

Advertisement
price list No. 10

Advertisement

price list

2009



Max Eyth-Verlag

Frankfurt/Main

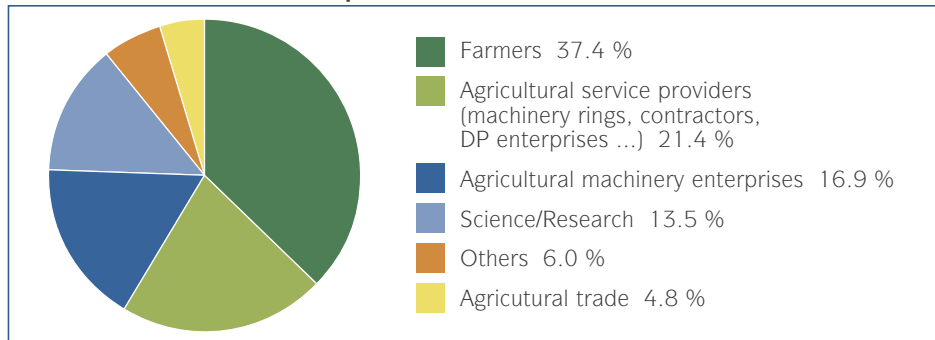
www.agrifuture.com

agrifuture is the information magazine for European agribusiness of the German Agricultural Society (DLG) in Frankfurt in cooperation with the European Agricultural Societies Partnership (EASP).

Four times per year, European farming executives get information about connections in worldwide agribusiness. In addition, *agrifuture* provides top information about current agricultural exhibitions in Europe. The magazine is sent free of charge to these selected members of the DLG and its European partners.

Over a third of the readers of *agrifuture* are farmers. Additionally, the magazine reaches agricultural counsellors, entrepreneurs, service providers, opinion makers, and other partners of the DLG.

Distribution of the readership:



Publication dates:

4 times per year

Circulation:

> 20,000

Publisher:

Max Eyth-Verlag GmbH
Eschborner Landstr. 122
60489 Frankfurt
Germany

Managing Director:

Reinhard Geissel

Chief Editor:

Thomas Preuße
DLG Mitteilungen
Phone: ++49 (0) 69/2 47 88-460
e-mail: t.preusse@dlg.org

Product Manager/

Advertising Enquiries:

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Hülsebrockstr. 2-8
D-48165 Münster
Phone: ++49 (0) 25 01/80 12 57
Fax: ++49 (0) 25 01/80 13 21
e-mail: geissel@lv-h.de

Size of page:

297 mm x 210 mm, DIN A4

Type area:

270 mm x 190 mm
Ad-pages: 4 columns, 46 mm width

Printing and Binding method, printing material:

Off-set print, screened positives
emulsion side up, wrong reading
or emulsion side down, right reading,
wire stitched, up to 60 screen.

Conditions of payment:

Payment within 30 days of receipt
of invoice: Full payment
Payment within 14 days of receipt
of invoice: 2% discount

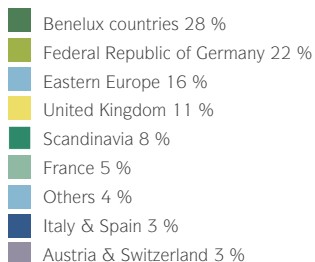
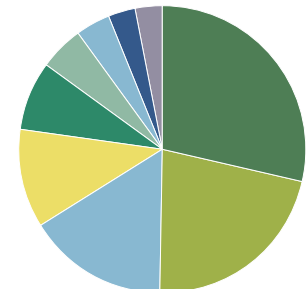
Printer:

LV Druck GmbH & Co. KG
Postal Address:
Hülsebrockstr. 2-8
48165 Münster
Germany

Insights into the readership – Results of the 2006 readers' survey

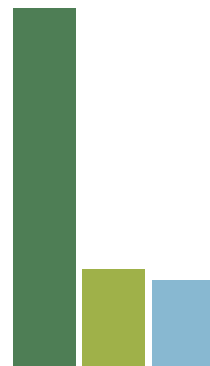
Countries where *agrifuture* is read:

agrifuture is distributed internationally, mainly in Central and Western Europe.



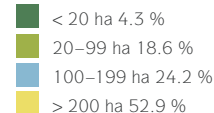
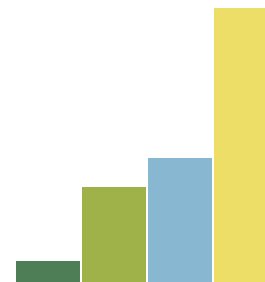
Agricultural education

Farmers who read *agrifuture* are trained above-average. Consequently it can be assumed that they are highly committed to their occupations.



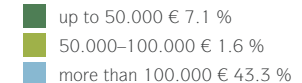
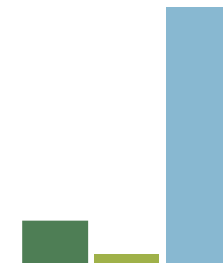
Farm size structure of the farmers among the readers:

The farmers among the *agrifuture* readers have particularly large farms. The average farm cultivates 845 ha of land.



Investments planned by the farmers among the readers questioned:

69 % of the farmers among the readers of *agrifuture* are planning investments in the coming two years. The average investment sum amounts to 437,175 €.



Format	Columns	Widths x Heights in mm	b/w in €	2c/3c Euroscale in €	4c Euroscale in €
1/1 page	4	190 x 270	1,368 €	1,712 €	2,256 €
3/4 page	4	190 x 200	1,026 €	1,284 €	1,692 €
	3	142 x 270			
2/3 page	4	190 x 178	900 €	1,126 €	1,486 €
	3	125 x 270			
1/2 page	4	190 x 133	684 €	856 €	1,128 €
	2	94 x 270			
1/3 page	4	190 x 88	450 €	563 €	743 €
1/4 page	4	190 x 66	342 €	428 €	564 €
	2	94 x 133			
	1	46 x 270			
1/8 page	4	190 x 32	171 €	214 €	282 €
	2	94 x 66			
	1	46 x 133			

Discounts:

For advertising bookings
within 12 months:

By Insertion

3 ads	3 %
6 ads	5 %
9 ads	7 %
12 ads	10 %
18 ads	15 %
24 ads	20 %

By Space

1/2 page	3 %
1/1 page	5 %
3 pages	10 %
6 pages	15 %
9 pages	17 %
12 pages	20 %
18 pages	22 %

You can choose the most
suitable discount for yourself.

Loose Inserts

An actual sample of the insert must be supplied before final acceptance of the order.

Format

No more than 205 mm wide and 290 mm high, up to 25 g per thousand, costs 210 € .

For inserts exceeding 25 g per thousand please ask for a price.
Deliver to our printers address 8 days prior to publication.

Stitched Inserts

Stitched inserts for advertising products or services can be inserted in the centre of the magazine only. A sample of the insert must be supplied before final acceptance of the order.

Prices	in €
4 pages	3,918
6 pages	5,877
8 pages	7,836

Send magazine circulation plus 2% spoilage.

Timetable 2009

Issue	Publication date	Closing date for advert orders	Advertisement copy deadline
1	05.03.2009	05.02.2009	23.02.2009
2	04.06.2009	05.05.2009	22.05.2009
3	08.10.2009	10.09.2009	28.09.2009
4	26.11.2009	29.10.2009	16.11.2009

Pricing for additional colours and special formats

Colour in agrifuture is based on Euroscale. We will endeavour to match your colour requirements as closely as possible, but we can not guarantee to match exact pantone colours.

No additional charge for increased type area, trim and bleed size will be made. The format of the printing material for bleeding is size of page plus 5 mm trim per bleed side.

Please send inserts to the following address:

Printers:
LV-Druck GmbH & Co. KG
Postal Address:
Hülsebrockstr. 2-8
48165 Münster, Germany

1) An "advertising order" as referred to in the following General Terms of Business is the contract between the publisher and the customer regarding the publication of one or more advertisements or inserts (all termed "advertisements" below) by an advertiser or a person who places inserts (all termed "advertisers" below) in a newspaper or magazine for the purpose of dissemination.

2) An "advertising contract" is a contract regarding the publication of several advertisements after deduction of the discounts which the advertiser is entitled to according to the Price List. The advertisements are published upon the advertiser's request. Discounts are not granted to enterprises whose objectives include placing advertising orders on behalf of different advertisers in order to demand collective discounts. If the right to request the publication of individual advertisements is granted under an advertising contract, the order must be completed within one year of the publication of the first advertisement, provided that the first advertisement was used and published within one year after conclusion of the contract.

3) If the publication of one or several advertisements booked under an advertising contract is not requested for reasons for which the Publisher bears no responsibility, the customer must refund the Publisher, without prejudice to any other legal obligations, the difference between the discount for the series which he had been granted and the discount to which he was entitled according to the actual quantity sold. If not stipulated otherwise, the customer is retroactively entitled to the discount which corresponds to the actual number of advertisements purchased within one year.

4) When calculating the purchase volume, text millimetre lines will be converted to the advertising millimetres which correspond to the price.

5) Orders for advertisements which have been declared for publication only in certain volumes, certain editions or in certain positions within a printed publication must be received by the Publisher early enough for it to be possible to inform the customer before the advertisement copy date if the order cannot be executed in this way. Classified advertisements will be printed under the relevant classification without necessitating a special agreement in this respect.

6) Embedded advertisements are advertisements which border on text instead of other advertisements on at least three sides. Advertisements which, owing to their editorial structure, are not recognizable as such will be clearly marked by the Publisher with the word "Advertisement".

7) The Publisher reserves the right to refuse any advertisement either placed as part of an order under an advertising contract or individually if - their content contravenes the law or official regulations, - their content has been disapproved by the German Advertising Council in a complaints procedure, - their publication is unacceptable for the Publisher because of their content, their format, their origin, or their technical form, - they contain advertisements from or for third parties. Orders for other inserts become binding for the Publisher after submission of a specimen of the insert and its approval. Advertisements which contain advertisements from or for third parties (association advertising) require a prior written declaration of acceptance by the publisher in each individual case. In such cases, the Publisher may claim an association advertising surcharge. The customer shall be notified without delay if an advertisement or an insert is refused.

8) The customer bears the sole responsibility for the timely delivery of suitable print copies or other inserts in fullness condition. In the case of digital print copies, the customer is obliged to deliver proper advertisement copies in time for publication, which in particular conform to the format or the technical standard required by the Publisher. Expenses of the Publisher for alterations of the print copies which are requested by the customer or for which he is responsible must be borne by the customer. The usual quality of the advertisements or other inserts in the media titles in which insertion is to take place is agreed on within the possibilities allowed by the quality of the print copy and in conformity with the provisions of the Price List and the order acknowledgement. This only applies if the customer meets the requirements of the Publisher with regard to the format and the delivery of print copies.

9) Print copies are sent back to the customer only upon explicit request. The obligation to retain the print copies terminates three months after the first publication of the advertisement.

10) If the publication of the advertisement does not conform to the quality or performance due under the contract, the customer has a right to a reduction in price or to a re-insertion or re-publication of the insert in fullness condition, but only to the extent to which the purpose of the advertisement or insert was disadvantaged. The Publisher has the right to refuse re-insertion or re-publication if the expenses are markedly out of proportion to the performance interest of the customer considering the content of the obligation and the principles of good faith, or re-insertion or re-publication would cause disproportionate expenses for the Publisher. If the Publisher allows a reasonable period granted to him for re-insertion or re-publication of an insert to pass without doing so, or if the re-insertion/re-publication is again not without faults, the customer has a right to a reduction in price or to annul the order. In the case of insignificant faults of the advertisement or the publication of an insert, the annulment of the order is excluded. If faults are not obvious, complaints must be lodged within one year of the commencement of the legal limitation period. The publisher assumes liability for all damage arising from breach of contract or tort in conformity with the following regulations: in the case of gross negligence, liability in commercial business correspondence is limited to compensation for typical, foreseeable damage. This restriction does not apply if the damage was caused by statutory representatives or executives of the Publisher. In the case of simple negligence, the Publisher is only liable if significant contractual obligations are violated. In such cases, liability is limited to typical, foreseeable damage. In the case of claims according to the Product Liability Act or in the case of harm to life, body, or health, the Publisher is liable according to the legal regulations. Complaints must be lodged - except for faults which are not obvious - within four weeks of receipt of invoice and file copy. All claims against the Publisher arising from breach of contract are subject to a limitation period of one year as of the commencement of the legal limitation period unless they result from malicious intent.

11) Proofs are supplied only on explicit request. The customer bears responsibility for the accuracy of the corrected and returned proofs. The Publisher takes account of all corrections notified to him by the advertisement copy date or within the period allowed for the return of the proofs.

12) Unless there are particular size specifications, the actual printed height usual for the type of advertisement will be used as the basis for invoicing.

13) The invoice is payable within the period allowed for payment according to the Price List unless a different period for payment or advance payment has been agreed upon. Any discounts for early payment are granted in accordance with the Price List.

14) Interest customary in banking and the costs of collection will be charged in the event of a delay in payment or if the Publisher grants time to pay. In the event of default in payment, the Publisher may postpone fulfillment of the current order until payment has been made and require advance payments for the remaining advertisements. When there is good reason for doubting the ability to pay by the customer, the Publisher is entitled - also during the period of validity of an advertisement contract - to refuse to make the insertion of further advertisements without regard to any terms of payment originally agreed, unless advance payments of the amount are received by the advertisement copy date and any outstanding invoice amounts are settled.

15) The Publisher shall supply a file copy of the advertisement on request. Depending on the type and size of the advertisement, either advertising cuttings, complete pages, or complete magazines shall be delivered. If a file copy can no longer be produced, a legally binding certificate by the publisher of the insertion and dissemination of the advertisement will take the place of the same.

16a) In the case of a contract booked for a series of advertisements, a claim to a reduction in price may be derived from a fall in circulation without prejudice to point

16 b and subject to the provisions of sentence 2 if the overall average rate of circulation for the advertising year which commences on the date of the first advertisement does not attain the guaranteed circulation. Any fall in circulation only then gives grounds for a reduction in price if this fall constitutes

at least 20% with a guaranteed circulation of up to 50,000 copies,
at least 15% with a guaranteed circulation of up to 100,000 copies,
at least 10% with a guaranteed circulation of up to 500,000 copies,
at least 5% with a guaranteed circulation in excess of 500,000 copies.

A fall in circulation for the reasons given in point 23 is left out of account. Guaranteed circulation is the average circulation for the past calendar year quoted in the Price List or elsewhere or - if no circulation is mentioned - average sales (in the case of trade journals, if appropriate, the average actual number distributed). Furthermore, price reductions in the case of advertisement contracts are excluded if the Publisher has notified the customer of the drop in circulation in sufficient time to enable the latter to withdraw from the contract before the insertion of the advertisement.

16b) (Special regulations for a fall in circulation of titles which publish magazine-related circulation data) In derogation of number 16a, a fall in circulation of titles which publish magazine-related circulation data only then gives grounds for a reduction in price if it is in excess of 10% with a circulation (guaranteed circulation) of up to 500,000 copies and 5% with a circulation (guaranteed circulation) of more than 500,000 copies. A fall in circulation for the reasons given in point 23 is left out of account. The guaranteed circulation is the total number of copies sold as defined by the IWW. For the year of insertion, it is calculated based on the average circulation of the four quarters before the year of insertion if the Publisher has not indicated any absolute guaranteed circulation in the Price List. A reduction in price requires a discountable contract providing a volume-based scale of prices for at least three issues. The calculation of the reduction in price is based on orders by enterprises unless invoicing based on brands, which must be defined when giving the order, has been agreed upon when the order was placed. The potential reduction in price is calculated as a balance of the booked issues within the insertion year which exceed and fall short of the guaranteed circulation. Refunds are granted at the end of the campaign based on the customer net amount as a credit in kind or, if this is no longer possible, in the form of payment. The agency fee paid will be taken into account. A refund can only be claimed if the sum to be refunded amounts to at least EUR 2,500.

17) The Publisher applies due diligence for the custody and passing on of offers received for box number advertisements. Registered mail and express mail in response to box number advertisements will be sent on by normal mail only. Replies to box number advertisements will be kept for four weeks. Any replies not collected within this time will be destroyed. The Publisher returns valuable documents without being obliged to do so. The Publisher can be granted, in individual contracts, the right to open the replies received in the declared interest and in place of the customer. Letters which are larger than the permitted DIN A 4 size (weight 1000 g) and packages containing merchandise, books or catalogues, or small parcels are excluded from being passed on and will not be accepted. Nevertheless, it is possible to agree exceptionally that these will be accepted and passed on in the event that the customer assumes the fees/costs incurred.

18) Place of fulfillment is the registered office of the publisher. In commercial correspondence with businesspersons, legal persons under public law, or special funds under public law, the court at the registered office of the Publisher has jurisdiction. If in commercial correspondence with non-businesspersons claims of the Publisher are not asserted in court proceedings for order to pay debt, the court at the place of residence of the customer has jurisdiction. If the place of residence or usual place of residence of the customer at the time of the filing of a complaint is not known or if the customer, after conclusion of the contract, relocates his place of residence or usual place of residence to a place outside the area of application of the law, it has been agreed that the court at the registered office of the Publisher has jurisdiction. This also applies to non-businesspersons.

19) Publicity agents and advertising agencies are obliged to adhere to the Publisher's Price List in their quotations, contracts, and invoices with advertisers. The agency commission granted by the Publisher may not be passed on either wholly or in part to the customer.

20) Price changes for advertising orders become binding for enterprises if they are announced by the Publisher at least one month before the publication of the advertisement or the insert. In the case of a price increase, the customer has the right to cancel the order. Cancellation must take place in the form of a text within 14 days of the receipt of the information regarding the price increase.

21) If enterprises integrated into a corporate group claim common discounting, written proof of the corporate group status of the advertiser is required. Incorporated companies must prove their corporate group status through confirmation by an auditor or the latest business report. Partnerships must submit proof in the form of an extract from the commercial register. Proof must be submitted at the latest by the end of the insertion year. Later proof cannot be recognized retroactively. In each case, corporate group discounts require explicit written confirmation by the Publisher. Corporate group discounts are only granted for the duration of corporate group affiliation. The end of corporate group affiliation must be announced immediately. Corporate group discounting terminates with the end of corporate group affiliation.

22) The advertiser confirms that he has all rights required to place the advertisement. The advertiser bears the sole responsibility for the content and the legal permissibility of the text and picture material supplied for insertion as well as the delivered inserts. As regards the advertising order, the advertiser indemnifies the Publisher against claims by third parties which may arise from the violation of legal regulations. Furthermore, the Publisher is indemnified against the costs of necessary legal defence. The advertiser is obliged to support the Publisher in the case of legal defence against third parties by providing information and documents based on the principles of good faith. The advertiser transfers to the Publisher all rights of use and other rights resulting from copyright and ancillary copyright required for the publication of advertisements in print- and on-line media of all kinds, including the internet. This in particular includes the right of reproduction, dissemination, transmission, broadcasting, public disclosure, withdrawal from databases and access to the temporal and content-related extent required for the execution of the order. In all cases, no spatial limits apply to the transfer of the above-mentioned rights.

23) In the case of operational breakdown, force majeure, illegal industrial dispute, illegal seizure, disturbance of traffic, general shortage of raw materials or energy, etc. - both in the operation of the Publisher and in other operations on which the Publisher relies to fulfill his obligations - the Publisher may claim full payment for the published advertisements if 80% of the average number of copies sold during the last four quarters or of the otherwise guaranteed circulation of the publication have been delivered by the Publisher. If the number of copies delivered by the Publisher falls below this limit, the amount of invoice is reduced in proportion to the ratio of the guaranteed number of copies sold or guaranteed circulation to the number of copies actually delivered.

Additional Terms of Business of the Publisher

- The placing of an advertising order by the customer constitutes an acknowledgement of the Publishers' General Terms of Business and Additional Terms of Business as well as of the Price List.
- If an error which occurred during the first publication is repeated in the re-insertion, any claims to a reduction in payment or compensation are excluded if the customer did not lodge a complaint immediately after the first publication.
- If any defects in the print copy are not immediately recognizable and only become evident during the printing process, the Advertiser has no claims in the event that the final printed result is unsatisfactory.
- In the case of force majeure, the Publisher is released from all obligations to execute orders and pay compensation for damage. In particular, no compensation for damage will be paid for advertisements which were not published or not published in time.
- The Publisher is entitled to shorten the period of time normally allowed for payment in individual cases.