

 **EU Recycling**
+ Umwelttechnik
Das Fachmagazin für den europäischen Recyclingmarkt

**GLOBAL
RECYCLING** 
The Magazine for
Business Opportunities
& International Markets

RecyclingPortal
Das Fachportal für Abfall, Entsorgung,
Recycling, Kreislaufwirtschaft und Märkte

2026

MEDIA KIT

Advertising Rates N° 43
valid from 1. October 2025



EU-Recycling – Facts, Background, Reports made in Europe

The specialist magazine EU-Recycling (formerly known as SEKUNDÄR-ROHSTOFFE from 1984 to 2010) deals editorially with topics from the field of recycling, waste disposal and circular economy. It presents new recycling processes, systems and machines. The magazine also observes the environmental technology industry locally and globally, publishes market reports, company portraits, news and comments on important laws at federal and state levels and the latest EU regulations in the field of waste management.

Your benefit

EU recycling is 100% practical. The editorial focus is on the daily work life of the readers, in its entire range and with all its challenges. EU-Recycling is a structured and guided exchange of ideas and experiences between the responsible and practitioners in companies through reports, trend analyses, interviews and market overviews.

EU-Recycling deals with various subjects about demolition/construction waste, waste management, cars, batteries, glass, wood waste, metal waste, oil waste,

paper waste, tires, textiles, electronic scrap, plastic waste, logistics and organization, recycling technology, raw materials trading, collection systems, scrap, shredder waste, software, sorting/separating and shredding technology, thermal recycling, environmental technology, packaging waste and numerous special topics from all over Europe.

Always well informed

EU-Recycling reaches an extended circle of readers in Germany, Austria, Italy, Switzerland, the Benelux countries, and other EU countries every month as a print and e-paper edition with a wide distribution of around 4,500 copies.

43th year (formerly SEKUNDÄR-ROHSTOFFE)

► <https://eu-recycling.com>

Sector Analysis	
Waste in General	23,5 %
Scrap (Fe and NE), Car Scrap, Precious Metals	16 %
Glass, Textiles, Paper, Plastic Waste	13 %
Vehicles, Conveyors, Cutters, Presses, Sorting	12 %
Environmental Technology, Environmental Protection	10 %
Construction Materials, Demolition	8,5 %
Wood Waste, Biomass	5 %
Residue, Hazardous Substances	4 %
Others	8 %

Recipient-Analysis	
Trader, Manufacturer	32 %
Disposer, Container Service, Urban Cleaning	29 %
Raw Material Processing, Recovery	18 %
Ministries, Municipalities, Authorities	6 %
Engineering offices, Universities, Institutes	5 %
Others	10 %

The Target Group:

Decision-Makers and Practitioners

EU-Recycling is read by active decision-makers in companies, authorities, and municipalities as well as practitioners. Around 41% of the recipients are business owners, 34% department managers, 19% clerks, and 6% others.

Distribution Quality

EU-Recycling is accurately personalized and thus directly reaches the people who make and influence decisions. EU-Recycling offers its advertisers a particularly focused target group approach and an up-to-date editorial sphere.

Monthly print amounts to 4,500 with a distribution of 4,300 copies, 1,690 subscribed copies, 2,610 free copies (in alternating delivery), approx. 200 archive and specimen copies.



EU-Recycling readers are	
Business Owner	41 %
Head of Department	34 %
Consultant	19 %
Others	6 %

Analyses from the publisher's address pool of 21,411 addresses, as of 01/09/2025

Distribution

65% Germany

35% European countries

(Belgium, Bulgaria, Denmark, Estonia, Finland, France, Greece, Ireland, Italy, Croatia, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Austria, Poland, Portugal, Romania, Sweden, Switzerland, Slovakia, Slovenia, Spain, Czech Republic, Hungary, United Kingdom)

ADVERTISING RATES AND SIZES 2026



1/1
Type area format
175 x 265 mm
with cut
210 x 297 mm + 3 mm

4c 3.760,- Euro
b/w 2.915,- Euro



2/3 vert.
Type area format
115 x 265 mm
with cut
135 x 297 mm + 3 mm

4c 2.850,- Euro
b/w 2.000,- Euro



2/3 horiz.
Type area format
175 x 168 mm
with cut
210 x 185 mm + 3 mm

4c 2.850,- Euro
b/w 2.000,- Euro



1/2 vert.
Type area format
84 x 265 mm
with cut
105 x 297 mm + 3 mm

4c 2.120,- Euro
b/w 1.515,- Euro



1/2 horiz.
Type area format
175 x 127 mm
with cut
210 x 144 mm + 3 mm

4c 2.120,- Euro
b/w 1.515,- Euro



1/3 vert.
Type area format
55 x 265 mm
with cut
75 x 297 mm + 3 mm

4c 1.515,- Euro
b/w 970,- Euro



1/3 horiz.
Type area format
175 x 84 mm
with cut
210 x 101 mm + 3 mm

4c 1.515,- Euro
b/w 970,- Euro

Advertising Sizes
Width x Height in mm

Size of Magazine
DIN A4, 210 x 297 mm
(Width x Height)
Type area: 175 x 265 mm
(Width x Height)

**Advertisement's-
Placement**

On one of the cover pages
+ 10 % additional charge on
the price of the ad



1/4 vert.
Type area format
84 x 127 mm
with cut
101 x 144 mm + 3 mm

4c 1.275,- Euro
b/w 785,- Euro



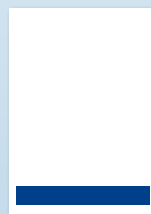
1/4 horiz.
Type area format
175 x 64 mm
with cut
210 x 81 mm + 3 mm

4c 1.275,- Euro
b/w 785,- Euro



1/8 vert.
Type area format
84 x 64 mm

4c 630,- Euro
b/w 420,- Euro



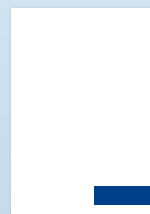
1/8 horiz.
Type area format
175 x 30 mm

4c 630,- Euro
b/w 420,- Euro



1/16 vert.
Type area format
40 x 64 mm

4c 350,- Euro
b/w 230,- Euro



1/16 horiz.
Type area format
84 x 30 mm

4c 350,- Euro
b/w 230,- Euro



1/32
Type area format
40 x 30 mm

4c 220,- Euro
b/w 115,- Euro

Discount

3 Ads 5 % discount
6 Ads 10 % discount
12 Ads 15 % discount
(if submitted within one
year)

Millimeter ads in the advertising section

3,70 Euro/mm basic price
(Number of columns 4,
column width 40 mm)

Prices refer to Euro per ad
exclusive VAT.

Advertising sizes with cut: Template with 3 mm bleed.

Additional benefit

Printed advertisements are also published on the website of the Magazine.

Examples of articles:

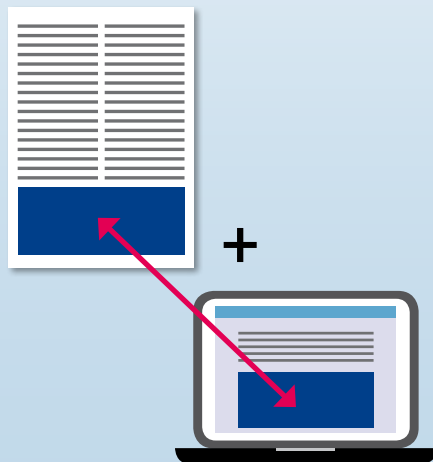
► <https://eu-recycling.com/Archive/32120>

► <https://eu-recycling.com/Archive/32088>

► <https://eu-recycling.com/Archive/31851>

Marktplatz:

► <https://eu-recycling.com/marktplatz>



Promotion page/Company Portrait/User Report

Included in the price are editorial inductions, pictures and layouts. Text, logo and suitable picture material must have been received until the editorial deadline.

We put the promotion in our editorial raster and provide you with a proof copy before the beginning of printing. Basic Price 3.300,- Euro / including the front page 4.950,- Euro.

Paid PR articles / Advertorial

PR articles incl. 1 to 3 pictures, publication in a EU-Recycling issue and on the website. 330,- Euro per 1.000 characters (incl. blanks)

Inserts

Maximum Size: 205 mm x 292 mm, Delivery Date: 2 weeks before release date. Point of Delivery: Will be named in the delivery confirmation. Sample: Requirement for order acceptance and confirmation by the publishing house is the previous sending of an obligatory printing sample. Processing: A multilateral insert will be settled up with an extra pay for difficult working conditions, if the insert is not closed in the direction of the insertion. Material: Pressure pieces, which have been printed on another material as paper, can only be accepted by the post after a previous agreement. 520,- Euro per thousand magazines (to

50 g insert weight). Please ask for inserts with higher weight.

Technical Specifications

Printing Method: Offset/Saddle Stitch, Printing File: PDF-file (high resolution), integrated pictures must be in TIF-format (300 dpi resolution, with greyscales or CMYK separated), EPS-file or JPEG-file (300 dpi resolution, greyscales or CMYK separated). For colored advertisements please send us a color-proofed printout (Proof), for b/w-advertisements a laser printing, otherwise we are unfortunately not able to recognize upcoming discrepancies from the original advertisement and we will not provide a guarantee for the correctness. Paper: Inner part 90 g, Cover 170 g (white, shiny printing pictures). Colored Display: According to Euroscale. Spot colors or special color on request.

Conditions

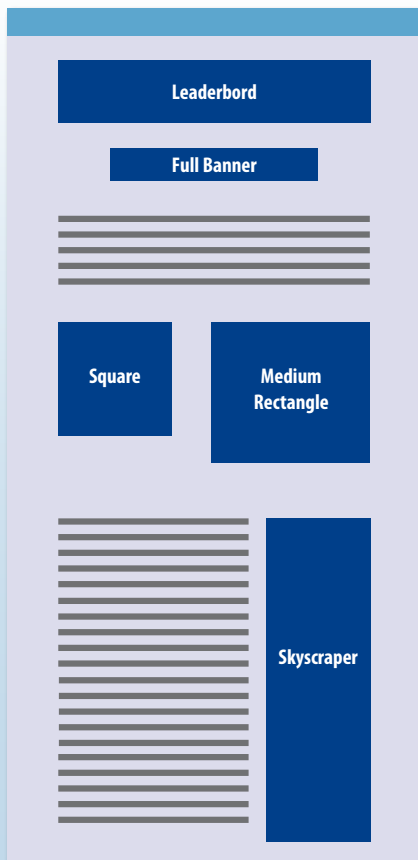
VAT: All domestic prices are considered as net prices plus the legal VAT. From EU-Customers we need the VAT-Number. Terms of Payment: Payment after 30 days in full without discount. Discount: Payment within 10 days 2 % discount.

Code Fee: 7,50 Euro inland; 12,00 Euro abroad

Placing: 10 % on gross price if the advertisement is a special placing or fixed space position in the magazine.

Edition	Closing	Release Date	Topics (Subjects to change without notice)
01/2026	16.12.2025	10.01.2026	Construction and Demolition Waste, Urban Mining, Wood Waste, Substitute Fuels, Organic Waste Business Index
02/2026	21.01.2026	10.02.2026	Environmental Technology, Analytical and Laboratory Technology, Air and Water Treatment, Sewage Sludge Recycling, Process Optimization
03/2026	18.02.2026	10.03.2026	E-waste/WEEE, Battery Recycling, Fire Protection, Dust and Odor Control, Occupational Safety, Refurbishment, Reuse, Bulk Material and Recycling Technology SOLIDS & RECYCLING-TECHNIK-Edition
04/2026	19.03.2026	10.04.2026	Recycling & Environmental Technology, Wastewater Technology, Precious Metals, Scrap & Metal Recycling IFAT-Edition
05/2026	20.04.2026	09.05.2026	Waste Paper, Insurance Solutions, Vehicle Recycling, Hall Construction, Partition Walls and Dividers, Storage Focus on: Company Anniversaries & Family Businesses
06/2026	18.05.2026	09.06.2026	Commercial Vehicles, Attachments, Logistics, Collection Systems, Handling Technology, Tire Recycling, Software/Digitalization
07/2026	19.06.2026	09.07.2026	Mattress and Textile Recycling, Substitute Fuels, Glass Recycling, Pilot Plants/Test Centers Focus on: Startups & Innovations

08/2026	20.07.2026	07.08.2026	Plastics Recycling, CO ₂ Savings through Circular Economy, Sustainability, Climate Protection, Processing Technology, Building Material Recycling Steinexpo-Edition
09/2026	20.08.2026	09.09.2026	Sorting and Separation Technology, Presses, Shredding, Briquetting, Commercial Vehicles, Wheel Loaders, Handling Machines, Compaction Technology, Transport and Logistics IAA TRANSPORTATION-Edition
10/2026	21.09.2026	09.10.2026	Digitization, Robotics, AI & Lasers in Sorting, Software for Waste Management, Environmental Technology FAKUMA/ECOMONDO-Edition
11/2026	20.10.2026	09.11.2026	E-Waste, PV-Recycling, Refrigeration Equipment, Storage, Fire Protection, Hall Construction/Roofing, Partition Walls, Hazardous Waste Austria & Switzerland Special, POLLUTEC-Edition
12/2026	19.11.2026	09.12.2026	End-of-Life Vehicles, Tires, Metals, Scrap, Slag, Catalytic Converters, Presses Annual Review & Trends for 2027



Discounts

3 months placement 5 % discount
6 months placement 10 % discount
12 months placement 15 % discount

File Formats

JPG or GIF, special formats on request

Fixed prices, regardless of page views or click rates. No setup costs for banner placement. Prices are in euros per month plus the statutory VAT

Banner in the Newsletter

Frequency	twice a month (beginning and middle of the month)
Deadline	1 week before publication
Format in pixels	468 width x 60 height
Price	290,- Euro per shipment
File Format	JPG, GIF
Recipients	2.758 (As of 08/2025)

Paid Online-PR

PR article including 1 picture and link, Release on EU-Recycling-, Recyclingportal- or GLOBAL RECYCLING-Website: 350,- Euro plus VAT.

Banner Format	Pixel	Price
Full Banner	468 width x 60 height	545,-
Square	200 width x 200 height	600,-
Medium Rectangle	300 width x 250 height	725,-
Skyscraper	160 width x 600 height	990,-
Leaderboard	728 width x 90 height	1.090,-





GLOBAL RECYCLING – The Magazine for Business Opportunities & International Markets

The English-speaking GLOBAL RECYCLING Magazine is dedicated to business opportunities in the recycling industry and informs the readership about the international recycling market. Thus, the magazine focuses on editorial coverage from the areas of international waste management, circular economy, and recycling industry. Nevertheless, the magazine does not disregard other topics such as waste paper, plastics as well as scrap and metal recycling. Additionally, every issue presents recycling processes, methods, and machinery.

Another of the magazine's aims is to give more people access to these topics. Therefore, we attach great importance to distributing our publication at numerous international fairs, congresses, and conferences.

Apart from the visitors of these fairs, the readership of GLOBAL RECYCLING is made up of business owners, heads of departments, consultants, public authorities, and municipalities. Our readers especially appreciate the various topics, which are touched upon in every issue by us.

Accordingly, our magazine focuses in detail on the following topics: Circular Economy, Recycling Technology, Secondary Raw Materials, Recycling, Recycling Markets, Collection, Reuse, Waste Management, Industrial Waste, Automobile Recycling, Scrap, C&D Waste, Electronic Scrap Recycling, Screening Machines, E-Waste, Sorting, Separating, Splitters, Crushers, Shredders, Magnetic Separators, Ferrous/ Non-Ferrous Metal Recycling, Plastic Recycling, Scrap Recycling, Waste Paper, Plastic Waste, Second Hand Clothing, Textile Waste, Tires, Hazardous Waste, Waste Processing Plants, Water Treatment, Waste Legislation and many more.

GLOBAL RECYCLING Magazine appears three times per year (April, July, and October) and has a print run of 6,000 copies.

Moreover, get to know the magazine's website
► <https://global-recycling.info>



Analyses of the industry	
Waste in General	25 %
Scrap (Fe and NE), ELV, Precious Metals	17,5 %
Vehicles, Conveyors, Cutters, Presses, Sorting	13 %
Glass, Waste Textiles, Recovered Paper, Plastics	12 %
Environmental Engineering, Environmental Protection	10 %
Demolition/Building Waste	8,5 %
Wood Waste, Biomass	4 %
Harmful Substances, Residues, Hazardous Waste	2 %
Others	8 %

Recipient-Analysis	
Trader, Manufacturer	34 %
Disposer, Container Service, Urban Cleaning	29 %
Raw Material Processing, Recovery	18 %
Engineering Offices, Universities, Institutes	5 %
Ministries, Municipalities, Authorities	6 %
Others	8 %

Dissemination

Print Run: 6.000

Publication Frequency: 3 x annually, Volume: 11

Displayed at international recycling fairs and congresses

Free PDF-Download of the complete editions on the website ► <https://global-recycling.info/>

All foreign addresses from the address pool of our publishing house: North-America (28 %), South-America (8 %), Asia (16 %), Africa (5 %), Australia (11 %), Europe (32 %)

All subscribers of EU-Recycling magazine



GLOBAL RECYCLING readers are	
Business Owner	40 %
Head of Department	35 %
Consultant	19 %
Others	6 %

Analyses from the publisher's address pool of 21,411 addresses, as of 01/09/2025



1/1
Type area format
175 x 265 mm
with cut
210 x 297 mm + 3 mm

4c 3.760,- Euro
b/w 2.915,- Euro



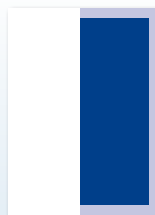
2/3 vert.
Type area format
115 x 265 mm
with cut
135 x 297 mm + 3 mm

4c 2.850,- Euro
b/w 2.000,- Euro



2/3 horiz.
Type area format
175 x 168 mm
with cut
210 x 185 mm + 3 mm

4c 2.850,- Euro
b/w 2.000,- Euro



1/2 vert.
Type area format
84 x 265 mm
with cut
105 x 297 mm + 3 mm

4c 2.120,- Euro
b/w 1.515,- Euro



1/2 horiz.
Type area format
175 x 127 mm
with cut
210 x 144 mm + 3 mm

4c 2.120,- Euro
b/w 1.515,- Euro



1/3 vert.
Type area format
55 x 265 mm
with cut
75 x 297 mm + 3 mm

4c 1.515,- Euro
b/w 970,- Euro



1/3 horiz.
Type area format
175 x 84 mm
with cut
210 x 101 mm + 3 mm

4c 1.515,- Euro
b/w 970,- Euro

Advertising Sizes

Width x Height in mm

Size of Magazine

DIN A4, 210 x 297 mm

(Width x Height)

Type area: 175 x 265 mm

(Width x Height)

Advertisment's- Placement

On one of the cover pages
+ 10 % additional charge on
the price of the ad

Discount

2 Ads 5 % discount
3 Ads 10 % discount
(if submitted within one
year)

Millimeter ads in the advertising section

3,70 Euro/mm basic price
(Number of columns 4,
column width 40 mm)



1/4 vert.
Type area format
84 x 127 mm
with cut
101 x 144 mm + 3 mm

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b/w 785,- Euro



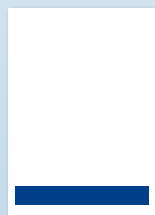
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1/8 vert.
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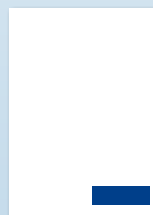
1/8 horiz.
Type area format
175 x 30 mm

4c 630,- Euro
b/w 420,- Euro



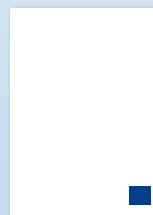
1/16 vert.
Type area format
40 x 64 mm

4c 350,- Euro
b/w 230,- Euro



1/16 horiz.
Type area format
84 x 30 mm

4c 350,- Euro
b/w 230,- Euro



1/32
Type area format
40 x 30 mm

4c 220,- Euro
b/w 115,- Euro

Prices refer to Euro per ad
exclusive VAT.

Advertising sizes with cut: Template with 3 mm bleed.

Additional benefit

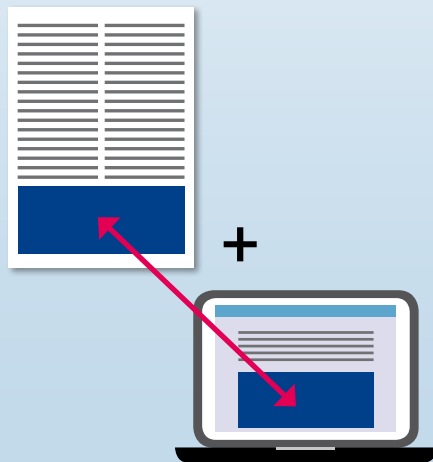
Printed advertisements are also published on the website of the Magazine.

Examples of articles:

- ▶ <https://global-recycling.info/archives/5593>
- ▶ <https://global-recycling.info/archives/5581>
- ▶ <https://global-recycling.info/archives/5565>

Advertiser:

- ▶ <https://global-recycling.info/advertiser>



Promotion page/Company Portrait/User Report

Included in the price are editorial inductions, pictures and layouts. Text, logo and suitable picture material must have been received until the editorial deadline.

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PR articles incl. 1 to 3 pictures, publication in a GLOBAL RECYCLING issue and on the website. 330,- Euro per 1.000 characters (incl. blanks)

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50 g insert weight). Please ask for inserts with higher weight.

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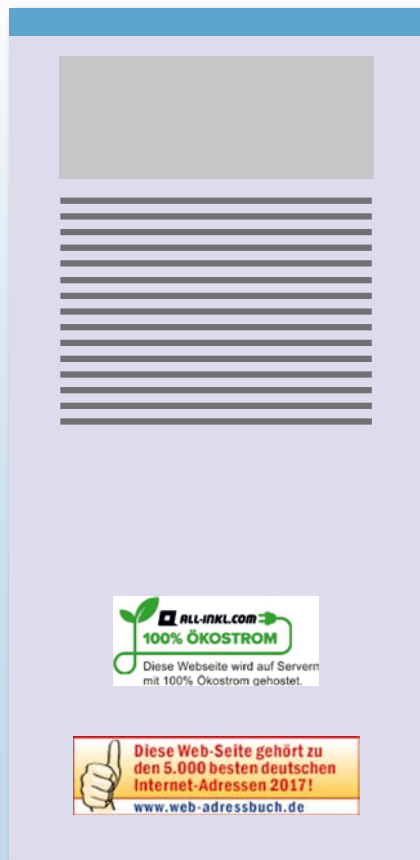
Conditions

VAT: All domestic prices are considered as net prices plus the legal VAT. From EU-Customers we need the VAT-Number. Terms of Payment: Payment after 30 days in full without discount. Discount: Payment within 10 days 2 % discount.

Code Fee: 7,50 Euro inland; 12,00 Euro abroad
Placing: 10 % on gross price if the advertisement is a special placing or fixed space position in the magazine.

Edition	Closing	Release Date	Topics (Subjects to change without notice)
1/2026	12.03.2026	10.04.2026	Recycling Machinery & Technology, Sorting, Separating, Shredding, Scrap & Metal Recycling, Construction & Demolition Waste, Baling & Conveyor Systems, Circular Economy Strategies IFAT-Edition
2/2026	12.06.2026	09.07.2026	Digitalization: Software, AI, IoT; Plastic, Paper & Textile Recycling, Chemical Recycling, Water & Wastewater Treatment, Smart Sensors & Automation
3/2026	14.09.2026	09.10.2026	E-Waste, Battery & Car Recycling, Organic Waste & Waste-to-Energy, Recycling of Lithium & Critical Raw Materials, Refrigerator & Cooling Equipment Recycling, Modular Recycling Plants & Mobile Units ECOMONDO-/POLLUTEC-Edition





Recyclingportal.eu – The specialist portal for waste, disposal, recycling, circular economy, and markets

...is an independent bilingual forum for technical information from all over Europe. The range of topics includes all sides of waste management that aim for a sustainable circular economy. This circle expands from (waste) disposal and recycling to the circular economy and the markets associated with it for (secondary) raw materials in the course of material flow management that aims at resource-saving.

In the individual sections, the users of the portal will find: waste producers, waste disposal carriers (municipalities), disposal companies, processors, recyclers, manufacturers of equipment, and raw material traders, current news about new trends, economic developments, logistical solutions, innovative technologies, market developments, and legal issues. Information about important dates and events completes the offer.

The portal is constantly updated with new articles and dates. News sources are based on press information (preferably in German and English) from companies,

associations, and institutions, as well as information based on our research.

Furthermore, the portal serves as an independent and freely accessible communication platform to enable discussions and the exchange of ideas between interested parties from politics, municipalities, business, science, and research as well as stakeholders in the industry.

Approx. 367,500 page impressions per month
Unique visits per month approx. 66,500 (status: 08/2025)

Paid online PR

PR article including 1 picture and linking,
Publication on the Recyclingportal website:
350,- Euro plus VAT.

For online advertising options see page 7.

Send press releases to:

- ▶ redaktion@recyclingportal.eu
- ▶ <https://recyclingportal.eu/>



A ... Z



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EU-Recycling Business Index (Supplier Guide)

In the January edition, the Business Index 2026^{*)} presents suppliers from the following sectors:
Recycling and plant technology, processing and sorting technology, presses, software / digital solutions, hall systems, protective walls, storage solutions, weighing technology, transportation, conveying and sorting technology, material handling, fire and personal protection, odor and dust control, exhaust air purification, services (recycling and disposal), analysis and laboratory technology, collection systems, accessories and wear parts.

Business Index in EU-Recycling Magazine 01/2026

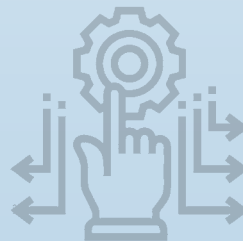
Half-page company/product presentation incl. photo and logo in the special Business Index section of EU-Recycling Magazine January issue 2026^{*)}, approx. 1,200 characters incl. blanks

Business Index on the EU Recycling website

One page company/product presentation incl. photo and logo from January to December 2026 on the EU-Recycling website, in the Business Index section, approx. 1,200 characters incl. blanks, link to company website and to advertised offers.

^{*)} You can still be part of the Business Index 2026 after January. Contact us.

Package price: 785,- Euro plus VAT / year



EU Recycling Subscription Prices

Single issue 10,- Euro; Annual subscription in Germany EUR 95,- including postage and VAT; Abroad 115,- Euro including shipping costs.

Annual subscription ePaper 80,- Euro.

Pupils/students/apprentices/bookseller-subscription 80,75 Euro including postage and VAT; Abroad 100,75 Euro including shipping costs.

GLOBAL RECYCLING Subscription Prices

Single issue 24 Euro; Annual subscription in Germany 68,- Euro incl. postage and VAT; Abroad 75,- Euro incl. shipping costs.

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- ▶ <https://eu-recycling.com>
- ▶ <https://recyclingportal.eu>
- ▶ <https://global-recycling.info>
- ▶ <https://www.facebook.com/eurecycling>
- ▶ <https://x.com/recyclingportal>
- ▶ <https://www.instagram.com/msvgmbh>
- ▶ <https://de.linkedin.com/company/msv-gmbh>

Exclusion of Liability + Terms of Use of Online Offers

- ▶ <https://eu-recycling.com/haftungsausschluss>

Terms of Service

1. The term "Advertisement Order" as used in the following general conditions of business shall refer to the contract concerning the publication of one or more advertisements of any adviser or any other space buyer including inserts in a printed publication or on a website for circulation purposes.
2. Advertisements are to be published within a year after the agreement is concluded. If the right to place call-off orders has been granted within the framework of any such blanket order, then such order must be completed within one year subsequent to the publication of an initial advertisement if the first ad had been called-off and published within the term according to Sentence 1 above.
3. Under a contract, the advertiser is entitled to release additional advertisements in excess of the number covered in the contract within the period agreed on or within the period outlined in section 2.
4. If a contract is not fulfilled partially or as a whole for reasons not attributable to the publisher, the advertiser is obliged to refund the difference between the discount granted by the publisher and the discount applicable for the actual quantity booked.
5. With respect to the calculation of the acceptance quantities, text millimeter lines will be converted into advertising millimeters based on price.
6. Orders requesting the publication of advertisements and inserts in specific issues, specific editions or on specific positions within the periodical must be received by the publisher with sufficient time so that the customer can be informed prior to the advertising closing date that it is not possible to fulfill the conditions stipulated in the order. Classified advertisements will be printed under the usual heading without a need for express agreement.
7. Advertisements, which are not recognizable as advertisement or advertorial due to their editorial layout, shall be clearly labeled as such by the publisher.
8. The publisher shall reserve the right to reject advertisement orders, including any individual advertisements under the terms of a contract and insert orders on grounds of content, origin or technical format under its own standard, factually justified principles, if their content infringes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This shall also apply to orders submitted through field offices, local advertisement offices, or advertising representatives. Insert orders are only binding for the publisher after submission of a sample insert and the publisher's approval thereof. Inserts in any format or make-up leaving the reader with the impression that they are an integral part of the journal or magazine or containing outside advertising will not be accepted. The Advertiser must be informed of any rejection without delay.
9. The Customer shall be responsible for the timely submission of the advertising text and flawless print documents or supplements. The publisher shall require from the Customer immediate replacement of visibly unsuitable or damaged printing material. The publisher shall guarantee the quality of printing typical for the publication concerned and possible on the basis of the printing material provided.
10. If the advertisement as printed is completely or partially illegible or false or 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.

Any damage claims resulting from the positive violation of a contractual duty, from a culpable act at the time of the conclusion of the Contract or from tort- also in case of telephone orders- shall be excluded; claims for damages arising from impossibility of performance or delay shall be restricted to compensation for foreseeable damage and to the price payable for the advertisement concerned. This shall not apply in the case of willful intent or gross negligence on the part of the publisher, its statutory representatives, agents, or employees. A liability on the part of the Publisher for damages due to the lack of guaranteed quality features shall remain unaffected. Furthermore, in the commercial trade, the publishers are not liable for gross negligence of vicarious agents; in all other cases, compensation to traders is limited to the replacement of the advertisement price. Complaints must be made within four weeks after receipt of invoice and receipt, except for unobvious deficiencies.
11. Sample proofs will be supplied only when explicitly requested. The client will be responsible for the correctness of the returned proofs. The publisher considers all mistake corrections that have been announced to him within the set term during the delivery of proofs.
12. If specific sizes are not expressly requested, the actual printing height as is common for that type of advertisement will be taken as the basis for calculation.
13. Unless the advertiser has paid in advance, an invoice will be sent immediately, but in any event, no later than 7 days after the advertisement was published. The invoice must be paid within the period shown in the rates list and commencing from the time of invoice receipt unless any other mode of payment or prepayment is agreed. Discounts for early payment shall be given according to the price list.
14. In case of delayed or deferred payment, conventional interest and collection fees will be charged. The publisher may, in case of delayed payment default, suspend the further execution of the current order until payment is received and may demand prepayment for the remaining advertisements. Where there are justified doubts regarding the solvency of the customer, the publisher is entitled, also during the term of an advertising order, to make the publication of further advertisements contingent on the payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.
15. The Publisher may supply proof of advertisements together with the invoice. Depending on the type and scope of the advertisement orders, cuttings of advertisements, sample pages or complete reference copies of the magazine in question will be supplied. In case a voucher copy cannot be delivered, then a legally binding certificate from the publisher regarding the publication and distribution of the advertisement will be provided in its place.
16. The customer is liable for the cost of the artwork and for any substantial modifications to the originally agreed specifications desired by or attributable to the customer.
17. If the print run is reduced and a contract for more than one advertisement has been concluded, a claim for price reduction can be derived if the average for the insertion year beginning with the first advertisement falls below the average circulation mentioned in the price list- if no circulation was mentioned - the average sales (or, for professional journals, if applicable, the average actual distribution) are below those of the previous year. Reduced circulation shall constitute a defect leading to an entitlement to a price reduction only in the event that the reduction is as much as 20 from a hundred for circulation of up to 50,000 copies, 15 from a hundred for circulation of up to 100,000 copies, 10 from a hundred for circulation of up to 500,000 copies, or 5 from a hundred for circulation of over 500,000 copies. Furthermore, reduced charges with respect to blanket orders are excluded if the publisher notifies the advertiser of a decrease in circulation early enough to allow the advertiser to rescind the contract prior to publication.
18. Artwork will only be returned to the customer upon special request. Any obligation to safeguard the printing data will cease three months after the order has been completed.
19. Advertisements from foreign countries are invoiced without value-added tax in the event that tax exemption exists and is recognized. The publisher reserves the right to subsequently charge value-added tax at the statutory rate in the event that the tax authority affirms the duty to pay tax.
20. Advertisements from competitors may only be in the edition section and only in two opposite-located pages excluded. If an order is tied to a specific issue or page, exclusion of competitors cannot be agreed on.
21. The Publisher is not liable for damage and reduced performance due to force majeure (e.g., Belated publication or no publication because of a strike, defense lockout, server failure, etc.)
22. The place of performance is the head office of the publisher. If the publisher's claims cannot be satisfied by issuing payment reminders, the place of jurisdiction for disputes with non-commercial clients is determined by the place of residence of the latter.

If the domicile or place of habitual residence of the ordering party - in the case of non-traders, too - is unknown at the point in time when the complaint is raised, or if, after the conclusion of the contract, the ordering party has transferred his residence to a place outside the area in which the law is valid, it is agreed that the court of competent jurisdiction shall be the head office of the publisher.
23. These general terms and conditions relate also to the online advertisement on the websites of MSV GmbH.

