



Media Kit 2027



stahl+eisen

stahlmarkt

MPT International

steelmarket

maenken
kommunikation

3 Our Media & Added Value

One year. Many touchpoints. Impact without wasted reach.

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Publisher

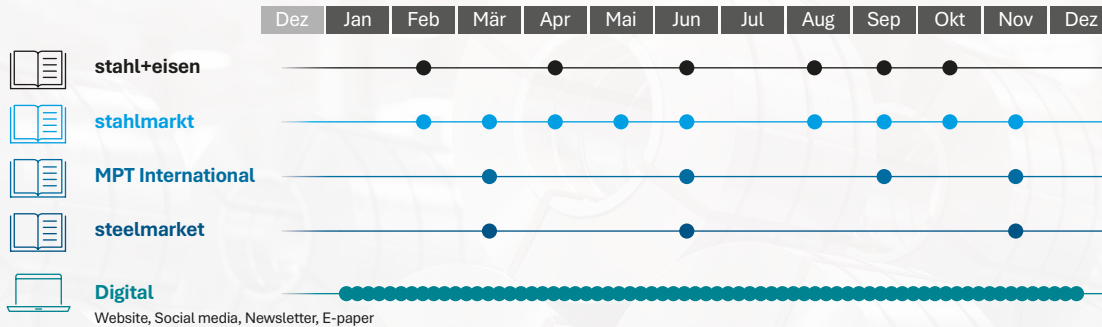
Technical Data

24 Terms & Conditions



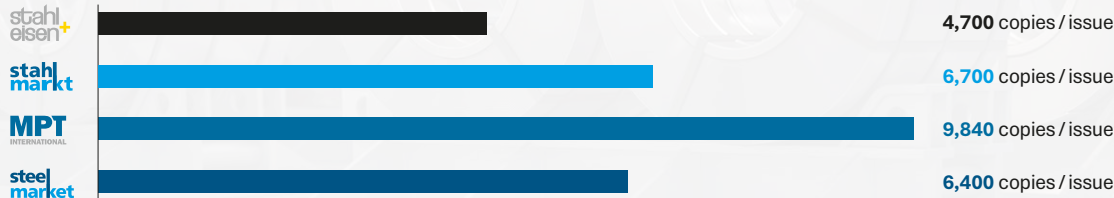
One year. Many touchpoints. Impact without wasted reach.

Stay in view of your target audience all year round



Position your brand where international decision-makers, specialists and executives from the steel industry, steel trading, steel service centres and steel processing look for information and solutions. With continuous presence across all relevant channels, you reach exactly the people who make the decisions in your industry – reliably, repeatedly and precisely placed.

Circulation per title and issue





With stahl+eisen you don't just secure up-to-date information — you gain a real competitive edge. For over 140 years we have accompanied the industry with technical depth, strategic insight and multimedia reach.

Target group: stahl+eisen has been a firmly established part of the industry since 1881. Readers are specialists and executives from the steel industry, metallurgy, metallurgical plant engineering, forming technology and the downstream sectors of the steel-processing industry. In addition, there are stakeholders from research and science related to steel production and processing, as well as stakeholders with general operational functions (purchasing, sales, finance, personnel).

Content: Technology, technologies and processes in steel production and further processing are the focus of every issue. The editorial team also sheds light on other topics that are strategically and operationally relevant in day-to-day business — from innovation to politics, the economy and markets, through to companies and people. Contributions from the Stahlinstitut VDEh (Steel Institute VDEh), as co-publisher, round off stahl+eisen's editorial programme.

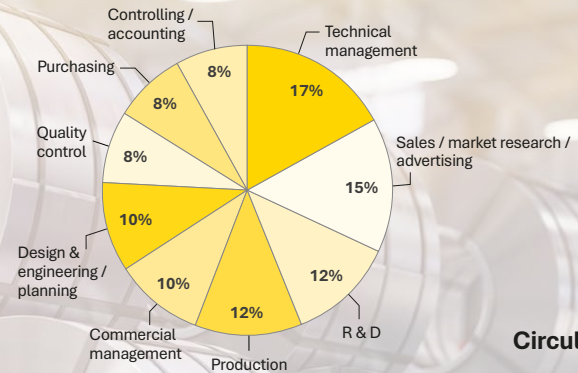
Objective: Short-lived news snippets rush through the timeline, but stahl+eisen relies on its triad of print, website and newsletter for sustainability: technically and scientifically sound articles provide lasting insight, journalistic articles offer orientation, and the news section guarantees up-to-date, on-point information.

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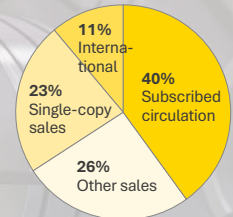
redaktion@
stahlbase.com
sales@
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stahlundeisen@
maenken.com

Print – Structural Data

Job role

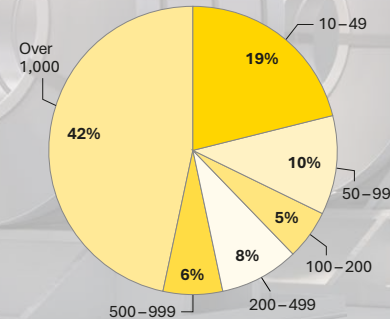


Circulation



Company size

(number of employees)





stahlmarkt is one of the leading German-language trade journals for steel distribution. Since 1951, stahlmarkt has stood for quality, topicality and in-depth analysis as an indispensable compass for the market.

Target group: stahlmarkt is aimed at decision-makers from steel trading and steel service centres as well as from steel processing and the steel industry. Its target group also includes the most important buyer industries — including the automotive, construction and energy industries as well as the transport and logistics sector.

Content: Current market developments, raw and semi-finished materials, trends and technical developments in steel production and application are thematically at the forefront. This range of topics is tailor-made for the industry and provides both detailed background information in concise news items and interviews with renowned industry figures — offering unique support for important investment and sales decisions. Conceptually, each issue also includes an editorial special on a specific topic currently moving the steel trade and its up- and downstream industries.

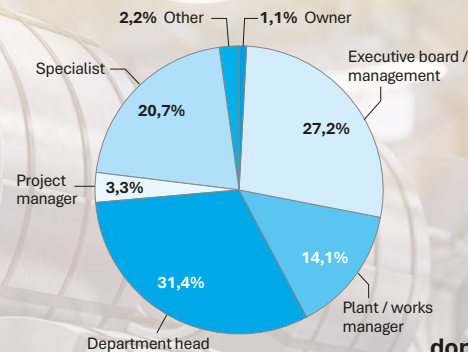
Objective: The magazine serves as a platform for the German steel-trading network and, with its unique mix of topics, gives specialists and executives from the industry ideas on how to position themselves successfully in the market over the long term. In stahlmarkt, readers learn more about suppliers and buyers, challenges and opportunities in the markets, competitors and potential partners for cooperation, as well as progress and innovation.

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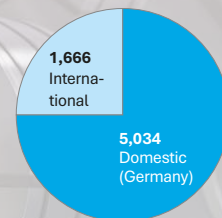
redaktion@
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Print – Structural Data

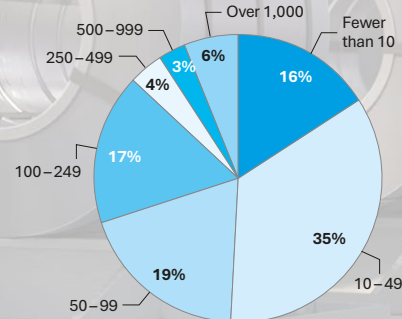
Job role



Circulation domestic / international



Company size (number of employees)



MPT International is the independent trade magazine for operators of steelworks and for executives along the entire production chain of steel manufacturing.

MPT International reports on technologies at every process stage – from ore and coal supply, through melting and rolling, to storage and shipping.

MPT International also keeps readers informed about ongoing projects, new technical developments and administrative topics. For almost five decades, the magazine has been a reliable source of information drawing on the experience of steelworks in every country and on every continent.

steelmarket international is the international counterpart to stahlmarkt, one of the leading German-language trade journals for steel distribution.

The magazine sheds light on the situation of steel markets in different regions of the world. Like stahlmarkt, steelmarket international looks at the situation from the customer's – the buyer segments' – perspective, offers market analyses, and shows which processing options, services and grading possibilities exist and how they continue to develop.

steelmarket international is a medium for everyone active in, and engaged with, the international steel-trading market.

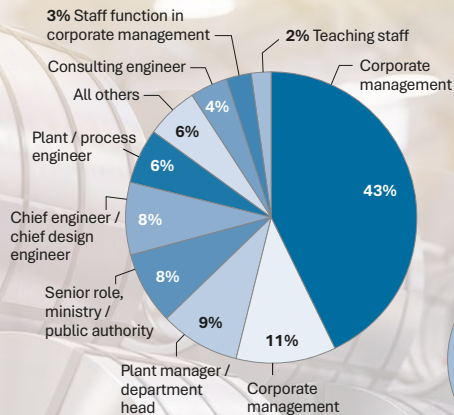
The trade magazine has a unique selling point for steel distribution in Europe and serves as a platform for global networking.



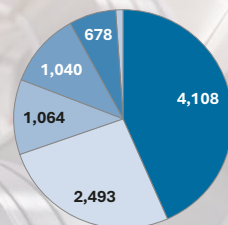
Even more reach and visibility: from 2027, as a supplement in MPT International and stahlmarkt.

Print – Structural Data

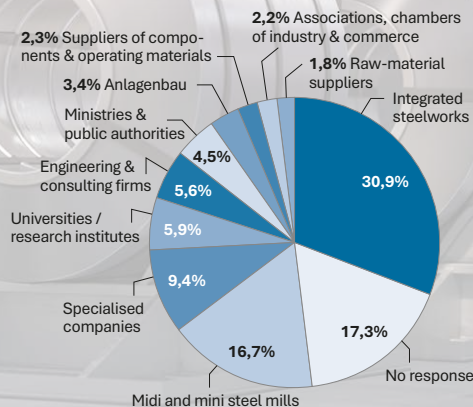
Job role



Internationale Verbreitung



Company type



Editorial Calendar 2027

Issue	Deadlines	Topics Focus	Trade fairs Industry events
1	Ad copy deadline/ print materials: 27 January Publication date: 05 February	• Special steel & stainless steels • Logistics & materials flow • Refractories (Feuerfest)	Düsseldorfer Edelstahltage , 24–25 February, Düsseldorf LogiMAT , 16–18 March, Stuttgart Zukunft Stahl , 17.–18. März, Essen
2	Ad copy deadline/ print materials: 24 March Publication date: 02 April	• Steel-plant engineering & plant technology • Electric steel & EAF (Electric Arc Furnace) • Energy efficiency & heat recovery • Steel applications: construction & infrastructure	Urban Steel Expo , 20–23 April, Düsseldorf AISTech , 3–5 May, Nashville/USA Made in Steel , 11–13 May, Mailand
3	Ad copy deadline/ print materials: 26 May Publication date: 04 June	• DRI & hydrogen • Metallurgy & continuous casting • Measurement, testing & sensor technology • Digitalization, AI & automation • Maintenance	METEC & ESTAD , 21–25 June, Düsseldorf ESTAD , 21–25 June, Düsseldorf
		Special: METEC & ESTAD 2027: Transformation of Steel Production	
4	Ad copy deadline/ print materials: 25 August Publication date: 03 September	• Materials development & quality management • High- and ultra-high-strength steels • Steel applications: automotive & e-mobility • Hydrogen-resistant steels	SCT (Conference on Steels in Cars and Trucks) , 6–10 September, Mainz

More opportunities through media partnerships

- We are proud of our partnerships with renowned trade fair and conference organizers – an advantage from which you benefit sustainably through increased reach and visibility. Find out about our current media partnerships at www.stahlbase.com.
- Information and prices for our trade-fair bundles are available at sales@stahlbase.com.

Editorial Calendar 2027

Issue	Deadlines	Topics Focus	Trade fairs Industry events
5	Ad copy deadline/ print materials: 01 October Publication date: 11 October	• Strip & sheet • Rolling & forming technology • Surfaces & coating • Robotics & automation • Stainless steel • Steel applications: machinery & plant engineering	Blechexpo/Schweisstec , 26–29 October, Stuttgart Stainless Steel 2027 , 16–18 November, Maastricht
		• Special: Blechexpo 2027: Cold forming, cutting, joining technology, automation	
6	Ad copy deadline/ print materials: 10 November Publication date: 19 November	• Circular economy & scrap management • Energy & decarbonization • Slag & by-products • Steel applications: energy, offshore & defence • 2028 outlook, with survey	

The editorial team reserves the right to change topics for reasons of topicality.

Editorial Calendar 2027

Issue	Deadlines	Topics Focus	Trade fairs Industry events
1/2	Ad copy deadline/ print materials: 27 January Publication date: 05 February	• IT, AI & ERP in steel trading: e-commerce, digital procurement & data management • Occupational safety, information security & fire protection	Düsseldorfer Edelstahltag, 24/25 February, Düsseldorf
3	Ad copy deadline/ print materials: 24 February Publication date: 05 March	• Processing I: cutting, sawing & cutting-to-length technology • Intralogistics, crane systems & warehouse technology	LogiMAT, 16–18 March, Stuttgart Zukunft Stahl, 17/18 March, Essen
4	Ad copy deadline/ print materials: 24 March Publication date: 02 April	• Processing II: cutting & welding technology • Steel applications: infrastructure & structural engineering	Urban Steel Expo, 20–23 April, Düsseldorf
		• Special: Urban Steel Expo 2027: Processing, joining, thermal & mechanical cutting	
5	Ad copy deadline/ print materials: 28 April Publication date: 07 May	• Special & stainless steel: grades, procurement & markets • International steel trade: import, CBAM & supply chains	Made in Steel, 11–13 May, Mailand
6	Ad copy deadline/ print materials: 26 May Publication date: 04 June	• Transformation of the steel industry: consequences of DRI, EAF & decarbonization for trade and procurement • CO₂-reduced steel: availability, price premiums & proof of origin	METEC & ESTAD 2027, 21–25 June, Düsseldorf
		• Special: METEC & ESTAD 2027	

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Issue	Deadlines	Topics Focus	Trade fairs Industry events
7/8	Ad copy deadline/ print materials: 28 July Publication date: 06 August	• The big STEEL statistics 2027: figures, data & facts • Steel applications: automotive, mechanical engineering & defence • Tubes, profiles & long products: markets, processing & applications	Preview of autumn trade fairs
9	Ad copy deadline/ print materials: 25 August Publication date: 03 September	• Preview: Blechexpo 2027 – sheet-metal processing & forming technology • Processing III: processing of sheet, profiles & tubes	SCT (Conference on Steels in Cars and Trucks), 6–10 September, Mainz
10	Ad copy deadline/ print materials: 01 October Publication date: 11 October	• Automation in steel trading: robotics, material flow & networked processes • Surface technology & corrosion protection • Special: Blechexpo 2027: Cold forming, cutting, joining technology, automation	Blechexpo, 26–29 October, Stuttgart
11/ 12	Ad copy deadline/ print materials: 10 November Publication date: 19 November	• Circular economy & raw materials: scrap, recycling & CO₂ accounting • Steel trading 2028: markets, investments & strategies • Major dealer survey & regional guide	Year-end review with preview of the 2028 trade-fair year



Editorial Calendar 2027

Issue	Format	Deadlines		Topics Focus	Trade fairs Industry events
1	E-paper	Ad copy deadline/ print materials: Publication date:	22 March 31 March	• Iron & Steel Technology • Transformation	AIStech , 3–5 May, Nashville/USA Made in Steel , 11–13 May, Mailand/Italien
	E-paper	with supplement steelmarket international		• Global Steel Market Outlook	
2	Print + E-paper	Ad copy deadline/ print materials: Publication date:	26 May 04 June	• METEC & ESTAD Special	METEC , 21–25 June, Düsseldorf ESTAD , 21–25 June, Düsseldorf
	Print + E-paper	with supplement steelmarket international		• Global Steel Market Business	
3	Print + E-paper	Ad copy deadline/ print materials: Publication date:	25 August 03 September	• Steel Applications & Emerging Technologies • Special Steel Markets Middle East/Asia	SCT (Conference on Steels in Cars and Trucks) , 6–10 September, Mainz/Deutschland Tube Middle East Africa & Metal & Steel Middle East , 6–8 September, Kairo/Ägypten METEC Southeast Asia, GIFA Southeast Asia, Tube Southeast Asia & wire Southeast Asia , 15–17 September, Bangkok/Thailand
4	E-paper	Ad copy deadline/ print materials: Publication date:	10 November 19 November	• Steel Technology Review/ Future Steel	
	E-paper	with supplement steelmarket international		• Steel Markets Middle East/ Asia	

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Your Advertising Opportunities in Our Steel Ecosystem

Print creates depth. Digital creates speed. Voice creates trust. Events create encounters.



Our classics – now available as annual packages

Print, newsletter and website: our proven ad formats are now available as attractive annual packages. Choose the combination that fits you – individually expandable with our new services.

Service	S Compact	M Presence	L Annual Partner	XL Complete
Print ads	2 × 1/1 page	4 × 1/1 page	6 × 1/1 page	6 × 1/1 page
E-paper	included	included	included	included
Image/text ad in newsletter	2 issues	4 issues	6 issues	12 issues
Leaderboard on stahlbase.com	2 months	4 months	6 months	12 months
Annual package price	€13,000	€25,500	€35,000	€45,000

More options for every package

All annual packages can be individually extended. The following services can optionally be booked on request:

Content: Online advertorial, company portrait, interview, user report or your own content hub.

Digital extras: Stand-alone newsletter and social media/LinkedIn placements.

Video, podcast & events: Video production or embedding, podcast partnership and event accompaniment.

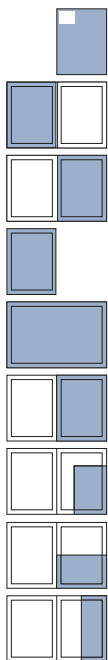
Additional placements: Special and premium placements as well as campaigns in other trade titles of our publishing house.

All prices plus VAT. Package prices apply to the basic services listed. Package discount already included; no additional volume or repeat discounts.

Ad Formats & Rates

Price list no. 58, valid from 1 January 2027

Prices for ALL print magazines!



Format	Type area (mm)	Bleed (mm)	Price* (€)
Cover page		213 x 189	6,040
2nd cover page	174 x 249	213 x 303	6,580
3rd cover page	174 x 249	213 x 303	6,250
4th cover page	174 x 249	213 x 303	6,730
2/1 page (spread)	380 x 249	426 x 303	6,800
1/1 page	174 x 249	213 x 303	5,820
Junior page	114 x 170	137 x 192	3,720
1/2 page, landscape	174 x 122	213 x 145	3,560
1/2 page, portrait	84 x 249	107 x 303	

*All prices are subject to statutory VAT.



Format	Type area (mm)	Bleed (mm)	Price* (€)
1/3 page, landscape	174 x 80	213 x 101	2,800
1/3 page, portrait	55 x 249	75 x 303	
1/3 page, portrait, next to editorial	55 x 249	75 x 303	3,650
1/4 page, landscape	174 x 60	213 x 82	2,390
1/4 page, portrait	40 x 249	62 x 303	
User report	3,000 characters + image		12,400
Company portrait / interview	approx. 1/2 page		6,200
Insert	on request		
Bound insert	on request		
Specials	on request		

Frequency discount

within 12 months, insertion year

Malstaffel		Mengenstaffel	
insertions	Discount	pages	Discount
3-5	5%	2	5%
6-9	10%	3-5	10%
10-12	15%	6-9	15%
13-23	20%	10-12	20%
from 24	25%	from 13	25%

Inserts and technical extra costs are not eligible for a discount.

Contact:

sales@
stahlbase.com

Website / Banner Advertising on stahlbase.com



(Ø 38,000 page impressions/month)

Ad type	Placement	Format/px	Price	Impressions	
				10,000	50,000
Leaderboard	Homepage and all subpages	728 x 90	€1,200/month	€900	€3,600
Headslider	Homepage and all subpages	Width 1,500 px, height flexible up to max. 500 px	€2,900/month	€1,800	€7,200
Online advertorial	Homepage	on request	€1,300/ per booking, 1-month term, incl. 1 image		

The 50,000 impression package already includes a 20% volume discount. The term scale below applies exclusively to monthly bookings. Impression packages cannot be additionally discounted.

Why advertise on stahlbase.com!

stahlbase.com is the central online platform for decision-makers in the steel industry – up to date daily, continuous, measurable. Your digital presence is especially effective combined with an ad in our magazines. Print builds credibility, digital delivers reach and year-round visibility. Use the strengths of both channels to maximize your presence in the market.



Leaderboard



Headslider

Malstaffel

3-month term	5%
6-month term	10%
9-month term	15%
12-month term	20%

Contact:

sales@stahlbase.com

Use our cross-channel opportunities!

A cross-channel approach strengthens your campaign by presenting your message consistently across multiple touchpoints – for example in newsletters, on the website, in social media and in print. Each channel plays to its own strengths: print creates credibility and depth, digital channels provide topicality and additional reach. Combined, you reach your target group multiple times and from different angles, increasing brand recognition and sustainably boosting the success of your campaign.

Online Advertorial



A well-crafted online advertorial with a clear brand message: an online advertorial offers room to present products, solutions, projects or company expertise in detail and with technical depth. Embedded in the environment of our trade portal, your content reaches a relevant target group, gains attention and provides lasting visibility beyond the pure advertising effect.

Online Advertorial	Format/px	Price
Text/Image full text on stahlbase.com	Teaser text max. 300 characters,	€1,300 per booking, 1-month term,
	1 image, 338 × 280	incl. 1 image

STAHLBASE

Home

Über uns

Presse & Medien

Service & Support

Partnerschaften

Mein Konto

ASSET TRACKING IN DER STAHLINDUSTRIE

8. November 2022

Hersteller & Stahlbau, Nachhaltigkeit & Zukunft, Technologie & Innovationen

ADVERTORIAL

Die Nachverfolgung von Produktionsmitteln in der Stahlindustrie gewinnt immer mehr an Bedeutung. Denn hinter die Informationen über deren Standort und Status können zu langen Suchzeiten und Wartezeiten. Entdecken Sie, wie Asset Tracking zur Prozessoptimierung beiträgt und was dabei zu beachten ist.

Asset Tracking in der Stahlindustrie

Prozessoptimierung durch Echtzeit-Lokalisierung von Produktionsmitteln

Wie wichtig Asset Tracking ist, weiß jeder, der schon einmal Produktionsmittel dringend gesucht hat, während die Räder stillstanden. Doch je komplexer der Einsatzort, desto mehr

Content Hub



With an exclusive content hub on stahlbase.com, you give your topics a permanent home. Present your own content or have our editorial team research and create relevant articles for you – individually tailored to your company and your communication goals. This creates an attractive digital platform that makes your expertise visible and reaches your target group sustainably.



Content Hub

Content hub with supplied or self-created content on request

Get Found. Win Talent. – The industry & jobs portal on stahlbase.com

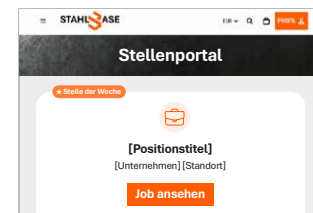
On stahlbase.com, you present your company where the steel industry looks for it – as a supplier in the company directory and as an employer in the jobs portal. This way you reach potential business partners and qualified specialists and executives at the same time, increase your visibility in the industry and strengthen your position as an attractive employer.

Packages & Prices

Basic entry with scalable upgrades. All prices are “from” values – final price depends on target group and reach.

Basic	Premium Recommended	Premium + Featured
Directory entry	The professional full package	Maximum presence
• Basic data & logo • 1 category • website link	• Name and logo • detailed company description • access to your contact data • address and direct link to your website	• All benefits of the Premium package • access to your profile • 1 newsletter placement
€600 / year	from €1,000 / year	from €1,500 / year

Present your company with a basic entry in the industry directory.
The price is €600 for 12 months.



Contact:

sales@stahlbase.com

Newsletter

In addition to the periodical magazine and the website, stahlbase.News appears for continuous information between issues – as a rule once a week, and beyond that with the most topical industry news, as well as an individually adaptable communication channel for companies.

Subscribers

Over 22,000 (as of 9/2026) decision-makers/employees from various companies in the steel industry.

Frequency

Published weekly, on Tuesdays.



Individually bookable
Stand-alone Newsletter

A stand-alone newsletter gives you the opportunity to send your message without distraction directly to a qualified target group – with maximum visibility, clear calls to action and a significantly higher conversion probability.



Newsletter	Format/px	Price	
Banner	728 x 210	€700	per issue
Image/text ad	160 characters + image	€1,000	per issue

Stand-alone Newsletter	Price
Appears by arrangement with the customer at any desired time, except on the publication date of the editorial newsletter (Tuesday)	to recipients of the editorial newsletter €3,500 per issue
	Per additional 1,000 addresses €500 surcharge

Contact: sales@stahlbase.com

LinkedIn



Gain maximum visibility among decision-makers in the steel and metal industry. With precisely targeted LinkedIn campaigns, we bring your message directly into the news feed of your target group – professional, efficient, effective.

Social Media Posting

Use the STAHLBASE network and give your press releases the social media boost.

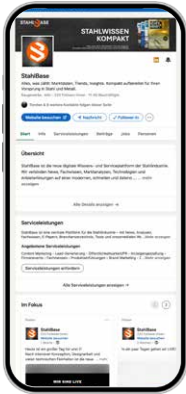
Special Offer

Help us grow the STAHLBASE community.
If your posting helps us gain at least

10 new followers

you get 50% off your next post – the follow-up post then costs €300 statt €600.

(Valid only in connection with a social media booking.)



Simply scan the QR code to visit the STAHLBASE LinkedIn page.

LinkedIn		Price
1 Post	• includes 5 hashtags and tag on your website or LinkedIn • includes link to stahlbase.com or your homepage	€600
1 short campaign with three postings	• includes 5 hashtags and tag on your website or LinkedIn • includes link to stahlbase.com or your homepage	€1,500

Video



Put products, technologies and corporate messages centre stage in an attention-grabbing way. With a video, complex content can be conveyed vividly, applications shown in practice, and brands made more emotionally tangible. The format is ideal for product launches, trade-fair appearances, statements or behind-the-scenes company insights, and creates additional reach across digital channels.



Video	Price
Video ad impressions (CPM) minimum booking 10,000 impressions	€65 TKP €650
Video production, buyout and additional social media distribution	on request

Depending on your needs: Subscription Models & Combo Offers I

1 Single subscriptions per magazine

This document provides an overview of the subscription models of the three trade magazines **stahlmarkt**, **stahl+eisen**, **MPT International**.

It covers single, digital and combo subscriptions, corporate solutions, as well as entry-level models for students/apprentices.

Magazine	Format	Service	Price p.a.
stahlmarkt	Print + Digital	Market analyses, reports, e-paper	€165
	Digital	Online access, archive, newsletter	€130
stahl+eisen	Print + Digital	Technical articles, production	€268
	Digital	Online access, archive, reports	€210
MPT International	Print + Digital	International projects, technology	€252
	Digital	Online access, eJournal, app	€190

2 Combo subscriptions (multiple magazines)

Customers can obtain multiple magazines in a combo subscription at reduced prices.

These combo offers are aimed at decision-makers, engineers and companies who want comprehensive information from multiple technical fields.

Combo package	Magazines included	Format	Price p.a.	Discount vs. single price
Duo A	Stahlmarkt + stahl+eisen	Print + Digital	€390	10 – 15%
Duo B	Stahlmarkt + MPT International	Print + Digital	€380	12%
Duo C	stahl+eisen + MPT International	Print + Digital	€470	12%
Trio	All three magazines	Print + Digital + Reports	€580	15%

Contact: sales@stahlbase.com

Depending on your needs: Subscription Models & Combo Offers II

3 Corporate & Team Models

For companies and institutions, **stahlbase.com** offers multi-seat and site licenses.

These enable digital access for multiple users or entire departments.

Model	Service	Target group	Price p.a.
Team-Abo	3–10 users, shared administration	Companies	from €500
Corporate-Abo	IP-based site license, archive	Corporates	from €1,500
Enterprise-Paket	Incl. reports, database, API	Large enterprises	from €3,000

4 Entry-level Models (students, apprentices, universities)

For students, apprentices and universities, there are discounted digital subscriptions and campus licenses with access to all magazines. Ideal for teaching, research and career development.

Model	Service	Target group	Price p.a.
Student/ Apprentice Plan	Digital access to all magazines	Trainees	€60–90
Campus License	IP access for university/ institution	Educational institution	from €600

E-Paper



Extend your presence beyond the print edition. The e-paper transfers the contents of the print magazines into digital form and makes ads, special advertising formats and editorial content additionally accessible online. Benefit from the established impact of the print title and, at the same time, from the flexible use on digital devices.



5 Paid Content Formats (prices on request)

- **Pay-per-view:** individual articles or reports (€2–10)
- **Freemium model:** basic articles free, analyses behind paywall
- **Corporate Partnership:** companies sponsor subscriptions
- **Topic subscriptions:** e.g. “Green Steel”, “Automation & Digitalization”

Contact: sales@stahlbase.com

Podcast



Use audio to communicate specialist topics in a personal, accessible and in-depth way.

Podcasts offer a wide range of possibilities for doing so: They give companies and experts a platform for in-depth discussions on technologies, market trends and strategic issues – combining high credibility with direct access to a relevant B2B audience. Whether as a dedicated episode within an established format or as a bespoke interview, we handle the concept development, moderation and production and publish your podcast via stahlbase.com and our other reach channels – creating sustained visibility among decision-makers in your industry.



Podcast/Events		Preis
Variant 1	Event only	on request
Variant 2	Podcast only	on request
Variant 3	Event + Podcast	on request

Live formats



We report on your event and bring your topics specifically into the relevant trade media.

Get your brand talked about where the industry meets in person. Whether trade event, trade-fair format, panel discussion or exclusive customer event: such formats create direct contact with decision-makers and trade audiences, make products and topics tangible, and provide room for exchange, networking and sustainable brand presence.



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Publisher

maenken
kommunikation

Maenken Kommunikation GmbH

Von-der-Wettern-Str. 25

51149 Cologne

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Management

Dr Wieland Mänken

Technical Data

Printing & binding process

Offset printing, adhesive binding

Data transmission

Transfer by e-mail to

anzeigendispo@maenken.com (up to 12 MB),

FTP access on request.

For questions, phone +49 2203 3584-0.

Data format

We recommend delivery as a print-ready PDF

(X3 or X4 standard; other formats on request).

Our support can provide the PDF export settings

for InDesign.

Bleed ads must show a 3 mm bleed allowance

(do not place registration marks in the bleed).

Image formats

TIFF, EPS or JPG (CMYK, final resolution 300 dpi);

line art at least 600 dpi.

Open file data in InDesign with backward compat-

ibility. The file must be print-ready: all fonts used must be embedded.

Web ad format

JPG, GIF (animated) or PNG format. External

ad-server use possible. Delivery deadline:

at least 3 working days before campaign start.

Colors

Print colors (CMYK) per ISO 12647-2:2013;

special colors by arrangement.

Video

Technical requirements: format MP4 (H.264)

· resolution: min. 1280 × 720 px · length: up to 30 seconds · file size: max. 50 MB · delivery: at least 5 working days before campaign start.

Proof

Color-binding proof per "Media Standard Print" (bvdn).

1. An advertising order within the meaning of the following general terms and conditions is a contract for the publication of one or more advertisements of an advertiser in the respective issue for the purpose of distribution.
2. In case of doubt, advertisements are to be called off for publication within twelve months of conclusion of the contract. Where a contract grants the right to call off individual advertisements, the order must be completed within one year of the first advertisement's appearance.
3. In the case of contracts, the client is entitled, within the agreed period or the period referred to in item 2, to call off further advertisements beyond the agreed advertisement volume.
4. If an order is not fulfilled due to circumstances for which the client is not responsible, the client shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the discount granted and the discount corresponding to the volume actually taken up. This reimbursement does not apply if the non-fulfilment is due to force majeure within the publisher's sphere of risk.
5. Orders for advertisements and inserts that, as instructed, are intended exclusively for publication in specific issues or at particular positions must reach the publisher in good time, so that the client can still be notified before the ad copy deadline if the order cannot be carried out in this way.
6. Advertisements that, due to their editorial-style design, are not recognizable as advertisements will be clearly marked as such by the publisher with the word "advertisement", in accordance with press law.
7. The publisher reserves the right to reject advertising orders – including individual call-offs under a contract – and insert orders, on the basis of content, origin or technical form, in line with consistent and objectively justified principles of the publisher or the editor, or to withdraw from the contract. This applies especially, but not exclusively, where the content of the advertisement or insert violates laws or official regulations, or where its publication is unreasonable for the publisher or the editor. Insert orders are binding for the publisher only after a binding sample has been submitted and approved by the publisher.
8. The client is responsible for the timely delivery of the advertisement text/artwork. For recognizable unsuitable or damaged print data, the publisher will request a replacement.
9. If an advertisement is printed wholly or partly illegibly, incorrectly or incompletely, the client is entitled to a reduction in payment or to a flawless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. Complaints must be raised by the client within two weeks of receipt of the invoice and proof of publication.
10. A printout for print approval (PDF) is supplied only upon explicit request. The client is responsible for checking the content and for giving final approval (imprimatur). If the client does not return the PDF printout by fax within the set deadline, print approval is deemed to have been given.
11. Unless otherwise agreed, the actual printed area of the advertisement is used as the basis for calculation.
12. Payment terms: payment due immediately, net, upon receipt of invoice. For advance payments, the publisher grants a 2% cash discount. Payments are to be made to: Maenken Kommunikation GmbH, Von-der-Wettern-Straße 25, 51149 Cologne, Germany.
13. In the event of default of payment, or where there are reasonable doubts as to the client's solvency, the publisher may, even during the term of an order, make the execution of ongoing orders dependent on payment of outstanding invoice amounts, or on advance payment and appropriate security.
14. Together with the invoice, the publisher will, on request, supply proof of the advertisement in the form of a complete copy of the issue (voucher copy).
15. The client bears the costs for typesetting, fair copies, drawings, reproductions, image processing and PDF preparation, as well as for significant changes to originally agreed artwork requested by, or attributable to, the client.
16. Print materials will be returned to the client only upon specific request. The obligation to retain them ends three months after expiry of the order.
17. Recognized advertising agencies receive a 15% agency commission on their orders. The commission is calculated on the basis of the net advertisement price, adjusted for any discount granted.
18. All orders are concluded exclusively on the basis of the above general terms and conditions. Conflicting terms are not valid unless agreed in writing. Verbal agreements are not valid. All agreements require written form. If this written form is not observed, the publisher assumes no obligation to fulfil orders or to pay damages. Place of performance and jurisdiction for both contracting parties is Cologne.
19. The publisher reserves the right to combine orders and to reschedule their timing.