



LIGHTING PRESS INTERNATIONAL

Rate Card 2011

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Profile

LPi LIGHTING PRESS INTERNATIONAL is a B2B journal for professional lighting and building services technology. LPi LIGHTING PRESS INTERNATIONAL is aimed primarily at those professionals who plan and competitively bid for tenders to install lighting and building services technology. LPi LIGHTING PRESS INTERNATIONAL is read by a variety of people including, architects, interior designers, lighting and lamp designers, electrical designers, fitters and engineers and managerial staff with responsibility for installing lighting on local authority and other building projects. The various issues each present a series of special projects and represent groundbreaking and innovative architectural developments and technical solutions in lighting design. These issues will focus on innovation in lighting and lamps and building management and will be complemented with reports from trade fairs and on developments in the market.

LPi LIGHTING PRESS INTERNATIONAL appears eight times a year in German and includes an English summary. The photo captions are in German and English.. LPi LIGHTING PRESS INTERNATIONAL is also distributed during international lighting and building trade fairs. This, of course, means that it is target at and is read by that sector of the public people which is interested in and has knowledge of lighting design.

LPi LIGHTING PRESS INTERNATIONAL's has a circulation of 10,216, which has been checked by the relevant authority ('IVW' third quarter 2010). It targets and is, as has just been indicated read by decision makers and specialists from the industry.

Circulation

spread circulation IVW 3rd Quarter 2010: 10.216 copies
 Frequency: eight times a year



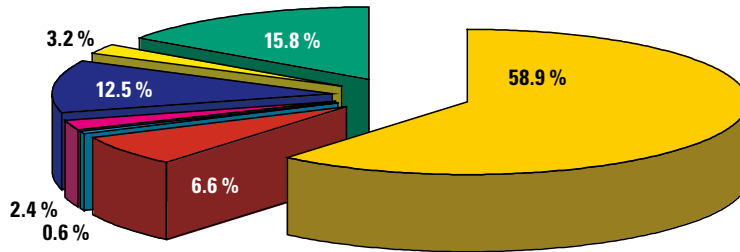
Member of the Informations-Gemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW), Berlin (the German Audit Bureau of Circulations)

Major topics

LPi 1/2011, publication Feb. 16th February/March	Light production and design in the retail industry. Trade fair edition for the Euroshop in Düsseldorf.
LPi 2/2011, publication March 28th April	As a trade fair edition, concentrating on lighting design, for the Euroluca in Milan.
LPi 3/2011, publication May 9th June	Innovation in lighting, an review on the Euroluca in Milan.
LPi 4/2011, publication June 20th July/August	Lighting technology for events and in leisure facilities.
LPi 5/2011, publication Sept. 5th September	New lighting technology, LED, OLED.
LPi 6/2011, publication Oct. 17th October	Public design. Lighting in the public environment.
LPi 7/2011, publication Nov. 14th November	Hotel and restaurant services. New lighting concepts.
LPi 8/2011, publication Dec. 12th December/January	Architecture, building services technology, a review covers the new E.TECH Experience at the Milan exhibition.

Regular up-to-date reporting:

Current topics, interior lighting, exterior lighting, lamps, LED, emergency lighting, components, operating equipment, building automation systems, projects, trade fairs, companies, markets.



	Percentage of total readership	Number of addresses
Architectural bureaus, engineering consultants, lighting/electrical planners	58.9	6.456
Manufacturers of luminaires and lamps (technical lighting segment)	6.6	721
Government authorities with responsibility for construction and housing	0.6	63
Building developers (non-residential), banks and insurance companies	2.4	253
Wholesalers/retailers of electrotechnical products	12.5	1.378
Trade fair fitters and shopfitters	3.2	351
Building and electrical installation contractors	15.8	1.739

Not counting variable international trade fair editions and complementary copies

Source: LPI Distribution List, PPVMEIEN (October 2009)



Advertisement format (in mm)

		Print Area	Full-bleed [W x H]	4-color [W x H]
1/1 Page		211 x 290	240 x 320	€ 4.595,-
1/2 Page	horizontal	211 x 140	240 x 155	
	vertical	103 x 290	120 x 320	€ 2.740,-
1/3 Page	horizontal	211 x 93	240 x 107	€ 2.010,-
1/4 Page Editorial	1-column	49 x 290	66 x 320	€ 1.980,-
1/4 Page	horizontal	211 x 70	240 x 85	
1/4 Page	1-column	49 x 290	66 x 320	€ 1.650,-
1/4 Page	2-column	103 x 140	120 x 155	
1/8 Page	horizontal	103 x 70	120 x 85	
	vertical	49 x 140	66 x 155	€ 1.110,-
Outside Back Cover	vertical	211 x 290	240 x 320	€ 5.790,-
2/1 Double page		446 x 290	480 x 320	€ 9.190,-
Cover page/-story	vertical		240 x 240	€ 6.170,-
Service List				€ 249,- per Issue

Please notice our new advertisement formats!

VAT at the legally applicable rate will be added to all quoted prices.

Discounts**Reductions on purchases within a 12-month period**

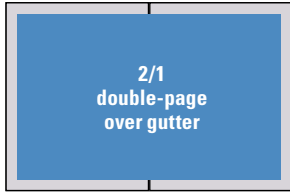
By pages		By insertions	
2 pages	5%	2 insertions	3%
4 pages	10%	4 insertions	5%
6 pages	15%	6 insertions	7%
8 pages	20%	8 insertions	10%

Combination offer:

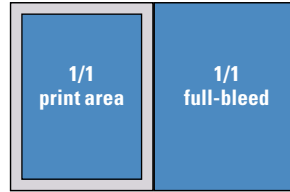
When booking both of our lighting magazines, please ask for our special rates.

Agency commission: 15%

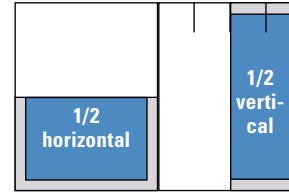
Rate Card No. 12 (valid from January 01st 2011)



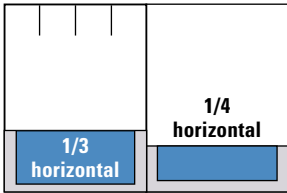
Print area 446 x 290
Full-bleed 480 x 320



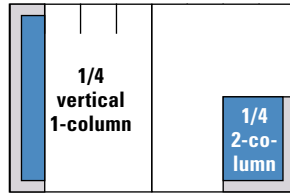
211 x 290 240 x 320



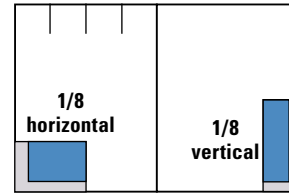
211 x 140 103 x 290
240 x 155 120 x 320



211 x 93 211 x 70
240 x 107 240 x 85



49 x 290 103 x 140
66 x 320 120 x 155



103 x 70 49 x 140
120 x 85 66 x 155

Please notice our new advertisement formats!

Attention!
Even with films for full-bleed pages, text and images should be confined to the print area, otherwise important information could be lost!

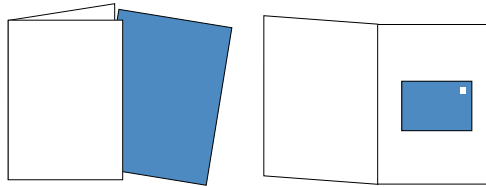
We would also be happy to handle the design of your advertisement. Just ask your advertising sales contact, who will explain the procedure and terms.
Daniel Jäger,
Phone: +49 (0) 8131 / 56 55 - 57.

 Print area
 Full-bleed format: trim allowance of 3-5mm top, bottom and sides

Issue	Editorial Deadline/Advertisement Booking	Print Material	Publication
1/11	26 Jan 2011	02 Feb 2011	16 Feb 2011
2/11	07 Mar 2011	14 Mar 2011	28 Mar 2011
3/11	18 Apr 2011	26 Apr 2011	09 May 2011
4/11	10 May 2011	17 May 2011	20 Jun 2011
5/11	16 Aug 2011	23 Aug 2011	05 Sep 2011
6/11	23 Sep 2011	30 Sep 2011	17 Oct 2011
7/11	21 Oct 2011	28 Oct 2011	14 Nov 2011
8/11	25 Nov 2011	02 Dec 2011	12 Dec 2011

Magazine format: 240 mm x 320 mm (W x H)
Type area: 211 mm x 290 mm (W x H)

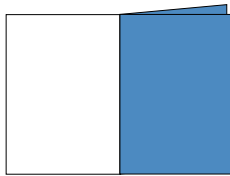
Loose inserts and postcards:



Format: max. width 210 mm, max. height 297 mm

Weight/Price: up to 25 g: € 290.-/1.000
 Tip-on, postcard € 90.-/1.000
 Tip-on, Booklet up to 25g: € 150.-/1.000

Bound inserts:



Format: Bound inserts must be delivered folded and untrimmed. The trim is 5mm at the top, 3mm at the side and bottom. Elements threatened by trimming must be placed at least 10 mm in from the trim border.

Price: 4 pages: € 5.400,- Euro
 8 pages: € 8.600,- Euro

Design

The layout and content of loose and bound inserts must be such as to ensure that they are not confused with the editorial part of the magazine. Loose inserts must be amenable to machine processing. Delivery (freight paid) to the printers.

Delivery volume

The size of the print run fluctuates from issue to issue, so the number of loose or bound inserts required must be agreed at the time of placing the order.

Delivery deadline

The deadline for the delivery of all loose and bound inserts is the same as that for advertising copy and films destined for the issue in question.

Postal charges

Postal or shipping and handling expenses are not included. Postal charges will be passed on to the customer unchanged and are not subject to discounts. Postal charges apply to loose inserts, postcards and bound inserts.

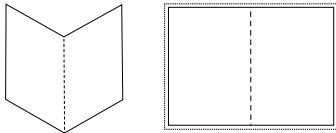
Offprints

Derive a double benefit from your article in one of our magazines. Offprints are the ideal complement to your advertising effort. Journalistically objective and convincing! Send a reprint of your article to your customers, hand it out at trade fairs, or have it distributed by your sales reps!

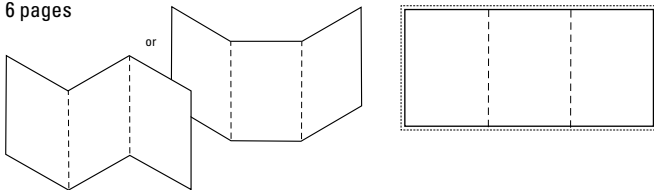
Offprints are adjusted to DIN A4 format and marked 'Sonderdruck'. Any advertisements appearing alongside the article in the original magazine are removed. The space thus freed can be filled with any motif the same size the customer wishes. By arrangement with PPVMEDIEN, it is possible for the layout, too, to be changed to suit the customer's wishes, though an extra charge will be made for this. Different print runs and extents upon enquiry. Offprints are supplied on 150g, illustration printing, semi-gloss paper.

Please ask our sales team for information regarding print runs and prices.

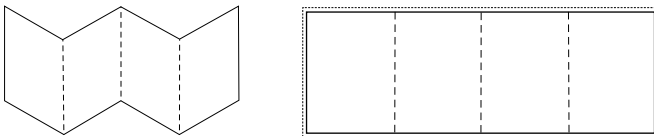
4 pages



6 pages



8 pages



LPI 3/2007
LIGHTING PRESS INTERNATIONAL

Mit fremdlicher Empfehlung von KANDEM Leuchten GmbH

Projects:
Martin Professional beleuchtet die Norwegian Pearl

Innovations:
HeldbergCement produziert Beton mit leuchtenden Fasern

Up To Date:
EuroShop 2008 auf Erfolgskurs

COVER STORY
10
Multi Development Germany eröffnet Lilien-Carré Kadem entwickelt Sonderlösungen

Das Lilien-Carré, in direkter Marktnähe zum Wohnbau-Quartier, verfügt neben einem Standard- und Custom-Interieur über ein Fassaden- und Innen-Design, das Präzision einer Topklasse sowie 1.300 Quadratmeter Glasfläche.

Individualität Licht von Kadem
Kadem entwickelt Sonderlösungen für die Innen- und Außenbeleuchtung von Gebäuden. Die Produkte sind in der Lage, sich an die individuellen Bedürfnisse der Kunden anzupassen.

KANDEM-Vertretungen

Bei direkter Draht zu KANDEM

- 1 Aden & Söhne**
- 2 Albrecht**
- 3 Albrecht**
- 4 Albrecht**
- 5 Albrecht**
- 6 Albrecht**
- 7 Albrecht**
- 8 Albrecht**
- 9 Albrecht**
- 10 Albrecht**

KANDEM LEUCHTEN GMBH

Advertorial

Advertorials will be conceived and created by the graphics department in accordance with the individual customer's wishes. The customer will provide the relevant background information and the necessary accompanying graphics/photos.

The publisher will then be responsible for the concept, layout and text and will use the material provided by the client. If required, we will also organise a photo shooting (the price for this will be in line with the request and the time and effort required). It goes without saying that the whole production takes place in close collaboration with the client. The page will be labelled as advertorial.

Final deadline: Before the closing date and depending on the time and effort required.

Price: current price for advertising, 1/1 4c: 4,595,- Euro

Production costs: concept, layout, text, without photoshooting)
1/1 page: 1,000,- Euro, following pages: 500,- Euro/per page.



CD/DVD on the inside front cover

CD/DVD for the distribution of your clips, product or company information (including production in accordance with the master provided). The CD/DVD is glued to the inside front cover. Background design of the page included. Any data processing is charged separately

Rate for CD/DVD: € 6.585.-



Other special advertisement formats upon enquiry

Combination offer:

Take advantage of our combi-model and place your advert in the trade magazine **LPI LIGHTING PRESS INTERNATIONAL**, our trade **fair newspaper the Frankfurt daily**, for the **light+building fair** and in our consumer magazine **Licht+Wohnen**.



Interested? Our Advertising Manager will be pleased to assist you.
Daniel Jäger Phone: +49(0) 81 31/56 55-79

The website www.l-p-i.de presents an overview of the latest subjects featured in each current issue of LPI - Lighting Press international. Here surfers can find the latest news, personal statements from the executive circles of the industry or reports on innovative project and light planning from at home and abroad.

Manufacturers, planners and dealers can feature in our Service List column with their contact details and logos.

The image and video gallery includes both photos and videos of important events in the lighting sector and editorial photography.

The Product Guide lists the latest luminaires, products and innovations from light engineering.

www.l-p-i.de – die Seite für die Lichtbranche im Internet.

- Trends and news
- Projects
- Image and video gallery
- Service List
- Product Guide
- Fairs and events
- Job advertisements
- Link lists
- Free newsletter

Examples of effective online advertising slots



Small Banner
(234 x 60 Pixel)

With a small banner you can place your advert at the top of the web site. Users tend to be attracted to a small banner when they expect direct results through clicking on it.



Leaderboard
(728 x 90 Pixel)

The leader board banner is a wide band that covers the whole of the web page. This means that your advertisement actually has priority vis-à-vis the actual web page content.



Hockey-Banner
(840 x 90 und 140 x 600)

The hockey banner combines the advantages of the leader board Banner und skyscraper. It covers the heading and the web page's right hand margin. This ensures that there is an optimal response from visitors visiting the web page.



Full Banner
(468 x 60 Pixel)

The full banner can be placed in exactly the same way as the small banner it's only being bigger. Animated banners in this area are especially good at drawing the attention of anyone visiting the page.



Skyscraper
(120 x 600 pixels)

The skyscraper is a real eye-catcher that runs along the right hand margin on the web page and it catches the user's attention without disturbing him or her in any way.

Prices

Format	Size in Pixels	Price in €
Small Banner	234 x 60	300 €
Full Banner	468 x 60	400 €
Leaderboard	728 x 90	500 €
Skyscraper	120 x 600	600 €
Hockey Banner	840 x 90 and 140 x 600	700 €
Registry Service List	free when booking in print issue	
Registry Product Guide		200 €
Registry Jobbörse		300 € (4-week)

The prices quoted in each case are for a 4-week run
Banners support rotating content!

Discounts

For placements in multiple PPVMEDIEN sites, we offer a 10% combination discount. Agency commission: 15%

When ordering an advertisement, please supply the following information:

- customer name
- campaign name
- booking period
- site on which the ad is to be placed
- format
- someone to contact with any queries
- motif name (optional)
- URL to which the banner should be linked
- e-mail address for reporting

Delivery period and address

- image ads: 3 working days
- any other type: 5 working days
- dispo@l-p-i.de



LPI Aktuell - Newsletter for professional lighting design and light technology

As a supplement to the information provided by the magazine LPI – Lighting Press international, this complimentary Newsletter provides interested light planners, architects, electrical planners, producers and dealers with topical news, product releases and information. The LPI-Newsletter is e-mailed every 2 weeks to LPI subscribers across the board thereby catering to an interested target group desiring information.



Advertorial (combination of text ad + text link)	
Umfang	Max. 400 characters of text + logo + link
Price in €	600,- €/NL



Rectangle	
Size in pixels	336 x 280
Max. KB	30 kb
Price in €	220,- €/NL



Fullsize Banner	
Size in pixels	468 x 60
Max. KB	20 kb
Price in €	200,- €/NL

Editorial



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 CEOs Thilo M. Kramny, Oliver Kühn

Internet

www.l-p-i.de

Bank details

Commerzbank Munich (Germany)
 Acc. No. 38 505 1100 (Sort code: 700 800 00)
 Sparkasse Bergkirchen (Germany)
 Acc. No. 27 000 66 87 (Sort code: 700 515 40)

Payment conditions: 14 days net

Magazine format:	240 mm (W) x 320 mm (H)
Trim allowance for full-bleeds:	3 - 5 mm top, bottom and side
Print area:	211 mm (W) x 290 mm (H)
Printing process:	Reel-fed offset
Special colours:	Special colours are not possible in HKS or Pantone. If the colour impression is wanted, it must be remixed in CMYK mode. Variations in intensity within the tolerance limits of the rotary offset process are to be expected. In the case of colour advertisements, a colour proof is needed to ensure true colour reproduction. Please consult the table on the right for colour gain.
Printing materials:	Reproducible job files. Layout and lithos can be created for you, though we charge for this. For reproductions a line screen of 60 is required. A four-colour solid should not exceed the specification of 270% total density. The presentation copy must have a minimum coverage of D 3.50. The reproducible tone value range is 4% – 96%. The colour sequence is black, cyan, magenta, yellow. Please consult the table for dot gain.
Delivery:	To the Publisher. Exceptions: loose, glued or stapled supplements etc. should be sent directly to the bookbinder (address upon enquiry). Please mark the materials to be delivered clearly with the name of the magazine and the issue.
Delivery deadlines:	For the delivery deadlines please consult the advertising scheduler.

Colour increase		
Linear	Depth	Colours
0%	0%	0%
5%	7,6%	7,4%
10%	15,2%	14,8%
15%	22,8%	22,8%
20%	30,4%	29,6%
25%	38,0%	37,0%
30%	45,3%	44,3%
35%	52,7%	51,7%
40%	60,0%	59,0%
45%	65,5%	64,5%
50%	71,0%	70,0%
55%	75,0%	74,0%
60%	79,0%	78,0%
70%	87,0%	86,0%
75%	91,0%	90,0%
80%	95,0%	94,0%
85%	96,3%	95,5%
90%	97,5%	97,0%
95%	98,8%	98,5%
100%	100,0%	100,0%

For questions relating to how the data should be sent, please consult Advertising Scheduling Tel. +49 (0) 8131/56 55-13

1. Data transfer

For the production to proceed without hitches, the data exchange is of paramount importance. Please observe the following guidelines when preparing your documents:

- make sure any special colours in the document are included and unused special colours deleted
- make sure the trim allowance of 3-5 mm is respected
- make sure the overfill and overprint settings are correct
- make sure black is overprinted correctly
- check the resolution of images and graphics (300 dpi)
- make sure the colours are in CMYK mode
- make sure integrated images in QuarkXPress are in TIFF or EPS format (no JPGs or RGB)
- no ICC profile should be used in the document. For a correct representation we require the CMYK color information
- do not use register marks or color control strips in your document and take care that the trim and bleed allowance marks are a sufficient distance from the edge of the page
- **Computer viruses:** Please check your data for viruses before sending it. We cannot process virus-infected data and will simply delete it.

2. Data storage mediums

Transfer by DSM: only CD-ROM or DVD-R are accepted; no rewritable mediums.

Transfer by FTP: Please phone +49 (0) 81 31 / 56 55-13 or +49 (0) 81 31 / 56 55-691 and ask for the access codes

Transfer by e-mail: Send your documents to: dispo@l-p-i.de

3. File formats

We prefer files in PDF format. To create a PDF file, you must first create a Postscript file. You can download the requisite printer driver ("prinergy refiner")

as well as the Job Options for Acrobat Distiller from ppvmedien.de/download, where you will also find a guide to the creation of PDF files. Please note that the PDF files produced must be compatible with Adobe CS4.

Points to observe when sending open files:

We process the following documents on the Mac:

QuarkXPress up to 6.5, InDesign up to CS4, Freehand up to MX, Illustrator up to CS4, Photoshop up to CS4. Please always include the high-resolution images and Postscript fonts you are using with the open files. N.B. No PDF files can be generated from Word documents created on a PC!

4. Scheduling procedure

We process the following documents on the Mac:

QuarkXPress up to 6.5, InDesign up to CS2, Freehand up to MX, Illustrator up to CS2, Photoshop up to CS2. Please always include the high-resolution images and Postscript fonts you are using with the open files. N.B. No PDF files can be generated from Word documents created on a PC!

Checking: We check incoming data within one to two working days. In the case of incorrect or defective data or files you will be informed.

Naming the advertisement: assign all the files pertaining to an advertisement (including images and fonts used) to a common folder named in accordance with the following convention:

Example: LPI-608-CustomerName (When naming your folder, please avoid using spaces and special characters such as ä, ö, ü, ß, Å, Ö or Ü)

Cover letter: Please enclose with the data transmitted a digital text document containing information on the sender, the name of the customer, a telephone number (in case we have any questions), the names of the files and the name and the issue of the magazine in which the advertisement is to appear. The information should include the size (width x height) of the advertisement as well as stipulations as to colour (e.g. black and white, 4-colour etc.).

January	February	March	April	May	June	July	August	September	October	November	December
1 Sa	1 Tu	1 Tu	1 Fr	1 Su	1 We	1 Fr	1 Mo	1 Th	1 Sa	1 Tu	1 Th
2 Su	2 We CF 01	2 We	2 Sa	2 Mo	2 Th	2 Sa	2 Tu	2 Fr	2 Su	2 We	2 Fr CF 08
3 Mo	3 Th	3 Th	3 Su	3 Tu	3 Fr	3 Su	3 We	3 Sa	3 Mo	3 Th	3 Sa
4 Tu	4 Fr	4 Fr	4 Mo	4 We	4 Sa	4 Mo	4 Th	4 Su	4 Tu	4 Fr	4 Su
5 We	5 Sa	5 Sa	5 Tu	5 Th	5 Su	5 Tu	5 Fr	5 Mo APD 05	5 We	5 Sa	5 Mo
6 Th	6 Su	6 Su	6 We	6 Fr	6 Mo	6 We	6 Sa	6 Tu	6 Th	6 Su	6 Tu
7 Fr	7 Mo	7 Mo BD 02	7 Th Proflight + Sound Frankfurt	7 Sa	7 Tu	7 Th	7 Su	7 We	7 Fr	7 Mo	7 We
8 Sa	8 Tu	8 Tu	8 Fr	8 Su	8 We	8 Fr	8 Mo	8 Th	8 Sa	8 Tu	8 Th
9 Su	9 We	9 We	9 Sa	9 Mo APD 03	9 Th	9 Sa	9 Tu	9 Fr	9 Su	9 We	9 Fr
10 Mo	10 Th	10 Th	10 Su	10 Tu BD 04	10 Fr	10 Su	10 We	10 Sa	10 Mo	10 Th	10 Sa
11 Tu	11 Fr	11 Fr	11 Mo	11 We	11 Sa	11 Mo	11 Th	11 Su	11 Tu	11 Fr	11 Su
12 We	12 Sa	12 Sa	12 Tu	12 Th	12 Su	12 Tu	12 Fr	12 Mo	12 We	12 Sa	12 Mo APD 08
13 Th	13 Su Ambiente Frankfurt	13 Su	13 We	13 Fr	13 Mo	13 We	13 Sa	13 Tu	13 Th efa, Leipzig	13 Su	13 Tu
14 Fr	14 Mo	14 Mo CF 02	14 Th EUROLUCE Mailand	14 Sa	14 Tu	14 Th	14 Su	14 We	14 Fr	14 Mo APD 07	14 We
15 Sa	15 Tu	15 Tu	15 Fr	15 Su	15 We	15 Fr	15 Mo	15 Th	15 Sa	15 Tu	15 Th
16 Su	16 We APD 01	16 We	16 Sa	16 Mo	16 Th	16 Sa	16 Tu BD 05	16 Fr	16 Su	16 We	16 Fr
17 Mo	17 Th	17 Th	17 Su	17 Tu CF 04	17 Fr	17 Su	17 We	17 Sa	17 Mo APD 06	17 Th ETECH, Mailand	17 Sa
18 Tu	18 Fr	18 Fr	18 Mo BD 03	18 We	18 Sa	18 Mo	18 Th	18 Su	18 Tu	18 Fr	18 Su
19 We	19 Sa	19 Sa	19 Tu	19 Th	19 Su	19 Tu	19 Fr	19 Mo	19 We	19 Sa	19 Mo
20 Th	20 Su imm cologne/living kitchen, Köln	20 Su	20 We	20 Fr	20 Mo APD 04	20 We	20 Sa	20 Tu	20 Th	20 Su	20 Tu
21 Fr	21 Mo	21 Mo	21 Th	21 Sa	21 Tu	21 Th	21 Su	21 We	21 Fr BD 07	21 Mo	21 We
22 Sa	22 Tu	22 Tu	22 Fr	22 Su	22 We	22 Fr	22 Mo	22 Th	22 Sa	22 Tu	22 Th
23 Su	23 We	23 We	23 Sa	23 Mo	23 Th	23 Sa	23 Tu CF 05	23 Fr BD 06	23 Su	23 We	23 Fr
24 Mo	24 Th	24 Th	24 Su	24 Tu	24 Fr	24 Su	24 We	24 Sa	24 Mo	24 Th	24 Sa
25 Tu	25 Fr	25 Fr	25 Mo	25 We	25 Sa	25 Mo	25 Th	25 Su	25 Tu	25 Fr BD 08	25 Su
26 We BD 01	26 Sa	26 Sa	26 Tu CF 03	26 Th	26 Su	26 Tu	26 Fr	26 Mo	26 We	26 Sa	26 Mo
27 Th	27 Su Euroshop, Düsseldorf	27 Su	27 We	27 Fr	27 Mo	27 We	27 Sa Tendence Frankfurt/Main	27 Tu	27 Th	27 Su	27 Tu
28 Fr	28 Mo	28 Mo APD 02	28 Th	28 Sa	28 Tu	28 Th	28 Su	28 We	28 Fr CF 07	28 Mo	28 We
29 Sa		29 Tu	29 Fr	29 Su	29 We	29 Fr	29 Mo	29 Th	29 Sa	29 Tu	29 Th
30 Su		30 We	30 Sa	30 Mo	30 Th	30 Sa	30 Tu	30 Fr CF 06	30 Su	30 We	30 Fr
31 Mo		31 Th		31 Tu		31 Su	31 We		31 Mo		31 Sa

BD-Booking Deadline for advertisements

CF-Copy and Film deadline for advertisements

APD-Anticipated Publication Date

SI-Special Issue

Our media competence in the lighting area



LPI - LIGHTING PRESS INTERNATIONAL as a trade magazine specializes in lighting as well as building technology and management, with the focus on light – its use indoors and out. Targetting architects, lighting planners, interior designers and electrical planners.

www.l-p-i.de



Produced on site, Frankfurt Daily channels information between exhibitors and visitors to the Light+Building fair.

www.daily.ppvmedien.de



Licht+Wohnen is the first general-interest magazine exclusively devoted to the topics "Light and Luminaires". The focus is on inspiration through lighting design and information on luminaires.

www.lichtundwohnen-magazin.de

1. The term "advertising order" in the General Terms of Trade that follow refers to the contract for the publishing of one or several advertisements of an advertiser in a publication with the aim of dispersal.

2. In case of doubt, the delivery of advertisements for publication can be called for within a year of the conclusion of the contract. If in the context of an agreement the right to call for delivery of individual advertisements is granted, the order is to lapse within a year of the appearance of the first advertisement, in as far as delivery of the first has been called for and it has been published within the period named in the first sentence. In the case of terminations, the Customer is entitled, within the agreed limit or that stipulated in clause 2, to call for delivery of further advertisements over and above the quantity stipulated in the contract.

3. If the contract is not fulfilled as a result of circumstances for which the Publisher is not responsible, the Customer, regardless of any other legal obligations, must refund to the Publisher the difference between the discount granted and that which would correspond with the actual purchase. The refund does not apply if the non-fulfilment results from force majeure where the risk falls to the Publisher. In commercial practice, responsibility for the premeditated acts or gross negligence of simple agents for whom a party is vicariously liable is limited to foreseeable damage.

4. No guarantee is offered that advertisements and inserts will be placed in particular numbers of, particular issues of, or particular locations within, a publication, unless it has been expressly agreed that the advertisement or insert will appear in particular numbers of, particular issues of, or in particular locations within, the publication.

5. Advertisements which, due to their editorial presentation are not recognisable as advertisements, will be clearly labelled by the Publisher with the word "Anzeige" to make clear that they are in fact advertisements.

6. The Publisher reserves the right to reject orders for advertisements – even legally binding confirmed orders and individual requests for delivery within an agreement – as well as orders for inserts or supplements on account of the content, origin or technical form in accordance with uniform, objectively justifiable fundamental principles of the Publisher if their content in the considered opinion of the Publisher offends against the law, official regulations or standards of decency or it would be unreasonable to expect the Publisher to publish them. Orders for inserts or supplements only become binding upon the Publisher once a sample has been presented to, and approved by, the Publisher. Inserts or supplements whose format or presentation is such as to give readers the impression that they are part of the magazine or newspaper or which contain third-party advertisements are not accepted. The Customer will be notified immediately in such cases that the order has been rejected.

7. The Customer is responsible for the punctual delivery of the text of the advertisement as well as of faultless print documents, supplements or inserts. The Publisher has the right to demand that noticeably unsuitable or damaged print materials should be replaced immediately. If these are not delivered on time or before the agreed printing deadline, the Contractor is entitled, in as far as this is possible, to bring such materials as are unsuitable for printing into a printworthy condition at the Customer's expense (new layout, smooth films, copies of colour sets etc.). The Publisher guarantees the usual quality of printing for the relevant publication within the limitations imposed by the print materials. The colours used are according to the Euroscale, special colours will be as close to the model as it is possible to come using Euroscale colours, the charges for which depend upon the number of scale colours required. Special colours not created using scale colours will, like print perforations, only be used upon request.

8. The Customer has a claim in the case of fully or partly illegible, incorrect or incomplete printing of the advertisement to a reduction of the price or else to a faultless replacement advertisement, but only to the extent that the effectiveness of the advertisement has been impaired. If the Publisher allows a reasonable period of grace for doing this to expire, the Customer has the right to withdraw

from the contract. Claims for compensation based on impossibility of performance, delay, positive claim violation, indebtedness at the conclusion of the contract and tort are excluded, unless they are based on premeditation or gross negligence on the part of the Publisher, its legal representatives or an agent for which it is vicariously liable. Further liability of the Publisher is excluded unless damage has resulted directly as a result of the violation of warranted characteristics. Complaints must be made within four weeks of the appearance of the publication. The Publisher accepts no liabilities for deficiencies resulting from telephone, telex or faxed transmissions of any kind nor for the accuracy of translations.

9. Proofs are delivered only if expressly requested. The Customer bears the responsibility for the accuracy of the delivered proofs. If two days before printing is due to begin, the Customer has still not returned a proof that was delivered to him on time, this will be construed as approval of the proof by the Customer.

10. In the case of delays in payment, the Publisher can postpone further performance of the current contract until payment is made and demand prepayment in respect of performance of the rest of the contract. If reasonable doubts exist as to the ability of the Customer to pay, the Publisher is entitled, even during the running period of an advertising agreement to make the appearance of further advertisements conditional on prepayment of the full amount and the settlement of other invoices awaiting payment even if a credit period has been previously agreed.

11. If desired, the Publisher will deliver in return for a fee documentary proof that an advertisement has appeared; depending upon the type and extent of the advertising contract, this may take the form of a clipping, a page or an entire issue of the magazine. In cases where such evidence can no longer be obtained, the Publisher will supply instead a legally binding written confirmation that the advertisement has been published and of its circulation.

12. The insertion of advertisements proceeds continuously from the next available issues in the absence of an agreement to the contrary. The Publisher reserves the right to delay the date of publication for technical or other reasons. No responsibility is accepted for the insertion of advertisements in particular locations or particular issues. If advertising contracts do nonetheless contain stipulations as to placement, the other conditions of the contract will continue to be valid in all circumstances even if the stipulations as to placement cannot be complied with. Stipulations as to placement will be surcharged at the agreed unit rate. The exclusion of competitors is not possible.

13. Costs for the making up of ordered relief plates, stencils and drawings as well as for significant alterations requested by the Customer or for which the Customer is responsible to the performance originally agreed will be borne by the Customer.

14. In the case of digital displays, the Publisher undertakes to use the care of a proper merchant for the custody and transmission of the supplied material. Registered letters and express letters containing digital displays will be forwarded by normal post. The responsibility to forward ends eight weeks after the appearance of the digital displays.

15. Stencils will only be returned if this is expressly requested by the Customer. The duty to store them ends three months after the appearance of the last advertisement.

16. The place of performance is the head office of the Publisher. The place of jurisdiction, in so far as the law does not provide otherwise, is that of the head office of the Publisher. In the case that the head office or the usual place of residence of the Customer at the time of the institution of proceedings is unknown or else in the case where the Customer after conclusion of the contract moves his head office or usual place of residence beyond the scope of the law, it will be agreed that the place of jurisdiction is that of the head office of the Publisher.