

Die Praxis der  
Bauunternehmer

# bpz

www.bpz-online.de

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**MEDIA INFORMATION 2025**



+++ Online advertorial: The right frame for your story! +++ Videos – Products in motion +++

### The Channels

- | Magazin
- | Magazin Digital
- | Website
- | Newsletter

### Why bpz?

Today's modern and successful construction companies use several media channels to obtain information, plan decisions and reach their stakeholders. bpz has taken on board these demands with the expansion of all channel branding and a focus on the practices of construction companies and suppliers. As a result, advertising is effective and the cross-channel branding acts as an ideal platform to employ a considerable range of marketing communications – whether product or image advertising, campaigns or a long term media presence. Using a variety of tried and tested and new marketing channels bpz transforms them into company specific and relevant corporate communications.

# bpz – Die Praxis der Bauunternehmer

### The Advertising Options

- | Display Ads
  - | optional interactive
- | Construction Market
- | Advertorials Print/ Online
- | Videos
- | Website Banner
- | Cover Photo
- | Newsletter

**1 Publication Frequency:** 8 times per year

**2 Edition:** 15,000 Issues

**3 Volume / Year:** vol. 77, 2025

**4 Website:** www.bpz-online.de

**5 Memberships:** –

**6 Official Journal:** –

**7 Editor / Publisher:**

B2B Fachmedien GmbH  
 Im Himmeltal 7, 67583 Guntersblum  
 Fon: +49 (0) 6135.703 780-11

**8 Managing Director:**

Marcella Bellmann, Marcus Bellmann

**Postal Address:**

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**12 Subscription price:**

Yearly subscription:  
Germany: € 61.60  
Abroad: € 65.20

**13 ISSN:**

0930-1895

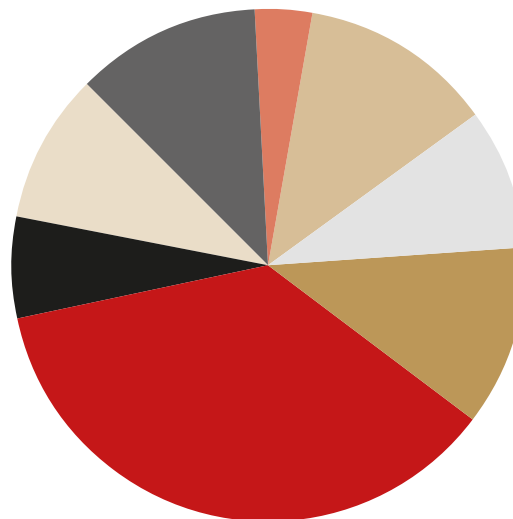
**14 Overview of Contents:**

September 2023–August 2024 = 8 issues

Total: 564 pages = 100 %  
Editorial: 448 pages = 79,4 %  
Advertising: 116 pages = 20,6 %  
Including inserts: 6 piece

**15 Profile of the Editorial Content:**

September 2023–August 2024 = 8 issues



9,1 % Formwork/Scaffolding (41 pages)	9,3 % Construction machinery technology (42 pages)
11,4 % Commercial vehicles (51 pages)	11,6 % Construction materials (52 pages)
36,2 % Construction machinery (162 pages)	3,7 % News/Entertainment (16 pages)
6,6 % Construction equipment (30 pages)	12,1 % Construction site/ site office (54 pages)

## 1 Print Run Monitoring:



## 2 Circulation Analysis:

Annual average number of copies per issue  
(1 July 2023 to 30 June 2024)

Print run:	15,000	
Total copies actually distributed:	14,850	Including 25 abroad
Copies sold:	1,705	
- Subscriptions:	155	Including 13 abroad
- Retail sales:	-	
- Other sales:	1,550	
Including copies available on Trade fairs:	13,145	Including 12 abroad
Others/archive copies:	150	

## 3 Geographical Distribution Analysis:

Economic Area	Proportion of total copies actually distributed	
	%	copies
Germany	99.85	14,825
Abroad	0.18	25
Total copies actually distributed	100.0	14,850

### 3.1 Distribution by postcode (Germany):

Proportion of total copies actually distributed

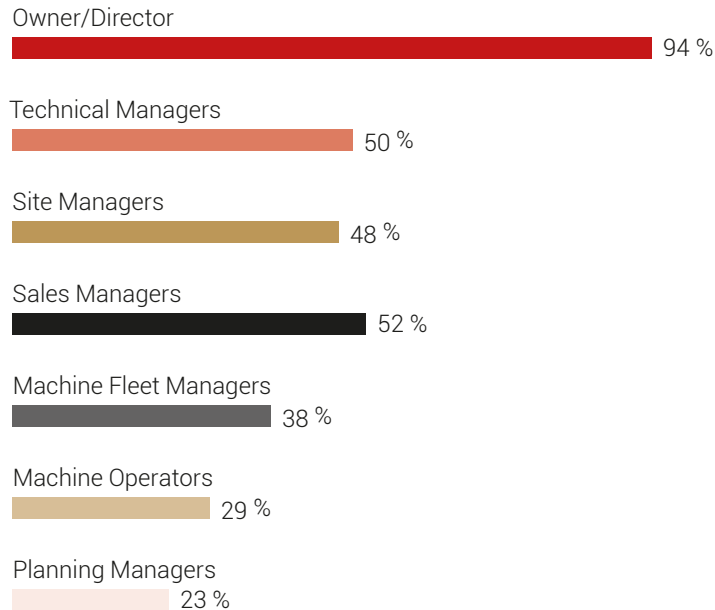
Postcode area	Proportion of total copies actually distributed	
	%	copies
0	9.32	1,291
1	7.69	1,065
2	10.39	1,439
3	10.95	1,517
4	11.86	1,643
5	11.41	1,580
6	8.06	1,117
7	10.25	1,420
8	10.80	1,496
9	9.08	1,257
Abroad	0.18	25
	100	14,850

**+ 3,800 readers of our digital edition „bpzdigital“ monthly**

### 1.1 Industry/Economic Sectors:

Recipient groups German WZ economic sector classification 2008		Proportion of total copies actually delivered	
		%	copies
45.21.2	Structural Engineering	37.3	5,540
45.21.1	Construction and civil works with no	31.1	4,618
45.23.1/	marked focus, road works, road works		
45.23.2	and traffic engineering		
45.25.6/	Bridge, tunnel, water and		
45.24.0/	sewer works, special civil works		
45.21.7/			
45.25.2			
26.63/	Production of Ready-Mix Concrete;	0.91	135
26.66	Concrete and Prefabricated Part Production Works		
45.11.1/	Demolition, Recycling and Waste	13.6	2,019
14.21	Management Companies; Sand and Gravel Extraction		
01.41.2/	Gardening and Landscaping;	10.8	1,604
45.11.3	Conservation		
45.50	Construction Machinery Sales and Leasing	6.29	934
Total copies actually distributed		100.0	14,850

### Business functions of bpz readers:



**Issue 2** **Publication date:** 20/02/2025  
**Editorial deadline:** 15/01/2025  
**Advertising deadline:** 27/01/2025

**Issue 3** **Publication date:** 01/04/2025  
**Editorial deadline:** 24/02/2025  
**Advertising deadline:** 06/03/2025

**Construction machinery and Construction equipment**



**trade fair preview**

**trade fair main issue**

**Construction site and site office**

- | Earthmoving and civil works
- | Special underground construction
- | Road construction
- | Construction machinery technology
- | Construction equipment
- | Construction vehicles
- | Lifting and conveyor systems
- | Exploitation, Demolition, Recycling
- | Formwork, Scaffolding, Concrete technology
- | Site equipment and site management
- | construction work management solutions

- | Earthmoving and civil works
- | Special underground construction
- | Road construction
- | Construction machinery technology
- | Construction equipment
- | Construction vehicles
- | Lifting and conveyor systems
- | Exploitation, Demolition, Recycling
- | Formwork, Scaffolding, Concrete technology
- | Site equipment and site management
- | construction work management solutions

**Building Materials**

**Building envelope**  
Masonry construction, Thermal insulation, Waterproofing of buildings

**Special topic**

**Concrete construction**  
Ready-mixed concrete, architectural concrete, prefabricated parts, concrete repair, concrete aggregate, fastening technology, concrete machinery and plants

**Issue 4/5**      **Publication date:** 30/05/2025  
**Editorial deadline:** 23/04/2025  
**Advertising deadline:** 05/05/2025

**Issue 6**      **Publication date:** 02/07/2025  
**Editorial deadline:** 23/05/2025  
**Advertising deadline:** 04/06/2025

**Construction machinery and Construction equipment**



**trade fair follow-up**

- | Earthmoving and civil works
- | Special underground construction
- | Road construction
- | Construction machinery technology
- | Construction equipment
- | Construction vehicles
- | Lifting and conveyor systems
- | Exploitation, Demolition, Recycling
- | Formwork, Scaffolding, Concrete technology
- | Site equipment and site management
- | construction work management solutions

**Construction site and site office**

**Building Materials**

**Materials for construction and civil engineering**  
 Anulization, dewatering, prefabricated concrete parts, flagging, asphalt repair, geotextiles

**Special topic**

**Garden and landscape construction**  
 Compact wheel- and track excavators, track dumpers, skid steer loaders, vibratory plates, rammers, rollers, single-drum compactors, backhoe loaders, accessory equipment

**Civil works | canalization**  
 Wheeled loaders, hydraulic excavators, compaction equipment, special machinery, suction dredgers, pipe layers, accessory equipment

**Exploitation | Demolition | Recycling**  
 Demolition equipment, crushing and screening equipment, dumpers, cable excavators, accessory equipment

**Construction machinery, technology**  
 Motors, exhaust technology, drives, tires, filters, spare parts, maintenance, construction equipment accessories

**Site equipment and security**  
 Spatial systems, construction site equipment, barriers, signal technology, occupational safety,workwear, anti-theft protection

**Wall construction materials | Masonry**  
 Reinforced concrete, lightweight concrete, bricks, lime sandstone, aerated concrete, mortar, plaster, wood, adhesives, sealants, coatings

**Commercial vehicles**  
 Lorries, vans, flatbed lorries, cargo securing, HGV Superstructures, equipment carriers, vehicle equipment



## Issue 7/8

**Publication date:** 05/08/2025  
**Editorial deadline:** 30/06/2025  
**Advertising deadline:** 10/07/2025

## Issue 9/10

**Publication date:** 05/09/2025  
**Editorial deadline:** 31/07/2025  
**Advertising deadline:** 12/08/2025

**Construction machinery and Construction equipment**

**Earthmoving**  
 Wheeled loaders, hydraulic excavators, cable excavators, dumpers, graders, dozers, backhoe loaders, compaction equipment, pipe layers, tractors, accessory equipment

**Road construction | Road restoration**  
 Pavers, cold planing, laying of pavement, asphalt mixing plants, injection machines, soil preparation, compaction equipment, accessory equipment, networked machinery

**Small appliances | Tools**  
 Electrical appliances, power tools, rechargeable battery units, measuring, testing and controlsystems, compact equipment and tools

**Garden and landscape construction**  
 Compact wheel- and track excavators, track dumpers, skid steer loaders, vibratory plates, rammers, rollers, single-drum compactors, backhoe loaders, accessory equipment

**Construction machinery, technology**  
 Motors, exhaust technology, drives, tires, filters, spare parts, maintenance, construction accessory equipment

**Lifting and conveyor systems**  
 Tower cranes, telescopic handlers, work platforms, construction hoists, loading cranes, accessories

**Construction site and site office**

**IT-based construction site operation**  
 Mobile terminals, software, project management, logistics, accounting, communication, telematics systems

**Site equipment and security**  
 Spatial systems, construction site equipment, barriers, signal technology, occupational safety,workwear, anti-theft protection

**Building Materials**

**Construction chemistry**  
 Primers, coatings, sealing systems, mortal, adhesives, plasters, screeds, PU-foams, moisture remediation, additives

**Wall construction materials | Masonry**  
 Reinforced concrete, lightweight concrete, bricks, lime sandstone, aerated concrete, mortar, plaster, wood, adhesives, sealants, coatings

**Special topic**

**concrete construction**  
 Ready-mixed concrete, architectural concrete, prefabricated parts, concrete repair, concrete aggregate, fastening technology, concrete machinery and plants

**I Trade fair preview NordBau**  
**I Trade fair preview RecyclingAKTIV & TiefbauLIVE**  
**I Trade fair preview NUFAM**

	<b>Issue 11</b> <b>Publication date:</b> 13/11/2025 <b>Editorial deadline:</b> 08/10/2025 <b>Advertising deadline:</b> 20/10/2025	<b>Issue 12/1</b> <b>Publication date:</b> 09/01/2026 <b>Editorial deadline:</b> 26/11/2025 <b>Advertising deadline:</b> 08/12/2025
<b>Construction machinery and construction equipment</b>	<b>Exploitation   Demolition   Recycling</b> Demolition equipment, crushing and screening equipment, dumpers, cable excavators, accessory equipment  <b>Earthmoving   Road construction</b> Earthmoving machines, compaction technology, Transporters, Fertiger, milling machines, accessory equipment  <b>Formwork   Scaffolding</b> Wall, ceiling and climbing formwork units, work, facade, support and loadbearing scaffolding, formwork panels, security systems, planning software	<b>Civil works   canalization</b> Wheeled loaders, hydraulic excavators, compaction equipment, special machinery, suction dredgers, pipe layers, accessory equipment  <b>Lifting and conveyor systems</b> Tower cranes, telescopic handlers, work platforms, construction hoists, loading cranes, accessories  <b>Small appliances   Tools</b> Electrical appliances, power tools, rechargeable battery units, measuring, testing and controlsystems, compact equipment and tools
<b>Construction site and site office</b>	<b>Corporate management</b> Software and hardware, financing, leasing, construction invoicing, education, marketing, fleet management, HR management	<b>Site equipment and security</b> Spatial systems, construction site equipment, barriers, signal technology, occupational safety,workwear, anti-theft protection
<b>Building Materials</b>	<b>Materials for construction and civil engineering</b> Canalization, dewatering, prefabricated concrete parts, flagging, asphalt repair, geotextiles	<b>Building envelope</b> Masonry construction, Thermal insulation, Waterproofing of buildings
<b>Special topic</b>	<b>The construction site of the future</b> Electrification of construction machines, networking, automation, robotics, drone technology, Digital construction site, software solutions	<b>Commercial vehicles</b> Lorries, vans, flatbed lorries, cargo securing, HGV Superstructures, equipment carriers, vehicle equipment

**Trade fairs 2025:** Bauma: 07–13/04/2025 +++ Demopark: 22–24/06/2025 +++ Nordbau: 10–14/09/2025 +++ NUFAM: 25–28/09/2025 +++ RecyclingAKTIV & TiefbauLIVE: 09–11/10/2025 +++ AGRITECHNICA: 09–15/11/2025

Size of Advertising	Prices in €
Cover page	3,900.–
U2 / U4 Inner front and back cover portrait format in bleed	5,830.–
U3 Inner back cover portrait format in bleed	3,350.–
2/1 page	7,820.–
1/1 page	5,300.–
1/2 page	2,780.–
1/3 page	1,980.–
1/4 page	1,580.–
1/8 page	865.–

Advertorials are charged at the same rate as display adverts, starting from 1/3 page.

Send us links to downloads, videos or webinars to be placed in bpzdigital. Free of charge by ad placement. page 13

## 1 Advertising formats and rates:

Bleed adverts, adverts across the gutter are charged at an additional 10 % of the 4 colour price.

**Advertorials** are charged at the same rate as display adverts.



















## 2 Classified adverts:

For job adverts, commercial agency offers, tenders, competitions and other adverts, the minimum size is 58 mm wide x 31 mm high charged at € 2.95 per mm (b/w), € 4.50 per mm (4 colour).

Spot colour surcharge: € 1,000 per colour. Please ask about metallic and fluorescent colours, discount are not available.

## 3 Ad design:

Ad design at a fair price upon request.

Format	Portrait Type area width × height in mm	Portrait in bleed width × height in mm <b>+ a 3mm bleed on all edges</b> dimension bleed included ( )	Landscape Type area width × height in mm	Landscape in bleed width × height in mm <b>+ a 3mm bleed on all edges</b> dimension bleed included ( )
2/1 page	 390 × 248	 420 × 297 (426 × 303)	–	–
Cover page, U2, U3, U4 1/1 page	 183 × 248	 210 × 297 (216 × 303)	–	–
1/2 page	 90 × 248	 105 × 297 (111 × 303)	 183 × 124	 210 × 145 (216 × 151)
1/3 page	 58 × 248	 73 × 297 (79 × 303)	 183 × 83	 210 × 104 (216 × 110)
1/4 page	 90 × 124 45 × 248	 105 × 145 (111 × 151) 60 × 297 (66 × 303)	 183 × 62	 210 × 83 (216 × 89)
1/8 page	–	–	 183 × 31 90 × 62	 210 × 52 (216 × 58) 105 × 83 (111 × 89)

Use your digital possibilities! page 13

## Specifications for print documents:

### Document Formats:

- PDF (PDF/X-4 standard compliant), with embedded fonts and images,
  - TIFF/JPEG (min. compression/max. quality)
- NB please do not send markers, document info tags, alpha channels, OPI or LZW image compression.

### Image Resolution:

- half tone images with at least 300 dpi
- line drawings with at least 600 dpi

### Colours:

- CMYK (ISOcoated, [www.eci.org](http://www.eci.org)) or
- grayscale (dot gain 15 %).

Please send us an exact position printed copy. We are unable to accept print materials with special colours.

### Trim:

Please allow a 3 mm bleed margin on all sides for bleed ads. Please make sure that all element which pass over the edge, also have to be inserted in the additional bleed margin. Elements which should not be cropped, must have a distance of 5mm to format edge of the visible size. Please note, that where this has not been provided, we do not take responsibility for the accuracy of the printed ad.

Use your digital possibilities!

**bpzdigital:**

Here your ads have even greater impact



Your ads can have greater impact in this field ...  
... in the e-paper bpzdigital

At no additional costs, we will integrate up to three links in your ads for the interactive e-paper issues. Links to your website – if present in your ad – will be automatically integrated.

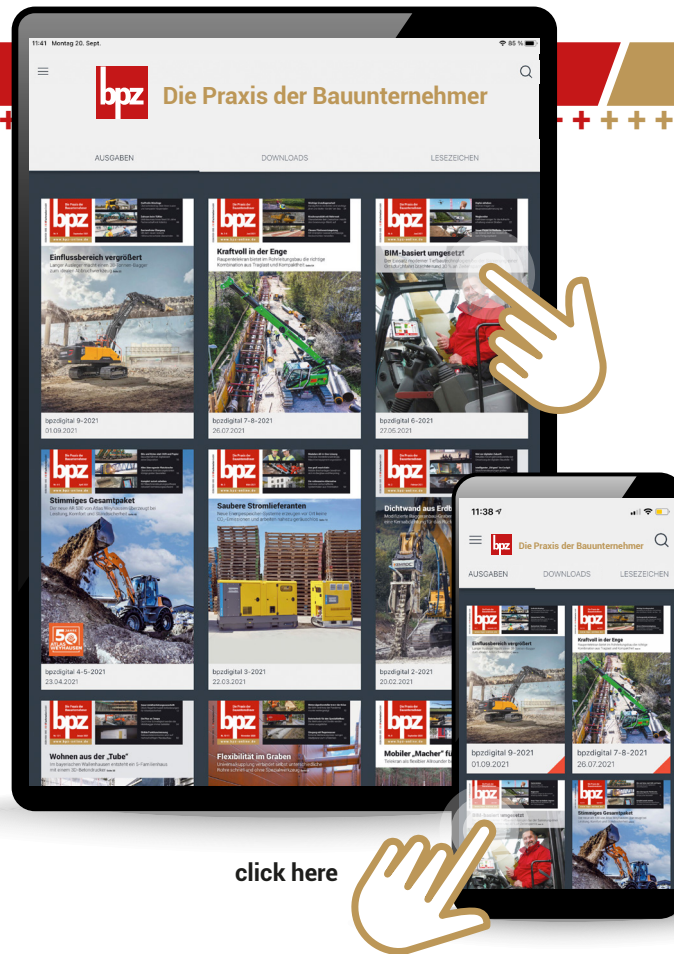
The other possible links could be:

- Additional information on companies, products, white papers, data sheets, etc.
- Videos showing the use of your machines, equipment and/or vehicles, etc.
- Audio files
- Notes on company events (invitations, registrations, etc.)

Please feel free to contact us about the opportunities.

Marcella Bellmann

Fon: +49 (0) 6135.703 780-77



click here



## Technical Information

### Data formats:

- | JPG, PNG, GIF (non-animated or animated)
- | Other file formats by arrangement

### Delivery deadline:

- | 10 working days before the launch of the campaign (or less if agreed)

### Note:

- | Please ensure that your graphic is the exact size as detailed in the tables (right)
- | All graphics must be sent in RGB or sRGB colour formats. We are unable to process CMYK.
- | font sizes have to be 12 px minimum.
- | On mobile end devices, banners are displayed in a reduced size
- | Skyscraper can not be displayed on small mobile displays

## Banner on the home page and topic pages- the ubiquity presence

Banner (as part of a rotation)	Size in pixels (width × height)	Prices in €		
		2 weeks	4 weeks	6 weeks
<b>Topbanner</b> Header & Footer	1170 × 117	890,-	1.490,-	1.920,-
<b>Tandem Side Banner</b>	2 × 160 × 600	990,-	1.580,-	1.990,-
<b>Side Banner</b> left or right depends on availability	160 × 600	610,-	1.050,-	1.420,-

## Banner on the home page – the top advertising spot

Banner (as part of a rotation)	Size in pixels (width × height)	Prices in €		
		2 weeks	4 weeks	6 weeks
<b>Topbanner</b> Header & Footer	1170 × 117	660,-	1.190,-	1.610,-
<b>Tandem Side Banner</b>	2 × 160 × 600	760,-	1.280,-	1.710,-
<b>Side Banner</b> left or right depends on availability	160 × 600	530,-	940,-	1.330,-
<b>Content-Banner</b>	1170 × 117	520,-	940,-	1.310,-
<b>Tile-Banner</b>	390 × 390	490,-	880,-	1.150,-

## Informativ Interaktiv Zeitgemäß

From now on we offer our customers the opportunity to present their videos on our website. Moving images are an ideal medium to represent advantages and special features of your products vividly and put a spotlight on your company. In addition to your advertisements and editorial contributions, Videos are a unique opportunity to demonstrate your products in practice. Not just the functionality, but also the quality and the added value of your products can be conveyed impressively. Videos make it possible.

### Technical Information:

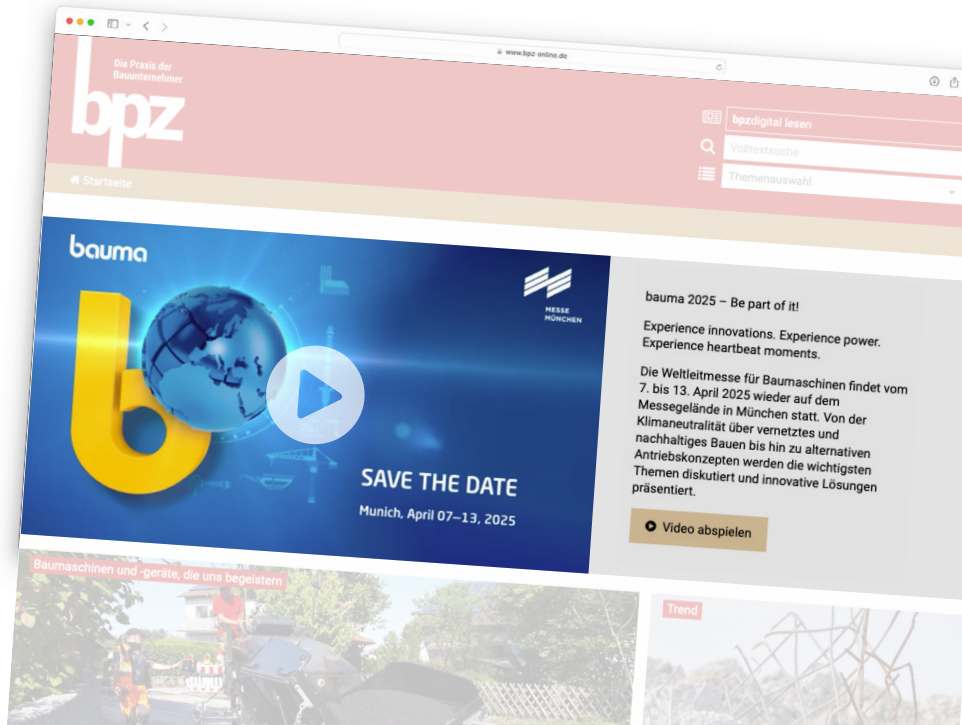
- | File format: MP4
- | Size: HD (1280 × 720 Pixel) oder Full HD (1920 × 1020 Pixel)
- | Format: 16:9
- | 30-60 FPS
- | running time 1 to 3 minutes

### Delivery deadline:

- | 10 working days before the launch of the campaign (or less if agreed)

Video	Prices in €		
	2 weeks*	4 weeks*	6 weeks*
<b>on the homepage</b>	990,-	1.850,-	2.600,-
<b>in a maincategory</b>	850,-	1.575,-	2.250,-
<b>in a subcategory</b>	740,-	1.400,-	1.900,-

\* Change of video possible after every 2 weeks





### Technical Information

#### Format:

Company logo: JPG, PNG, GIF  
Long edge 300 pixels minimum

#### Format overview:

- Width of ad: 675 pixels
- The height will be adjusted according to the ad content
- The logo height will be reduced to 50 pixels

#### Format in detail:

- Width of ad: 675 pixels
- The height will be adjusted according to the ad content
- The logo will be adjusted to a square format, 300 x 300 pixels, and placed top right

#### Note:

The automatic re-formatting of resized (enlarged or reduced) images will retain the original proportions and your image will not be distorted.

### Banner on the opening page – the top advertising spot

The screenshot shows a website layout with a top banner at the top, side banners on the left and right, and content banners below. The top banner is a wide horizontal strip. The side banners are vertical strips on either side. The content banners are rectangular blocks within the main content area.

### Banner on topic pages – targeted presence

The screenshot shows a website layout with a top banner at the top, side banners on the left and right, and a content banner below. The top banner is a wide horizontal strip. The side banners are vertical strips on either side. The content banner is a wide horizontal strip within the main content area.

### It's finally back, the editorial bpz-newsletter!

With this newsletter we offer you the additional option for measurable, cross-media marketing. Regularly between print editions, the bpz-editorial team responds to current developments, trends, new products and market innovations - the „extra“ relevance for an on-line-savvy Readership.

- 3,400 personalized recipients
- Publications 4 times a year, special editions included

Ad Option	Size in pixels (width × height)	Prices in €
<b>text-/ picture-Ad</b> placed in Content	180 × 240 700 characters*	650,- each Newsletter mailing
	180 × 140 450 characters*	
	270 × 200 500 characters*	

Ad Option	Size in pixels (width × height)	Prices in €
<b>Header/ Footer**</b>	600 × 100	680,- each Newsletter mailing
<b>Bild-Anzeige</b>	560 × 350	560,- each Newsletter mailing

\* including spaces / \*\* just single assignment

**Publications 2025:** calendar week 9, 13, 17, 37



## 1 Special Advertising Formats:

On request, please also see page 11

	Details	Prices incl. postage costs	Notes	
<b>2 Supplements</b>		80–134 gsm	Number required: 15,100   No partial quantities accepted   Uncut format: 216 × 305mm   Prices for less than 80gsm and more than 180gsm on request   <80 gsm -10%   135–180 gsm +10%	
	1 page = 2 sides	€ 4,590		
	2 page = 4 sides	€ 8,080		
<b>3 Inserts</b>	up to 25g	€ 237 per thousand		Number required: 15,100   Maximum size 200 × 290 mm   partial quantities on request   free reference to insert in ads section
	up to 30g	€ 258 per thousand		
	up to 35g	€ 282 per thousand		
	up to 40g	€ 305 per thousand		
	up to 45g	€ 330 per thousand		
	up to 50g	€ 354 per thousand		

## 4 Delivery address for items 1 to 3 above:

Bonifatius GmbH

Reference: bpz + issue

Karl-Schurz-Straße 26, 33100 Paderborn

Customers must provide a representative example, before an order for the above can be accepted and confirmed. The publisher reserves the right to charge for extra work required (e.g. folding and gluing). These costs will be added to the invoice.

For further technical information, please contact:

Marcella Bellmann

Email: [marcella.bellmann@b2b-fachmedien.de](mailto:marcella.bellmann@b2b-fachmedien.de)

**1 Circulation:**

Average annual copies per issue  
(1 July 2023 to 30 June 2024)

Print Run: 15,000

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Total copies actually  
distributed: 14,850

**2 Magazine Format:**

210 mm wide and 297 mm high = DIN A4 (cut)

**Type Area:**

183 mm wide and 248 mm high, 3 columns, each 57.5 mm wide

**3 Printing and Binding Process/Print Documents:**

Computer-to-plate, offset, saddle stitching

**Print Documents:**

The customer is responsible for supplying colour fast digital  
printing materials.

Please contact us for further information.

**Data Supply:**

Please always provide the issue number and the appropriate  
customer and ad references.

**Data Storage:**

Since your data will be archived, repeat orders for unchanged  
ads can usually be accommodated, but not guaranteed.

**Address for sending print documents:**

Marcella Bellmann

Fon: +49 (0) 6135.703 780-77

Email: marcella.bellmann@b2b-fachmedien.de

**4 Publication Frequency & Publication Dates:**

8 issues per year, publication dates See topic plan (page 7-10)

**5 Editor/Publisher:**

B2B Fachmedien GmbH

Im Himmeltal 7, 67583 Guntersblum, Germany

**6 Payment Terms:**

3 % in case of bank transfer,

2 % discount in case of payment within 8 days of invoice date,

14 days after the invoice date – no settlement

**Bank Details:**

Bank: Postbank, BIC: PBNKDEFF

IBAN: DE79 6001 0070 0953 5187 07

### Construction Market – long-term, flexible presence adjusted according to your communication goals

Entry	Package	Prices in € 6 months <sup>2)</sup>	Prices in € 12 months <sup>2)</sup>
<b>Interactive<sup>1)</sup></b>	<p>Online: company name with contact details<sup>3)</sup> 2/4<sup>4)</sup> online product reports per year with expanded, interactive features</p> <p>Print: your company details included in the special feature magazine Construction Market (Issue 12/1)</p>	890.–	1,500.–

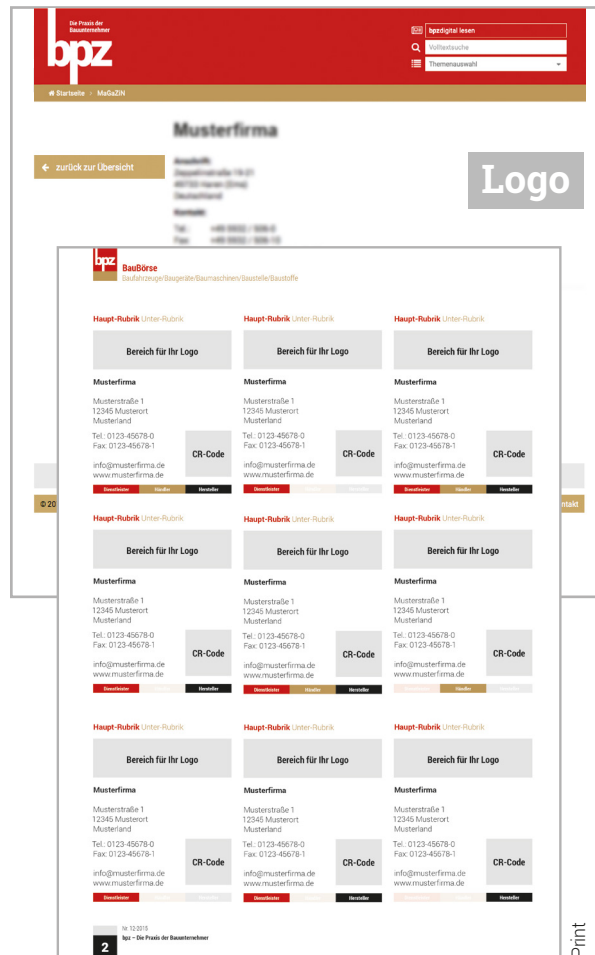
<sup>1)</sup> According to the chosen option. If you wish to choose several options we will be pleased to make you an attractive offer.

<sup>2)</sup> The contract runs for 6/12 months and will automatically run for another 6/12 months, if the contract is not cancelled in writing at least 3 months before it expires.

<sup>3)</sup> Please provide your company logo as TIFF/JPEG (minimum compression/maximum quality) with at least 300 dpi plus your full company address

<sup>4)</sup> 2 incl. in 6 months duration, 4 incl. in 12 months duration

Print version only: QR code (generated by us) takes the user to your website.



The following terms and conditions are binding without exception for the acceptance and publication of all adverts. In concluding the first contract, B2B Fachmedien GmbH and the customer agree to the terms and conditions being used as the basis for all future contracts. Any terms and conditions of the customer's which deviate from ours, will not form part of the contract in any way. Our offer is non-binding. The contract commences with a written confirmation being issued by B2B Fachmedien GmbH.

#### 1 Prices, Discounts and Payment Terms

1. Prices: The prices for placing an advert are charged at the most current rates.
2. Discounts: The discounts advertised in the rate card are only available to advertisers.
3. Payment terms: Invoices are to be paid according to the terms of payment according to the relevant price list. The payment terms commence with receipt of the invoice. The invoice must be paid in full (free of charge or other costs) into the B2B Fachmedien GmbH bank account as detailed in the invoice. The client will be required to cover the costs of reminders or collection for late payment. If a payment instalment in a long term contract is late, B2B Fachmedien GmbH will delay publishing the remaining adverts until payment in advance for all outstanding adverts is received. B2B Fachmedien GmbH has the right to make corrections to incorrect invoices up to six months after the invoice has been issued. VAT will be added to prices at the appropriate rate on the day the invoice is issued.

#### 2 Handling Contracts

1. Orders for placing adverts will be accepted in writing or by email. B2B Fachmedien GmbH does not take responsibility for any mistakes arising from orders or changes to orders placed by phone.
2. Declining orders: B2B Fachmedien GmbH retains the right to decline advert orders at its own discretion, for example if the advert content breaches the law or operational guidelines by the authorities, or was queried by the German Advertising Standards Board in a complaints procedure, and the publishing of which would be unacceptable for B2B Fachmedien GmbH because of its content, origin or technical form, or because it contains unauthorised material from third parties. B2B Fachmedien GmbH shall inform the client of the rejection immediately after becoming aware of the relevant contents.
3. Copy deadline: The advertising deadlines detailed in the rate card are not binding for B2B Fachmedien GmbH. B2B Fachmedien GmbH has the right to change the advertising deadline dates at short notice in accordance with the production process.
4. Cancelling contracts / force majeure: Advertising contracts can only be cancelled in writing, by fax or by email. Cancellations received after the advertising deadline will not be accepted and the client will be required to pay for the advert. Otherwise B2B Fachmedien GmbH will demand in accordance with the law payment of any costs which have arisen up to the time of the cancellation. In cases of force majeure or labour disputes for which B2B Fachmedien GmbH has no responsibility, B2B Fachmedien GmbH shall be released from its obligation to fulfil orders and claims for compensation shall not be accepted.
5. Placing adverts: B2B Fachmedien GmbH can not offer any guarantees for the placing of ads in particular issues or in particular places.
6. The editorial topic schedule: The editorial team reserves the right to make changes to the topic schedule in response to ongoing events.
7. Supplying copy, the advertising deadlines can be found in the B2B Fachmedien GmbH media information. The customer is responsible for supplying error-free copy in good time. If this does not happen, B2B Fachmedien GmbH can not take responsibility for the accuracy of the advert. B2B Fachmedien GmbH guarantees the usual quality for the booked issue according to the scope of the supplied copy. If the customer has not followed the recommendations of B2B Fachmedien GmbH on the design and submission of copy, he has no right to make any claims as to poor quality publication of the advert. The copy will only be returned to the customer if specifically requested. The obligation to retain the copy material comes to an end six weeks after the advert has been published.

8. Text adverts: The design and labelling of text adverts should be agreed with B2B Fachmedien GmbH well before publication. All text adverts should be labelled "Advert".
9. Responsibility for the advert content: The client is responsible for the content and the legitimacy of the advert. The client will indemnify B2B Fachmedien GmbH against all third party claims with regard to publication of the advert. B2B Fachmedien GmbH is not responsible for checking whether an advertising contract is in breach of any third party rights. If B2B Fachmedien GmbH is compelled, e.g. due to a legal injunction, to publish a right of reply in response to an advert, the client will be liable for the costs incurred in line with the costs detailed in the rate card.
10. Costs of data formatting: The client is responsible for the costs of creating digital adverts or making changes to existing adverts.
11. Advertising agencies are responsible for basing their quotations, contracts and invoices to clients on the B2B Fachmedien GmbH rate card. The commission paid by B2B Fachmedien GmbH is calculated on the basis of the net price, i.e. after deductions for discounts, boni and any reductions for facts. Commission will only be paid to advertising agencies recognised by B2B Fachmedien GmbH. Advert bookings placed by advertising agencies should be made in their name and will be invoiced. The commission must not be passed on to the client, either fully or in part.
12. Storage of client data: B2B Fachmedien GmbH shall store client data electronically in accordance with German Data Protection Law.

#### 3 Service provision, liability

1. Service provision: The client must lodge a complaint within four weeks, at the latest, of receiving the invoice and proof. A claim for remedial action is not possible if B2B Fachmedien GmbH considers the costs to be too high. If B2B Fachmedien GmbH does not, within an appropriate timeframe, fulfil its obligations, rejects the claim, or considers it impossible to accept the claim, or if supplementary provision fails, the customer has the right to reduce the payment by an appropriate amount in line with the detrimental effect of the advert. Claims for performance from traders as clients become invalid 12 months after the corresponding advert has been published.
2. Liability B2B Fachmedien GmbH shall not be liable in respect of claims for damages by the client irrespective of the legal grounds, in particular, because of delay, violation of contractual obligations, violation of the industrial property rights of third parties and unlawful acts, unless B2B Fachmedien GmbH, its representatives and vicarious agents have acted wilfully or with gross negligence or have violated a contractual obligation through simple negligence which is material for the fulfilment of the contractual purpose or if the claims for damages derive from a quality warranty. In cases where B2B Fachmedien GmbH is liable, the claim for compensation will be limited to the net price of the advert. This limit is not valid for cases of intent or gross negligence or where the claim infringes the German Product Liability Act. All claims for compensation against B2B Fachmedien GmbH elapse 12 months after the point at which the client became aware of or should have become aware of the circumstances of the claim.

#### 4 Place of performance, jurisdiction, applicable law

1. The place of performance is B2B Fachmedien GmbH's registered address in Guntersblum.
2. The jurisdiction for legal proceedings against businessmen, legal persons under public law or public law special assets is B2B Fachmedien GmbH's registered address.
3. German law is applicable.

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