

Media Data 2027

Print and digital advertising

For your advertising. For your target audience.



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Established more than 45 years ago. For an industry in motion.

As a trade publication covering tyres, wheels and retreading, we provide well-researched specialist information, current industry news and a strong digital product portfolio. Our magazine, website and newsletters directly reach your target audience.

Three media channels. One industry. One network.



Magazine

Providing industry expertise for more than 45 years.

NEUE REIFENZEITUNG has been a leading voice in the tyre and wheel market since 1981. Every month, we cover companies, products, services and major industry developments, complemented by a wide range of supplements.



Website

Up-to-the-minute information.

Reifenpresse.de offers readers daily news and background information, along with extensive databases and industry analyses.



Newsletter

The most important news delivered to your inbox.

At the end of each working day, our newsletter covers the industry's main topics and developments. Additional specialised newsletters serve particular topics and target groups.



Readership

Tyre retailers | wholesalers tyre | wheel and accessory manufacturers | automotive workshops | retreaders | end-of-life tyre recyclers | parts retailers | industry service providers



Distribution

Domestic 87% | international 13%
Germany, Austria, Switzerland, Belgium, the Netherlands, Denmark, the United Kingdom, Italy and other countries.



Circulation

Print run 5,000; distributed circulation 4,900 copies



Frequency

Monthly, in the third week



Advertising deadline

Three weeks before publication

Your contacts

For any questions about editorial topics, advertisements, digital advertising materials, graphics or distribution, contact our team for personal advice. We look forward to hearing from you.

Editorial

Arno Borchers editor-in-chief and managing director	arno.borchers@reifenpresse.de	+49 (0)4141/5336-27
Christian Marx managing director and publishing management	christian.marx@reifenpresse.de	+49 (0)4141/5336-28

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Petra Sander-Dammann	vertrieb@reifenpresse.de	+49 (0)4141/5336-20
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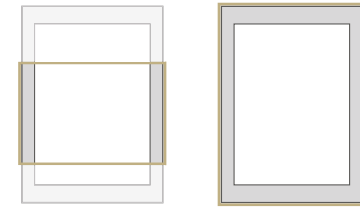
Profil-Verlag GmbH & Co. KG

Harsefelder Straße 5
21680 Stade, Deutschland

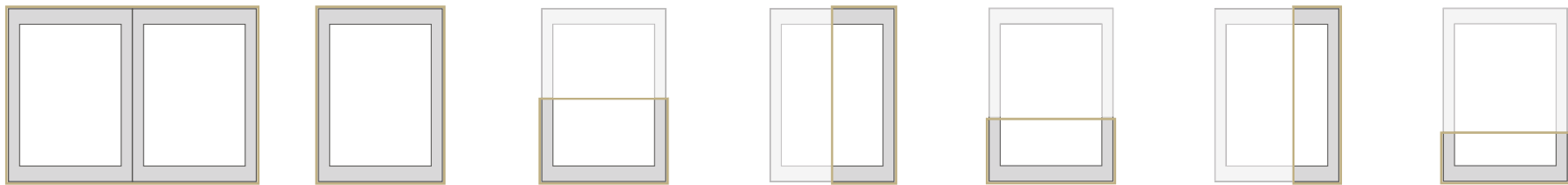
Tel.: +49 (0)4141/5336-0
www.reifenpresse.de
info@reifenpresse.de

The right platform for your message

From an attention-grabbing double page spread and a classic full-page ad to smaller formats, our range helps you reach your audience effectively. Formats, dimensions and prices are as follows.



Format	Front cover	Cover page (2.,3.,4.)
Bleed size*	210 x 180 mm	210 x 297 mm
Price	€ 6,550	€ 5,990



Format	2/1 page	1/1 page	1/2 page (horizontal)	1/2 page (portrait)	1/3 page (horizontal)	1/3 page (portrait)	1/4 page (horizontal)
Type area	2 x 175 x 252 mm	175 x 252 mm	175 x 126 mm	85 x 252 mm	175 x 84 mm	55 x 252 mm	175 x 63 mm
Bleed size*	420 x 297 mm	210 x 297 mm	210 x 147 mm	103 x 297 mm	210 x 105 mm	73 x 297 mm	210 x 84 mm
Price	€ 9,360	€ 5,200	€ 2,880	€ 2,880	€ 2,030	€ 2,030	€ 1,800



The graphic shows the **bleed format**. Ads placed within the **type area** are also possible – the corresponding dimensions can be found under the respective ad formats. No bleed is required for ads placed within the type area.



Special advertising formats such as belly bands, gatefolders and other bespoke formats are available upon request. Additional formats and colors are also available upon request. Pricing available upon request.

Ad format

- Type area
- Bleed size
*+ 3 mm bleed

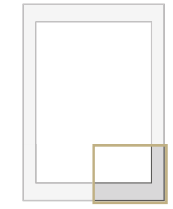
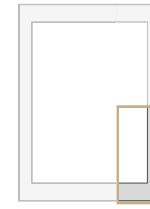
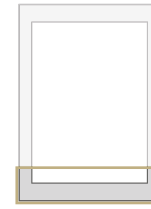
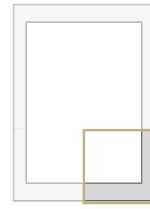
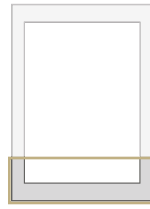
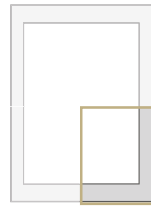
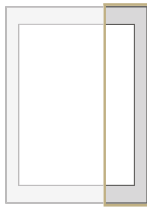
Additional formats available upon request.

Column width

Text column width:
55 mm und 40 mm

Ad column width:
40 mm

Ad formats -2



Format	1/4 page (portrait)	1/4 page (2-column)	1/6 page (horizontal)	1/6 page (2-column)	1/8 page (horizontal)	1/8 page (portrait)	1/8 page (2-column)
Type area	40 x 252 mm	85 x 126 mm	175 x 42 mm	85 x 84 mm	175 x 32 mm	40 x 126 mm	85 x 63 mm
Bleed size*	58 x 297 mm	103 x 147 mm	210 x 63 mm	103 x 105 mm	210 x 53 mm	58 x 147 mm	103 x 84 mm
Price	€ 1,800	€ 1,800	€ 1,520	€ 1,520	€ 1,350	€ 1,350	€ 1,350

Volume discounts for bookings within one year

2 pages	3 Ads	5 %
3 pages	6 Ads	10 %
6 pages	12 Ads	15 %
12 pages	24 Ads	20 %

**Ad cancellation deadline:**

On the advertising deadline; for cover pages and special front/back covers, 3 weeks before the advertising deadline.



The graphic shows the **bleed format**. Ads placed within the **type area** are also possible – the corresponding dimensions can be found under the respective ad formats. No bleed is required for ads placed within the type area.



Special advertising formats such as belly bands, gatefolders and other bespoke formats are available upon request. Additional formats and colors are also available upon request. Pricing available upon request.

We speak TYRES

Contact: Torsten Tuchardt, +49 (0)4141/5336-22
torsten.tuchardt@reifenpresse.de

**Ad format**

Type area



Bleed size
*+ 3 mm bleed

Additional formats available upon request.

Column width

Text column width:
55 mm und 40 mm

Ad column width:
40 mm

Summer and winter/all-season tyre tests

Well over 100 tyres are tested in Germany each season. Our supplements show how each tyre performed in each test and identify the season’s favourites. A useful sales aid for point-of-sale and showroom use.

Published in April and November

Format	Front cover	Cover page (2.,3.,4.)	1/1 page	1/2 page (horizontal)
Bleed size*	205x180 mm	205x294 mm	205x294 mm	205x 148 mm
Price	€ 6,550	€ 5,990	€ 5,200	€ 2,880



Advertorial box

Present a new tyre that has not yet been tested through an attention-grabbing advertorial in our test supplements. Price on request.

Marke Produkt
 Im Markt seit: 2024
 PKW | LKW | SUV | Van

205 ← Breite → 275
 30 ← Querschnitt → 60
 17 ← Durchmesser → 20
 V ← Speed-Index → Y

LOGO
 Name
 www.webseite.de

Eigenschaften laut Hersteller:

- Lorem ipsum dolor sit amet
- Sed diam nonumy eirmod
- Duo dolores et ea rebu
- Sea takimata sanctus est

Besonderheiten:

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

NEU im Markt

Ad format

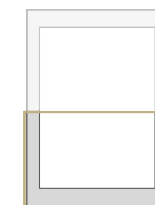
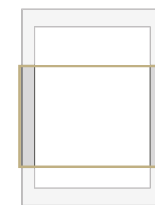
☐ Type area
 ☐ Bleed size
 *+ 3 mm bleed

Additional formats available upon request.

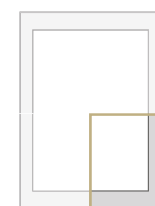
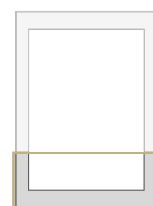
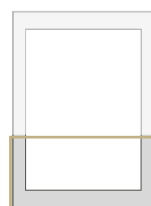
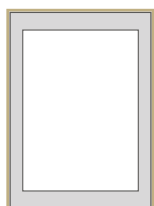
Truck Tyre Special

The truck tyre business is a specialist field. Stakeholders throughout the value chain need sound information to meet demanding customer needs. Our Truck Tyre Special provides this. It appears three times a year with a print run of 11,000, including 6,000 distributed directly to freight carriers and fleets.

Published in March, June and September



Format	Front cover	Cover page (2.,3)	Cover page (4)
Bleed size*	205 x 180 mm	205 x 294 mm	205 x 192 mm
Price	€ 7,290	€ 6,660	€ 6,660



Format	1/1 page	1/2 page	1/3 page (horizontal)	1/4 page (horizontal)	1/4 page
Type area	–	181 x 130 mm	181 x 85 mm	181 x 65 mm	89 x 130 mm
Bleed size*	205 x 294 mm	205 x 148 mm	205 x 108 mm	205 x 83 mm	101 x 153 mm
Price	€ 5,800	€ 3,210	€ 2,190	€ 1,930	€ 1,930

Ad format



Type area



Bleed size

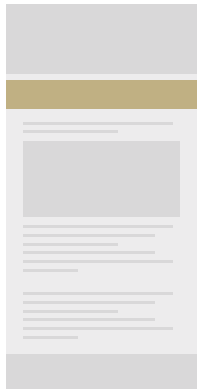
*+ 3 mm bleed

Additional formats available upon request.



Truck Tyre newsletter/digital edition

Reach your target audience in the commercial vehicle sector with prominent ad formats in our Truck Tyre newsletter and the Truck Tyre Special e-paper. Make the most of regular newsletter communications or make a targeted impact with an exclusive dedicated mailing – to ensure an effective presence in a relevant professional environment.



Truck Tyre newsletter

Standard banner	Size	Price	Frequency
	600 x 100 px	€ 1,040	Twice a month



Truck Tyre dedicated digital edition

Double banner	Size	Price	Frequency
	600 x 100 px	€ 2,500	Three times a year
	600 x 450 px		

LKW-REIFEN
Special

HANDEL | RUNDERNEUERUNG | RECYCLING | NACHHALTIGKEIT | FLOTTEN | NEUREIFEN

Ihr Markt – Unser Beitrag dazu

More space for your message

Our special advertising formats help you attract additional attention and give your communication a distinctive platform. Whether as a supplement, bound-in insert or tip-on, use customized formats to present your content in a high-impact and lasting way.

Supplements

Your message to take with you.

Supplements are loose inserts enclosed with the publication – ideal for flyers, vouchers, brochures or product information.

Weight	Price/thousand
Up to 25 g	€ 365
Up to 50 g	€ 415
Up to 100 g	€ 470

- Format: max. 205 × 294 mm
- For heavier weights, pricing available upon request.

Bound-in inserts

Integrated seamlessly, designed to stand out.

Bound-in inserts are printed materials firmly bound into the magazine, providing additional space for in-depth content and special campaigns.

Format	Price/thousand
2 pages	€ 560
4 pages	€ 680
6 pages	€ 795
8 pages	€ 895

- Folded and untrimmed
- 2 pages (216 × 303 mm), 4 pages (432 × 303 mm)
- Discounts apply based on quantity
- 1 bound-in insert = 1 page

Tip-ons

Small extras with a big impact.

Tip-ons such as postcards are attached to a carrier ad (min. 1/2 page) and can be easily removed and reused by the reader.

Pricing available upon request.

Additional exposure on the website and in the newsletter available. Pricing available upon request.



Shipping address for supplements, bound-in inserts and tip-ons:

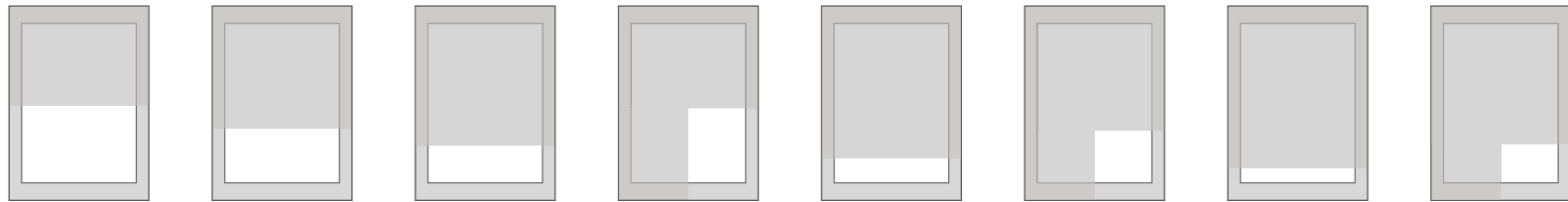
Strube Druck & Medien GmbH, Herrn Gries, Stimmerswiesen 3, 34587 Felsberg, Deutschland
Advertising materials must be delivered no later than one week before the issue is published.

Threefold exposure – in the Magazine, Newsletter and on the Website

With an ad in the Advertising Marketplace, you reach your target audience wherever they are:
in the magazine, in the newsletter and online on our website.

Recruitment advertising

Looking for a new employee for your company? Or are you looking for a new career opportunity? Reach the right target audience with the job market of NEUE REIFENZEITUNG.



Format	1/2 page	1/3 page	1/4 page	1/4 page	1/6 page	1/6 page	1/8 page	1/8 page
Type area	188x123 mm	188x81 mm	188x 63 mm	92 x123 mm	188x39 mm	92 x 81 mm	188x29 mm	92 x 60 mm
Columns	4-column	4-column	4-column	2-column	4-column	2-column	4-column	2-column
Price (B/W)	€ 1,150	€ 760	€ 590	€ 590	€ 380	€ 380	€ 275	€ 275



Color: 10% surcharge on B/W price
Classified ad fee: 10 €

Ad format

☐ Type area

Additional formats available upon request.

Relevant topics. Month after month.

We cover the most important developments, trends and topics in the international tyre and wheel market. Our editorial schedule provides an overview of the planned content, along with the respective publication dates, advertising deadlines and editorial deadlines.

January

PD: 19.1. **AD:** 4.1. **ED:** 4.1.

2027 Outlook | Agricultural Tyres | Wholesale | E-Commerce/IT Solutions

Trade Fair Dates: AutoZum, Jan. 20-23

February

PD: 18.2. **AD:** 29.1. **ED:** 4.2.

Motorcycle Tyres | Tyre Pressure Monitoring Systems (TPMS) | SUV Tyres | Platform Business

Trade Fair Dates: IMOT (Munich), Feb. 12-14 | Intermot, Feb. 19-21

March

PD: 18.3. **AD:** 26.2. **ED:** 4.3.

Wheel Report, Part 1 | Summer Tyre Changeover, Part 1 | Workshops + Parts | Specialist Retail Concepts/Cooperations

Supplement: Truck Tyre Special

Trade Fair Dates: Tire Technology Expo, Mar. 2-4 | Motorräder Dortmund, Mar. 4-7 | Flotte! Der Branchentreff, Mar. 17-18

April

PD: 19.4. **AD:** 31.3. **ED:** 2.4.

Wheel Report, Part 2 | Summer Tyre Changeover, Part 2 | Motorcycle Tyres | Fleet Business

Supplement: Summer Tyres in Review

Trade Fair Dates: Transport Logistic, Apr. 26-29

May

PD: 19.5. **AD:** 29.4. **ED:** 10.5.

Industrial Tyres | Specialist Retail Concepts/Cooperations | Classic & Vintage Tyres

Trade Fair Dates: Tuning World Bodensee, May 6-9 | TOC Europe, May 25-27 | Autopromotec, May 26-29 | Abenteuer & Allrad, May 27-30

June

PD: 18.6. **AD:** 28.5. **ED:** 8.6.

Used Tyres/Recycling | Tyre Pressure Monitoring Systems (TPMS) | UHP Tyres/Tuning/Suspension

Supplement: Truck Tyre Special

PD: Publication Date **AD:** Advertising Deadline **ED:** Editorial Deadline

July

PD: 19.7. **AD:** 30.6. **ED:** 2.7.

Agricultural Tyres | Wholesale | 4x4 Tyres | E-Commerce/IT Solutions

August

PD: 18.8. **AD:** 30.7. **ED:** 2.8.

Workshops + Parts | All-Season Tyres | Platform Business

September

PD: 17.9. **AD:** 31.8. **ED:** 3.9.

Winter Business, Part 1 | E-Mobility and Tyres | Van Tyres

Supplement: Truck Tyre Special

Trade Fair Dates: IAA Mobility, Sept. 7-12 | NUFAM, Sept. 22-25

October

PD: 18.10. **AD:** 30.9. **ED:** 1.10.

Winter Business, Part 2 | Snow Chains | OTR/Earthmover Tyres | Tyre Logistics/Warehouse Technology | Truck Tyres/NUFAM Review

End of October

PD: 29.10. **AD:** 8.10. **ED:** 14.10.

Special Publication: Agricultural Tyres Special (Agritechnica)

November

PD: 19.11. **AD:** 29.10. **ED:** 4.11.

Winter Business, Part 3 | Essen Motor Show Preview | Private-Label and Exclusive Brands | Workshops + Parts

Supplement: Winter/All-Season Tyres in Review

Trade Fair Dates: Agritechnica, Nov. 14-20

December

PD: 20.12. **AD:** 30.11. **ED:** 2.12.

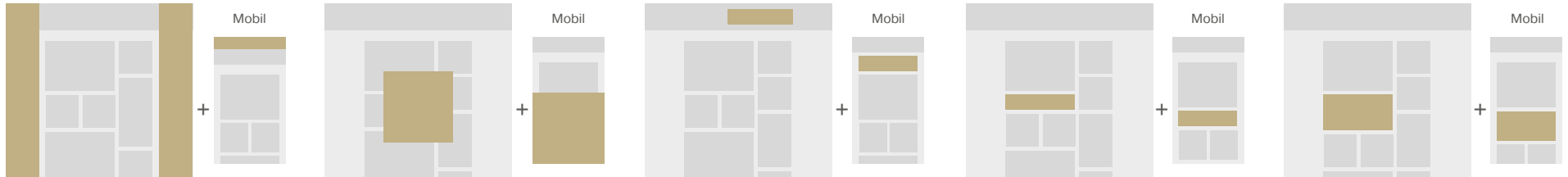
Specialist Retail Concepts / Cooperations | Tyre Pressure Monitoring Systems (TPMS) | Essen Motor Show Review | Tyre Brands of the Year | Agricultural Tyres

Trade Fair Dates: Essen Motor Show, Dec. 3-12

PD: Publication Date **AD:** Advertising Deadline **ED:** Editorial Deadline

Put your brand where the tyre industry gets its news

Reach your target audience with high-impact banner formats on Reifenpresse.de – directly in the digital environment of the tyre industry.



Format	Wallpaper	Pop-up	Header banner	Fullsize banner	Super banner
Size	300 x 1080 px	600 x 450 px	468 x 60 px	600 x 100 px	600 x 200 px
Price/Month	from € 1,940 €	from € 2,730	€ 1,120	€ 1,030	€ 2,060



Format	Vertical banner	Skyscraper	Medium rectangle	Rectangle	Native advertising*
Size	125 x 240 px	125 x 600 px	300 x 250 px	300 x 120 px	1500 x 1125 px
Price/Month	610 €	€ 1,260	€ 1,160	€ 570	€ 3,390



Quantity discount

3 Banners	6 Banners	12 Banners
5 %	10 %	15 %

Link, button and advertorial prices are net prices only.



Article Pages: Triple price

All advertising formats are also available on article pages – benefit from the high number of visitors. Pricing available upon request.



*Native Advertising

Text-and-image ad in the editorial environment on our homepage.

Includes: 2× publication in the newsletter
Length: Article of up to 5,000 characters + 1 image (4:3)

Daily newsletter (5x per week)

Directly to their Inbox. Directly into our Readers' Daily Lives.

Our weekday newsletter reaches thousands of readers directly in their inboxes – with relevant news, analysis and insights. An established reference product in the market and a high-impact environment for your brand.

5,200
Newsletter
Subscribers

More newsletters

More topics, more target audiences, more opportunities: Our additional newsletters offer tailored environments for impactful brand communication.

	<i>Wochenausblick</i>	<i>top10</i>	<i>e-paper</i>	<i>exklusiv</i>
Issue	Weekly Outlook	Top 10	Magazine digital edition	Tyre Tests
Format	Standard banner	Standard banner	Standard banner	Standard banner
Size	600 x 100 px	600 x 100 px	600 x 100 px	600 x 100 px
Frequency	Once a week, Mondays	1x/Month	1x/Month	Approx. 20x/year
Price/Month	€ 1,280	€ 480	€ 480	€ 990

! Frequency

3 Banners 6 Banners 12 Banners

5 % 10 % 15 %

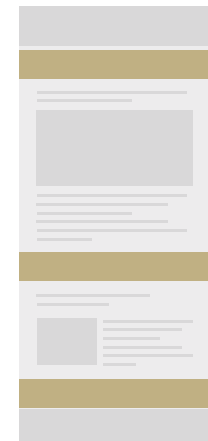
Link, button and advertorial prices are net prices only.

i Note: The placement of standard banners is flexible.

i Cancellation deadline:
3 weeks before publication



Format	Banner on top	Standard banner	Skyscraper
Size	585 x 72 px	585 x 72 px	125 x 600 px
Price/Month	€ 1,890	€ 1,680	€ 1,780



We Speak TYRES

Tanja Fergin, +49 (0)4141/5336-24 - tanja.fergin@reifenpresse.de

More visibility for your brand – with our additional digital solutions

Whether exclusively in the newsletter, in our thematic special mailings or as a permanent presence in our Company Finder:
With our additional advertising opportunities, you can reach your target audience with high-impact communication in the right environment.

Advertorial Newsletter

Your message, directly in the inbox.

Would you like to present your company, product or latest innovation exclusively? With our Advertorial Newsletter, you can showcase your advertising message prominently within an editorial environment and reach our readership directly in their inbox.

You provide: Text & image
We take care of: Designing the advertising material

Technical specifications:

File Size	600 × 2.000 px
File Format	JPG or PDF
Price	€ 2,500



Special Mailings

Be present at our editorial topic highlights.

Several times a year, our special mailings reach an engaged professional audience with selected industry topics. Use these high-impact editions as a sponsor to increase your brand visibility.

Topic Newsletter	Publication
Truck Tyre Special (digital magazine)	March, June, September
Tyres in Review Supplement (digital magazine)	April, November
Winners/Losers of the Tyre Tests	April, November
German Tyre Market	February, May, August, November
NRZ Ranking "Largest Manufacturers"	June
NRZ Ranking "Largest Wholesalers"	August
Price: € 2,500	

Company Finder

Present your company prominently in our Company Finder. In addition to being listed on our website, your company will also be featured in the NEUE REIFENZEITUNG Web Directory.

Basic Listing: € 200/year **Premium Listing:** € 450/year

We Speak TYRES

Tanja Fergin, +49 (0)4141/5336-24 - tanja.fergin@reifenpresse.de

Stay informed and ahead in the tyre industry

Whether as a traditional print edition, digitally as an E-Paper or with a flexible trial subscription: Choose the subscription that best suits your needs and stay reliably up to date.

Premium subscription (12 months)

Printed NEUE REIFENZEITUNG delivered to your door, including the digital version and unlimited access to the news and data content on Reifenpresse.de.

Term and cancellation:

12 months. Cancellation required 6 weeks before the end of the subscription term; otherwise, the subscription will automatically renew for another year.

Germany: € 155 (incl. postage and 7% VAT)

Europe: € 185 (incl. postage)

Worldwide: € 205 (incl. postage)

Online subscription (12 months)

NEUE REIFENZEITUNG as an a digital version, including unlimited access to the news and data content on Reifenpresse.de.

Term and cancellation:

12 months. Cancellation required 6 weeks before the end of the subscription term; otherwise, the subscription will automatically renew for another year.

Germany: € 139 (incl. 7% VAT)

Europe: € 129.91

Single issue – Germany & International

The tyre industry at a glance: Get your latest issue of NEUE REIFENZEITUNG.

Germany: € 14.50 (incl. postage + 7% VAT, if applicable)

Europe: € 14.50 (incl. postage)

Online trial subscription (1 month)

The online trial subscription automatically expires after one month. It includes unlimited access to our news and data content on Reifenpresse.de, but does not include our digital magazine.

Germany: € 9.90 (incl. 7% VAT)

Europe: € 9.25

Technical specifications:

Print

Printing process:	Offset printing
Binding:	Perfect binding
Resolution:	300 dpi at original size, CMYK
Colour profile:	ISO Coated V2

Website

All banner formats up to max. 150 KB

File formats:	JPEG, GIF, PNG or SVG
HTML5-banner:	Folder containing all images, fonts, etc. and the corresponding index.HTML file, supplied as a ZIP file
Video/Audiostreaming:	MP4 (technical details such as file size, duration, etc. upon request)

Newsletter

All banner formats up to max. 150 KB, resolution 72 dpi

Datenformate:	JPEG, GIF or PNG
PDF attachment:	All banner formats up to max. 1 MB, resolution 300 dpi, RGB

Submission of print advertising materials



Please send your advertising materials in PDF format by email to:
torsten.tuchardt@reifenpresse.de

Submission of website & newsletter advertising materials



Please send banner files and the target URL by email no later than one week before the publication date to:
tanja.fergin@reifenpresse.de

Payment terms:

- Direct debit: 3% cash discount
- Payment within 8 days of invoice date: 2% cash discount
- Payment within 30 days of invoice date: Net
- Inserts: Cash discount applies only to the net insert price
- Subscriptions: Not eligible for cash discount
- All prices are subject to applicable VAT

Bank details:

Kreissparkasse Stade:

IBAN: DE35 2415 1116 0000 1229 86

SWIFT-BIC: NOLADE21STK

Commerzbank:

Profil-Verlag GmbH & Co. KG

IBAN: DE32 2008 0000 0250 9118 00

SWIFT-BIC: DRESDEFF200

General Terms and Conditions for Advertising, Digital Advertising and Third-Party Inserts of Profil-Verlag GmbH & Co. KG

I. General Provisions

1. Scope of Application

[1] These General Terms and Conditions ("GTC") apply to all agreements between Profil-Verlag GmbH & Co. KG (the "Publisher") and clients concerning the publication, distribution or placement of advertising materials in the print and digital media published by the Publisher, as well as to related services. These include, in particular, print advertisements, third-party inserts, bound-in inserts, online banners, digital advertising materials, advertorials, newsletter advertising, sponsorship formats and other forms of digital advertising.

[2] The GTC apply exclusively to entrepreneurs within the meaning of Section 14 of the German Civil Code (BGB), as well as to legal entities under public law and special funds under public law.

[3] Any terms and conditions of the client that conflict with or deviate from these GTC shall not become part of the agreement unless the Publisher has expressly agreed to their validity in text form. This also applies if the Publisher, being aware of conflicting terms and conditions of the client, performs the service without reservation.

[4] Individual agreements between the Publisher and the client shall take precedence over these GTC.

2. Conclusion of Contracts and Scope of Orders

[1] An advertising order shall be concluded upon acceptance of the order by the Publisher, in particular by means of an order confirmation in text form, or by execution of the order.

[2] The nature and scope of the services owed shall be determined by the order confirmation, the agreed service description, the price list valid at the time the contract is concluded (see Media Data), and the Publisher's technical specifications.

[3] If a contract or framework agreement grants the client the right to request individual advertising materials within a specified period, such requests must be made within the agreed period. In the absence of an express agreement, the request period shall be one year from the conclusion of the contract.

[4] In the case of discount or volume agreements, unless otherwise agreed, the request period shall be one year from the publication of the first advertising material, provided that the first advertising material is requested within one year of the conclusion of the contract.

[5] If an order or an agreed volume of orders is not or not fully fulfilled due to circumstances for which the Publisher is not responsible, the Publisher shall be entitled to recalculate the volume or contract discount granted based on the actual volume of services accepted and to subsequently invoice the difference.

3. Cancellation and Changes to Orders

[1] The cancellation or amendment of an advertising order requires the Publisher's consent in text form.

[2] Orders already placed may only be cancelled or amended free of charge up to the point at which the Publisher has not yet made any significant arrange-

ments for their execution. Further details regarding cancellation and amendment deadlines are specified in the price list (see Media Data), the offer or the order confirmation.

[3] In the event of later cancellations or amendments, the Publisher shall be entitled to invoice any costs already incurred as well as a reasonable portion of the agreed remuneration for services already rendered or services that can no longer be used elsewhere.

[4] Different cancellation and amendment deadlines may apply to digital advertising services. The applicable deadlines and any associated costs are specified in the price list (see Media Data), the offer or the order confirmation.

[5] Changes to an advertising material that has already been approved shall be treated as a new amendment order. The Publisher may charge additional costs for this if the change results in additional processing work.

4. Publisher's Right to Refuse

[1] The Publisher reserves the right to reject or modify advertising orders or individual advertising materials based on objectively justified and uniformly applied principles, in particular if their content, origin, design or technical characteristics violate statutory provisions, official regulations or third-party rights, or if publication would be unreasonable for the Publisher.

[2] Rejection may in particular occur if the advertising material is likely to impair the functionality, security or integrity of the Publisher's technical systems.

[3] The Publisher is not obliged to review advertising materials supplied by the client for their legal, factual or competition-law compliance.

[4] The Publisher shall be entitled to make technical or design-related adjustments to advertising materials to the extent necessary for publication in accordance with the contract. Material changes shall, where possible, be coordinated with the client.

5. Client Responsibility and Third-Party Rights

[1] The client is responsible for the content, legal compliance and accuracy of the advertising materials submitted by the client for publication.

[2] In particular, the client warrants that it holds all rights required for the agreed publication. This includes, in particular, copyrights, trademark rights, ancillary copyrights, personality rights, data protection rights and other third-party rights.

[3] The client further warrants that the advertising materials do not violate any statutory provisions, in particular those relating to competition, copyright, trademarks, data protection or other advertising laws.

[4] The client shall indemnify and hold the Publisher harmless against all third-party claims asserted against the Publisher in connection with the publication or placement of advertising materials provided by the client. The indemnification shall also cover the reasonable costs of any necessary legal defence.

[5] The Publisher shall inform the client without undue delay of any third-party claims asserted against the Publisher, insofar as this is legally permissible and reasonable, and shall give the client the opportunity to participate in defending

against such claims.

6. Rights of Use

[1] The client grants the Publisher the simple, non-exclusive rights of use to the advertising materials and content provided, to the extent required for the contractual performance of the agreed services.

[2] The rights granted shall include, in particular, the right to reproduce, distribute, make publicly accessible, transmit electronically and, insofar as required for the agreed publication, edit the advertising materials and content.

[3] The rights shall be limited in terms of territory and duration to the extent required for the performance of the respective order. This shall include, in particular, publication in the agreed print media, E-Paper editions, websites, apps, newsletters and other agreed digital offerings of the Publisher.

[4] If advertising content remains part of an already published edition in an E-Paper, online archive or other digital archive after the end of the booked advertising period, this shall be covered by the rights granted insofar as necessary for the intended archiving and provision of the relevant edition.

[5] Any use by the Publisher beyond this scope shall require a separate agreement unless such use is already expressly included in the order.

7. Identification of Advertising

[1] The Publisher shall be entitled and, where required by law, obliged to identify advertising content as advertising.

[2] Advertising materials that, due to their design or integration, are not clearly recognizable as advertising may be labelled by the Publisher, in particular, with the designations "Advertisement", "Advertising", "Advertorial", "Sponsored Content" or a comparable designation.

[3] The Publisher shall determine the type, placement and design of the required identification, taking into account the applicable legal requirements and the respective advertising format.

8. Prices and Payment Terms

[1] The remuneration shall be based on the price list valid at the time the contract is concluded (see Media Data), unless otherwise agreed individually.

[2] Invoices shall be issued after the respective service has been provided or at the agreed billing date and may be sent to the client electronically, in particular as a PDF.

[3] Invoices shall be payable within the period specified in the price list (see Media Data) or the order confirmation. If the client is granted a cash discount, the discount rate and discount period shall be stated in the invoice, price list (see Media Data) or order confirmation. The deduction of a cash discount is subject to full payment of the invoice amount within the applicable period.

[4] In the event of late payment, statutory default interest shall apply. In business transactions between companies, the Publisher shall be entitled to claim the statutory lump-sum compensation for default pursuant to Section 288 (5) of the German Civil Code (BGB).

[5] In the event of late payment, the Publisher shall be entitled to temporarily suspend further services under ongoing orders or to make their performance subject to advance payment or the provision of reasonable security.

[6] The client may only offset claims or exercise a right of retention with undisputed claims or claims that have been finally adjudicated. This shall not apply to claims that are legally connected with the respective counterclaim.

9. Performance Periods, Operational Disruptions and Force Majeure

[1] Publication, dispatch, placement and other service dates shall be complied with where possible. If dates have been expressly agreed as binding, the statutory provisions shall apply.

[2] Events of force majeure and other unforeseeable events for which the Publisher is not responsible and which significantly impede or temporarily render impossible the provision of services shall entitle the Publisher to postpone the services for the duration of the impediment or to withdraw from the contract in whole or in part.

[3] Such events shall include, in particular, disruptions to telecommunications and data connections, power outages, cyberattacks, technical disruptions at service providers, industrial disputes, official measures, natural events and other operational disruptions beyond the Publisher's control.

10. Publisher's Liability

[1] The Publisher shall be liable without limitation for damages resulting from injury to life, body or health caused by an intentional or negligent breach of duty by the Publisher, its legal representatives or vicarious agents.

[2] The Publisher shall also be liable without limitation for damages resulting from intent or gross negligence on the part of the Publisher, its legal representatives or vicarious agents.

[3] In the event of a slightly negligent breach of material contractual obligations, the Publisher shall only be liable for the typical damage foreseeable at the time the contract was concluded.

[4] In all other respects, the Publisher's liability for slightly negligent breaches of duty shall be excluded.

[5] The above limitations of liability shall not apply where mandatory statutory liability provisions provide otherwise or where the Publisher has assumed a guarantee.

[6] In particular, the Publisher shall not be liable for any specific advertising success, number of contacts, clicks, leads, conversions, openings or other commercial results, unless such performance has been expressly agreed.

II. Special Conditions for Print Advertisements

11. Print Materials and Submission

[1] The client is responsible for the timely and technically compliant submission of print materials.

[2] Print materials must comply with the Publisher's current technical specifications.

[3] In the event of late, incomplete or technically unsuitable submission, the Publisher shall be entitled to postpone publication to a later issue, make technical adjustments to the materials where reasonably possible, or refuse publication.

[4] The Publisher shall not be liable for delays or non-publication resulting from late, incorrect or non-compliant submission by the client.

[5] The Publisher is not obliged to review print materials for content-related, legal or factual accuracy.

12. Print Quality and Advertising Proofs

[1] The Publisher shall guarantee the standard print quality customary for the respective publication, within the limits determined by the supplied print materials and the printing process used.

[2] Minor, technically unavoidable deviations in colour, registration, trimming or other aspects shall not entitle the client to a reduction in remuneration, provided that such deviations fall within the normal tolerances of the printing process.

[3] Upon request, the client shall receive an advertising proof, in particular an advertising clipping, a proof page or a digital proof PDF.

13. Defects in Print Advertisements

[1] In the event that an advertisement is wholly or partially illegible, incorrectly reproduced or incomplete, the client shall, at the Publisher's discretion, be entitled to a replacement advertisement or an appropriate reduction in remuneration, provided that the defect significantly impairs the purpose of the advertisement.

[2] A replacement advertisement may only be requested insofar as it is reasonably possible for the Publisher with regard to the publication date and available advertising space.

[3] Further claims shall be governed by Section 10 of these GTC.

[4] In commercial transactions, the client must notify the Publisher of obvious defects without undue delay after becoming aware of them, and no later than two weeks after receipt of the invoice or advertising proof, in text form. Timely dispatch of the notification shall be sufficient to meet the deadline.

14. Circulation Variations

[1] In the case of contracts for multiple advertisements, a reduction in circulation may give rise to a claim for an appropriate reduction in the price if the actual average circulation during the advertising year is more than 20% below the circulation agreed at the time the contract was concluded or stated in the applicable price list (see Media Data).

For a stated circulation of 5,000 copies, a circulation shortfall relevant to a price reduction shall exist if the average circulation during the advertising year is less than 4,000 copies.

[2] The circulation reported by the Publisher for the respective publication and determined in accordance with the circulation criteria applicable to the Publisher shall be decisive.

[3] A reduction in circulation shall not entitle the client to a price reduction if it is due to circumstances beyond the Publisher's control and does not have a material impact on the agreed advertising service.

III. Special Conditions for Third-Party Inserts and Other Print Advertising Materials

15. Third-Party Inserts

[1] In addition to these GTC, third-party inserts shall be subject to the technical

specifications agreed in each case regarding format, paper, weight, quantity, packaging and delivery.

[2] The client is obliged to deliver the agreed quantity, including a small technical reserve, on time and in a condition suitable for processing.

[3] The Publisher is not obliged to review third-party inserts for legal or content-related compliance.

[4] The Publisher shall be entitled to reject third-party inserts if they do not comply with the agreed technical requirements, are damaged, or cannot be processed, or can only be processed with disproportionate effort, due to their characteristics.

[5] Any over- or under-delivery must be agreed with the Publisher. The Publisher is not obliged to process copies exceeding the agreed quantity.

[6] Costs for additional storage, sorting, handling, return transport, disposal or other additional services may be charged to the client if these are caused by the characteristics, delivery or quantity of the third-party inserts.

16. Storage and Processing of Third-Party Inserts

[1] The client bears the risk for third-party inserts delivered by the client until they have been properly processed, unless the Publisher caused the respective damage intentionally or through gross negligence.

[2] The Publisher shall be entitled, after giving reasonable prior notice, to return or dispose of unused or surplus third-party inserts at the client's expense.

IV. Special Conditions for Digital Advertising Formats

17. Digital Advertising Materials and Technical Specifications

[1] Digital advertising materials, in particular banners, HTML5 advertising materials, images, videos, newsletter copy, tracking elements and links, must be received by the Publisher no later than three working days before the agreed placement date, in the format specified by the Publisher and in accordance with the applicable technical specifications.

[2] The Publisher may specify different submission deadlines for individual advertising formats.

[3] If advertising materials are not submitted on time or do not meet the technical requirements, the placement date may be postponed accordingly.

[4] In principle, a booked advertising position may only be used to advertise the products or services of the agreed client. The transfer or assignment of booked advertising space to third parties is not permitted without the Publisher's prior consent.

18. Links and External Content

[1] The client is responsible for the content of all landing pages to which its advertising material links.

[2] The client warrants that the landing pages are operated lawfully and do not contain any content whose distribution or linking violates statutory provisions or third-party rights.

[3] The Publisher shall be entitled to block links or temporarily suspend the placement of advertising materials if there are specific indications of a legal violation, security risk or other inadmissibility.

19. Tracking, Scripts and Third-Party Providers

[1] Tracking pixels, cookies, scripts, tags or other technical functions provided by the client must comply with the applicable statutory requirements.

[2] In particular, the client warrants that the technical functions provided by the client do not result in any unlawful processing of personal data.

[3] The Publisher shall be entitled to reject or disable technical functions if their use is not reasonable for data protection, security or technical reasons.

20. Availability and Technical Failures

[1] The Publisher shall use reasonable efforts, in accordance with the current state of technology, to ensure the best possible availability of its digital platforms.

[2] Continuous or uninterrupted availability is not guaranteed.

[3] Scheduled maintenance work and short-term technical outages shall not entitle the client to a reduction in remuneration, provided that the impairment is only minor.

[4] In the event of a significant outage of an agreed digital advertising placement for which the Publisher is responsible, the placement shall, where possible, be rescheduled or the campaign period shall be extended appropriately.

[5] If a replacement placement or extension of the campaign period is not possible or cannot reasonably be expected of the client, the client may request an appropriate pro rata reduction in remuneration.

21. Reach and Performance Metrics

[1] Unless a specific reach, number of ad impressions, clicks, newsletter mailings or other performance metric has been expressly agreed, the Publisher shall only be obligated to provide the agreed advertising placement or publication for the agreed campaign period.

[2] No specific number of page views, ad impressions, clicks, leads, conversions, opens or other user interactions is guaranteed.

[3] Where performance metrics have been agreed, they shall be determined using the ad server, newsletter, analytics or other measurement system used by the Publisher at the relevant time.

[4] Measurement discrepancies between different technical systems shall not give rise to any claim by the client, provided that the discrepancy falls within the usual technical tolerances for measurement and analysis.

V. Special Conditions for Newsletter Advertising**22. Newsletter Advertising**

[1] Newsletter advertising shall be published in a newsletter issued by the Publisher in accordance with the agreed advertising format and scheduled mailing date.

[2] The client must provide the content and advertising materials intended for the newsletter in full and in the format specified by the Publisher no later than three working days before the agreed mailing date.

[3] The Publisher shall be entitled to reject advertising materials for editorial, technical, legal or organizational reasons or to postpone the agreed mailing date in consultation with the client.

[4] The Publisher is not obliged to edit the content supplied by the client from an editorial perspective or to review it for factual or legal accuracy.

[5] Unless a specific metric has been expressly agreed, the Publisher does not guarantee any particular open rate, click-through rate or other user response.

[6] The Publisher shall be entitled to adapt the design and technical integration of newsletter advertising to the respective newsletter structure and technical requirements.

VI. Final Provisions**23. Data Protection**

[1] The parties shall comply with the applicable data protection laws and regulations in force from time to time.

[2] Where the performance of an order requires the processing of personal data on behalf of the client or the Publisher, the agreements required for such processing shall be concluded separately.

[3] The Publisher's applicable data protection notices shall remain unaffected by these GTC.

24. Place of Performance and Jurisdiction

[1] The place of performance for all services arising from the contractual relationship shall be the registered office of the Publisher.

[2] If the client is a registered commercial entity, a legal entity under public law or a special fund under public law, the exclusive place of jurisdiction shall be the registered office of the Publisher.

[3] The laws of the Federal Republic of Germany shall apply, excluding the United Nations Convention on Contracts for the International Sale of Goods (CISG).

25. Text Form and Amendments

[1] Amendments and additions to the contract, as well as ancillary agreements, must be made in text form unless a stricter form is required by law.

[2] This shall also apply to any amendment of this text-form requirement.

26. Severability Clause

Should any provision of these GTC be or become wholly or partially invalid or unenforceable, the validity of the remaining provisions shall remain unaffected. The invalid or unenforceable provision shall be replaced by the applicable statutory provisions. If there is a regulatory gap, an appropriate provision shall be deemed agreed that comes as close as possible to the economic purpose of the invalid or unenforceable provision.

Profil-Verlag GmbH & Co. KG

As of: September 2026