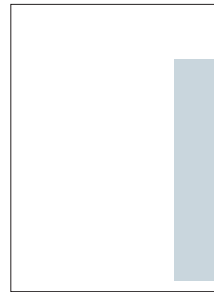
**1/2 A4-page vertical**  
S: 100 mm x 283 mm  
A: 115 mm x 301 mm



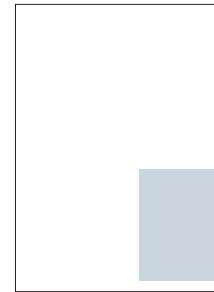
**1/2 A4-page horizontal**  
S: 200 mm x 141 mm  
A: 215 mm x 159 mm



**1/3 A4-page vertical**  
S: 59 mm x 283 mm



**1/4 A4-page vertical**  
S: 44 mm x 283 mm



**1/4 A4-Seite 2-spaltig**  
S: 100 mm x 141 mm

Further formats on request.  
\*Cut formats plus full size 3 mm bleed difference, 3 mm text distance to the advertisement's border.

## 8. APPOINTMENTS SECTION MAGAZINE

### The appointments section in Internet World Business

- Keeps you up-to-date fortnightly
- Remains online in our job portal for 4 weeks after reception of documents

### Advertising prices and formats

Net prices in € plus V.A.T.

Basic formats <sup>1)</sup>	Print space formats (width x height mm)	Basic prices editorial (b/w-4c)
1/4 page square	122 x 165	1,010.–
1/2 page vertical	250 x 165	2,010.–
1/2 page horizontal	122 x 334	2,010.–
1/1 page	250 x 334	3,940.–

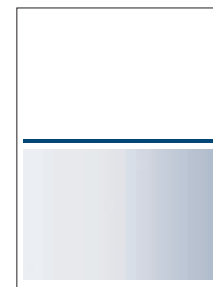
1) Further formats available on request only in the editorial part

Prices for job advertisements are not discountable.

Advertising samples:



**1/1 page**  
S: 250 mm x 334 mm  
b/w-4c € 3,940.–



**1/2 page vertical**  
S: 250 mm x 165 mm  
b/w-4c € 2,010.–



**1/2 page horizontal**  
S: 122 mm x 334 mm  
b/w-4c € 2,010.–

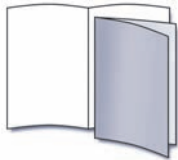


**1/4 page corner**  
S: 122 mm x 165 mm  
b/w-4c € 1,010.–

S = Print space formats (width x height)\*

## 9. SPECIAL SUPPLEMENTS MAGAZINE

**Supplements:** Supplements are printed papers which loosely accompany the magazine.



### Supplement prices

up to 25 g single weight  
per 1.000 copies € 134.–

per 5 g and parts thereof  
plus delivery costs € 13.–

### Booking options:

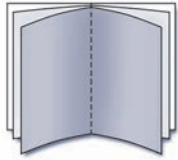
Total or part circulation  
(min. 5.000 copies), details on request.

### Supplement formats

**Minimum format:** 105 x 148 mm (DIN A6)

**Maximum format:** 260 x 360 mm

**Inserts:** Inserts are fixed elements within the magazine.



### Insert prices

4 pages insert  
8 pages insert  
Price in request

### Booking options

Only available for total circulation.

### Insert formats

Technical specifications on request.

### Discounts

Prices for supplements, inserts, fixed inserts as well as technical costs will not be discounted. In case of additional advertisements inserts and full supplements will each be regarded as one page.

**Fixed inserts:** Basic advertisement (1/1 page related ad) plus CD-ROM or glued-on postcard



### Glued-on postcard

Price on request

### Glued-on CD \*

Price on request

Further options on request.

Samples are prior to be sent to the publisher for release. Costs for glue are subject to agency commission but they are not discountable.

\*in paper jewel case

### Special advertisements



#### Pull-out cover page

**Formats:** 165 mm width x  
381 mm height

#### Bookable advertising space:

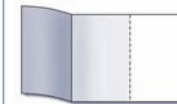
Title exterior 165 mm x 296 mm

Inner pages front 165 mm x 381 mm

Inner pages back 155 mm x 381 mm

**Price:** Title + inner page front € 9,280.–  
plus technical production costs

#### Fold-out cover page



**Additional technical costs  
on request**

**Order volume** 3 pages

**Order and cancellation date:** parallel to advertisement closing time. Cancellation for the pull-out cover page only possible until 3 weeks before closing time. Scheduling as early as possible. Sample 5 fold will be requested if order is given.

**Delivery:** see timetable.

**Supplements and inserts:** loosely, folded, safe for transport placed on pallets, aligned layout.

**CD:** safe for transport placed on pallets in boxes, layout aligned to box, giving information about magazine and issue, free delivery to print shop.

Further information available under

Phone +49 (0) 89/74 117-432

# 10. TYPES OF ONLINE ADVERTISING

## 10.1. Internetworld.de

**www.internetworld.de** is the online portal of Internet World Business, Germany's only magazine circulated fortnightly for more business success within the Internet. You receive cutting-edge news on all relevant topics of the Internet world. You also are provided with valuable statistical material, archives, web casts, community offers and expert panels. The site generates monthly page impressions of approx. 900,000 as well as 400,000 visits (IVW, November 2009).

### Your benefit

- Exclusive banner space
- 100% target group precision
- Reliable calculation of advertising costs and duration

Formats				(Prices* in CPT**)	
Superbanner	Skyscraper	Hockeystick	Content ad	Layer	
728 x 90	120 x 600 or 160 x 600	on request	300 x 250	400 x 400	
50.–	50.–	95.–	60.–	75.–	

Special online advertising e.g. white paper, online specials on request.

Quantity scale		
	Turnover scale	Discounts
as of Euro	6,400.–	3 %
as of Euro	12,800.–	5 %
as of Euro	25,600.–	10 %
as of Euro	51,200.–	15 %
as of Euro	76,800.–	20 %
as of Euro	102,400.–	25 %

\*All prices in Euro plus V.A.T.  
\*\*CPT: per 1,000. flashes



### Contact person

Angelika Hochmuth

Telephone +49 (0) 89 / 74 117-432

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E-Mail [angelika.hochmuth@internetworld.de](mailto:angelika.hochmuth@internetworld.de)

# 10. TYPES OF ONLINE ADVERTISING

## 10.2. Internet World Business Newsletter

Twice a day, 20,600 subscribers (status May 2010) receive the latest news of online marketing, Internet companies, online law and Internet technology as well as cutting-edge news on personal details onto their PC.

### Placement

■ Position 1	1,650.-*
■ Position 2	1,350.-*
■ Position 3	1,200.-*

\* All prices are fixed per week per newsletter in Euro plus V.A.T.  
5 days per week (Mon-Fri) public holidays excluded.

### Delivery of data

**Banner:** Position 1, 2 and 3: maximum format: 650x250 px GIF-Banner  
(static or animated, max. size 30 KB)

**Alternative text** (please do always deliver as well):  
maximum 8 lines with 72 letters each

Please bear in mind that animated GIF-files will not be displayed as animated in Outlook 2007.

The screenshot shows the top of the newsletter with the logo 'internet WORLD BUSINESS NEWSLETTER Morgennews'. Below the logo is a navigation bar with links: 'LESEPROBEN', 'MENSCHEN & MENÜGEN', 'WISSEN', 'BILDGALERIEN', 'DIENSTLEISTER', 'ADDS', 'STELLENMARKT'. The main content area features a news item titled 'Ausfall bei Facebook: Netzwerk weg, Like-Buttons verschwunden' with a Facebook logo and a 'weiterlesen' link. Below this is a 'Nachrichten' section with two items: 'Hotmail vernetzt sich mit LinkedIn' and 'Leichter kommunizieren im Karriere-Netzwerk', both with 'weiterlesen' links. At the bottom is an advertisement for 'AdServer kinderleicht' featuring a baby sitting at a laptop, with the text 'Unkomplizierte Bedienung für einen maximalen Kampagnenerfolg' and a 'JETZT TESTEN' button. The ad includes the website 'www.adspirit.de' and the 'adspirit' logo.

## 10. TYPES OF ONLINE ADVERTISING

### 10.3. Whitepaper / Twitter

#### Whitepaper

Present your own whitepaper, case studies as well as user reports and product information on our portal Internetworld.de and so realize qualified leads.

The duration for your documents in a download campaign is three months. The hosting fee is 750 Euro / 3 month. This will allow you to place up to 20 documents

#### We include the following features for you:

Surname, name, e-mail, company, position, department, branch, number of employees, telephone number, country

**Price:** 50.– Euro per lead incl. 10 features

#### Please note:

- For the display of your contents 500 characters for the short text as well as further 1000 characters as promotional text are available, the heading is limited to 60 characters. Please inform us about the topical fields you would like us to deliver your documents to.
- Also we can display your company's logo. For that purpose please send us an image in JPG/GIF format. We place the logo with max. 110 px width for online display.
- Please provide your documents in PDF format.
- Regarding the processing of lead campaigns we also need, next to your contact data, a mandatory revocation address which allows users, according to the Teleservices Act, to also revoke their consent of saving contact data.

#### Twitter

- Twitter advertisement: 110 characters + link once per week, 300 Euro each  
Please note that we cannot supply any reporting for this ad.

#### Do you have any questions?

Please do not hesitate to contact us so that we can assist you as soon as possible.

#### Your contact partner:

##### Sales:

Angelika Hochmuth

E-Mail [angelika.hochmuth@nmg.de](mailto:angelika.hochmuth@nmg.de)

Phone: +49 (0)89 - 74117 - 432

Fax +49 (0)89 - 74117 - 269

##### Technics:

Björn Adrian

E-Mail [bjoern.adrian@nmg.de](mailto:bjoern.adrian@nmg.de)

Phone +49 (0)89 - 74117 - 255

# 11. INDEX OF SERVICE PROVIDERS

## Index of service providers and database

With the index of service providers in each magazine as well as with the online database provided by Internet World Business readers and online users will find solutions for their internet business simply and quickly.

### Prices

#### Online

Insertion text only	350.– € per year (3 category)
Insertion with logo	450.– € per year (up to 3 categories)
Premium Package	650.– € per year (up to 5 categories)

#### Combination print and online

Insertion text only	750.– € per year (up to 3 categories online)
Insertion with logo	850.– € per year (up to 3 categories online)
Premium Package	1,050.– € per year (up to 5 categories online)

#### Advertising Director

**Angelika Hochmuth**

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#### Contact person

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PLZ  
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Kommunikation und Medien**  
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Agentur: professionelle E-Mail  
Marketing Software mailingwork,  
Multi-Channel Marketing inklusive,  
Beratung, freundlicher Service,  
kompetenter Support.



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Mit ePayment, Risiko- und vollständi-  
gem Debitorenmanagement  
unterstützt ExperCash  
Internethändler bei all ihren  
Zahlungsvorgängen, auch für  
Verkäufe ins Ausland.

## 12. TECHNICAL DATA

<b>Printing method</b>	Rotation offset printing
<b>Profile</b>	PSO LWC Standard (ECI) Further information on this topic is available on request.
<b>Profile flap</b>	isocoated V2
<b>Procedure/ Cover paper</b>	Saddle stitch / 55 g/m2 Holmen Plus, 72 ISO white, 1.6 Vol.
<b>Grid pattern</b>	FM grid pattern
<b>Bleed off format</b>	(= magazine format) 280 mm wide x 381 mm high
<b>Minimum bleed off additions</b>	3 mm at all four sides

### Your contact partner for ad-planning and printing processing:

#### Contact partner:

- Mathias Winterholler, Phone: +49 (0) 89 / 74117 – 281,  
Fax: +49 (0) 89 / 74117 – 269, Mathias.Winterholler@nmg.de

#### Terms of delivery for digital ads:

Send exposure order and ad-motive previously via Fax (+49 (0) 89 / 74117 - 269) by giving title, issue, size and colour and data name.

#### Data Medium:

CD-Rom, DVD

#### Digital data transfer:

E-Mail, FTP:

- By E-Mail to: Mathias.Winterholler@nmg.de
- FTP-Server on request at: +49 (0) 89/741 17 - 281

#### Digital data takeover:

##### • Preferred format: PDF X3 (1.3)

- Programme formats (generally latest versions):  
QuarkXpress, FreeHand, Photoshop, Illustrator (CS2 - CS4)
- Data from CorelDraw have to be saved as .tif or .jpg with 400dpi.  
Takeover of open CorelDraw files is not possible.
- All fonts have to be included
- If graphical software is used always convert to vector paths, colour range always in CMYK, never in RGB.
- TIFF-data (CMYK or levels of grey) always in size 1:1 at 300 dpi resolution
- Eps-data (Pixel) -> see TIFF  
Eps-data (Vector) -> fonts in paths  
(paths) convert / include in file.
- **Apple:** compressed data: Stuffit or ZIP  
**PC:** compressed data: ZIP
- A proof must be handed in to avoid colour deviations.
- Assign data names according to the following pattern:  
Advertising customer\_IntWorldBusi\_issue (Example: Microsoft\_ \_IntWorldBusi\_1/10)  
In case of problems with commissioning Phone: +49 (0) 89 / 741 17 - 281

#### Exclusion of liability:

If ad-motives were submitted digitally by the customer, the liability of the publisher is excluded for completely or partly not readable, incorrect or incomplete display of the respective ads.

# 13. TERMS AND CONDITIONS

## General terms and conditions of Neue Mediengesellschaft Ulm mbH (as used herein: „Publisher“) for advertisements in print and supplements

### 1. Validity of terms

Offers and services solely refer to the subsequent terms. These do also apply for all future business relations also if not explicitly agreed upon again. Dissenting or conflicting terms will not be subject matter of contract even if they will not be explicitly refused. Changes of these terms do require written form.

### 2. Conclusion of the contract and refusal of advertisement orders

2.1. Offers by the publisher are subject to change. The information within the media data have been investigated in the best possible way but they are also proximate and do not bind. 2.2. An advertisement contract is put into effect if the customer's order is accepted in written form by the publisher or is partly fulfilled which is followed by an order confirmation.

2.2. An advertisement contract is put into effect if the customer's order is accepted in written form by the publisher or is partly fulfilled which is followed by an order confirmation.

2.3. The publisher can refuse advertisement orders due to content, origin or technical reasons by evaluation of standard and justified reasons. The publisher can subsequently cancel orders if their contents violate laws or authorities' regulations or if publishing is unacceptable for the publisher. This may be the case if the advertisement contains radical or pornographic content. If in such a case the publisher cancels the contract there will be no claims possible by the customer unless the publisher is responsible due to gross negligence or intent.

### 3. Cancellation

Accepted and thus legally binding orders are subject to the following respites of cancellation and cancellation fees

#### Print:

1 week before ad closing date	=	25 % of order value
1 week after ad closing date	=	50 % of order value
As of expired date for delivery of print data	=	75 % of order value

#### Online:

9 days before date of publishing	=	25 % of order value
4 days before date of publishing	=	50 % of order value
As of date for data delivery	=	75 % of order value

### 4. Placement of advertisements

The publisher reserves itself the right to publish the advertisements on its own choice at the appropriate position unless the placement of the advertisement has been agreed on for a certain number and a specific issue and place of the printed media. If so the publisher has to be provided with all necessary documents in time so that the advertisement can be published at the pla-

ce and in the issue which have been agreed on by contract. Otherwise the publisher has the free choice where and when to place the advertisement. Categorized advertisements are printed in the respective category which does not need explicit agreement.

### 5. Mandatory collaboration by the customer

For the orderly publication of the advertisement the customer has to provide the publisher with all necessary documents and supplements in acceptable condition and in time latest up to the respective deadline. The customer is responsible for providing replacement for damaged or visibly unacceptable documents. The costs for the delivery of the reproof or drawings as well as changes wished by the customer and deviating from the original format agreed on have to be paid by the latter.

### 6. Content of the advertisement

The customer bears the sole responsibility for the advertisement's content and has to make sure that right of third parties are not violated. The customer has to relieve the publisher of claims of third parties which result from the order processing even it is cancelled. The publisher is not obliged to verify whether advertisements affect rights of third parties or whether they violate competition law. Advertisements which are not directly identifiable as advertisements will be highlighted by the publisher with the word "advertisement".

### 7. Publishing dates and delivery delay

7.1. Publishing dates are only binding if they have been agreed upon as fixed dates.

7.2. An essential precondition for keeping each date is that the customer follows his obligations to co-operate and especially provides the publisher with all documents and if need be approvals that are necessary for the processing of the order.

7.3. If the reason for not keeping deadlines or other dates is due to force majeure or other unforeseeable incidents (especially difficulties in supplies, strike, look out, operational interruptions, authoritative interventions etc. also if they occur with the supplier or sub-supplier) which have not been caused by the publisher neither on purpose or by negligence, then the term will prolong correspondingly. As far as the publisher is responsible for the delay the customer is only entitled to cancel the contract after setting an appropriate additional term. Claims are excluded unless the publisher is responsible due to gross negligence.

### 8. Advertising costs

8.1. The advertising prices result from the actual price list. Agreed on or given rebates are only subject of the quantity of advertisements in the order. As far as the customer requests single order later than agreed the rebate is only valid if the order is processed within one year after publishing the first advertisement.

# 13. TERMS AND CONDITIONS

8.2. Amendments in prices are allowed if there are more than four months between contracting and advertising dates agreed on. If in the aftermath the wages, material costs, market related cost prices, the publisher will have the right to raise the advertising cost appropriately to the cost increase. The customer is entitled to cancel if the price increase between contracting and advertising date is more than 5 %.

## 9. Proofs and voucher copy

Proofs will only be delivered on explicit demand. The publisher considers all mistake corrections that have been announced to him within the set term during the delivery of proofs. The publisher also delivers an advertising confirmation on request together with the invoice. Depending on the type and volume of the advertising order advertisement cuts, voucher copies and voucher numbers will be provided. In case the voucher copy is not obtainable, a confirmation about the publication and circulation will be provided by the publisher.

## 10. Terms of payment and prepayment

10.1. Invoices have to be paid latest within 30 calendar days after reception of invoice, after that period the customer is in delay of payment and has to pay interest of 8% on top the invoiced amount as per the valid base interest rate due to §247 BGB.

10.2. The publisher has the right to process the advertising only if immediate payment or prepayment is done. If the customer does not fulfil his payment obligations as agreed in contract, if he does not pay in time or if he exceeds terms, if he stops payments or if other circumstances arise that question his credit worthiness, so the publisher can demand prepayment for all ordered advertisements as well as immediate payment of all pending but not yet payable invoices as well as to stop work on current orders regardless of any agreements on payment on instalment basis.

10.3. Regardless of any other regulations the payment has to be done on the older debt herewith at first on the interest and then on the main amount.

10.4. The customer is only entitled to offset or to keep money if the claims are accepted by the publisher or if the counter-claims have been testified by law.

## 11. Liability regulations in case of material or legal defects

11.1. The publisher guarantees the best possible imagery of the advertisement due to common technical standards in branch customary print quality within the frame of the possibilities arising from the print documents. Claims arising of defects prescribe within 12 months time. The term starts with the publication of the advertisement. The customer has to prove for all damages within the warranty. The customer is obliged to immediately to verify the published advertisement and has to inform about possible defects within one week after publication.

11.2. If the publisher is responsible for the defect he is entitled to place a substitutional advertisement within the next possible issue. If this supplementary performance fails within an appropriate term the customer is entitled to cancel the contract or to reduce the advertising price. In case of minor defects cancellation is not possible. Claims of supplementary performance

belong to the customer and are not transferable.

11.3. If the customer cancels the contract he will not have the right to claim for damages. If he does not cancel the contract but claims for damages the duty to pay for damages is restricted to the difference between advertising price and the value of the defective advertisement. This is not applicable in case of fraudulent intent by the publisher.

## 12. Restrictions in liabilities

The publisher is only liable for intent and gross negligence. In case of careless violence of duties, damages to life, body and health the publisher is also liable. In case of slight negligence the publisher is only liable for monetary damages including missed profit if the affects those duties whose fulfilment the customer could especially trust in. Here, the monetary amount of the liability due to typical contracts and corresponding cases is restricted to the average damage that was not influenceable by the customer.

## 13. Court of jurisdiction, place of fulfilment and applicable law

Court of jurisdiction and place of fulfilment is the registered office of the publisher in Ulm. This is only valid if the customer belongs to merchants in the sense of §§ 1, 2, 3, 5 and 6 HGB or if he is a corporate body or public estate or if his domicile or common place of living is unknown at the time of legal action or if he moves out of the national legal sphere after contracting or if the customer has no national code of jurisdiction. On the other side the publisher is also entitled to claim at the responsible court of the customer. The legal system of Federal Republic of Germany has been agreed upon for all the mutual legal relations between the parties.

## 14. Miscellaneous

If one or more regulations of this business relations or a regulation arising from further agreements should be or become ineffective the validity of all other regulations and agreements will not be affected. Ineffective or missing regulations have to be replaced by effective regulations that correspond best to the intended purpose. If need be corresponding legal regulations can be used as well.

As of October 2009 (subject to changes)

### **Publisher**

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### **Advertising Director**

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### **Index of Service Providers + Business Guides**

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