



# Telecom Handel

THE MAGAZINE FOR TELECOMMUNICATIONS RETAILERS

## MEDIA DATA

# 2009

No. 13 Valid from January 1, 2009



## 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 (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, PDAs 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.

## 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.

## Carriers & Providers

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.



Profile

Readership

Publisher & editorial  
Dates & topics

Advertisement  
formats and prices

Format samples

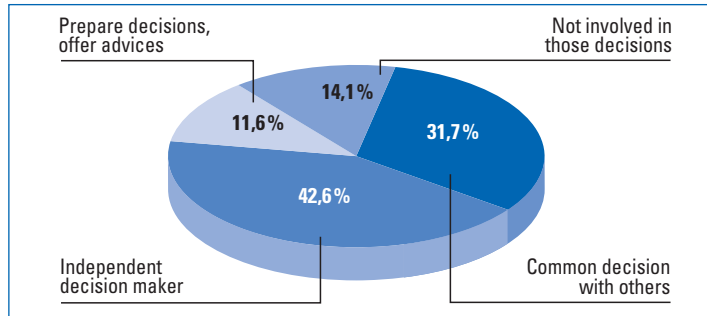
Appointments section  
Special supplements

Types of online  
advertising  
Technical data

Terms and  
Conditions

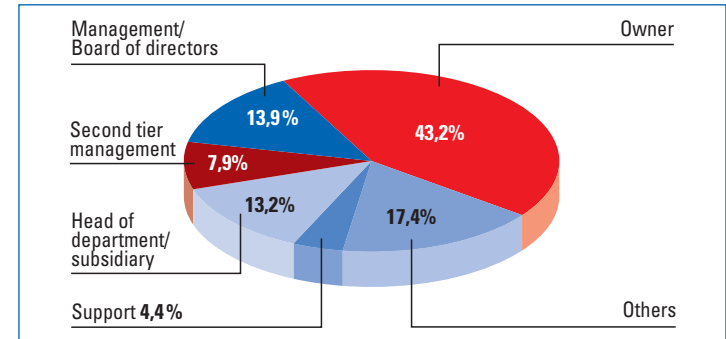
## Readers of Telecom Handel are decision makers within the sector of telecommunication

**Co-determination** 86 % of readers are involved within their company when decisions have to be made about telecommunication product ranges, hard- and software.

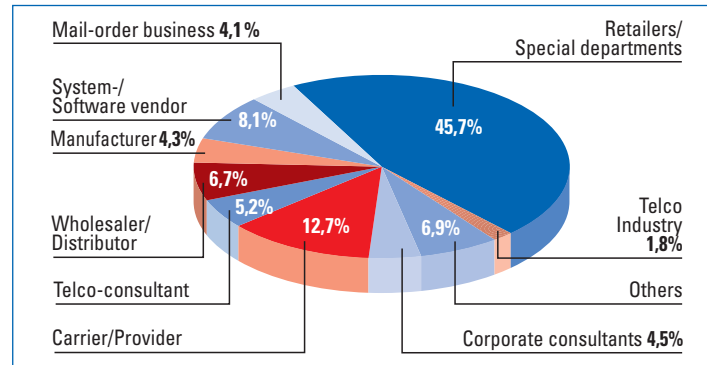


### Professional position

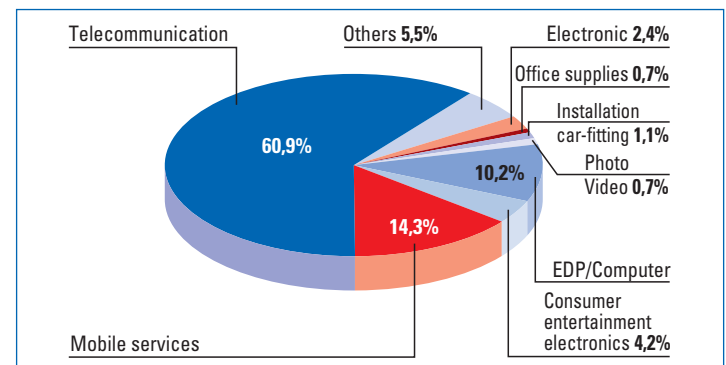
Almost 60 % of the readers are members of the management.



### Type of company:

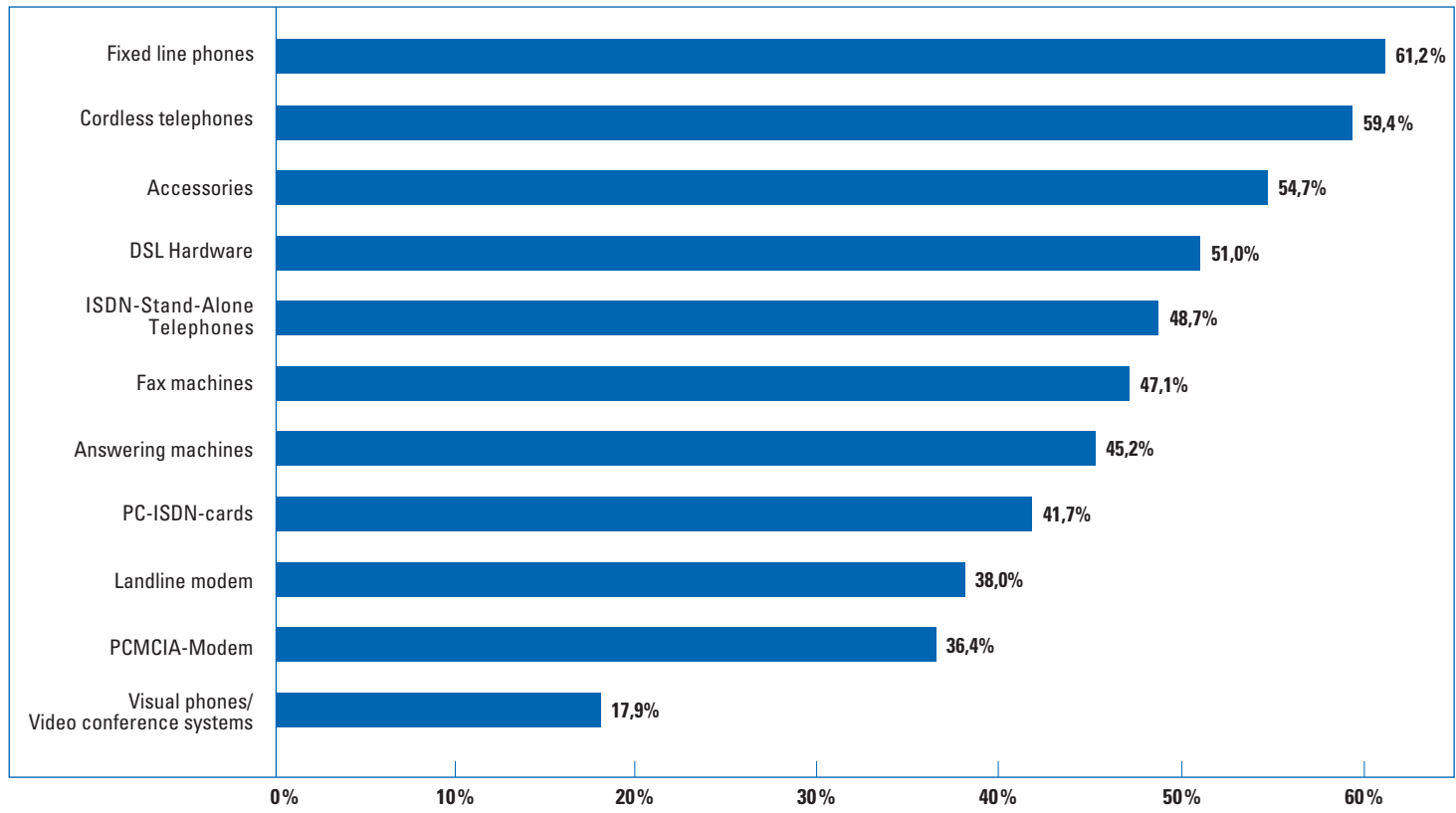


### Branch:



# Telecom Handel readers are responsible for a broad scope of product ranges

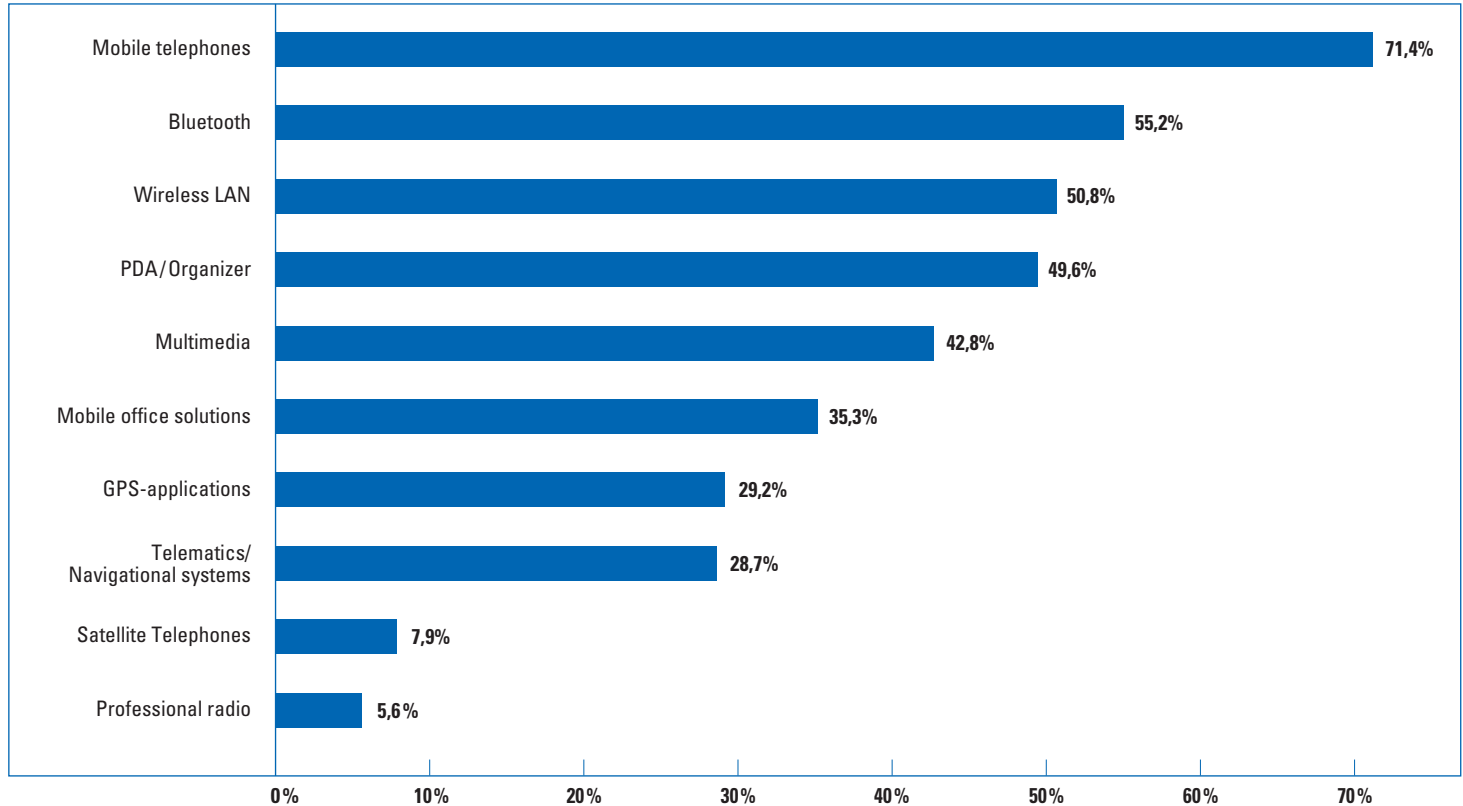
**Offered products:** Telephone and Fax



Source: Internal evaluation of database

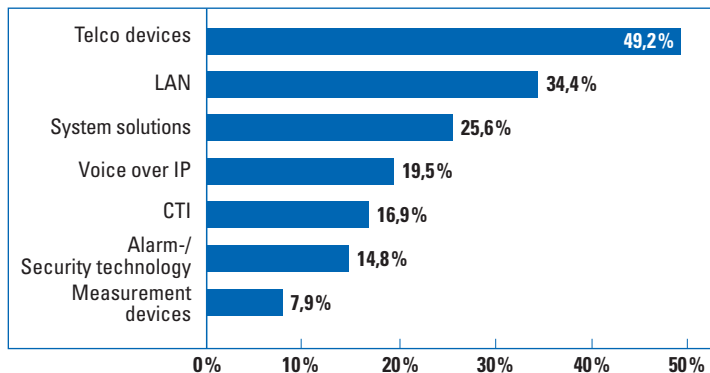
## Telecom Handel readers are responsible for a broad scope of product ranges

**Offered products:** Mobile communication

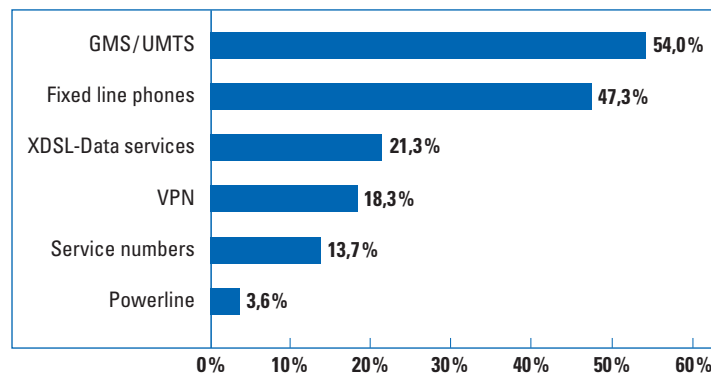


# Telecom Handel readers are responsible for a broad scope of product

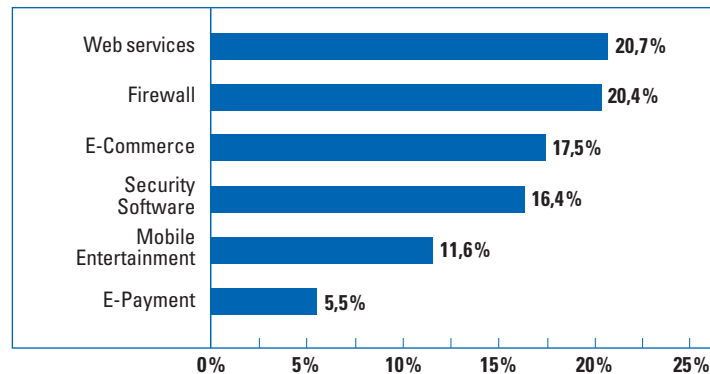
## Offered products: Telco systems



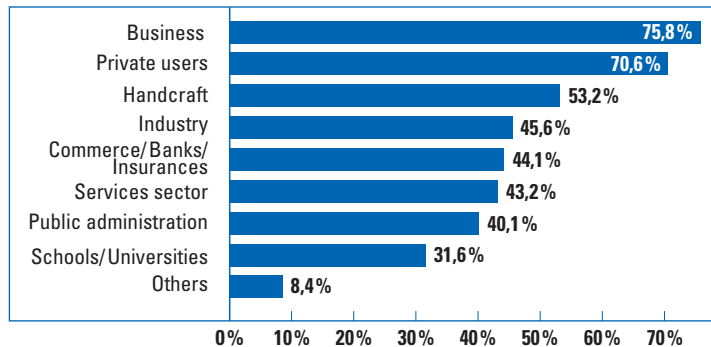
## Offered products: Networks



## Offered products: Internet



## Target markets: Telecom Handel readers work in companies with the most different target markets



Source: Internal evaluation of database

Profile

Readership

Publisher & editorial  
Dates & topics



Advertisement  
formats and prices

Format samples

Appointments section  
Special supplements

Types of online  
advertising  
Technical data

Terms and  
Conditions

<b>Publisher</b>	<b>Neue Mediengesellschaft Ulm mbH</b> Bayerstraße 16a 80335 München Tel. 089/7 41 17-0, Fax 089/7 41 17-260	<b>Terms of payment</b>	Payable net within <b>20 days</b> after date of invoice. <b>2% discount</b> for payments within 8 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.
<b>Managing Director</b>	<b>Dr. Günter Götz</b> Tel. -111, Fax -110 E-Mail: gg@nmg.de <b>Thomas Perskowitz</b> <b>Florian Ebner</b>		
<b>Manager Online</b>	<b>Matthias Sandner</b> Tel. 089/7 41 17-259 E-Mail: matthias.sandner@nmg.de		
<b>Sales Manager</b>	<b>Angelika Hochmuth</b> Tel. -432, Fax -269 E-Mail: angelika.hochmuth@telecom-handel.de	<b>Bank Details</b>	<b>Deutsche Bank</b> , Code BLZ 700 700 10, Act No 8264160
<b>Circulation</b>	17,391 (IVW 2. Quarter 2008)	<b>Editorial staff</b>	<b>redaktion@telecom-handel.de</b>
	 	<b>Chief editor</b>	<b>Roland Bernhard</b>
<b>Volume</b>	<b>12<sup>th</sup> volume, 2008</b>	<b>Editorial staff</b>	<b>Boris Boden</b>
<b>Frequency</b>	<b>Fortnightly</b>		<b>Stephan von Voithenberg</b>
			<b>Silvia Flier</b>
<b>Type of circulation</b>	<b>Controlled Qualified Circulation</b>		<b>Christopher Bertele</b>

Month of issue	Issue	Date of publication	Booking Deadline	Delivery date for printing data	Topics (Subject to changes)
<b>January</b>	<b>1/2009</b>	12/01/2009 (Mon)	19/12/2008 (Fri)	02/01/2009 (Fri)	TK-Distributors: Who delivers what?
	<b>2/2009</b>	26/01/2009 (Mon)	12/01/2009 (Mon)	19/01/2009 (Mon)	Market Report Home Networking / CarCom
<b>February</b>	<b>3/2009</b>	09/02/2009 (Mon)	26/01/2009 (Mon)	02/02/2009 (Mon)	Reader's Poll: Mobile Manufacturer of the Year
	<b>4/2009</b>	23/02/2009 (Mon)	09/02/2009 (Mon)	16/02/2009 (Mon)	CeBIT-Preview 3GSM-review / CarCom
<b>March</b>	<b>5/2009</b>	09/03/2009 (Mon)	23/02/2009 (Mon)	02/03/2009 (Mon)	CeBIT-Review
	<b>6/2009</b>	23/03/2009 (Mon)	09/03/2009 (Mon)	16/03/2009 (Mon)	Market Report Business Cooperations / CarCom
<b>April</b>	<b>7/2009</b>	06/04/2009 (Mon)	23/03/2009 (Mon)	30/03/2009 (Mon)	Market Overview Mobile Phones
	<b>8/2009</b>	20/04/2009 (Mon)	02/04/2009 (Tue)	09/04/2009 (Tue)	Market Report DSL Carrier and Providers / CarCom
<b>May</b>	<b>9/2009</b>	04/05/2009 (Mon)	17/04/2009 (Fri)	24/04/2009 (Fri)	Reader's Poll: Carriers & Providers of the year
	<b>10/2009</b>	18/05/2009 (Mon)	04/05/2009 (Mon)	11/05/2009 (Mon)	DECT-Telephones: Market Overview / CarCom
<b>June</b>	<b>11/2009</b>	02/06/2009 (Tue)	15/05/2009 (Fri)	25/05/2009 (Mon)	Trend Report VoIP
	<b>12/2009</b>	15/06/2009 (Mon)	28/05/2009 (Tue)	05/06/2009 (Fri)	Partner Programmes of Distributors / CarCom
<b>July</b>	<b>13/2009</b>	29/06/2009 (Mon)	15/06/2009 (Mon)	22/06/2009 (Mon)	Wireless LAN: Products and Trends
	<b>14/2009</b>	13/07/2009 (Mon)	29/06/2009 (Mon)	06/07/2009 (Mon)	Market Report Mobile Radio Network Providers/CarCom
<b>August</b>	<b>15/2009</b>	27/07/2009 (Mon)	13/07/2009 (Mon)	20/07/2009 (Mon)	Market Report Service Providers and Discounters
	<b>16/2009</b>	10/08/2009 (Mon)	27/07/2009 (Mon)	03/08/2009 (Mon)	Reader's poll: Navi syst. Manuf. of the year / CarCom
<b>September</b>	<b>17/2009</b>	24/08/2009 (Mon)	10/08/2009 (Mon)	17/08/2009 (Mon)	IFA-Preview: Exhibition Guide
	<b>18/2009</b>	07/09/2009 (Mon)	24/08/2009 (Mon)	31/08/2009 (Mon)	Market Overview Navi Systems / CarCom
<b>October</b>	<b>19/2009</b>	21/09/2009 (Mon)	07/09/2009 (Mon)	14/09/2009 (Mon)	IFA Review
	<b>20/2009</b>	05/10/2009 (Mon)	21/09/2009 (Mon)	28/09/2009 (Mon)	Special: Mobile Computing / CarCom
<b>November</b>	<b>21/2009</b>	19/10/2009 (Mon)	05/10/2009 (Mon)	12/10/2009 (Mon)	Market Report Triple Play
	<b>22/2009</b>	02/11/2009 (Mon)	19/10/2009 (Mon)	26/10/2009 (Mon)	Reader's Poll: Telco Distributor of the Year
<b>December</b>	<b>23/2009</b>	16/11/2009 (Mon)	02/11/2009 (Mon)	09/11/2009 (Mon)	Market Report Telco Devices
	<b>24/2009</b>	30/11/2009 (Mon)	16/11/2009 (Mon)	23/11/2009 (Mon)	Market Overview Handsfree Sets
	<b>25/26/2009</b>	14/12/2009 (Mon)	30/11/2009 (Mon)	07/12/2009 (Mon)	Market Overview Telco Distributors

Exhibitions: IFA: (4/ – 9/9/09), CeBIT: (3/ – 8/3/09), Mobile World: (16/ – 19/2/09)

The actual topic telegram is obtainable by sending an E-Mail to [anzeigen@telecom-handel.de](mailto:anzeigen@telecom-handel.de)

Profile	Readership	Publisher & editorial Dates & topics	Advertisement formats and prices	Format samples	Appointments section Special supplements	Types of online advertising Technical data	Terms and Conditions
---------	------------	--------------------------------------	----------------------------------	----------------	--	--	----------------------

**Trim size:** width 280 mm x height 381 mm

**Print space:** width 260 mm x height 335 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 <sup>1)</sup>	Print space formats <sup>2)</sup> (width x high mm)	Bleed off formats <sup>2)</sup> (width x high mm)	Basic prices editorial <sup>3)</sup> (b/w-4c)	Basic prices market share <sup>3)</sup> (b/w-4c)
<b>1/1 page</b>	260 x 335	280 x 381	<b>8,280.–</b>	<b>2,250.–</b>
<b>Cover page 4</b>	260 x 335	280 x 381	<b>9,180.–</b>	–
<b>3/5 page</b> 3 columns	154 x 335	164 x 381	<b>5,400.–</b>	<b>1,780.–</b>
<b>1/2 page</b> horizontal	260 x 165	280 x 188	<b>4,580.–</b>	<b>1,580.–</b>
<b>1/2 page</b> vertical	128 x 335	138 x 381	<b>4,580.–</b>	<b>1,580.–</b>
<b>2/5 page</b> 2 columns	101 x 335	111 x 381	<b>3,750.–</b>	<b>1,330.–</b>
<b>1/3 page</b> horizontal	260 x 107	280 x 128	<b>3,150.–</b>	–
<b>1/3 page</b> vertical	84 x 335	94 x 381	<b>3,150.–</b>	–
<b>1/4 page</b> horizontal	260 x 78	280 x 98	<b>2,690.–</b>	<b>800.–</b>
<b>1/4 page</b> vertical	60 x 335	70 x 381	<b>2,690.–</b>	<b>800.–</b>
<b>1/5 page</b> 1 column	48 x 335	58 x 381	<b>2,250.–</b>	<b>660.–</b>
<b>1/8 page</b> horizontal	260 x 45	–	<b>2,100.–</b>	<b>620.–</b>
<b>1/4 page</b> square	128 x 165	138 x 188	<b>2,690.–</b>	<b>800.–</b>
<b>Format in color crossover</b>				
<b>2/1 page</b> crossover	540 x 335	560 x 381	<b>15,800.–</b>	<b>4,220.–</b>

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.

## DIN A4-formats

Net prices in € plus V.A.T.

Grundformate <sup>1)</sup>	Print space formats <sup>2)</sup> (width x height mm)	Bleed off formats <sup>2)</sup> (width x height mm)	Basic prices Editorial <sup>3)</sup> (b/w-4c)
<b>A4-page</b>	207 x 284	217 x 305	<b>5,810.–</b>
<b>3/4 A4-page</b> vertical	154 x 284	164 x 305	<b>4,500.–</b>
<b>1/2 A4-page</b> vertical	101 x 284	111 x 305	<b>3,180.–</b>
<b>1/2 A4-page</b> horizontal	207 x 134	217 x 156	<b>3,180.–</b>
<b>1/3 A4-page</b> vertical	60 x 297	–	<b>2,150.–</b>
<b>1/4 A4-page</b> vertical	48 x 297	–	<b>1,920.–</b>
<b>1/4 A4-page</b> 2 columns	101 x 146	–	<b>1,920.–</b>
<b>Format in color crossover</b>			
<b>2/1 A4-page</b> crossover	434 x 284	–	<b>11,010.–</b>

## Discounts for purchasing within 12 months:

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

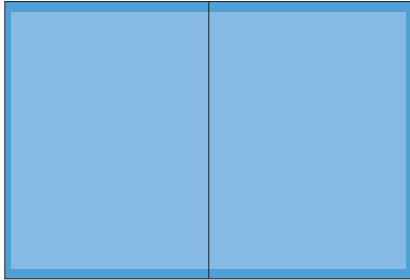
Prices for supplements, inserts, fixed inserts as well as technical costs will not be discounted.

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

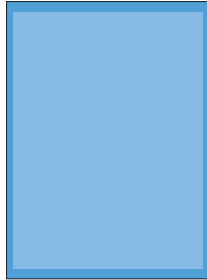
1) Further formats available on request only in the editorial part 2) Please consider with these sizes the necessary space for cuts (entire page 3 mm and 3 mm text distance to the right and left advertisement border 3) For advertisements to be printed crossover, two separate advertisements have to be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

## Tabloid (full trim size)

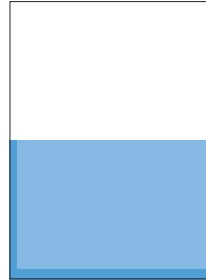
S = Print space formats, A = Bleed off formats (width x height)\*



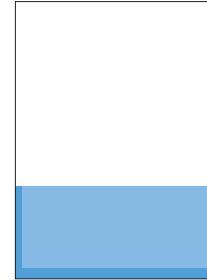
**2/1 crossover page**  
S: 540 mm x 335 mm  
A: 560 mm x 381 mm



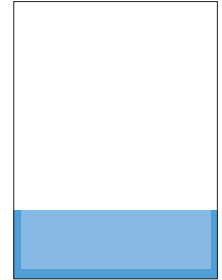
**1/1 page**  
S: 260 mm x 335 mm  
A: 280 mm x 381 mm



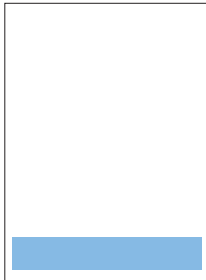
**1/2 page horizontal**  
S: 260 mm x 165 mm  
A: 280 mm x 188 mm



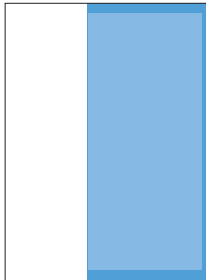
**1/3 page horizontal**  
S: 260 mm x 107 mm  
A: 280 mm x 128 mm



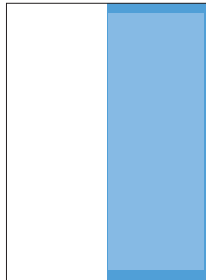
**1/4 page horizontal**  
S: 260 mm x 78 mm  
A: 280 mm x 98 mm



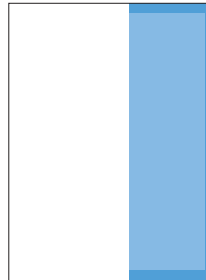
**1/8 page horizontal**  
S: 260 mm x 45 mm



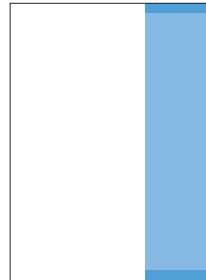
**3/5 page**  
S: 154 mm x 335 mm  
A: 164 mm x 381 mm



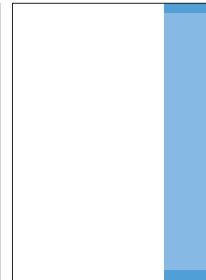
**1/2 page vertical**  
S: 128 mm x 335 mm  
A: 138 mm x 381 mm



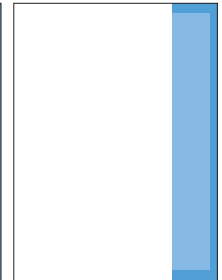
**2/5 page**  
S: 101 mm x 335 mm  
A: 111 mm x 381 mm



**1/3 page vertical**  
S: 84 mm x 335 mm  
A: 94 mm x 381 mm



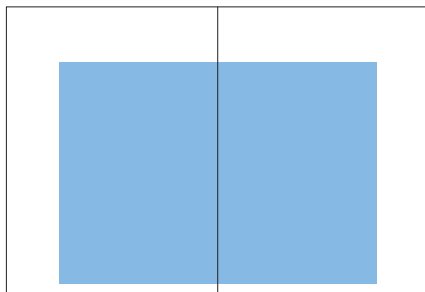
**1/4 page vertical**  
S: 60 mm x 335 mm  
A: 70 mm x 381 mm



**1/5 page**  
S: 48 mm x 335 mm  
A: 58 mm x 381 mm

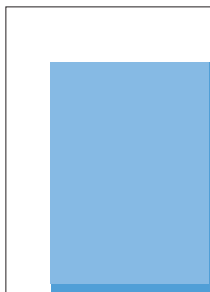
## DIN A4

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



**2/1 A4 page crossover**

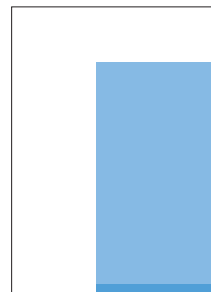
**S:** 434 mm x 284 mm



**1/1 A4 page vertical**

**S:** 207 mm x 284 mm

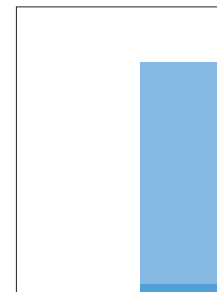
**A:** 217 mm x 305 mm



**3/4 A4 page vertical**

**S:** 154 mm x 284 mm

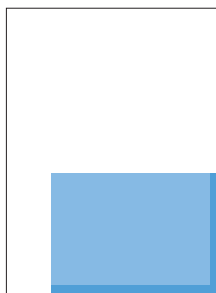
**A:** 164 mm x 305 mm



**1/2 A4 page vertical**

**S:** 101 mm x 284 mm

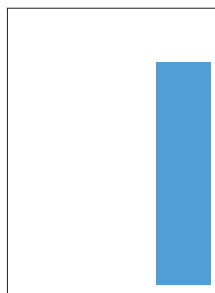
**A:** 111 mm x 305 mm



**1/2 A4 page horizontal**

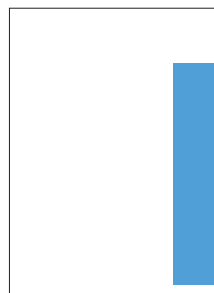
**S:** 207 mm x 134 mm

**A:** 217 mm x 156 mm



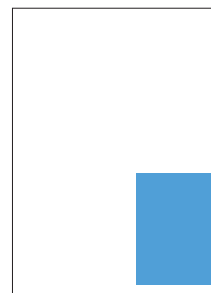
**1/3 A4 page horizontal**

**S:** 60 mm x 297 mm



**1/4 A4 page horizontal**

**S:** 48 mm x 297 mm



**1/4 A4 page 2 columns**

**S:** 101 mm x 146 mm

### Further formats on request

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

Profile

Readership

Publisher & editorial  
Dates & topics

Advertisement  
formats and prices

Format samples

Appointments section  
Special supplements

Types of online  
advertising  
Technical data

Terms and  
Conditions

## The appointments section in Telecom Handel

- Keeps you up-to-date fortnightly
- Circulation 17.319 of distributed magazines (IVW 2/08)
- Targeted and direct addressing of potential employees
- No matter if management or sales, purchasing or technical departments **Telecom Handel** reaches the branches all over Germany.

## Advertising prices

Job offers:		
<b>1/4 page / Special Offer</b> (128 mm x 165 mm)		€ 980.00
<b>1/2 page</b>		€ 2,680.00
vertical	128 mm x 335 mm	
horizontal	260 mm x 165 mm	
<b>1/1 page</b>		€ 5,125.00
	260 mm x 335 mm	
<b>Type area</b>	260 mm width x 335 mm height	
<b>Price per millimeter bw-4c</b>		€ 3.00
<b>Jobs on request</b>		

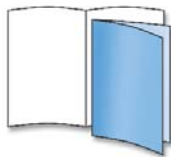
**STELLENMARKT**

**Advertising sample 1**  
1/4 square 128 mm x 165 mm  
bw-4c € 980.–

**Advertising sample 2**  
1/2 horizontal 260 mm x 165 mm  
bw-4c € 2,680.–

**Advertising sample 3** 1/1 page, bw-4c, € 5,125.–

**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.

€ 129.–

€ 12.–

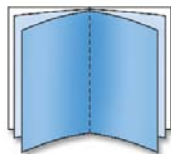
### Booking options:

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

Inner pages back 155 mm x 381 mm

**Price:** Title + inner page front € 9,000.–  
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 magazine and issue, free delivery to printshop. Further information available under Tel. +49(0)89/74 117-432

## Telecom Handel Online

[www.telecom-handel.de](http://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
- No rotation – Your banner is visible with each page request at least for one week
- 100% target group precision (telco retailers and system provider, telco decision makers, telco professionals)
- Reliable calculation of advertising costs and duration



### Contact person

**Angelika Hochmuth**

**Telephone** +49 (0)89/7 41 17-432

**Fax** +49 (0)89/7 41 17-269

**E-Mail** [angelika.hochmuth@telecom-handel.de](mailto:angelika.hochmuth@telecom-handel.de)

### Types of advertising

Superbanner top	Full size banner top / middle	Skyscraper lateral	Hockeystick top and lateral	Content ad middle
728 x 90	468 x 60	120 x 600 or 240 x 400	on request	300 x 250
1,190.–	1,090.–	1,290.–	1,590.–	890.–

Price per week

### Discounts

**2 weeks: 3 %**

**3 weeks: 6 %**

**4 weeks: 10 %**

## Telecom Handel Newsletter

On each stock trading day 14,000 subscribers receive the latest news of the telco branch and cutting-edge on personal details directly onto their PC (as of September 2008).

### Placement

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

\* All prices are fixed per week in € plus V.A.T.

### 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



The screenshot shows the layout of the Telecom Handel Newsletter. At the top, the word "NEWSLETTER" is written in large, light grey letters, with "Telecom Handel" in a blue and red font to its left. Below this, the text reads "Sehr geehrter Herr Sandner," followed by a paragraph about the Magellan Roadmate 1200. To the right is a small portrait of a man. Below the text is a signature of R. Sandner, identified as the Chief Editor. A red-bordered advertisement banner follows, featuring a cartoon character, a mobile phone, and the text "Anzeige" and "2008 EXCELLENT DISTRIBUTOR". Below the banner are three bullet points with links to more information: "Magellan Roadmate bei Media Markt für 99 Euro", "Studie: Run auf GPS-Handys", and "COS vermarktet T-Home-Services".

**NEWSLETTER**  
**Telecom Handel**

Sehr geehrter Herr Sandner,

pünktlich zum Beginn des Weihnachtsgeschäfts gibt es das erste Navi für unter 100 Euro für den Massenmarkt. Media Markt verkauft das neue Magellan Roadmate 1200 in einer Aktion für 99 Euro – satte 50 Euro unter dem UVP. Für den Fachhandel stellt dieser Preis – bei dem die Großfläche kaum etwas verdienen dürfte – eine echte Kampfansage dar.

Hier noch eine Meldung in eigener Sache: Damit Sie unsere News künftig auch Ihren Freunden, Kollegen und Geschäftspartnern zukommen lassen können, haben wir eine neue Funktion in unseren Newsletter eingebaut: Unten rechts finden Sie einen Button, über den Sie mit zwei Klicks den Newsletter weiterempfehlen können. Den Newsletter können auch Personen kostenlos abonnieren, die nicht Bezahler der Telecom-Handel-Printausgabe sind.

Viel Spaß beim Lesen und Weiterempfehlen,

*R. Sandner*  
Chefredakteur  
Telecom Handel

Anzeige

2008  
EXCELLENT  
DISTRIBUTOR

- **Magellan Roadmate bei Media Markt für 99 Euro**  
Media Markt unterbietet den UVP in einer Aktion um 50 Euro  
[mehr Infos >](#)
- **Studie: Run auf GPS-Handys**  
Bis zum Jahr 2011 soll sich die Zahl der verkauften GPS-Handys vervierfachen  
[mehr Infos >](#)
- **COS vermarktet T-Home-Services**  
Der Lindener Distributor hat ab sofort alle Produkte von T-Home im Angebot  
[mehr Infos >](#)

Profile

Readership

Publisher & editorial  
Dates & topics

Advertisement  
formats and prices

Format samples

Appointments section  
Special supplements

Types of online  
advertising  
Technical data

Terms and  
Conditions

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 – print only	710.– €/year (1 category)
Entry text with logo – online only	510.– €/year (up to 3 categories)
Entry text with logo – combi print + online	1,010.– €/year (up to 3 categories with thereof 1 category print)

## Contact Person

**Beyhan Atabay**

**Telephone** +49 (0)89/74 117-686

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

**E-Mail** [ba@telecom-handel.de](mailto:ba@telecom-handel.de)

<b>Printing method</b>	4c rotations-offset printing	<b>Data medium</b>	<b>Discette, Zip, CD-Rom</b>
<b>Profile</b>	ISO webcoated	<b>Digital data migration</b>	<p><b>Programme formats</b> (normally latest versions): QuarkXpress, FreeHand, Photoshop, Illustrator Data of CorelDraw have to be saved as .tif or .jpg with 400dpi. The takeover of open CorelDraw-files is not possible. All fonts have to be provided. In case of graphics programmes fonts have to be transformed into vector graphics, color always in CMYK, never in RGB. TIFF-files (CMYK or grey patterns) always in size 1:1 at 300 dpi resolution eps-files (Pixel) -&gt; see TIFF eps-files (Vector) -&gt; fonts to be converted into vectors (paths) or integration into file <b>Apple: compressed files:</b> SEA (preferred), Stuffit, Disk Doubler or Zip <b>PC: compressed files:</b> ZIP For all postscript-files as well as programmes/files that are not listed above please contact the publisher.</p>
<b>Procedure/ Cover paper</b>	saddle stitch		
<b>Grid pattern</b>	54		
<b>Bleed off format</b>	(= magazine format) 280 mm width x 381 mm height		
<b>Minimum bleed off additions</b>	3 mm at all four sites		
<b>Printing</b>	<p><b>Only digital (no films!)</b> because of further processing via CTP. Proof and colour binding draft has to be delivered on respective paper. Otherwise no guarantee on position and colour can be given. Print due to Euroscala, special colours (Pantone resp. HKS) have to be in CMYK. Please note that the exact tone of a special colour can not be achieved by combined printing out of the Euroscala. Furthermore no guarantee can be given by the publisher for deviations within the tolerance of press proof to industrial printing or which are caused by the reel-fed offset printing. For advertisements to be printed crossover two separate pages has to be delivered. Please pay attention to border exceedings.</p>		<p><b>Data transmission</b></p> <p><b>E-Mail, FTP:</b> as PDF X3 (1.3) to the following E-Mail-address: nmg@franzis-online.de FTP-Server on request under Tel.: 089/51 17 - 209</p>

## 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.

„Order to advertise“ is the contract about the publication of advertisements or the insertion of advertising media in a printed 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 erotic or pornographic content, if names or terms are used that refer to erotic or pornographic programmes that advertise for programmes or online services with erotic, explicit or pornographic contents, also if the advertisements or the programmes advertised for do violate against § 184 StGB, §§ 1, 6 GJS. The publisher has the right to decide about the publication of an advertisement unless the customer provides a confirmation by a lawyer or attorney which states that the advertisement and the programme that is advertised for do not violate against legal laws especially § 184 StGB, §§ 1, 6 GJS.

### 3. 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.

### 4. Printing documents and 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 reproform 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.

### 5. 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".

### 6. Publishing dates and delivery delay

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

**6.2.** 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.

**6.3.** If the reason for not keeping deadlines or other dates is due to force majeure or other unforeseeable incidents (especially difficulties in supplies, strike, lock 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.

### 7. Advertising costs

**7.1.** 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.

**7.2.** 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 %.

## 8. 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.

## 9. Terms of payment and prepayment

**9.1.** Invoices have to be paid latest within 20 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.

**9.2.** The publisher has the right to process the advertising only if immediate payment or prepayment is done. If the customer does not fulfill his payment obligations as agreed in contract, if he does not pay in time or if he exceeds 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.

**9.3.** 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.

**9.4.** 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.

## 10. Liability regulations in case of material or legal defects

**10.1.** 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.

**10.2.** 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.

**10.3.** 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.

## 11. 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.

## 12. 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.

## 13. 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 November 2007 (subject to changes)

Profile

Readership

Publisher & editorial  
Dates & topics

Advertisement  
formats and prices

Format samples

Appointments section  
Special supplements

Types of online  
advertising  
Technical data

Terms and  
Conditions

## Publisher

### Neue Mediengesellschaft Ulm mbH

Bayerstraße 16a ■ 80335 München

Telephone 0 89/74 117-0 ■ Telefax 0 89/74 117-101

### Sales Manager

**Angelika Hochmuth**

**Telephone** +49 (0) 89/74 117-432

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

**E-Mail** [angelika.hochmuth@telecom-handel.de](mailto:angelika.hochmuth@telecom-handel.de)

### Advertisement sales

**Beyhan Atabay**

**Telephone** +49 (0) 89/74 117-686

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

**E-Mail** [ba@telecom-handel.de](mailto:ba@telecom-handel.de)