



## Target group:

Specialist retail trade, wholesalers, technical support, department stores, kitchen studios, furniture stores, consumer electronics

## Print run:

10,000 copies

## Qualified circulation:

9,870 copies

## Frequency:

4 times per year

## Volume:

100<sup>th</sup> Volume (2018)

The industry magazine for the electrical goods trade



## Brief Description:

Elektromarkt, the industry magazine for the electrical goods trade, targets people involved in the electrical goods retail trade and companies specialising in home and consumer electronics. This also includes both national and international consultants and decision makers at department stores, wholesalers, buying groups and industry.

Elektromarkt showcases ranges and brands in a consumer environment. Just like a concept store, the items are not presented in different product groups but in home settings. In doing so, we take our readers on an exciting journey through the home. Be it in the kitchen, home office or garden – electrical goods make our everyday lives that little bit easier in all settings.

Lounges are not just home to the TV, but often accommodate a vacuum cleaner or ironing systems. Kitchens are brimming with useful little helpers such as breakfast sets, food processors and espresso machines. Just as indispensable, of course, are the big appliances such as hobs, fridges and dishwashers.

Baths and bedrooms are home to electric razors, hairdryers and curling tongs, whilst washing machines and tumble dryers take care of all the laundry. And in the garden, lawn mowers, leaf blowers and electrical hedge trimmers are all just waiting to be used. And then, of course, there is the potential offered by the smart home!

Elektromarkt not only reveals innovations and trends but also provides expertise from the trade and industry, featuring reportages on specialist stores, sections such as "Products Put to the Test" and background articles on specialist topics, trade fairs and companies, rounded off with tips from the editors and entertaining features such as columns and competitions.

Elektromarkt's homepage [www.elektromarkt.de](http://www.elektromarkt.de) complements the print edition with up-to-the-minute reports from the industry and additional product information. Elektromarkt's newsletter is a regular source of valuable information serving the sector. Our trade magazine is also on social media at [www.facebook.com/elektromarkt](https://www.facebook.com/elektromarkt).

Making our homes smart – in our magazine, online and in the trade.



## ELEKTROMARKT

360-days coverage PLUS print

### Making homes smart!

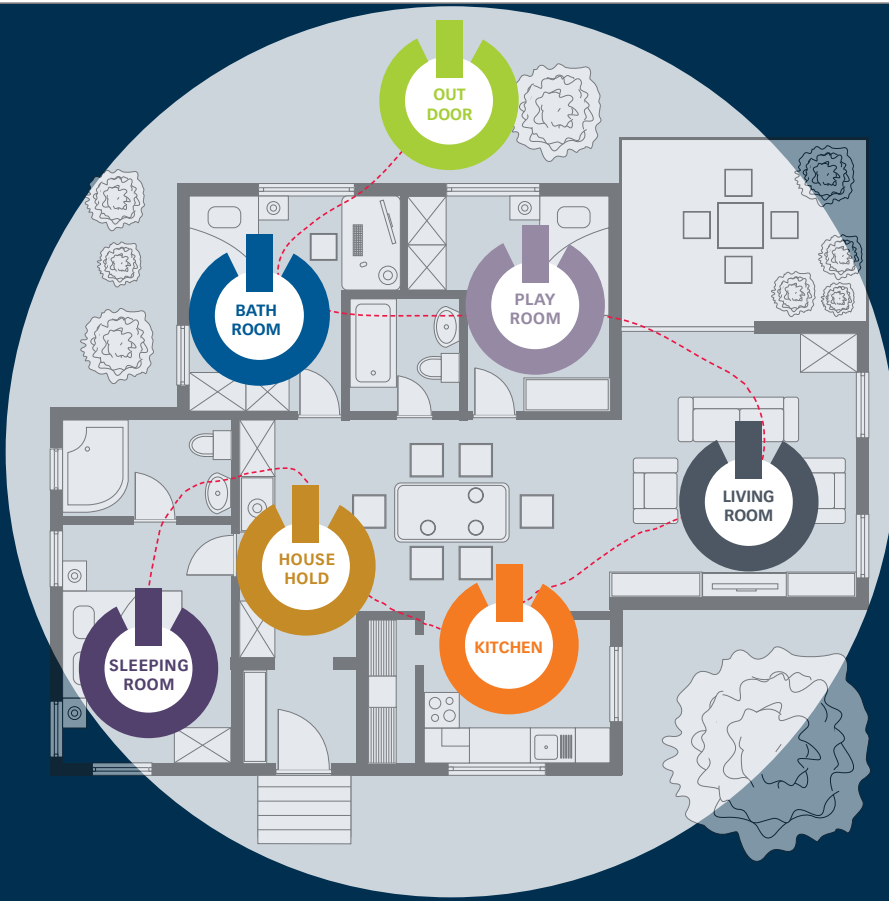
Welcome to the new Elektromarkt!

Elektromarkt showcases ranges and brands in a consumer environment. Just like a concept store, the products are not presented in different product groups but in home settings. In doing so, we invite our readers to come with us on a journey of discovery through the home. After all, be it in the kitchen, office or garden – electrical goods make our everyday lives that little bit easier in all settings.

Lounges, for example, are not just home to the TV, but often accommodate vacuum cleaners or ironing systems. Kitchens are full of useful little helpers such as breakfast sets, food processors and espresso machines. Just as indispensable are the “big” appliances such as hobs, fridges and dishwashers.

Baths and bedrooms are home to electric razors, hairdryers and curling tongs, whilst washing machines and tumble dryers take care of the laundry. And in the garden, lawn mowers, leaf blowers and electrical hedge trimmers are all waiting to be used. Not forgetting, of course, the potential offered by the smart home!





Our online editorial team also sheds light on current topics at [www.elektromarkt.de](http://www.elektromarkt.de) and in our newsletter.



Classified recipient potential – distribution in Germany, Austria, Switzerland

Trade	Number
Retail trade – cooperative	3,056
Retail trade – non-cooperative	14,250
Kitchenware stores/Kitchen studios	2,242
Flower shops and garden centres	1,122
Furniture stores	3,022
Department stores	709
Mail order	1,037
Wholesalers, sales agents	1,098
Technical superstores	977
Trades	793
Industry	1,255
Other	377
Trading in consumer electronics (entertainment electronics, telecommunications, photography, PC/ Multimedia, Car media/Car navigation)	14,678
<b>Total recipient potential</b>	<b>42,698</b>



Issue	Dates	Topics	Trade Fairs
<b>1</b> March	Publication date: 23.03.2018 Ad and editorial deadline: 28.02.2018	 Food prep: Food processors, cooling equipment, hobs, ovens, coffee makers, breakfast series etc, Smart home: Kitchen Special feature: Language assistants	CE China in Shenzhen: 01.04. – 30.04.2018 Euronics-Kongress in Leipzig: 04.04. – 06.04.2018 Küchen und Wohntrends, Munich: 06.05. – 07.05.2018 High End Munich: 10.05. – 13.05.2018
<b>2</b> June	Publication date: 12.06.2018 Ad and editorial deadline: 15.05.2018	 Cleaning: Vacuum cleaners and robots, washing machines, dishwashers, ironing systems, high-pressure cleaners, window cleaners etc Smart home: Household Special feature: Sustainability and energy efficiency	CeBIT in Hanover: 11.06. – 15.06.2018 Anga Com: 12.06. – 14.06.2018
<b>3</b> August	Publication date: 23.08.2018 Ad and editorial deadline: 30.07.2018	 IFA 2018: Trends and innovations Home entertainment: Hi-fi and TV systems Smart home: Living room Special feature: Future trends	IFA in Berlin: 01.09. – 06.09.2018
<b>4</b> October	Publication date: 11.10.2018 Ad and editorial deadline: 17.09.2018	 IFA 2018: The Innovations Health & beauty: body & hair care, wearables, scales, blood pressure gauges and massagers, Air purifiers and humidifiers etc Smart home: Bathroom and outdoor Special feature: Data security	Living Kitchen in Cologne: 14.01. – 20.01.2019

In addition to these focal themes, every issue of Elektromarkt also contains extensive editorial coverage on products for the home and on the go, presented in home and living worlds.

Size	Format	Colour	Rate
1/1	PS: 175 mm x 260 mm B: 210 mm x 297 mm	4c	4,450.- €
1/2	PS: 175 mm x 127 mm B: 210 mm x 139 mm PS: 85 mm x 260 mm B: 100 mm x 297 mm	4c	2,650.- €
1/3	PS: 175 mm x 81 mm B: 67 mm x 297 mm B: 210 mm x 92 mm PS: 85 mm x 171 mm	4c	1,850.- €
1/4	PS: 175 mm x 59 mm PS: 59 mm x 194 mm PS: 85 mm x 127 mm	4c	1,350.- €
Advertorials	on request	on request	on request

PS: Print Space B: Bleed

- Surcharges**  
**Placement:**

Front cover page and back cover page	10,040.- €
Front cover page	6,955.- €
2 <sup>nd</sup> cover page	5,505.- €
3 <sup>rd</sup> cover page	5,150.- €
Back cover page	5,725.- €

Surcharge for other compulsory placement instructions and confirmed placements 10%

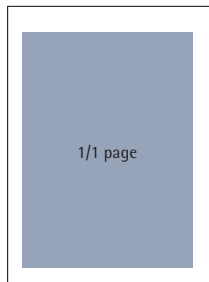
Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.
- Colours:**

Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours each 1,060.- € (No discount available)
- Magazine format:** 210 mm wide x 297 mm high
- Discounts:**

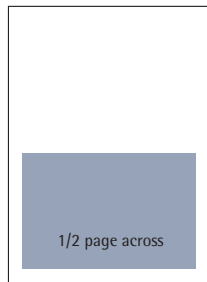
Ads within 12 months (insertion year):  
 Frequency discount  
 2 Ads 5%  
 4 Ads 10%
- Classified ads:**

Basic rate mm-ad single-column line 4c	8.46 €
mm-ad rate for job offers/applications on request	
- Ad specials:**

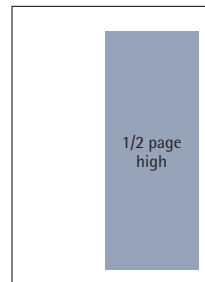
Inserts  
 up to 25 g 295.00 € o/oo  
 up to 50 g 365.00 € o/oo  
 Maximum format available for loose inserts: 210 x 297 mm  
 Rates for bound inserts on request



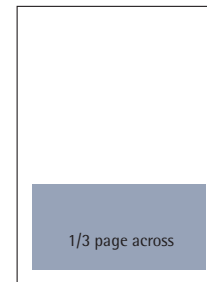
Print space:  
w x h: 175 mm x 260 mm  
Bleed format:  
w x h: 210 mm x 297 mm



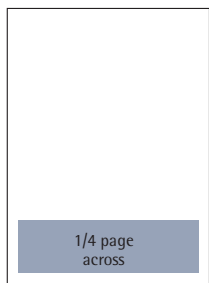
Prints pace:  
w x h: 175 mm x 127 mm  
Bleed format:  
w x h: 210 mm x 139 mm



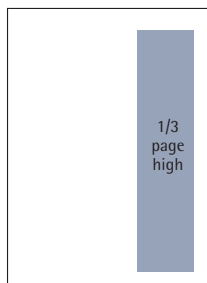
Printspace:  
w x h: 85 mm x 260 mm  
Bleed format:  
w x h: 100 mm x 297 mm



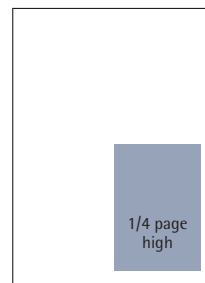
Print space:  
w x h: 175 mm x 81 mm  
Bleed format:  
w x h: 210 mm x 92 mm



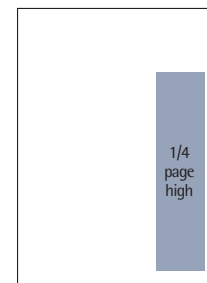
Print space:  
w x h: 175 mm x 59 mm



Print space:  
w x h: 59 mm x 260 mm  
Bleed format:  
w x h: 77 mm x 297 mm



Print space:  
w x h: 85 mm x 127 mm

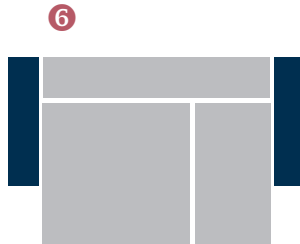
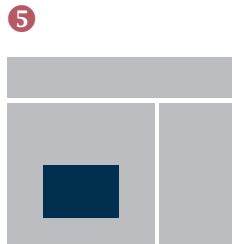
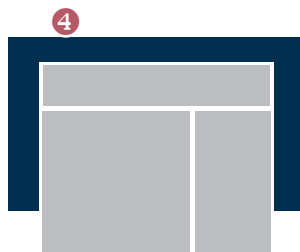
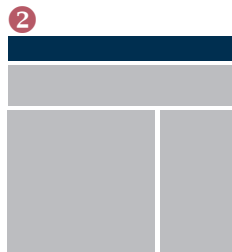
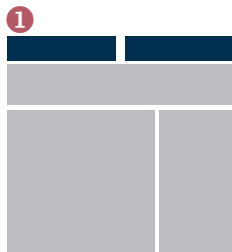


Print space:  
w x h: 59 mm x 194 mm

Ad formats bleed off: Bleed ad format plus 3 mm allowance on all sides

- |   |   |
|---|---|
| <p>1 Magazine format:<br/>Print space:</p> <p>210 mm wide x 297 mm high<br/>175 mm wide x 260 mm high</p>   | <p>5 Proof:</p> <p>When making the proof please consider that our printer works with standard PSO-ISO 12647 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the ISOcoated_v2_300_eci.icc</p>   |
| <p>2 Printing and binding methods:</p> <p>4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.</p>  |   |
| <p>3 Data formats:</p> <p>Your electronically submitted data will be processed by us with Windows 7 and Adobe InDesign CC 2015 (CMYK-colours) with the following programs for Windows:</p> <ul style="list-style-type: none"> <li>- Adobe Acrobat Version XI</li> <li>- Adobe InDesign (Version CC 2015)</li> <li>- Adobe Illustrator (Version CC 2015)</li> <li>- Adobe Photoshop (Version CC 2015)</li> <li>- Microsoft Office (Version 2013 for MAC and PC )</li> </ul> <p>Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: ISOcoated_v2_300_eci.icc) with 3 mm bleed. Imagedate need at least a resoulution of 300 dpi.</p> <p>Please ensure the PDF is compatible with Acrobat 7.</p> <p>Transparency effects or shading must be changed into image data by reducing transparency (high resolution). Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 72.- EUR/hour.</p> | <p>6 Data storage:</p> <p>Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.</p> <p>7 Guarantee:</p> <p>By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.</p> |
| <p>4 Colours:</p> <p>Bio-Printing inks (CMYK) based on Euro Colour Scale CEI 12-66 /DIN 16538, special colours available on request.</p>  | <p>8 Contact:</p> <p>Monika Schmidt, Order Management<br/>E-mail: <a href="mailto:m.schmidt@meisenbach.de">m.schmidt@meisenbach.de</a><br/>Phone: +49 951 861-100</p>   |
|   | <p>9 General information:</p> <p>Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified).</p>   |
|   | <p>10 Delivery address:</p> <p>Schleunungdruck,<br/>for attention of: Thomas Gesell<br/>Eltertstrasse 27<br/>97828 Marktheidenfeld<br/>Germany<br/>Phone: +49 9391 600 533</p>  |





- |                     |                                    |
|---------------------|------------------------------------|
| 1 Full Banner       | 468 x 60 pixels                    |
| 2 Superbanner       | 950 x 90 pixels                    |
| 3 Hockeystick       | 728 x 90 Pixels + 120 x 600 pixels |
| 4 Webskin           | Format on request                  |
| 5 Content Ad        | 300 x 250 pixels                   |
| 6 (Wide) Skyscraper | (160) 120 x 600 pixels             |

## 1 Circulation auditing:



[www.ivw.de](http://www.ivw.de) (German Audit Bureau of Circulation)

The elektromarkt website is a member of the IVW-Group for online media. The Number of visits is checked and published by the IVW on a monthly basis.

## 2 Web-Adress:

<https://elektromarkt.de>

## 3 Brief description:

This is where you will find all there is to know about the trade magazine at a glance. It features interesting background reports, the latest product trends and, of course, up-to-date news from trade and industry. It also includes an industry-specific overview of important dates.

## 4 Target group:

People working in the electrical goods trade and companies involved in home and consumer electronics. This includes national and international consultants and decision makers working for department stores, wholesalers, buying groups and industry.

## 5 Data delivery:

Banner data including links should be emailed, quoting the customer's name, to Monika Schmidt ([m.schmidt@meisenbach.de](mailto:m.schmidt@meisenbach.de))

## 6 Publishing house:

Meisenbach GmbH Verlag



Das Branchenmagazin  
für den Elektro-Handel

www.elektromarkt.de

Anzeige

## Banner



© shutterstock/Peshkova

Studie zur Digitalisierung im Mittelstand

### Bereit für die digitale Zukunft?

Die Studie „Digitaler Reifegrad im Mittelstand 2017“ von TÜV Rheinland Consulting zielt darauf ab, mittelständische Unternehmen stärker für das Thema Digitalisierung als Teil der Unternehmensentwicklung zu sensibilisieren.

[Weiterlesen](#)

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Anzeige

## Banner

- 1 General information: The Elektromarkt Newsletter features important industry news items from the home and consumer electronics field. The Newsletter is sent in HTML format.
- 2 Coverage: approx. 2,600 addresses (last update: August 2017)
- 3 Data formats: JPG, 700 x 88 pixels, max. size 40K
- 4 Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date.  
Delivery by email, quoting the customer's name, to Monika Schmidt (m.schmidt@meisenbach.de).
- 5 Rates per Ad (Banner): € 305.-

## 1 Rates and ad formats:

Ad type	Format/Size in pixels	Rate in euros for 4 weeks of broadcasting	Max. size
Full Banner	468 x 60	325.–	40 K
Superbanner	950 x 90	575.–	40 K
Hockeystick	728 x 90 + 120 x 600	625.–	40 K
Webskin	Format on request	600.–	40 K
Content Ad	300 x 250	415.–	40 K
(Wide) Skyscraper	(160) 120 x 600	415.–	40 K
Banner Newsletter	700 x 88	305.–	40 K

## Other formats on request

### 2 Discounts:

Within one contractual year

3 runs	5 %
6 runs	10 %
9 runs	15 %
12 runs	20 %

Combination discounts are available for simultaneous ad bookings in print and online

Individual cross-media offers are available on request.

### 3 Technical specifications:

GIF/JPG/Flash  
Max. size: 40K

### 4 Data delivery:

The ads must be delivered to the publishing house at least 6 working days before the online campaign is due to begin.

### 5 General Terms and Conditions:

see [www.meisenbach.de](http://www.meisenbach.de).

### 6 IVW-tested:



[www.ivw.de](http://www.ivw.de)

The Elektromarkt website is a member of the IVW Group for online media. The number of visits is checked and published by the IVW on a monthly basis.

## Text Ads Website



### Text ads

Your text ad will be integrated in the Elektromarkt website as an article, positioned in a thematically assigned section and also in the News (Aktuelles) section.

- Headline – teaser and text ad: max. 35 characters
- Lead paragraph – teaser and text ad: max. 350 characters
- Basic text: max. 1,200 characters
- Image – teaser: 1 image
- Minimum width: 800 pixels (16:10)
- Resolution: 72 dpi
- Images – text ad: min. 1 and max. 2 images
- Minimum width: 800 pixels
- Resolution: 72 dpi
- Caption per image: max. 70 Characters
- Video – optional: integration of a YouTube video

Rate: € 375.-

## Social Media Teaser – Newsletter

Would you like to increase the scope of your text ad with a teaser in our social media network?

You can position your content within our editorial coverage.

Your message will have the look and feel of an editorial post on Elektromarkt's social media channels (Facebook & Twitter).

### Twitter Teaser



Increase the scope of your text ad with a teaser on our Twitter-channel.

- Tweet-text: max. 140 characters (incl. hashtags, mentions and target-URL as a bit link)
- Images – text ad: 1 image
- Minimum width: 440 x 220 pixels
- Resolution: 72 dpi

Rate: € 100.-

### Facebook Teaser



Increase the scope of your text ad with a teaser on our Facebook-page.

- Post-text: approx. 90 characters (recommendation from Facebook)
- Link-heading: Headline of the text ad
- Meta description of the link-preview: Lead paragraph of the text ad
- Image of the link preview: First image of the text ad.

Rate: € 80.-

## Teasers in our Newsletter



Increase the scope of your website text ad with a teaser in our Newsletter.

You can position your content within our editorial Newsletter.

- Headline: max. 35 characters
- Teaser-Text: max. 350 characters
- Image: 1 image
- Min. width: 800 pixels (16:10)
- Resolution: 72 dpi

Rate: Text ad incl. Newsletter teaser:  
€ 560.-

## Teasers in our Special Newsletter



Increase the scope of your website text ads with teasers in our Special newsletter. You can position your content within an exclusive Special Newsletter. Our editorial team will add an editorial contribution.

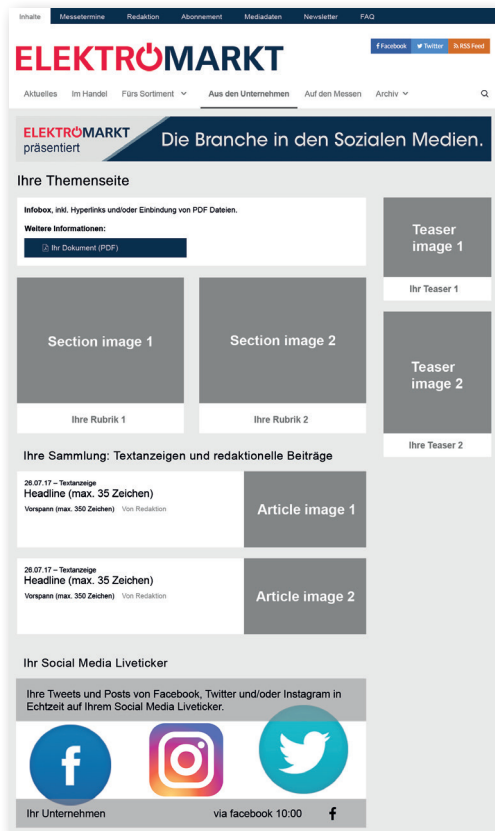
Your message will have the look and feel of an editorial Newsletter. For data protection reasons, we cannot send our Newsletter recipients a layout that you have chosen yourself.

Possible content:

- 1-2 text ads
- Headline: max. 35 characters
- Teaser text: max. 350 characters
- Image: 1-2 images
- Minimum width: 800 pixels (16:10)
- Resolution: 72 dpi
- Banner 700 x 88 pixels, max. 40K

Rate: € 1,195.-

## Theme page on our website



Place your products and topics among our editorial content. You can complement your advertising activities by addressing our readers with a mix of editorial content, advertising and brand communication on your very own theme page.

Your theme page will be integrated within a designated section on the Elektromarkt website, enabling you to design it to your own specifications.

Headline of the theme page: max. 35 characters.

Teaser:

Free number of teaser tiles possible.

Teaser text with max. 40 characters.

Teaser image with a minimum width of 800 pixels and a resolution of 72 dpi. Teaser tiles can either lead to segment on your theme page or to an external website.

Info box:

Info box with max. 1,000 characters.

It is possible to use hyperlinks and to incorporate pdf-files.

Section tiles:

Free number of teaser tiles possible.

Section image must have a minimum width of 800 pixels and a resolution of 72 dpi. Each section tile leads to another landing page with your content. Here you can position your products, information and pointers as well as your communication content. You can include texts, files, images and videos.

Collection of text ads and editorial contributions:

Our editorial contributions are automatically tied in with your theme page.

Social media liveticker:

Presentation of your social media content on Facebook, Twitter and / or Instagram.

We will be pleased to advise you and help you develop your own theme page.

Rate on request.

## 1 Rates and ad formats:

Ad type	Publication period	Rate in euros
Text ad on our Website	Visible on our website from publication date	375.-
Facebook-Teaser	Visible on our Facebook-page from publication date.	80.-
Twitter Teaser	Visible on our Twitter-Channel from publication date	100.-
Text ad - website incl. Newsletter teaser	Published with the dispatch of our Newsletter in accordance with the given calendar week	560.-
Teaser in our Special Newsletter	Published with the dispatch of our Special Newsletter in accordance with the given calendar week	1.195.-
Theme page on our website	Serviced running time of one year from the date of publication	On request

## 2 Discounts:

within one contractual year

3 runs	5%
6 runs	10%
9 runs	15%
12 runs	20%

Combination discounts are available for simultaneous ad bookings in print and online

Individual cross-media offers are available on request.

## 3 Technical

specifications:

on request

## 4 Data delivery

The data for text ads and teaser must be delivered to the publishing house at least 6 working days before the publication date

Special arrangements apply for theme pages.

Delivery by email, quoting the customer's name, to [service@meisenbach.de](mailto:service@meisenbach.de)

## 5 General Terms and Conditions:

[www.meisenbach.de](http://www.meisenbach.de).

## 6 IVW-tested:

[www.ivw.de](http://www.ivw.de)

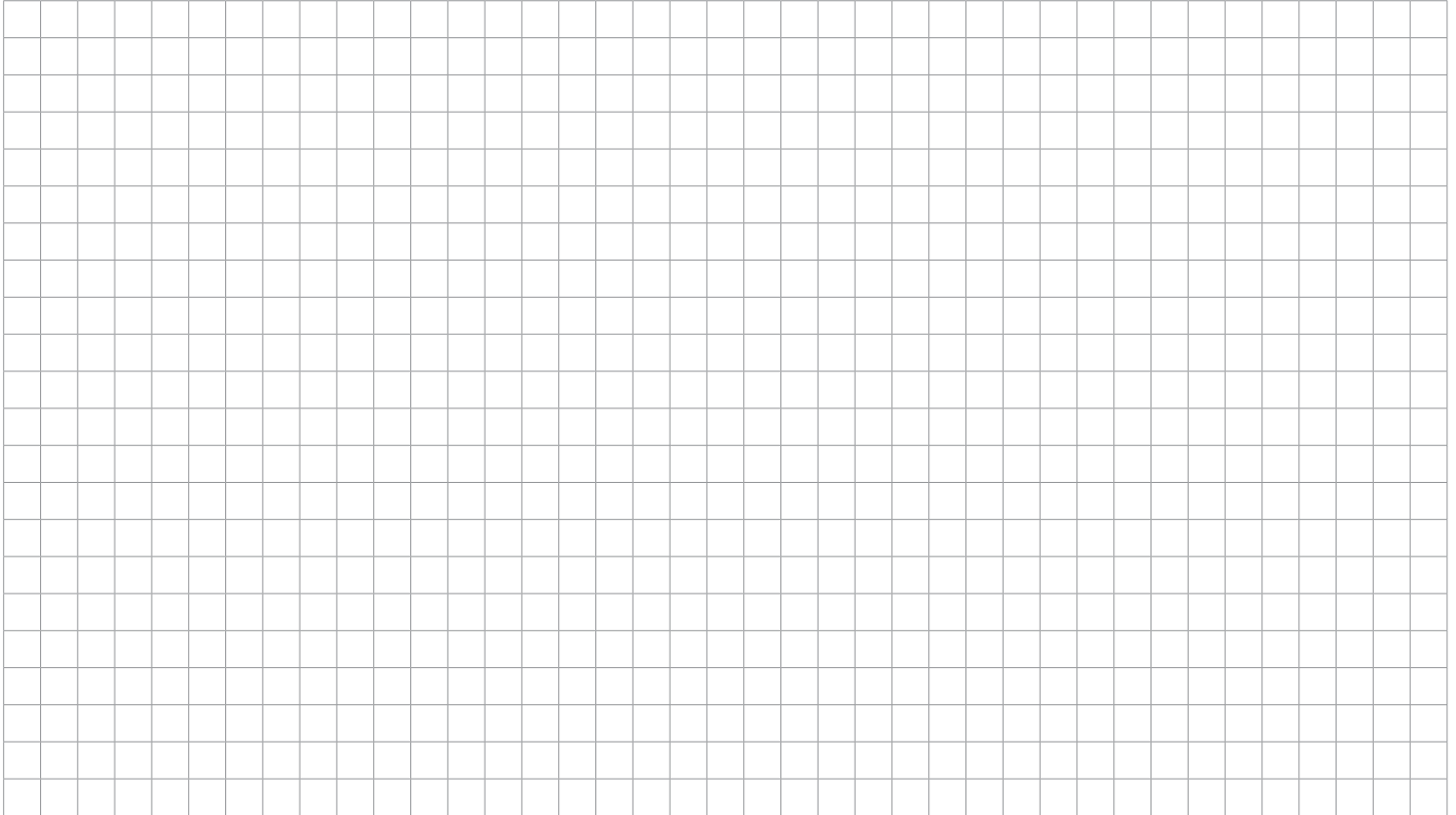


The stil Et markt website is a member of the IVW Group for online media. The number of visits is checked and published by the IVW on a monthly basis.



1. In the following General Terms, «advertisement order» refers to the contract on the publication of one or several advertisements of an advertiser or others in a printed paper for the purposes of circulation.
2. Advertisement orders, unless expressly placed for a longer period, must be carried out within one year beginning with the signing of the contract. Only written agreements or written confirmations from the publishers are valid.
3. If the advertiser augments his advertisement order or adds another order to it in such a way as to increase the number of advertisements, appearing within the one- or two-year period, the probably higher discount will also be granted for already printed advertisements.
4. If an order is unfulfilled through no fault of the publishers, the advertiser must return to the publisher the difference between the granted discount and that corresponding to the actual execution of the order, irrespective of any eventual legal duties. The repayment ceases, if the unfulfilment is based on the force majeure in the risk area of the publishers.
5. Advertisements, which owing to their presentation cannot be recognised as such, will be marked with the word «Advertisements» by the publishers.
6. The publishers have the right to refuse advertisement orders - including single terms within a contract - and insert orders, by reason of their contents, origin or their technical form, according to the uniform and technically justifiable principles of the publishers, when their content infringes laws or official regulations or when their publication is unfavourable for the publisher. In addition, bound or loose insert orders are only binding after a sample of the bound or loose insert has been submitted and met the approval of the publishers. Inserts, whose form or presentation give the reader the impression that they are part of the newspaper or magazine or which contain foreign advertisements, cannot be accepted. The advertiser will be informed immediately if his order is refused.
7. The advertiser himself is responsible for the content and the legitimacy of text and pictures submitted for the advertisement. Furthermore, it is the duty of the advertiser to exempt the publisher from claims of a third party, even when it should be inhibited, which might arise against the publishers as a result of the execution of the order.
8. The advertiser is responsible for submitting the advertisement text and the unobjectionable printing material or inserts on time. The publisher demand immediate replacement of obviously unsuitable or damaged printing material. The publisher guarantee the usual printing quality for the text submitted, in as far as the possibilities of the printing material allow.
9. In the case of the completely or partly illegible, incorrect, or incomplete printing of the advertisement, the advertiser is entitled to a price reduction or to a replacement advertisement, however, only in as far as the purpose of the original advertisement was impaired. If the publishers allow the reasonable period for this to expire or if the replacement advertisement is again objectionable, the advertiser has the right to a price reduction or a cancellation of the order. Liability caused by unfulfilment, negligence on signing the contract an unlawful acts are out of the question also with advertising orders placed by telephone. Extent of liability caused by inability to carry out the order or delay are limited to replacement of the foreseeable damages and the indemnification of the relevant advertisement or insert costs. This is not the case for malice and gross negligence of the publishers, their legal representatives and intermediate assistants. The publishers' extent of liability for damages due to failure to provide warranted quality remains unaffected.
10. The advertiser himself is responsible for typographical errors if the publisher sends him a proof and if he failed to correct the mistake or to return the proof in time.
11. For payment of the advertisement invoice within 8 days after date of invoice a 2% discount is granted, payment after 30 days is net. In case of delay or postponement of payment, the advertiser is charged with default interest amounting to 3% above the rate of discount of the Deutsche Bundesbank and with the collection costs. The publisher may also discontinue the execution of the order until the advertisements already published have been paid for, and may demand advance payment for the remaining advertisements. In the case of justifiable doubts in the advertiser's ability to pay, the publisher are entitled to make the publication of further advertisements dependant on the advance payment of the amount and on the settlement of outstanding invoices, even within the duration of an advertising contract and regardless of an originally agreed upon term of payment.
12. Where the print-run has been reduced, it is possible to claim a partial reduction in price where several adverts have been booked in advance and where the average distributed print-run quoted either on the rate card or elsewhere is higher than the overall average print-run for the year, starting with the appearance of the first advert. A reduction in the print-run is deemed unjustifiable where it has been reduced by 20% or more for a print-run of up to 50000 copies. The percentage total of the price reduction is calculated in direct relation to the fall in the overall print-run.
13. Advertisement rates do not include costs for graphic work, or for the preparation of photos or digital data. If such work is necessary for the execution of an advertising order it will be charged extra. Also, considerable changes in original order can be brought to the account of the advertiser.
14. At the advertiser's request, the publisher will give evidence of the circulation of the magazine for which advertisements have been placed.
15. In box number advertisements the publisher employs the care of a prudent businessman for the custody and punctual transmission of the offer. Registered letters and express letters concerning box number advertisements will be forwarded by normal post only.
16. Enclosures accompanying offers and applications forwarded to the advertiser in reply to a box number advertisement remain the property of the sender and must be returned to him.
17. Printing material, which the advertiser does not expressly demand to be returned to him, is kept by the publisher for two years, however, the publisher cannot be held responsible for any damage or loss caused by force majeure.
18. Place of payment and place of jurisdiction, in as far as the law does not forcibly prescribe otherwise, is Bamberg. Even if the residence or usual domicile of the advertiser is unknown at the time of the endorsement of a claim, or if the advertiser moves out of the area covered by the law, after the conclusion of the contract, Bamberg remains the place of jurisdiction.
19. The advertising mediators and agencies are obliged to respect the rate card of the publishers, in their offers, contracts and accounts with advertisers. The agency commission granted by the publishers may be forwarded neither in part nor in full, neither directly nor indirectly to the advertiser.
20. Should one of the preceding stipulations be without legal force, the validity of those remaining is not affected.





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