

WAN IFRA Magazine

Media Information 2011



Cross-media advertising worldwide

Advertising opportunities
in five languages

Benefits from the print /
online advertising concept

Ask for our special
package prices

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Our promise

In 2010, we concentrated on expanding the amount of content and number of pages in the magazine, and on reporting more extensively on technical and production-oriented topics than in previous years. We also vowed to integrate the vital topics of press freedom, media development and young readers that became part of our organization's focus as a result of the WAN-IFRA merger. On all accounts, we delivered.

Our 2011 promise: To continue to innovate and publish the most relevant, highest-quality industry trade publication to our growing print/digital readership, and then some.

When we decided on the EXTRA edition concept, we had four priorities in mind:

1. creating the best possible content for a targeted readership,
2. expanding our reach,
3. giving advertisers an exciting platform in which to feature their brands, and
4. doing all those things in an efficient manner.

For those reasons and others, we have decided to convert our bi-monthly magazine product to newsprint, while keeping the same priorities in mind. The bi-monthly will stay in A4 format and the EXTRAs in tabloid format.

As with the EXTRAs, thousands of copies of each bi-monthly edition will be sent to our subscribers as well as to a targeted audience selected for their interest in the themes in each issue.

By means of illustration: nearly 1000 extra copies of our March/April issue will be sent to production/technical directors, calling their attention to our report on Automatic Density Control Systems. Another 1000 will be sent to top editors and business development directors, pointing out our report on Hyperlocal Successes and Technologies. Another 1000 will be sent to photo editors and IT directors, pointing out our report on Automatic Image Processing.

But that is just our printed product. Our ePaper edition reaches thousands of loyal readers and continues to grow. With the relaunch of the WAN-IFRA website, the magazine microsite will serve as the must-read link between print and digital, featuring original content and suppliers' latest developments. Our soon-to-be-released tablet app will give our mobile audience even more opportunities to connect with our content.

As you can see in our topic plan on page 4, we have increased our comprehensive content programme, offering our readers the most cutting-edge topics in the industry.

Like the annual visitors to IFRA Expo, our readers are the true decision-makers in their companies.

One last promise: We will always do our best to tell your story.

Thank you for your support.



Dean Roper
Editor-in-Chief

WAN-IFRA Magazine
is the international
journal of news
publishing

reader@wan-ifra.org
– to comment

ads@wan-ifra.org
– for opportunities

**www.wan-ifra.org/
pressrelease**
– to upload industry
announcements and
media

**www.wan-ifra.org/
subscribe**
– to start or change
your subscription

+49.6151.733-789 –
to call the editor

✉ dean.roper@wan-ifra.org
👉 www.wan-ifra.org

Editorial Content Guide

Every issue of **WAN-IFRA Magazine** will feature 4-5 significant articles, providing multi-faceted, multinational, multi-media, in-depth enterprise reporting on a wide range of topics. These topics will cover not only publishers' activities, but suppliers as well. Technology reporting has been a hallmark of the magazine's history and we reaffirmed that in 2010 with additional technical topics for all major production and business sectors. And there are other areas of the magazine and online components that play a significant role in everything we do, including these perhaps most-read sections:

- **Industry Updates:** We provide an overview and analysis of the major supplier-publisher announcements, whether it be the latest orders, installations and implementations. These are linked to more online coverage.
- **Developments:** Our senior editors will continue to provide up-to-date analyses of all major business and technical sectors, providing short interviews, giving their spin on the latest industry headlines, and previewing upcoming events.
- **WAN-IFRA Bulletin:** WAN-IFRA likes to keep its readers and members up to date on its latest activities, and this section provides a broad range of what the association is doing for its members and the industry.

JANUARY-FEBRUARY 2011

Order deadline: 22.11.2010 / Material deadline: 26.11.2010

Decision-Makers' Guide 2011

The annual guide for publishers to help set their agendas. We survey the industry to find out what they have put as top priorities for their 2011 budgets, and then present these topics with in-depth analyses about how publishers should address these issues, from a strategic and technical point of view. Some of the topics covered will include:

- Areas to monetise content
- Benchmarking your newsroom
- Cost-saving tips: outsourcing maintenance and other services, retrofitting presses, self-service ad placement, newsprint efficiency
- Technical tips to make tablets tick
- New ways to make print attractive
- Classified ad intelligence

Best-practice production

We kicked off this highly appreciated series of reports in 2010 in which we highlight some of the most innovative production operations in the world. Each report examines what makes that particular plant so special, in terms of technical innovation, efficiency, workflow, and strategy. What are the key technologies these publishers and printers are using?

Annual Business Report

Incisive financial analysis of how our industry is faring and where it is headed in the coming year, spotlighting the big dealings throughout key market segments in print and digital news publishing.

Press Freedom: Declaration of Table Mountain

We will give insights into the reality facing the independent press in Africa and how this campaign addresses the most pressing issues.

MARCH-APRIL 2011

Order deadline: 24.01.2011 / Material deadline: 28.01.2011

Newsroom: Hyperlocal successes & technologies

Connecting with local audiences and advertisers is becoming increasingly important. We profile a number of publishers who have created interesting initiatives aimed at making them the center of their communities, as well as what suppliers are helping them to connect with this audience.

Technical Review: Automatic density control systems

We will feature a series of articles on automation starting with density control systems and the role they play in production process. We will discuss how these systems have advanced to help publishers and printers substantially cut costs in printed waste while at the same time improving and securing consistent quality in the printing process.

Technical Review: Automatic image processing

Until recently, the automatic image processing of PDF page files was only offered by a few companies. However, as RGB and PDF workflows are becoming more common, other manufacturers have upgraded their software to these workflows. We will take a closer look at not only which suppliers are leading the field, but also a few case studies that bear that out.

World Young Reader Spotlight

In our continuing series of reports, we will feature a newspaper that is excelling in attracting young readers, and hear how this strategy is paying off with more than just image, but also the bottom line.

EXTRA EDITION: Tablet solutions & practice

Order deadline: 21.02.2011 / Material deadline: 25.02.2011

For detailed information, read extra sheet "EXTRA editions"

MAY-JUNE 2011

Order deadline: 21.03.2011 / Material deadline: 25.03.2011

Newsrooms in change

WAN-IFRA's annual Newsroom Summit takes place just before this edition goes to press and we will feature the highlights of the conference that will feature some of the most cross-media-minded newsrooms in the world. We will also talk to the numerous system providers who will be exhibiting at the Summit to see how they are helping those publishers.

Classified advertising: Strategy & technology

There is some truth to the charge when it comes to classified advertising, the industry slept through the early days of on-line. But recent events involving the likes of Schibsted and Axel Springer show that newspaper publishers are awake to the stakes and busy clawing back large sectors of the market. We will feature some of these pioneering efforts as well as feature some of the technologies supporting their efforts.

Best-practice production in postpress

The ability to turn the mailroom into a profit centre has become a reality, as publishers and printers utilise the latest technologies and flexibility to adapt products suited for their audience. With this report we feature a few companies who are doing just that and see what technologies, workflows and strategies they have in place to ensure success.

Basics of achieving colour quality printing

Our production specialists will report about the principal and relevant factors that help publishers and printers to lay a firm foundation for achieving continuous high-quality colour printing (equipment, materials, staff). What are the practical issues, training necessities, and material testing, for example, needed to reach this goal? And critically, how to measure and proof quality?

Event coverage

World Advertising Conference: This late February event in Malta will help publishers discover the best strategies and techniques to grow their advertising base – and bottom line.

Printing Summit: The early April event will shed light on the latest business strategies for producing today's highest-quality print products.

EXTRA EDITION: Semi-commercial's impact on printing and postpress

Order deadline: 26.04.2011 / Material deadline: 29.04.2011

For detailed information, read extra sheet "EXTRA editions"

JULY-AUGUST 2011

Order deadline: 23.05.2011 / Material deadline: 27.05.2011

Leading trends heading into IFRA Expo 2011

WAN-IFRA's editors and research specialists get an early start on analysing what trends are taking shape leading up to IFRA

Expo, what visitors should keep their eyes on in the various sectors, and what new developments we might see from suppliers. This will include previews on editorial and advertising, prepress, press, and mailroom, and everything electronic.

Paid content: What's working

This in-depth report will be dedicated to show how publishers, with the support of suppliers, are bringing in revenue streams, new and old. First we start with what so many in the industry are talking about: monetising content, especially online. A number of newspapers have rolled out paid content models in the past year and are planning to do so in 2011. We take a closer look at how these efforts are panning out.

Product Innovation

We started this series of articles last year with an EXTRA edition dedicated to publishers and companies who are truly creating dynamic products for their audience. With this report, we will feature a few publishers who launched products in the last year and see where they stand.

Optimised energy usage in production

With publishers and printers trying to save wherever they can, we examine just where printing plants and mailrooms can optimise energy consumption in their production processes. We will talk to a number of publishers who have been exercising energy-savings programmes, and talk to the suppliers who can help them attain their goals.

Event coverage

Digital Media Europe: The mid-April event in Amsterdam will provide a true glimpse into what publishers are experimenting with in this ever-emerging sector.

Newsroom Summit: Everything editorial will be discussed and debated at this June event in Zurich, Switzerland.

SEPTEMBER-OCTOBER 2011

Order deadline: 08.08.2011 / Material deadline: 12.08.2011

IFRA Expo 2011 preview

As IFRA Expo 2010 showed, the industry can expect a number of new developments to be announced and unveiled at the event. WAN-IFRA's editors and research specialists provide a comprehensive preview of what visitors can expect to see in Vienna. Whether it be the latest mobile/e-reading/tablet solutions to hit the market, for example, or content management system updates, or workflow solutions for prepress, or new advertising modules, or new designs in press and mailroom equipment, our team has done its homework and offers clear advice for Expo visitors.

Best-practice production

Our series of reports highlighting some of the most innovative production operations in the world continues. We will examine what makes that particular plant so special, in terms of technical innovation, efficiency, and workflow. What are the key technologies these publishers and printers are using?

Innovative advertising

Today, more and more news publishers are going well beyond the traditional static print advertisement to offer highly creative ads that readers will talk about and remember. We take a look at some of the most innovative formats and examples, and the technologies that are playing a vital role.

World Young Reader Spotlight

Continuing this series, we will feature a newspaper that is excelling in attracting young readers.

NOVEMBER-DECEMBER 2011

Order deadline: 26.09.2011 / Material deadline: 30.09.2011

IFRA Expo 2011 review

WAN-IFRA's editors and specialists will provide a comprehensive report on all major developments from IFRA Expo 2011 in Vienna, including significant articles on:

- Editorial
- Advertising
- Emerging media solutions
- Workflow
- Prepress
- Printing
- Postpress, and more...

WAN-IFRA Congress & World Editors Forum review

All of the biggest names in publishing will be on hand for the premier event of the year to share their publishing strategies before an international audience. We will highlight a number of these success stories, as well as the issues surrounding today's journalistic challenges and opportunities.

International E-Reading & Tablet Conference summary

Some of the most innovative and pioneering publishers in this realm will be on-hand in Vienna to share their experiences with e-publishing.

EXTRA EDITION: Cross-Media Advertising System Review

Order deadline: 24.10.2011 / Material deadline: 28.10.2011

For detailed information, read extra sheet "EXTRA editions"

JANUARY-FEBRUARY 2012

Order deadline: 21.11.2011 / Material deadline: 25.11.2011

Decision-Makers' Guide 2012

The annual guide for publishers to help set their agendas. We survey the industry to find out what they have put as top priorities for their 2012 budgets, and then present these topics with in-depth analyses so executive officers, top editors, technical directors and advertising/marketing managers can get a good overview of what to expect in the coming year.

Best-practice production

Our series of reports highlighting some of the most innovative production operations in the world continues. Each report will examine what makes that particular plant so special, in terms of technical innovation, efficiency, and workflow.

Annual Business Report

Incisive financial analysis of how our industry is faring and where it is headed in the coming year, spotlighting the big dealings throughout key market segments in print and digital news publishing.

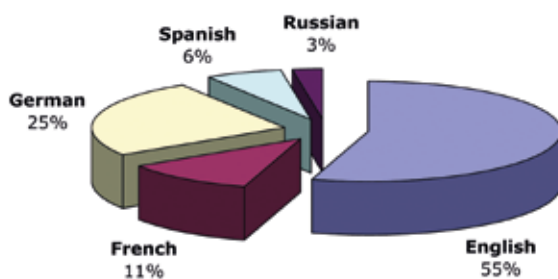
Circulation

Circulation

Monthly average: 24,000 copies
High: 28,000 copies

(Depending on subscription programmes, membership requirements and special distributions at events)

Circulation by language (paper and ePaper)



Readership

Management level breakdown

Executive/Board level	33%
Department/Unit managers	33%
Middle/functional managers	19%
Non-management positions	7%
Other	8%

Department/work area breakdown

Executive/Administration	23%
Editorial/New Media	19%
Technical/Production	33%
Advertising/Marketing	13%
Other	12%

Involvement in purchasing decisions

Recommend	20%
Select	19%
Approve	15%
Review	12%
Other	13%
None	21%

Circulation countries

Africa

Algeria
Egypt
Kenya
Morocco
Namibia
Nigeria
Réunion
South Africa
Tunisia

Asia

Azerbaijan
Bahrain
Bangladesh
Brunei Darussalam
Cambodia
China
Hong Kong
India
Indonesia
Iran
Iraq
Israel
Japan
Jordan
Kazakhstan
Korea (Republic)
Kuwait
Kyrgyzstan
Lebanon
Malaysia
Mongolia
Oman
Pakistan
Philippines
Qatar
Saudi Arabia

Singapore
Sri Lanka
Syrian Arab Republic
Thailand
United Arab Emirates
Uzbekistan
Yemen

Australia/Ozeania

Australia
French Polynesia
New Caledonia
New Zealand

Europe

Austria
Belarus
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Ireland
Italy
Latvia
Lithuania
Luxembourg
Malta
Monaco
Netherlands

Norway
Poland
Portugal
Romania
Russian Federation
Serbia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
Ukraine
United Kingdom

Latinamerica

Argentina
Brazil
Chile
Colombia
Costa Rica
Ecuador
Guatemala
Honduras
Panama
Peru
Puerto Rico
Trinidad and Tobago
Uruguay
Venezuela

Northamerica

Canada
Mexico
United States of America

As of October 2010

General information

Frequency of publication	6 issues annually, published bi-monthly in English, French, German, Spanish and Russian	
Place of publication	Darmstadt, Germany	
Website	WAN-IFRA: www.wan-ifra.org WAN-IFRA Magazine: www.wan-ifra.org/magazine	
Advertising deadline	See "Deadlines".	
Cancellation	2 weeks before advertising deadline at latest	
Bank account	WAN-IFRA GmbH & Co. KG Dresdner Bank AG, D-64219 Darmstadt, SWIFT-BIC.: DRES DE FF 508 IBAN DE78 5088 0050 0194 7369 00, BLZ 508 800 50 A/c No. 1 947 369 00.	
Conditions of payment	Net, without discount, upon receipt of invoice	
Annual subscription price	Paper	ePaper
	WAN-IFRA Members: Allotted copies as included in membership fee Additional copies Euro 71 each	included in membership fee
	Non members: Euro 71	Euro 79
	(plus postage, handling and VAT where applicable)	

Technical data

Printing process	Offset	
Paper	Cover: Revive white 115 g/m ² Inside pages: Utzenstorf Edelweiss 60 g/m ²	
Processing	Spine stitching	
Standard sizes	Page size:	210 x 297 mm (DIN A4)
	Type area:	189 x 275 mm
Size for inserts	1. 210 x 297 mm (A4) 2. 420 x 297 mm (A3 folded to A4) (Any folding costs incurred are the responsibility of the client. Not available for all products.)	
Size for bound-in inserts	Standard: DIN A4, other formats on request	



Guidelines for digital ad supply

In order to guarantee smooth ad processing, we ask you to kindly bear in mind the following:

Data specifications

- File formats** PDF/X-3:2003, other formats only on request.
- Side-cut** For bleed ads, please provide and output 5 mm bleed on all sides. Cutting marks are not required.
- File names** Please name your ads unequivocally with customer's name, edition no, language, e.g. customername_0111_E.pdf
- Data checking**
- Used fonts must be embedded.
 - Image files must be embedded in a high resolution.
 - Colour and grey scale images must have a minimum resolution of 300 dpi, line artwork 1200 dpi
 - Images (TIFF, JPEG, Photoshop EPS) must be converted to CMYK, We can not process RGB data or spot colours.
- ICC-Profiles** for the cover: ISOcoated V2
for inside pages: ISOnewspaper26v4
Please use the correct ICC profile in each case.
We can email you both profiles on request.

Printing material

- Translation** The client is responsible for the correct translation of the advertisement into English, French, German, Spanish and Russian. Upon request, WAN-IFRA will lend its assistance for the translation to English, French, German and Spanish.
- Typesetting & repro costs** Any typesetting and reproduction costs incurred are the responsibility of the client.

Data Transmission

- via data carriers** CD or DVD to: WAN-IFRA, Ms. Bettina Falk, Washingtonplatz, D-64287 Darmstadt.
- via e-mail** Please send to: ads@wan-ifra.org
- via FTP server** We will send you your password to our FTP server on request.
Please communicate to us by email the order data as well as the file name.
- Distribution** See "Deadlines"

N.B. We convert ads that are not in accordance with our specifications automatically and without prior consultation to the correct colour space. Although experience shows that the result corresponds to the original files, in such cases we cannot guarantee absolute accuracy of colour reproduction. We can only guarantee perfect reproduction of your ad if we receive the ad data in accordance with the above specifications.

Advertising sizes



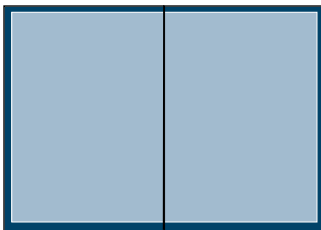
Ad spaces on the cover page
Width: 189 mm or 92,5 mm
Height: 25 mm
without bleed!



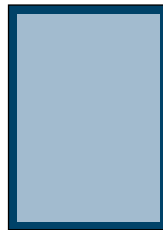
Wrapper
Width: 95 mm
Height: 297 mm
+ 5 mm on each side



Variable ad space
Width: 38 mm
Height: 50 mm -> max. 230 mm
without bleed!



2/1 page
Width: 400 mm
Height: 275 mm
Bleed size: 420 x 297 mm
+ 5 mm on each side



1/1 page
Width: 189 mm
Height: 275 mm
Bleed size: 210 x 297 mm
+ 5 mm on each side



1/2 page vertical
Width: 95 mm
Height: 275 mm
Bleed size: 105 x 297 mm
+ 5 mm on each side



1/2 page horizontal
Width: 189 mm
Height: 134.3 mm
Bleed size: 210 x 148.3 mm
+ 5 mm on each side



1/4 page horizontal
Width: 189 mm
Height: 67.1 mm
Bleed size: 210 x 81.1 mm
+ 5 mm on each side



2/3 page vertical
Width: 106 mm
Height: 275 mm
Bleed size: 116 x 297 mm
+ 5 mm on each side



1/3 page vertical
Width: 75 mm
Height: 275 mm
Bleed size: 85 x 297 mm
+ 5 mm on each side



1/3 page vertical (1/2)
Width: 75 mm
Height: 150 mm
Bleed size: 85 x 164 mm
+ 5 mm on each side



1/3 page vertical (1/4)
Width: 75 mm
Height: 75 mm
Bleed size: 85 x 89 mm
+ 5 mm on each side

Rates for special formats, 4c (in Euro)

special formats	Format in mm	all 4 editions	English	German paper and ePaper editions	French	Spanish	Russian ePaper only
cover page ad	189 x 25	2,500	1,200	740	410	410	770
cover page ad	92,5 x 25	1,500	720	450	250	250	470
Wrapper	95 x 297	4,200	2,000	1,250	700	700	—
Variable ad space per additional 10 mm	38 x 50	250 40	120 30	80 20	40 10	40 10	80 20

Rates for standard formats, b/w (in Euro)

Adverts full page	Format in mm	all 4 editions	English	German paper and ePaper editions	French	Spanish	Russian ePaper only
2/1	400 x 275	4,710	2,500	1,600	850	850	1,680
1/1	189 x 275	2,360	1,260	800	440	440	840
Full page height vertical ads							
2/3 vertical	106 x 275	1,750	860	530	310	310	560
1/2 vertical	95 x 275	1,450	690	430	240	240	450
1/3 vertical	75 x 275	1,150	550	350	170	170	390
Full page width horizontal ads							
1/2 horizontal	189 x 134.3	1,450	690	430	240	240	450
1/4 horizontal	189 x 67.1	900	430	280	150	150	300
column width ads							
Narrow 1/2 page	75 x 150	900	430	280	150	150	300
Narrow 1/4 page	75 x 75	600	290	190	100	100	190

Charges for process colours:

Euro 110 per colour and language edition.

Member discount:

WAN-IFRA members are granted 10% discount on the black/white basic price.

Charges for cover pages:

	in all 4 editions (paper and ePaper)	Russian edition (ePaper only)
Front inside cover:	Euro 400	Euro 100
Back inside cover:	Euro 200	Euro 50
Back cover:	Euro 600	Euro 150

Quantity discount:

On the black/white ad price for repeated publications within the calendar year:

repeats	2	4	6
discount	5%	10%	20%



5% package discount for the publication of an additional ad in the Asian Newspaper Focus. For details please see www.wan-ifra.org/mediainfo.

The ad price includes publication of the ad in the paper and ePaper issue of our magazine as mentioned above. The URLs and e-mail addresses mentioned on the ads in the ePaper issues will be automatically linked. VAT to be added, where applicable.

Advertising rates are subject to change, to find the latest updates on the rates and other media information go to our website at www.wan-ifra.org/mediainfo.

Deadlines

Editions	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC	JAN/FEB 12
Last day for advertising*							
– order reception:	22.11.10	24.01.11	21.03.11	23.05.11	08.08.11	26.09.11	21.11.11
– material reception:	26.11.10	28.01.11	25.03.11	27.05.11	12.08.11	30.09.11	25.11.11
Date of publication:	06.01.11	01.03.11	29.04.11	01.07.11	16.09.11	09.11.11	04.01.12

Reports on IFRA Expo 2011 will be published in the SEP/OCT issue ([preview](#)) and in the NOV/DEC issue ([review](#)).

* In case of difficulties, please contact Bettina Falk., tel.: +49.6151.733-783.

Inserts - Rates in Euro

Weight in grams	all 4 editions	English	German	French	Spanish
up to 25 g	2,000	1,000	600	300	300
up to 50 g	2,950	1,400	1,000	500	500
up to 75 g	3,900	1,800	1,400	700	700
above 75 g	on request	on request	on request	on request	on request

Formats: min. 105 mm x 148 mm; max. 210 mm x 297 mm

Reprints - Rates in Euro

You have the possibility to obtain an article published in [WAN-IFRA Magazine](#) as an offprint. In this case, the front page of the month of publication concerned will be reproduced in a lighter mode and a reference to the offprint added. The remaining pages will be identical with the published article. Only ads will not appear in the offprint. Printing will be done on the same paper as [WAN-IFRA Magazine](#).

Copies	2 pages	4 pages	6 pages	8 pages
1,000	650	800	1,400	1,500
2,000	750	950	1,650	1,800
3,000	850	1,100	1,900	2,100
4,000	950	1,250	2,150	2,400
5,000	1,050	1,400	2,400	2,700

VAT to be added, where applicable.

Advertising rates are subject to change, to find the latest updates on the rates and other media information go to our website at www.wan-ifra.org/mediainfo.

Your contact persons:

→ Post address

WAN-IFRA GmbH & Co. KG
 Marketing and Event Management
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 Tel. +49.6151.733-6, Fax +49.6151.733-802

→ The “Marketing and Event Management” team



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 Print/online advertising in the:
 WAN-IFRA Magazine, ENS, Website
 and for IFRA Expo



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 WAN-IFRA Suppliers Guides



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 advertising and promotion,
 sponsoring of WAN-IFRA Events



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 advertising and promotion,
 sponsoring of WAN-IFRA Events

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→ The editorial team



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§ 1 Scope

(1) The following WAN-IFRA GmbH & Co. KG (hereinafter referred to as WAN-IFRA) general terms and conditions apply exclusively to all advertising contracts with WAN-IFRA as well as for the formation of the contracts. They apply exclusively in relation to businesses in the sense of § 310 paragraph 1 of the German Civil Code.

(2) General terms and conditions of the advertiser that contradict or deviate from the WAN-IFRA general terms and conditions will not become part of the contract, unless WAN-IFRA expressly agrees in writing to their inclusion.

§ 2 Making of the contract

(1) The advertising contract is agreed when WAN-IFRA confirms the ad order in writing or by e-Mail or the ad is distributed, or printed respectively, in the publishing medium concerned.

(2) The deadlines stated in the order confirmation are binding and can be changed only with the agreement of the other contract partner.

§ 3 Right of refusal

(1) WAN-IFRA reserves the right not to publish ad orders due to their content, origin or technical form. In assessing this, uniform, objectively justified principles shall be applied. This shall be the case especially if the ad content is contrary to legal or official prohibitions, contra bonos mores, or publication by WAN-IFRA is otherwise deemed unsuitable.

(2) WAN-IFRA is entitled to remove from the offering already published ads with content that is in violation of legal or official prohibition or contra bonos mores without prior notification of the advertiser. The advertiser will be informed immediately of such a measure. This does not entitle the advertiser to reimbursement.

§ 4 Content and rights to the ad/copyright

(1) The advertiser bears sole responsibility for the content – in particular the accuracy and legal admissibility of the text, graphic and image copy supplied for publication of the ad. WAN-IFRA is not obliged to examine the ad for possible infringement of the rights of a third party. The advertiser is obliged to ensure WAN-IFRA non-liability in case of claims against WAN-IFRA made by a third party arising in any way from the performance of the ad order.

(2) To the extent that registered trademarks are used in the ad publication, WAN-IFRA is granted the authorisation for their use upon receiving the ad order. The advertiser guarantees that the granting of the authorisation is justified.

(3) WAN-IFRA acquires the exclusive copyright and/or other rights of performance for all ads it produces and publishes. Unless otherwise agreed in writing, payment by the advertiser, i.a. for production of the print layout or HTML layout by WAN-IFRA, does not cause an assignment of copyright and/or other protected performances to the advertiser or agency acting on his behalf.

(4) All information (texts, images, etc.) published by WAN-IFRA is subject to its copyright. Exempted from this rule is information published by WAN-IFRA where the production – including the HTML source text – was realised by the advertiser or an agency acting on his behalf. It is only in these cases that copyright is not in the hands of WAN-IFRA, but of the advertiser concerned, or the agent acting on his behalf respectively.

(5) WAN-IFRA will clearly identify as such ads that are not recognisable as ads due to their editorial design.

§ 5 Begin of publication/duty to cooperate of the advertiser

(1) Begin of publication is at a time agreed in writing with the advertiser. If no such time has been agreed in this way, publication will be immediately after the advertising contract has been agreed.

(2) WAN-IFRA is not liable for delays in performance due to force majeure (e.g. strike, lockout, official instruction, telecommunication problems, etc.) and entitle WAN-IFRA to postpone the agreed performances for the duration of their prevention, plus a reasonable start-up time. WAN-IFRA will inform the advertiser immediately about the delays in performance due to force majeure.

(3) The advertiser is responsible for the complete supply of clean, suitable printing copy (including the required translation of texts into English, French, German, Russian and Spanish), in accordance with the specifications in the valid WAN-IFRA Media Datasheets.

The deadline for receiving copy is listed in the planning calendar included in the valid WAN-IFRA Datasheets. WAN-IFRA is not liable for delays caused by the content of the ad text supplied by the advertiser, due either to the content or for technical reasons.

§ 6 Payment, delayed payment

(1) Unless agreed otherwise in writing, the advertiser pays WAN-IFRA the price listed in the rate schedule of the currently valid Media Datasheets for publication of his ad. The valid rate schedule published by WAN-IFRA in the Media Datasheets at the time the order is received from the advertiser shall apply. The listed prices are ex VAT.

(2) WAN-IFRA issues the invoice immediately after publication of the ad and forwards it to the advertiser. Payment in full is due on receipt of the invoice.

(3) The discounts listed in the rate schedule are granted only for the ads published on behalf of an advertiser within a calendar year (January-December). The advertiser is entitled to retroactively claim the corresponding discount for his actually placed orders within the one-year period.

§ 7 Publication

(1) The advertiser affords payment for publication of the ad in the WAN-IFRA print media or Internet pages.

(2) WAN-IFRA undertakes as far as possible to accommodate wishes for publishing ads in preferred positions and editions. But this becomes binding for WAN-IFRA only if confirmed in writing by WAN-IFRA before publication.

(3) Proofs, as described in the Media Datasheets, are supplied only in exceptional cases, where time allows and it is agreed expressly in writing. If the advertiser fails to return a proof within the agreed time limit but that was supplied to him on time, the proof will be considered approved.

§ 8 Changing the ad text

(1) In the case of ads published for a stipulated period by WAN-IFRA in the Internet, WAN-IFRA is obliged, if called upon to do so, to introduce changes during the publication period, on condition that such changes are feasible from both the technical and content points of view. Exempted are all changes concerning the identity of the ad, so that in case of the change being implemented a new advertiser would become recognisable as the author and not the original advertiser.

(2) Changes that WAN-IFRA can carry out with minimum time and effort will not be charged. If that is not the case, WAN-IFRA will inform the advertiser accordingly and only carry out the desired change after calculating the corresponding costs and receiving confirmation from the advertiser that he will bear any additional costs that result for WAN-IFRA.

§ 9 Guarantee

(1) WAN-IFRA guarantees to reproduce the ad in accordance with regular technical standards and in the best possible quality.

(2) There is not considered to be an error in the display if, with ads published in the Internet, display problems are due to

- the use of unsuitable display, software and/or hardware (e.g. browser),
- a fault in the communication networks of other operators,
- a computer failure at an Internet access provider or at an online service or
- incomplete and/or non-updated offerings on so-called proxy servers (temporary stores) of commercial and non-commercial providers or online services.

(3) In case of faulty ad reproduction for which WAN-IFRA is liable, the advertiser is entitled to a faultless replacement ad, but only to the degree in which the purpose of the ad was impaired. If WAN-IFRA is not prepared or in a position for this, refuses to do so or delays taking appropriate action beyond appropriate time limits due to reasons for which WAN-IFRA bears responsibility, or if publication of a replacement ad founders in any other way, the advertiser is entitled to optionally cancel the contract (annulment) or demand a reduction in the advertising price (abatement).

§ 10 Notice of defects

In mutual commercial transactions, the advertiser is obliged to check the published ad immediately after the first publication and give notice of any defects without delay. The time limit for notification of such defects for obvious defects begins with publication of the ad, for concealed defects with their discovery. If the advertiser fails to give notification of the defect, the publication of the ad is considered approved as free of defect.

§ 11 Exclusion and limitation of liability

(1) WAN-IFRA bears no liability, especially in relation to claims on the part of the advertiser for damages on whatever legal grounds, in particular in case of breaches of obligation from the obligatory relation and from non-permitted actions.

This does not apply in cases of mandatory liability by law, especially:

- for own violation of obligation, either deliberate or due to gross negligence, or violation of obligation due to gross negligence by legal representatives or assistants and in case of intention to deceive;
- for the violation of integral contractual obligations (i.e. such contractual obligations that, due to the nature of the contractual relationship, the customer must necessarily be able to rely on their fulfilment) and in the case of justifiable impossibility of performance and major violation of obligation;
- if in the case of violation of such obligations in the meaning of § 241 paragraph 2 German Civil Code our performance can no longer be expected to be tolerated by the customer;
- in the case of injury to life, body and health, also by legal representatives or assistants;
- to the degree that WAN-IFRA has taken over the guarantee for the quality of its performance or the existence of a performance success, or a procurement risk;

(2) In other cases, WAN-IFRA is liable for all claims for damages or reimbursement of expenditure filed against it under the existing contractual relationship due to culpable violation of duties, no matter what the legal ground, not in case of minor negligence.

(3) In the case of the preceding liability under item 11.2 and a liability without fault, especially in initial impossibility and deficiency in title, we are liable only for typical and foreseeable damages.

(4) Liability for indirect damages and consequential damage due to faults, to the extent that WAN-IFRA has not violated a major contractual obligation (see item 11.1) or WAN-IFRA, its senior personnel or assistants is culpable of a premeditated or grossly negligent breach of duty.

(5) Liability, with the exception of premeditation and other legally binding, divergent maximum amount of liability, the total amount of liability is limited to the coverage of the business liability insurance.

At the request of the advertiser, WAN-IFRA will at any time and free of charge provide a copy of the relevant insurance policy.

IFRA undertakes, in the event of a release from obligation to perform on the part of the insurer (e.g. due to breaches of obligation, annual maximisation, etc.), to support the customer with its own resources, excepting cases of premeditated action and injury to body, life or health and other legally binding, divergent liabilities and/or liability provisions, to a maximum sum of EUR 50,000,-. Any greater liability is excluded.

(6) The exclusions or limitations of liability under the preceding items 11.2 to 11.5 apply to the same degree for senior and non-senior personnel as well as other assistants.

§ 12 Retaining originals – Archiving ads

(1) WAN-IFRA must return copy supplied by the advertiser for ad production only if specifically called upon to do so in writing by the advertiser. The obligation to retain copy ends three months after the termination of the ad contract.

(2) WAN-IFRA is not obliged to retain the published ad after the end of the advertising contract.

§ 13 Miscellaneous

(1) If the advertiser is a legal person under public law or a special fund under public law or has no residence in the Federal Republic of Germany, Darmstadt is the exclusive court of arbitration for all disputes arising from the contractual relationship. However, WAN-IFRA is permitted also to proceed against the advertiser at his legal domicile. The place of performance of the mutual obligations under the contract is Darmstadt.

(2) Any subsidiary agreements, changes and additions must be in written form in order to be effective; this applies especially also for the removal of this rule.

(3) For all legal relationships of the parties to the contract the law of the Federal Republic of Germany shall exclusively apply, to the exclusion of the UN Convention on Contracts for the International Sale of Goods (CISG).

As of July 2009