

ADVERTISING RATES 2012 Nr. 16 Effective October 1, 2011

internet WORLD BUSINESS



September 2011

3,90 | Fr. 7,80

Online-Werbung | E-Commerce | Technik

internet WORLD BUSINESS

Jetzt die besten
mit Domainen sichern

1-
9000

united domains
THE DOMAIN PEOPLE

Info & Bestellung unter: www.united-domains.de

AUSGABE 21/09 12. OKTOBER 2009 ALLE 14 TAGE TOPAKTUELL www.internetworld.de

Geheimnisvolle SEO-Agenturen
Insparangente im Markt sorgt für entzückter Kunden 4

Knisternde Partnerschaft
Media Agenturen und Vermarkter 18

„Schluss mit Sonderlasten“
Harald A. Summs, EYE & K 14

Affiliates und Merchants
Neue Wege für Unternehmen Affiliates Marketing 12

Werdenköche werden größer

internet WORLD BUSINESS

Top geben die neuesten Angebote

4

Werbung

High-End-PC

Google

HIER KLICKEN!

internet WORLD BUSINESS NEWSLETTER Morgennews

NACHRICHTEN | WERBUNG & MERCHANDISE | WISSEN | KUNDENBINDUNG | DIGITALMARKETING | ADVERTISING | STEUERBERATUNG

Kundenbindungsinitiative bei Gruppen
Kaufen und abräumen

GROUPON

Mit täglichen Rabattangeboten lockt Groupon Kunden in die teilnehmenden Geschäfte. Ein neues System soll die Verbraucher dazu bringen, mehr Geld in den Läden auszugeben, für die sie Zuhause einkaufen. [1 mehr lesen](#)

Hackerwissen

Facebooks neue Timeline
So schützen Sie das neue Feature bei [1 mehr lesen](#)



1. Profile
2. Readership
3. Publisher & editorial staff
4. Dates and topics
5. Special Topics and Manuals
6. Advertisement formats & prices
7. Format samples
8. Appointments section
9. Special supplements
10. Types of online advertising
 - 10.1. Internetworld.de
 - 10.2. Internet World Business Newsletter
 - 10.3. Whitepaper / Twitter
11. Index of service providers
12. Technical data
13. Terms and conditions
14. Contact



1. PROFILE

Internet World Business – the news- and information platform

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

Newspaper

The platform consists of the fortnightly business newspaper for internet professionals. In the main topics of online advertising, e-commerce and technology, internet professionals learn everything they need for even more success on the Internet.

Internet

On the Internet at www.internetworld.de a website is available with cutting-edge news and skilled foundational knowledge. In addition, numerous newsletters are published; the current newsletter is issued twice daily.

Events

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

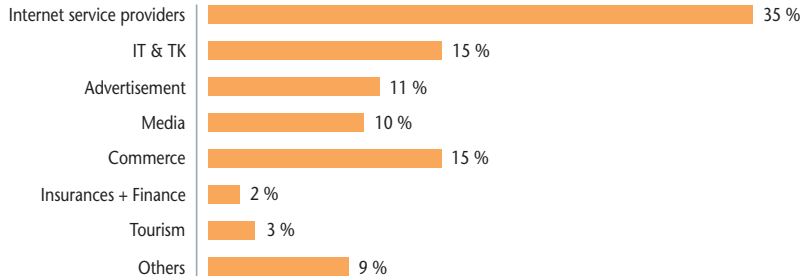
- Internet World Fachmesse & Kongress
27.-28. March 2012 in München
www.internetworld-messe.de
- ecommerce conference
April/May 2012 in Hamburg, Frankfurt, Düsseldorf, München
www.ecommerce-conference.de
- Online Marketing Forum
June/July 2012 in Hamburg, Frankfurt, Düsseldorf, München
www.onlinemarketingforum.de



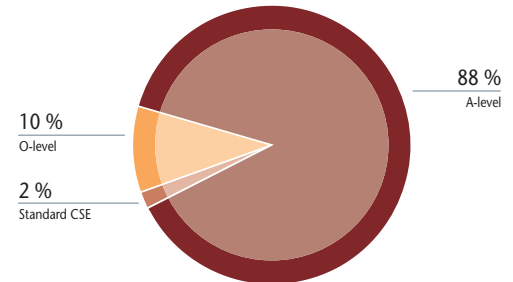
2. READERSHIP MAGAZINE

Professional Decision Makers for the Internet await you!

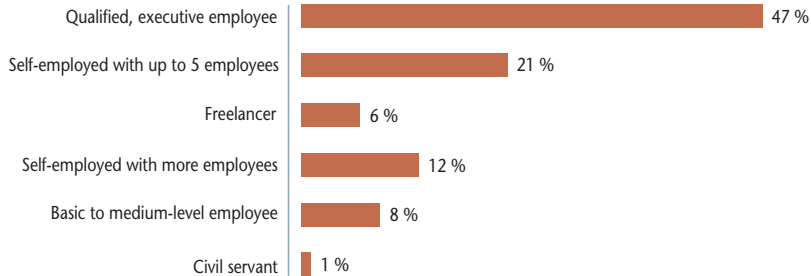
Branches of business



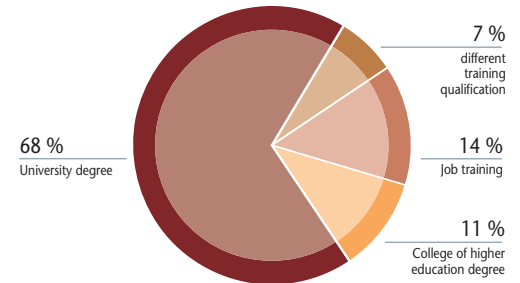
School graduation




Position in the company



Professional qualification



3. PUBLISHER & EDITORIAL STAFF

Publisher	Neue Mediengesellschaft Ulm mbH Bayerstraße 16a 80335 München Phone +49 (0) 89/ 7 41 17- 0, Fax +49 (0) 89/ 7 41 17-101	Terms of payment	Payable net within 30 days after date of invoice. 2% discount 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.
Managing Directors	Dr. Günter Götz Florian Ebner		
Overall responsible advertisements	Angelika Hochmuth Phone +49 (0) 89/7 41 17-432, Fax 089/7 41 17-269 E-Mail angelika.hochmuth@internetworld.de		
Sales Manager	Thomas Heydn Phone +49 (0) 89/7 41 17-111 E-Mail th@nmg.de	Bank details	
Circulation	Circulation 17.078 (IVW 2. Quarter 2011) 	Deutsche Bank, Code 70070010, Account No. 8264160	
Subscriber / Reader Service	see imprint	Editorial dept.	mail@internetworld.de
Volume	16th volume, 2012	Chief editor	Dominik Grollmann
Frequency	Fortnightly	Deputy editor	Frank Kemper
		Editorial staff	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 2012	1	09/01/2012(Mon)	22/12/2011(Thu)	30/12/2011(Fri)
	2	23/01/2012(Mon)	09/01/2012(Mon)	16/01/2012(Mon)
February 2012	3	06/02/2012(Mon)	23/01/2012(Mon)	30/01/2012(Mon)
	4	20/02/2012(Mon)	06/02/2012(Mon)	13/02/2012(Mon)
March 2012	5	05/03/2012(Mon)	20/02/2012(Mon)	27/02/2012(Mon)
	6	19/03/2012(Mon)	05/03/2012(Mon)	12/03/2012(Mon)
April 2012	7	02/04/2012(Mon)	19/03/2012(Mon)	26/03/2012(Mon)
	8	16/04/2012(Mon)	29/03/2012(Thu)	05/04/2012(Thu)
	9	30/04/2012(Mon)	16/04/2012(Mon)	23/04/2012(Mon)
May 2012	10	14/05/2012(Mon)	27/04/2012(Fri)	07/05/2012(Mon)
	11	29/05/2012(Tue)	11/05/2012(Fri)	21/05/2012(Mon)
June 2012	12	11/06/2012(Mon)	24/05/2012(Thu)	01/06/2012(Fri)
	13	25/06/2012(Mon)	11/06/2012(Mon)	18/06/2012(Mon)
July 2012	14	09/07/2012(Mon)	25/06/2012(Mon)	02/07/2012(Mon)
	15	23/07/2012(Mon)	09/07/2012(Mon)	16/07/2012(Mon)
August 2012	16	06/08/2012(Mon)	23/07/2012(Mon)	30/07/2012(Mon)
	17	20/08/2012(Mon)	03/08/2012(Fri)	10/08/2012(Fri)
September 2012	18	03/09/2012(Mon)	20/08/2012(Mon)	27/08/2012(Mon)
	19	17/09/2012(Mon)	03/09/2012(Mon)	10/09/2012(Mon)
October 2012	20	01/10/2012(Mon)	17/09/2012(Mon)	24/09/2012(Mon)
	21	15/10/2012(Mon)	28/09/2012(Fri)	08/10/2012(Mon)
	22	29/10/2012(Mon)	15/10/2012(Mon)	22/10/2012(Mon)
November 2012	23	12/11/2012(Mon)	26/10/2012(Fri)	05/11/2012(Mon)
	24	26/11/2012(Mon)	12/11/2012(Mon)	19/11/2012(Mon)
December 2012	25	10/12/2012(Mon)	26/11/2012(Mon)	03/12/2012(Mon)
	26	20/12/2012(Thu)	06/12/2012(Thu)	13/12/2012(Thu)

The actual topic telegram is obtainable by sending an E-Mail to: anzeigen@internetworld.de

5. SPECIAL TOPICS AND BUSINESS GUIDES

Issue No.	Date of Publication	Focus E-Commerce/Marketing	Focus Tools and Technology	Business Guides 2012 (inserted to each magazine / special rate)	Notes / Exhibitions
1	09/01/2012	Micro-Payment: the best solutions for paid content and virtual goods	Mobile Internet: optimal creation of websites	Web agency guide: all agencies focusing on web design, development and usability at a glance	
2	23/01/2012	Performance Marketing: how to accurately measure, control and optimize campaigns	Website performance: this is how investments in technology pay off		
3	06/02/2012	Social media as part of the marketing mix: best practices	Social CRM: customer feedback via Facebook, Twitter & others		
4	20/02/2012	Internet TV: from HbbTV, IPTV to OTT - which offers exist, where does advertising pay off?	Mobile payment: everybody talks about mobile shopping - but how to optimize the mobile checkout?		GSM / Mobile World Barcelona (27/02/ - 01/03/2012)
5	05/03/2012	Overview of further and advanced training offers in the online branch	Overview ad server: performance, costs and where they lack	E-payment guide: all types of payment, providers and solutions at a glance	CeBit Hannover (06/03/ - 10/03/2012)
6	19/03/2012	Preview Internet World Exhibition & Congress	Overview E-Commerce agencies: the most important service providers and what they can offer	Online advertising planning 2/2012	Webhostings Days (20/03/ - 23/03/2012); Internet World Munich (27/03/ - 28/03/2012)
7	02/04/2012	How much Conversion Rate Optimization is regarded healthy?	Price war in hosting: what matters in hosting	Social media guide: all agencies, service providers, and solutions at a glance	
8	16/04/2012	Recruiting: creative approaches on how to find and retain employees	Selling by means of video advertisement - tools and techniques that boost your sales		Personnell 2012 Stuttgart (24/04/ - 25/04/2012)
9	30/04/2012	Performance Marketing in Search and Facebook	Provider overview payment: conditions and services		
10	14/05/2012	Video advertising: what is available and serves the purpose?	SAAS and cloud tools for e-mail marketing		
11	28/05/2012	Storytelling, branded entertainment, branded content: how brands can be promoted in the Internet	Mobile advertising: mobile surfing behavior made transparent - analysis and metrics of mobile web utilization	Total overview of web, marketing and E-Commerce agencies	
12	11/06/2012	Dialogue Marketing 2.0	Web analysis: how complex data become a coherent picture		Mailing days Nuremberg (20/06/ - 21/06/2012)
13	25/06/2012	Optimizing warehousing and resource planning	Cloud services: what hosted web services offer	Online advertising planning 3/2012	
14	09/07/2012	Targeting: techniques, service providers and impact: how does RTB influence targeting?	Logistics: remote, fast, well-priced		
15	23/07/2012	Mobile Marketing: mobile advertising formats	Shop systems: how shops stay flexible in the backend		
16	06/08/2012	Successful payment strategies for online resellers	Customer Experience Management: perfect utilization of customer potential	Mobile Internet guide: all agencies, developers, marketers, M-Commerce providers and mPayment providers at a glance	
17	20/08/2012	Trends in Affiliate Marketing	Intelligent search in the shop		
18	03/09/2012	Preview Dmexco	Analysis tools for Search and Facebook ads	Online advertising planning 4/2012	IFA Berlin (31/08/ - 05/09/2012); Dmexco Cologne (12/09/ - 13/09/2012)
19	17/09/2012	Preview Mail Order World	Tools for the online shop	Business guide: online commerce and E-Payment	Mail Order World Wiesbaden (26/09/ - 27/09/2012)
20	01/10/2012	Mobile Payment: digital wallets	Logistics: optimizing returns management		
21	15/10/2012	Advertising effect beyond the click: what has become of the demands of advertisers?	This is how you can make your shop fit for mobile commerce		
22	29/10/2012	Overview and comparison of real-time bidding platforms	Social Media Monitoring - this is how to	Web hosting 2012/13: all service providers at a glance	
23	12/11/2012	Trends in search engine marketing	Overview: the most important web service providers and what they can offer	Annual calendar (poster)	
24	26/11/2012	Payment: the best payment mix	Online market research		
25	10/12/2012	Efficient and successful mail marketing: this is how to	E-commerce software: with these tools you can upgrade your web shop	Online advertising planning 1/2013	
26	20/12/2012	The most successful campaigns in 2012	Security: the shop as a target - this is how you can protect your shop against attacks		

6. ADVERTISEMENT FORMATS & PRICES MAGAZINE

Trim size: width 280 mm x height 381 mm

Print space: width 250 mm x height 350 mm

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)

Basic formats ¹⁾	Print space formats (width x height mm)	Bleed off formats ²⁾ (width x height mm)	Basic prices editorial ³⁾ (b/w-4c)	Basic prices market share ³⁾ (b/w-4c)
1/1 page	250 x 350	280 x 381	8,680.–	2,370.–
Cover 4	250 x 350	280 x 381	9,630.–	–
Cover 3	250 x 350	280 x 381	3,990.–	–
3/5 page vertical	153 x 350	168 x 381	5,650.–	1,870.–
1/2 page horizontal	250 x 173	280 x 191	4,800.–	1,660.–
1/2 page vertical	122 x 350	138 x 381	4,800.–	1,660.–
2/5 page vertical	97 x 350	112 x 381	3,930.–	1,400.–
1/3 page horizontal	250 x 115	280 x 133	3,310.–	–
1/3 page vertical	85 x 350	100 x 381	3,310.–	–
1/4 page horizontal	250 x 90	280 x 108	2,840.–	850.–
1/4 page vertical	59 x 350	74 x 381	2,840.–	850.–
1/4 page corner	122 x 173	138 x 191	2,840.–	850.–
1/5 page vertical	41 x 350	56 x 381	2,370.–	700.–
1/8 page horizontal	250 x 45	–	2,220.–	660.–
Format in color crossover				
2/1 page crossover	530 x 350	560 x 381	16,580.–	4,450.–

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 ¹⁾	Print space formats (width x high mm)	Bleed off formats ²⁾ (width x high mm)	Basic prices editorial (b/w-4c)
A4-page	200 x 283	215 x 301	6,100.–
3/4 A4-page vertical	150 x 283	165 x 301	4,720.–
1/2 A4-page vertical	100 x 283	115 x 301	3,360.–
1/2 A4-page horizontal	200 x 141	215 x 159	3,360.–
1/3 A4-page vertical	59 x 283	–	2,260.–
1/4 A4-page vertical	44 x 283	–	2,030.–
1/4 A4-page 2-columns	100 x 141	–	2,030.–
Formats in color crossover			
2/1 A4-page spread	430 x 283	–	11,540.–

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 ads	5%	as of 15 ads	20%
as of 6 ads	5%	as of 25 ads	20%	as of 6 ads	10%	as of 19 ads	22%
as of 9 ads	10%	as of 35 ads	22%	as of 9 ads	15%	as of 25 ads	25%
as of 12 ads	15%	as of 50 ads	25%	as of 12 ads	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.

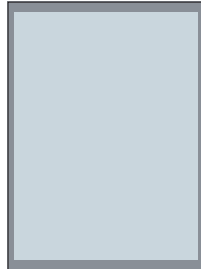
7. FORMAT SAMPLES MAGAZINE

Full trim size (Tabloid)

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



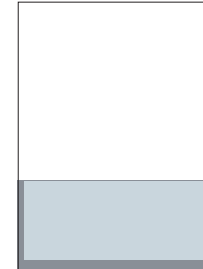
2/1 page crossover
S: 530 mm x 350 mm
A: 560 mm x 381 mm



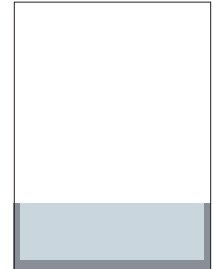
1/1 page
S: 250 mm x 350 mm
A: 280 mm x 381 mm



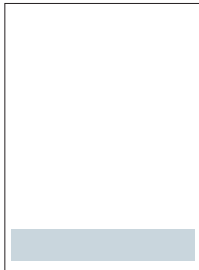
1/2 page horizontal
S: 250 mm x 173 mm
A: 280 mm x 191 mm



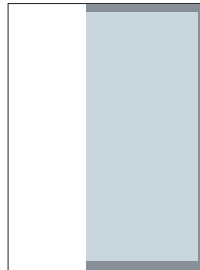
1/3 page horizontal
S: 250 mm x 115 mm
A: 280 mm x 133 mm



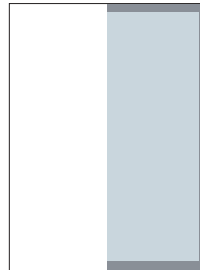
1/4 page horizontal
S: 250 mm x 90 mm
A: 280 mm x 108 mm



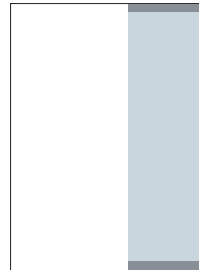
1/8 page horizontal
S: 250 mm x 45 mm



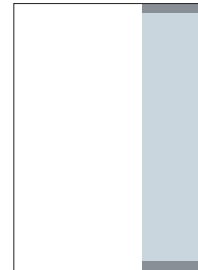
3/5 page vertical
S: 153 mm x 350 mm
A: 168 mm x 381 mm



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



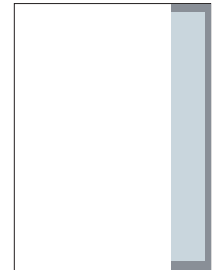
2/5 page vertical
S: 97 mm x 350 mm
A: 112 mm x 381 mm



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

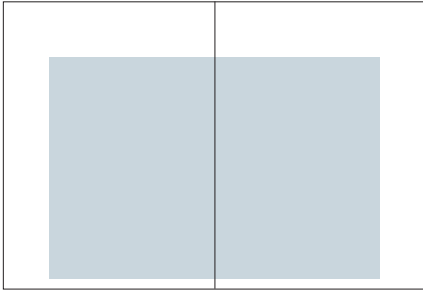


1/5 page vertical
S: 41 mm x 350 mm
A: 56 mm x 381 mm

7. FORMAT SAMPLES MAGAZINE

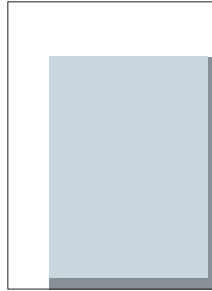
DIN A4

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



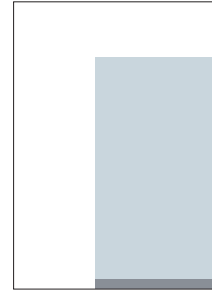
2/1 A4 page crossover

S: 430 mm x 283 mm



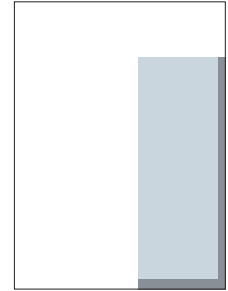
1/1 A4-page vertical

S: 200 mm x 283 mm
A: 215 mm x 301 mm



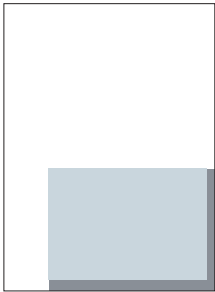
3/4 A4-page vertical

S: 150 mm x 283 mm
A: 165 mm x 301 mm



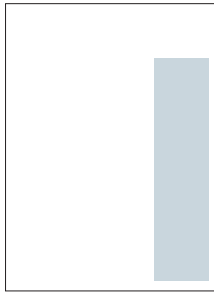
1/2 A4-page vertical

S: 100 mm x 283 mm
A: 115 mm x 301 mm



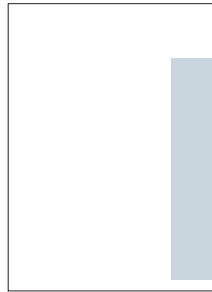
1/2 A4-page horizontal

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-columns

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 ¹⁾	Print space formats (width x height mm)	Basic prices editorial (b/w-4c)
1/4 page square	122 x 165	1,040.–
1/2 page horizontal	250 x 165	2,070.–
1/2 page vertical	122 x 334	2,070.–
1/1 page	250 x 334	4,050.–

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

Prices for job advertisements are not discountable.

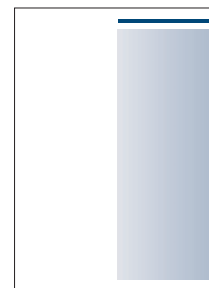
Advertising samples:



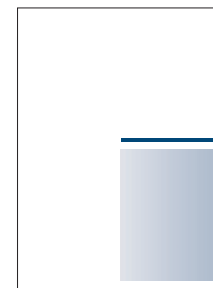
1/1 page
S: 250 mm x 334 mm
b/w-4c € 4,050.–



1/2 page horizontal
S: 250 mm x 165 mm
b/w-4c € 2,070.–



1/2 page vertical
S: 122 mm x 334 mm
b/w-4c € 2,070.–

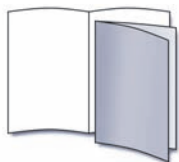


1/4 page square
S: 122 mm x 165 mm
b/w-4c € 1,040.–

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:

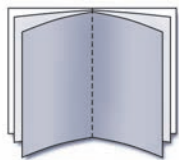
Total or part circulation
(min. 5.000 copies), details on request.

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:

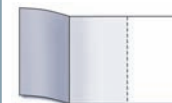
Title exterior 165 mm x 296 mm

Inner pages front 165 mm x 381 mm

Inner pages back 155 mm x 381 mm

Price: Title + inner page front € 9,630.–
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 service of the Internet World Business, Germany's fortnightly newspaper for more business success online. Updated daily, here you find all relevant news from the Internet world. You receive valuable statistics, webcasts and expert panels. The Site has approximately one million monthly page impressions (IWW, August 2011).

Your benefit

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

Formats					(Prices* in CPT**)
Superbanner	Skyscraper	Hockeystick	Medium Rectangle / ContentAd	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

Fax +49 (0) 89 / 74 117-269

E-Mail angelika.hochmuth@internetworld.de

10. TYPES OF ONLINE ADVERTISING

10.2. INTERNET WORLD Business Newsletter

Twice a day, 23,000 subscribers (status September 2011) 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	1,850.-*
■ Position 2	1,500.-*
■ Position 3	1,350.-*

* 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
(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.



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.
- 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 advert: 110 characters + link (in total a maximum of 140 characters)
1x per Tweet at 300.- Euro (11,600 followers / as of 9/11)
Please note that reporting for these adverts by the publisher is not possible.

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

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

Fax +49 (0)89 - 74117 - 269

Technics:

Björn Adrian

E-Mail 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 (up to 3 categories)
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 (1 category print, 3 categories online)
Insertion with logo	850.- € per year (1 category print, 3 categories online)
Premium Package	1,050.- € per year (1 category print, 5 categories online)

Advertising Director

Angelika Hochmuth

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

Fax +49 (0) 89 / 74 117-269

E-Mail angelika.hochmuth@nmg.de

Contact person

Marita Brotz

Telephone +49 (0) 89 / 74 117-281

Fax +49 (0) 89 / 74 117-269

E-Mail marita.brotz@nmg.de

Manuel Huber

Telephone +49 (0) 89 / 74 117-282

Fax +49 (0) 89 / 74 117-269

E-Mail manuel.huber@nmg.de

PLZ
0



**w3work Gesellschaft für
Kommunikation und Medien**
www.mailingwork.de
Jörg Arnold
Dorfstr. 36A, 09569 Memmendorf
Tel.: 037292/60846
info@mailingwork.de
E-Mail Marketing & Full Service
Agentur: professionelle E-Mail
Marketing Software mailingwork,
Multi-Channel Marketing inklusive,
Beratung, freundlicher Service,
kompetenter Support.



EXPERCASH GmbH
www.epaymentloesungen.de
Christian Krzikalla
Augustaanlage 59, 68165 Mannheim
beratung@experscash.de
Mit ePayment, Risiko- und vollständi-
gem Debitorenmanagement
unterstützt ExperCash
Internethändler bei all ihren
Zahlungsvorgängen, auch für
Verkäufe ins Ausland.

12. TECHNICAL DATA

<p>Printing method Rotation offset printing</p> <p>Profile PSO LWC Standard (ECI) Further information on this topic is available on request.</p> <p>Profile flap isocoated V2</p> <p>Procedure/ Cover paper Saddle stitch / 55 g/m² Holmen Plus, 72 ISO white, 1.6 Vol.</p> <p>Grid pattern FM grid pattern</p> <p>Bleed off format (= magazine format) 280 mm wide x 381 mm high</p> <p>Minimum bleed off additions 3 mm at all four sides</p>	<p>Digital data takeover:</p> <ul style="list-style-type: none">• 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_1/12) In case of problems with commissioning Phone: +49 (0) 89 / 741 17 - 281
<p>Your contact partner for ad-planning and printing processing:</p> <p>Contact partner:</p> <ul style="list-style-type: none">• Marita Brotz, Phone: +49 (0) 89 / 74117 – 281, Fax: +49 (0) 89 / 74117 – 269, marita.brotz@nmg.de <p>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.</p> <p>Data Medium: CD-Rom, DVD</p> <p>Digital data transfer: E-Mail, FTP:</p> <ul style="list-style-type: none">• By E-Mail to: marita.brotz@nmg.de dispo-anzeigen@nmg.de• FTP-Server on request at: +49 (0) 89/741 17 - 281	<p>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.</p>

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 place 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 reprofilm 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 cause 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

13. TERMS AND CONDITIONS

order later than agreed the rebate is only valid if the order is processed within one year after publishing the first advertisement.

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 exceed 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 ap-

propriate 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 2011 (subject to changes)

Publisher

Neue Mediengesellschaft Ulm mbH
Bayerstraße 16a ■ 80335 München
Telephone +49 (0) 89 / 7 41 17- 0
Germany

Advertising Director

Angelika Hochmuth
Telephone +49 (0) 89 / 7 41 17- 432
Fax +49 (0) 89 / 7 41 17- 269
E-Mail angelika.hochmuth@internetworld.de

Index of Service Providers

Manuel Huber
Telephone +49 (0) 89 / 7 41 17-282
Fax +49 (0) 89 / 7 41 17-269
E-Mail manuel.huber@nmg.de

Ad Planning

Marita Brotz
Telephone +49 (0) 89 / 7 41 17-281
Fax +49 (0) 89 / 7 41 17-269
E-Mail dispo-anzeigen@nmg.de