

# ADVERTISING RATES 2012

 **Auerbach Verlag**  
und Infodienste GmbH

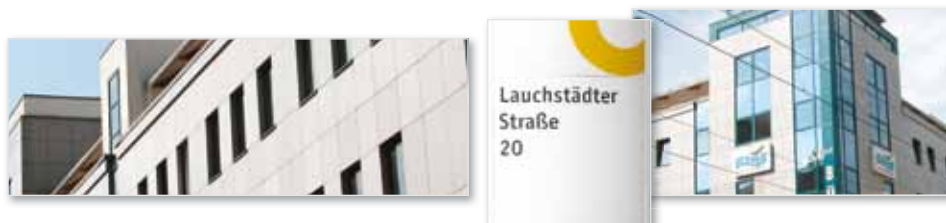


## The Auerbach Verlag

The Auerbach Verlag is a German publishing house, founded in 2002 by Stefan Goedecke, Torsten Herres, Stefan Hofmeir and Florian Pötzsch. In addition to the main office in Leipzig we have further offices located in Munich, Magdeburg and Bonn.

We are publishing the magazines DIGITAL FERNSEHEN, DIGITAL TESTED, HD+TV, DIGITAL INSIDER, FUSSBALL DIGITAL, AUDIO TEST, 3D+TV, SATELLIT EMPFANG + TECHNIK, FILMEN UND FOTOGRAFIEREN, HDTV XXL as well as the entertainment magazines BLU-RAY MAGAZIN and BLU-RAY TEST. The Auerbach Verlag is one of the leading German publishing houses in the domain of digital consumer electronics and in the entertainment section. With the publication HAUS & GARTEN TEST the publishing house has extended its range of topics effectively towards the subjects around white goods.

After only nine years of market presence, the publications have established an important information basis for readers and representatives of the industry. The state of the art test laboratory with its precise measurement technique is seen as the main foundation of success. The laboratory is certified to accomplish the criteria of the German and international industry standards. [www.digitalfernsehen.de](http://www.digitalfernsehen.de) is the most important online portal of the Auerbach Verlag, discussing the topics of digital TV and home cinema, reaching a monthly traffic up to eight mio page impressions. The Auerbach Verlag also positioned itself successfully with the broadcast of full-video content and professional videos for end consumers and specialized audiences with the offering DIGITAL FERNSEHEN TV. The contents of the latest trends in home appliances as well as technological developments and technologies are brought to an audience of millions.



### Print



### Online



## Information

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### Contact

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Auerbach Verlag und Infodienste GmbH

Lauchstädter Straße 20, 04229 Leipzig, Germany

PHONE NUMBER // +49 (0) 341 1 49 55-0, Telefax: +49 (0) 341 1 49 55-11

WEBSITE // [www.auerbach-verlag.de](http://www.auerbach-verlag.de)

E-MAIL // [online@auerbach-verlag.de](mailto:online@auerbach-verlag.de)

### Advertising department

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(direction)



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### Bank information

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HypoVereinsbank Leipzig

Bank code: 860 200 86

Account number: 357 721 300

Local district court Leipzig HRB 19254

VTA registration number DE813543160

Tax number 232/105/02394

## Printing stock

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### Data delivery

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For colour ads we require a contract colour proof to ensure that the colour can be matched on press. Please print any ad incorporating images. Auerbach Verlag is not liable for exposure or printing of delivered files.

#### PROOF //

Binding proof

#### IMAGE FILES //

PDF/X-3: 2002, TIFF, EPS (optimized)

Resolution 300 dpi in full scale,

CMYK colour mode, Line drawing 600 dpi

CD-ROM

#### DATA MEDIUM //

#### CONVERTING //

If the printing stock is meant to appear in first cut, be sure all live matter 5 mm from the trimming edge on the respective pages. Important parts of texts or images need to have a sufficient distance of at least 10 mm to the trimming edge.

#### PRINTING METHODS //

Web offset printing (content), sheet fed offset printing (covers)

#### COLOR PROFILE //

ISO LWC Improved

Download at [www.eci.org](http://www.eci.org)

#### TRANSFER //

Via e-mail: [anzeigen@auerbach-verlag.de](mailto:anzeigen@auerbach-verlag.de)

Via ftp server: on enquiry

Please send us your information to [anzeigen@auerbach-verlag.de](mailto:anzeigen@auerbach-verlag.de) before using ftp.

#### MEMBERSHIPS //

Deutscher Journalisten-Verband (DJV)

Trade union for journalists

Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW)



## Expertise and equipment

The costumers' purchase decision is significantly affected by a product's performance in the media. For testing household appliances, sets the team of **Hansecontrol**, one of the most advanced institutes in europe. Here, we test and certify the security, performance and quality according to european and international requirements. The Auerbach Verlag pays heed to expertise and premium quality of its test equipment also in its own test laboratory. Therefore, we guarantee that in our publications are only objective laboratory results, because the Auerbach Verlag accomplishes the criteria of the industry standards DIN EN ISO 9001 + 14001 as well as AQAP 110 + 150. To analyze TV-screens and projectors, our laboratory uses the certified light measuring tool „CS-200“ by **Konica Minolta**. Its highly precisely working measuring head detects light density and colour of plasma-TVs, LCDs and projectors. All tools are calibrated appro-



“VSA” videoanalyzer by Rohde & Schwarz

priately to the video and HDstandard (D65, ITU709). In our home cinema we verify the theoretical test results in a practical test. For satellite and television signals we use the “SFU” from **Rohde & Schwarz**. The signal generator for DVB-T, DVB-S, DVB-C and DVB-H is capable of HDTV as well as MPEG-2, MPEG-4 and DVB-S2. The “UPV” acts just as precise and allows the technical writers to measure the distortion factor, frequency response and the performances of other audio components, like AV-receiver and DVD-player. The trio is complemented by the “VSA”. The “VSA” is a video analyzer which includes a vectorscope, an oscilloscope and a control unit within one device. The analysis is complemented by a HDMIanalyzer by **Astro Design**. This modern measurement device analyzes HDMI-output signals of all peripheral equipment. Besides the test of CE equipment, the test editorial department can also test LNBS, DVBT-antennas and satellite antennas on their receiving. For those



Light measuring tool “CS-200” by Konica Minolta

measurements we use measuring equipment of the companies **Promax**, **KWS** and **Rover**. The thermographic imaging system “**VarioCAM® hr**” is used to measure and visualize the heat loss of the different test products. With this you can draw objective comparisons of the operation temperature from various products inside the same class and draw conclusions to the energy efficiency of a product. Many years of experience and know-how distinguish the editors of the Auerbach Verlag that are well known as experts in their area of expertise by the entertainment electronic industry. Our testers write all their articles by themselves. You should use the expertise and the equipment of the Auerbach Verlag! We also offer internal tests that can show you the quality of your product. Many manufacturers and the Landesmedienanstalten value the expertise of the Auerbach Verlag and use it for their market promotion, quality improvement and for the success of their product.



Testing Institute for Household Appliances

## Expertise and equipment





**HAUS & GARTEN TEST** is the consumer and test magazine with guides, test reports and market overviews on the latest electronic household appliances. Thereby the products are divided into the relevant living areas. The topics living (consumer electronics, cleaning devices), kitchen (larger and smaller kitchen appliances), bath (laundry cleaning, health, wellness), child's room (toys, learning aids, baby products), cellar (electricity supply, tools), garden (water supply, gardening tools) and additionally gusto

FIRST ISSUE // 1/2010  
 UNIT PRICE // 3.99 Euro  
 FREQUENCY // 8 times a year  
 DISTRIBUTION // Germany, Austria, Switzerland, Belgium, Netherlands, Luxembourg  
 PRINT RUN // 49,017\*  
 PAID CIRCULATION // 13,385\*  
 RETAIL SALES // 12,185\*

\*Declaration by Publisher, Issue 1/11

(coffee, wine, chocolate, gourmet kitchen) are weighted differently each issue.

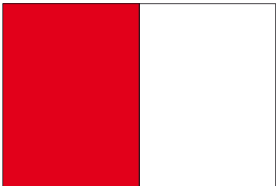
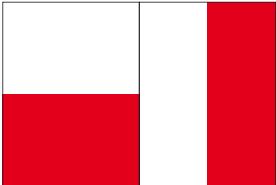
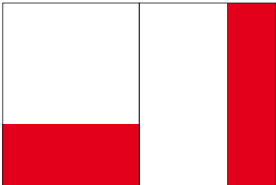
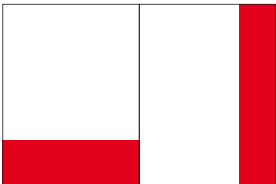
**TARGET GROUP** // Well-funded and quality-conscious consumers with enthusiasm for innovations in their private living area. Hobby users with a predilection for home and garden who occupy an advising role to co-workers, friends and family.



## Deadlines 2012

Issue	Closing date for ads	Delivering date for printing data	First day of sale
2. 2012	16.01.2012	23.01.2012	10.02.2012
3. 2012	05.03.2012	12.03.2012	30.03.2012
4. 2012	23.04.2012	30.04.2012	18.05.2012
5. 2012	04.06.2012	11.06.2012	29.06.2012
6. 2012	30.07.2012	06.08.2012	24.08.2012
7. 2012	10.09.2012	17.09.2012	05.10.2012
8. 2012	22.10.2012	29.10.2012	16.11.2012
1. 2013	26.11.2012	03.12.2012	28.12.2012

## Formats

Measures	4-coloured
 <b>cover page</b>	11,784 Euro
<b>1/1 page</b> <b>210×300mm</b> *	9,820 Euro
 <b>1/2 page</b> <b>horizontal format</b> <b>210×150mm</b> *	5,400 Euro
<b>panel format</b> <b>105×300mm</b> *	
 <b>1/3 page</b> <b>horizontal format</b> <b>210×100mm</b> *	3,760 Euro
<b>panel format</b> <b>70×300mm</b> *	
 <b>1/4 page</b> <b>horizontal format</b> <b>210×75mm</b> *	2,940 Euro
<b>panel format</b> <b>50×300mm</b> *	

\*plus 5mm bleed

## Prices and discounts

**BLEED ADS** // If the printing stock is meant to appear in the first cut, be sure that all live matters are 5mm from the trimming edge on the respective pages. Be sure that important image or text elements do not appear on the trimming edge.

**ADVERTORIALS** // plus 10% surcharge without creation, plus 20% surcharge with creation

**SURCHARGES** // Position on particular pages: 15% additional fee

### DISCOUNTS //

Year scale	Quantity scale
3 issues	3 pages 5%
6 issues	6 pages 10%
9 issues	9 pages 15%
12 issues	12 pages 20%
18 issues	18 pages 23%
24 issues	24 pages 25%

The year scale counts in one ad in several issues of one publication within a year or campaign period. The quantity scale counts in multiple ads (pages) in one issue.

Feel free to contact us for further details on attractive discount offers concerning combined placing of ads on our websites and in the magazine.

### AGENCY PROVISION // 15%

We will be glad to submit an individual offer of advertising formats to you. All prices as stated above refer to a one-time placement of a single ad. Unless otherwise noted all prices exclude VAT and include bleed. General terms and conditions apply to all transactions.



## Special kinds of advertisement

Get on the road to success with an attractive offprint added to your test reports from DIGITAL TESTED, HD+TV, DIGITAL FERNSEHEN, BLURAY MAGAZIN or HAUS & GARTEN TEST. With our long experience in business, we design and establish your advertising material of your

own choice. You can also benefit from our expertise in creating inserts and image brochures on easy terms. See for yourself!

- // Innovative, fair and event specials
- // Attractive enclosures and inserts
- // High quality image brochures
- // Editorial conception by our experts and journalists of our editorial staff
- // Graphical creation of title and content

- // Paper quality and size of your own choice, appropriate to your corporate design



IMAGE  
BROCHURE/  
OFFPRINT



EXHIBITION-/EVENT-  
SPECIALS

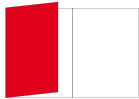


SPECIAL ISSUES

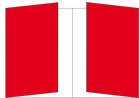
## Fold-out page



Title flap //  
(half page cover  
on the title)



Gate folds //  
(fold-out 2nd  
and/or 3rd fold-  
over page)



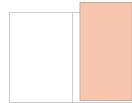
Altar fold

Fold-out pages are only possible in total circulation.

## Enclosures



Loose printed  
matters (loose  
page, welted,  
tacked, etc.)



Oversize  
enclosure //  
A stick out  
enclosure

Total circulation or partial circulation can be possible.

## Special inserts

Possible in the publications HAUS & GARTEN TEST, DIGITAL FERNSEHEN, DIGITAL TESTED, HD+TV and BLU-RAY MAGAZIN and on request.

**GATE FOLDS** // The biggest possible size is as big as a double page of the magazine. The folded page needs to be 5 mm narrower than an insert page.

**STICKING ADDITIONS** // The basic advert in the total circulation will be applied as stated in the price list. The delivery of data media occurs in a normal envelope to machine processing at the closing date for ads.

The prices confirm with the favored paper weight, technical extra costs and possible extra postage.

The adjoining illustrations are examples. If you do have questions to any other kind of insertion or technical issues as well as size formats or price information, we will be at your disposal.

## Sticking additions



Sticking additions //  
Are integrated  
in an ads page  
and easily  
removable



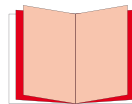
Postcards,  
covers, CDs or  
similar

Only possible in total circulation.

## Inserts



Four-sided



Eight-sided

Only possible in total circulation.

## General terms and conditions

1 // The following general terms and conditions define an “advertising contract” as a contract for the publication of one or more adverts from a given advertiser in a print medium or on the internet for the purpose of distribution.

2 // In case of doubt, advertising contracts are to be completed within the course of one calendar year. If the contract envisages a release order for individual advertisements, this contract is to be completed within the course of one calendar year, provided the first advertisement is released and published within the period defined in sentence 1.

3 // If an order is not fulfilled for circumstances beyond the publisher’s control, the advertiser must refund the difference of the discount granted and the discount corresponding to the actual volume of placed advertisements to the publisher.

4 // Orders for advertisements or inserts to be published only in specific volume numbers, issues or at specific positions in the magazine or on the internet portal are only granted if the advertiser explicated and the publisher confirmed that the advertisements or inserts are to be published only in specific volume numbers, issues or at specific positions in the magazine or online. The publisher reserves the right to reject ads and inserts that are due to their editorial make up or format not immediately recognisable as adverts and give the impression to belong to the editorial part of the magazine or internet pages.

5 // The advertiser bears responsibility for content and legitimacy of the advertisement. The contracting party indemnifies the publisher from all claims of a third party concerning the publication of the advertisement. The publisher reserves the right to refuse advertising contracts, inserts or attachments as well as single adverts - on account of their content, origin or technical format based on the publisher’s stated policies, if the content is illegitimate or contravenes official regulations or if the publication is unacceptable from the point of view of the publishing house. This also applies to advertisements placed via proxies. The publisher has no obligation to check whether an advertisement order violates the rights of a third party or not. For example, if the publisher is committed to publish a counterstatement to an advertisement by injunction, the advertiser is to pay all charges incurred in accordance with the valid advertising rates.

6 // Advertising materials supplied. The publisher guarantees typical printing or digital quality for the advertising medium as permitted by the quality of the advertising copy supplied. The publishing house assumes no liability for accuracy and quality of advertisement material delivered via data transfer or data medium. Neither publishing house nor print office will modify the files.

7 // In case of illegible, incorrect or incomplete reproduction of the advertising copy or artwork, the advertiser is entitled to a price reduction, or a replacement advertisement to the

extent that the advertisement did not fulfil its intended purpose. The obligation of replacement is excluded, if the publisher’s cost involved is disproportionate. Liability is limited to the damages that might typically be foreseen. If the publisher allows an appropriate period as set for him to provide a replacement advertisement pass without performance, or if the replacement advertisement/replacement publication once again displays shortcomings, then the client is entitled to a rebate or cancellation of the order. Complaints in respect of deficiencies immediately apparent must be submitted within two weeks after receiving the invoice and receipt. Deficiencies not immediately noticeable must be claimed by one year after the publication. Claims for compensation are excluded in the following cases: positive infringement of the contract, negligence when the contract is concluded and tortious acts, even in the event of ordering a placement via telephone. Claims for compensation because of impossibility of performance and default are restricted to the indemnity for the predictable loss and the cost to be paid for the respective ad or insert. This does not apply in the event of intent or gross negligence on the part of the publisher, his legal representatives or employees. As regards business dealings the publishing house has no vicarious liability for gross negligence. In all other cases liability for gross negligence towards traders is restricted to the indemnity for the estimated loss to the amount of the cost to be paid for the respective ad or insert.

8 // In the case of incorrect or incomplete data content, the publisher assumes no liability.

9 // The publisher will not supply any proofs of the ready to print data material delivered by the client before printing.

10 // Colours are generally produced by combining the European scale colours cyan, magenta, yellow and black (CMYK) in print. The publisher reserves the right to produce additional colours of the HKS scale for newspaper print (by HSK Warenzeichenverband e.V.) also by combining the euro scale colours which might cause a variation of the original shade in colour rendering. As a rule, Pantone scale colours (Pantone Inc., Carlstadt, New Jersey) cannot be produced by combination in print. Consequently, the client has to pay the stated extra charge for each necessary Pantone colour.

11 // Due to the print processes, slight colour or tone variations are possible. Claims due to incorrect printing data cannot be admitted by the publisher.

12 // In case sizes are not specified, advertisements will be printed in a size commonly applied for such adverts. If no size restrictions are specified, the actual published size shall be deemed to be the basis for advertising charges. Each millimetre thereof is rounded up to the nearest whole millimeter.

13 // Form and designation of ads with editorial design must be agreed upon with the publisher in sufficient time before publication. The publishing house is entitled to mark advertise

ments that are not immediately recognisable as such with the word “Anzeige” (advertisement). Editorial advertisements have to be inherently distinguishable from editorial texts by their principal typeface.

14 // If the client does not pay in advance, the invoice will be issued to the client immediately, but at the latest within fourteen days of publication of the advertisement. The invoice is payable after receipt within the period defined in the current price list, provided that no individual settlement period, or pre-payment has been agreed upon previously.

15 // In the event of delayed payment or respite, the publisher charges interests and confiscation expenses. Furthermore, he can refuse to carry out any remaining parts of a current contract until any outstanding debts have been settled by the advertiser and require pre-payment for these parts.

16 // On request the publisher shall supply proof of publication with the invoice. Depending on the type or scale of the advertising contract proof of publication may take the form of an excerpt from an advertisement, a copy of a page, or a sample issue. If the publisher is unable to supply proof of publication, the publisher shall instead issue a binding statement to the effect that the advertisement has been published and distributed.

17 // In case the advertising rates change, the new conditions also apply to current contracts from the date of the release of the new price list.

18 // The publisher charges for artwork requiring additional layout and typesetting, film and litho. The advertiser has no claims for compensation concerning inadequate printing if the deficiencies of the artwork/exposure data are not immediately recognisable as such yet evident on the printout. The same holds for defects in repeatedly placed adverts, if the advertiser does not object to the deficient advert before press date.

19 // The publishing house cannot grant faultless rendering in print if the print-ready files are not delivered according to schedule.

20 // The client has to pay all costs accruing from ordering motifs, films, paper board mats and drawings and significant modifications as desired or accounted for by the client that differ from the advert previously contracted.

21 // The editing of incomplete data and the correction of wrong delivered advertisement formats cause extraordinary charges, which are billed at cost price.

22 // In case of box number advertisements, the publisher will store and forward any offers with due care and attention (of an upright businessman). Replies to box number advertisements sent by express or registered mail will be forwarded by normal mail only.

23 // The publishing house will keep print-ready files, which the advertiser does not explicitly reclaim, for six months. The publisher assumes no liability for loss or damage due to force majeure.

24 // The publishing house keeps costumers data with methods of electronic data processing according to the Federal Data Protection Act of Germany.

25 // Place of performance is the registered office of the publishing house. Place of jurisdic-

tion is the registered office of the publishing house, unless otherwise required by the law. Legal venue is the office of the publisher in case the domicile or usual residence of the client is unknown at the time of the commencement of action and in the event of the client's relocation of domicile or usual residence beyond the scope of the law.

26 // The redesign and reconception of advertorials are billed seperately.

27 // We reserve the right of changes due to technical needs concerning production, processing, paper and frequency within every issue.

28 // In case of doubt, the original German language version of these Terms and Conditions shall be binding.

Additional terms of business for digital transmission of print-ready files for advertisements:

a) Digital print-ready files are those transmitted to the publishing house directly via data media (CDs, cartridges, floppy disks) or indirectly per electronic data transmission (e.g. ISDN) by electronic, paperless methods.

b) Unacceptable printing results (e.g. by missing types, incorrect screen ruling etc.) due to the client's diverging opinion from the publisher's recommendations on print-ready files do not warrant price reduction.

c) In the event that the client transmits several files that belong together, the client has to take reasonable care to send and store respectively all files within one directory (folder).

d) Electronically transmitted print-ready files for display ads can only be faithfully processed with a colour proof on paper delivered by the client. Without colour proof colour variation cannot be avoided. In this case, colour variation does not warrant price reduction. In any case the client has to fax a printout to the publisher for verification. A revision fax will be provided on explicit request only. The publisher can only guarantee correct colour realisation within conventional tolerances if colours can be accurately adjusted.

e) If digitally transmitted files for display ads are delivered to the publishing house via data media, the publisher will only send these back on special request.

f) Before digitally transmitting files the client has to take care that the data is free from potential computer viruses. In the event that the publishing house detects computer viruses in data delivered by the advertiser, the files will be immediately erased. In that case the advertiser cannot assert a claim. The publisher reserves the right to claim compensation, if he sustained damage caused by viruses in the advertiser's files.



[www.auerbach-verlag.de](http://www.auerbach-verlag.de)