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**Advertising rates list no. 47, effective from 1. 10. 2011**

Place of publication: D-64295 Darmstadt

Number of copies actually distributed:

**6.300 copies** per issue on average per year**1 Synopsis**

International trade journal with specialist product information for kitchen retailers, specialists and planners in kitchen studios, kitchen stores, furniture stores with kitchen departments, architects, joiners and interior fitters as well as the electrical and plumbing trade. It reports on business trends and technical developments, standards, guidelines for planners and architects, presents new products and provides news from the industry to the retail trade.

**2 Publisher**

Hans-Werner Mayer

**3 Editor**

Yvonne Davy (responsible)

**4 Advertisements**

Sabine Metz-Lieb

**5 Year**

53th year 2011

**6 Publishing house**

Echo Kreativplanung GmbH

**7 Postal address**

Holzhofallee 25–31, D-64295 Darmstadt

**8 Telephone**

+49 (0) 6151 387223 (publishing house)  
 +49 (0) 6151 387250 (editorial department)  
 +49 (0) 6151 387349 (advertisements)  
 +49 (0) 6151 387540 (on-line)  
 +49 (0) 6151 387672 (distribution)

**9 Fax**

+49 (0) 6151 387678 (editorial department)  
 +49 (0) 6151 387525 (publishing house)

**10 ftp**

ftp.darmstaedter-echo.de  
 (Access data on request)

**11 Internet/e-Mail**

www.kuecheninfo.net,  
 info@echo-kp.de, anzeigen@echo-kp.de (advertisements),  
 redaktion@echo-kp.de (editorial department),  
 vertrieb@echo-kp.de (sales)

**12 Dates and deadlines**

according to publication schedule (see page 8)

**13 Subscription rates**

Readers' club membership for **D•M•K Lounge** € 53.00 includes annual subscription with six issues DMK and including lounge membership at kuecheninfo.net  
 Abroad: annual subscription € 62.00 incl. carriage + VAT.  
 Sales: Stefanie Schilling

**14 Payment terms**

Payment within 30 days net.  
 2 per-cent discount  
 for prepayment and direct debit.

**Bank accounts**

Sparkasse Darmstadt 550000  
 (bank sort code 508 501 50)

**Account data for foreign payments:**

**International Bank Account Number:**  
**IBAN DE83 5085 0150 0000 5500 00 HELADEF1DAS**  
**Intermediary bank, HELADEF**  
 (Landesbank Hessen/Thüringen, Frankfurt)  
**VAT reg. no. DE 811222248**

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Number of copies actually distributed:

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210 mm wide, 297 mm high (DIN A4)

**2 Type area**

176 mm wide, 250 mm high

Five columns, column width: 32 mm

**3 Printing and binding method, printing material**

Offset printing, adhesive binding, digital transfer of advertisement by e-mail or CD (see Annex – page 14) in 60-line-per-cm screen. A data digitalisation charge of **€ 50.00** will be made for lithographs, reflective originals ready for reproduction, retouching, final art work or slides.

The Euroscale will apply to four-colour advertisements.

**4 Printing**

Frotscher Druck GmbH

Riedstraße 8, D-64295 Darmstadt

Overall production: Medienhaus Südhessen  
Holzhofallee 25–31, D-64295 Darmstadt

**5 Colour surcharges**

15 per cent on basic rate per standard colour on Euroscale, four-colour 45 per cent in total (see page 5 – Advertising rates).

Each special colour not capable of being printed from Euroscale (HKS, Pantone etc):

**€ 600.00****6 Surcharges for special sizes and preferred positions**

Advertisement over inner margin

→ **10 per cent** surcharge on basic rate.

Bled-off advertisements

→ **10 per cent** surcharge on basic rate.

(for bled-off formats, see Annex – page 10)

Island position (text-type advertisements)

→ **50 per cent** surcharge on basic rate.

for binding prescribed position

→ **10 per cent** surcharge on basic rate.

Inside front cover

→ **10 per cent** surcharge on basic rate.

back cover

→ **20 per cent** surcharge on basic rate.

Front cover (only 4c without company logo) at

firm price of **€ 4 396.00** including free reference to manufacturer on page 2.

**7 Rates for classified advertisements/job vacancies**

Business recommendation advertisements/

purchases and sales per mm (2-column) **€ 2.20**Job vacancies per mm (2-column) **€ 2.20**Job wanted per mm (2-column) **€ 1.10**Box number charge **€ 6.00**

(further information – page 7)

**8 Rates for catalogue distributors****(specialist manufacturers)**

Basic rate per entry in the size  
86.5 mm wide and 48 mm high

**€ 232.00**

(further information – page 7)

**9 Rates for supplements**

The advertising rates for supplements follow the basic rates for the **D·M·K** (see page 5)

Rates for product presentations see page 7

**10 Discounts**

For order within a contract year (starting with the publication of the first advertisement):

Discount schedule by frequency		by volume	
2 publications	3 %	2 pages	3 %
4 publications	5 %	4 pages	5 %
6 publications	10 %	6 pages	10 %

(basic rates less discount: see table, page 5)

**Catalogue service** (see page 7):

10 per-cent discount on annual prepayment of 6 issues a year.

**No discount is offered on loose inserts and additional technical costs.**



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**1 Advertisement sizes and rates** (basic advertising rate for 1/1 page, black and white, € 2881.00, basic mm rate 1-column = € 2.30)

Size	Columns/width x height	Basic rate	2 x = 3 %	4 x = 5 %	6 x = 10 %	9 x = 15 %
2/1 pages b/w	10-column/380 x 250 mm	€ 5763.00	€ 5590.00	€ 5475.00	€ 5187.00	€ 4899.00
two-colour		€ 6627.00	€ 6429.00	€ 6296.00	€ 5965.00	€ 5633.00
three-colour		€ 7492.00	€ 7267.00	€ 7117.00	€ 6743.00	€ 6368.00
four-colour		€ 8356.00	€ 8106.00	€ 7939.00	€ 7521.00	€ 7103.00
1/1 page b/w	5-column/176 x 250 mm	€ 2881.00	€ 2795.00	€ 2737.00	€ 2593.00	€ 2449.00
two-colour		€ 3313.00	€ 3214.00	€ 3147.00	€ 2982.00	€ 2816.00
three-colour		€ 3745.00	€ 3633.00	€ 3558.00	€ 3371.00	€ 3184.00
four-colour		€ 4177.00	€ 4052.00	€ 3969.00	€ 3760.00	€ 3551.00
3/4 pages b/w landscape	5-column/176 x 186 mm	€ 2161.00	€ 2096.00	€ 2053.00	€ 1945.00	€ 1837.00
two-colour		€ 2485.00	€ 2410.00	€ 2361.00	€ 2236.00	€ 2112.00
three-colour		€ 2809.00	€ 2725.00	€ 2669.00	€ 2528.00	€ 2388.00
four-colour		€ 3133.00	€ 3039.00	€ 2976.00	€ 2820.00	€ 2663.00
3/5 pages b/w portrait	3-column/104 x 250 mm	€ 1729.00	€ 1677.00	€ 1642.00	€ 1556.00	€ 1469.00
two-colour		€ 1988.00	€ 1928.00	€ 1888.00	€ 1789.00	€ 1690.00
three-colour		€ 2247.00	€ 2180.00	€ 2135.00	€ 2022.00	€ 1910.00
four-colour		€ 2506.00	€ 2431.00	€ 2381.00	€ 2256.00	€ 2130.00
1/2 pages b/w landscape	5-column/176 x 125 mm	€ 1441.00	€ 1397.00	€ 1368.00	€ 1296.00	€ 1224.00
two-colour portrait	2,5-column/88 x 250 mm	€ 1657.00	€ 1607.00	€ 1574.00	€ 1491.00	€ 1408.00
three-colour		€ 1873.00	€ 1816.00	€ 1779.00	€ 1685.00	€ 1592.00
four-colour		€ 2089.00	€ 2026.00	€ 1984.00	€ 1880.00	€ 1775.00
2/5 pages b/w portrait	2-column/68 x 250 mm	€ 1152.00	€ 1118.00	€ 1095.00	€ 1037.00	€ 980.00
two-colour		€ 1325.00	€ 1286.00	€ 1259.00	€ 1193.00	€ 1126.00
three-colour		€ 1498.00	€ 1453.00	€ 1423.00	€ 1348.00	€ 1273.00
four-colour		€ 1671.00	€ 1621.00	€ 1587.00	€ 1504.00	€ 1420.00
1/4 pages b/w landscape	5-column/176 x 60 mm	€ 720.00	€ 699.00	€ 684.00	€ 648.00	€ 612.00
two-colour		€ 828.00	€ 803.00	€ 787.00	€ 745.00	€ 704.00
three-colour		€ 936.00	€ 908.00	€ 890.00	€ 843.00	€ 796.00
four-colour		€ 1044.00	€ 1013.00	€ 992.00	€ 940.00	€ 888.00

Please request any size not listed. All rates exclude value-added tax.

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Number of copies actually distributed:

**6.300 copies** per issue on average per year**1 Bind-ins**

are printed matter permanently pasted into the magazine

Paper gsm	1 sheet 2-page	2 sh. 4-page	3 sh. 6-page	4 sh. 8-page	6 sh. 12-page
up to 100	€ 3010.00	€ 3851.00	€ 5200.00	€ 7246.00	€ 8660.00
101-130	€ 3160.00	€ 4531.00	€ 6122.00	€ 7423.00	€ 9056.00
131-150	€ 3310.00	€ 4747.00	€ 6417.00	€ 7968.00	€ 9521.00
151-170	€ 3456.00	€ 5082.00	€ 6704.00	€ 8327.00	€ 9951.00
over 170	€ 3609.00	€ 5300.00	€ 6994.00	€ 8686.00	€ 10984.00

More pages and higher paper weights on request.

For discounts see volume schedule (1 sheet = 1 page)

**Sizes** (for details see Annex – page 11)

Please supply bind-ins in untrimmed size of 216 mm wide and 305 mm high. (Head trim = 5 mm / Routing margin = 4 mm). Multiple-page bind-ins must be supplied closed at back and folded.

**Print run for bind-ins, loose inserts and tip-ons**

Please ask for the actually required circulation.

Order acceptance for bind-ins, loose inserts or tip-ons will depend on the submission of a binding sample. Bind-ins, loose inserts and tip-ons must only advertise one manufacturer.

**2 Loose inserts**

are printed matter that are loosely inserted at any page weighing up to 25 g each, per thousand  
weighing over 25 g each, per thousand  
weighing over 30 g each, per thousand

€ 201.00

€ 223.00

€ 274.00

**Partial circulation on request**

Postage will only be charged for attached or enclosed items between 3 and 30 mm in size. Individual costing upon request.

**Sizes:**

Minimum size: 105 mm wide, 148 mm high (A6)

Maximum size: 200 mm wide, 290 mm high

**3 Tip-ons**

are postcards or product samples that are pasted onto a base advertisement (at least 1/1 page) in such a way that they can be detached and used: weighing up to 25 g each, per thousand

€ 201.00

**Sizes:**Maximum size 25 cm<sup>2</sup>, maximum length of a card: 9 centimetres.

Base advertisement is charged according to advertising rates list.

**Shipping of bind-ins, loose inserts, tip-ons**

Delivery no later than 10 days prior to publication

Shipping address on request

Way bill (consignment note) must show: **For trade journal DMK, no. \_\_\_\_**



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### 1 Product presentation rates for supplements

Size	Columns/width x height	Colour	Basic rate
2/1 page	10-column/380 x 250 mm	4c	€ 4368.00
1/1 page	5-column/176 x 250 mm	4c	€ 2183.00
1/2 page landscape	5-column/176 x 125 mm	4c	€ 1092.00
1/2 page portrait	2,5-column/86,5 x 250 mm	4c	€ 1092.00

Graphic arrangement is performed free of charge by publisher according to layout. For product presentations we require picture material and copy. All rates include creative work as well as editing.

### 2 Job advertisements

For a job advertisement we only require the copy and any company logo. We will produce the advertisement free of charge and send you a proof for clearance. In addition, job advertisements will be placed in the Internet domain [www.kuecheninfo.net](http://www.kuecheninfo.net) for one month free of charge.

#### Example rates for job advertisements

mm	2-column	3-column	5-column
30	€ 66.00	€ 99.00	€ 165.00
40	€ 88.00	€ 132.00	€ 220.00
50	€ 110.00	€ 165.00	€ 275.00
60	€ 132.00	€ 198.00	€ 330.00

#### Example rates for positions wanted

mm	2-column	3-column	5-column
30	€ 33.00	€ 49.50	€ 82.50
40	€ 44.00	€ 66.00	€ 110.00
50	€ 55.00	€ 82.50	€ 137.50
60	€ 66.00	€ 99.00	€ 165.00

### 3 Catalogue distributor/specialist manufacturers

In addition to logo and company address, the "Specialist manufacturers" section depicts the current **catalogues**.

The rate includes publication in the "Specialist manufacturers" section of the relevant area of the [www.kuecheninfo.net](http://www.kuecheninfo.net) Internet domain for the period booked.

Printed and on-line catalogue service	Colour	86.5 mm wide 48 mm high
<b>Basic rate for</b>		
one placement in D·M·K and two months in <a href="http://kuecheninfo.net">kuecheninfo.net</a>	four-colour	€ 232.00
<b>Rate for one ad for</b>		
two placements in D·M·K and four months in <a href="http://kuecheninfo.net">kuecheninfo.net</a>	four-colour	€ 225.00
<b>Rate for one ad for</b>		
four placements in D·M·K and eight months in <a href="http://kuecheninfo.net">kuecheninfo.net</a>	four-colour	€ 220.00
<b>Rate for one ad for</b>		
six placements in D·M·K and twelve months in <a href="http://kuecheninfo.net">kuecheninfo.net</a>	four-colour	€ 208.00
<b>Rate for one ad for</b>		
nine placements in D·M·K and eighteen months in <a href="http://kuecheninfo.net">kuecheninfo.net</a>	four-colour	€ 197.00

We grant 10 per-cent discount on a year's prepayment for nine issues.

### 4 Special rates for "Wer bietet was" ("who supplies what") supplement

All entries will be published in the "Wer bietet was" in **D·M·K 6/2010**, in the "Wer bietet was" section of the Internet portal throughout 2011.

Section	Total price
<b>Basic entry</b>	
logo, firm name, e-mail and Internet link	€ 100.00
<b>Standard entry</b>	
b/w product illustration, logo, firm name, contact, e-mail and Internet link	€ 425.00
<b>These are our special products!</b> 1/1 4c product presentation including basic entry with reference to the product presentation	€ 1500.00

All rates exclude value-added tax.



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Ausgabe	Erscheinungstermin	Anzeigenschluss	Schwerpunkthemen	Messe und Event
1-2012	28. Februar 2012 9. Woche	10. Februar 2012 6. Woche	Nachbericht ZOW Funktionalität hinter den Fronten – für jede Anwendung der richtige Beschlag imm – fließende Übergänge bei Küche und Raum im richtigen Licht Flexibel und designstark – Geräte für fast jeden Raum von cool bis Kaffee	<b>imm:</b> 16.1. – 22.1.2012 <b>Ambiente:</b> 10.2. – 14.2.2012 <b>ZOW:</b> 6.2 – 9.2.2012
2-2012	24. April 2012 17. Woche	5. April 2012 14. Woche	Aufrüstung – neue Spülen in Form, Funktion und Material, intelligente Wassertechnologie und zeitgemäße Abfallentsorgung Geschirrspüler von heute – energieeffizient und komfortabel Neue Küchentrends aus München	<b>Küchentrends:</b> 27./28.3.2012 <b>Eurocucina:</b> 17.4.-22.4.2012
3-2012	25. Juni 2012 26. Woche	6. Juni 2012 23. Woche	Trends aus Milano (Eurocucina 2012) Deutsche Küchenmöbel und Geräte im internationalen Handel Verbände – Quo vadis?	
4-2012 küche+raum- Sonderteil Hausmessen 2012/2013	3. September 2012 36. Woche	16. August 2012 33. Woche	Preview – Küchenmeile und area30 in OWL 2012/2013 Cool Intelligence – Kühlgeräte denken mit Trendbericht: Abluft oder Umluft – Designhaube oder Flachlüfter	<b>ifa:</b> 31.8. – 5.9.2012 <b>Küchenmeile:</b> 15.9. – 21.9.2012 <b>Area30:</b> 15.9. – 20.9.2012
5-2012	5. November 2012 45. Woche	18. Oktober 2012 42. Woche	Die neuesten Küchen made in Germany – was macht sie aus – Nachbericht Küchenmeile 2012 IFA – werden Elektrogeräte noch sparsamer und welche Innovation kommt danach?	
6-2012 Wer bietet was?	17. Dezember 2012 51. Woche	29. November 2012 48. Woche	Jahresrückblick 2012 – Ausblick 2013: Statements der Industrie angereichert mit Zahlen, Daten, Fakten und Perspektiven.	

In jeder Ausgabe finden Sie themenspezifische Interviews und Interviews zu brandaktuellen Marktentwicklungen gestützt mit Handelsumfragen. Desweiteren stellen wir Ihnen regelmäßig Fertighaushersteller und die Entwicklung der Baubranche vor.



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## 1 Circulation analysis

Circulation analysis	September 2010
Print run	10 500 copies
Copies actually distributed	10 200 copies

## 2 Recipient analysis

Recipient group	Share of copies actually distributed per cent
Kitchen trade	27.99 %
Furniture trade	8.34 %
Electrical trade	3.39 %
Plumbing trade	0.89 %
Interior trade	17.72 %
Kitchen industry	6.60 %
Manufacturers of domestic appliances	3.21 %
Manufacturers of sinks and tabs	1.21 %
Manufacturers of kitchen accessories	3.07 %
Architects	12.80 %
DIY	0.25 %
Education	1.00 %
Representatives and salesmen	3.57 %
Book trade	7.45 %
Energy providers	2.10 %
Consumers	0.25 %
Buying groups, fairs, others	0.16 %

## 3 Breakdown of domestic circulation by postcode areas

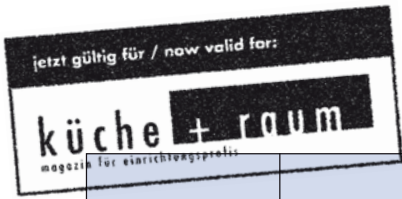
Postcode areas	per cent
Postcode area 0	6.56 %
Postcode area 1	4.98 %
Postcode area 2	7.09 %
Postcode area 3	12.59 %
Postcode area 4	10.55 %
Postcode area 5	9.72 %
Postcode area 6	9.95 %
Postcode area 7	17.98 %
Postcode area 8	11.72 %
Postcode area 9	8.86 %

## 4 Analysis of geographical circulation

Recipient group	per cent
Home	94.58 %
Abroad	5.42 %

The optimised circulation actually distributed is currently shown for each issue at [www.kuecheninfo.net](http://www.kuecheninfo.net) under "Media".

## D·M·K advertisement sizes



**2/1 pages**  
bled-off  
Width: 420 mm plus 3 mm  
bled right and left  
Height: 297 mm plus 3 mm  
bled top and bottom

**2/1 pages**  
Type area  
Width: 380 mm  
Height: 250 mm

**1/1 page**  
Type area  
Width: 176 mm  
Height: 250 mm

**1/1 page**  
bled-off  
Width: 210 mm plus 3 mm  
bled right  
Height: 297 mm plus 3 mm  
bled top and bottom

**3/4 p. – 5.col.**  
Type area  
Width: 176 mm  
Height: 186 mm

**3/4 p. – 5.col.**  
bled-off  
Width: 210 mm plus 3 mm  
bled right  
Height: 210 mm plus 3 mm  
bled bottom

**3/5 p. – 3.col.**  
Type area  
Width: 104 mm  
Height: 250 mm

**3/5 p. – 3.col.**  
bled-off  
Width: 124 mm plus 3 mm  
bled right  
Height: 297 mm plus 3 mm  
bled top and bottom

**1/2 p. – 5.col.**  
Type area  
Width: 176 mm  
Height: 125 mm

**1/2 p. – 5.col.**  
bled-off  
Width: 210 mm plus 3 mm  
bled right  
Height: 146 mm plus 3 mm  
bled bottom

**1/2 p. – 2,5.col.**  
Type area  
Width: 98 mm  
Height: 250 mm

**1/2 p. – 2,5.col.**  
bled-off  
Width: 105 mm plus 3 mm  
bled right  
Height: 297 mm plus 3 mm  
bled top and bottom

**2/5 p. – 2.col.**  
Type area  
Width: 68 mm  
Height: 250 mm

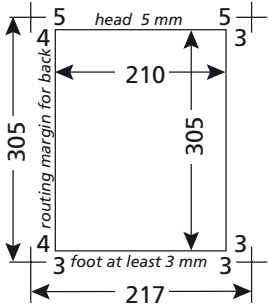
**2/5 p. – 2.col.**  
bled-off  
Width: 88 mm plus 3 mm  
bled right  
Height: 297 mm plus 3 mm  
bled top and bottom

**1/4 p. – 5.col.**  
Type area  
Width: 176 mm  
Height: 60 mm

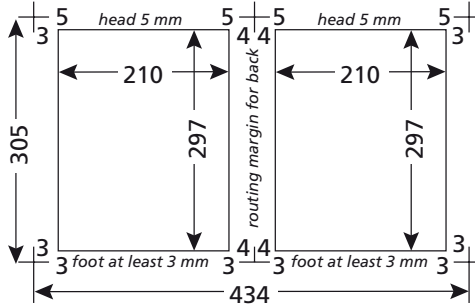
**1/4 p. – 5.col.**  
bled-off  
Width: 210 mm plus 3 mm  
bled right  
Height: 86 mm plus 3 mm  
bled bottom

# D·M·K bind in sizes

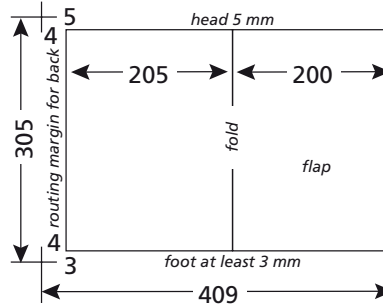
1 sheet



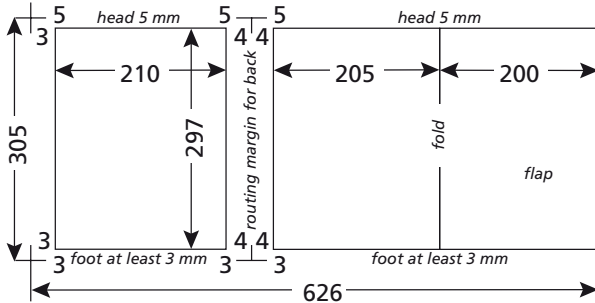
2 sheets  
(4 sheets correspond to 2 x 2 sheet)



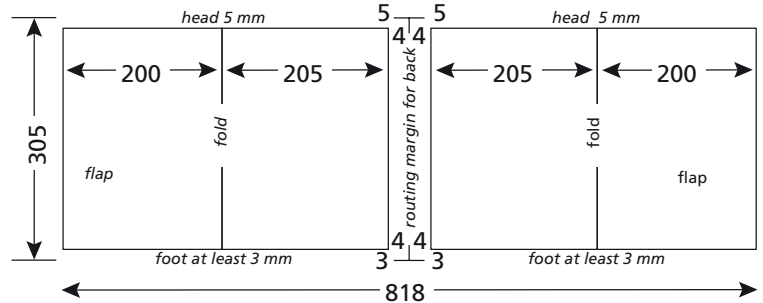
2 sheets  
(1 sheet, folding out at side)



flap must match the magazine's upright format



3 sheets  
(1 sheet, folding out at side)



4 sheets  
(double gate fold)



# Information on delivering digital data

Programs used for layout and image processing on **MAC** and **PC** are:

- QuarkXPress
- Photoshop
- PageMaker
- Freehand
- Illustrator

Please consult us if other programs are used.

## Digital image files (MAC and PC)

TIFF and EPS files with a resolution of **at least 300 dpi** for 100 per-cent image size.

Fonts and logos converted wherever possible into vector graphics or high-resolution TIFF file with 1200 dpi or EPS file with embedded fonts or fonts in vector paths.

## Colours

All colours defined in the document must be created in CMYK mode unless they are to be printed as special colours. To be on the safe side, it is recommended to delete all unused colours from the document. Furthermore, all default settings must be checked in relation to overprinting, spreading and spaces left white.

## Fonts

Wherever possible use PostScript fonts only. Please also provide the relevant character sets for Italic, semi-bold and bold type faces.

## PDF files

Please ensure adequate resolution. (Setting: Print optimised and separated). PDF X3 Standard.

## Data media

CD-ROM (PC and MAC)  
A printed table of contents must be enclosed with all data media.

## Data delivery by e-mail

Please send to [anzeigen@echo-kp.de](mailto:anzeigen@echo-kp.de)  
Please fax copy of motif to **+49 (0) 6151 387678**  
In order to ensure smooth handling, please also fax us a print-out or send a PDF file to [anzeigen@echo-kp.de](mailto:anzeigen@echo-kp.de). Only this way is it possible for us to check that the exposure is complete and correct. On the print-out please also note down the file name, the name and version of the program with which it was generated as well as the intended purpose (e.g. advertisement for DMK 1/2011). In the case of colour

advertisements, files must be accompanied by a binding colour copy as otherwise no guarantee can be made in respect of colour reproduction. Any costs incurred through the data delivered (revision and exposure) will be charged.

## Security

All files submitted to us must be copies, i.e. the original data must remain in your possession. Please do not use any special characters, blanks, umlauts or punctuation characters in file names, the only exception being the underscore character (e.g. `ad_specimen_kitchen_dmk_issue1_2011`). Please always make sure that you supply all document elements used (images, logos, fonts etc.).

## The main points in short

Please ensure adequate resolution – at least 300 dpi.  
Colours must be provided in **CMYK mode**, fonts, logos etc. in file form unless they are embedded in the document.  
In addition to data transfer please also send a print-out by fax or PDF file for checking purposes to [anzeigen@echo-kp.de](mailto:anzeigen@echo-kp.de).

# General Terms and Conditions for Advertisements and External Inserts in Newspapers and Magazines

1. "Advertisement order" within the meaning of the following General Terms and Conditions shall be understood to mean the contract to publish one or more advertisements from an advertiser or other space buyer in printed publications for the purpose of circulation.
2. Advertisements must, in any doubt, be called for publication within one year of entering the contract. If a contract grants the right to call an individual advertisement, the order must be executed within one year of the first advertisement appearing insofar as the first advertisement is called and published within the period specified in sentence 1.
3. With contracts, the customer shall also be entitled, within the period agreed or specified in 2, to call for advertisements above and beyond the quantity of advertisements specified in the contract.
4. If the order is not met for reasons beyond the control of the publisher, the customer shall be required to reimburse the publisher for the difference between the discount granted and the discount allowed on the actual purchase regardless of any other legal obligations. Reimbursement shall not be due if failure to meet the order is attributable to circumstance amounting to force majeure in the area of risk of the publisher.
5. In calculating quantities purchased, millimetres of copy lines will be converted into millimetres of advertising space at the appropriate rate.
6. Orders for advertisements and external inserts that are declared for publishing only in specific issues, in specific editions or at specific positions in the printed publication must be submitted to the publisher in sufficient time for the latter to inform the customer before the closing date if the order cannot be executed in this manner. Classified advertisements shall be printed in the respective section without the need for any express agreement to this effect.
7. Advertisements with an appearance not readily recognisable as advertisements shall be clearly marked by the publisher using the word "Advertisement".
8. The publisher reserves the right to refuse advertisement orders - including individual calls for publication under the terms of a contract - and insert supplement orders on the grounds of content, origin and technical form in accordance with the publisher's uniform, objectively justified principles if their contents violate laws or official regulations or if the publisher cannot be reasonably expected to publish them. This shall also apply to orders placed with branch offices, receiving offices or representatives. Orders for inserts are not binding until a sample of the insert has been submitted to the publisher and approved. Inserts in any format or make-up leaving the reader with the impression that they are an integral part of the journal or magazine or containing outside advertising will not be accepted. The customer will be informed immediately of any order refusal.
9. The customer shall be responsible for the punctual delivery of the advertising copy, faultless printing material or inserts. The publisher shall immediately request substitutes for any recognisably unsuitable or damaged printing material. The publisher shall guarantee a quality of printing typical for the publication concerned and possible on the basis of the printing material provided.
10. If all or part of the advertisement is printed illegibly, incorrectly or incompletely, the customer shall be entitled to a reduction in price or to a faultless substitute advertisement, however only to the extent to which the purpose of the advertisement has been impaired. If the publisher is not successful in rectifying the situation within a reasonable time limit set for this purpose or if any attempt to provide rectification fails, the customer shall have the right to withdraw from the contract or demand damages or a reduction in price. Claims for damages arising from any breach of duty, tort or other offence shall be excluded – also in the case of orders placed by telephone – unless the damage is caused wilfully or by gross negligence on the part of the publisher or its vicarious agents. In the case of any merely negligent breach of duty by the publisher or its vicarious agents, liability on the part of the publisher shall be limited to foreseeable damage typical under the contract. Moreover, the publisher shall not be liable either for gross negligence on the part of vicarious agents in further commercial business transactions. Exemption from liability shall not apply to any hazard to life, physical injury or damage to health. Complaints must – with the exception of non-obvious defects – be put forward within 4 weeks of receiving the invoice and receipt.
11. Proofs shall be delivered only if expressly requested. The customer shall be responsible for ensuring that the returned proofs are correct. The publisher shall take into account all error corrections brought to its attention within the period set at the time the proof was sent.
12. If no specific size is stipulated, the charge will be based on the actual advertisement height normal for the type of advertisement concerned.
13. In the event that the customer does not pay in advance, the invoice will be issued immediately, if possible however 14 days after the advertisement is published. The invoice must be paid within the period shown in the rates list and commencing from the time of invoice receipt unless any other mode of payment or prepayment is agreed. Any discounts for early payment shall be granted in accordance with the rates list.
14. Interest and collection costs will be charged if payment is delayed or deferred. In the event of any delay in payment, the publisher may defer further execution of the current order until such time as payment is made and request prepayment for the advertisements still awaiting publication. If there is reason to doubt the customer's ability to pay, the publisher shall, even during the term of an advertising contract and regardless of the period originally agreed for payment, be entitled to make the publication of further advertisements contingent on prepayment of the amount concerned and on the settlement of unpaid invoices.
15. Upon request, the publisher shall provide a voucher copy of the advertisement with the invoice. Depending on the type and scale of the advertisement order, voucher copies will be provided in the form of clippings, entire pages or entire issues. If it is no longer possible to procure a voucher copy, the publisher will provide in its place legally binding certification to the effect that the advertisement has been published and circulated.
16. The customer shall bear the costs for the production of ordered printing material as well as for any significant changes, requested by or attributable to the customer, to versions originally agreed.
17. In the case of contracts for several advertisements, any reduction in the circulation may give rise to a claim to a reduced rate if the total average circulation in the insertion year, beginning with the first advertisement, is less than the average amount stated in the rates list or in any other way or – if no circulation figure is stated – is less than the average circulation of issues sold (in the case of trade journals, the average number actually distributed) in the previous calendar year. A reduction in circulation will only justify a reduced rate if it accounts for
  - 20 % of a circulation of up to 50,000 copies
  - 15 % of a circulation of up to 100,000 copies
  - 10 % of a circulation of up to 500,000 copies
  - 5 % of a circulation of over 500,000 copies.Above and beyond this, however, claims to rate reductions shall be excluded if the publisher has informed the customer sufficiently in advance of the fall in circulation for the latter to withdraw from the contract.
18. In the case of keyed advertisements, the publisher shall exercise the care of a prudent businessman in the safekeeping and timely forwarding of offers. Registered and express letters responding to keyed advertisements shall only be forwarded by ordinary mail. Replies to keyed advertisements shall be kept for 4 weeks. Replies not collected within this period shall be destroyed. Although under no obligation to do so, the publisher shall return valuable documents. The publisher reserves the right, in the interest and for the protection of the customer, to open and inspect incoming offers so as to eliminate any misuse of the keyed advertisement service. The publisher is under no obligation to forward any business recommendations and offers of introduction.
19. Printing material shall only be returned to the customer if expressly requested. The obligation to retain printing material shall end three months before the order expires.
20. The place of performance shall be the headquarters of the publisher. The venue for legal action involving business transactions with merchants, legal entities under public law or special funds under public law shall be the headquarters of the publisher. Insofar as claims on the part of the publisher are not asserted in debt enforcement proceedings, the venue for non-merchants shall be determined by their place of residence. If the place of residence or customary abode, also in the case of non-merchants, is unknown at the time action is brought or if the customer moves its place of residence or customary place of abode outside the reach of the law after entering the contract, the agreed venue shall be the headquarters of the publisher. Should any provision be or become invalid, such shall not affect any part of the remaining contract. The invalid provision shall be replaced with a provision that comes closest to the actual and business intention of the contracting parties.

The media-list is to be downloaded under

**[www.kuecheninfo.net](http://www.kuecheninfo.net)**

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