

Telecom Handel

THE MAGAZINE FOR TELECOMMUNICATION RESELLERS

ADVERTISING RATES

2012

www.telecom-handel.de

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The **leading retail magazine** of the Telecommunications branch in Germany

Telecom Handel's target groups are the classical telco- and mobile phone retailers, system vendors and the corresponding departments in electronic entertainment and multimedia retailers, computer and office equipment retailers (qualified target group dispatch).

Telecom Handel reports fortnightly on cutting-edge, hands-on and sales oriented basis about new products and business strategies in the field of telecommunication devices and services. **Telecom Handel** mirrors the telco market and offers insights about all important topics to the point of branch related contents like home entertainment, Web-Tablets, Netbooks and digital photography.

Retailers will find in **Telecom Handel** exclusively investigated overviews on products and vendors. Furthermore, you will be provided with market reports, shopping guides, mobile phone tests as well as with lists about prices and tariffs.

Periodical readers' polls evaluate manufacturers, telephone companies and distributors and do thus round up the range of information for the telco branch.

The essential target markets of people reading Telecom Handel are:

- Private users
- Business
- Handcraft
- Commerce / Banks / Insurances
- Industry
- Service providers
- Public administration

Categories

News

Latest news from the telecommunications market.

Spotlight

Top Story from current events

Distribution

Full insights in wholesale dealers and telco distributors.

Products & Manufacturers

Innovations of the fixed line-, internet- and mobile communications market as well as market overviews on all products.

Carrier & Provider

Products, tariffs and strategies of the fixed line-, mobile communications- and internet providers and vendors, latest developments.

Operation & Practice

News on companies by telecommunication vendors, interviews with the top management.

Energie

Latest news from the electricity- and gas-marketing sector

Telecom Handel

12. September 2011
DIE ZEITUNG FÜR DEN TELEKOMMUNIKATIONS-FACHHANDEL

Berlin macht Business

IFA 2011
Gute Besucher- und Ausstellerzahlen sowie mehrere Weltpremiere

Es war wieder einmal eine Messe der Superlative: Euphorie in allen Bereichen der Besucherzahl steig um drei Prozent auf 236.000. Es kamen 1.441 Aussteller zur Messe, vier Prozent mehr als im Vorjahr. Die Ausstellungsfläche wuchs um vier Prozent auf

140.200 Quadratmeter. Und: Laut IFA-Angehörigen lag das Ordervolumen von 3,5 Milliarden Euro auf rund 3,7 Milliarden Euro gestiegen. Und das sind die Produkte Highlights aus dem TK-Bereich der IFA. Die Telekom startete ihr attraktive neue Tarife, auch für LTE. Die Wettbewerber Vodafone hat in Berlin seine Zukunft weggestellt, bei der DSL rundum dank LTE einen wesentlichen Bereich von Neukunden, doch hochpreisige Premium nach Berlin. Die Telekom sagte nicht nur ein neues Smartphone, sondern auch ein neues Betriebssystem und Smartphones sowie drei hochmoderne HTC-Konzepte, sondern auch ein neues Betriebssystem und Smartphones sowie drei hochmoderne HTC-Konzepte, sondern auch ein neues Betriebssystem und Smartphones sowie drei hochmoderne HTC-Konzepte.



Dreikampf der Betriebssysteme
Die jüngsten Entwicklungen auf dem Smartphone-Markt mit Android muss vor allem Microsoft endlich zu Erfolg. Lesen Sie im Marktport, wer die besten Zukunftschancen



Huawei greift
Der chinesische Weltmarktsieger mit Smartphones und dem eigenen Markt auf dem Markt. Les Christian Wittenberg im Interview, wie er Huawei Erfolg mit und welche Rolle der Fachhandel spielt.



Vorsicht vor Langfingern
Gerätscheln wird schließlich alles, was verkauft werden muss. In den ersten beiden Monaten im Wert von rund sechs Millionen Euro gingen. Wie sich Mobilfunkhändler vor Ladendiebstahl schützen können, lesen Sie auf S. 24



Hier knipst der Profi
Was hat ein professioneller Fotograf von Handy-Kameras? Wir haben die Fotofunktionen von sechs Handys von Apple, HTC, LG, Nokia, Samsung und Sony Ericsson einem harten Test unterzogen. Dabei erstrahlte der Profi einige Defekte. S. 6

Das Tablet als Taschenbuch

SONY

Sony bringt seine ersten beiden Tablets nach Deutschland: Das Modell Tablet S und P sind Handys ohne Tastatur und nicht beim Typus-2-Protokoll als Betriebssystem, sind mit PlayStation zertifiziert. Das Tablet S kommt in beiden Versionen mit, Es bietet ein 9,4-Zoll-Blitzdisplay. Das Tablet S soll Ende September auf den Markt kommen. Die

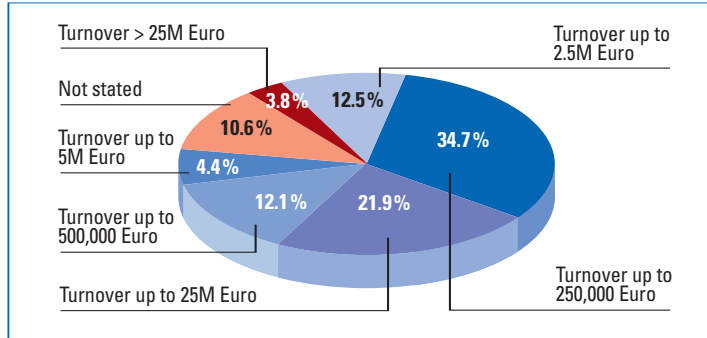
16-GB-Version kostet 479 Euro, 32 GB schlingen mit 579 Euro zu Beile und das UMTS-Modell kostet 599 Euro. Ein weiteres Ding bringt das Klappformat Tablet P mit seinen zwei Bildschirmen im Spiel: 5,5 Zoll große Touchscreen auf dem einen kann der Nutzer zum Beispiel Mail lesen und auf dem anderen tippen. In sekundenschnelle Bildschirmdrehung lassen sich E-Books mit zwei dazugehörigen Seiten lesen. Ein Mobilfunkmodul ist bereits eingebaut. Das Tablet P soll ab November ausschließlich als 16-GB-Version



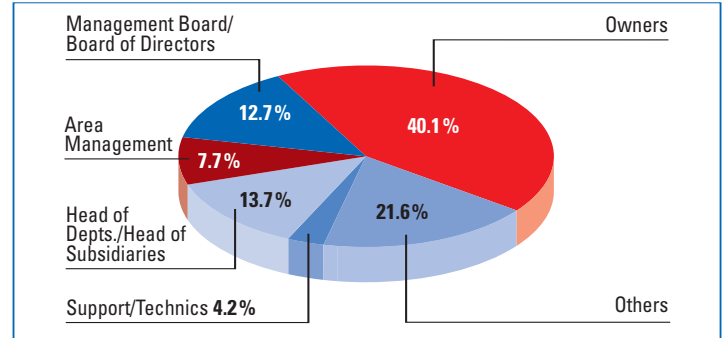
Premiere der neuen Sony-Tablets S (P) und P

Readers of Telecom Handel are decision makers within the sector of telecommunication

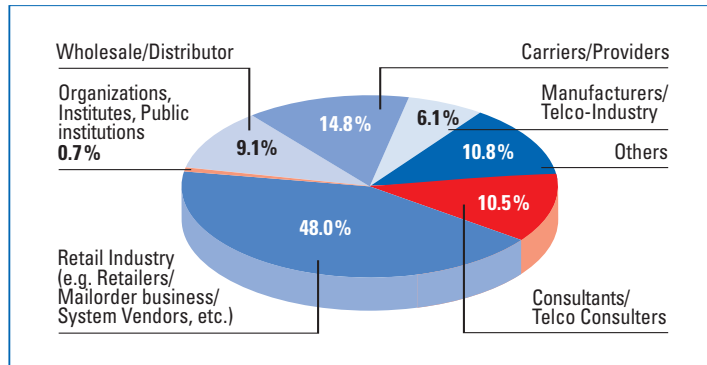
Company Size



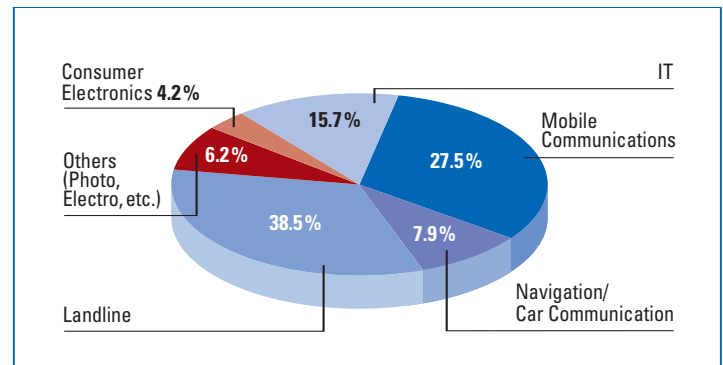
Professional Position



Type of Company



Branch



3. Publisher & Editorial staff

Publisher	Neue Mediengesellschaft Ulm mbH Bayerstraße 16a 80335 München Phone: 0049 (0)89/7 41 17-0, Fax 0049 (0)89/7 41 17-260	Terms of payment	Payable net within 30 days after date of invoice. 2% discount for payments within 14 days after invoicing (only if there are no invoices pending). For orders below € 500. and for new customers only direct debit authorisation is possible. The authorisation has to be at the publisher's hands before advertisement deadline. Foreign customers have to pay in advance. In case of delays in payment or deferrals interest of 8% above the current base interest rate as well as collection costs will be charged. VAT will also be added on to the net prices. All orders are subject to our terms and conditions.
Managing Director	Dr. Günter Götz Phone: -111, Fax -110 E-Mail: gg@nmg.de Thomas Perskowitz Florian Ebner		
Advertising Director	Angelika Hochmuth Phone: -432, Fax -269 E-Mail: angelika.hochmuth@telecom-handel.de		
Sales Manager	Thomas Heydn Phone: -111 E-Mail: th@nmg.de	Bank Details	Deutsche Bank , Code BLZ 700 700 10, Act No 8264160
Circulation	18,574 (IVW 3. Quarter 2011)	Editorial staff	redaktion@telecom-handel.de
Volume	16th volume, 2012	Chief editor	Roland Bernhard
Frequency	Fortnightly	Deputy editor	Boris Boden
Type of circulation	Controlled Qualified Circulation	Editorial staff	Stephan von Voithenberg
			Christopher Bertele
			Waltraud Ritzer
			Daniel Pöhler



4. Dates & Topics

Month of issue	Issue	Date of publication	Booking Deadline	Delivery date for printing data	Focal Topic	Topics (Subject to changes)	Special Theme
January	1/2012	16/01/2012(Mon)	30/12/2011(Fri)	09/01/2012(Mon)	Internet via Satellite		Cross-Selling in the Reseller Market
	2/2012	30/01/2012(Mon)	16/01/2012(Mon)	23/01/2012(Mon)	Financing concepts for resellers		Market Overview: DSL / LTE Routers
February	3/2012	13/02/2012(Mon)	30/01/2012(Mon)	06/02/2012(Mon)	LTE Market Report		Market Report: Tablet PCs
	4/2012	27/02/2012(Mon)	13/02/2012(Mon)	20/02/2012(Mon)	Preview: Mobile World Congress		CeBIT Preview: Exhibition Guide
March	5/2012	12/03/2012(Mon)	27/02/2012(Mon)	05/03/2012(Mon)	CeBIT Follow-Up		Highlights from the Mobile World Congress
	6/2012	26/03/2012(Mon)	12/03/2012(Mon)	19/03/2012(Mon)	Market Report: Telco Distributors		Fleet Management / Telematics
April	7/2012	10/04/2012(Tue)	23/03/2012(Fri)	30/03/2012(Fri)	Reader's Choice: Mobile Manufacturer of the Year		Social Media Marketing
	8/2012	23/04/2012(Mon)	05/04/2012(Thu)	16/04/2012(Mon)	Market Overview: Mobile phones		Market Report: Navigation Systems Manufacturers
May	9/2012	07/05/2012(Mon)	20/04/2012(Fri)	27/04/2012(Fri)	Market Report: Broadband		iPhone Accessories
	10/2012	21/05/2012(Mon)	04/05/2012(Fri)	11/05/2012(Fri)	Special: Telco Systems / VoIP		Dealer Programs of Mobile Phone Manufacturers
June	11/2012	04/06/2012(Mon)	18/05/2012(Fri)	25/05/2012(Fri)	Mobile Computing		Online Strategies for Resellers / E-tailers
	12/2012	18/06/2012(Mon)	01/06/2012(Fri)	11/06/2012(Mon)	Unified Communications / Collaboration		Second-Hand Mobile Phones (Boden List)
July	13/2012	02/07/2012(Mon)	18/06/2012(Mon)	25/06/2012(Mon)	Mobile Communications Abroad		Bluetooth Headsets
	14/2012	16/07/2012(Mon)	02/07/2012(Mon)	09/07/2012(Mon)	Partner Concepts of the Distributors		Phones for Elderly People
	15/2012	30/07/2012(Mon)	16/07/2012(Mon)	23/07/2012(Mon)	Reader's Choice: Mobile Provider of the Year		Project Support for Reseller Partners
August	16/2012	13/08/2012(Mon)	30/07/2012(Mon)	06/08/2012(Mon)	Overview: Fixed Line/DECT Telephones		Market Report: Smart Phones
	17/2012	27/08/2012(Mon)	10/08/2012(Fri)	20/08/2012(Mon)	Shop Fitting Concepts		IFA Preview: Exhibition Guide
September	18/2012	10/09/2012(Mon)	27/08/2012(Mon)	03/09/2012(Mon)	Mobile Operating Systems and Applications		IFA Follow-Up
	19/2012	24/09/2012(Mon)	10/09/2012(Mon)	17/09/2012(Mon)	Cross-Selling: TV in the Telecommunications Trade		Mobile Payment
October	20/2012	08/10/2012(Mon)	21/09/2012(Fri)	28/09/2012(Fri)	IP-Centrex Market Report		Smart Phone Navigation
	21/2012	22/10/2012(Mon)	08/10/2012(Mon)	15/10/2012(Mon)	Market Report: Mobile Providers / Network Operators		Online Stores for Resellers
November	22/2012	05/11/2012(Mon)	19/10/2012(Fri)	26/10/2012(Fri)	Market Overview: Smart Phones		Special: Mobile Phone Accessories
	23/2012	19/11/2012(Mon)	05/11/2012(Mon)	12/11/2012(Mon)	Reader's Choice: Distributor of the Year		Electronics and Mobile Phone Insurance
December	24/2012	03/12/2012(Mon)	19/11/2012(Mon)	26/11/2012(Mon)	Energy Marketing in the Telecommunications Trade		Market Overview: Hands-Free Sets
	25/26/2012	17/12/2012(Mon)	03/12/2012(Mon)	10/12/2012(Mon)	Telco Shopping Guide 2012		Mobile Device Management

Exhibitions: CeBIT: 06. – 10. March 2012, IFA: 31. August – 05. September 2012

The actual topic telegram is obtainable by sending an E-Mail to angelika.hochmuth@telecom-handel.de

5. Advertising formats & prices

Trim size: width 280 mm x height 381 mm

Print space: width 250 mm x height 324 mm

Net prices in € plus V.A.T.

All additional colors from Euroscala.

Special colors on request.

Date of order and cancellation of advertisements is the closing date (see timetable). Right of cancellation for the pull-out cover page only possible until 3 weeks prior to advertisement closing time.

Tabloid (full trim size)

Basic formats ¹⁾	Print space formats (width x high mm)	Bleed off formats ²⁾ (width x high mm)	Basic prices editorial ³⁾ (b/w-4c)	Basic prices market share ³⁾ (b/w-4c)
1/1 page	250 x 324	280 x 381	8,680.–	2,370.–
Coverpage 4	250 x 324	280 x 381	9,630.–	–
Coverpage 3	250 x 324	280 x 381	3,990.–	–
3/5 page 3 columns	149 x 324	164 x 381	5,650.–	1,870.–
1/2 page horizontal	250 x 163	280 x 188	4,800.–	1,660.–
2/5 page 2-spaltig	96 x 324	111 x 381	3,930.–	1,400.–
1/3 page horizontal	250 x 103	280 x 128	3,310.–	–
1/3 page vertical	79 x 324	94 x 381	3,310.–	–
1/4 page horizontal	250 x 73	280 x 98	2,840.–	850.–
1/4 page vertical	55 x 324	70 x 381	2,840.–	850.–
1/4 page square	123 x 163	138 x 188	2,840.–	850.–
1/5 page 1 column	43 x 324	58 x 381	2,370.–	700.–
1/8 page horizontal	250 x 40	–	2,220.–	660.–

Format in color crossover

2/1 Seite crossover	530 x 324	560 x 381	16,580.–	4,450.–
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1) Further formats available on request only in the editorial part 2) Please consider with these sizes the necessary space for cuts (entire page 3 mm and 3 mm text distance to the right and left advertisement border 3) For advertisements to be printed crossover, two separate advertisements have to be provided. Please pay attention to border exceedings.

5. Advertising formats & prices

DIN A4-formats

Net prices in € plus V.A.T.

Basic formats ¹⁾	Print space formats (width x height mm)	Bleed off formats ²⁾ (width x height mm)	Basic prices Editorial ³⁾ (b/w-4c)
A4-page	202 x 280	217 x 305	6,100.–
3/4 A4-page vertical	149 x 280	164 x 305	4,720.–
1/2 A4-page vertical	96 x 280	111 x 305	3,360.–
1/2 A4-page horizontal	202 x 131	217 x 156	3,360.–
1/3 A4-page vertical	60 x 280	–	2,260.–
1/4 A4-page vertical	48 x 280	–	2,030.–
1/4 A4-page 2 columns	96 x 140	–	2,030.–
Format in color crossover³			
2/1 A4-page crossover	434 x 280	–	11,540.–

Discounts for purchasing within 12 months:

staggered repeat discount (only for formats advertisements)				quantity scale			
as of 3 ads	3%	as of 18 ads	18%	as of 3 pages	5%	as of 15 pages	20%
as of 6 ads	5%	as of 25 ads	20%	as of 6 pages	10%	as of 19 pages	22%
as of 9 ads	10%	as of 35 ads	22%	as of 9 pages	15%	as of 25 pages	25%
as of 12 ads	15%	as of 50 ads	25%	as of 12 pages	18%		

Prices for supplements, inserts, fixed inserts as well as technical costs will not be discounted.

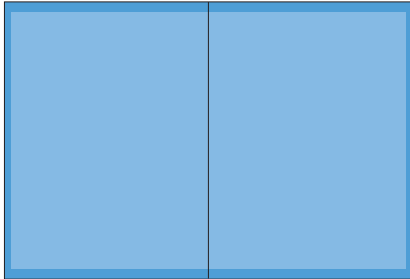
In case of additional advertisements inserts and full supplements will each be regarded as one page.

1) Further formats available on request only in the editorial part 2) Please consider with these sizes the necessary space for cuts (entire page 3 mm and 3 mm text distance to the right and left advertisement border 3) For advertisements to be printed crossover, two separate advertisements have to be provided. Please pay attention to border exceedings.

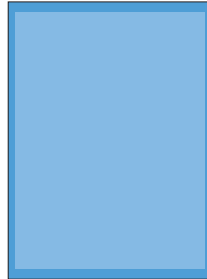
6. Sample formats

Tabloid (full trim size)

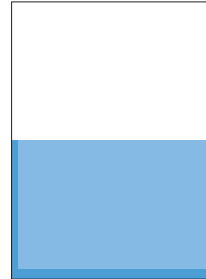
S = Print space formats, A = Bleed off formats (width x height)*



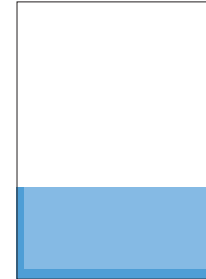
2/1 crossover page
S: 530 mm x 324 mm
A: 560 mm x 381 mm



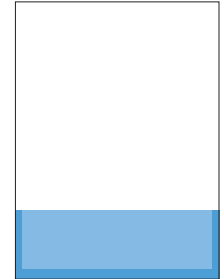
1/1 page
S: 250 mm x 324 mm
A: 280 mm x 381 mm



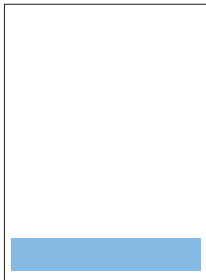
1/2 page horizontal
S: 250 mm x 163 mm
A: 280 mm x 188 mm



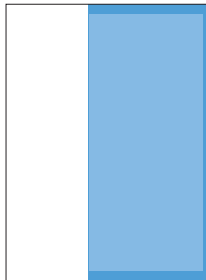
1/3 page horizontal
S: 250 mm x 103 mm
A: 280 mm x 128 mm



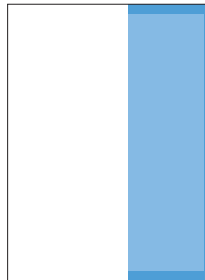
1/4 page horizontal
S: 250 mm x 73 mm
A: 280 mm x 98 mm



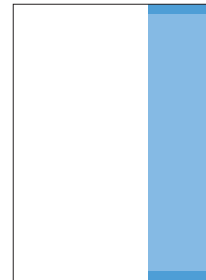
1/8 page horizontal
S: 250 mm x 40 mm



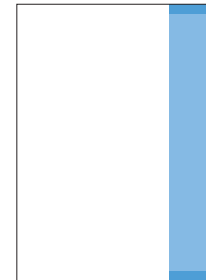
3/5 page
S: 149 mm x 324 mm
A: 164 mm x 381 mm



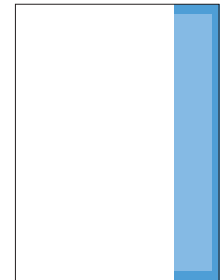
2/5 page
S: 96 mm x 324 mm
A: 111 mm x 381 mm



1/3 page vertical
S: 79 mm x 324 mm
A: 94 mm x 381 mm



1/4 page vertical
S: 55 mm x 324 mm
A: 70 mm x 381 mm

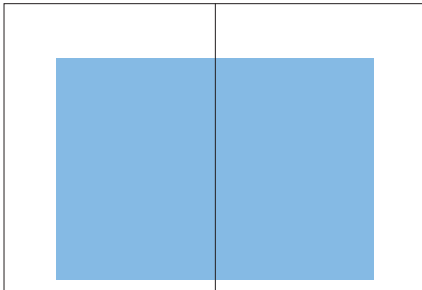


1/5 page
S: 43 mm x 324 mm
A: 58 mm x 381 mm

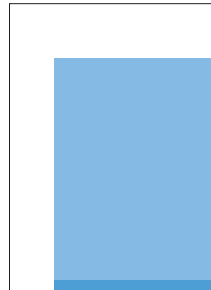
6. Sample formats

DIN A4

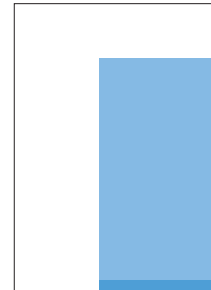
S = Print space formats, A = Bleed off formats (width x height)*



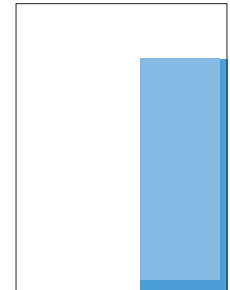
2/1 A4 page crossover
S: 434 mm x 280 mm



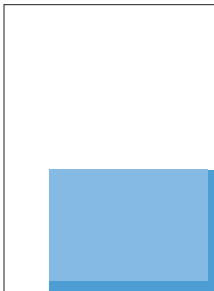
1/1 A4 page vertical
S: 202 mm x 280 mm
A: 217 mm x 305 mm



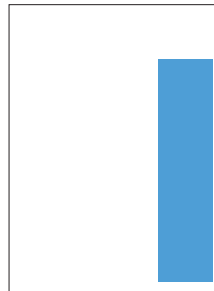
3/4 A4 page vertical
S: 149 mm x 280 mm
A: 164 mm x 305 mm



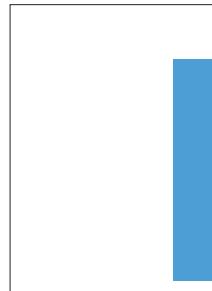
1/2 A4 page vertical
S: 96 mm x 280 mm
A: 111 mm x 305 mm



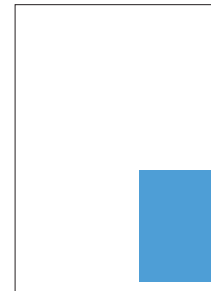
1/2 A4 page horizontal
S: 202 mm x 131 mm
A: 217 mm x 156 mm



1/3 A4 page horizontal
S: 60 mm x 280 mm



1/4 A4 page horizontal
S: 48 mm x 280 mm



1/4 A4 page 2 columns
S: 96 mm x 140 mm

Further formats on request
*Cut formats plus full size 3 mm bleed difference, 3 mm text distance to the advertisement's border

The job market in Telecom Handel

- Keeps you up-to-date fortnightly
- Remains online in our job portal for 4 weeks after reception of documents
- Circulation 18,574 of distributed magazines (IVW 3/11)
- Targeted and direct addressing of potential employees
- No matter whether management or sales, purchasing or technical departments, **Telecom Handel** Handel reaches the branches all over Germany

Advertising prices

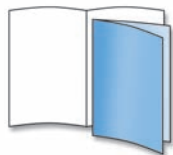
Job offers:	
1/4 page / Special Offer (122 mm x 159 mm)	€ 1,010.00
1/2 page	€ 2,680.00
vertical 122 mm x 324 mm	
horizontal 250 mm x 159 mm	
1/1 page	€ 3,940.00
250 mm x 324 mm	
Type area	250 mm width x 324 mm height
Jobs on request	

Job Market	
Advertising sample 1 1/4 square 122 mm x 159 mm bw-4c € 1,010.–	
Advertising sample 2 1/2 horizontal 250 mm x 159 mm bw-4c € 2,680.–	

Advertising sample 3 1/1 page, bw-4c, € **3,940.–**

8. Special Insertions

Supplements: Supplements are printed papers which loosely accompany the magazine.



Supplement prices

Up to 25 g single weight
per 1,000 copies
per 5 g
and parts thereof
plus delivery costs.

€ 134.–

€ 13.–

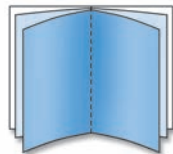
Booking options:

Total or part circulation (min. 5,000 copies), details on request.

Supplement formats

Minimum format: 105 x 148 mm (DIN A6)
Maximum format: 260 x 360 mm

Inserts: Inserts are fixed elements within the magazine.



Insert prices

4 pages insert
8 pages insert
Price on request

Booking options

Only available for total circulation.

Insert formats

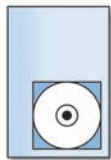
Technical specifications on request.

Discounts

Prices for supplements, inserts, fixed inserts as well as technical costs will not be discounted.

In case of additional advertisements inserts and full supplements will each be regarded as one page.

Fixed inserts: Basic advertisement (1/1 page related ad) plus CD-ROM or glued-on postcard



Glued-on postcard

Price on request

Glued-on CD*

Price on request

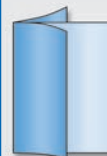
*in paper jewel case

Further options on request.

Samples are prior to be sent to the publisher for release.

Costs for glue are subject to agency commission but they are not discountable!

Special Advertisements



Pull-out cover page

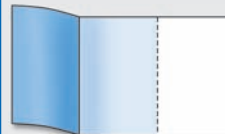
Formats: 165 mm width x
381 mm height

Bookable advertising space:

Title exterior 165 mm x 300 mm
Inner pages front 165 mm x 381 mm

Price: Title + inner page front € 9,630.–
plus technical production costs

Fold-out cover page



Additional technical costs on request

Order volume
3 pages

Order and cancellation date: parallel to advertisement closing time. Cancellation for the pull-out cover page only possible until 3 weeks before closing time. Scheduling as early as possible. Sample 5 fold will be requested if order is given.

Delivery: see timetable.

Supplements and inserts: loosely, folded, safe for transport placed on palets, aligned layout.

Postcards: loosely, unfolded, safe for transport placed on palets, aligned layout.

CD: safe for transport placed on palets in boxes, layout aligned to box, giving information about magazin and issue, free delivery to printshop. Further information available under Phone:+49(0)89/74 117-432

9.1. Telecom Handel Online

www.telecom-handel.de is the online portal of Germany's leading retailer magazine for the telecommunications branch. Cutting-edge and target group oriented the editorial staff reports online about the news on the market of the telecommunications world. Breaking news as well as topics of lasting interest like tests of the newest mobile phones or the "Boden-List" giving information about used mobiles do belong to the contents. This editorial service is rounded up by the online publishing of the current market figures.

Your benefit

- Exclusive banner space
- 100% target group precision (telco retailers and system provider, telco decision makers, telco professionals)
- Reliable calculation of advertising costs and duration



Types of advertising

Prices * in CPT**

Superbanner top	Full size banner top / middle	Skyscraper lateral	Hockeystick top and lateral	Medium Rectangle/ Content ad middle
728 x 90	468 x 60	120 x 600 or 160 x 600	on request	300 x 250
50.–	40.–	50.–	95.–	60.–

* All prices in Euro plus V.A.T

Prices valid as of 11/05/09

** CPT: per 1,000 flashes

Quantity scale

	Turnover scale	Discounts
as of Euro	6,400.–	3 %
as of Euro	12,800.–	5 %
as of Euro	25,600.–	10 %
as of Euro	51,200.–	15 %
as of Euro	76,800.–	20 %
as of Euro	102,400.–	25 %

9.2. Telecom Handel Newsletter

On each stock trading day 14,100 subscribers (as of 9/2011) receive the latest news of the telco branch and cutting-edge personal details directly onto their PC.

Placement

- Position 1 2,180.– *
- Position 2 1,980.– *
- Position 3 1,580.– *

* All prices are fixed per week per newsletter in € plus V.A.T.
5 days per week (Mon-Fri) public holidays excluded.

Delivery of data

Banner: maximum format: 650 x 250 px GIF-Banner (static or animated, max. size 30 KB)

Alternative text (please do always deliver as well): maximum 8 lines with 72 letters each

Telecom Handel
NEWSLETTER

News Know-How Marktreports Bildergalerien Meinung Anbieter

Samsung: Galaxy-Modelle ohne Mobilfunk

Mit den Galaxy S WiFi 4.0 und 5.0 begründet der Hersteller eine neue Klasse von "Mobile Internet Devices", die im Smartphone-Format nur per WLAN ins Netz gehen.
weiterlesen

Sehr geehrter Herr Bernhard,

ein Smartphone ohne Mobilfunknetz auf diese Weise muss man erst mal können. Samsung will jetzt zwei auf dem Galaxy S basierende Modelle als "Mobile Internet Devices" verkaufen, die nur per WLAN die Verbindung zur Außenwelt herstellen.

Mit Preisen ab 229 Euro sind es keine Schnäppchen. Zumal ein Galaxy S der ersten Generation mit GSM-Funktion auch schon für unter 200 Euro zu bekommen ist. Man darf gespannt sein, ob sich diese Produktkategorie in Deutschland durchsetzt.

Viel Spaß beim Lesen
R. Bernhard
Roland Bernhard
Chefredakteur Telecom Handel

FIT FOR: Entertain Sat
Trainings- und Zertifizierungsoffensive

Entertain Sat

9.3. Whitepaper / Twitter

Whitepaper

Present your own whitepaper, case studies as well as user reports and product information on our portal telecom-handel.de and so realize qualified leads.

The minimum duration for your documents in a download campaign is three months.

The hosting fee is 250.– € / month. This will allow you to place up to 20 documents

We include the following features for you:

Surname, name, e-mail, company, position, department, branch, number of employees, telephone number, countr

Please note:

- For the display of your contents 500 characters for the short text as well as further 1000 characters as promotional text are available, the heading is limited to 60 characters.
- Also we can display your company's logo. For that purpose please send us an image in JPG/GIF format. We place the logo with max. 110 px width for online display.
- Please provide your documents in PDF format.
- Regarding the processing of lead campaigns we also need, next to your contact data, a mandatory revocation address which allows users, according to the Teleservices Act, to also revoke their consent of saving contact data.

Twitter

Twitter advert: 110 characters + link (in total a maximum of 140 characters) 1x per Tweet at 300.- Euro (909 followers as of 9/11)

Please note that reporting for these adverts by the publisher is not possible.

Do you have any questions?

Please do not hesitate to contact us so that we can assist you as soon as possible.

Your contact partner:

Sales:

Angelika Hochmuth

E-Mail angelika.hochmuth@nmg.de

Phone: +49 (0) 89 - 74117 - 432

Fax +49 (0) 89 - 74117 - 269

Technics:

Björn Adrian

E-Mail bjoern.adrian@nmg.de

Phone: +49 (0) 89 - 74117 - 255

With its directory of Service Providers in each issue and the database of Service Providers in the Internet Telecom Handel offers readers and online users the possibility to quickly find solutions for your Internet Business.

Prices

Entry text with logo – combi print + online	990.– €/year (1 category print, up to 3 categories online)
Entry text with logo – print only	710.– €/year (1 category)
Entry text with logo – online only	510.– €/year (up to 3 categories)

Contact Person

Marita Brotz

Telephone +49 (0) 89/74 117-281

Fax: +49 (0) 89/74 117-269

E-Mail marita.brotz@nmg.de

Manuel Huber

Telephone +49 (0) 89/74 117-282

Fax: +49 (0) 89/74 117-269

E-Mail manuel.huber@nmg.de

Printing method	Rotation offset printing	Digital data takeover: <ul style="list-style-type: none"> • Preferred format: PDF X3 (1.3) • Programme formats (generally latest versions): QuarkXpress, FreeHand, Photoshop, Illustrator (CS2 - CS4) • Data from CorelDraw have to be saved as .tif or .jpg with 400dpi. Takeover of open CorelDraw files is not possible. • All fonts have to be included • If graphical software is used always convert to vector paths, colour range always in CMYK, never in RGB. • TIFF-data (CMYK or levels of grey) always in size 1:1 at 300 dpi resolution • Eps-data (Pixel) -> see TIFF • Eps-data (Vector) -> fonts in paths (paths) convert / include in file. • Apple: compressed data: Stuffit o ZIP • PC: compressed data: ZIP • A proof must be handed in to avoid colour deviations. • For crossover advertisements two separate pages have to be delivered. • Please consider bleed offs. • Assign data names according to the following pattern: Advertising customer_TH_issue (Example: Microsoft_TH_1/12) In case of problems with commissioning phone: +49 (0) 89 / 741 17 - 281
Profile	PSO LWC Standard (ECI) Further information on this topic is available on request.	
Profile flap	isocoated V2	
Procedure/ Cover paper	Saddle stitch / 55 g/m ² Holmen Plus, 72 ISO white, 1.6 Vol.	
Grid pattern	FM grid pattern	
Bleed off format	(= magazine format) 280 mm wide x 381 mm high	
Minimum bleed off additions	3 mm at all four sides	
Your contact partner for ad-planning and printing processing:		
Contact:	<ul style="list-style-type: none"> • Marita Brotz, Phone: +49 (0) 89 / 74117 - 281, Fax: +49 (0) 89 / 74117 - 269, marita.brotz@nmg.de 	
Terms of delivery for digital ads:	Send exposure order and ad-motive previously via Fax (+49 (0) 89 / 74117 - 269) by giving title, issue, size and colour and data name.	
Data Medium:	CD-Rom, DVD	Exclusion of liability: If ad-motives were submitted digitally by the customer, the liability of the publisher is excluded for completely or partly not readable, incorrect or incomplete display of the respective ads.
Digital data transfer:	E-Mail, FTP: <ul style="list-style-type: none"> • By E-Mail to: marita.brotz@nmg.de • FTP-Server on request at: Phone: +49 (0) 89/741 17 - 281 	

General terms and conditions of Neue Mediengesellschaft Ulm mbH (as used herein: „Publisher“) for advertisements in print and supplements

1. Validity of terms

Offers and services solely refer to the subsequent terms. These do also apply for all future business relations also if not explicitly agreed upon again. Dissenting or conflicting terms will not be subject matter of contract even if they will not be explicitly refused. Changes of these terms do require written form.

2. Conclusion of the contract and refusal of advertisement orders

2.1. Offers by the publisher are subject to change. The information within the media data have been investigated in the best possible way but they are also proximate and do not bind.

2.2. An advertisement contract is put into effect if the customer's order is accepted in written form by the publisher or is partly fulfilled which is followed by an order confirmation.

2.3. The publisher can refuse advertisement orders due to content, origin or technical reasons by evaluation of standard and justified reasons. The publisher can subsequently cancel orders if their contents violate laws or authorities' regulations or if publishing is unacceptable for the publisher. This may be the case if the advertisement contains radical or pornographic content. If in such a case the publisher cancels the contract there will be no claims possible by the customer unless the publisher is responsible due to gross negligence or intent.

3. Cancellation

Accepted and thus legally binding orders are subject to the following respites of cancellation and cancellation fees

Print:

1 week before ad closing date	= 25 % of order value
1 week after ad closing date	= 50 % of order value
As of expired date for delivery of print data	= 75 % of order value

Online:

9 days before date of publishing	= 25 % of order value
4 days before date of publishing	= 50 % of order value
As of date for data delivery	= 75 % of order value

4. Placement of advertisements

The publisher reserves itself the right to publish the advertisements on its own choice at the appropriate position unless the placement of the advertisement has been agreed on for a certain number and a specific issue and place of the printed media. If so the publisher has to be provided with all necessary documents in time so that the advertisement can be published at the place and in the issue which have been agreed on by contract. Otherwise the publisher has the free choice where and when to place the advertisement. Categorized advertisements are printed in the respective category which does not need explicit agreement.

5. Mandatory collaboration by the customer

For the orderly publication of the advertisement the customer has to provide the publisher with all necessary documents and supplements in acceptable condition and in time latest up to the respective deadline. The customer is responsible for providing replacement for damaged or visibly unacceptable documents. The costs for the delivery of the reproof or drawings as well as changes wished by the customer and deviating from the original format agreed on have to be paid by the latter.

6. Content of the advertisement

The customer bears the sole responsibility for the advertisement's content and has to make sure that right of third parties are not violated. The customer has to relieve the publisher of claims of third parties which result from the order processing even it is cancelled. The publisher is not obliged to verify whether advertisements affect rights of third parties or whether they violate competition law. Advertisements which are not directly identifiable as advertisements will be highlighted by the publisher with the word "advertisement".

7. Publishing dates and delivery delay

7.1. Publishing dates are only binding if they have been agreed upon as fixed dates.

7.2. An essential precondition for keeping each date is that the customer follows his obligations to co-operate and especially provides the publisher with all documents and if need be approvals that are necessary for the processing of the order.

7.3. If the reason for not keeping deadlines or other dates is due to force majeure or other unforeseeable incidents (especially difficulties in supplies, strike, look out, operational interruptions, authoritative interventions etc. also if they occur with the supplier or sub-supplier) which have not been caused by the publisher neither on purpose or by negligence, then the term will prolong correspondingly. As far as the publisher is responsible for the delay the customer is only entitled to cancel the contract after setting an appropriate additional term. Claims are excluded unless the publisher is responsible due to gross negligence.

8. Advertising costs

8.1. The advertising prices result from the actual price list. Agreed on or given rebates are only subject of the quantity of advertisements in the order. As far as the customer requests single order later than agreed the rebate is only valid if the order is processed within one year after publishing the first advertisement.

12. Terms and conditions

8.2. Amendments in prices are allowed if there are more than four months between contracting and advertising dates agreed on. If in the aftermath the wages, material costs, market related cost prices, the publisher will have the right to raise the advertising cost appropriately to the cost increase. The customer is entitled to cancel if the price increase between contracting and advertising date is more than 5 %.

9. Proofs and voucher copy

Proofs will only be delivered on explicit demand. The publisher considers all mistake corrections that have been announced to him within the set term during the delivery of proofs. The publisher also delivers an advertising confirmation on request together with the invoice. Depending on the type and volume of the advertising order advertisement cuts, voucher copies and voucher numbers will be provided. In case the voucher copy is not obtainable, a confirmation about the publication and circulation will be provided by the publisher.

10. Terms of payment and prepayment

10.1. Invoices have to be paid latest within 30 calendar days after reception of invoice, after that period the customer is in delay of payment and has to pay interest of 8% on top the invoiced amount as per the valid base interest rate due to §247 BGB.

10.2. The publisher has the right to process the advertising only if immediate payment or prepayment is done. If the customer does not fulfil his payment obligations as agreed in contract, if he does not pay in time or if he exceed terms, if he stops payments or if other circumstances arise that question his credit worthiness, so the publisher can demand prepayment for all ordered advertisements as well as immediate payment of all pending but not yet payable invoices as well as to stop work on current orders regardless of any agreements on payment on instalment basis.

10.3. Regardless of any other regulations the payment has to be done on the older debt herewith at first on the interest and then on the main amount.

10.4. The customer is only entitled to offset or to keep money if the claims are accepted by the publisher or if the counter-claims have been testified by law.

11. Liability regulations in case of material or legal defects

11.1. The publisher guarantees the best possible imagery of the advertisement due to common technical standards in branch customary print quality within the frame of the possibilities arising from the print documents. Claims arising of defects prescribe within 12 months time. The term starts with the publication of the advertisement. The customer has to prove for all damages within the warranty. The customer is obliged to immediately to verify the published advertisement and has to inform about possible defects within one week after publication

11.2. If the publisher is responsible for the defect he is entitled to place a substitutional advertisement within the next possible issue. If this supplementary performance fails within an appropriate term the customer is entitled to cancel the contract or to reduce the advertising price. In case of minor defects cancellation is not possible. Claims of supplementary performance belong to the customer and are not transferable.

11.3. If the customer cancels the contract he will not have the right to claim for damages. If he does not cancel the contract but claims for damages the duty to pay for damages is restricted to the difference between advertising price and the value of the defective advertisement. This is not applicable in case of fraudulent intent by the publisher.

12. Restrictions in liabilities

The publisher is only liable for intent and gross negligence. In case of careless violence of duties, damages to life, body and health the publisher is also liable. In case of slight negligence the publisher is only liable for monetary damages including missed profit if the affects those duties whose fulfilment the customer could especially trust in. Here, the monetary amount of the liability due to typical contracts and corresponding cases is restricted to the average damage that was not influenceable by the customer.

13. Court of jurisdiction, place of fulfilment and applicable law

Court of jurisdiction and place of fulfilment is the registered office of the publisher in Ulm. This is only valid if the customer belongs to merchants in the sense of §§ 1, 2, 3, 5 and 6 HGB or if he is a corporate body or public estate or if his domicile or common place of living is unknown at the time of legal action or if he moves out of the national legal sphere after contracting or if the customer has no national code of jurisdiction. On the other side the publisher is also entitled to claim at the responsible court of the customer. The legal system of Federal Republic of Germany has been agreed upon for all the mutual legal relations between the parties.

14. Miscellaneous

If one or more regulations of this business relations or a regulation arising from further agreements should be or become ineffective the validity of all other regulations and agreements will not be affected. Ineffective or missing regulations have to be replaced by effective regulations that correspond best to the intended purpose. If need be corresponding legal regulations can be used as well.

As of October 2011 (subject to changes)

Publisher

Neue Mediengesellschaft Ulm mbH

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