

# TRÄUME WAGEN – Key facts at a glance

Extract from TRÄUME WAGEN Media data valid from January 1st 2017



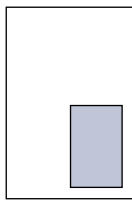
- Print run: approx. 60.000 copies
- Frequency of publication: 4-weekly

The DAZ VERLAGSGRUPPE is publisher of five international periodicals in the professional magazine- and advertising magazine sector, including the online portals and social media platforms associated.

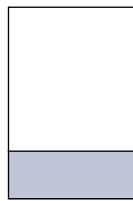
The publishing house proudly celebrated its 35th anniversary in 2016 and is the pioneer in this printed materials segment in Germany.

www.daz-verlag.de

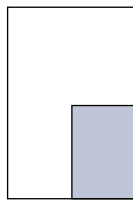
## INSIDE PAGES



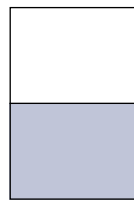
**XXL photo**  
incl. 5 lines of text



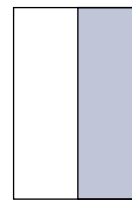
**1/4 page landscape**  
4-column



**1/4 page block**  
2-column



**1/2 page landscape**  
4-column



**1/2 page portrait**  
2-column

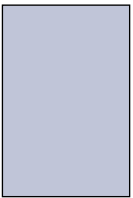
	XXL photo incl. 5 lines of text	1/4 page landscape 4-column	1/4 page block 2-column	1/2 page landscape 4-column	1/2 page portrait 2-column
Bleed	–	205 x 71 mm*	103 x 147 mm*	205 x 147 mm*	103 x 300 mm*
In type area	93 x 115 mm	190 x 65 mm	93 x 135 mm	190 x 135 mm	93 x 275 mm
<b>Local dealer price</b>	<b>155,00 €</b>	<b>273,00 €</b>	<b>283,50 €</b>	<b>567,00 €</b>	<b>577,50 €</b>
<b>Basic price agencies</b>	–	<b>322,40 €</b>	<b>334,80 €</b>	<b>669,60 €</b>	<b>682,00 €</b>
<b>Editorial articles</b>	–	<b>1.019,00 €</b>	<b>1.019,00 €</b>	<b>2.038,00 €</b>	<b>2.038,00 €</b>

Color Management: PSO\_LWC\_Standard\_eci.ICC (FOGRA46)

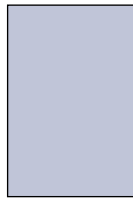
\*+5 mm bleed surrounding trim space



**1/1 page portrait**  
4-column



**2/1 pages,**  
8-column, landscape



**U2**  
4-column



**U3**  
4-column



**U4**  
4-column

	1/1 page portrait 4-column	2/1 pages, 8-column, landscape	U2 4-column	U3 4-column	U4 4-column
Bleed	205 x 300 mm*	2 x 205 x 300 mm*	205 x 300 mm*	205 x 300 mm*	210 x 300 mm*
In type area	190 x 275 mm	2 x 190 x 275 mm	190 x 275 mm	190 x 275 mm	190 x 275 mm
<b>Local dealer price</b>	<b>1.155,00 €</b>	<b>2.310,00 €</b>			
<b>Basic price agency</b>	<b>1.364,00 €</b>	<b>2.728,00 €</b>			
<b>Editorial articles</b>	<b>4.076,00 €</b>	<b>8.152,00 €</b>	<b>2.900,00 €**</b>	<b>5.095,00 €**</b>	<b>5.095,00 €**</b>

Color Management: PSO\_LWC\_Standard\_eci.ICC (FOGRA46)

\*+5 mm bleed surrounding trim space / \*\*Basic price

## DEADLINES AND DATES

Issue	On-sale-date Friday	Editorial deadline Thursday	Advertising deadline Articles section and cover Thursday	Advertising deadline Market section Thursday
01/2017	20.01.2017	22.12.2016	05.01.2017	12.01.2017
02/2017	17.02.2017	19.01.2017	02.02.2017	09.02.2017
03/2017	17.03.2017	16.02.2017	02.03.2017	09.03.2017
04/2017	Thu. 13.04.2017	16.03.2017	30.03.2017	06.04.2017
05/2017	12.05.2017	13.04.2017	27.04.2017	04.05.2017
06/2017	09.06.2017	11.05.2017	25.05.2017	Tue. 30.05.2017
07/2017	07.07.2017	08.06.2017	22.06.2017	29.06.2017
08/2017	04.08.2017	06.07.2017	20.07.2017	27.07.2017
09/2017	01.09.2017	03.08.2017	17.08.2017	24.08.2017
10/2017	29.09.2017	31.08.2017	14.09.2017	21.09.2017
11/2017	27.10.2017	28.09.2017	12.10.2017	19.10.2017
12/2017	24.11.2017	26.10.2017	09.11.2017	16.11.2017
13/2017	22.12.2017	23.11.2017	07.12.2017	14.12.2017

\*The on-sale day and advertising deadline can be delayed on account of different public holidays in different German Federal States. Finalised advertisements must be submitted to the Publisher one working day before the advertising deadline.

### Position surcharge

We levy a 25% surcharge on the millimetre-price in return for a commitment to place an advertisement on a particular page or in a particular place.

All prices are subject to statutory VAT, and exclusive of bank charges for payments from abroad.

Calculation basis is always In-type-area format

### Discount

If an advertisement of at least 50 mm is contracted in writing and placed within 12 months, we will grant the following discounts, depending on the number of insertions:  
6x = 10%, 13x = 20%

### Terms of payment

Payable net cash immediately upon receipt of invoice. The usual bank interest rates for overdrafts will be levied in cases of delayed payment or deferral.

### Layout/File processing

Basic job 250,00 €

### Column width

1-column = 44,5 mm  
2-column = 93 mm  
3-column = 141,5 mm  
4-column = 190 mm

More ad-formats  
available on request

Subject to changes/errors!

## IMPRINT

### PUBLISHING HOUSE

DAZ VERLAGSGRUPPE GmbH & Co. KG  
Amsinckstraße 41, D-20097 Hamburg  
Phone +49 40 513255-0, Telefax +49 40 513255-195  
info@daz-verlag.de, www.daz-verlag.de

### PUBLISHERS

(v.i.S.d.P.) Marco Wendlandt, Jörg Rauschenberger

### EDITOR-IN-CHIEF

Marco Wendlandt

### PRODUCTION AND NEW MEDIA DIRECTOR

Carsten Brüggemann

### ADVERTS MANAGEMENT

Philipp Kremers

### PRINTING

Westermann Druck, Georg-Westermann-Allee 66, 38104 Braunschweig

### DISTRIBUTION

stella distribution GmbH, Frankenstraße 5, 20097 Hamburg

### BANKING DETAILS

Commerzbank Hamburg, BLZ 200 800 00, Kto.-Nr. 760 573 000  
IBAN: DE58 2008 0000 0760 5730 00, SWIFT-BIC.: DRESDEFF200

### TERMS AND CONDITIONS OF BUSINESS

Advertising orders are carried out in accordance with our General Terms and Conditions of Business for Advertising in Newspapers and Magazines. Due to production procedures we cannot guarantee the quality of photo- graphic reproduction. The Publisher shall not be liable for any typesetting or printing errors, or for the content of advertisement text printed.

All prices are exclusive of statutory VAT and bank fees for foreign transfers.



## GENERAL TERMS AND CONDITIONS OF BUSINESS

### For Advertisements, Foreign Supplements or other Advertising Materials in Newspapers, Magazines and in the entire Internet Presence

- 'Advertising order' in terms of these General Terms and Conditions of Business refers to a contract governing the publication of one or more advertisements commissioned for the purposes of publicity by an advertiser or other buyer of advertising space in a printed publication, on the entire internet presence of the DAZ VERLAGSGRUPPE (hereafter referred to as „publishing house“, respectively further social media online platforms, on behalf of public appearances, trade fairs, events or further advertising media for the purpose of distribution.
- In cases of doubt, advertisements must be ordered for publication within one year of the contract being concluded. If a contract is concluded which grants the right to activate advertisements individually, the order must be concluded within a year of the first advertisement appearance, assuming that the first advertisement was initiated and published within the period defined in the first sentence of this clause.
- If a contract is concluded, then the customer is entitled to activate additional advertisements over and above the quantity of advertisements stated in the order, within the time period agreed or defined in clause 2.
- If an order is not executed for reasons which are not the fault of the publishing house, then, notwithstanding any other legal obligations, the customer shall refund the publishing house the difference between any discount granted and the discount corresponding to the number of advertisements actually published. This refund shall not apply if the non-fulfillment was a result of force majeure within the remit of the publishing house.
- Advertisements and supplements shall only be posted in specific issues or editions of, or positions within, the printed publication, on a website of the Publisher, respectively further social media online platforms, on behalf of public appearances, trade fairs, events or further advertising media, if the customer has stated that the advertisement or supplement should be posted in specific issues or editions of, or positions within, and the publishing house has explicitly confirmed this in writing. Advertisements that fall within a particular classified advertising category will be printed within those categories without that requiring any separate agreement.
- Advertisements in the editorial content section, which cannot be recognised as such on account of their formatting, quality of print and presentation, shall be clearly marked as advertorials by the publishing house using the word „Anzeige/Advert“.
- The publishing house reserves the right to decline advertising orders – including individual adverts ordered as part of a contract – and supplement orders, on account of their content, origin or technical form, if, according to the publishing house's mandatory discretion, the advertisement concerned contravenes the law, official regulations, or public morals, or if it is clearly unreasonable for the publishing house to publish it. This applies similarly to orders placed at branch offices, receiving points and agencies. The publishing house does not undertake a separate legal examination in view to the ads' content. Thus the publishing house doesn't assume no juridical guarantee for content. The customer bears sole responsibility for the legal permissibility of both content and correctness of the text and picture material provided for advertising. The customer is obliged to identify the publishing house for third-party claims which may result from the contract performance against the publishing house, even if the order has been terminated. In cases cancelled ads are published mistakenly, the customer shall not have any rights against the publishing house. Supplement orders are not binding on the publishing house until a sample of the supplement has been submitted and approved. Supplements whose format or presentation gives readers the impression that they are part of the newspaper or magazine or further distribution media, in particular homepages, or which contain secondary advertisements, will not be accepted. The customer shall be informed immediately if an order is declined. For telephone ads or corrections given by phone and when using stock photos, claims against the publishing house due to incorrect advertisement are excluded. The publishing house does not assume any liability for errors or non-appearance of the table of contents.
- The customer is responsible for supplying the advertisement text and fault-free print artwork, or the supplements, in good time. If print artwork is visibly unsuitable or damaged, then the publishing house will request a replacement immediately. The publishing house shall guarantee that the print quality is of the standard usually contained in the publication concerned, provided that the print artwork is suitable for producing at that level of quality.
- If an advertisement is wholly or partially illegible, incorrect, or incompletely printed, then the customer has the right to a reduction in the fee, or to a fault-free replacement advertisement, but only to the extent to which the purpose of the advertisement was impaired. If the publishing house fails to rectify things within a reasonable period of time given to him, or if the replacement advertisement is not fault-free, then the customer has the right to a reduction in the fee or to the cancellation of the order (§280 BGB). Claims for damages shall not be accepted on the basis of a positive violation of contract, a wrongly concluded contract, or a tortious act – including if an order is placed by telephone; claims for compensation arising from impossibility of performance and delay shall be limited to compensation for foreseeable damages, and to the fee payable for the advertisement or supplement concerned. This does not apply for cases in which the publishing house, its legal representatives or its proxies acted intentionally or with gross negligence. This does not affect the publishing house's liability for damages based on a deficiency in guaranteed properties. In business dealings, the publishing house is also not liable for gross negligence on the part of its simple proxies; in all other cases, liability to business people on account of gross negligence is limited to the extent of foreseeable damages, and up to the fee for the advertisement concerned. Claims must be made within one week of receipt of invoice and documentation, including in cases where shortcomings are not obvious.
- Proofs will only be supplied if expressly requested. The customer shall be responsible for ensuring that the proofs supplied are correct. The publishing house shall incorporate any corrections which are pointed out within the time period stated when the proof is sent.
- If nothing specific is mentioned about the size, then invoicing shall be based upon the actual printed size that is usual for that type of advertisement.
- If the customer does not pay in advance, then the invoice shall be sent out straight away if possible, or otherwise within 14 days after the advertisement is published. This invoice shall be payable within the time period stated on the price list, which begins when the invoice is received, provided no other payment deadline has been agreed upon, and provided payment was not in advance. Discounts for early payment shall be given in accordance with the price list.
- In cases of delayed payment or deferral, interest shall be calculated in accordance with the price list, and collection costs shall be levied. If payment is delayed, the publishing house can suspend the ongoing order until payment is made, and may demand advance payment for the rest of the advertisements. If there are justified doubts as to the customer's ability to pay, the publishing house is entitled, even if an advertising contract is ongoing, to insist upon advance payment of the amount, and on payment of any outstanding invoiced amounts, before publishing subsequent advertisements, even if some other payment deadline was previously arranged.
- If requested to do so, the publishing house shall supply either proof or screenshot of the advertisement together with the invoice. If it is no longer possible to obtain proof, in its place the publishing house can provide a legally binding confirmation that the advertisement was published and distributed.
- The customer shall be responsible for paying for any print proofs or drawings ordered, and for any significant changes to the originally agreed version requested by the customer or caused by the customer.
- In the case of box number advertisements, the publishing house shall comply with normal prudent business practices when it comes to receiving and passing on offers in good time. Registered and express letters in response to box number advertisements will only be forwarded by normal post. Responses to box number advertisements will be kept for four weeks; those not collected within that period will be destroyed. The publishing house reserves the right, in the interests of and for the protection of the customer, to open incoming offers and check them in order to guard against misuse of the box number service. The publishing house is not obliged to forward general promotional materials or agency offers.
- If advertising prices change, the new prices shall apply to ongoing orders from the date at which they come into force, unless something other than that was expressly agreed in writing.
- If shortcomings in the print artwork are not immediately obvious but only appear after printing, the purchaser of advertising space will not be able to make claims if the printing is unsatisfactory.
- A written confirmation from at least 50% of the capital ownership is required when granting joint discounts to companies who are part of the Group.
- If individual regulations of this contract should prove wholly or partly as ineffective or inapplicable, or become ineffective or inapplicable in case of changes in legislation after conclusion of the contract, this shall not affect the validity of the remaining provisions of these General Terms and Conditions of Business and the validity of the remaining part of the contract. The ineffective or unworkable provision shall be replaced by an effective and feasible provision, which comes closest to the purpose which the contracting parties intended. If the contract turns out to be incomplete, those provisions are regarded as accepted, which correspond to the sense and purpose of the contract and would have been agreed upon by the parties, if they had thought of these points on concluding the contract.
- The place of jurisdiction for legal disputes concerning business transactions with business people or legal entities under public law or in case of a special fund under public law, shall be Lübeck the responsible court. Should the client's domicile or usual place of residence be unknown at the time proceedings are instituted, or should the client have moved his domicile or usual place of residence from the area covered by the law, the headquarter of the publishing house is hereby agreed as the place of jurisdiction.
- The agreement is subject exclusively to German law.