

MEDIA KIT 2027

MACHINES MOVE. PRINT WORKS.

For more than 20 years.
Close to the industry.
Close to decision-makers.



THE TRADE MAGAZINE FOR CONSTRUCTION MACHINERY | MUNICIPAL EQUIPMENT | COMMERCIAL VEHICLES



Member of Informationsgemeinschaft
zur Feststellung der Verbreitung von
Werbeträgern e. V. (IVW)

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THE MAGAZINE

Industry expertise. For the industry.

Maschinen&Technik has been one of the established trade magazines for construction machinery, municipal equipment and commercial vehicles for more than 20 years.

Nine times a year, we report on new machines and technologies, show equipment in real-world applications and cover the topics that matter to users, dealers, rental companies and manufacturers.

Practical, up to date and with a clear focus on the people, machines and developments shaping our industry.

OUR TOPICS

- Processing · Demolition · Recycling
- Construction & Commercial Vehicles
- Construction Site Technology · Safety · PPE
- Earthmoving
- Landscaping · Road & Path Construction
- Digitalisation
- Lifting Equipment · Cranes · Scaffolding
- Sewer · Pipe & Utility Construction
- Municipal · Agricultural & Forestry Equipment
- Engines · Drive Technology · Components
- Formwork · Concrete Processing
- Road Construction
- Special Topics · Trade Fairs · Industry News

OUR CORE CONTENT

- **PRODUCT NEWS**
New machines, technologies and innovations.
- **PRACTICE & APPLICATION**
Jobsite reports and machines in real-world use.
- **COMPANIES & MARKETS**
News and developments from companies and the industry.
- **TRADE FAIRS & EVENTS**
Innovations, trends and encounters at the industry's key meeting points.

OUR TARGET GROUPS

Maschinen&Technik reaches decision-makers and practitioners from:

- Main & Ancillary Construction Trades
- Municipalities & Public Works Departments
- Recycling & Forestry
- Building Materials & Raw Materials Extraction
- Machinery Dealers & Rental Companies
- Machinery & Equipment Manufacturers

Close to technology.
Close to the industry.
Close to real-world applications.



MASCHINEN& TECHNIK AT A GLANCE

SHORT PROFILE

For more than 20 years, Maschinen&Technik has connected the key players in the industry - from manufacturers and dealers to rental companies and the businesses and people who use machinery every day.

With a clear editorial focus, strong practical relevance and targeted distribution, Maschinen&Technik provides a high-quality environment for successful B2B communication.

9

ISSUES PER YEAR

10.000

DISTRIBUTED COPIES
per issue (IVW audited)

99%

DISTRIBUTION IN GERMANY
directly within our core market

Publication frequency

9 issues per year

Format

DIN A4 (210 x 297 mm)

Volume

22nd year

Annual subscription

Germany: €23.40 per year
(incl. VAT and shipping)
International: €33.60 per year
(incl. shipping)

Membership



Member of Informationsgemeinschaft
zur Feststellung der Verbreitung von
Werbeträgern e. V. (IVW)

Publisher

M & T Verlags OHG
Immenstädter Str. 26b | 87544 Blaichach

HRA 10401

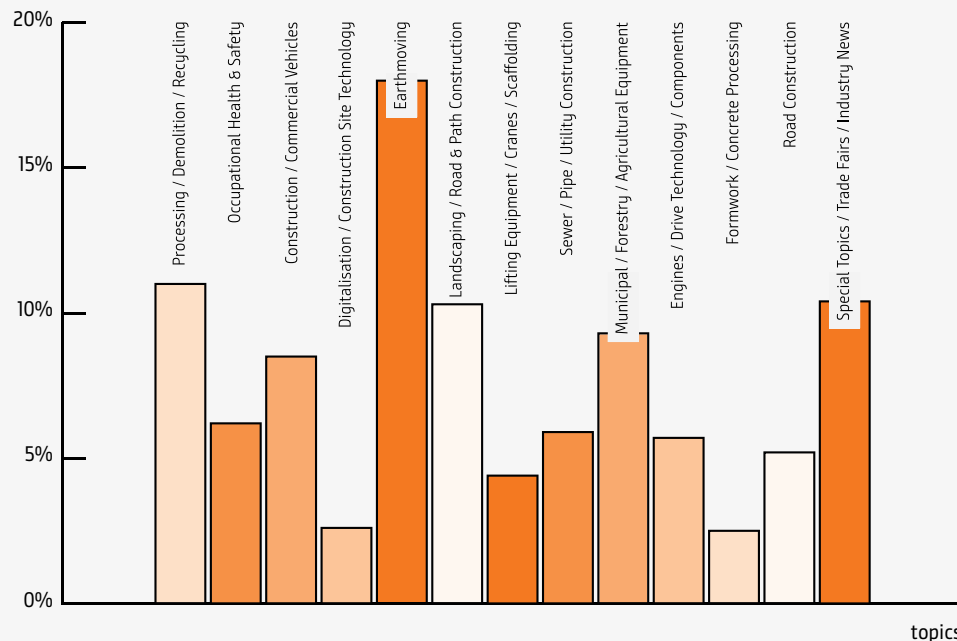
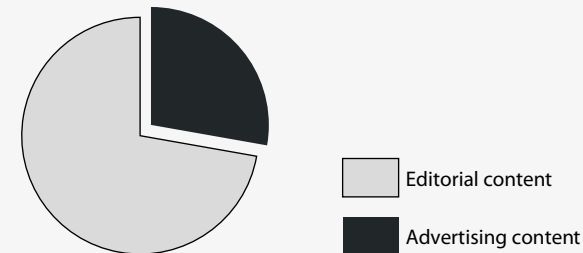
+49 (0) 8321 67907-0
info@mt-magazin.de
www.mt-magazin.de

TARGET GROUPS & DISTRIBUTION

Extent analysis (9 issues)

Sept. 2025 to Sept. 2026

Total volume	848 pages = 100.0 %
Editorial content	611 pages = 72.05 %
Advertising content	237 pages = 27.95 %
Inserts	9



Content analysis of editorial pages*

611 pages = 100 %

Processing / Demolition / Recycling	67 pages = 11.0 %
Occupational Health & Safety	38 pages = 6.2 %
Construction / Commercial Vehicles	52 pages = 8.5 %
Digitalisation / Construction Site Technology	16 pages = 2.6 %
Earthmoving	110 pages = 18.0 %
Landscaping / Road & Path Construction	63 pages = 10.3 %
Lifting Equipment / Cranes / Scaffolding	27 pages = 4.4 %
Sewer / Pipe / Utility Construction	36 pages = 5.9 %
Municipal / Forestry / Agricultural Equipment	57 pages = 9.3 %
Engines / Drive Technology / Components	35 pages = 5.7 %
Formwork / Concrete Processing	15 pages = 2.5 %
Road Construction	32 pages = 5.2 %
Special Topics / Trade Fairs / Industry News	63 pages = 10.4 %

* Page counts and percentages rounded.

PUBLICATION & EDITORIAL SCHEDULE 2027

ISSUE	1 FEBRUARY / MARCH	2 APRIL	3 MAY
DATES	PUBLICATION DATE: 1 March 2027 ADVERTISING & EDITORIAL DEADLINE: 11 February 2027 TRADE FAIR ISSUE Fachtagung Abbruch Berlin / LogiMAT Stuttgart	PUBLICATION DATE: 7 April 2027 ADVERTISING & EDITORIAL DEADLINE: 18 March 2027 TRADE FAIR ISSUE MAWEV Show St. Pölten (AT), Agrarschau Allgäu Dietmannsried, RO-KA-TECH Kassel, FORST LIVE Offenburg	PUBLICATION DATE: 25 May 2027 ADVERTISING & EDITORIAL DEADLINE: 5 May 2027 TRADE FAIR ISSUE RecyclingAKTIV & TiefbauLIVE Karlsruhe, ASTRAD & austroKOMMUNAL Wels (AT)
TOPICS	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components
FAIRS & EVENTS	Fachtagung Abbruch Berlin 5 March 2027 LogiMAT Stuttgart 16–18 March 2027	MAWEV Show St. Pölten (AT) 14–17 April 2027 Agrarschau Allgäu Dietmannsried 15–19 April 2027 RO-KA-TECH Kassel 20–23 April 2027 OstBau Bernau 22–24 April 2027 FORST LIVE Offenburg 23–25 April 2027	RecyclingAKTIV & TiefbauLIVE Karlsruhe 3–5 June 2027 ASTRAD & austroKOMMUNAL Wels (AT) 9–10 June 2027

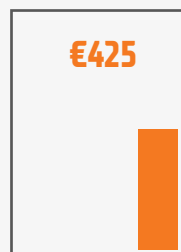
PUBLICATION & EDITORIAL SCHEDULE 2027

ISSUE	4 JUNE	5 JULY / AUGUST	6 SEPTEMBER
DATES	PUBLICATION DATE: 14 June 2027 ADVERTISING & EDITORIAL DEADLINE: 28 May 2027 TRADE FAIR ISSUE demopark Eisenach-Kindel	PUBLICATION DATE: 9 August 2027 ADVERTISING & EDITORIAL DEADLINE: 22 July 2027 SPECIAL TOPIC Winter Machinery Special SPECIAL SECTION M&T Innovation Partners 2027	PUBLICATION DATE: 6 September 2027 ADVERTISING & EDITORIAL DEADLINE: 19 August 2027 TRADE FAIR ISSUE NordBau Neumünster, Innovationstag Höhenzugangstechnik Hohenroda, NUFAM Karlsruhe
TOPICS	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components
FAIRS & EVENTS	demopark Eisenach-Kindel 20–22 June 2027		NordBau Neumünster 8–12 September 2027 DLG Waldtage Lichtenau September 2027 Innovationstag Höhenzugangstechnik 22–23 September 2027 NUFAM Karlsruhe 22–25 September 2027

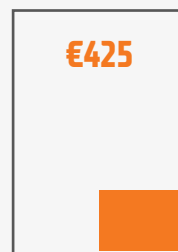
PUBLICATION & EDITORIAL SCHEDULE 2027

ISSUE	7 OCTOBER	8 NOVEMBER	9 DECEMBER / JANUARY
DATES	PUBLICATION DATE: 11 October 2027 ADVERTISING & EDITORIAL DEADLINE: 23 September 2027 TRADE FAIR ISSUE A+A Düsseldorf, KOMMUNALE Nürnberg	PUBLICATION DATE: 9 November 2027 ADVERTISING & EDITORIAL DEADLINE: 21 October 2027 TRADE FAIR ISSUE AGRITECHNICA Hannover, SOLIDS und RECYCLING-TECHNIK Dortmund	PUBLICATION DATE: 13 December 2027 ADVERTISING & EDITORIAL DEADLINE: 25 November 2027 COMBINED WITH SPECIAL EDITION: ALMANAC
TOPICS	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components	Earthmoving Landscaping / Road & Path Construction Sewer / Pipe / Utility Construction Municipal / Forestry / Agricultural Equipment Processing / Demolition / Recycling Landscaping / Road & Path Construction Road Construction Construction Site Technology / Occupational Safety / PPE Lifting Equipment / Cranes / Scaffolding Construction / Commercial Vehicles Formwork / Concrete Processing Engines / Drive Technology / Components
FAIRS & EVENTS	A+A Düsseldorf 19–22 October 2027 KOMMUNALE Nürnberg 20–21 October 2027	AGRITECHNICA Hannover 14–20 November 2027 SOLIDS und RECYCLING-TECHNIK Dortmund 1–2 December 2027	

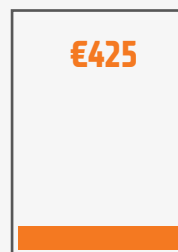
AD FORMATS & RATES



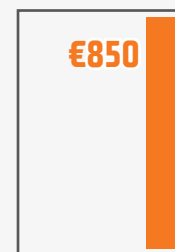
1/8 portrait
42.5 x 130 mm
55 x 146 mm



1/8 landscape
90 x 65 mm
102.5 x 81 mm



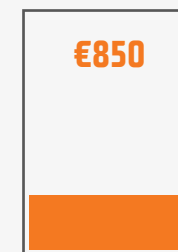
1/8 landscape
185 x 32 mm
210 x 48 mm



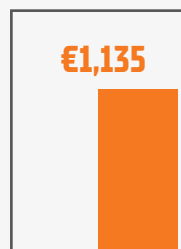
1/4 portrait
42.5 x 265 mm
55 x 297 mm



1/4 portrait
90 x 130 mm
102.5 x 146 mm



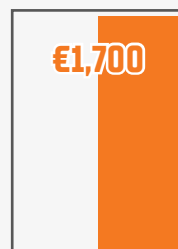
1/4 landscape
185 x 65 mm
210 x 81 mm



1/3 portrait
90 x 180 mm
102.5 x 196 mm



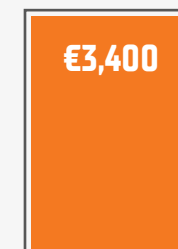
1/3 landscape
185 x 90 mm
210 x 106 mm



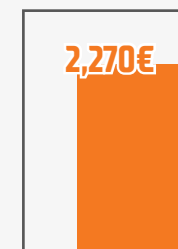
1/2 portrait
90 x 265 mm
102.5 x 297 mm



1/2 landscape
185 x 130 mm
210 x 146 mm



1/1 full page
185 x 265 mm
210 x 297 mm



Junior Page
137.5 x 235 mm
150 x 251 mm



2/1 spread
2 x 185 x 265 mm
2 x 210 x 297 mm

-  Ad formats within type area
 -  Ad formats beyond type area + 3 mm bleed
- All prices are subject to statutory VAT.

PREMIUM POSITIONS

Preferred positions

Cover + 2/1 cover story	€4,250
Inside front cover (U2)	€3,600
First advertising page (1b)	€3,500
Inside back cover (U3)	€3,500
Back cover (U4)	€3,600

INSERTS

Loose inserts, maximum size 200 x 287 mm

Weight

up to 25 g	€139.50 / 1,000 copies
each additional 5 gr	€13.50 / 1,000 copies

All prices are subject to statutory VAT.

DELIVERY ADDRESS

Holzmann Druck GmbH & Co. KG
Attn. Mr. Strodel
Gewerbestr. 2
86825 Bad Wörishofen
Delivery note: **Maschinen&Technik** / Issue ...

SURCHARGES

Colour surcharge

Prices quoted apply to colours according to the Euro scale. Special colours on request.

Bleed surcharge

Ads extending beyond the type area are subject to a 10% bleed surcharge on the base price.

Position surcharge

Ads with fixed positioning requirements are subject to a 10% surcharge on the base price.

DISCOUNTS

For bookings within one insertion year
(starting with publication of the first ad)

Frequency discount / Volume discount

3 ads: 5% | 2 pages: 5% | 4 pages: 10%



COVER

COVER STORY

CROSS-MEDIA ADVERTISING PACKAGES

YEAR-ROUND PRESENCE 1/1 AD PACKAGE

- 6 x 1/1-page ads
- 2 x 4-page e-motifs (as topic openers)
- Digital company listing on www.mt-magazin.de

Placement of the advertising formats is subject to customer preference and availability.



€19,900
instead of €28,820

YEAR-ROUND PRESENCE 1/2 AD PACKAGE

- 6 x 1/2-page ads
- 2 x 2-page e-motifs (as topic openers)
- Digital company listing on www.mt-magazin.de

Placement of the advertising formats is subject to customer preference and availability.



€9,900
instead of €15,020

YEAR-ROUND PRESENCE 1/3 OR 1/4 AD PACKAGE

- 8 x 1/4-page ads or 6 x 1/3-page ads
- 1 x 2-page e-motif (as topic opener)
- Digital company listing on www.mt-magazin.de

Placement of the advertising formats is subject to customer preference and availability.



€6,900
instead of €9,470

YEAR-ROUND PRESENCE 1/8 AD PACKAGE

- 9 x 1/8-page ads
- Digital company listing on www.mt-magazin.de

Placement of the advertising formats is subject to customer preference and availability.



€2,900
instead of €4,325

All prices are subject to statutory VAT.

ADD-ONS

Please ask your contact about available add-ons for advertising packages. The following add-ons can be booked at a reduced rate in addition to your package:
Online banners, newsletter advertising, Machinery Almanac, MKS listing

SPECIAL ADVERTISING FORMAT:

NATIVE ADVERTISING (E-MOTIF)

2-page topic opener



4-page topic opener



THE BENEFITS OF NATIVE ADVERTISING

- VISIBILITY**
 With 2 or 4 pages in a relevant editorial environment, your product innovations and the information behind them are impossible to miss.
- DESIGN**
 We create the layout for you in the Maschinen&Technik look, using large-format images to give your machines maximum visibility.
- STRUCTURE**
 The e-motif shows your machine prominently in real-world operation. Your booked advertisement includes everything a potential customer needs to know about the machine (user benefits / technical data / contact details).

WHAT WE NEED FROM YOU

- Image material (high-resolution / preferably application shots / detail images)
- Technical data (only the most important specifications should be summarised)
- Text material (headline plus max. 2,000 / 4,000 characters of body copy)
- Company logo & contact details

You will of course receive a proof for approval before publication.

Costs (incl. design) for a 2-page topic opener

€2,160

Costs (incl. design) for a 4-page topic opener

€3,960

All prices are subject to statutory VAT.

SPECIAL FORMATS 2027

DOUBLE PRESENCE – ATTRACTIVE PACKAGE RATE

Secure your presence in both of our special formats - individually or as a combined package.

SPECIAL SECTION IN THE JULY / AUGUST ISSUE

M&T INNOVATION PARTNERS 2027

20 companies, 20 innovations, one strong industry. The exclusive special section in the July / August issue presents selected companies whose machines, products, solutions and ideas are shaping the industry in 2027.

Publication date

with the July / August issue

Your presence

1 double-page spread (2/1 page)

Individual booking

€1,590



SPECIAL INSERT IN THE DECEMBER / JANUARY ISSUE

MACHINERY ALMANAC 2027

The year's new machinery at a glance. Included as an insert in the December / January issue, the Machinery Almanac brings together all new machinery, equipment carriers and attachments introduced in 2027.

Publication date

with the December / January issue

Your presence

1 double-page spread (2/1 page)

Individual booking

€1,590



INDIVIDUAL BOOKING – INNOVATION PARTNERS

1 double-page spread in the Innovation Partners special section in the July / August issue

€1,590

+

INDIVIDUAL BOOKING – ALMANAC

1 double-page spread in the Machinery Almanac in the December / January issue

€1,590

=

PACKAGE

2 double-page spreads in two strong special formats December / January & July / August 2027

€2,490

SPECIAL ADVERTISING FORMAT:

Online Banners

1 BILLBOARD

Size: 970 x 250 px
 Placement: above the fold on the homepage /
 inserted between native articles on the homepage
 Price / month: €500 / €400

2 DIGITAL ADVERTORIAL

Placement: column layout on the homepage
 Details: image & short text linking to the digital advertorial
 (including a link to the customer's website
 within the advertorial)
 Price / month: €700

3 INLINE RECTANGLE

Size: 300 x 250 px
 Placement: column layout, inserted between native articles
 on the homepage
 Price / month: €250

All prices are subject to statutory VAT.



SPECIAL ADVERTISING FORMAT:

DIGITAL COMPANY LISTING

VISIBILITY THROUGHOUT 2027

- **Term:** 12 months
- **Placement:** on www.mt-magazin.de in an industry-specific category
- **Content:** information about the company and/or current products. Image and text material is supplied by the customer.
- **Flexibility:** content may be updated once during the term.
- **Video:** a video can be embedded digitally. The customer supplies the video link.
- **Contact details:** contact details including links to a landing page and/or social media channels are included.

- 1 Portfolio, company name & header image
- 2 Logo & key contact information
- 3 Company / portfolio / machinery information text, with suitable image/video material
- 4 Links to products, further information on services / branches / etc.
- 5 Detailed contact information with links to the website & social media channels; links to articles already published on the Maschinen&Technik website



Price for the first listing in an industry-specific category:	€500
Each additional industry category:	€300

All prices are subject to statutory VAT.

TECHNICAL SPECIFICATIONS

MAGAZINE FORMAT

210 mm wide x 297 mm high, DIN A4
Untrimmed: 216 mm wide x 303 mm high

TYPE AREA

189 mm wide x 267 mm high
3 columns, each 60.5 mm wide

PRINTING & BINDING

Sheet-fed offset, perfect binding
Paper: inside pages 80 g, matte coated | cover 200 g, matte coated

DATA TRANSFER

Email files to your media consultant / contact person. Please observe the file size when sending. Maximum email attachment size: 15 MB; larger files via upload (we-transfer.com).

DATA FORMATS

High-resolution, print-ready PDF file with a minimum resolution of 300 dpi. We recommend supplying PDF/X-1a files; all fonts used must be embedded. 80-line screen.

COLOURS

Printing is in cyan, magenta, yellow and black in accordance with ISO 12647-2 (PSO). Special colours (Pantone and HKS) are possible by arrangement. Printing profile: ISO Coated v2 (ECI).

PROOF

Colour-accurate proof in accordance with the "Media Standard Print" (bvdn). Digitally produced proofs must include the FOGRA MediaWedge for colour verification (available for a fee from www.fogra.org). Press proofs must include an official print control strip. Colour proofs from copiers or printers without a colour control wedge are not binding for print or colour accuracy.

DATA ARCHIVING

Data is archived, so unchanged repeat insertions are generally possible. However, no guarantee is given for data retention.

WARRANTY

We accept no liability for the print result if incomplete or non-compliant data (text, colours, images) is supplied. Errors caused by incomplete or faulty data, incorrect settings or incomplete information will be charged. This also applies to additional typesetting or repro work and incorrectly supplied proofs.

CONTACT

Sabrina Schmied, Graphics / Production | info@mt-magazin.de

PAYMENT TERMS

Net payment within 14 days.
3% discount for direct debit / advance payment.
2% discount for payment within 8 days.

BANK DETAILS

IBAN DE44 7335 0000 0515 5738 89
BIC BYLADEM1ALG (Sparkasse Allgäu)

VAT ID NO.

DE315214557

CIRCULATION & DISTRIBUTION ANALYSIS

CIRCULATION ANALYSIS

(Copies per issue according to IVW audit / average as of Q3/2025–Q2/2026)

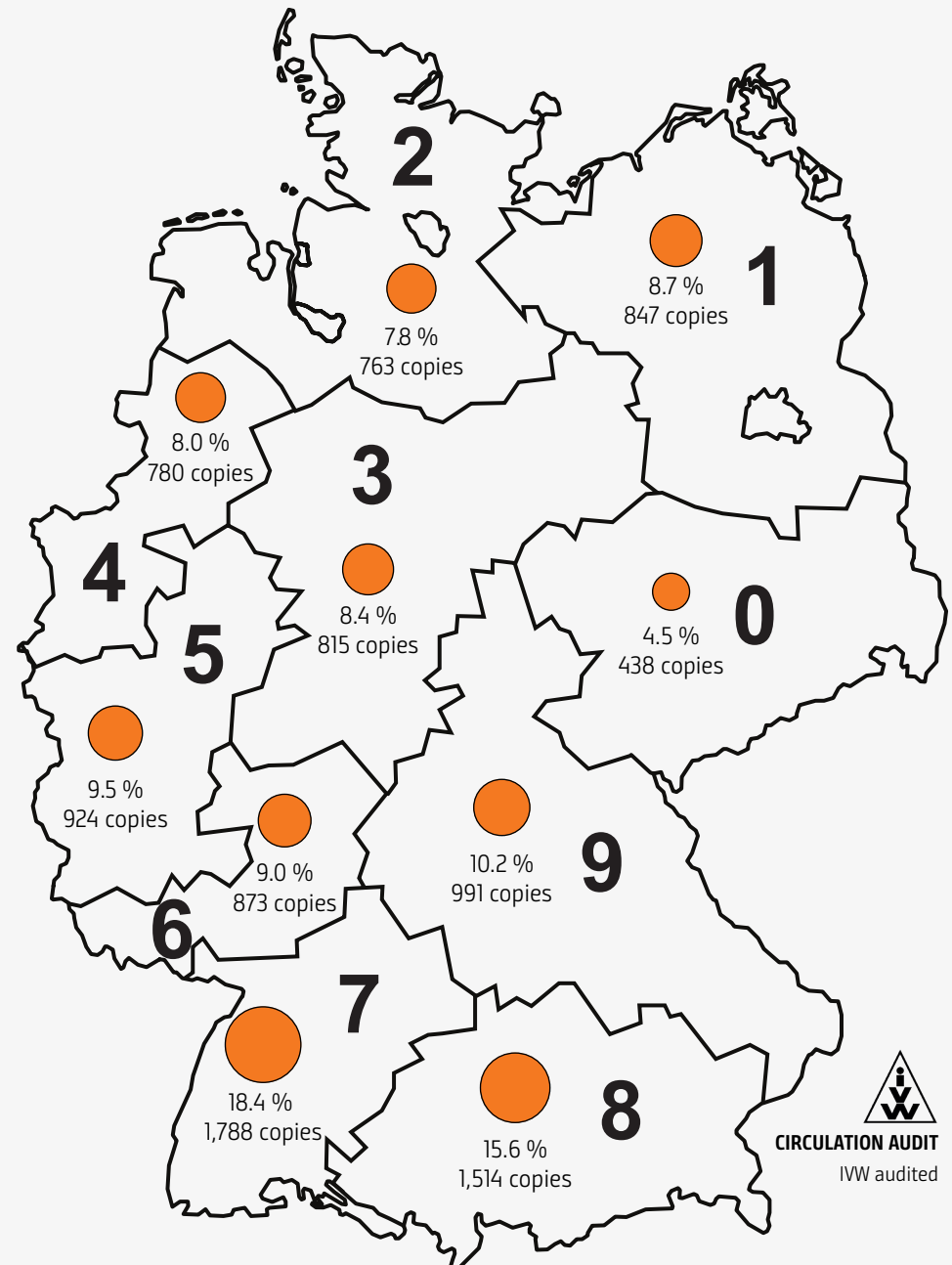
PRINT RUN	10,000	OF WHICH INTERNATIONAL
Actual distributed circulation (tvA)	9,879	146
Free copies	8,063	134
Subscribed copies	791	16
Trade fair copies	430	
Remaining / voucher / archive copies	122	

GEOGRAPHICAL DISTRIBUTION ANALYSIS

ECONOMIC AREA	SHARE OF ACTUAL DISTRIBUTED CIRCULATION	
	%	COPIES
Germany	99	9,733
International	1	146
Actual distributed circulation (tvA)	100	9,879

SUMMARY OF SURVEY METHOD

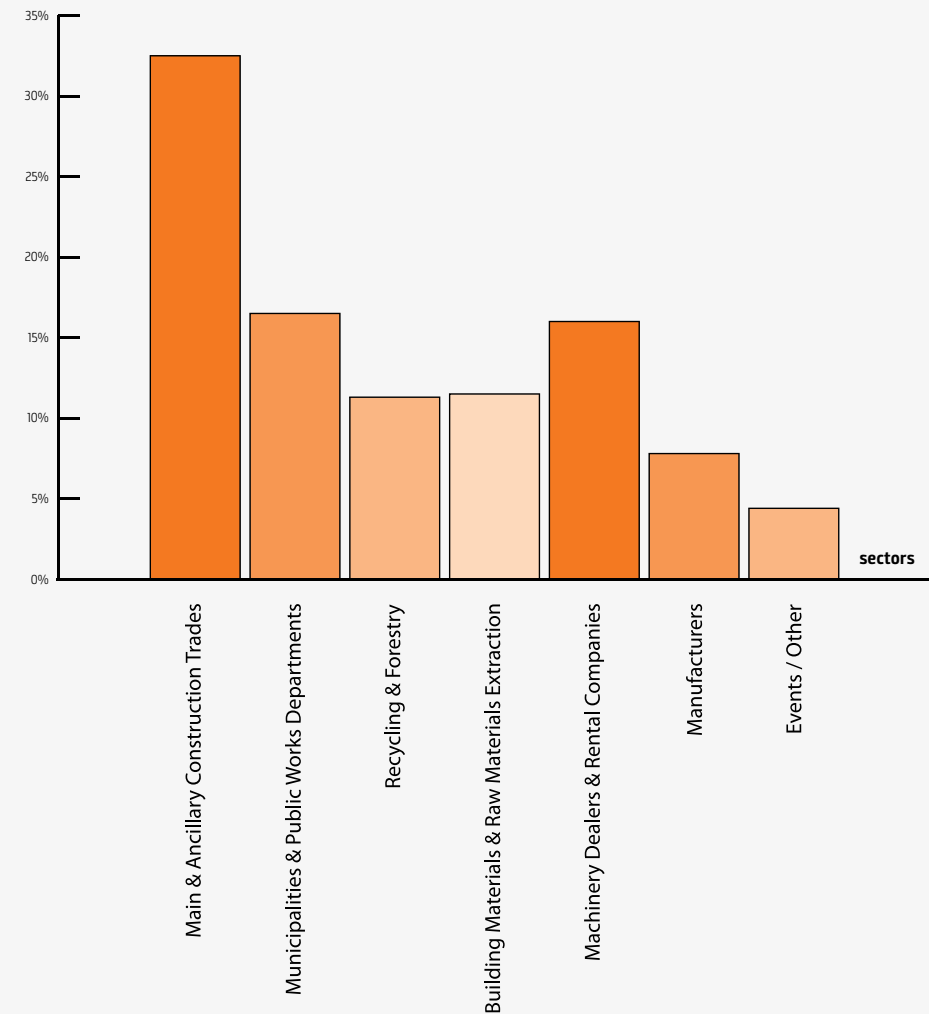
1. Method: distribution analysis by database evaluation – full census
2. Population: actual distributed circulation (tvA), Germany
3. Survey period: September 2026
4. Survey conducted by the publisher with the support of freelance staff



RECIPIENT STRUCTURE ANALYSIS

INDUSTRIES / ECONOMIC SECTORS / OCCUPATIONAL GROUPS

SECTOR	SHARE OF ACTUAL DISTRIBUTED CIRCULATION	
	%	COPIES
Main & Ancillary Construction Trades	32.5	3,215
Municipalities & Public Works Departments	16.5	1,632
Recycling & Forestry	11.3	1,114
Building Materials & Raw Materials Extraction	11.5	1,132
Machinery Dealers & Rental Companies	16.0	1,585
Manufacturers	7.8	769
Events / Other	4.4	432
Actual distributed circulation (annual average)	100	9,879



TERMS & CONDITIONS

1. Advertising Order: For the purposes of the following Terms & Conditions of the publisher, an advertising order is the contract for the publication of one or more advertisements/PRs (editorial-style advertisements) placed by an advertiser or other client.

2. Publication Period: Unless otherwise agreed, advertisements must be called off for publication within one year of conclusion of the contract. Where an agreement grants the right to call off individual advertisements, the order must be completed within one year from publication of the first advertisement, provided the first advertisement is called off and published within the period stated above.

3. Additional Insertions: Under a booking agreement, the client is entitled, within the agreed period or the period stated in Section 2, to call off additional advertisements beyond the quantity specified in the order.

4. Non-fulfilment of Order: If an order is not fulfilled for reasons for which the publisher is not responsible, the client shall reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual volume purchased, without prejudice to any further legal obligations. This reimbursement does not apply where non-fulfilment is due to force majeure within the publisher's sphere of risk.

5. Cancellation / Rescheduling of Advertisements: If an advertisement is cancelled up to six weeks before publication, the client will be charged 25% of the advertising price as a flat-rate cancellation fee, unless the client proves that no loss or a lower loss was incurred. If cancellation occurs within six weeks before the publication date, the cancellation fee is 50% of the advertising price. The publisher may claim the actual loss instead of the flat-rate fee. If an advertisement is rescheduled to a subsequent issue up to six weeks before publication, a flat-rate fee of 10% of the advertising price will be charged, unless the client proves that no loss or a lower loss was incurred. Rescheduling within six weeks before publication is treated as a cancellation.

6. Positioning Requests: The publisher may note positioning requests and attempt to accommodate them within technical and design possibilities. Consideration of such requests is non-binding. Fixed positioning requirements that are a condition of the order are subject to a 10% positioning surcharge.

7. Execution of Orders: Orders for advertisements that are expressly to appear only in specified issues, editions or positions must be received in sufficient time for the client to be informed before the advertising deadline if the order cannot be executed. Insert orders become binding only after a sample has been submitted and approved. Rejection of an order will be communicated without delay.

8. Labelling Requirement: Advertisements whose editorial design does not clearly identify them as advertising will be clearly marked by the publisher with the word "Advertisement".

9. Copyright: Advertisements designed by the publisher are protected by copyright and may only be reused or further processed with the publisher's express permission.

10. Liability: The publisher exercises customary commercial care when accepting and reviewing advertising copy but is not liable if misled or deceived by the client. The client is responsible for the content and legal admissibility of all text and image material supplied for insertion and shall indemnify the publisher against third-party claims. The publisher reserves the right to reject advertising orders on objectively justified grounds relating to content, origin or technical form.

11. Print Materials: The client must provide print-ready PDF files free of charge to the graphics partner designated by the publisher no later than 10 days before publication. The client is responsible for timely delivery of advertising copy and faultless print materials or inserts. Replacement will be requested for visibly unsuitable or damaged materials. The publisher guarantees the customary print quality of the publication within the limits of the materials supplied.

12. Rights and Obligations: If publication of an advertisement does not meet the contractually agreed quality or perfor-

mance, the client is entitled to a price reduction or a faultless replacement advertisement / replacement publication of the other advertising medium, but only to the extent that the purpose of the advertisement or advertising medium was impaired. The publisher may refuse replacement where the effort involved would be grossly disproportionate to the client's interest in performance or would only be possible at disproportionate cost.

12.1 Price Reduction: If the publisher allows a reasonable deadline set for replacement to expire or the replacement is again defective, the client is entitled to a price reduction or rescission of the order. Rescission is excluded for insignificant defects. Claims concerning non-obvious defects must be asserted within one year from the statutory commencement of the limitation period.

12.2 Liability for Negligence: The publisher is liable for damages arising from contractual breach or tort in accordance with the following provisions. In cases of gross negligence, liability in commercial transactions is limited to typical foreseeable loss, except where the damage was caused by legal representatives or executive employees. In cases of ordinary negligence, liability exists only where a material contractual obligation has been breached and is limited to typical foreseeable loss.

12.3 Product Liability: Claims under the German Product Liability Act and claims arising from injury to life, body or health are governed by statutory provisions. Complaints must be made within four weeks after publication, except for non-obvious defects. All contractual claims against the publisher become time-barred one year after the statutory commencement of the limitation period unless based on intentional conduct.

13. Proofs: Proofs are supplied only on express request. The client is responsible for the accuracy of returned proofs. The publisher will take account of corrections received within the deadline specified when the proof is sent. If the proof is not returned in time, approval for printing is deemed to have been granted.

14. Technical Changes: Technical changes to the magazine, e.g. format or paper, are at the publisher's discretion.

15. Invoice: Invoices are payable within 14 days of receipt unless another payment term or advance payment has been agreed in an individual case. Any discounts for early payment are granted in accordance with the price list. Unauthorised deductions will be recharged.

16. Late Payment: In the event of deferment or late payment, interest at 8 percentage points above the applicable base interest rate plus collection costs will be charged. The publisher may suspend further execution of an ongoing order until payment and may require advance payment for remaining advertisements. Discounts may be recharged in the event of late payment. Where there are justified doubts about the client's solvency, the publisher may make further publication conditional upon advance payment and settlement of outstanding invoices.

17. Voucher Copy: The publisher will provide the client with one voucher copy.

18. Set-off: Set-off is permitted only against counterclaims recognised by the publisher or established by final court judgment.

19. Design Costs: The client shall bear the costs of commissioned designs, repro work, lithographs and typesetting, as well as substantial changes requested by or attributable to the client.

20. Retention of Print Materials: Print materials will be returned to the client only upon special request. The obligation to retain them ends three months after completion of the order.

21. Written Form / Individual Agreements: Individual agreements made with the client, including ancillary agreements, additions and amendments, take precedence over these Terms & Conditions. The content of such agreements is governed by a written contract or our written confirmation.

22. Place of Performance / Applicable Law: The legal relationship between client and publisher is governed by German law. The place of performance and jurisdiction is the publisher's address stated on the reverse side or the location of the published product.

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An orange swoosh graphic that curves around the text.

Maschinen & Technik

www.mt-magazin.de