

# MARKETS

*GERMANY*

## MEDIA DATA

Price List No. 16  
valid December 2017

# Description

## About the Magazine

**Markets Germany** is the English-language magazine of Germany Trade & Invest's investment section. The publication's target audience is the decision-makers of foreign companies who may serve as potential investors for Germany.

Over 28 pages, the magazine offers extensive information on Germany as a business, investment and high-technology location that may interest foreign investors, through columns such as *One to Watch*, *Focus*, *In Brief*, *Investors*, *Industries*, *Technologies*.

In the column *One to Watch*, an investor located in Germany talks about his experiences. In *Investors*, foreign investors share success stories. The magazine provides detailed information on selected industries or business trends in its *Focus* stories, and articles about Germany as an investment location. The magazine describes regularly services for investors by GTAI and reports important law changes, and it presents relevant industry publications of the investment sector.

Content is based on information provided by managers and is written by native English-speaking journalists who are located in Germany and write for renowned foreign business publications.

The magazine is highly regarded by its target audience: In a survey conducted in 2016, 56 percent of the readers thought the magazine was „good,“ and 32 percent rated it as „very good.“

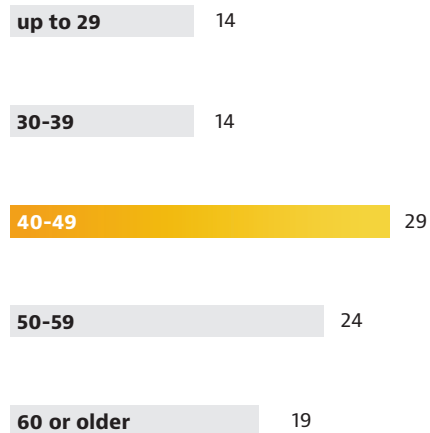


# Target Audience | Recipient Structure

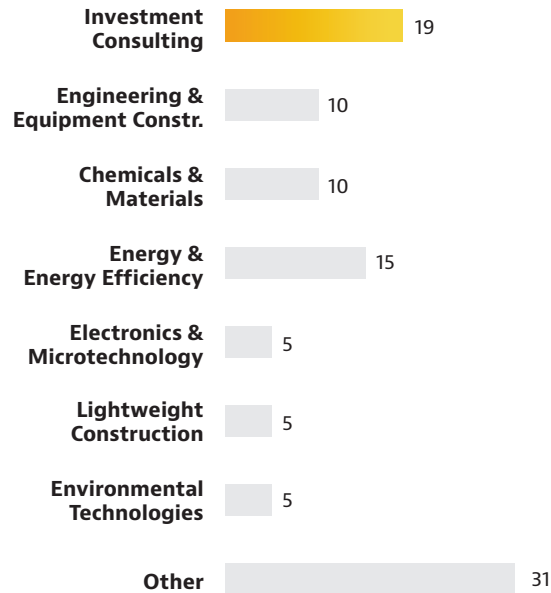
**Markets Germany** readers are decision-makers of foreign companies – from small and medium-sized businesses to large corporations who serve as potential investors for Germany. Readers of the magazine also include multipliers, business associations and foreign chambers of commerce. Their activities extend to nearly all industries, especially consulting, energy, company services, engineering and equipment construction, chemistry and plastics, electronics, automobile and the environment.

33 percent of Markets Germany readers are self-employed. 38 percent are management or board members. 24 percent are in other leadership positions.

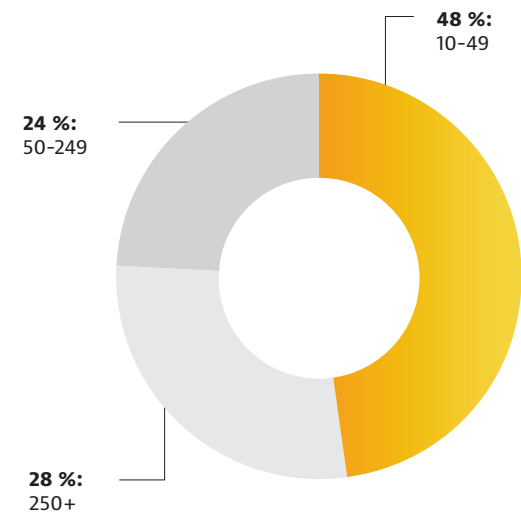
## Readers' Age Structure in Percent



## Sector in Percent



## Company Size No. of Employees



## Publisher Information | Advertisement Service

### **Publisher / Editors**

Germany Trade and Invest  
Gesellschaft für Außenwirtschaft  
und Standortmarketing mbH,  
Friedrichstraße 60, 10117 Berlin  
[www.gtai.com/markets-germany](http://www.gtai.com/markets-germany)

Contact person: Eva Forinyak  
T +49(0)30 200 099-118  
F +49(0)30 200 099-511  
[eva.forinyak@gtai.com](mailto:eva.forinyak@gtai.com)

### **Advertisement Service**

Luxx Medien GmbH  
Ellerstr. 32, 53119 Bonn  
Contact person: Jörn Bickert  
T +49 (0)228 68 83 14-12  
F +49 (0)228 68 83 14-29  
[bickert@luxx-medien.de](mailto:bickert@luxx-medien.de)

### **Dates**

Publication:	3x annually (February, June, October)
Final Submission Date:	6 weeks before PD
Print Material:	4 weeks before PD
Editing:	2 weeks before PD
Withdrawal:	4 weeks before PD

### **Circulation**

Print Run: 5,000 Copies

### **Distribution**

Directly through Germany Trade & Invest.

### **Payment Conditions**

Payable upon invoice receipt, no later than 14 days without deductions.

## MEDIA DATA

# Dates | Main Points

Issue	Publication Date	Ad Submission Date	Print Material Submission	Editorial Agenda*)
02/2018	June 2018	19.04.2018	30.04.2018	Focus: Top-Clusters in Germany; Media TechHub Potsdam; Hydrogen Power Storage & Solutions; Electric mobility - charging infrastructure; ICT; Smart Cities; Gaming Industry in Germany.
03/2018	October 2018	17.08.2018	28.08.2018	
01/2019	February 2019	15.12.2018	26.12.2018	

\* Rights to change reserved, main agenda will be announced two months before the publication date.

# Ad Formats | Prices

**Formats:** Magazine Format: Width 216 mm x Height 280 mm Print Space: Width 186 mm x Height 245 mm



1/1 Portrait Page  
Trim\*  
216 x 280

color (2c-4c)  
€ 2,900



1/2 Page Landscape  
Print Space  
186 x 122.5



1/2 Page  
Landscape Trim\*  
216 x 140

color (2c-4c)  
€ 1,500

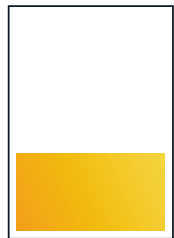


1/4 Page Landscape  
Print Space  
186 x 61

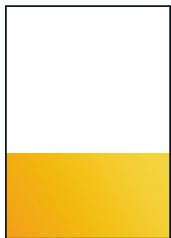


1/4 Page  
Landscape Trim\*  
216 x 70

color (2c-4c)  
€ 800



1/3 Page Landscape  
Print Space  
186 x 82



1/3 Page  
Landscape Trim\*  
216 x 93



1/3 Page Long  
Print Space  
62 x 245



1/3 Page Long  
Trim\*  
72 x 280

color (2c-4c)  
€ 1,000

## Surcharges, Discounts and Special Prices

\*Bleed margins for trimmed advertisements: Advertising format including 3 mm per trimmed advertisement. Without surcharge.

All prices include VAT.  
Supplements: € 167 /per 1,000 issues  
Other formats by request.

### Discounts:

2 Advertisements	5 %
3 Advertisements	10 %
6 Advertisements	20 %

Discounts apply to the total advertising volume. The basis is a financial year.

# Technical Data | Print Documents

## Technical Data

Magazine format	216 mm x 280 mm
Trimming	3 mm on all pages
Trimming protection	All texts or images threatened by trims Images at least 5 mm before trims
Print space	186 mm x 245 mm
Column width	3 columns, 62 mm
Processing	Spine stitching
Print process	Sheet offset
Resolution	300 dpi
Print documents	PDF files or open QXP + proof
Colors	Euroscale (CMYK) No special colors such as Pantone / HKS

## Print Document Delivery

PDF files as email attachments to  
Luxx Medien GmbH  
T +49 (0)228 68 83 14-12  
[bickert@luxx-medien.de](mailto:bickert@luxx-medien.de)

## Note

Eurostandard is used for printing. Colors can only be printed correctly if images are submitted in the correct color profile.

Complaints about incorrect print documents will not be answered by the printing house. Proofs are not sent.



# General Terms

1. Orders under condition of the following General Terms are contracts for the publication of one or several advertisements of a customer for distribution. These General Terms also apply to orders for inserts and supplements suitable for publication. Deviations from these terms must be issued and confirmed in writing. Differing General Terms of the customer shall not apply, even if Germany Trade & Invest does not object to them individually. An order is only considered accepted following Germany Trade & Invest's written order confirmation.

2. There is no right to place advertisements in specific issues or positions. Germany Trade & Invest may place advertisements in suitable positions, unless its placing was agreed for a certain issue or position of a publication. The requirement for this is that the print material is provided to Germany Trade & Invest on time. Otherwise, Germany Trade & Invest may place the advertisement in a suitable position within a different issue. Competitors may not be excluded.

3. Germany Trade & Invest reserves the right to reject advertisement and supplement orders, including individual advertisement texts or supplements, for their content, origin or technical form under uniform customary justified principles if these contents violate the law, official regulations or common decency or if their publication is unsuitable for Germany Trade & Invest. In such cases, Germany Trade & Invest may withdraw from confirmed orders—including partial orders or standing orders—if it only obtains knowledge of the contents, origin or technical form of an order that would justify its rejection after contract creation. Additionally, supplementary orders only become binding for Germany Trade & Invest if a sample supplement is presented and expressly approved. Supplements in which the format or design create the impression of being part of a newspaper or which contain external advertisements will not be included. Order rejections will be immediately reported to the customer. Advertisements that cannot be recognized as advertisements because of their design will be labeled as „Advertisement“ by Germany Trade & Invest.

4. Germany Trade & Invest is under no obligation to review advertisements' contents or legality. The customer shall be solely responsible for the contents and legality of an advertisement's text and images. The customer must release Germany Trade & Invest from any third-party claims against them resulting from the execution of this contract, even if suspended. Germany Trade & Invest is not required to monitor advertisements for restrictions by third-party claims.

5. The customer shall be responsible for delivering flawless print material and supplements on time. Visibly unsuitable or damaged print material must be immediately replaced by the customer at Germany Trade & Invest's request. The customer must bear all costs for the manufacture of ordered print material and for changes to agreed designs specifically requested by him and for technical reasons for which he is responsible. If such defects of the print material are not visible immediately, but only after printing has begun, the customer shall receive no claims for inadequate prints. Print material is only returned if the customer specifically requests its return. Storage obligations will end three months after the last publication.

6. Sample excerpts are only provided if specifically requested. The customer shall be responsible for the accuracy of the returned sample excerpts. Germany Trade & Invest will only consider corrections by the customer if submitted within the sample excerpt return period.

7. In case of partially or wholly unreadable, incorrect or incomplete printing of an advertisement for which Germany Trade & Invest is responsible, the customer may demand rectification through a flawless replacement advertisement, but only to the extent to which the purpose of the advertisement was restricted. Should Germany Trade & Invest fail to provide rectification within an appropriate period, or if the replacement advertisement is also defective, the customer may request cost reductions for individual advertisements or withdraw from the contract, but may only demand reductions corresponding to the defective partial service for framework agreements.

Germany Trade & Invest shall not be liable for defects resulting from telephonic communication. Defective advertisements must be reported to Germany Trade & Invest in writing within 4 weeks of the advertisement's publication. Claims for defective advertisements shall expire one year after publication if the customer is an entrepreneur, otherwise after two years.

8. Germany Trade & Invest shall be liable for intentional and gross negligence, including by its legal representatives and agents. In case of merely negligent breaches of duty by Germany Trade & Invest or its legal representatives or agents, liability shall be limited to foreseeable damages typical for the contract, to the amount of agreed compensation within the contract.

9. If the customer does not provide advance payments, invoices—if agreed—will be sent immediately, no later than 14 days after publication of the advertisement. Advertisement prices can be found on Germany Trade & Invest's price list. They also apply to advertising agencies. Germany Trade & Invest's commission fees may not be partially or wholly transferred to the customer. In case of changes, the new terms for reduced prices shall immediately apply to ongoing orders, while price increases shall apply one month after their announcement in the General Terms, imprint or other suitable positions. List prices become due immediately upon publication of an advertisement and payable within 14 days upon receipt of an invoice, unless an alternative deadline or advance payment was agreed individually. If there is no certain receipt of an invoice, the customer's payments will become overdue 30 days after becoming due or after publication of the advertisement, unless the customer is a consumer.

10. Agreed or granted discounts for publications of several advertisements shall only apply if the agreed number of publications is met. If the number is not met, Germany Trade & Invest may deduct the actual provided number from the agreed number when recalculating its charges.

11. Should the customer fall behind with his payments, Germany Trade & Invest may charge default interest of 8% p.a. from companies and 5% p.a. from other institutions above the base rate without notice, according to Section 247 of the German Civil Code (Bürgerliches Gesetzbuch). Should Germany Trade & Invest learn that its payment claims are threatened by the customer's poor asset situation after contract conclusion, it may demand advance payment for completed advertisement publications, immediate payment of overdue and not-yet due invoices, reject future advertisement publications or withdraw from the contract, irrespective of any payment agreements.

12. If agreed, Germany Trade & Invest will provide a publication confirmation with an order number with the invoice. If confirmation cannot be obtained, Germany Trade & Invest will provide a legally binding certificate for the publication and distribution of the advertisement.

13. Germany Trade & Invest shall not be responsible for force majeure, strikes, lockouts, operational disruptions or corresponding events leading to service delays. Germany Trade & Invest may publish advertisements in the next possible issue after the disruption is cleared or withdraw from the contract. No damage claims shall be granted to the customer.

14. The General Terms and other written agreements shall remain in effect if individual clauses prove invalid. The affected clause must be interpreted to achieve its intended economic and legal purposes.

15. The place of jurisdiction and fulfillment shall be the seat of Germany Trade & Invest in Berlin if the customer is a businessperson with no domestic place of jurisdiction, or if he moved his place of residence to outside of the realm of jurisdiction after contract conclusion, or if his place of residence is unknown when proceedings are filed against him. The laws of the Federal Republic of Germany shall apply, excluding the UN Sales Convention.

Valid: 19 June 2016



# About Us

Germany Trade & Invest (GTAI) is the business development agency of the Federal Republic of Germany. The agency secures and creates employment, thereby strengthening Germany as a business location. With over 50 offices worldwide and an extensive partner network, GTAI supports German companies moving abroad, promotes Germany as a business location and assists foreign companies moving to Germany.

## **Germany Trade & Invest**

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invest@gtai.com

**www.gtai.com**

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Supported by:



Federal Ministry  
for Economic Affairs  
and Energy

on the basis of a decision  
by the German Bundestag