

Süddeutsche Zeitung Magazin



Includes schedule for
2012

every Friday

Contents and Publisher's Details

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sz-media.de

Publisher
Süddeutscher Verlag GmbH
Hultschiner Strasse 8
D-81677 Munich/Germany

Postal Address
Süddeutsche Zeitung GmbH
D-80289 Munich/Germany

Invoice Address
Süddeutsche Zeitung GmbH
Kreditorenbuchhaltung
POB 820510
D-81805 Munich/Germany

Bank Details
Deutsche Bank München
Sort code: 700 700 10
Account no.: 203 939 400
SWIFT: DEUT DE MM XXX
IBAN: DE54 7007 0010 0203 9394 00

Terms of Payment
Ten days after receipt of invoice strictly net

How to contact us

sz-media.de

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Advertising Sales

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Title Profile

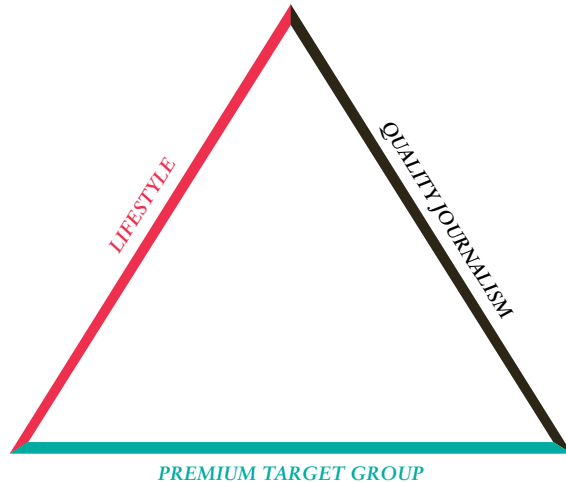
sz-media.de

Quality Journalism - Lifestyle - Premium Target Group

As the magazine in Germany's largest quality newspaper, we surprise our readers each Friday with creative journalism at the highest level. We captivate them with a graphic design that is second to none. We tell stories people will remember. And we combine aspects which only rarely come together: lifestyle and quality journalism. We feel at home in both disciplines, combining them with elegance in our writing and thinking. This unique combination gives the Süddeutsche Zeitung Magazin something that other magazines can only dream of: not just readers. But friends and fans.

Awards/Distinctions

In the 20 years of its existence the Süddeutsche Zeitung Magazin has become a leading medium which has been awarded more awards by juries of experts all over the world than any other magazine in Germany. You will find a full record on all its awards for its achievements in journalism, graphic design and photography online at www.sz-magazin.de/auszeichnungen.



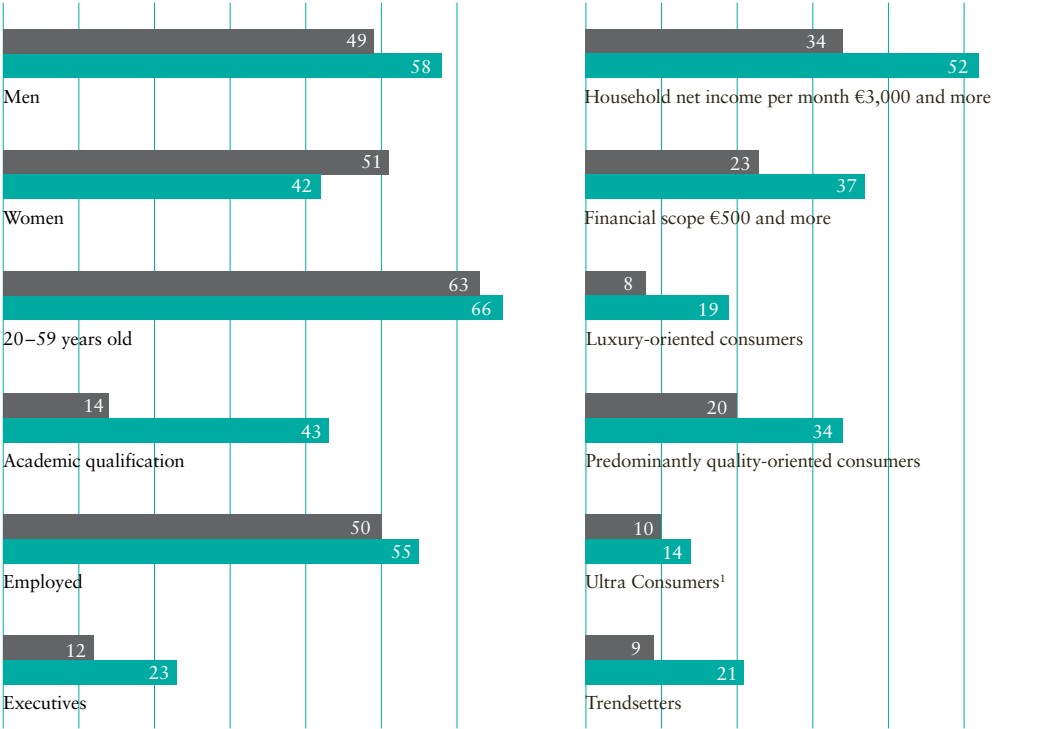
And this ist what others have to say about us

»The ›SZ Magazin‹ is the best magazine in Germany.«
Welt online

»The ›SZ Magazin‹ is the most striking media product in Germany.«
Business News

»Never has a colourful magazine in the daily newspaper been more exciting, more relevant, more political, more entertaining, more emotional.«
Kressreport Spezial

Readership Profile



■ Population in general in %
 ■ SZ Magazin readers in %

Source: AWA 2011 ¹ Ultra Consumers: Intensive, spontaneous, extrovert consumers (at least 5 out of 8 conditions relating to consumer habits must apply)

Schedule

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No.	Date of Publication	Monothematic Specials	8-page Special Section Stil leben – Life Style	Stil leben – Life Style Planned Topic	Closing Deadline	Copy Deadline
1	5 January 2012		Design and Living	Innovations	14 December 2011	21 December 2011
2	13 January 2012		Fashion and Accessories	Designers	21 December 2011	28 December 2011
3	20 January 2012		Food and Beverages	Healthy Eating	28 December 2011	4 January 2012
4	27 January 2012	Money	Travel and Wellness	Luxury Cuisine	4 January 2012	11 January 2012
5	3 February 2012		Fashion and Accessories	Accessories	11 January 2012	18 January 2012
6	10 February 2012	Travel I			18 January 2012	25 January 2012
7	17 February 2012		Fashion and Accessories	New Trends	25 January 2012	1 February 2012
8	24 February 2012	Fashion I			1 February 2012	8 February 2012
9	2 March 2012		Design and Technology	New Media	8 February 2012	15 February 2012
10	9 March 2012	Women I	Fashion and Accessories	Watches and Jewellery	15 February 2012	22 February 2012
11	16 March 2012	Men I	Design and Technology	Automobiles	22 February 2012	29 February 2012
12	23 March 2012		Travel and Wellness	Short Trips	29 February 2012	7 March 2012
13	30 March 2012		Fashion and Accessories	Summer Trends	7 March 2012	14 March 2012
14	5 April 2012	Design and Living			14 March 2012	21 March 2012
15	13 April 2012		Fashion and Accessories	Bags	21 March 2012	28 March 2012
16	20 April 2012		Food and Beverages	Organic Cuisine	28 March 2012	4 April 2012
17	27 April 2012		Design and Living	Furnishing	4 April 2012	11 April 2012
18	4 May 2012	Lifestyle	Fashion and Accessories	Fragrances / Cosmetics	11 April 2012	18 April 2012
19	11 May 2012		Travel and Wellness	Sailing	18 April 2012	25 April 2012
20	18 May 2012	Television magazine	Design and Technology	Consumer Electronics	25 April 2012	2 May 2012
21	25 May 2012		Outdoor	Summer Sports	2 May 2012	9 May 2012
22	1 June 2012		Fashion and Accessories	Accessories	9 May 2012	16 May 2012
23	8 June 2012	European Football Championship (one topic min.)	Travel and Wellness	Short Trips	16 May 2012	23 May 2012
24	15 June 2012		Food and Beverages	Summer Cuisine / Barbecues	23 May 2012	30 May 2012
25	22 June 2012		Fashion and Accessories	Designers	30 May 2012	6 June 2012
26	29 June 2012	Health	Fashion and Accessories	Beauty	6 June 2012	13 June 2012

Schedule

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No.	Date of Publication	Monothematic Specials	8-page Special Section Stil leben – Life Style	Stil leben – Life Style Planned Theme	Closing Deadline	Copy Deadline
27	6 July 2012		Travel and Wellness	Hotels	13 June 2012	20 June 2012
28	13 July 2012		Design and Living	Kitchen Accessories	20 June 2012	27 June 2012
29	20 July 2012		Fashion and Accessories	Sustainability	27 June 2012	4 July 2012
30	27 July 2012		Travel and Wellness	Olympia	4 July 2012	11 July 2012
31	3 August 2012		Fashion and Accessories	Accessories	11 July 2012	18 July 2012
32	10 August 2012		Food and Beverages	Summer Drinks	18 July 2012	25 July 2012
33	17 August 2012		Design and Technology	Consumer Electronics	25 July 2012	1 August 2012
34	24 August 2012	Outdoor	Fashion and Accessories	Sports Fashion	1 August 2012	8 August 2012
35	31 August 2012		Design and Technology	Innovations	8 August 2012	14 August 2012
36	7 September 2012	Fashion II			14 August 2012	22 August 2012
37	14 September 2012		Travel and Wellness	Individualized Travel	22 August 2012	29 August 2012
38	21 September 2012	Men II	Design and Technology	Automobiles	29 August 2012	5 September 2012
39	28 September 2012	Entertainment and Design			5 September 2012	12 September 2012
40	5 October 2012		Food and Beverages	Healthy Cuisine	12 September 2012	19 September 2012
41	12 October 2012	Women II	Fashion and Accessories	Accessories	19 September 2012	26 September 2012
42	19 October 2012		Travel and Wellness	Spa	26 September 2012	2 October 2012
43	26 October 2012	Long-distance travel II			2 October 2012	10 October 2012
44	2 November 2012		Fashion and Accessories	Beauty	10 October 2012	17 October 2012
45	9 November 2012	Gifts			17 October 2012	24 October 2012
46	16 November 2012	Art edition 46			24 October 2012	31 October 2012
47	23 November 2012		Outdoor	Winter Sports	31 October 2012	7 November 2012
48	30 November 2012	Food and Beverage			7 November 2012	14 November 2012
49	7 December 2012		Design and Technology	Watches	14 November 2012	21 November 2012
50	14 December 2012		Fashion and Accessories	Fragrances and Cosmetics	21 November 2012	28 November 2012
51	21 December 2012	Christmas			28 November 2012	5 December 2012
52	28 December 2012				5 December 2012	12 December 2012

Specials and Special Topics

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Our Specials

Monothematic editions on the following topics: 2 x fashion | 2 x men | 2 x women | 1 x lifestyle | 1 x outdoor | 1 x design and living | 1 x entertainment and design | 2 x travel | 1 x money | 1 x gifts | 1 x food & beverages | 1 x art edition 46 | 1 x Christmas | 1 x health | 1 x television



SPECIAL Art Edition 46



SPECIAL Travel



SPECIAL Design



SPECIAL Food & Beverages



SPECIAL Fashion

Our Special Section Life Style

Up-to-date every week. The best from the worlds of fashion and accessories, travel and wellness, food and drink, design and technology, design and living, sports and outdoors.



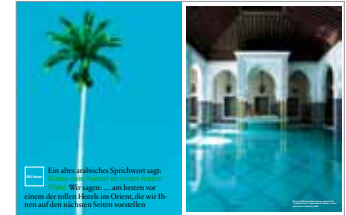
STYLE SECTION Watches and Jewellery



STYLE SECTION Automobiles



STYLE SECTION Men's Fashion



STYLE SECTION Travel and Wellness

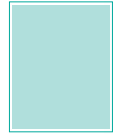
Rates / Advertisement Formats

sz-media.de

1/1 page

T: Height: 246.5 mm, width: 191 mm

B: Height: 274 mm, width: 215 mm



€16,200

3/4 page vertical

T: Height: 246.5 mm, width: 143 mm

B: Height: 274 mm, width: 154 mm

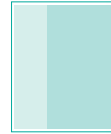


€12,300

2/3 page vertical

T: Height: 246.5 mm, width: 126 mm

B: Height: 274 mm, width: 137 mm



€11,000

1/2 page vertical

T: Height: 246.5 mm, width: 94 mm

B: Height: 274 mm, width: 105 mm

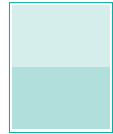


€8,300

1/2 page horizontal

T: Height: 122 mm, width: 191 mm

B: Height: 139.5 mm, width: 215 mm



€8,300

1/3 page vertical

T: Height: 246.5 mm, width: 61 mm

B: Height: 274 mm, width: 72 mm



€5,700

1/3 page horizontal

T: Height: 82.5 mm, width: 191 mm

B: Height: 100 mm, width: 215 mm



€5,700

1/4 page corner

T: Height: 122 mm, width: 94 mm

B: Height: 139.5 mm, width: 105 mm

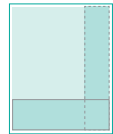


€4,400

1/4 page vertical, horizontal

T: Height: 246.5/62 mm, width: 45/191 mm

B: Height: 274/79.5 mm, width: 56/215 mm



€4,400

1/8 page vertical, horizontal

T: Height: 122/59 mm, width: 45/94 mm



€2,250

2/1 page

T: Height: 246.5 mm, width: 408 mm

B: Height: 274 mm, width: 430 mm



€32,400

2 x 1/2 page horizontal

T: Height: 122 mm, width: 408 mm

B: Height: 139.5 mm, width: 430 mm



€16,200

T: type area size; B: bleed format

Special Rates, Discounts and Surcharges

sz-media.de

Combined Cross-Title Discounts

When booking two or more titles from our portfolio within a year (Süddeutsche Zeitung Magazin, golf spielen and Wohlfühlen) we offer combination discounts across-the-issues. Combined discounts are not possible with the title golf spielen extra. Please note that golf spielen and golf spielen extra are discounted as one title!

when booking 2 titles: 3% discount

when booking 3 titles: 5% discount

These discounts do not depend on the volume and can be combined with other discounts.

Discounts

Multiple insertion discount	Volume discount
3% 3 times or more	
5% 9 times or more	3 pages or more
10% 18 times or more	6 pages or more
12%	9 pages or more
15% 24 times or more	12 pages or more
20%	20 pages or more
24 pages or more on request	

Surcharges

1st spread before TOC	+ 10%
2nd spread before TOC	+ 5%
4th Cover	+ 15%
2nd Cover	+ 10%
Special Forms of Advertising / New Format	
1st spread from behind	+ 10%



Digital Media

SZ Magazin online and SZ Magazin iPad App. The story behind the pictures.

Reach the exclusive target group of the SZ Magazin online and with the tablet edition of the SZ Magazin. Here the contents from the SZ Magazin are supplemented by multimedia contents and the stories behind the pictures are recounted. At sz-magazin.de an independent editorial team compiles additional online content such as photo spreads, videos and blogs. On the iPad the SZ Magazin uses the strengths of the device: multimedia extras, interactive formats such as "Don't say anything now" and games such as "mixed doubles" Memory enrich the reading experience.

sz-magazin.de offers you a broad range of advertising formats and campaign intervals: whether standard, premium formats or individually designed advertorials, weekly, fixed daily or volume placement – sz-magazin.de is the platform for your targeted image and sales advertising.



sz-media.de

Sales support

Phone: +49 (89) 21 83 - 95 65

E-mail: judith.kampl@sueddeutsche.de

Latest Information

Details and rates for the following topics for you to find at sz-media.de

- Target groups
- Reach
- Bookable formats
- Editorial program
- Advertorials

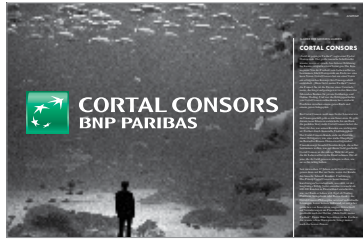
Special Advertising Forms

Gallery of the Grand Brands and Products

The SZ Magazin allows you to provide the perfect setting for grand brands and present unique products individually. With the »Gallery of the Grand Brands« we place your brand on a double page in the middle of the magazine where it will attract most attention. We present your brand with a picture and trenchant text which contains the most important information on the philosophy, history or image of the brand. With the »Gallery of the Grand Products« we place classical, new and unique products in close-up on a double page and present these in a uniquely individual way to the readers of our magazine. Emotional, creative and eye-catching.



Nivea



Cortal Consors



Campari

Other Special Forms of Advertising

The SZ Magazin offers its clients a number of special forms of advertising which create an unmistakable product and company presentation with a high recognition factor. Please consult the publisher about special insertion opportunities such as cover gatefold, sliding cover, zip door, advertisements with product samples etc.



Cover-Gatefold Apple GmbH



Motorola Windows



Sliding Cover Nike

sz-media.de

Sales support

Phone: +49 (89) 21 83 - 95 71

E-mail: nina.pregler@sueddeutsche.de

Further information is available at
www.galerie-der-marken.de
www.galerie-der-produkte.de

Advertorials

The magazines of the Süddeutsche Zeitung offer their clients advertorials as a supplementary creative element to the conventional campaign. The advertorial concept is developed and implemented in close cooperation with the client. Advertorials are perceived by the reader as information with value-added content and offer a product or brand space for an individual and tailor-made presentation. Furthermore, advertorials enable in-depth communication via sweepstakes, online extensions, POS campaigns or App integrations.

Example: Mercedes-Benz »The Fourth Star for Germany«, published in the SZ Magazin.



sz-media.de

Sales support
Phone: +49 (89) 21 83 - 95 71
E-mail: nina.pregler@sueddeutsche.de

Rates on request.

Advertorial Series

Owing to the form of their design, their regular presence in the magazine and fixed placement, these advertorials take on the character of a series to which readers feel particularly close. Upon request we conceive, design and text advertorials and thereby create - in close collaboration with the client and the agency - credible and professional communication for your brand or company. From development through text, design, lithography and print to creation of the POS materials - everything from a single source.

Examples: Marc O'Polo, Hirmir, Siemens, Random House.



Inserts

Inserts

Inserts are loose sheets, cards and prospectuses enclosed in the magazines.

Rates and Conditions

up to 10g insert	€103.50 per thousand
up to 20g insert	€113.00 per thousand
up to 30g insert	€122.50 per thousand
up to 40g insert	€132.00 per thousand
up to 50g insert	€141.50 per thousand

Inserts from 50 g upon request. Inserts are not subject to discounts in conjunction with advertising contracts.

Insert Formats

Minimum:	148 x 210 mm
Maximum:	195 x 254 mm

Larger inserts have to be folded again and multiple-page inserts have to be stapled or glued.

Paperweight for Inserts

Single sheets	min. 115 g/m ²
4 to 6 pages	min. 80 g/m ²
8 pages or more	min. 60 g/m ²

Delivery Requirements

The products have to be delivered free domicile, protected against the weather and damage during transport on a pallet at least 10 working days prior to publication. The accompanying documents must provide details of the magazine/advertising medium/title, the issue number, date of publication, client, sender/printer, the number of pallets and the total quantity.

Delivery Address

Print.Forum Druck GmbH
Neulandstrasse 40
D-74889 Sinsheim/Germany

sz-media.de

Technical support

Phone: +49 (89) 21 83 - 77 63

Fax: +49 (89) 21 83 - 82 52

E-mail: prospektbeilagen@sueddeutsche.de

Agency commission: 15 %

Circulation and distribution

The distribution comprises the full circulation of the magazine; split circulation is possible upon request.

Delivery of samples

Final acceptance of each order depends on the release of a final sample by the publisher. For this, five samples with the final form, weight and properties are to be made available to the publisher in good time before release for printing. It is only the release by the publisher which confirms the order. If no samples are supplied, if the products deviate from the samples or if there are legal reservations with respect to the contents, the publisher may refuse insertion. In this case the full rate is to be paid.

Süddeutsche Zeitung GmbH
Prospektbeilagen
Hultschiner Strasse 8
D-81677 Munich/Germany

All rates are subject to statutory sales tax; effective 1 October 2011.

Stitched-in Inserts

Stitched-in Inserts

Stitched-in Inserts are ready-to-be-delivered printed matter which is firmly attached to the magazine during processing.

Rates and Conditions

4-page supplements	€95.00 per thousand
8-page supplements	€110.00 per thousand
12-page supplements	€124.00 per thousand

Heavier stitched-in inserts upon request. Higher rates may be charged if the properties of the stitched-in inserts make them more difficult to process and involve additional costs.

Supplements are not subject to discounts in conjunction with advertising contracts.

Paperweight

4-pages	min. 90 g/m ²
8-pages	min. 70 g/m ²
12-pages	min. 55 g/m ²

Heavier stitched-in inserts upon request.

Stitched-in Inserts Formats

The supply of stitched-in inserts is required in untrimmed format.

Untrimmed format: 227/219 x 279 mm (grip edge) due to head/foot position

Trimmed format: 215 x 274 mm

Pre-stitched inserts can only be processed if the staples are properly closed (rotation-stitched inserts cannot be processed in the centre-fold). The staple position on the supplement has to be agreed in advance with the publisher. As trimming differences are possible, important parts of the motif should be positioned at least 5 mm away from the trimmed edges.

Special Features

Supplements which are not recognisable as advertisements due to their design must be identified with the word "Advertisement".

Delivery Requirements

The products have to be delivered free domicile, protected against the weather and damage during transport on a pallet at least 10 working days before the date of publication. The accompanying documents must provide details of the magazine/advertising medium/ title, the issue number, date of publication, customer, sender/printer, the number of pallets and the total quantity.

Delivery Address

Print.Forum Druck GmbH
Neulandstrasse 40
D-74889 Sinsheim/Germany

sz-media.de

Technical support

Phone: +49 (89) 21 83 - 77 63

Fax: +49 (89) 21 83 - 82 52

E-mail: prospektbeilagen@sueddeutsche.de

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Süddeutsche Zeitung GmbH

Prospektbeilagen

Hultschiner Strasse 8

D-81677 Munich/Germany

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Glued-on inserts

Glued-on inserts are postcards and similar items which are adhered to an advertisement in such a way that they can be easily removed by the reader. Postcards can also be tipped-on.

Rates and Conditions

Postcards, empty envelopes

rectangular unfolded printed matter: €48 per thousand

Rates for post-its: €52 per thousand

Envelopes with contents, booklets, product samples: rate upon request after test run.

Glued-on inserts are not subject to discounts in conjunction with advertising contracts.

Minimum Purchase of Advertising Space

1/1 page according to applicable rate in the complete edition.

Glued-on inserts formats/weights

Minimum format: 55 x 80 mm

Maximum format: 170 x 210 mm

Maximum weight: 20 g

Placement

Placement is within the advertisement. A minimum distance of 20 mm from all trim edges and from the gutter must be observed. Position tolerances of up to 10 mm in every direction during glueing have to be accepted. Parallelism deviations plus/minus five %. In the case of postcards the strip of glue is applied vertically parallel to the gutter.

Technical Features

Post-its after consultation; postcards and envelopes must comply with the DIN standard. The flap of the envelopes either have to be inserted into the envelope or fixed in place with point glueing.

Postcards have to be correctly trimmed.

Glued-on inserts and product samples have to be correctly packed, sorted into cardboard boxes, aligned in one direction and separated by cardboard. Product samples have to be delivered at least 15 working days prior to publication.

Delivery Requirements

The products have to be delivered free domicile, protected against the weather and damage during transport on a pallet at least 10 working days prior to publication. The accompanying documents must provide details of the magazine/advertising medium/title, the issue number, date of publication, client, sender/printer, the number of pallets and the total quantity.

Delivery Address

Print.Forum Druck GmbH
Neulandstrasse 40
D-74889 Sinsheim/Germany

sz-media.de

Technical support

Phone: +49 (89) 21 83 - 77 63

Fax: +49 (89) 21 83 - 82 52

E-mail: prospektbeilagen@sueddeutsche.de

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Süddeutsche Zeitung GmbH
Prospektbeilagen
Hultschiner Strasse 8
D-81677 Munich/Germany

All rates are subject to statutory sales tax; effective 1 October 2011.

Technical Details and Delivery Data

Setting Copies

The source for all advertisements orders is the information in the master copy. Compumedia authorises the repro proof on a basis of trust. Complaints based on incorrect master copies cannot be accepted. The contract partner is the principal.

Processing

Rotogravure

Digital Data

on CD-ROM/FTP in accordance with DIN ISO 9660

Digital Proof

Final proof of supplied data

Repro Format Bleed

1/1 page 215 x 274 mm + 3 mm trim

Repro Format Type Area

1/1 page 188 x 229.5 mm

Data Carrier Contents

PDF with fontincluding (PDF/X-1a / PDF/X-3)

Data Carrier Format

Mac/PC

Recognition

Printout with list of contents

Image Resolution

120 l/cm or 304.8 dpi

Text/Graphic Resolutions

360 l/cm; for positive and negative fonts as well as lines a line width of 0.25 mm applies

Printer Fonts

Adobe Type 1 Mac

Surface Adherence

Gravure printing 330 to 340% (TAC360 stored in the PSR standard icc)

Profile Gravure Printing

Downloads PSR_SC_Plus_V2; (contents) or PSR_LWC_Plus_V2 (envelope) if the envelope is printed separately
www.eci.org

Distiller Settings

www.appl.de

Technical Details

www.appl.de

sz-media.de

Technical Support

Phone: +49 (89) 21 83 - 94 75

E-mail: dispo-anzeigen@sueddeutsche.de

Delivery Address for Printing Material

Süddeutsche Zeitung GmbH
Anzeigendisposition, 14. Stock
Hultschiner Strasse 8
81677 Munich/Germany

Phone: +49 (89) 21 83 - 94 75

E-mail: dispo-anzeigen@sueddeutsche.de

General Terms and Conditions

1. Advertising order means the contract between the provider, Süddeutsche Zeitung GmbH, an advertiser or other purchaser of advertising space ("Client") concerning the publication of one or more advertisements in a print medium and/or on the Internet for the purposes of distribution. These and the publisher's current rate card apply at the time the contract is concluded, the provisions of which constitute an integral part of the contract, and shall apply to every advertising order and follow-up order. For the on-line classified advertisement markets additional terms and conditions apply, which can be downloaded from www.sueddeutsche.de/mediadaten. The validity of any general terms and conditions of the Client is expressly excluded insofar as they conflict with these Terms and Conditions.
2. Loose Inserts/Classified Advertisement Markets: These Terms and Conditions shall apply mutatis mutandis to orders for loose inserts. As a matter of principle, the publisher accepts such orders only after submission of a specimen copy.
3. Contract Conclusion: Orders for advertisements can be submitted in person, by telephone, in writing, by e-mail, by fax or over the Internet. The publisher shall not be liable for errors in transmission. The contract shall come into existence only once the order has been confirmed by the publisher. Unless otherwise individually agreed between the publisher and the client, such confirmation shall be effected in writing or by e-mail. If an order is placed by telephone, confirmation of the order will be issued only upon express request.
4. Rejection of orders: The publisher is entitled to reject orders for advertisements - including individual call-offs made pursuant to a Master Contract - at its own discretion. This shall apply in particular to advertisements with content which infringes against laws or official regulations; advertisements which have been the subject of complaint by the German Advertising Board in a complaints procedure; advertisements which, by virtue of their content, origin or technical form, make it unconscionable for the publisher to publish the same; and to loose inserts which, by virtue of their format or layout, give the reader the impression that they form an integral part of the newspaper or which contain advertisements of third parties.
5. Master Contract is a contract for placing several advertisements, third-party loose inserts or other advertising media, incorporating the discounts offered by the publisher,

whereby the individual advertisement order shall in each case not become legally binding until the call-off has been confirmed in writing or electronically. Call-off is the client's request to the publisher to publish a specific advertisement, third-party loose insert or other advertising media on the basis of a Master Contract and the delivery of the texts and proof copies required for production. If no publication date has been agreed, advertisements must be called off no later than one year following the date on which the contract was concluded. A Master Contract covering multiple advertisements must be executed in full within one year following publication of the first advertisement. The incorporation of specific quantities or volumes into one contract for which the tariff does not specify any discount is not possible.

6. Advertising deadline/Publication date: The advertising deadlines and publication dates set out in the rate card are not binding on the publisher. The advertising deadlines and publication dates set out in the rate card are not binding on the publisher.
7. Insertion of advertisements: Advertisements shall be published in specific numbers, editions or in specific parts of the publication if so explicitly agreed in writing, including by fax or e-mail. Classified advertisements shall, as a matter of principle, be printed only under the relevant section. If no specific positioning has been agreed, the publisher may, at its own discretion, decide where to insert the advertisement. If it is not possible to publish an advertisement in the edition specified in the order, the publisher may publish said advertisement at the same rate in another edition with the same or a larger circulation area. This shall not apply to an order required to be published in a specific edition due to an objectively justifiable reason known to the publisher (e.g. in the case of an advertisement with an offer restricted to a certain region).
8. Cancellation of orders: Advertising orders can be cancelled only by written notice, including by fax or e-mail. If the advertisement has already gone to print, the client must pay for the advertisement. In all other cases, the provider may demand reimbursement of the costs incurred up until the date of cancellation in accordance with the statutory provisions.
9. Colour advertisements: The price will not be reduced if, in accordance with the order, a basic colour is not used when creating colour advertisements. When commissioning colour advertisements

smaller than the minimum size for the relevant section, the price is calculated for the minimum size in question.

10. Printing material: The client shall be responsible for delivering printing material error-free and on time. Where printing material is clearly unsuitable or in a damaged condition, the publisher shall request replacement material without delay. The publisher guarantees that the print quality will be that which is normal for the editions in which they are placed subject to the constraints dictated by the printing material. Printing material will be returned to the client only if specifically requested in writing; otherwise title thereto passes to the publisher. The publisher's duty to preserve printing material shall end six weeks following publication of the advertisement concerned.
11. Print height of advertisements: If no special sizes have been agreed or specified, the advertisement shall be printed at a height customary for the type of advertisement in question and invoiced accordingly. Should the print height of printing material supplied ready-to-print deviate from the print height specified in the order, the measurements of the printed advertisement shall apply. Fractions of millimetres shall in such case be rounded up to full millimetres.
12. Advertorials/Island advertisements: The client shall agree the layout and designation of infomercials (advertorials) with the publisher in good time prior to publication. The publisher shall be entitled to label any advertisements which are not readily identifiable as such clearly with the word "Advertisement". Text (island) advertisements (advertisements adjoining editorial text on at least three sides and not adjoining any other advertisements) must be distinguishable from the editorial content at least by their body type. If their layout does not make them recognisable as advertisements, they shall be clearly marked as advertising.
13. Liability for the content of advertisements: The client shall be responsible for the content and legality of the advertisement. The client shall indemnify the publisher against all third-party claims arising from infringement of copyright, personality, trademark or other intellectual property rights, including the reasonable costs of legal defence. The publisher is not obliged to check whether a given advertisement order infringes on the rights of third parties. Should the publisher be obliged (e.g. by court order) to print a rebuttal or sublicense, the client shall bear the costs in accordance with the applicable rate card for advertisements.

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14. Proof sheets are supplied only if the advertisement has a size of at least 50 copy mm and only upon express request. The publisher shall take account of corrections of which it is notified within the deadlines set by the publisher; otherwise permission to print shall be deemed to have been granted. The client shall bear the responsibility for the correctness of the corrected proof sheets.
15. Record of insertion: On request, the publisher shall, together with the invoice, supply a record of insertion in the form of a copy. If it is no longer possible to provide a record, the publisher shall instead provide confirmation of publication and the circulation of the advertisement. Original records shall be provided only subject to a charge. The publisher shall, upon request, supply complete specimen copies only of quarter-page advertisements or larger.
16. Box number advertisements: Replies to box number advertisements shall be kept available for collection for four weeks after publication of the advertisement or shall be sent to the client by standard post (even if they are express or recorded delivery consignments) or, in the case of e-mails, forwarded. On expiry of this period, the replies shall be destroyed. Replies weighing more than 500 grams, or in a format larger than DIN A4, as well as consignments containing goods, books, catalogues and advertising as well as parcels and packages, shall not be forwarded, but shall merely be held for collection. The publisher reserves the right not to forward offers that are obviously commercial in nature if no express written instruction to forward them has been given by the client. The client may authorise the publisher to open replies on the client's behalf, and with the client's explicit consent.
17. Advertisement invoices must be paid within ten days of receipt of invoice, without deductions. If payment is made immediately after receipt of invoice, the client shall be entitled to a 2 percent cash discount, provided that older invoices are not overdue. If one or more credit notes are held, cash discounts shall apply only after deduction of the credit notes. In the event of late payment, all outstanding invoices and additional charges shall become due for immediate payment. In the event of any deferment of payment or late payment, interest shall be charged in accordance with Article 288 of the German Civil Code (BGB). The client shall pay any costs of issuing payment reminders and collection fees incurred as a result of any default of payment. In the event of default of payment, the publisher may defer the further execution of a current order until payment is made, and may

- demand payment in advance. Where justified doubts exist concerning the client's ability to pay, the publisher shall be entitled – even during the term of a Master Contract and at variance from any originally agreed period for payment – to make the publication of further advertisements dependent upon advance payment of the price of the advertisement and the settlement of outstanding invoices. Where orders are accepted by telephone, orders placed by advertisement customers with no existing Master Contract shall be settled by direct bank transfer. The transfer shall be effected immediately after the date of the invoice, without deductions. Incorrect advertising invoices may be corrected within six months of the original invoice date. The client shall have a right of set-off only if the client's counterclaims have become definitive and absolute and are not disputed.
18. **Advertisement orders from abroad:**
In countries where the publisher has a foreign agent, billing and payment shall be effected in accordance with the agent's terms and conditions. In countries where there is no foreign agent, payment in advance is required, preferably using credit card (Eurocard/MasterCard, American Express or Visa). Foreign customers must submit their value-added tax identification number (VAT ID no.), their proof of registration as a business or their exemption from German turnover tax together with the advertising order. If the order for the advertisement is not subject to sales tax (VAT), the invoice shall be issued without charging sales tax. The publisher shall be entitled to subsequently charge the sales tax if the competent tax authorities judge that the advertisement is taxable.
19. **Typesetting costs:**
The client shall bear the cost of preparing any artwork, films or drawings ordered, and also the cost of any substantial amendments which it requests or causes to be made to previously agreed versions.
20. **Rates for classified advertisements:**
Advertisements shall be classified by the publisher according to the content and substance thereof. If the client orders the advertisement to be placed in a different section, the rate which would have applied for the correct placement shall nevertheless apply. If the rate for the different section requested by the client is higher than the rate had the advertisement been placed correctly, the higher rate shall apply.
21. **Varying rates:**
The publisher may set rates which vary from the rate card for advertisements placed in supplements of the publisher and in infomercials, advertorials, advertisements in special publications and collectives, as well as for advertisements sold after the closing deadline for advertisements.
22. **Local rates:**
The rate card shall only be allowed in respect of commercial advertisements placed directly by trade or industrial businesses based in Bavaria, including branch establishments advertising independently. Said partial bookings in the Süddeutsche Zeitung are not possible for classified advertisements and brand advertising. Businesses not based locally may make a partial booking for local campaigns and services that are limited in time and are within the economic area of Munich/Bavaria. Advertisements not meeting the above criteria can only be booked for the full edition.
23. **Rates for the weekend edition:** The Saturday rates set out in the rate card relate exclusively to the weekend edition, even if said weekend edition is published on a day other than a Saturday.
24. **Group discounts:**
In order for a group discount to be granted to a subsidiary, written proof is required that more than 50 percent of its equity is held by its parent company. The publisher shall grant group discounts only to private-sector businesses (therefore not to independent governmental organisations or public-sector corporations and the like).
25. **Bonus discounts:**
For advertisements in the Recruitment Market, personal recruitment agencies and personnel consultants shall be granted bonus discounts upon request. All bonus discounts allowed are provided by the publisher on a voluntary basis; no entitlement to them exists.
26. **Warranty:**
In the event of any obvious defect, claims must be asserted by the client at the latest within two weeks following receipt of the invoice. Claims relating to defects which are not obvious must be lodged by the client no later than one year following publication of the advertisement. If the publication of an advertisement is defective despite the advertising material having been supplied in good time and free from defects, and despite a prompt claim having been made, the client may demand that a replacement defective advertisement be printed. Claims for subsequent performance shall be excluded if this would involve excessively high costs for the publisher. If the publisher allows a reasonable deadline which has been set for it to expire, if it refuses to carry out subsequent performance, or if it is unreasonable to expect the client to accept the subsequent performance, or if the subsequent performance fails, the client shall be entitled to cancel the contract or to claim a reduction in price to the extent to which the purpose of the advertisement was impaired. Warranty claims by commercial entities shall be time-limited to 12 months following publication of the relevant advertisement.
27. **Liability:**
The publisher shall be liable for damage caused intentionally or by gross negligence, for damage resulting from an intentional or negligent injury to life, body or health as well as for damage due to at least a careless breach of duty, the performance of which enables the order for the advertisement to be properly executed in the first place, the breach of which jeopardises the achievement of the purpose of the contract and compliance with which the client regularly relies upon. Save for in cases of liability for intent and for an intentional or negligent injury to life, body or health, the obligation to pay compensation shall be limited to the foreseeable damage that typically occurs. In all other cases, claims for compensation against the publisher are excluded, irrespective of the legal grounds. Insofar as the liability of the publisher is excluded or limited under the above provisions, this shall also apply to the personal liability of its staff, authorised representatives and agents in performance. Liability under the German Product Liability Act (Produkthaftungsgesetz) shall remain unaffected. Save for in the case of claims arising out of tort or an intentional action, claims for damages by commercial entities against the publisher shall be time-limited to 12 months after the date when the client learned or ought to have learned of the circumstances giving rise to the claim. If the client fails to follow the publisher's recommendations on the preparation and transmission of digital copies and artwork, the client shall have no claims in the event of errors in the publication of the advertisement. This shall also apply if the client fails to comply with other provisions under these Terms and Conditions pertaining to the rate card. The customer shall be liable for ensuring that electronic files transmitted are free from viruses. The publisher may delete files infected with viruses without this giving rise to any claims on the part of the client. The publisher reserves the right to claim damages if the viruses cause any loss. In the event of force majeure and in the case of industrial disputes for which the publisher is not responsible, the publisher shall be released from its obligation to fulfil orders.
28. **Advertising agencies are obliged to adhere to the publisher's rate card in their offers, contracts and statements of account towards the advertisers.** The agency commission granted by the publisher shall be calculated on the basis of the net price payable by the advertiser, i.e. after deduction of discounts, bonus discounts and any reductions for defects. The agency commission is not granted on private rates and is accrued only when orders are arranged for third parties. It will be paid only to advertising agencies recognised by the publisher and subject to the proviso that the order is placed directly by said advertising agency, that said agency is responsible for obtaining the completed and ready-to-print advertising material and that said agency is registered in the Trade Register as an advertising agency. The publisher is at liberty to decline orders from an advertising agency if it has doubts as to whether the agency activity is carried out professionally or it has doubts as to the advertising agency's creditworthiness. Advertising orders placed by advertising agencies are placed in their own name and for their own account. Therefore, where advertising agencies place orders, in case of any doubt the contract shall be considered as being with the advertising agency. If an advertiser becomes the client, this must be separately agreed, stating the name of the advertiser. The publisher is entitled to request proof of client status from the advertising agency.
29. **Final provisions:**
In the event that one or more of the provisions of the advertising contract/these Terms and Conditions should be, or become, ineffective, the validity of the other provisions shall not be affected thereby. The Terms and Conditions and/or advertising contract shall be governed by the laws of the Federal Republic of Germany; application of the United Nations Convention on Contracts for the International Sale of Goods is excluded. The place of performance shall be Munich. The place of jurisdiction for lawsuits against commercial entities, public-sector legal entities and special bodies or funds under public law shall be Munich.
30. **Data protection**
The publisher stores client data by means of computer systems as part of the business relationship. The voluntary details are used, together with the details required for processing the business transaction, by Süddeutsche Zeitung GmbH and the companies belonging to Süddeutscher Verlag Mediengruppe, the service publishers of Süddeutsche Zeitung GmbH and other selected companies for marketing purposes, to conduct internal market research and to inform the client about products and services that may be of interest to the client. If the client does not want this, the client may notify the publisher thereof at any time in writing: Süddeutsche Zeitung GmbH, Anzeigenservice, Hultschinger Strasse 8, D-81677 Munich/Germany.

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see page 3

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