

MEDIA DATA | 2012

DM | DENTAL MAGAZIN





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1 | General information

DENTAL MAGAZIN is the dental journal with a practical focus for practicing dentists. Its editorial mission is to stimulate dialogue between clinical practice, academic research and training and the dental industry. Dental expertise is defined by a triangle delineated by practice, university and industry – and the views of all three are represented in DENTAL MAGAZIN.

It helps dentists form well-founded opinions about important current topics in the dental world and successfully incorporate new ideas in their daily practice. A unique and integrated part of the overall concept of Dental Magazin is its visual appearance: exclusive photography and a clearly structured, modern design. DENTAL MAGAZIN is a specialist publication that truly whets the reader's appetite for more!

- 2 | **Frequency** 6 times a year
(see Schedule, page 12)
- 3 | **Volume** 30 (2012)
- 4 | **Website** www.dentalmagazin.de
- 5 | **Memberships** LA-DENT, IVW

7 | Publishing institution

Deutscher Ärzte-Verlag GmbH

8 | Publisher

Deutscher Ärzte-Verlag GmbH
Dieselstrasse 2, 50859 Cologne, Germany
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www.aerzteverlag.de
www.zahnheilkunde.de

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11 | Printing

L.N. Schaffrath GmbH & Co. KG
DruckMedien
Marktweg 42–50, 47608 Geldern, Germany

12 | Subscription rate

Includes postage within Germany and VAT
Annual subscription € 60.00
Student discount € 30.00
Single copy € 10.00

13 | ISSN (print) ISSN (online)

0176-7291
2190-8001



16 | Circulation control



17 | Circulation details

Average copies (2nd quarter 2011)

Print run	20,000
Actually distributed circulation (ADC)	19,121
of which international	54
Free copies	19,121
of which international	54
Remainders and archive copies	879

18 | Geographic distribution

Economic region	Percentage of ADC	
	%	Copies
Germany	99.7	19,067
Rest of world	0.3	54
ADC	100.0	19,121

Source: Per-issue analysis, Deutscher Ärzte-Verlag GmbH, as per 27th of July 2011

18.1 | Domestic circulation by postal code areas

	%	Copies
Postal code zone 0	6.8	1.300
Postal code zone 1	6.8	1.300
Postal code zone 2	10.5	2.000
Postal code zone 3	10.5	2.000
Postal code zone 4	12.3	2.350
Postal code zone 5	12.9	2.450
Postal code zone 6	10.8	2.050
Postal code zone 7	11.0	2.100
Postal code zone 8	10.2	1.950
Postal code zone 9	8.2	1.550
ADC (domestic)	100%	19,050

Source: Per-issue analysis (postal distribution only), Deutscher Ärzte-Verlag GmbH, as per 27th of July 2011



19 | Coverage **LA-DENT 2011**

	Population = 54,930 dental practitioners	
	%	absolute
Awareness	85.1	46,745
Total readership (TR) at least 1 issue read of 6	41.3	22,686
AIR Average issue readership	27.5	15,106
TR composition		
		%
5-6 issues read of 6 (= regular readers)		58
3-4 issues read of 6		32
1-2 issues read of 6		10
sample size		220

Coverage growth

Coverage after 1 to 6 issues	AIR
1	27.5 %
2	31.1 %
3	33.3 %
4	34.7 %
5	35.8 %
6	36.6 %

Impact

Page contacts in most recent issue of DENTAL MAGAZIN	TR composition
All pages	10
About three-quarters of the pages	29
About half of the pages	33
About one-quarter of the pages	20
Only a few pages	9
none pages	1
sample size	220

Source: Readership survey for dental journals, LA-DENT 2011; survey among dental practitioners



- 1 | Circulation**
 Print run 20,000
 Actually distributed circulation 19,121
- 2 | Journal size**
 Live type area 207 x 280 mm (W x H; magazine size)
 178 x 255 mm (W x H) =
 4 columns, each 40,5 mm wide
- 3 | Printing process and binding**
File formats Offset printing, 60-screen. No separate charge for transferring appropriate image data files for offset printing. See Digital Printing Data, page 11.1. Four-colour printing: European scale, DIN 16539 colour sequence: black, blue, red, yellow
- 4 | Frequency**
 6 issues a year; for publication dates and copy deadlines, see Schedule, page 12
- 5 | Publisher**
 Deutscher Ärzte-Verlag GmbH
 Dieselstrasse 2, 50859 Cologne, Germany
 Postfach 400254, 50832 Cologne, Germany
 www.aerzteverlag.de
 www.zahnheilkunde.de
- Advertising sales: Phone: +49 2234 7011-308
 Fax: +49 2234 7011-6308
- Advertising management: Phone: +49 2234 7011-243/-379
 Fax: +49 2234 7011-6243/-6379
- 6 | Terms of payment**
 Payable net immediately on receipt of invoice, 2% discount for prepayment or payment by direct debit.
- Bank account data: Deutsche Apotheker- und Ärztebank Cologne, account no.: 0 101 107 410, sort code (BLZ) 370 606 15
 Postbank Köln, account no. 192 50-506, sort code (BLZ) 370 100 50

7 | Advertising formats, rates and discounts

Size	Live type area sizes	
	Width x Height (mm)	b/w
1/1 page	178 x 255	€ 3,060.00
1/2 page	86 x 255 or 178 x 127	€ 1,530.00
1/3 page	56 x 255 or 178 x 85	€ 1,020.00
1/4 page	86 x 127 or 178 x 63	€ 765.00
1/8 page	86 x 63 or 178 x 31	€ 385.00
Solus in appointment schedule		
1 column	86,5 x 42	€ 480.00
2 column, gutter bleed	211 x 42	€ 960.00

* Bleed sizes include a 3-mm trim

7.1 | Discounts

Frequency rates		Multipage discount	
Same-size advertisements, minimum of:		Commitment level:	
2 insertions	3 %	2 pages	3 %
3 insertions	5 %	3 pages	7 %
4 insertions	8 %	4 pages	12 %
6 insertions	10 %	6 pages	15 %

All discounts apply to basic b/w rate only.



8 | Surcharges

Colour

Per additional colour
 (HKS 3, HKS 25, HKS 47) € 450.00

Insertion on opposite pages:
 2nd page surcharge € 315.00

Four-colour surcharge € 1,170.00

Insertion on opposite pages:
 2nd page surcharge € 820.00

Placement Outside back cover: add 25 % to basic b/w rate
 2. Inside front cover: add 20 % to basic b/w rate
 2. Inside back cover gatefold: Please inquire
 3. Inside front cover: add 10 % to basic b/w rate
 3. Inside back cover gatefold: Please inquire

Sizes No bleed surcharge for advertisements

10 | Special advertising formats Please inquire

11 | Discounts

see Advertising formats, rates and discounts,
 page 6

12 | Combinations

Please inquire

13 | Bound-in inserts

See Information, page 9

14 | Loose inserts

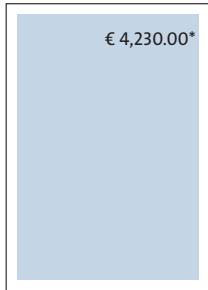
See Information, page 10

15 | Tip-on inserts

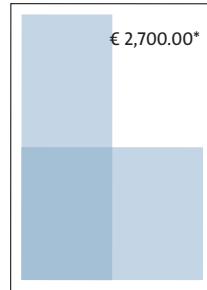
See Information, page 10

16 | Printing

L. N. Schaffrath GmbH & Co. KG
 DruckMedien
 Marktweg 42-50
 47608 Geldern
 Germany

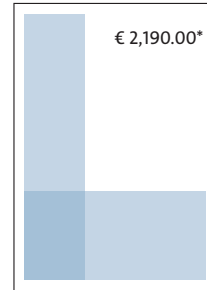


1/1 page
178 x 255 mm
Bleed size
213 x 286 mm



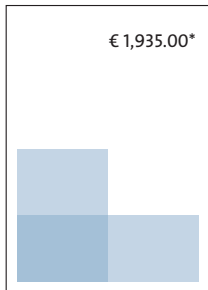
1/2 page
86 x 255 mm
Bleed size
99 x 286 mm

1/2 page
178 x 127 mm
Bleed size
213 x 145 mm



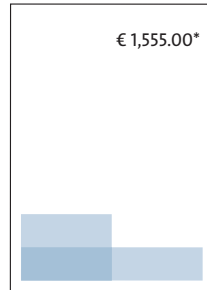
1/3 page
56 x 255 mm
Bleed size
69 x 286 mm

1/3 page
178 x 85 mm
Bleed size
213 x 103 mm



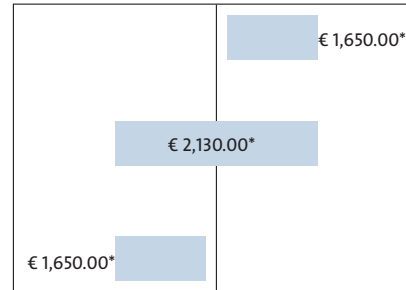
1/4 page
86 x 127 mm
Bleed size
99 x 145 mm

1/4 page
178 x 63 mm
Bleed size
213 x 81 mm



1/8 page
86 x 63 mm
Bleed size
99 x 79 mm

1/8 page
178 x 31 mm
Bleed size
213 x 49 mm



**Solus in
appointment
schedule**

1 column
86.5 x 42 mm

2 column,
gutter bleed
211 x 42 mm

Bleed sizes: Bleed sizes include a 3 mm trim.

*Per-insertion prices refer to a 4-colour advertisement.

13 | Bound-in inserts

Bound-in inserts

Size of bound-in inserts *Grass per '000 based on weight of stock*
bis 115 gsm *Up to 150 gsm*

1 sheet = 2 pages	€ 140.00	€ 149.00
2 sheets = 4 pages	€ 180.00	€ 189.00

Co-op inserts *Up to 115 gsm* *Up to 150 gsm*

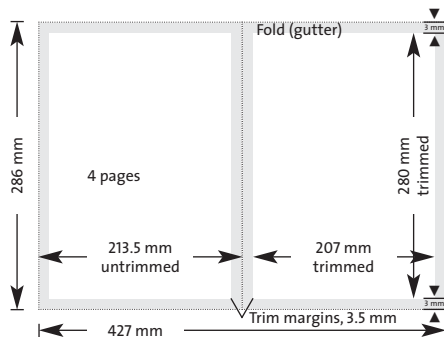
1 sheet = 2 pages	€ 210.00	Please inquire
2 sheets = 4 pages	€ 370.00	Please inquire

Discounts No discounts are applicable for inserts.

Sizes

1 sheet = 2 pages untrimmed, 213 x 286 mm (W x H)
2 sheets = 4 pages untrimmed, folded once to a size of 213 x 286 mm (W x H)

Trimming diagram



Required print run

20,000 copies
+ 2% tolerance

Sample

Before the order is accepted and confirmed by the publisher, you must submit a definitive sample. Bound-in inserts must be designed such that they cannot be mistaken for editorial content.

Technical specifications

Rates presuppose that the bound-in inserts can be processed mechanically without additional effort.

- 2-page bound-in inserts (1 sheet) without tip-on or attached reply cards or commercial samples.
- 4-page bound-in inserts (2 sheets) without tip-on reply cards or commercial samples.

Case b): Assuming that the bound-in insert is closed towards the binding edge, i.e. in the direction of insertion. A surcharge will apply in all other cases. Bound-in inserts printed on a material other than paper can only be accepted after the publisher has obtained approval from the postal service. Bound-in inserts must be supplied untrimmed. Multiple-page bound-in inserts must be supplied folded.

When designing bound-in inserts, ensure that any text or illustrations overlapping the fold will not be adversely affected by trimming. A routing margin of 3 mm is required in the gutter zone. The size of the journal after trimming is 207 x 280 mm (W x H). Clearly mark which page of the bound-in insert is the front page.

Delivery

Please submit bound-in inserts in perfect condition and correctly packed. They should be shipped to the printer no later than two weeks before publication, all freight charges prepaid. Ship to: **L. N. Schaffrath GmbH & Co. KG, DruckMedien Marktweg 42-50, 47608 Geldern, Germany**

To ensure correct processing, please include details of the number of items in the shipment, the journal title and issue number in the shipping documents. A sample should be visibly attached to the outside of each packing unit.



14 | Loose inserts

Before the order is accepted and confirmed by the publisher, you must submit a definitive sample. Inserts must be designed such that they cannot be mistaken for the editorial content.

Insert directory

All inserts will be listed in the advertising section, free of charge.

Required print run

20,000 copies + 2% tolerance

Loose insert rates

	Insert weight	Rate per '000
Complete edition	max 25 g	€ 110.00

Rates for heavier inserts: Please inquire, submitting a sample. Rates are per thousand or part thereof and cover mechanical insertion and postal charges for excess weight. With multi-page loose inserts, the closed side will always be placed parallel to the spine of the magazine. No discounts are applicable for loose inserts.

Size

Maximum size is 195 x 275 mm (W x H) or must be folded to this size – no trifolds

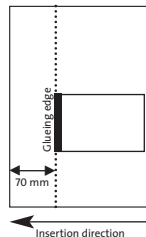
Shipment

Please submit all inserts in perfect condition and correctly packed. They should be shipped to arrive at the printer no later than two weeks before the publication date, all freight charges prepaid.

**L. N. Schaffrath GmbH & Co. KG, DruckMedien,
Marktweg 42–50,
47608 Geldern, Germany**

Include details of the number of items in the shipment, the journal title and issue number in the shipping documents. A sample should be visibly attached to the outside of each packing unit. Ship inserts with as little internal wrapping as possible. Inserts must be suitable for mechanical processing.

15 | Tip-on inserts



Tip-on commercial samples

Ship tip-on inserts to

Please inquire for tip-on inserts, such as postcards on bound-in inserts or advertisements. **Postcard rate: € 52.00** per '000, including pro-rated postage. Mechanical gluing is available parallel to the gutter and at 2–7 cm away from the gutter at variable heights. In all other cases – including non-orthogonal placement, a manual-processing surcharge will be applied. Please inquire.

Required print run:
20,000 copies + 2% tolerance

Commercial samples and electronic media will be invoiced as inserts. Please inquire for rates, including a definitive sample.

Please inquire



Digital artwork requirements for advertisements

The advertising department must have a relevant advertising contract prior to digital advertisement transfer as well as a completed print material request (sent with the order confirmation or on request).

General advertising deadlines apply. A 1:1 print-out and – with colour advertisements – a definitive colour proof is required to verify the correctness of the data.

Data transfer

File names must contain the journal title, issue and customer name. File names should not contain spaces or accented or special characters.

1. E-mail transfer

Compress all data as ZIP.
pinsdorf@aerzteverlag.de
metternich@aerzteverlag.de

2. FTP transfer

Compress all data as ZIP.
Call +49 2234 7011-243 or +49 2234 7011-379 for a user name and pass word.
ftp://anzeigen.aerzteverlag.de

Data archiving

All your data will be archived, meaning that identical re-insertions are generally possible. However, we cannot guarantee that your data will be preserved.

File formats

Submit unseparated files in PDF, EPS or TIFF format. Do not send any “open” data (such as InDesign, QuarkXPress etc. files). Any artwork must be of printable quality – all fonts used must be embedded; half-tone images must have a resolution of 300 dpi, and line art must have a resolution of at least 600 dpi.

Colour space

Work within the CMYK colour space and do not use any PostScript colour management. Identify any special colours (contact the publisher beforehand!) correctly (HKS or Pantone). If you want to work within the media-neutral LAB colour space, please request a proof (which will be charged to you) to check the anticipated print results. As your data will have to be extensively adapted for conversion to the CMYK colour space, neither the publisher nor the printer can guarantee that the colour is reproduced correctly without your prior approval of the proof.

Warranties/ Additional costs

We can only expose what is actually present in your data. The publisher will not be responsible for discrepancies in texts, images and – especially – colours. Incorrect exposure due to incomplete or incorrect data, incorrect settings or incomplete instructions or information will be invoiced separately. This also applies to any additional typesetting or lithographic work and for the creation of missing proofs.



Issue	Publication date	Copy deadline	
1	01.02.2012	12.01.2012	Current trends in restorative dentistry
2	01.04.2012	12.03.2012	Endodontics – technical advances and discussions
3	01.06.2012	11.05.2012	Update on all-ceramics & CAD/CAM
4	01.09.2012	10.08.2012	Perioprosthodontics
5	15.10.2012	24.09.2012	Oral surgery in practice
6	01.12.2012	12.11.2012	Challenges of geriatric dentistry

Note: All dates are in dd.mm.yyyy format!

For special topics within DENTAL MAGAZIN,
please contact redaktion@dentalmagazin.de

1. An 'advertising order' pursuant to the following General Terms and Conditions is an order placed by an advertiser or other interested party for publication of one or several advertisements in a printed publication for the purpose of dissemination. All advertising orders are processed exclusively in accordance with these General Terms and Conditions. When advertising orders are placed electronically, the advertiser is able to download and/or print out the text of the General Terms and Conditions and/or agreements which deviate from, contradict or supplement these General Terms and Conditions do not form part of the contract, even if we are aware of them, unless we specifically acknowledge their validity. In particular, our failure to object to or reject deviating general terms and conditions shall not lead to their validity being deemed to have been agreed.
2. Private advertisers referred to in these General Terms and Conditions are natural persons entering into a business transaction which is not considered a commercial or independent professional transaction. Corporate advertisers referred to in these General Terms and Conditions are natural persons, legal entities or incorporated partnerships pursuing commercial or independent professional activities. Customers referred to in these General Terms and Conditions are both private advertisers and corporate advertisers. The publisher is the owner of these General Terms and Conditions.
3. Quotations provided by the publisher are subject to confirmation. By placing an advertising order on the basis of a quotation, the customer offers to enter into a contract with the publisher. The contract does not enter into force until the publisher has provided written order confirmation. Private advertisers who place advertising orders via electronic media will receive confirmation of receipt from the publisher. However, this confirmation of receipt does not constitute binding acceptance of the order. Binding acceptance of electronically placed orders is provided when the publisher explicitly states that it has accepted the order. The publisher is entitled to accept a customer offer to enter into a contract, i.e. an advertising order, within two weeks after submission of the customer offer. Unless otherwise explicitly agreed, any contracted advertisements must be submitted for publication within one year after conclusion of the contract. If the right to submit individual advertisements is granted under the terms of the advertising order, the submission must be carried out within a period of one year from the publication of the first advertisement, if the first advertisement was submitted and published within the time period designated under 1.
4. Advertising orders permit the advertiser to submit advertisements beyond the number of advertisements originally agreed upon, within the contracted time period or as specified in Clause 2.
5. If an order is not executed due to circumstances beyond the control of the publisher, the advertiser will reimburse the difference between the discounted price and the price applicable to the actual insertions to the publisher, without prejudice to any other legal rights. There will be no reimbursement if the publisher's non-performance was caused by force majeure.
6. An advertiser can cancel advertising orders only for important cause. Advertising orders must be cancelled in writing (by letter, fax or email), with the cancellation notice to be received by the publisher no later than one week before the advertising copy deadline. The publisher will accept no cancellations for inserts or for advertisements for confirmed special positions, including but not limited to inside or outside front/back covers, for reasons for which the advertiser is responsible.
7. When determining quantities for discount purposes, millimetres of text lines will be converted into millimetres of advertising space in accordance with the provisions of the rate card.
8. Orders for advertisements and inserts placed with the declared intention of being published only in specific issues, in specific editions or in specific locations within the publication must be submitted in time for the publisher to be able to inform the advertiser if the order cannot be executed in the desired manner. Classified advertisements will be printed under the respective classified header; no express agreement is required to this effect.
9. Text advertisements are advertisements bordering on text, not on other advertisements, on at least three sides. The publisher is entitled to mark with the word "Advertisement" any advertisements designed so they are not readily recognizable as advertisements.
10. The publisher reserves the right to refuse advertising orders – including individual submissions under the terms of an advertising contract – and advertising supplement orders on the basis of their technical form or their origin, in accordance with uniform, objectively justified principles, if the contents violate any laws or official regulations or if the publication is unacceptable to the publisher. This also applies to orders placed with agencies, receiving offices or representatives. Orders for inserts will not be binding on the publisher until a sample of the insert has been submitted and approved. Inserts whose form or appearance may give readers the impression that they are an integral part of the publication, or which contain third-party advertising, will not be accepted. The advertiser will be informed immediately if an order is refused.
11. The advertiser will be responsible for the punctual submission of the advertising copy and artwork or inserts. The publisher will immediately request new printing data if those received are visibly unsuitable for processing or if they are damaged. The publisher guarantees the quality of printing customary for the assigned publication within the limits set by the nature of the printing data. If the printed advertisement is completely or partially illegible or incorrect or if it has been incompletely printed, the advertiser will have the right to demand a price reduction or a corrected substitute advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher does not comply with a reasonable deadline set for this purpose or if the substitute advertisement is again incorrect, the advertiser will have the right to reduce the price or to cancel the contract. The publisher is entitled to decline the advertiser's choice of supplementary performance if it is associated with disproportionately high costs and the other method of supplementary performance would not be associated with any substantial disadvantages for the private advertiser. Corporate advertisers must provide written notification (by letter, fax or email) to the publisher of any obvious defects within two weeks of the advertisement being printed. Timely dispatch of the notification suffices for compliance with the time limit. After the expiry of the two-week time limit the corporate advertiser is not entitled to assert claims in respect of obvious defects. Private advertisers must provide written notification (by letter, fax or email) of obvious defects to the publisher within two months of the time when the defect in the advertisement is discovered. Timely dispatch of the notification suffices for compliance with the time limit. If the private advertiser fails to provide notification of defect, the warranty for obvious defects expires two months after discovery of the defect unless the publisher fraudulently concealed the defect. If supplementary performance fails and the customer chooses to cancel the contract he or she may not assert any additional damages compensation claim in respect of the defect. This does not apply for personal injury (injury to life, limb and health) or damages under the German Product Liability Act (*Produkthaftungsgesetz*). In such cases, the publisher has unlimited liability. The exclusion of compensation for damages does not apply to damages which are incurred by the customer as the result of the publisher's deliberate or grossly negligent breach of obligation. The publisher shall also be liable for typical damages incurred by the customer as a result of material breach of contract by the publisher in cases of slight negligence on the part of the publisher or its vicarious agents. Material contractual obligations in the above sense are the obligations which are essential to the proper performance of the contract and which contractual partners may routinely expect to be met. Otherwise the publisher's liability for slight negligence is excluded.

12. Proofs will be delivered only when expressly requested. The advertiser will be responsible for the correctness of the returned proofs. The publisher will take into account all error corrections submitted within the period set at the time of forwarding the proofs.
13. If no specific size is stipulated, invoicing will be based on the actual print size customary for the type of advertisement.
14. The offered advertisement rates are binding and based on our rate schedules for private and corporate advertisers. The private advertiser rates published on the website at www.aerzteverlag.de/anzeigenverbraucherpreise are inclusive of VAT at the statutory rate. Unless the advertiser has paid in advance, an invoice will be sent immediately after publication of the advertisement. Invoices are payable without deduction, unless otherwise specified on the invoice. Private advertisers are required to pay invoices within three weeks of the advertisement being published unless they have cancelled the advertisement and corporate advertisers are required to pay invoices upon receipt. As of the expiry of this time limit, the customer is in default of payment. For the duration of default of payment, the private advertiser is liable to pay interest at 5 percentage points above the base rate and the corporate advertiser is liable to pay default interest of 8 percentage points above the base rate.
15. Orders by advertising agencies and advertising agents will be accepted in the name of and for the account of the agency/agent. Advertising agencies and advertising agents will be obliged to comply with the publisher's rate card in all their proposals, contracts and settlements with advertisers. In the event of default, the publisher may postpone further execution of the current order until payment has been made and may request advance payment for the remaining advertisements. If there is reasonable doubt regarding the advertiser's ability to pay, the publisher will be entitled, even during the term of the transaction, to make the publication of further advertisements dependent upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.
16. Upon request, the publisher will deliver a specimen of the advertisement with the invoice. If a specimen can no longer be procured, a legally binding certification from the publisher regarding the publication and distribution of the advertisement will serve as a substitute.
17. The advertiser will be responsible for the production cost for all printing data and drawings ordered and for any considerable changes in agreed versions, which the advertiser may request or be responsible for.
18. In the case of a transaction involving several advertisements, a claim to a reduction in price may result from a reduction in the circulation if the total average circulation in the insertion year beginning with the first advertisement is less than the average amount stated in the price list or otherwise, or – if no circulation amount is stated – is less than the average circulation of issues sold (for trade journals, this can also be the average number actually distributed) in the previous calendar year. A reduction in circulation will grant the right to a price reduction only if it amounts to
 - a. 20% for a circulation of up to 50,000,
 - b. 15% for a circulation of up to 100,000,
 - c. 10% for a circulation of up to 500,000,
 - d. 5% for a circulation of more than 500,000.All other claims for price reductions will be excluded if the publisher has notified the advertiser of the impending reduction in print run in time to ensure that the advertiser could have cancelled the order before the advertisement was published.
19. In the case of box number advertisements, the publisher will collect and forward the communications received with the due diligence of a prudent businessman. Registered and express letters will only be forwarded by surface mail. The publisher can be granted the right, by separate contract, to open incoming offers as a representative and in the declared interest of the advertiser. Letters whose size exceeds A4, as well as goods, books, catalogues and packages, will be excluded from forwarding.
20. Artwork will be returned to the advertiser only if expressly requested. Any obligation to safeguard the printing data will cease three months after the order has been completed.
21. Legal venue for contracts with corporate advertisers is the place of the publisher's registered office, i.e. Cologne.
22. If the advertiser is a registered business, a corporate body under public law or legal entities under public law, the legal venue is the place of the publisher's registered office, i.e. Cologne. The competent courts at the private advertiser's place of residence have jurisdiction over publisher claims which are not collection proceedings. If the corporate advertiser does not have a general legal venue in Germany, Cologne is also the legal venue. If the customer's domicile or habitual residence is unknown at the time when the legal action is brought or the customer relocated his domicile or habitual residence beyond the scope of validity of this law after entering into the contract with the publisher, the legal venue is the place where the publisher has its registered office.
23. All legal relationships which are governed by this contract are subject to the laws of the Federal Republic of Germany.
24. In the event that any one provision or provisions of this contract, including the provisions of the General Terms and Conditions breaches mandatory laws in full or in part, or is void or invalid for other reasons, the validity of the other provisions shall not be affected. All supplements and amendments to these GTCs must be made in writing.
25. The advertiser is herewith informed pursuant to the German Teleservices Data Protection Act (*Teledienststedatenschutzgesetz, TDDSG*), the German Interstate Media Services Agreement (*Mediendienstleistungsvertrag, MDStV*), the Federal Data Protection Act (*Bundesdatenschutzgesetz, BDSG*) and other data protection laws that data which is provided to the publisher under the contractual relationship, particularly personal data provided in connection with order placement and processing, will exclusively be machine-readably stored, processed and used for the purposes specified by the advertiser, unless the advertiser has provided consent to other use, and for the purposes of billing and remuneration. The publisher is entitled to collect, store and use the advertiser's or potential customer's personal data within the scope of order placement and processing and availability queries if this is necessary for the advertiser to use the publisher's services and for the publisher to invoice them. The advertiser may, at no charge, view the personal data which is stored by the publisher. The publisher undertakes to act in accordance with the TDDSG, MDStV, BDSG and other data protection laws by using advertiser data which it becomes aware of as a result of the contractual relationship for the purpose of initiating or processing orders only, unless the advertiser has consented to its use for other purposes, to maintain the confidentiality of such data and to obtain appropriate undertakings from its employees if this is required by law.

RATE CARD NO. 29

