

# eDel

## Mediadata

Advertising rate card n. 5, January 1, 2016



# eDel Briefdescription

eDel is the twice yearly special glossy magazine of the Rheinische Post Mediengruppe. The magazine addresses a precise target: affluent households and people in the region who attach special importance to a sophisticated lifestyle and enjoyment. The elegant design is enriched with a catchy pictorial language that gets to the point. The content is also appropriate for the luxurious presentation: whether high-tech kitchens or home spas, designer outdoor furniture or the creation of park-like gardens, closed-end funds or investment consultancy – eDel presents the pertinent topics.

eDel is distributed exclusively to a selected number of very affluent households in Düsseldorf, in the Northern and Southern area of the Lower Rhine and in the Bergische Land and more than 80 % of which have the highest private purchasing power.

eDel thus reaches the top households with extraordinary accuracy.

**Exclusive distribution to  
premium households!**

\*\*Definition: private purchasing power is the total of all net incomes of private persons in each region. Income indicators, such as detailed information on the passenger vehicle or residential building stock, make reliable determination of the purchasing power at a highly specific level possible. Source: Acxiom, comparable with the purchasing power definition of the German Institute for Economic Research.



# General information

Magzine	First day of distribution	Booking deadline	Copy deadline
eDel	March 21, 2016	February 18, 2016	February 22, 2016
eDel	October 31,2016	September 26, 2016	October 3, 2016

changes of dates may be  
possible

**Circulation** 20.000 copies

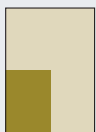
**Copy price** 5,00€

**Bleed size** 230mm /297 mm | **Paper quality** Cover: 250 g glossy| Inside: 115 g glossy| **Volume** min. 60 pages plus 4 cover pages | **Printing process** web offset | **Processing** glued | **Columns** 3 of 60 mm each | **Data format** Exclusively EPS and PDF with embedded scripts and graphics.

**Contact** Media & Service International, ph. 02 48006193, email: [info@it-mediaservice.com](mailto:info@it-mediaservice.com)

# Prices & advertisement formats

## Advertisement formats



1/4 page  
115 × 154 mm  
€900.00



1/2 page  
230 × 154 mm  
€1,500.00



1/1 page  
230 × 297 mm  
€2,500.00

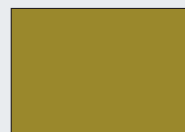


Panorama page  
460 × 297 mm  
€4,000.00

## Special positioning



U2 or U3 €4,000.00 |  
U4 €4,500.00 |



Panorama page U2 + page 3 €5,500.00

## Special formats



Flying page\*  
115 × 297 mm  
€7,000.00



Combination flying page\* + U4  
230 × 154 mm + 230 × 297 mm  
€10,500.00

+



Supplements  
105 × 148 mm – 218 × 290 mm; max 150g  
€80.00 for each thousand up to 20 g | €105.00 for each thousand up to 50 g |  
€10.00 for each thousand for each additional 10 g and split layout

Irrespective of the format, a **bleed addition of 4 mm** on all sides must be considered for all advertisements. All prices apply for b/w and colour advertisements and should be understood as plus 19 % VAT

**Discounts**  
When participating in both eDel issues, you receive a discount of 10 % on both advertisements. Advance booking of both issues prior to the advertising deadline of the first issue is necessary to secure the discount. Later credits are unfortunately not possible.

\* The flying page corresponds to four half pages, which each wrap around half of the magazine. The title page of the flying page is designed by a graphic artist of the publisher in consultation with the customer, as the incorporation of the title lettering is obligatory.

# General terms and conditions

General terms and conditions for advertisements and external supplements in newspapers and magazines

1. "Advertisement order" as defined by the following General Terms and Conditions is the contract concerning the publishing of one or more advertisements of an advertiser or other advertising space buyer in a printed publication for the purpose of distribution.
2. In case of doubt, advertisements are to be called up for publication within a year of concluding the contract. If the right to call up individual advertisements is granted in the context of a contract, the order is to be processed within a year of the appearance of the first advertisement when the first advertisement is called up and published within the period named in clause 1.
3. In the case of concluded contracts, the client is also authorised to call up additional advertisements exceeding the quantity of advertisements named in the order within the agreed upon period or the period named in number 2.
4. If an order is not fulfilled due to conditions for which the publisher is not responsible, the client, irrespective of any other legal obligations, is to reimburse the publisher with the difference between the discount granted and the discount corresponding to the actual acceptance. The reimbursement does not apply when non-fulfilment is due to force majeure in the risk area of the publisher.
5. When calculating the acceptance quantities, text millimetre lines are converted accordingly into advertisement millimetres.
6. Orders and advertisements and external supplements that are to be published as explained only in particular numbers, particular issues or at particular places in the printed publication must be submitted to the publisher in such a timely fashion that the client can still be informed prior to the advertisement deadline when the order cannot be executed in this way. Categorized advertisements will be printed in the respective category without the requiring an express agreement.
7. Advertisements that are not recognizable as advertisements due to their editorial design will be clearly identified as such by the publisher with the word "Advertisement".
8. The publisher reserves the right to reject advertisement orders, including individual call ups in the context of a contract, and supplement orders due to the content, the origin or the technical form according to uniform, professionally justified principles of the publisher when their content violates laws or official provisions, or when their being published is unacceptable to the publisher. This also applies to orders submitted to business offices, acceptance offices or representatives. Supplement orders are only binding for the publisher after the presentation of a sample of the supplement and its approval. Supplements that give readers the impression of being a component of the newspaper or magazine due to the format or appearance, or which contain external advertisements will not be accepted. The client will be informed without delay when an order has been rejected.
9. The client is responsible for the timely delivery of the advertisement text and impeccable print documents or the supplements. The publisher will request the immediate replacement of recognisably unsuitable or damaged print documents. The publisher guarantees the print quality usual for the title within the framework of the possibilities provided by the print documents.
10. In the case of an entirely or partially illegible, incorrect or incomplete printout of the advertisement, the client has a claim to a reduction in the payment or a substitute advertisement of impeccable quality, but only to the extent to which the purpose of the advertisement has been impaired. If the publisher allows the granted period of time to expire or if the substitute advertisement is not impeccable, the client has a right to a reduction of payment or the rescission of the order. Claims to compensation for damages arising from a positive violation of a contractual duty, fault at the time of the closing of the contract and tort are excluded, even in the case of the issuing of an order by telephone. Claims to compensation for damages arising from the impossibility of performance and default are limited to the replacement of the foreseeable damage and to the remuneration to be paid for the relevant advertisement or supplement. This does not apply to intention and gross negligence on the part of the publisher, its legal representative and its vicarious agents. Liability of the publisher for damages due to the absence of assured properties remains unaffected. In the context of commercial business transactions, the publisher is also not considered liable for the gross negligence of vicarious agents; in other cases, liability for gross negligence with respect to businesspeople is limited to the scope according to the foreseeable

damages to the amount of the advertisement fee in question. Complaints must, except in the case of defects that are not obvious, be submitted within a period of four weeks following receipt of the invoice and receipt.

11. Proofs are only provided when expressly requested. The client bears the responsibility for the accuracy of the returned proofs. The publisher takes into consideration all corrections of errors of which it is informed within the period set with the sending of the proof.
12. When no particular size specifications have been provided, the usual, actual printing height depending upon the type of advertisement will be used as the basis for the calculation.
13. In the event that the client does not make advance payments, the invoice will be sent immediately, but when possible within 14 days of the publishing of the advertisement. The invoice is payable within the period commencing with the receipt of the invoice as shown in the price list, when no other term for payment or advance payment has been agreed upon. Any discounts for early payment will be granted in accordance with the price list.
14. In the event of delayed payment or deferment, interest and the withdrawal costs will be billed. In the event of delayed payment, the publisher can postpone the continued execution of the open order until payment has been received and request advance payment for the remaining advertisements. Where well-founded concerns exist with respect to the ability to pay of the client, the publisher is also authorised during the term of an advertisement contract to make the appearance of further advertisements dependent upon the advance payment of the amount and the payment of any open invoice amounts, irrespective of the originally agreed upon time allowed for payment.
15. The publisher will also provide an advertisement receipt with the invoice upon request. Depending upon the time and scope of the advertisement order, advertisement excerpts, receipt pages or complete receipt numbers will be delivered. If an invoice can no longer be proved, this will be substituted with a legally binding certification on the part of the publisher of the publishing and distribution of the advertisement.
16. Costs for the production of ordered print documents, as well as for considerable changes to versions originally agreed upon wished for by the client, or for which the client is responsible, are to be borne by the client.
17. In the event of a contract involving several advertisements, and in the case of reduced circulation, a claim to a reduction in price can be derived from this when the total average of the insertion year beginning with the first advertisement falls below the average circulation named in the price list or in any other form, when a circulation is not named, or the average sold (in the case of trade journals, possibly the average number actually distributed) circulation of the past calendar year. A reduction in circulation is only a defect justifying a reduction in price when it amounts to:
  - 20% with a circulation of up to 50,000 copies
  - 15% with a circulation of up to 100,000 copies
  - 10% with a circulation of up to 500,000 copies
  - 5% with a circulation of more than 500,000 copies
- In addition to this, claims to a reduction in price for contracts are excluded when the publisher had informed the client of the reduction in circulation in such a timely fashion that the client has the opportunity to withdraw from the contract prior to the appearance of the contract.
18. In the case of box number advertisements, the publisher shall exercise the caution of a prudent businessman with regard to the safekeeping and timely forwarding of the offers. Registered letters and express letters in response to box number advertisements are only forwarded through normal postal channels. Responses to box number advertisements are retained for four weeks. Responses not retrieved within this period will be destroyed. The publisher will send back valuable documents without being obligated to do so. In the interest of and for the protection of the client, the publisher reserves the right to open incoming offers for testing purposes in order to eliminate misuse of the box number service. The publisher is not obligated to forward business blurs and offers of mediation.
19. Print documents will only be sent back to the client upon special request. The obligation of safekeeping ends three months following the expiration of the order.
20. Place of fulfilment is the seat of the publisher. The seat of the publisher is the legal venue for disputes involving business transactions with businesspeople, corporate bodies under public law or in the case of special funds under public law. Insofar

as claims of the publisher are not asserted in the context of a dunning process, the legal venue for non-businesspeople is defined by their place of residence. If the place of residence or usual abode of the client, also in the case of non-businesspeople, is unknown at the point in time at which legal proceedings are instituted, or if the client has moved his place of residence or usual abode outside of the jurisdiction of the law subsequent to the concluding of the contract, the seat of the publisher is agreed upon as the legal venue.

Additional terms and conditions of the publisher.

1. The advertiser is responsible for the timely delivery of the print documents. Return generally takes place upon express request and by simple mail channels.
2. In the case of advertisements sent by telephone or changes arranged for by telephone, no liability for the accuracy of reproduction is assumed.
3. Additional verbal agreements only become valid following written confirmation by advertisement administration.
4. With the issuing of an advertisement order, the client acknowledges the general and additional terms and conditions, as well as the price list of the publisher. In the case of private advertisement orders, this applies when the client issues the order without objection after the application of the terms and conditions are pointed out. The Additional Terms and Conditions have priority over the General Terms and Conditions.
5. The client bears sole responsibility for the content and the legal admissibility of the text and image documents provided for insertion. The client is obligated to indemnify the publisher from the claims of third parties that are asserted against the publisher as the result of the execution of the order, even when this should have been suspended. The publisher is not obligated to check orders and advertisements to determine whether they violate the rights of third parties. If suspended advertisements appear, the client can also derive no claims against the publisher whatsoever from this. When accepting and checking the advertisement texts, the publisher exercises the usual caution, but is not liable when it has been misled or deceived by the clients. By issuing an advertisement order, the advertiser assumes the obligation to bear the costs of publishing a reply referring to actual claims of the published advertisement according to the respectively valid advertisement fee.
6. In the case of an entirely or partially incorrect or incomplete printout of the advertisement, the client has a claim to a reduction in the payment or a substitute advertisement, but only to the extent to which the purpose of the advertisement has been impaired. If, in the case of repeat advertisements, the same error occurs without the client having immediately issued a complaint following the first occurrence, the publisher only acknowledges a claim to compensation for one advertisement. If an agreed upon substitute advertisement does not appear within an appropriate period of time, or is once again not impeccable, the client may withdraw from the contract. Claims to compensation for damages extending beyond this for advertisements, as well as claims to compensation for damages arising from supplements, regardless of the legal basis, are excluded unless intention or gross negligence of the legal representative of the publisher or its supervisory employees is demonstrated. Insofar as laws absolutely demand this, the publisher is also liable for the intention and gross negligence of its vicarious agents. Liability for slight negligence is in any case excluded. The amount of compensation for damages is principally limited, to the extent that this is permitted by law, to a substitute advertisement, or alternatively to the value of the advertisement; in the case of supplements to the manufacturing value of the supplements.
7. New advertisement prices come into effect at the point in time indicated in the price list. This also applies to active basic agreements (contracts) and advertisement orders. The old price applies to individual orders issued prior to the announcement of the new price list when the advertisement or supplement is to appear within four months.
8. The commercial utilisation of responses to advertisements by third parties is not permitted.
9. The advertising agencies are obligated to orient themselves to the price list of the publisher with regard to their offers, contracts and invoices with the advertiser. The mediation remuneration granted by the client is not passed on, neither in whole nor in part.
10. The obligation for the safekeeping of print documents ends three months following the appearance of the respective advertisement when nothing else has been expressly agreed upon.