

# HIGH LIGHT

HIGHLIGHT\_\_LIGHTGUIDE\_\_HIGHLIGHT WEB\_\_LightingJOBS

12

Media Data 2012

**Brief description:**

HIGHLIGHT – consisting of the special magazine HIGHLIGHT, the related internet site HIGHLIGHT-WEB and the job board LightingJOBS - offers a broad, cross-media platform for the communication with the lighting branch.

The special magazine HIGHLIGHT reaches about 10,000 decision-makers six times a year. HIGHLIGHT specifically addresses to architects, interior designers, lighting designers, consultants and planners in specialist shops and industry, thus, the most important players in the market. Due to the valuable graphic layout, HIGHLIGHT especially appeals to the high-toned target group of architects and, therefore, mediates light-related information to this audience.

On the internet, the special magazine is completed by the recent relaunched site [www.highlight-web.de](http://www.highlight-web.de). There, the user gains further information concerning the magazine itself, actual news, dates, database of producers as well as special, professional articles – for some of these contents, a no-cost registration is required. The fortnightly distributed Newsletter additionally appeals to the HIGHLIGHT audience and enables quick and direct information.

The HIGHLIGHT product- and service range is completed by the job board LightingJOBS which is operated together with the online platform on-light. Job vacancies can be announced and occupied straight and directly in the target group. Besides this, the job board enables the booking of applications for jobs at reduced prices; further editorial contents such as extensive dates for further education, seminars and workshops complete the range.

**Official organ:** at present, no

**Editor:** –

**Editor-in-chief:** Markus Helle

**Editorial staff:** Jens Dumschat  
Ursula Sandner (permanent stringer)  
Jocelyn Blome

**Graphic Design:** Torsten Cramer (permanent stringer)

**Advertising:** Jutta Fuser

**Year of issue:** 23. year of issue

**Publisher:** HIGHLIGHT Verlagsgesellschaft mbH

**Address:** DE-59602 Ruethen, Braugasse 2

**Telephone:** +49-2952 - 97 59 200  
+49 700 / 54 44 85 46

**Telefax:** +49-2952 - 97 59 201  
+49 700 / 54 44 83 29

**Internet:** [www.highlight-web.de](http://www.highlight-web.de)  
[info@highlight-web.de](mailto:info@highlight-web.de)

**Publication dates / Editorial schedule:**  
see tables on card No. 16

**Prices:** annual subscription EUR 42,06-  
individual copies EUR 7,48-  
(plus VAT, plus p&p)

**General data as per 2010 = 6 issues HIGHLIGHT + 2 issues LightEvent & Architecture**

Format of magazine: 220 mm wide x 297 mm high  
Total no. of pages: 608 pages = 100,00 %  
Editorial content: 510 pages = 83,88 %  
Advertising content: 98 pages = 16,12 %  
Loose insert 10

## Circulation audit:



## Circulation analysis copies per issue (IVW II/2011):

Print order	10,500
Total circulation	9,349 (470 outside Germany)
Remaining copies, archive copies, voucher copies	1151

## Geographical distribution analysis:

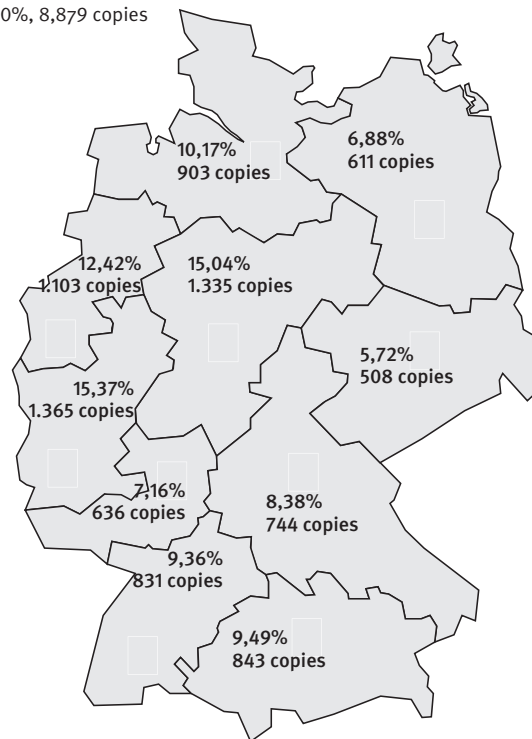
Geographical area	Percentage of total circulation:	
	%	copies
Germany	94,97	8.879
Outside Germany	5,03	470
Total circulation	100,00	9.349

## Branch of industry/line of business/professional groups:

Consignee groups	Percentage of total circulation	
	%	copies
Exclusive furniture dealers	3,08	288
Lighting fittings - retailers	10,75	1.005
Lighting fittings - wholesalers	4,33	405
Lamp and luminaire industry	4,49	420
Architects, interior architects, consultants, shop designers	77,35	7.231
Total circulation	100,00	9.349

## Analysis of domestic circulation according to postal code areas:

Domestic: 100%, 8,879 copies



# Rate card no. 20

valid as from 2011-09-01

Media Data **12** # 3

**Format:** 220 mm wide, 297 mm high  
**Type area:** 196 mm wide, 275 mm high  
No. of columns: 4 columns  
Width of columns: 46 mm

## Printing and binding techniques, copy deadlines:

Offset printing, wire stitching, up to 60 dot screen. Drawings, retouching and lithographies are calculated at cost price.  
Copy must reach the publishing company by the deadline listed in the publication schedule at the latest. If copy does not arrive within the given deadline, there will be no guarantee that the desired position request or publication can be adhered to.  
Colours: the European scale for four-colour advertisements applies.

## Deadlines:

Publication frequency: 6 issues per annum + 2 special issues  
Publication dates: see publication schedule  
Copy date: see publication schedule

## Publishing company:

HIGHLIGHT Verlagsgesellschaft mbH  
Address: Braugasse 2, 59602 R then, Germany  
Postal address: PO Box 1038, 59598 R then, Germany  
Advertising department: Telephone: +49-29 52 / 97 59 200  
Telefax: +49-29 52 / 97 59 201

## Terms of payment:

Payment within 10 days incl. 2% cash discount, or within 30 days after publication, net. Classified advertisements only accepted on terms of advance payment without discount.

## Bank details:

Volksbank Lippstadt (bank code 416 601 24),  
acc. no.: 13 123 800  
IBAN: DE37 4166 0124 0013 1238 00  
BIC: GENO DEM 1LPS

## Rates/additional charges for preferred positions:

inside front/back cover, black/white	Euro 2,930
back cover, black/white	Euro 3,155
preferred positions within page:	10% of basic rate
position within editorial content:	15% of basic rate

## Additional charges for colour:

Per standard colour (Euro scale) 1/1 page	Euro 550,-
1/2-page or smaller (incl. warm red)	Euro 310,-
Overall rate for 4c	Euro 1,650,-
Per special colour (HKS, Pantone, etc.)	Euro 615,-

## Special formats:

Bleed sizes 10% of basic rate

## Rates for classified advertisements/situations vacant:

**These ads are shown with no further costs for 4 weeks on internet.**  
Situations vacant, agency recruitment advertisements, classified ads  
**per mm (single column, 88 mm)** Euro 5.00  
Situations wanted and agency offers  
**per mm (single column, 88 mm)** Euro 3.00  
Charge for box number: Euro 35.00

## Discounts:

Discounts are granted on multiple insertions, see rate card.  
Discounts are not granted on rates for bound and loose inserts and on additional technical charges.

## Bound inserts:

1 sheet	Euro 2,600,-
2 sheet	Euro 5,200,-

(Other types of bound inserts are available – rates quoted on request.)

# Rate card no. 20

valid as from 2011-09-01

## Advertisement formats and rates (all rates are quoted in Euro); basic rate for 1/1 page black/white advertisement: EUR 2.500,-

	Columns	Format	Width x height in mm	1x	2x – 3x	4x – 5x	6x
<b>2/1 page black/white</b>	8		410x275	4.750,-	4.750,-	4.500,-	4.250,-
two-colour				5.850,-	5.850,-	5.600,-	5.350,- 2 x 5%
three-colour				6.950,-	6.950,-	6.700,-	6.450,- 4 x 10%
four-colour				8.050,-	8.050,-	7.800,-	7.550,- 6 x 15%
<b>1/1 page black/white</b>	4		196x275	2.375,-	2.375,-	2.250,-	2.125,-
two-colour				2.925,-	2.925,-	2.800,-	2.675,- 1 Page 5%
three-colour				3.475,-	3.475,-	3.350,-	3.225,- 4 Pages 10%
four-colour				4.025,-	4.025,-	3.900,-	3.775,- 6 Pages 15%
<b>1/2 page black/white</b>	2	vertical	96x275	1.250,-	1.187,50	1.125,-	1.062,50
two-colour	4	horizontal	196x137	1.560,-	1.497,50	1.435,-	1.372,50
three-colour				1.870,-	1.807,50	1.745,-	1.682,50
four-colour				2.180,-	2.117,50	2.055,-	1.992,50
<b>1/3 page black/white</b>		vertical	63x275	833,-	791,35	749,70	708,05
two-colour	4	horizontal	196x90	1.143,-	1.101,35	1.059,70	1.018,05
three-colour				1.453,-	1.411,35	1.369,70	1.328,05
four-colour				1.763,-	1.721,35	1.679,70	1.638,05
<b>1/4 page black/white</b>	2	vertical	96x137	625,-	593,75	562,50	531,25
two-colour	4	horizontal	196x67	935,-	903,75	872,50	841,25
three-colour				1.245,-	1.213,75	1.182,50	1.151,25
four-colour				1.555,-	1.523,75	1.492,50	1.461,25
<b>1/8 page black/white</b>	1	vertical	46x137	312,50	296,88	281,25	265,63
two-colour	2	horizontal	96x67	622,50	606,88	591,25	575,63

Copy date: 4 weeks before publication. Amendments to and cancellation of placed orders must be submitted in writing at least 4 weeks before publication and are only valid when approved in writing by the publishing company.

**Loose inserts:** basic rate up to 25g in weight EUR 2,600 plus postage (current rate EUR 26.80 per thousand at 25g; other weights on request)

**Postcards:** Postcards glued onto advertisements or bound inserts are treated as loose inserts. (Postage surplus only on loose inserts more than 3 mm, up to 30 mm. Prices on request.)  
Rate for glued postcards: EUR 1,050  
(Circulation per issue 10,600 copies)

# Bound and loose inserts, postcards, requirements for data transfer

## Loose inserts / Bound inserts – technical data:

An exact sample, if necessary with exact sizes and weight, must be submitted before an order for insertion can be accepted and confirmed. Loose inserts are simply inserted into the magazine. They must be supplied complete and ready for insertion, so that they require no further handling before insertion. If the publishing company is obliged to prepare the inserts in any way, the costs for this handling will be charged to the advertiser.

Discounts are not granted on loose inserts. Split insertion (to stipulated subscribers only) is possible on request.

<b>Formats:</b>	Max. dimensions 220 mm x 297 mm
<b>Delivery deadline:</b>	10 days before the publication of the respective issue
<b>Required number:</b>	10,600 copies

## Postcards:

Min. paper weight: 170 g/m<sup>2</sup>. A sample of the advertisement, bound insert or loose insert with glued postcard must be submitted before an order for insertion can be accepted and confirmed.

<b>Formats:</b>	As per Deutsche Post
<b>Delivery deadline:</b>	10 days before the publication of the respective issue
<b>Required number:</b>	10,600 copies

## Requirements for data transfer:

<b>Hardware:</b>	Apple Macintosh
<b>Software:</b>	QuarkXPress, version 6.x / 7.x / 8.x Indesign CS 5 Adobe Acrobat, Version 9 Adobe Illustrator, version CS 5 Adobe Photoshop, version CS 5 PDF X <sub>3</sub> , TIFF or EPS files
<b>Graphic data:</b>	PDF X <sub>3</sub> , TIFF or EPS files
<b>Data medium:</b>	CD-ROM / DVD
<b>Please note:</b>	Please include a list of contents, colour proof or laser printout with the data media.

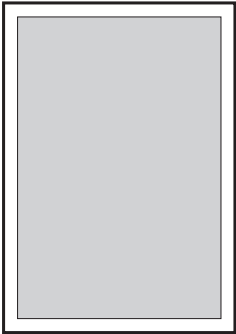
Bigger files can be easily transferred to our **ftp-server**. You can reach this server using the following domain name:

ftp:	ftp://ftp.highlight-verlag.de
User:	209440-public
Password:	public

Please advise if you have transferred any data to our ftp-server. Please phone (+49-2952-9759200) or send an email to [jdumschat@highlight-verlag.de](mailto:jdumschat@highlight-verlag.de). If you need any help, please contact us!

## Magazine format

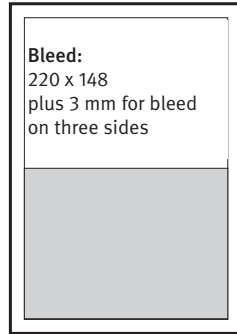
trimmed 220 x 297



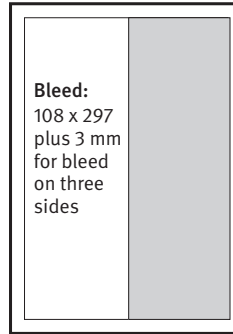
1/1 page (196 x 275)

## Type area

196 x 275, 4 columns, width of column: 46



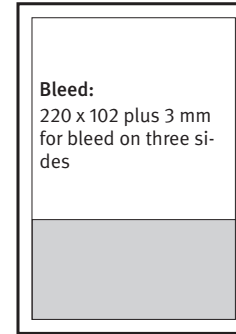
1/2 page (196 x 137)



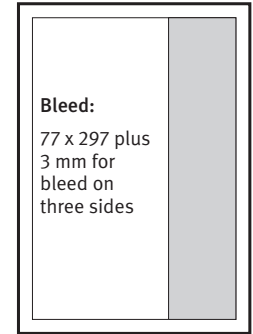
1/2 page (96 x 275)

## Trim

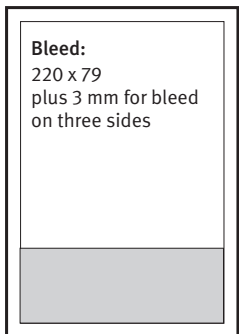
at top, bottom, sides and gutter, 3 mm respectively



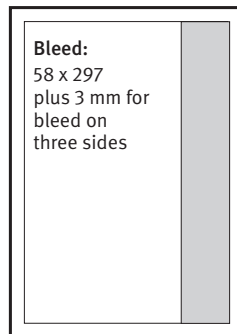
1/3 page (196 x 90)



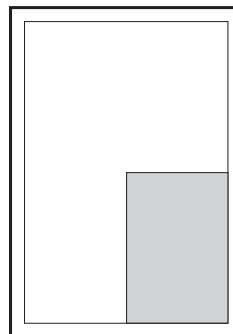
1/3 page (63 x 275)



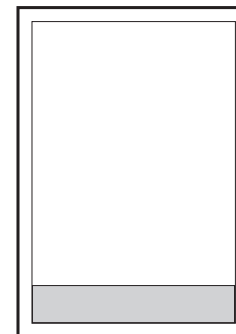
1/4 page (196 x 67)



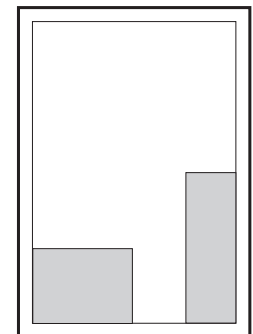
1/4 page (46 x 275)



1/4 page (96 x 137)



1/8 page (196 x 35)



1/8 page (96 x 67)  
1/8 page (46 x 137)

All dimensions width x height in mm.

### LIGHTGUIDE Fair Guide Light+Building

At Light+Building 2012 the 7th edition of our popular **LIGHTGUIDE Fair Guide** will appear. The handy booklet in A5 format contains hall plans and a list of exhibitors and offers a quick and easy orientation in the halls. Besides this, the Fair Guide is made available on the internet ([www.highlight-web.de](http://www.highlight-web.de)) in PDF format.

The LIGHTGUIDE will be distributed free of charge in good time prior the the Light + Building with HIGHLIGHT-issue 3-4/2012 and, thus, it will have a broad attention in the target group. More copies will be spread at Light + Building and made available on different sites on the internet.

**With advertising in LIGHTGUIDE, you gain highest attention direct at the fair** (see figures below; exact formats will be given with confirmation of order). In addition to ads, companies have the possibility to place their logo promotionally effective in the list of exhibitors of their hall. Booking date is **2 March 2012**, copy date is **9 March 2012**.

**Please regard: the space especially for logo placements is limited. In case of overbooking, these are placed subject to receipt of booking.**

Format: A5, appr. 48 pages  
Print Order: 20,000 pages

Advertising prices:	b/w	4c
1/1	2,500,- Euro	3,800,- Euro
1/2	1,500,- Euro	2,190,- Euro
Logo	300,- Euro	500,- Euro

**Logos and ads in LIGHTGUIDE are counted for mass discount in HIGHLIGHT!**

### Special magazine LightEvent & Architecture

In co-operation with Messe Frankfurt Medien und Service GmbH, we publish our special magazine „LightEvent&Architecture“.

The spectrum of subjects contains architectural lighting, street- and exterior lighting as well as temporary installations or lightart. Besides, currently the topic LED is seized repeatedly.

In 2012, the first issue concentrates on the luminale and gives an intensive review on the Light+Building. The second issue sets a focus on urban lighting as well as the progresses of LED in street lighting.

Publication and advertising dates can be taken from the editorial schedule at the end of this booklet. Advertising prices and formats are the same as for HIGHLIGHT. Advertisements are fully counted for mass discount in HIGHLIGHT.

The circulation of „LightEvent&Architecture“ is equal to that of HIGHLIGHT and just like HIGHLIGHT it is audited by the IVW.

# Internet

## HIGHLIGHT WEB | LightingJOBS

### Advertising Possibilities / Technical Requirements / Formats

#### Advertising possibilities HIGHLIGHT-WEB

Pos 3

1 728 x 90 Leader Board

2 + 4  
120 x 300 Half Skyscraper

3 + 5  
120 x 600 Skyscraper

6 85 x 85 Button

7 940 x 120 + 120 x 300 Wallpaper

8 546 x 90 News-Banner

Pos 2

Pos 1

#### Short Description

HIGHLIGHT WEB - The internet portal of the special magazine HIGHLIGHT. In addition to the printed version, HIGHLIGHT WEB offers further information and actual news of the lighting branch.

Due to cross-linkages with other internet-portals, HIGHLIGHT-WEB offers all important information from one single source. Further to constant advertising spaces in the header or at the margin, ads can be booked on-top under rubric „news“. In doing so, all rubrics can be booked separately. Special advertising forms, such as a circulating ad (7) in form of a wallpaper or promotion video, are possible as well.

A special feature is the promotion button (6) which can be linked individually. Make use of this button to draw the attention on new products or campaigns.

Banner type	Runtime	Setting	Price/Euro
1			150,-
2	1 week	HL WEB	50,-
3	1 week	HL WEB without dates	75,-
4	4 weeks	HL WEB-dates	70,-
5	4 weeks	HL WEB-dates	120,-
6	1 weeks	HL WEB	200,-
7	1 week	HL WEB	250,-
8	1 weeks	News/News-Details	150,-

All advertising prices in rotation (up to max. 3 customers). Surcharge for exclusive campaigns: +50% on the basic price x height of the ad's position.

Discount/Banner Runtime

5 %	4 weeks
10 %	3 months
15 %	6 months
20 %	12 months

Combi Discount HIGHLIGHT / on-light.de / Lighting-JOBS.de

On coincident booking of a banner, a discount of 5 % is granted by the related partner.

## Internet

### HIGHLIGHT WEB | LIGHTGUIDE

#### Database of producers

#### Interstitial Content Box

You wish to gain a special placement for a product or a campaign? The Interstitial Content Box guarantees maximum attention! This special format only can be booked exclusively for one customer for a fixed period.

The preprogrammed content box is visible right in the center of the opened website, and the surrounding is softened. It is based on a JPG-, Flash- or HTML-file. During one session, the fade-in per visitor is visible one time.

Fade-in: up to 20 seconds

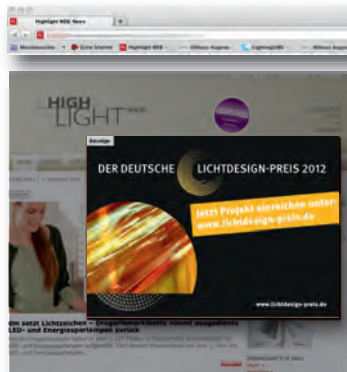
Format: 596 x 429 pixel

Special format: on request

Delivery: JPG-Format with hint „Advertisement“ in the left corner

500,- € / week (all pages)

400,- € / week (start and news)



#### LIGHTGUIDE-Database of producers

LIGHTGUIDE Addressguide's database is utilized online and accessible free of charge as a register of producers. After successful registration, users have the possibility to select data by product range.

#### Premium entry with logo

The inscription of your company should be created quite eye-catching and ostentatious. Your address gains special attention by defined colours. Besides this, the company logo is integrated.

- free of charge in case of booking the LIGHTGUIDE-Addressguide with logo
- option „only online“ is possible, duration 1 year
- complete address with logo
- eye-catching listing

#### Basic entry (free of charge)

- complete address
- one category

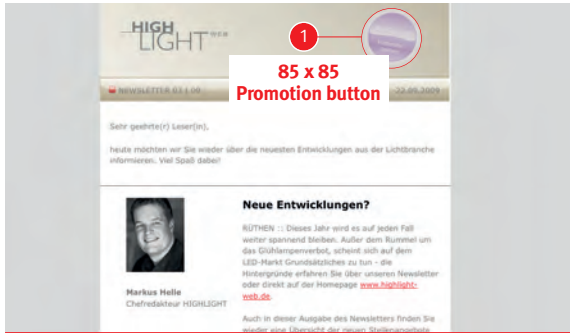
#### LIGHTGUIDE FILTER

#### Premium entry with logo

#### Basic entry (free of charge)



Advertising possibilities HIGHLIGHT-WEB-NEWSLETTER



Short Description

Registered users of HIGHLIGHT-WEB regularly receive the HIGHLIGHT newsletter. At least every 14 days, the subscribers are actually informed on news and incidents of the branch.

Further to this, special newsletters are published in case of extraordinary occasions. These, e. g. , work well for the promotion of single product news.

Prices

Medium	Feature	Price
Promotion button	individually created, with linkage	90,- Euro
Job offer	prerequisite: ad on Lighting-JOBS.de	free of charge
Banner ad	format: GIF, JPG or PNG	200,- Euro
Special Newsletter	individual Newsletter for promotions with product presentation on HL-WEB	500,- Euro

Technical requirements

The evaluation of the banners is navigated by an own ad-server. Actually, the programme OpenX, version 2.8 is applied. Besides the statistical evaluation, the realization of banner rotations is possible after agreement. A 3rd-party-tracking such as doubleclick can be realized as well. Banners are presented with Javascript - for this reason, in exceptional cases ads may not be presented to some visitors. However, it is expected that only 3 % of all visitors will have to face this barrier.

Advertisements can be delivered in the following formats:

JPG, GIF, PNG

# LightingJOBS – The job market of on-light and HIGHLIGHT

## Advertisement formats and options

### LightingJOBS – seek and find staff

[www.lighting-jobs.de](http://www.lighting-jobs.de)

The job board [www.lighting-jobs.de](http://www.lighting-jobs.de) is a common project of the online platform on-light ([www.on-light.de](http://www.on-light.de)) and the special magazine HIGHLIGHT. It is the only online job-board for the lighting branch.

Due to prepared standardized layouts, on LightingJOBS job ads can be ordered in an easy and uncomplicated way. Besides this, the users have the possibility to place CI-based advertisements, which are adapted accordingly for search engines. The same applies to applications for jobs. For both cases, cipher options are offered.

Combined offers consisting of web- and printed advertisements can intensify the effect of the search. For this reason, we offer attractive **WEB-Print-Packages** – for details just have a look at [www.lighting-jobs.de](http://www.lighting-jobs.de) (prices).

### Job Offers LightingJOBS

**BASIC 350,- € (4 weeks)**

BASIC – a simple and uncomplicated way for your insertion with a fixed and standardized layout, without logo, option to book cipher

**BUSINESS 500,- € (4 weeks)**

BUSINESS – with a fixed business layout with company logo (110 x 60 Pixel)

**BUSINESS PLUS 650,- € (4 weeks)**

BUSINESS PLUS – the extended business insertion with large company logo and wider scope for design

**CI-ANZEIGE 750,- € (4 weeks)**

CI-ad – the premium insertion according to your PDF-file with logo – 1:1-Web-conversion, letters/advertising text unlimited – please regard our **styleguide** on [www.lighting-jobs.de](http://www.lighting-jobs.de) (section FAQ).

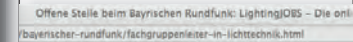


### Your optimized job ad includes...

... links to social-media ...



... adjusted titels and page names ...



... the corresponding keywords ...



... and, thus, is optimal readable for search engines such as Google!



# Online-Double + Online-Triple LightingJOBS with LIGHTS-CONTACTS – The B2B-conciliatory platform FurnishingJOBS – The online jobboard Möbelmarkt

## Online-Double: LightingJOBS.de – Lights-Contacts.com (Market Place)

Reserved for advertisements in section commercial representatives and distributors in Dach. The online-double is intended for ads which are placed in order to find **independent commercial agents** (no permanent positions). The ad is placed parallel on LightingJOBS and the specialized partner platform Lights-Contacts.de at a favourite combi price.

**Basic-Ad:** 600,- € (net, plus VAT)

**Business-Ad:** 800,- € (net, plus VAT)

**Cipher-Option:** Euro 35,- € (net, plus VAT)

**Option for collective ads (surcharge for several job-positions):**

Euro 300,- € (net, plus VAT)

## Online-Double Lighting-JOBS.de – Furnishing-JOBS.de:

The online-double Lighting-JOBS.de/Furnishing-JOBS.de offers the possibility to place job offers cross-sectorally. In October 2011 the new Möbelmarkt online-jobboard started as a sister project.

Due to special combination offers of both websites, the media penetration of an ad significantly increases. Furthermore, it is possible to book an online-triple with the B2B-platform Lights-Contacts.

**Basic-Ad:** 600,- € (net, plus VAT)

**Business-Ad:** 800,- € (net, plus VAT)

**Business-Plus-Ad:** 950,- € (net, plus VAT)

**CI-Ad:** 1.300,- € (net, plus VAT)

**Option for collective ads (surcharge for several job-positions):**

Euro 300,- € (net, plus VAT)



## Online-Triple Lighting-JOBS.de – Furnishing-JOBS.de – LIGHTS-CONTACTS.com:

The online-triple Lighting-JOBS.de / Furnishing-JOBS.de / Lighting-Contacts offers the possibility to place job offers cross-sectorally.

Due to the special combination offer, the media penetration of your ad is significantly increased.

**Basic-Ad:** 750,- € (net, plus VAT)

**Business-Ad:** 1.000,- € (net, plus VAT)

**Business-Plus-Ad:** 1.150,- € (net, plus VAT)

only business on LIGHTS-CONTACTS.com

**Option for collective ads (surcharge for several job-positions):**

Euro 300,- € (net, plus VAT)

**Discounts for job ads placed within 12 months:**

Number	Discount
2 to 3	5 %
4 to 5	10 %
6 to 8	15 %
9 +	20 %

# LightingJOBS – Banner Ads – Special Formats

Lighting-JOBS is the leading job board of the lighting sector. Apart from job ads, it offers the possibility to place classic banner ads to gain higher attention.

An exceptional feature is the extensive collection of exhibition- and education-dates which permanently is updated and transferred to the websites www.high-light-web.de and www.on-light.de.

Special ad formats in the section further education offer the possibility to point at special events, seminars, trainings, customer events or roadshows.

Medium	Runtime	Banner type	Price/Euro
1	1 week	Fullsize-Banner 468 x 60	150,-
2	1 week	Skyscraper 120 x 600	75,-
3	1 week	Half Skyscraper 120 x 300	50,-
4	4 weeks	Ticker message (with Nr. 5 + 6)	70,-
5	4 weeks	Event placement small	300,-
6	4 weeks	Event placement large (with separate content)	600,-



1. An insertion order as defined by the Business Terms and Conditions is the contract concerning the publication of one or more advertisements by an advertiser or other body acting on behalf of the advertiser for the purpose of distribution.
2. If the date of publication has not been stipulated for individual advertisements from a multiple booking, the advertisements must be placed within twelve months from conclusion of contract. Should the contract contain the right on the part of the Ordering Party to stipulate the publication of the first advertisement of a series in a later issue other than that appearing immediately after conclusion of contract, subsequent advertisements in a booked series must appear within twelve months from the publication of the first advertisement.
3. The Ordering Party is entitled to book further advertisements to those first booked within the agreed period, or within the period stipulated under point 2 respectively.
4. If an order is not implemented for reasons which are not the responsibility of the Publisher, the Ordering Party shall reimburse the Publisher, irrespective of any legal obligations, for the discount corresponding to the difference between the acceptance granted and the actual acceptance. Such reimbursement can be dispensed with if the non-implementation was caused by Force Majeure within the scope of the risks to be borne by the Publisher.
5. When calculating the invoice amount for the advertising space booked, the rate per millimetre for advertising space is calculated and not the rate per millimetre for text.
6. Orders for advertisements and inserts that are to appear in certain issues or in certain positions within the publication must be submitted to the Publisher in good time so that the Ordering Party can be informed before copy date if it is not possible to execute his order as requested. Classified advertisements are printed in the section of the publication reserved for classified ads.
7. Cut-ins are advertisements where at least three sides border on text and not on other advertisements. Advertisements that are not recognizable as such on the basis of their layout shall be clearly identified as advertisements by the Publisher.
8. The Publisher reserves the right to reject any advertisement (also within a booked series) or inserts on the basis of their contents, their origin or their technical form in the event that the contents are in violation of the law or of regulations issued by the authorities, or in the event that the publication of such advertisements is deemed unacceptable by the Publisher for moral or other reasons. This also applies for orders placed through company subsidiaries or agencies acting on behalf of advertising companies. Orders involving inserts shall not be considered binding for the Publisher until a sample has been presented and approved by the Publisher. The Publisher shall not accept inserts, which, by virtue of their format or presentation, leave the reader with the impression that they are part of the publication concerned. The Ordering Party is to be informed immediately, should his order be rejected.

9. The Ordering Party shall be responsible for the prompt and correct delivery of all copy and art for advertisements, inserts, etc. The Publisher shall demand immediate replacement for any copy or artwork that is obviously unsuitable or damaged. The Publisher guarantees the standard printing quality for the respective publication with the scope of the possibilities provided by the copy / art.

10. In the event that advertisements are printed in such a manner that they are illegible, incorrect or incomplete, either entirely or in part, the Ordering Party shall be entitled to a discount or a substitute advertisement, correction being effected to the extent to which the advertisement has been impaired.

Should the Publisher not amend the error within a stipulated period or should the substitute advertisement also be faulty, the Ordering Party has the right to a reduction on the invoice amount or cancellation of his order. Compensation for damages based on culpa in contrahendo and civil offences are hereby excluded – this also applies to orders placed by telephone; compensation for damages based on the impossibility of performance and delay shall be limited to the amount of the anticipated damage and on the fee to be paid for the advertisement or insert.

This shall not apply in the case of deliberate and gross negligence on the part of the Publisher, his legal representative or persons employed by him in the performance of his obligations. The liability of the Publisher for damage attributable to the absence of warranted qualities shall not be affected by this provision. Within the scope of commercial transactions, moreover, the Publisher shall not be liable for gross negligence on the part of persons employed by him in the performance of his obligations; in all other cases the liability for gross negligence towards business people shall be limited to the amount of the anticipated damage, the amount of which shall not exceed the value of the respective advertisement. Complaints – apart from those relating to non-apparent defects – must be asserted within four weeks after receipt of invoice and voucher copy.

11. Advance proofs shall be supplied only if expressly requested. The Ordering Party shall be responsible for the correctness of the advanced proof on return. The Publisher shall take account of all corrections of which he is notified within the deadline agreed upon.

12. Should no special dimensions be stipulated, the price for the advertisement shall be based on the standard measurements given for the type of advertisement booked.

13. Unless the Ordering Party pays in advance, the invoice will be sent immediately on publication of the advertisement, within 14 days after publication. The invoice is to be paid within the period of time stated in the rate card, the period being calculated from the date of receipt of the invoice, unless a different period of payment or advance payment has been agreed upon.

- 14.** In the event of delayed or instalment payment interest and collection costs shall be charged. In the case of delayed payment or should there be justifiable doubt concerning the solvency of the Ordering Party, the Publisher shall be entitled to make the appearance of the order contingent upon the settlement of unpaid invoices regardless of the payment date originally agreed upon or request advance payment for the remaining advertisements.
- 15.** The Publisher shall provide a voucher copy of the advertisement together with the invoice, if requested. Depending on type and size of order the voucher copy will take the form of a cutting, certain relevant pages or a complete issue of the publication. If there is no voucher copy available, the Publisher shall be obliged to issue legally binding certification as to the publication and distribution of the advertisement.
- 16.** The costs incurred for the production of copy, drawings and any substantial amendments that are to be made at the request of the Ordering Party are to be borne by the Ordering Party.
- 17.** In the event of reduced circulation a discount may be granted on invoice amounts resulting from contracts covering a series of advertisements. This is valid when the overall average circulation quoted in the rate card in the year in which the first advertisement appears – or when no circulation statistics are quoted – is lower than the average paid circulation (in the case of trade journals the average total circulation) of the previous year. Reduced circulation can only be cause for a discount, when a circulation of up to 50 000 copies is reduced by 20 per cent.
- Price reductions are not granted when the Publisher has informed the Ordering Party of the reduced circulation in good time so that the latter may withdraw from the contract.
- 18.** In the case of box number advertisements the Publisher shall treat offers correctly and with care and discretion. Registered letters and express post received by the Publisher in response to box number advertisements are forwarded at the standard postal rate. Replies to box number advertisements are held by the Publisher for four weeks. Replies that are not collected within this period of time shall be destroyed. The Publisher shall return valuable documents, although he is not under any obligation to do so.
- In the interest and protection of the Ordering Party the Publisher maintains the right to open and control incoming offers in order to prevent the box number service from being abused. The Publisher is not obliged to forward offers from persons or agencies offering a placement service.
- 19.** Copy is only returned to the Ordering Party, if this is expressly requested. The obligation to keep copy ends three months after the contract has expired.
- 20.** The Publisher treats and controls the correctness of advertising texts with the standard care due, is however not liable when he is misinformed or deceived by the Ordering Party.

- By placing an order for an advertisement the advertiser is obliged to bear the costs (as per standard valid rates) for the publication of a counter presentation that refers to claims stated in a published advertisement.
- 21.** The Ordering Party shall be responsible for the contents and the legal admissibility of the text and graphic data / documentation submitted as material for the advertisement to be published. The Ordering Party is obliged to release the Publisher from claims lodged by third parties, should they arise in the course of the order being executed by the Publisher as arranged, even if the order has not been cancelled in good time. The Publisher is not obliged to examine whether orders and advertisements undermine the rights of third parties. The Ordering Party has no rightful claims vis-à-vis the Publisher, should advertisements appear against the wishes of the Ordering Party, but when they have not been cancelled within the stipulated period. The Ordering Party shall be obliged to release the Publisher from all claims resulting from contravention of copyright.
- 22.** Cancellations must be made in writing. In the event of the cancellation of an advertisement, the Publisher can charge the Ordering Party for the costs for setting.
- 23.** Offers from agencies in reply to box number ads. are not forwarded.
- 24.** In the case of Force Majeure or strikes the Publisher is released from his obligations to complete the execution of orders or pay damages.
- 25.** The Publisher reserves the right to stipulate special rates for advertisements in special inserts, publications and collective advertisements.
- 26.** Departments or agencies handling advertisements on behalf of the advertising company shall be obliged to adhere to the rate card issued by the Publisher when negotiating with the advertiser (i.e. when formulating offers, concluding contracts and drawing up invoices). The agency commission granted by the Publisher must not be transferred to the Ordering Party, neither as a whole, nor in part.
- 27.** In the event of defects in copy not being immediately recognizable but only discovered when the material is processed, the advertiser shall be obliged to bear the increased costs or losses incurred during production.
- 28.** The place of performance shall be identical with the domicile of the Publisher. The legal venue shall be identical with the domicile of the Publisher. For any claims of the Publisher that are not asserted by means of the summary proceedings for recovering debts, the legal venue for non-business people shall be identical to their place of residence. In the event that the place of residence of the Ordering Party, or his or her usual abode, is unknown at the time the legal action is instituted, or in the event that the Ordering Party has moved his or her place of residence, or changed his or her usual abode, out of the area of jurisdiction of the law, it is agreed that the domicile of the Publisher shall be the legal venue.

# Editorial schedule for 2012

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Issue	Publication Date	Editorial Schedule	Trade Fairs & Exhibitions	Copy Dates
1-2/2012 February	7. week	Shop-lighting for higher attractiveness	Hongkong Lighting Fair Spring	Booking: 27 January 2012 Copy Date: 3 February 2012
3-4/2012 April	13. week	Light for representative areas Preview Light+Building	Light+Building, Frankfurt	Booking: 9 March 2012 Copy Date: 16 March 2012
Lightguide L+B	13. week	Lightguide Fair Guide		Booking: 2 March 2012 Copy Date: 9 March 2012
5-6/2012 June	24. week	Light for museums and exhibitions Review Light+Building Documentation Deutscher Lichtdesign-Preis		Booking: 1 June 2012 Copy Date: 6 June 2012
LEA 1/2012	27. week	Review Luminale Urban Lighting	Guangzhou International Lighting Exhibition (GILE)	Booking: 15 June 2012 Copy Date: 22 June 2012
7-8/2012 August	33. week	Light for hotels, restaurants and bars Update LED	Hongkong Lighting Fair Autumn Light Middle East, Dubai	Booking: 27 July 2012 Copy Date: 2 August 2012
9-10/2012 October	41. week	Office Lighting	Orgatec, Cologne	Booking: 21 September 2012 Copy Date: 28 September 2012
LEA 2/2012 November	45. week	Light for streets and places Update LED	Interlight, Moscow	Booking: 12 October 2012 Copy Date: 19 October 2012
11-12/2012 December	49. week	Light for Living Efficient illumination for private areas Update OLED	IMM Cologne 2013	Booking: 16 November 2012 Copy Date: 23 November 2012

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