

ELEKTROMARKT

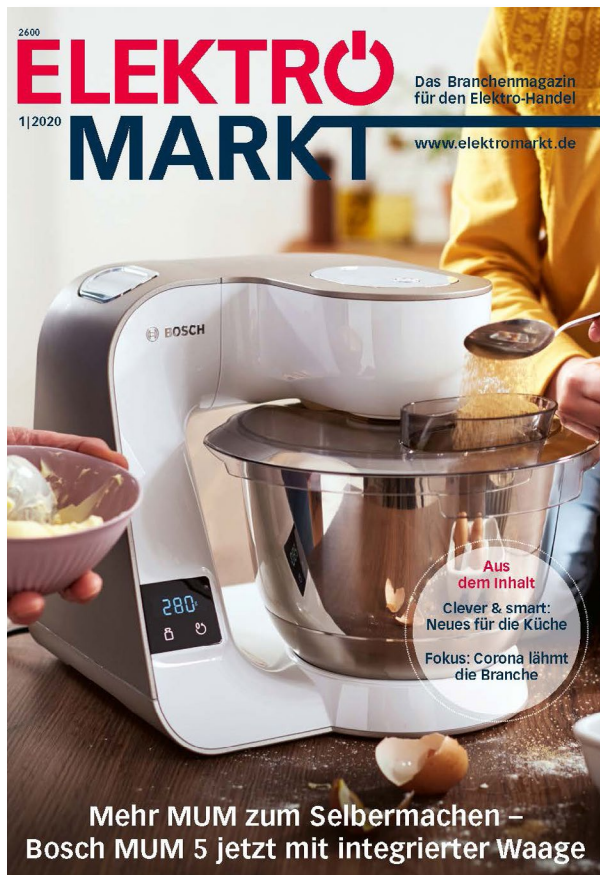
elektromarkt.de

MEDIAKIT 2021

Ad rates no. 76, valid from 1 October 2020, as per: 21 September 2020

Menschen. Märkte. Meisenbach.





Target group:

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

Print run:

10,000 copies

Qualified circulation:

9,560 copies

Frequency:

4 times per year

Volume:

103rd Volume 2021



TOPICS
DATES



PRINT
PRICES



TECHNIQS



SALES



ONLINE



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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. 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 funfacts.

Elektromarkt's homepage www.elektomarkt.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: Find us at facebook.com/elektromarkt.online and twitter.com/elektromarkt1.

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



Patrick Stehle

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www.elektromarkt.de
www.meisenbach.de

Making homes smart

ELEKTRO MARKT

360-days coverage PLUS print

Making homes smart!

Welcome to the 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 and in our newsletter.



Topics and Dates

Online Specials Special 1 to issue 1/2021

Editorial deadline
23.02.2021

Advertising deadline
23.02.2021

Publication date
Online: 05.03.2021

Focal theme

Brand new! From the trade fair to the product range: Whether UHD-TV, audio trend or kitchen aids - product inspirations from the spring fairs

Elektromarkt 1/2021

Editorial deadline
02.03.2021

Advertising deadline
02.03.2021

Publication date
30.03.2021

Focal themes

- From large to small - products for the kitchen: cooling appliances & cookers, kitchen machines, coffee makers, breakfast series & Co.
- Seen at the spring fairs - product highlights from Ambiente, CES & Co.
- Fit and well-groomed into spring: Innovative products for bath and outdoor



Trade fairs*

- CES in Las Vegas
- KOOP21 in Berlin
- Hong Kong Electronics Fair Spring
- Eurocucina in Milan
- HEPT - HighEventProductTour

*as per: September 2020

Topics and Dates

Elektromarkt 2/2021

Editorial deadline
29.04.2021

Advertising deadline
29.04.2021

Publication date
31.05.2021

Focal themes

- Whether living room or garden:
This is the way to get it really
clean! Vacuum cleaners and
robots, steam cleaners, washing
machines & dishwashers, ironing
systems, air purifiers & more.
- Coffee & Tea



Trade fairs*

- küchenwohntrends in Salzburg
- High End in Munich
- Euronics Summer Convention in Mallorca
- Ambiente in Frankfurt

Elektromarkt 3/2021

Editorial deadline
27.07.2021

Advertising deadline
27.07.2021

Publication date
24.08.2021

Focal themes

- IFA 2021: Innovations, trends
& new products
- For the best entertainment:
Highlights around TV sets,
HiFi & more.



Trade fairs*

- IFA in Berlin
- area30 in Löhne
- Küchenmeile in Rödingshausen
- Gamescom in Cologne
- EK Live Autumn in Bielefeld
- Hong Kong Electronics Fair Autumn

*as per: September 2020

Topics and Dates

Online-Specials Special 2 to issue 4/2021

Editorial deadline
06.09.2021

Advertising deadline
06.09.2021

Publication date
Online: 23.09.2021
Print: as insert to Elektromarkt 4/2021

Focal theme
Whether novelty or classic: Order-Guide for a
successful Christmas business

Elektromarkt 4/2021

Editorial deadline
01.10.2021

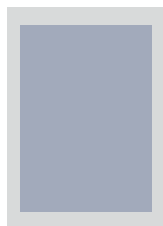
Advertising deadline
01.10.2021

Publication date
29.10.2021

- Focal themes**
- IFA 2021: Product highlights from Berlin
 - Health & beauty: Body & hair care, wellness appliances, wearables, sleeping systems



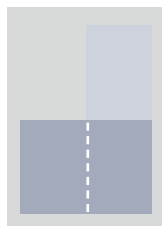
Ad Rates and Ad Formats*



1/1 page

PS: 175 mm x 200 mm
B: 210 mm x 297 mm

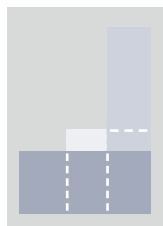
4,520.- €



1/2 page

PS: 175 mm x 127 mm
B: 210 mm x 139 mm
PS: 85 mm x 260 mm
B: 100 mm x 297 mm

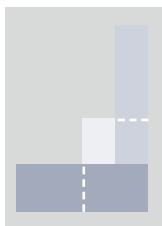
2,690.- €



1/3 page

PS: 175 mm x 81 mm
B: 210 mm x 92 mm
PS: 85 mm x 171 mm
B: 67 mm x 297 mm

1,880.- €



1/4 page

PS: 175 mm x 59 mm
PS: 59 mm x 194 mm
PS: 85 mm x 127 mm

1,370.- €

Best Placement:

Front cover + Back cover page	10,190.- €
Front cover page	7,060.- €
2nd cover page	5,590.- €
3rd cover page	5,230.- €
Back cover page	5,815.- €

Surcharge for other compulsory placement instructions and confirmed placements **10 %**

* Special formats on request

PS: Print Space B: Bleed

Formats = width x height

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



Ad Rates and Ad Formats

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

Colour:

Colours from the Euro Colour Scale CEI 12-66 / DIN 16539 for special colours
(No discount available) **each 1,060.- €**

Magazine format:

DIN A 4, 210 mm wide x 297 mm high

Discounts:

Ads within 12 months (insertion year):

Frequency discount

2 Ads **5 %**

4 Ads **10 %**

Classified ads:

Millimeter price 1-column, 4c **8.46 €**

Ad specials:

Inserts

up to 25g: **390.- € 0/00**

up to 50g: **480.- € 0/00**

Maximum format available for loose inserts:
210 x 297 mm

Rates for bound inserts on request



Ariane Schlotter

Media consulting

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Fax: +49 951 861-149

E-Mail: a.schlotter@meisenbach.de



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Advertorial Print

An increasingly popular advertising medium, the Advertorial, offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - the text and images are embedded in the editorial section both in terms of look and feel.

ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

1 page Advertorial: 3,010.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:
2-3 images | Company logo | Main text minimum: 1,200 characters | Maximum: 1,800 characters (incl. blanks, headline and picture captions). The price includes one proofing cycle.*

Texts researched and produced by the editorial staff (price on request):

The text is written by our editors in consultation with you and then adapted to the Elektromarkt-layout. The price includes one proofing cycle.*

1/2 page Advertorial: 1,765.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:
1-2 images | Company logo | Main text minimum: 600 characters | Maximum: 900 characters (incl. blanks, headline and picture captions). The price includes one proofing cycle.*

Texts researched and produced by the editorial staff (price on request):

The text is written by our editors in consultation with you and then adapted to the Elektromarkt-layout. The price includes one proofing cycle.*

*Every additional proofing cycle will incur a charge of 100.- €. Any net travel expenses will be billed to the customer.

Elektromarkt – Wall Calendar 2022 (enclosed in issue 4/2021 with an edition of 9,799 pieces)

110 mm x 60 mm 650.-		ELEKTROMARKT										2021 WWW.ELEKTROMARKT.DE	
		Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember
50 x 225mm 950.-	1. Di	1. Di	1. Di	1. Di 18	1. Di 18	1. Di	1. Di	1. Di	1. Di	1. Di	1. Di	1. Di 18	1. Di
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	4. Fr	4. Fr	4. Fr	4. Fr 10	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr	4. Fr 36	4. Fr	4. Fr 45	4. Fr
	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa	5. Sa 32	5. Sa	5. Sa	5. Sa	5. Sa
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50 x 225mm 950.-	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi	16. Mi 38	16. Mi	16. Mi	16. Mi 51	16. Mi
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	23. Mi	23. Mi	23. Mi	23. Mi 17	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi	23. Mi 52	23. Mi
	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do	24. Do 39	24. Do	24. Do	24. Do	24. Do
	25. Fr	25. Fr	25. Fr 13	25. Fr	25. Fr	25. Fr 26	25. Fr	25. Fr	25. Fr	25. Fr	25. Fr 48	25. Fr	25. Fr
	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa 35	26. Sa	26. Sa	26. Sa	26. Sa	26. Sa
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110 mm x 60 mm 650.-		240 mm x 60 mm 1,300.-											



Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 175 mm wide x 200 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen) on coated paper (chlorine free). Wire stitching or adhesive binding.

Data creation and delivery: 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: PSO-coated_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

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.

Your data can be processed by us with the following programs:

- Adobe Acrobat Version XI
- Adobe InDesign (Version CC 2017)

- Adobe Illustrator (Version CC 2017)
- Adobe Photoshop (Version CC 2017)

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). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 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 PSOcoated_v3.icc. If you are interested, please contact Monika Schmidt (m.schmidt@meisenbach.de, +49 951 861-100), who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: 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.

Contact:

Monika Schmidt, Order Management
m.schmidt@meisenbach.de
+49 951 861-100

Delivery address:

Schleunungsdruck GmbH
Inserts: for attention of Thomas Gesell
Eltertstraße 27
97828 Marktheidenfeld
+49 9391 6005-33



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Distribution

1 Subscription prices 2021

Subscription prices 2021*

Issues per year	4
Domestic incl. postage and 7 % VAT	37.- €
Abroad Europe	42.- €
Abroad world	47.- €

*All prices incl. delivery charges

Terms of payment: After invoicing by bank transfer or credit card.

European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

Other foreign countries: VAT-free

2 Classified potential of recipients:

Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
Retail trade – cooperative	3,391
Retail trade – non-cooperative	13,612
Kitchenware stores/Kitchen studios	2,309
Flower shops and garden centres	1,206
Furniture stores	3,001
Department stores	645
Mail order	1,190
Wholesalers, sales agents	989
Technical superstores	913
Trades	745
Industry	1,219
Other	420
Trading in consumer electronics (entertainment electronics, telecommunications, photography, PC/ Multimedia, Car media/Car navigation)	14,526
Total recipient potential	44,166

Cross-Media Opportunities

coverage (print + online)

Elektromarkt	10,000 copies
Newsletter	1,600 recipients
Website	54,043 page impressions
Website	15,121 visits

fans social media

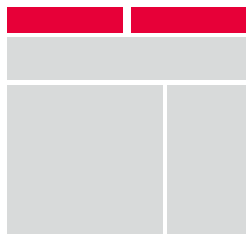
Facebook	133 subscribers
Twitter	180 follower
Instagram	190 subscribers

status: Juli 2020



Ad Banner on www.elektromarkt.de

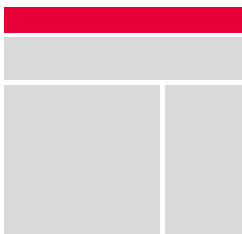
1 Full Banner



Size: 468 x 60 pixels

Price*: 430.– €

2 Superbanner



Size: 950 x 90 pixels

Price*: 750.– €

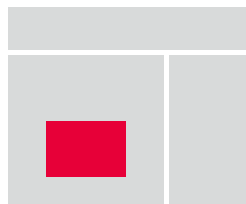
3 Hockeystick



Size: 728 x 90 pixels +
120 x 600 pixels

Price*: 820.– €

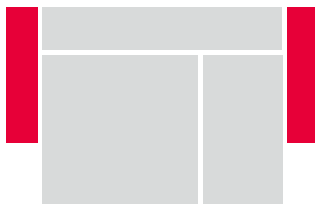
4 Content Ad



Size: 300 x 250 pixels

Price*: 550.– €

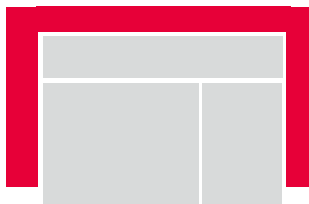
5 (Wide) Skyscraper



Size: (160) 120 x 600 pixels

Price*: 550.– €

6 Webskin



Size: (2x) 120 x 600 pixels +
980 x 90 pixels

Price*: 795.– €

Discounts:

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

Individual cross-media offers are available on request.

*Price for 4 weeks duration

Delivery of the banner data incl. linking by e-mail stating the customer name to Monika Schmidt (m.schmidt@meisenbach.de).

Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?



Our readers should definitely find out about your product innovations, your company news or your trade fair? Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 735.- €

Bookable in combination with print adverts - we will be happy to make you an individual offer.

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and Twitter.  

Surcharge: 300.- €



You can also find our guidelines and examples under:

<https://elektromarkt.de/Mediadaten/Richtlinien/Ihr-Advertorial>



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Ad Opportunities Newsletter

Banner



General information: The Elektromarkt-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K
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).

Rates per Ad (Banner): 410.– €

Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

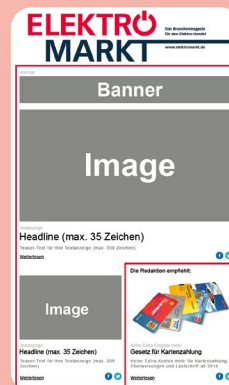
Advertorial:

- Headline: max. 35 characters, teaser text: max. 350 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

Banner:

- 700 x 120 pixels, max. 100K

Price: 1,590.– €



You can also find our guidelines and examples under:
<https://elektromarkt.de/Mediadaten/Richtlinien/>



Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram - to reach their customers, but also to inform themselves about new products.

Package prices:

5 posts (per calendar year): 800.- €

10 posts (per calendar year): 1,500.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram, you can integrate up to 18 hashtags in addition to your text.

Our content manager Carmen Mlcoch will be happy to advise you individually on this: c.mlcoch@meisenbach.de

Via Instagram, we have built up an extensive retailer-network from which you can also benefit: Use our **Instagram package** to present your products and innovations or to publish an image campaign.



<https://www.instagram.com/elektromarkt/>



ELEKTRO
MARKT

elektromarkt.de

127 Beiträge · 179 Abonnenten · 100 Aktivisten

Elektronik-Einsteiger

Die Technologie in der Freizeitgestaltung

Seit dem Jahr 1998 mit dem Ziel, die neuesten Produkte und Innovationen zu präsentieren



Fotografie

Tag der Woche

100.000

ELEKTRO
MARKT



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Product Specials

Do you like to place your print ads in a thematically appropriate environment? With our product specials we offer you the opportunity to do this on our website, as well!

There are two formats to choose from – but a combination is also possible:

Calendar format:

On selected times (Advent, Christmas, Easter, etc.) we „open“ a door on our website every day, behind which your product can be hidden (Similar to an advent calendar). The daily interaction awakens the reader's curiosity and the product specials receive great feedback.



Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable – here every novelty gets the attention it deserves.

Link for example:
<https://t1p.de/4kr3>



General Terms and Conditions

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 unfulfillment 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 unfulfillment, 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 remain unaffected. In commercial business transactions, the publisher are not liable for the gross negligence of

- intermediate assistants; in remaining cases, the extent of liability for gross negligence towards tradesmen is limited to the foreseeable damages up to the corresponding costs. Complaints - except for not obvious faults - must be forwarded within four weeks after receipt of invoice and voucher.
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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TOPICS
DATES



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PRICES



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SALES



ONLINE



TERMS



CONTACT