

MEDIA INFORMATION 2022

www.hotelbau.de

# hotelbau



TRADE JOURNAL FOR HOTEL REAL ESTATE DEVELOPMENT



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Cover: haitham/stock.adobe.com

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**FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, D-86504 Merching, phone +49 (0) 8233/381-125, fax +49 (0) 8233/381-212**

**1 hotelbau**, the trade journal for hotel real estate development, addresses all professional groups concerned with the planning, construction and equipment of hotels, such as: project developers, investors, architects, interior designers, construction engineers, specialist planners, consultants and hoteliers. hotelbau provides information on current national and international hotel projects. Well-founded journalistic reports focus on market development, location policy, financing, architecture, building technology, equipment, design and management philosophy. Interviews with owners, investors, project developers, architects and specialist planners add a personal touch to the coverage. Product news and reports on the development of the hotel market round off the scope of information.

**2 Memberships:** Arbeitskreis Hotelimmobilien  
**Partners:** hotelforum, hospitalityINSIDE.com, Apartmentservice, Claus Jacobs Network

**3 Organ:** -

**4 Publisher:** -

**5 Editorial staff:** Miriam Glaß, editor-in-chief  
Petra Kellerer, Marie Graichen,  
Kirsten Posautz

**6 Advertising:** Thilo Paulin, media consultant  
Birgit Raab, media consultant

**7 Volume:** 16<sup>th</sup> volume  
**Frequency of publication:** bimonthly, plus 2 special editions

**8 Publishing house:** FORUM Zeitschriften und Spezialmedien GmbH

**9 Postal address:** P.O. Box 1340, D-86408 Mering  
**Street address:** Mandichostraße 18, D-86504 Merching

**10 Telephone:** +49 (0) 8233/381-0  
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**Email:** thilo.paulin@forum-zeitschriften.de  
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**12 Editorial calendar:** see AMF scheme T

**13 Subscription rates:**  
Annual subscription, Germany: € 66.- (plus VAT)  
Single copies: € 13.- (VAT incl.)

**ISSN-Nr.:** 1865-5130

**14 Page analysis:** 2020 = 6 issues  
**Magazine format:** A 4  
**Total number of pages:** 444 pages = 100.0%  
**Editorial pages:** 391 pages = 88.06%  
**Advertising section:** 53 pages = 11.94%

of that:  
publisher's advertisements 16 pages = 30.19%

**Inserts in total:** 6  
**of that third-party inserts:** 5  
**of that publisher's inserts:** 1

**15 Content analysis of the editorial section:** 2020 = 391 pages

Industry news/market	37.98 pages	9.72%
Events	41.16 pages	10.53%
Building alteration	33.05 pages	8.46%
Building construction	83.16 pages	21.28%
Planning and hotel real estate development	86.95 pages	22.25%
Investor Relations	16.66 pages	4.26%
Technology & equipment	46.79 pages	11.97%
New Look	9.06 pages	2.32%
Job & career	9.50 pages	2.43%
Law	3.30 pages	0.84%
Others (editorial, content pages, imprint)	23.23 pages	5.94%

**FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, D-86504 Merching, phone +49 (0) 82 33/381-125, fax +49 (0) 82 33/381-212**

**1 Magazine format:** w = 210 mm, h = 297 mm, A4 format

**2 Type area:** w = 190 mm, h = 264 mm  
**Number of columns:** 4 columns, width 44 mm/column

**3 Printing and binding method, printing material:**  
Offset printing, adhesive binding, printing material is to be submitted digitally.  
Please note that separate guidelines apply (see information sheet „Electronically submitted material“).

**4 Dates:**  
Frequency of publication: 6 times per year + yearbook + special issue  
Date of publication: see editorial calendar  
Closing date: see editorial calendar

**5 Publishing house:**  
FORUM Zeitschriften und Spezialmedien GmbH  
Street address: Mandichostraße 18, D-86504 Merching  
Postal address: P.O. Box 1340, D-86408 Mering  
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Advertising department: Telephone: +49 (0) 8233/381-125  
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thilo.paulin@forum-zeitschriften.de  
birgit.raab@forum-zeitschriften.de

**6 Terms of payment:**  
Direct debit with 2% discount.  
Within 10 days of receipt of invoice net.  
VAT ID No. DE 262996914  
**Bank details:** Stadtparkasse Augsburg  
(sort code 720 500 00), account no. 2 587 921  
IBAN: DE8872050000002587921, BIC: AUGSDE77XXX

**7 Ad formats and rates:** (all rates in € plus valid VAT)

Format	1c/4c Euroscale	1-column (bleed*) mm	2-column (bleed*) mm	3-column (bleed*) mm	4-column (bleed*) mm
1/1 page	4,280.-				190 x 264 (210 x 297*)
Junior Page	2,670.-			140 x 190 (148 x 202*)	
3/4 page	3,310.-			140 x 264 (148 x 297*)	
1/2 page	2,350.-		92 x 264 (100 x 297*)		190 x 132 (210 x 148*)
1/3 page	1,610.-	60 x 264 (68 x 297*)	92 x 164 (100 x 176*)		190 x 88 (210 x 95*)
1/4 page	1,280.-	44 x 264 (52 x 297*)	92 x 132 (100 x 148*)		190 x 65 (210 x 78*)
1/8 page	770.-	44 x 132	92 x 65		
2/1 page crossover	8,250.-				392 x 264 (420 x 297*)
2 x Junior Page crossover	5,090.-				284 x 190 (296 x 202*)
2 x 1/2 page crossover	4,450.-				392 x 132 (420 x 148*)
Opening flap	5,340.-	115 x 297* (inside), 115 x 297* (outside)			
Banderole 6 x 48 cm	5,810.-				
Price per mm 1-column, 4c	8.50				

\*Formats for bleed advertisements: add 3 mm for trimming. These rates are also valid for adverts in the special sections of the magazine.

**8 Preferential placements:**

Outside back cover	<b>4,850.-</b>
Inside back cover	<b>4,530.-</b>
Inside front cover	<b>4,740.-</b>
Binding placement instructions:	20% of the basic rate

**9 Colour surcharges:**

For each special colour (HKS, Pantone etc.)	<b>1,190.-</b>
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**10 Format surcharges:**

Isolated adverts (surrounded by text)	50% of the basic rate
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**11 Special and additional formats in 4c:**

<b>Logo entry in the profile</b>	(width 24 mm, height 15 mm)	<b>270.-</b>
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**Online advertising** (see pages 10 - 13)

**IVW: the „hotelbau“ internet presence has been verified by IVW (German circulation audit bureau) since October 2011.**

Current data on request.

**Special advertising formats**

on request

**12 Discounts:**

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

**Frequency discount:**

3 insertions	3%
6 insertions	5%

**Quantity discount:**

2 pages	3%
3 pages	5%
6 pages	10%

**All colour and placement surcharges are eligible for discount.**

Inserts and technical extra costs are not eligible for discount.

**13 Tip-ons: (not eligible for discount)**

2-page	<b>3,180.-</b>
4-page	<b>5,300.-</b>
8-page	<b>7,380.-</b>

Required quantity:	5,300
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**14 Inserts: (not eligible for discount)**

loose inserts, max. size 205 x 290 mm, sample imperative	
up to individual weight of 25g	<b>260.-</b> per thousand
up to individual weight of 50g	<b>320.-</b> per thousand
Rates plus valid postage	

**15 Adhesive postcards, commercial samples or the like: (not eligible for discount)**

manual processing	<b>105.-</b> per thousand
Plus valid postage.	
Rates do not apply to commercial samples. For the actual costs to be determined you are required to send us a sample/indicate the position.	
Required quantity: 5,300	

**16 Address for shipment: (for items 13 – 15)**

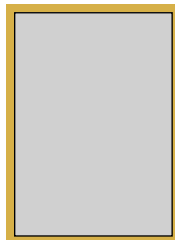
free to	Silber Druck oHG
	Otto-Hahn-Straße 25
	D-34253 Lohfelden

**Delivery memo:** For „hotelbau“ issue (No.)

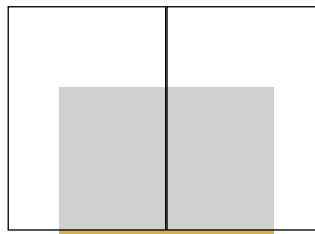
**All rates in € plus valid VAT**



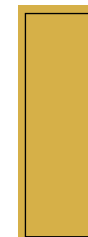
**2/1 page crossover**  
width 392 mm, height 264 mm  
width 420 mm, height 297 mm\*



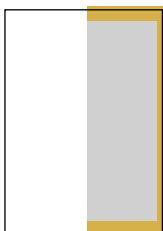
**1/1 page**  
width 190 mm, height 264 mm  
width 210 mm, height 297 mm\*



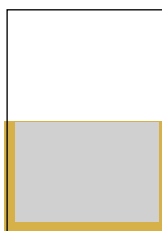
**2 x Junior Page crossover**  
width 280 mm, height 190 mm  
width 296 mm, height 202 mm\*



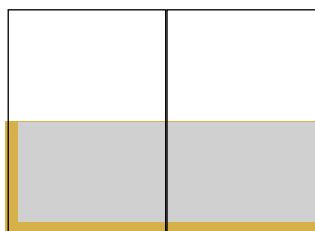
**Opening flap**  
Inside: 115 mm x 297 mm\* (w x h)  
Outside: 115 mm x 297 mm\* (w x h)



**1/2 page, 2-column**  
width 92 mm, height 264 mm  
width 100 mm, height 297 mm\*



**1/2 page, 4-column**  
width 190 mm, height 132 mm  
width 210 mm, height 148 mm\*

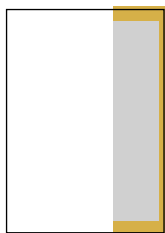


**2 x 1/2 page crossover**  
width 392 mm, height 132 mm  
width 420 mm, height 148 mm\*

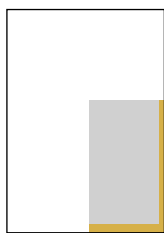
Formats for advertisements in the type area

\* Formats for bleed advertisements: add 3 mm for trimming.

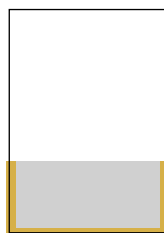
Elements affected by bleed trimming need to be positioned at least 8 mm away from the trim.



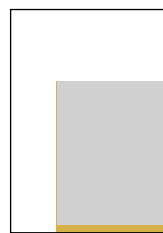
**1/3 page, 1-column**  
width 60 mm, height 264 mm\*  
width 68 mm, height 297 mm\*



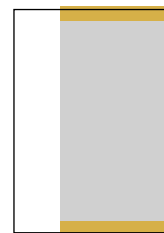
**1/3 page, 2-column**  
width 92 mm, height 164 mm\*  
width 100 mm, height 176 mm\*



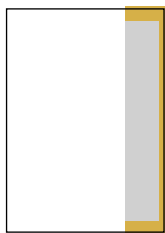
**1/3 page, 4-column**  
width 190 mm, height 88 mm\*  
width 210 mm, height 95 mm\*



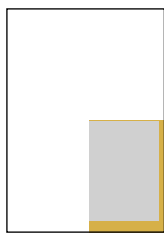
**Junior Page**  
width 140 mm, height 190 mm\*  
width 148 mm, height 202 mm\*



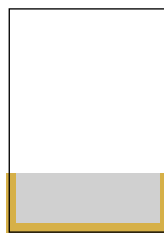
**3/4 page, 3-column**  
width 140 mm, height 264 mm\*  
width 148 mm, height 297 mm\*



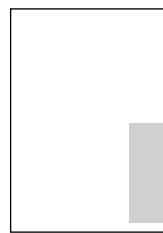
**1/4 page, 1-column**  
width 44 mm, height 264 mm\*  
width 52 mm, height 297 mm\*



**1/4 page, 2-column**  
width 92 mm, height 132 mm  
width 100 mm, height 148 mm\*



**1/4 page, 4-column**  
width 190 mm, height 65 mm\*  
width 210 mm, height 78 mm\*



**1/8 page, 1-column**  
width 44 mm, height 132 mm



**1/8 page, 2-column**  
width 92 mm, height 65 mm

#### Formats for advertisements in the type area

\* Formats for bleed advertisements: add 3 mm for trimming.

Elements affected by bleed trimming need to be positioned at least 8 mm away from the trim.



Edition	Dates	Topics	Fairs/exhibitions
<b>1</b> <b>January/February</b> <b>PD: 7-Jan-2022</b> <b>ED: 25-Nov-2021</b>	Closing date: 2-Dec-2021 Printing material: 5-Dec-2021	Hotels as a world of experience Ceiling, floor, wall Smart Hotels Hotel bars and restaurants Electromobility	11-Jan-2022 – 14-Jan-2022 13-Jan-2022 – 16-Jan-2022 17-Jan-2022 – 23-Jan-2022 5-Feb-2022 – 9-Feb-2022 8-Feb-2022 – 10-Feb-2022 11-Feb-2022 – 15-Feb-2022 Heimtextil, Frankfurt Domotex, Hannover imm cologne, Cologne intergastra, Stuttgart E-world energy & water, Essen Ambiente, Frankfurt
<b>2</b> <b>March/April</b> <b>PD: 3-Mar-2022</b> <b>ED: 27-Jan-2022</b>	Closing date: 3-Feb-2022 Printing material: 10-Feb-2022	Hotel market Benelux Kitchen technology and design Contract textiles Sanitary equipment Lighting	8-Mar-2022 – 11-Mar-2022 9-Mar-2022 – 13-Mar-2022 13-Mar-2022 – 18-Mar-2022 17-Mar-2022 – 22-Mar-2022 18-Mar-2022 – 21-Mar-2022 26-Apr-2022 – 29-Apr-2022 SHK, Essen ITB, Berlin light & building, Frankfurt INTERNORGA, Hamburg Gastro Vision, Hamburg IFH/Intherm, Nuremberg
<b>Special issue</b> <b>PD: 7-Apr-2022</b> <b>ED: 3-Mar-2022</b>	Closing date: 10-Mar-2022 Printing material: 17-Mar-2022	<b>Sustainability</b> <ul style="list-style-type: none"> <li>• Architecture</li> <li>• Design</li> <li>• Furniture and materials</li> <li>• Meetings and conferences</li> <li>• Mobility</li> <li>• Accessibility</li> <li>• Facilities engineering</li> <li>• Energy</li> </ul>	
<b>3</b> <b>May/June</b> <b>PD: 5-May-2022</b> <b>ED: 31-Mar-2022</b>	Closing date: 7-Apr-2022 Printing material: 14-Apr-2022	Long Stay Washrooms Heating, cooling, ventilation Locking systems Pools and outdoor facilities	11-May-2022 – 13-May-2022 30-May-2022 – 3-Jun-2022 29-Jun-2022 – 30-Jun-2022 INTERSOLAR, Munich IFAT, Munich FeuerTRUTZ, Nuremberg

PD: date of publication; ED: editorial deadline

subject to change



Edition	Dates	Topics	Fairs/exhibitions	
<b>4</b> <b>July/August</b> <b>PD: 7-Jul-2022</b> ED: 2-Jun-2022	Closing date: 9-Jun-2022 Printing material: 17-Jun-2022	Mixed use/hybrid concepts Rebuilding during ongoing operation Drinking water installations Loading infrastructure Elevators		
<b>Special issue</b> <b>PD: 4-Aug-2022</b> ED: 30-Jun-2022	Closing date: 7-Jul-2022 Printing material: 14-Jul-2022	<b>hotelbau Yearbook</b> <ul style="list-style-type: none"> <li>• New hotels, new brands</li> <li>• Hotel design and furnishing</li> <li>• Energy technology and management</li> <li>• Light and lighting technology</li> <li>• Sanitary/spa/bathroom design</li> <li>• Technology for conference rooms/multimedia</li> <li>• Structural design/building materials</li> <li>• Software</li> </ul>		
<b>5</b> <b>September/October</b> <b>PD: 1-Sep-2022</b> ED: 28-Jul-2022	Closing date: 4-Aug-2022 Printing material: 11-Aug-2022	Hotel market Berlin Heating engineering and air conditioning Modern access control Spa and wellness Common areas and coworking spaces	14-Sep-2022 – 17-Sep-2022 20-Sep-2022 – 23-Sep-2022 4-Oct-2022 – 6-Oct-2022 6-Oct-2022 11-Oct-2022 – 13-Oct-2022 25-Oct-2022 – 28-Oct-2022 25-Oct-2022 – 29-Oct-2022	GaLaBau, Nuremberg Security, Essen Expo Real, Munich Hotelforum, Munich CHILLVENTA, Nuremberg interbad, Stuttgart Orgatec, Cologne
<b>6</b> <b>November/December</b> <b>PD: 4-Nov-2022</b> ED: 29-Sep-2022	Closing date: 6-Oct-2022 Printing material: 13-Oct-2022	Hotel Forum 2022 – Hotel Real Estate of the Year Leisure hotels Acoustics and soundproofing Fire protection and safety Hygiene in hotels		
<b>1/2023</b> <b>January/February</b> <b>PD: 5-Jan-2023</b> ED: 24-Nov-2022	Closing date: 1-Dec-2022 Printing material: 8-Dec-2022	Extraordinary projects Conference rooms and conference room technology From hostel rooms to luxury suites Building shell	9-Jan-2023 – 14-Jan-2023 16-Jan-2023 – 21-Jan-2023	BAU, Munich LivingKitchen, Cologne

PD: date of publication; ED: editorial deadline

subject to change

### Fixed categories of hotelbau

Market/Investor Relations

New construction/building alteration

Sanitary installations

Events

Planning

Law

Technology

Products



### 1 hotelbau company database

**Print: 950.-** (plus VAT)

Mini-advertorials in attractive design, with logo, text (ca. 290 characters, including spaces) and contact details.

### 2 Booking period

8 printed editions or 1 year on the internet. Bookings can be started any time. Content may be changed during the year.

### 3 Online: 750.-

- detailed profile of your company (3,500 characters max.)
- 4 product or project images
- option to store PDF files for direct download
- localisation of your company via Google Maps

### 4 Combined package: 1,500.-

(plus VAT)  
Print + online

### 5 Technical specifications

Since the entry is coloured, it is guaranteed that the CI of the company is recognizable. Column width: 59 mm.  
Please enclose the logo in JPG format for a uniform presentation on the internet.

**Please note:** You are not required to cancel for the agreement to expire. You will be asked in writing whether you would like to continue to present your company in the trade directory.

### 6 Invoicing

The entries are not eligible for discount or commission.

The entries will be invoiced in advance for the entire booking period (6 issues) as soon as the first booked issue is published. The special publications are invoiced separately.



## Equipment & furnishing

- 1.1 room furniture
- 1.2 furniture for offices and conference rooms
- 1.3 floor coverings
- 1.4 contract textiles
- 1.5 full-range furnishers
- 1.6 winter gardens
- 1.7 TV sets
- 1.8 telephone systems
- 1.9 refrigerators
- 1.10 seating/tables
- 1.11 furniture for children
- 1.12 mini-bars
- 1.13 outdoor
- 1.14 fireplaces
- 1.15 artwork decoration
- 1.16 lights
- 1.17 candle holders
- 1.18 porcelain/cutlery
- 1.19 beds & mattresses
- 1.20 mirrors

## Bath & sanitary

- 2.1 tiles
- 2.2 sanitary ceramics
- 2.3 shower cabinets
- 2.4 washbasins
- 2.5 full-range furnishers
- 2.6 fittings
- 2.7 sanitary accessories
- 2.8 bathroom renovation
- 2.9 mirrors/lights
- 2.10 radiators

## Building materials/building elements

- 3.1 insulating materials
- 3.2 roofs
- 3.3 ceiling elements
- 3.4 windows
- 3.5 façades

- 3.6 mobile cranes for façade works
- 3.7 lifting platforms
- 3.8 shading technology
- 3.9 doors
- 3.10 locks and fittings
- 3.11 loading ramps
- 3.12 tiles
- 3.13 engineered wood
- 3.14 floors

## Service providers

- 4.1 specialist planners
- 4.2 construction companies
- 4.3 project coordinators
- 4.4 FM service providers
- 4.5 disposal companies
- 4.6 energy suppliers
- 4.6.1 contracting
- 4.7 consulting
- 4.8 trade events
- 4.9 FM consultants
- 4.10 green space management
- 4.11 quality management
- 4.12 photographers
- 4.13 architects
- 4.14 interior designers
- 4.15 designers

## Building technology

- 5.1 heating
- 5.2 ventilation
- 5.3 air-conditioning
- 5.3.1 room scenting
- 5.4 pumps
- 5.5 building automation
- 5.6 lifts
- 5.7 electrical technology
- 5.8 light/lighting
- 5.9 switches/controllers
- 5.10 USV systems

- 5.11 control systems
- 5.12 audio systems
- 5.13 photovoltaic systems
- 5.14 solar technology
- 5.15 heat pumps
- 5.16 geothermal energy
- 5.17 waste compactors
- 5.18 non-smoker protection
- 5.19 water/waste water
- 5.19.1 separation systems
- 5.19.2 drainage technology
- 5.20 parking systems
- 5.21 cogeneration

## Software

- 6.1 construction cost controlling
- 6.2 project management
- 6.3 CAD systems
- 6.4 3D-modelling
- 6.5 hotel software
- 6.6 merchandise management systems
- 6.7 back-office software
- 6.8 POS software
- 6.9 POS systems

## IT-hardware

- 7.1 wireless LAN
- 7.2 network technology
- 7.3 PCs
- 7.4 printers

## Kitchen technology

- 8.1 canteen kitchen planners
- 8.2 barbecue grills
- 8.3 stoves
- 8.4 combi steamers
- 8.5 cooling technology
- 8.6 storage technology
- 8.7 dish washing technology
- 8.8 inductive heat retaining systems

## Safety technology

- 9.1 fire detectors
- 9.2 sprinklers
- 9.3 flaps
- 9.4 actuators
- 9.5 locking systems
- 9.6 video technology
- 9.7 acoustic alarm systems
- 9.8 emergency systems
- 9.9 surveyors
- 9.10 fire protection concepts
- 9.11 fire protection
- 9.12 access control

## Wellness & spa

- 10.1 swimming pool technology
- 10.2 sauna construction
- 10.3 solariums
- 10.4 exercise equipment
- 10.5 whirlpools
- 10.6 thermal baths
- 10.7 loungers/equipment

Only the categories with  
numbers can be booked.



### Special issue „Sustainability“

Climate protection is one of the central issues of our time. Amongst hotel guests, the call for sustainable approaches and offers in all segments of the hotel industry is getting louder. In our special issue on sustainability, we present projects and products which were designed with the key issue of our future in mind.

**Join in with an advertorial.**

**The following categories provide the appropriate framework:**

- Architecture
- Design
- Furniture and materials
- Meetings and conferences
- Mobility
- Accessibility
- Facilities engineering
- Energy

#### **Price of the advertorial:**

- 2 pages
- 4 pages

**3,570,-  
6,630,-**

4,000 characters (including spaces) and 4 to 5 images per double page.

In addition, our prices for formats from 1/4 page to 1/1 page apply.

Closing date: 10-Mar-2022  
Printing material: 17-Mar-2022  
Publication date: 7-Apr-2022



### Hotelbau Yearbook

**Products and services concerning hotel real estate**

You would like to present your business, your products or your services outside the usual framework to a precisely defined target group? Our hotelbau Yearbook offers you the perfect opportunity to do so! Call attention to your company within the highly emotional hotel market by means of a 2- or 4-page advertorial and join in with the highlights of last year.

**The following categories provide the appropriate framework:**

- Openings (the highlights of the years 2021 and 2022)
- Brands (new brands and concepts on the hotel market)
- Technology (e.g. energy engineering, building services engineering, lighting, technology for conference rooms, multimedia, kitchen technology, software)
- New Look (e.g. hotel design, furnishings, sanitary equipment, outdoor spaces, spa and wellness)

#### **Price of the advertorial:**

- 2 pages
  - 4 pages
- 4,000 characters (including spaces) and 4 to 5 images per double page.

**3,570.-**

**6,630.-**

In addition, our prices for formats from 1/4 page to 1/1 page apply.

Closing date: 7-Jul-2022  
 Printing material: 14-Jul-2022  
 Publication date: 4-Aug-2022

## Compendiums by „hotelbau“, „Der Facility Manager“ and „industrieBAU“

Our compendiums provide detailed, easily comprehensible coverage of technical issues. An overview of suppliers or products (participation fee applicable) rounds off the expert information geared to the target group. With facts and figures that are technically relevant and decisive for investment, readers are given practice-oriented guidance.

The subscribers of „hotelbau“, „Der Facility Manager“ and „industrieBAU“, i.e. the core target group of our journals, are the recipients of the compendiums. With a circulation of 5,000 copies, the compendiums are addressed to property managers („Der Facility Manager“), hotel investors and operators („hotelbau“), and building contractors, architects and specialist planners („industrieBAU“), who receive the compendiums together with the journals' editions. Additionally, the compendiums can be downloaded from our journals' websites free of charge.

Industry partners profit from the target group-related, highly professional editorial environment and the neutral, objective presentation of their company or products in the overview section.

The fact that the compendiums are accompanied by cross-media reporting in the respective trade journal, in the email newsletter and on the websites attracts a maximum of attention within target group.

**Participation fee for a table entry in the overview section  
(1- or 2-page issue-specific table) on request**

**Advertisements (formats see pages 6 – 7, preferential placements on request)**

1/1 page	3,520.-
1/2 page	2,310.-
1/3 page	2,030.-
1/4 page	1,700.-

**Recipient structure:**

Title	Subscribers (see page 23)
hotelbau	1,349
Der Facility Manager	2,408
industrieBAU	689

## Compendiums by „hotelbau“, „Der Facility Manager“ and „industrieBAU“

### Compendium on access control 2022

Date of publication: 25-Feb-2022

Closing date for advertisements: 27-Jan-2022

### Compendium on VRF 2022

Date of publication: 29-Apr-2022

Closing date for advertisements: 31-Mar-2022

### Compendium on energy management software 2022

Date of publication: 27-Oct-2022

Closing date for advertisements: 27-Sep-2022

### Compendium on water chillers 2022

#### Water chillers in air conditioning

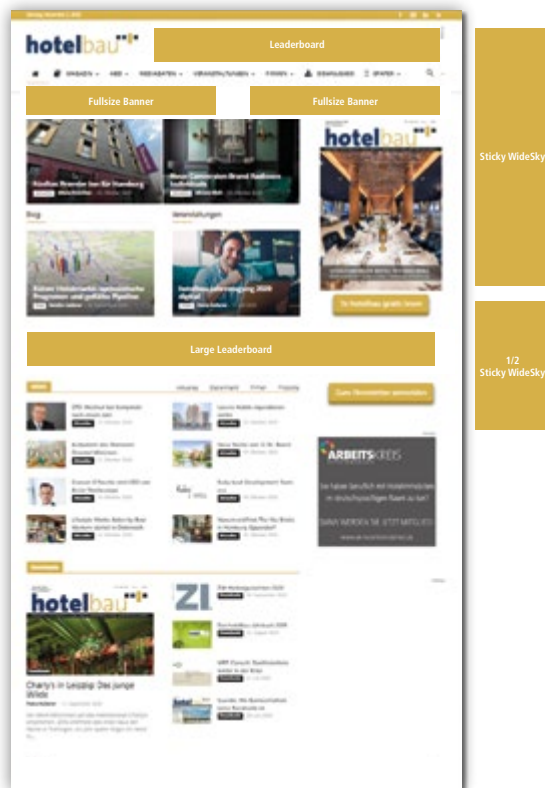
Date of publication: 1-Dec-2022

Closing date for advertisements: 3-Nov-2022



**You are interested in our compendiums?**

Stay up to date and subscribe to our editorial calendars: [www.hotelbau.de/magazin/mediadaten](http://www.hotelbau.de/magazin/mediadaten)



### 1. Banner placements at www.hotelbau.de

File formats: jpg, gif, animated gif, png (animation optional, 120 KB max.)  
4 weeks flat, permanent and exclusive without rotation

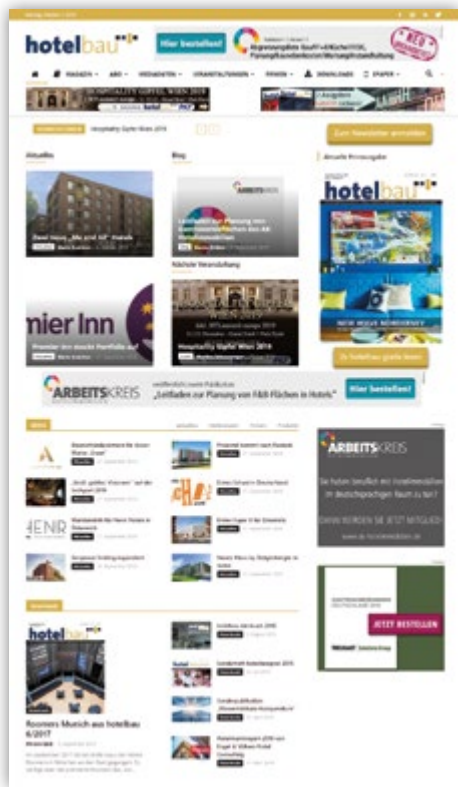
<b>Leaderboard 728 x 90 px</b>	<b>1,300.-</b>
<b>Fullsize Banner 468 x 60 px</b>	<b>450.-</b>
<b>Large Leaderbord 970 x 90 px</b>	<b>1,500.-</b>
<b>Rectangle 300 x 250 px</b>	<b>800.-</b>
<b>Skyscraper 120 x 600 px</b>	<b>600.-</b>
<b>½ Skyscraper 120 x 300 px</b>	<b>350.-</b>
<b>Sticky WideSky 160 x 600 px</b>	<b>1,500.-</b>
<b>½ Sticky WideSky 160 x 300 px</b>	<b>950.-</b>

Access numbers: (1-Oct-2020 – 30-Sep-2021)

	Page impressions (PI) per year	Average (PI) per month	Average sessions per month	Average viewing time
hotelbau	139,276	11,606	92,542	7,712

2. Online listing in the trade directory in connection with print  
(see pages 10 – 11)





### 3. Content marketing on www.hotelbau.de

#### a. Company and product news

heading with 60 characters max.

1 image (gif, jpg, png; 150 KB max.)

text (1,000 characters max.)

URL

appears on the website, **for the duration of 1 month**

700.-

#### b. Advertorial (microsite)

heading with 60 characters max.

3 images/graphics (gif, jpg, png; 150 KB max.)

text (4,000 characters max.)

videos optional

URL

appears on the website, **for the duration of 1 year**

1,200.-

We offer the service of editing all the online content formats.

Your advantage: You will be provided with Unique Content. **Surcharge + 50%**



#### 4. Advertising in the email newsletter of „hotelbau“

**Profile in brief:** the email newsletter of „hotelbau“ provides topical news on the most important aspects of the industry.

**Recipient structure:** around 6,200 professionals (Oct. 2021)

**Opening rate:** 27.30% on average

**Click-through rate:** 6.76% on average

**Format:** HTML-format newsletter

**Publication:** appr. biweekly

**Advertisement material** (text + image + link) at latest 2 days prior to publication date:

##### a. Top banner in the email newsletter of „hotelbau“

**Format:** Top banner 600 x 100 px (80 KB max.) with link

**Price:**

870.- per issue

##### b. Text/image ad in the email newsletter of „hotelbau“

**Scope:** 400 characters (including spaces, including link) + 1 image (landscape format, width 300 px) + link

**Price:**

580.- per issue

#### Publication dates email newsletter

PD	11 <sup>th</sup> Jan	20 <sup>th</sup> Jan	3 <sup>rd</sup> Feb	17 <sup>th</sup> Feb	3 <sup>rd</sup> Mar	17 <sup>th</sup> Mar	7 <sup>th</sup> Apr	21 <sup>st</sup> Apr	5 <sup>th</sup> May	19 <sup>th</sup> May	2 <sup>nd</sup> Jun	23 <sup>rd</sup> Jun
PM*	5 <sup>th</sup> Jan	14 <sup>th</sup> Jan	28 <sup>th</sup> Jan	11 <sup>th</sup> Feb	25 <sup>th</sup> Feb	11 <sup>th</sup> Mar	1 <sup>st</sup> Apr	14 <sup>th</sup> Apr	29 <sup>th</sup> Apr	13 <sup>th</sup> May	27 <sup>th</sup> May	17 <sup>th</sup> Jun

PD	7 <sup>th</sup> Jul	21 <sup>st</sup> Jul	4 <sup>th</sup> Aug	18 <sup>th</sup> Aug	1 <sup>st</sup> Sep	15 <sup>th</sup> Sep	29 <sup>th</sup> Sep	13 <sup>th</sup> Oct	3 <sup>rd</sup> Nov	17 <sup>th</sup> Nov	1 <sup>st</sup> Dec	15 <sup>th</sup> Dec
PM*	1 <sup>st</sup> Jul	15 <sup>th</sup> Jul	29 <sup>th</sup> Jul	12 <sup>th</sup> Aug	26 <sup>th</sup> Aug	9 <sup>th</sup> Sep	23 <sup>rd</sup> Sep	7 <sup>th</sup> Oct	28 <sup>th</sup> Oct	11 <sup>th</sup> Nov	25 <sup>th</sup> Nov	9 <sup>th</sup> Dec

\*Advertisement material by ... at the latest

Subject to change



### 5. Stand-alone-newsletter

The stand-alone newsletter of „hotelbau“ exclusively distributes your advertising message to around 6,000 professionals within the industry.

**Scope:** subject line, text (800 to max. 1,000 characters), 1 – 2 images (width 600 px each), 1 to max. 2 linkings preferably in the form of buttons (button text required, e. g. „Get information here“, „Save energy now“ etc.), link

**Price:**

**3,600.-**

High click-through and download rates are essential for the success of this online tool. You may achieve these rates by providing users with attractive and high-quality information (downloadable aids, drawings, data sheets, possibility to order samples, user examples and images).

**Publication date:** according to customer specifications

**Advertisement material** (text + images + link) at latest 5 days prior to publication date. You will receive a correction proof.



## 6. Whitepaper zur Lead-Generierung

White papers convey complex content in a comprehensible, ad-free way and convince customers by communicating expertise.

They are used as instruments for communication and advertising in order to generate valuable contact with clients (lead generation) by means of campaigns that are tailor-made for the target group.

We distribute your white paper directly and exclusively to your target group.

### Your advantages: addressing the right target group + receiving highly qualified leads

- With our established specialist medium „hotelbau“ we address the target group that is relevant to you via multiple channels by means of cross-media publication.
- Via registration and downloading the readers show a clear interest in the subject.
- You receive a file with the generated leads including permission for advertising.

### Your cross-media package with four components:

- Reference to the white paper in the editorial section of a printed edition of „hotelbau“
- Announcement of the white paper in the email newsletter of „hotelbau“
- Announcement of the white paper on the website [www.hotelbau.de](http://www.hotelbau.de) (duration: 1 year)
- Landing page with lead data sheet (duration: 1 year)

**Package price: 5,200.-**

PS: The editorial team of FORUM Zeitschriften & Spezialmedien GmbH offers the service of creating white papers in cooperation with the industry partners. Get in touch with us for a tailor-made offer! !

### Expert symposiums and congresses by „hotelbau“ – first-hand know-how

In the framework of half-day, full-day or two-day events, the expert symposiums of our **magazines hotelbau, Der Facility Manager, industrieBAU** and of the **Apartment Community** provide participants with directly usable knowledge. Generously timed breaks offer participants and speakers the opportunity for in-depth discussion.

During relevant trade fairs, the four trade media also organize specialist conferences geared to the target group.

At all types of events, the cooperation with sponsors grants attractive conditions to participants.

#### Preview of events in 2022:

9-Feb-2022: expert symposium „Trends im Hoteldesign“ („trends in hotel design“) at Intergastra

Jun 2022: hotelbau Jahrestagung (hotelbau annual meeting)

**Please see [www.hotelbau.de](http://www.hotelbau.de) for up-to-date information on topics and dates**

You are interested in supporting one of our events as a partner? Please get in touch with us – we will be happy to tell you more about our concepts, terms and conditions.

**For information on sponsoring packages please get in touch with:**

Birgit Raab, phone +49 (0) 8233/381-125, [birgit.raab@forum-zeitschriften.de](mailto:birgit.raab@forum-zeitschriften.de)

Some of our partners:



### Subject area

Financing, hotel construction, project development, architecture, interior design, building technology, equipment

### Information sheet

#### „Electronically submitted material“

Supplement to the advertising price list no. 15  
effective from 1-Jan-2022



### Acceptance of digital adverts:

For digital advertising/printing material to be accepted via ISDN/DSL and to be processed without any problems certain requirements must be met:

#### 1 Systeme/Programme:

FTP (login data on request)  
Email: wachs@engel-wachs.de  
In case of enquiries phone +49 (0) 821/2 46 47-0

#### Requirements specification for electronic adverts:

ICC profile: ISO Coated v2  
Data formats for electronic adverts:  
Acrobat PDF (please save PDF files without password)  
Adobe InDesign  
Illustrator

- please create spot colours (e.g. HKS, Pantone), RGB and indexed colours using the CMYK model (Euroscale).
- images in a document should preferably be imported on a 1:1 scale with a resolution of 300 dpi (line art 1200 dpi). Stroke widths should not be lower than 0.25 pt.
- image file formats: eps, Tiff, jpeg

Other systems/programmes on request

#### 2 Data storage devices:

CD-ROMs, DVD-ROMs  
Along with the data storage device comprehensive information on the magazine/title, sender/company, operating system, the programme versions used, file names and colours is required. Files must not be saved as closed PostScript files.

#### 3 Fonts:

All fonts used in the advertisement must be listed or be converted into paths. If in doubt, please enclose the fonts.

#### 4 Graphics/image files:

If any graphics or scans are placed in the advert, it is essential they be enclosed as original files. Image files and graphics should always be delivered in CMYK mode. PDF files must not contain RGB files and all fonts must be embedded. For any questions regarding distiller settings please phone +49 (0) 821/2 46 47-0 or request the settings via email.

#### 5 Colour adverts/proofs:

For each advert a colour proof is required, or one b/w proof per colour with details of the respective shades (Euroscale, HKS, Pantone). For special colours please also enclose specifications in CMYK. Colour prints from colour photocopyers will not be regarded as contract proof quality, colour prints from digital proofers only to a limited extent.

#### 6 Prices:

For the processing of digital adverts our separate prices apply.  
Faults due to incomplete or incorrect files, wrong settings or incomplete information will be charged. This equally applies for additional typesetting or lithography works and the production of missing proofs.

Colour-obliging digital proofs according to ISOcoated (DIN), format A4  
Hourly rate for processing transferred digital data

25.-  
60.-

#### 7 Warranties:

The publishing house does not assume any liability for discrepancies regarding texts, images and particularly colours due to the lack of a print-out or colour-obliging proof.



FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, D-86504 Merching, phone +49 (0) 82 33/381-125, fax +49 (0) 82 33/381-212

#### 16 Circulation control:



#### 17 Circulation analysis:

Copies per issue  
on an annual average  
(1-Jul-2020 – 30-Jun-2021)

<b>Circulation printed</b>	5,200		
<b>Actually distributed</b>			
circulation:	4,976	of that abroad:	219
Sold copies:	1,359	of that abroad:	190
■ subscribed copies:	1,349	of that copies for members:	0
■ other sales:	10		
■ retail sales:	0		
<b>Free copies:</b>	3,617		
<b>Remaining, archive and voucher copies:</b>	224		

#### 18 Analysis of geographical distribution:

Economic area	Share of actually distributed circulation	
	%	Copies
Domestic	95.60	4,757
Foreign countries	4.40	219
<b>Actually distributed circulation</b>	<b>100.00</b>	<b>4,976</b>

FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, D-86504 Merching, phone +49 (0) 82 33/381-125, fax +49 (0) 82 33/381-212

19 Sectors/industries/business types/professional groups

Department/group/class	Recipient groups (according to classification of industries)	Share of actually distributed circulation	
		%	Exemplare
	Architects	24.0	1,194
	Interior designers	24.3	1,208
	Construction engineers/specialist planners	20.8	1,035
	Hotel business	17.5	870
	Investors	4.3	213
	Project developers	6.5	321
	Consultants	2.6	135
	Actually distributed circulation	100.0	4,976

20-24 Characteristics were not surveyed as they do not impact the assessment of this trade journal as an advertising medium.





FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, D-86504 Merching, phone +49 (0) 82 33/381-125, fax +49 (0) 82 33/381-212

#### 1. Type of file:

The recipient file comprises the addresses of all recipients. The existing postal information can be used as the basis for sorting the file according to postcodes or recipients in Germany or abroad, respectively. Additional information in the file: industry classification.

#### 2. Survey method:

Circulation analysis by file evaluation – total survey

#### 3. Date of file evaluation: 1-Jul-2021

#### 4. Recipient structure:

a) Total number of recipients in the file:	29,856
b) Structure of recipients of a current average issue according to sales forms:	
■ sold circulation	1,359
■ permanent free copies	420
■ rotating free copies	2,927
■ promotional issues	270
actually distributed circulation	4,976
■ of that domestic	4,757
■ of that abroad	219
c) Total number of rotating recipients (rotating after each issue)	17,562

#### 5. Basic total (parts surveyed):

Basic total:	4,976 = 100.0%
thereof not covered in the survey:	270 = 5.43%
■ retail sales	
■ promotional issues	290
The investigation represents:	

Recipients	4,706 = 94.57% of the basic unit
------------	-------------------------------------

#### 6. Description of the survey:

The data were evaluated according to industry classifications.  
The addresses were qualified by the publisher.

#### 7. Target person of the survey:

not applicable

#### 8. Reader characterization:

not applicable

#### 9. Fluctuation:

not applicable

#### 10. Conduct of the survey:

Publisher

#### 11. Investigation period:

In its structure, implementation and reporting, this survey complies with the current version of the German Central Advertising Industry Federation (ZAW) framework for the analysis of advertising media.

July 2021



**Item 1** In accordance with the following General Terms & Conditions of Business an advertising order is the contract for the publication of one or more advertisements of an advertising party in a printed medium for the purpose of distribution.

**Item 2** Advertisements are deemed for publication within one year of entering into the agreement. If under the terms of the agreement the right to submit individual advertisements has been granted, the order shall be carried out within one year of publication of the first advertisement, given that the first advertisement is called off and published within the period described in paragraph 1.

**Item 3** On conclusion of the transaction, the ordering party is entitled to call off further advertisements within the agreed period of time or as stated under item 2 in addition to the quantity of advertisements named in the order.

**Item 4** In the event that an order is not carried out due to circumstances beyond the control of the Publishers, the Advertiser, without prejudice to any other legal obligations, shall grant to the Publisher the difference between the warranted allowance and the actual acceptance. Remuneration is void when the non-conformity is a result of force majeure in the risk area of the Publisher.

**Item 5** For the calculation of the ordered quantity, text millimetre lines are converted to advertisement millimetres in accordance with the price.

**Item 6** Advertisements and third-party supplements that are expressly to be intended to be published in stipulated numbers or specific editions or which are to be situated in certain places in the journal shall be submitted to the Publisher with enough time for the latter to be able to inform the Advertiser before expiry of the advertising deadline in the event that the order cannot be performed in the stipulated way. Classified advertisements shall be printed under the appropriate heading, without requiring an express agreement to this effect.

**Item 7** Advertisements which by reason of their editorial design are not immediately recognizable as advertisements shall be clearly identified as such by the Publishers by insertion of the word „advertisement“.

**Item 8** The Publisher reserves the right to refuse advertisements – including individual call-offs within the scope of a contract – and orders for supplements for reason of content, origin or technical form according to standard, justified principles of the Publisher if the content violates laws or official regulations or if the publication is otherwise unacceptable to the Publisher. This also applies to orders handed in at branch offices or receiving offices or handed out to representatives. Orders for supplements are only binding for the Publisher when a sample has been submitted and approved. Supplements which because of their design and style give the reader the impression of being a component of the newspaper or journal, or which contain advertisements from other parties are not accepted. The Advertiser shall be informed immediately in the event that his advertisement is refused.

**Item 9** The Advertiser is responsible for providing the text and proper printing material for the advertisement and for supplying the supplements in good time. The Publisher shall demand substitutes immediately for any print copy which is obviously unsuitable or damaged. The Publisher guarantees the usual standard of print quality for the selected titles within the technical scope of the printing material submitted and the paper quality used.

**Item 10** In the event of the advertisement appearing in full or in part illegible, incorrect or incomplete, the Advertiser is entitled to a reduction in payment or to a replacement advertisement in perfect condition, but only to the extent to which the purpose of the advertisement has been impaired. If the Publisher fails to comply within a reasonable deadline set for this purpose, the Advertiser is entitled to a reduction in payment or cancellation of the order. Claims for compensation resulting from positive breach of an obligation, culpa in contrahendo and tort are – also in the case of orders placed by telephone – excluded. Claims for compensation resulting from impossibility of performance and delay are restricted to indemnity for the foreseeable damage and to the payment for the advertisement or insert concerned. This does not apply to intent and gross negligence on the part of the Publisher, his authorized representative and employees assisting in the performance. Liability of the Publisher for damages on account of the absence of warranted characteristics remains unaffected. In the course of commercial business transactions, the Publisher is also not liable for gross negligence on the part of employees assisting in the performance; in the remaining cases the liability for gross negligence is restricted in extent to the foreseeable damage up to the remuneration for the advertisement concerned. Complaints – except in the case of defects which are not immediately obvious – must be enforced within four weeks after receipt of the invoice and voucher.

**Item 11** Specimen proofs will only be supplied when expressly requested. The Advertiser is responsible for the correctness of the returned specimen proofs. The Publisher shall include all corrections of errors that it is notified of within the period of time set when sending out the specimen proof.

**Item 12** When no specific sizes are prescribed, the basis of the calculation shall be the actual copy size usual for the type of advertisement.

**Item 13** Until the closing date for advertisements orders may be cancelled free of charge. Costs already incurred (costs for typesetting, postage etc.) will be billed separately. In the case of cancellation of an order after the closing dates for advertisements or failure to submit the printing material in time, a cancellation fee of 100% of the commissioned size of the order for the respective issue will be charged. The cancellation of an order must reach the Publisher in written form until the respective closing date for advertisements.

**Item 14** If the Advertiser does not pay in advance, the invoice shall be sent out immediately, but in any event no later than 14 days after the advertisement was published. The invoice is to be paid within the time period stated in the price list which begins on receipt of the invoice, as long as no other terms of payment or advance payment has been agreed on in individual cases. Discounts are granted for payments before the deadline, and as described in the price list.

**Item 15** In the event of default or deferment of payment, interest and collection costs will be charged. In the case of default of payment the Publisher can delay the further execution of the current order until payment has been received and can demand payment in advance for the subsequent advertisements. In the case of justifiable doubt as to the ordering party's ability to pay, the Publisher is entitled, even during the term of an advertising agreement, to make the publication of further advertisements, without consideration of any originally agreed date for payment, dependent on the advance payment of the amount and on the settlement of outstanding invoices.

**Item 16** On request, the Publisher will supply documentary evidence of the advertisement together with the invoice. Depending on the type and scope of an advertisement order, advertisement excerpts, proof pages or complete proof numbers shall be supplied. If this cannot be provided, a legally binding voucher from the Publisher confirming the publication and distribution of the advertisement will be sent.

**Item 17** The ordering party has to bear the costs associated with preparing the printing material ordered or for any amendments to originally agreed executions requested by or attributable to the ordering party.

**Item 18** With respect to a standing order for multiple advertisements a reduction in the number of copies circulated may lead to a claim for a price reduction, if the overall circulation average throughout the insertion year beginning with the first advertisement or stipulated otherwise if the circulation has not been specified is smaller than the average circulation sold during the previous calendar year (in case of trade magazines this refers to the distributed circulation, if applicable). A reduction in circulation only constitutes a deficiency that justifies a price reduction if it amounts to

20% for a circulation of up to 50,000 issues  
15% for a circulation of up to 100,000 issues  
10% for circulation of up to 500,000 issues  
5% for circulation of over 500,000 issues.

In addition, claims to price reduction are excluded if the Publisher informs the ordering party about the reduction in circulation figures in good time, enabling the latter to withdraw from the contractual agreement before the advertisement gets published.

**Item 19** For advertisements with box numbers, the handling and forwarding of the offers in good time will be dealt with by the Publisher with the due care of normal business practice. Registered letters and express letters to box number advertisements shall be forwarded by normal post. Mail received in reply to advertisements with box numbers will be kept for four weeks. Letters which are not collected within this period will be destroyed. Valuable documents will be returned by the Publisher, without obligation to do so. The Publisher reserves the right in the interest of and for the protection of the ordering party, to open the offers received by way of inspection, in order to eliminate the possibility of misuse of the box number service. The Publisher is not obliged to forward business promotional mail and agency offers.

**Item 21** The place of performance is Augsburg. In business dealings with commercial business people or legal persons under public law or in case of special funds under public law, the place of jurisdiction in case of legal action is Augsburg. Insofar as claims of the Publisher are not enforced in default proceedings, the place of jurisdiction for non-business people is deemed to be their residence. If the address or the normal place of residence of the ordering party, including non-business people, is not known at the time of the legal action being taken or if after the contract has been concluded, the ordering party has relocated to a new address or to a different normal place of residence which is outside the area of validity of the law, then the place of jurisdiction is agreed to be Augsburg.

**Item 22** All present and future claims of the agency against its ordering party in respect of the insertion and possible additional costs are assigned to the Publisher. The agency has the authority to recover the assigned debts for so long until it has met the contractual obligation of payment towards the Publisher. The Publisher is in principle entitled to disclose and recover the debt on his own behalf.

**Item 23** The Advertiser has sole responsibility for the content and legal admissibility of the texts and pictures made available for the insertion. The Advertiser is under obligation to release the Publisher from any third party claims which arise against the former from the performance of the order, even if the order should be cancelled. The Publisher is not obliged to examine orders and advertisements to check whether these infringe on rights of third parties. In the event that cancelled advertisements are still published, the Advertiser does not have any right to enforce a claim against the Publisher.

**Item 24** All graphic material submitted must be free of third-party rights.



### 1. Advertising order

1.1 Within the meaning of the following General Terms & Conditions of Business an advertising order is the contract for the publication of an advertising medium or several advertising media in information and communication services, especially on the internet, for the purpose of distribution.

1.2 The advertising order is exclusively subject to the General Terms & Conditions and price list of the Publisher which constitutes an integral part of the contract. The validity of any Terms and Conditions on the part of the Advertiser or other space buyer is expressly excluded if they do not comply to the Publisher's General Terms & Conditions. Orders for advertising to be published in online media and other media forms are also subject to the General Terms & Conditions of the respective media.

### 2. Advertising media

Advertisements are deemed for publication within one year of entering into the contract. If under the terms of the contract the right to submit individual advertisements has been granted, the order shall be carried out within one year of publication of the first advertisement, given that the first advertisement is called off and published within the period described in paragraph 1.

### 3. Conclusion of contract

3.1 Subject to the provisions of contrary agreements, the contract is concluded through confirmation either in written form or by e-mail. Orders placed orally either in person or by telephone are also subject to the General Terms & Conditions of the Publisher.

3.2 Insofar as advertising agencies place orders, the contract will, in cases of doubt, be concluded with the advertising agency, subject to the provisions of written agreements to the contrary. If an advertiser is to be the contracting party, the advertising agency must mention this client by name. The Publisher has the right to demand proof that the client is listed by the advertising agency.

3.3 Advertising for goods or services of more than one advertiser or other space buyer within a particular advertisement (e.g. banner, pop-up ad) requires additional agreement in written form or by e-mail.

### 4. Processing period

If under the terms of the contract the right to call off individual advertising media has been granted, the order shall be carried out within one year after contract conclusion.

### 5. Contract expansion

Under a contract the Client is – within the contractual period or the period stated in paragraph 4 – entitled to call off additional advertising media exceeding the quantity specified in the order, subject to availability of the necessary capacity on the part of the Publisher.

### 6. Refunding discounts

6.1 If an order is not fulfilled due to circumstances falling outside the responsibility of the Publisher, the Client shall, irrespective of any other legal obligations, refund the Publisher the difference between the discount granted and the discount corresponding to the actual purchase.

6.2 Unless otherwise agreed, the Client has the right to retroactively claim the discount corresponding to the actual number of advertising media called off within the period of one year, provided that the Client has concluded a contract at the beginning of the said period which stipulates that the contracting party is entitled to a discount based on the price list valid at the time. The claim to a discount expires if it is not asserted within three months after expiry of the one-year period.

### 7. Data supply

7.1 The Client is obliged to provide the Publisher with advertising material in the proper form, particularly with regard to the format and technical requirements defined by the Publisher, in due time prior to the insertion date.

7.2 The Publisher's obligation to store the advertising material ends 3 months after the last publication.

7.3 The Advertiser shall bear the costs arising to the Publisher for changes to the advertising material requested by the Advertiser or falling into the responsibility of the Advertiser.

## **8. Box number advertisements**

8.1 If box number advertisements can be placed, incoming mail (letters or e-mails) will be stored for 4 weeks. Replies which are not collected within this period will be destroyed or deleted.

8.2 Letters larger than the A4 format (weight: 50g) and consignments of goods, books and catalogues will not be accepted. For incoming e-mails to be forwarded they must not exceed 300 kilobyte per mail.

## **9. Right of refusal**

9.1 The Publisher reserves the right to refuse or block advertising orders – including individual call-offs within a contract – (a) if the content of the advertisement violates laws or official regulations, (b) if the content of the advertisement is impugned in complaint proceedings by the German advertising standards authority (Deutscher Werberat), or (c) if the publication of the advertisement is unreasonable for the Publisher because of its content, origin or technical form.

9.2 The Publisher reserves the right to withdraw an advertising medium already published, if the content of the advertisement or the data referred to by a link are changed or modified by the Client subsequent to their publication, and if these changes or modifications meet the requirements stated in paragraph 1.

## **10. Warranty of title**

10.1 The Client warrants that it possesses all the rights necessary for the placement of the advertising medium. As part of the contract the Client indemnifies the Publisher against all third-party claims which could arise due to the infringement of legal regulations. Furthermore, the Publisher is indemnified against the cost of legal defence against such claims. The Client is obliged to support the Publisher in good faith and trust with information and documentation in the legal defence against third parties.

10.2 The Client transfers to the Publisher all the copyrights, ancillary copyrights and other rights – including but not limited to the right of reproduction, distribution, transmission, processing, extraction from a database and retrieval – required for the use of the advertisement in online media of all kinds, including the internet, to the extent necessary in terms of time and content for the performance of the order. The aforementioned rights shall be transferred unlimited by place and constitute the entitlement to publish the advertisement in all the types of online media known using all the known technical methods.

## **11. Publisher's warranty**

11.1 Within the parameters of predictable demands the Publisher guarantees the best possible representation of the advertising medium under the current technical standards. Verification of the service provided shall be based solely on the data collected on the Publisher's ad server. The Client, however, is aware of the fact that, according to the state of the art, it is not possible to develop

an entirely fault-free programme. The warranty does not apply to insignificant flaws. Insignificant flaws in the representation of advertising media are pre-eminently those caused by (a) the use of unsuitable visualization software and/or hardware (e.g. browser), (b) disruptions in the communication networks of other providers, (c) computer breakdown because of system failure, (d) incomplete and/or non-updated advertisements held on proxy servers (buffer memories), (e) failure of the ad server lasting no longer than 24 hours (continuous or added up) within 30 days after the beginning of the contractually agreed insertion period. In case of a failure of the ad server over a significant period of time (10 percent of the booked insertion period) of a time-linked fixed booking, the Client is, for the duration of the failure, released from its duty to pay. Further claims are excluded.

11.2 If the quality of the representation of an advertising medium is inadequate, the Client is entitled to a reduction in payment or a flawless replacement, but only to the extent in which the purpose of the advertising medium was compromised. In case of a failure to deliver a replacement or the provision of a replacement unreasonable for the Client to accept, the Client is entitled to a reduction in payment or the rescission of the contract.

11.3 Where defects in the advertising material are not obvious, the Client is not entitled to raise any claims in the event of inadequate publication. The same applies to flaws in repeated publications of an advertising medium, unless the Client calls attention to the flaws prior to the next publication.

## **12. Defaults**

In the event that an order is not carried out due to circumstances beyond the control of the Publisher (e.g. for technical reasons like software malfunctions), notably due to computer breakdowns, force majeure, strike, legal provisions, disruptions falling within the responsibility of third parties (e.g. other providers), network operators or service providers, or for any similar reasons, the order will, if feasible, be made good for. If the order is made good for in appropriate and reasonable time after the removal of the cause of non-compliance, the Publisher's claim for remuneration remains valid.

## **13. Liability**

13.1 Liability pursuant to culpa in contrahendo or tort and claims for damage arising from positive violation of contractual duty against the Publisher and its representatives or vicarious agents are excluded unless the damage is due to intent or gross negligence. This does not apply to the liability for warranted characteristics and breach of essential contractual obligations. In the latter case liability is restricted to the foreseeable damage. In cases of slight negligence, claims for damages arising from impossibility of performance and delay are restricted to compensation for the foreseeable damage.

13.2 In case of gross negligence on the part of its vicarious agent the Publisher's liability is restricted to the extent of the foreseeable damage. This does not apply to breaches of essential contractual obligations.

#### **14. Price list**

14.1 The rates of the advertisements are based on the Publisher's price list published on the internet and in effect at the time the contract is concluded. The Publisher reserves the right to change prices. For orders confirmed by the Publisher, price changes are only applicable if announced by the Publisher at least 1 month prior to the publication of the advertising medium. In case of a price increase the Client is entitled to withdraw from the contract. The right of withdrawal must be exercised within 14 days after receipt of the notification announcing the price increase.

14.2 Discounts are granted according to the price list valid at the given time. Advertising agencies and other intermediaries are obliged to adhere to the Publisher's price list in their quotations, contracts and invoices.

#### **15. Default of payment**

15.1 In the event of default or deferment of payment, interest and collection costs will be charged. In the case of default of payment the Publisher can delay the further execution of the current order until payment has been received and can demand advance payment for the remaining publications of the advertising medium.

15.2 In the case of objectively justified doubt as to the ordering party's ability to pay, the Publisher is entitled, even during the contractual period, to make the publication of further advertising media, without consideration of any originally agreed date for payment, dependent on the advance payment of the amount and on the settlement of outstanding invoices.

#### **16. Termination of order**

Terminations of advertising orders must be made in writing (letter or e-Mail).

#### **17. Information obligation**

Unless otherwise agreed, the Publisher is obliged to provide the Client within 10 working days after the execution of the order with call-up information on (a) the number of ad impressions, and (b) the downtime of the ad server in case the downtime exceeds 60 consecutive minutes.

#### **18. Data protection**

Orders are processed in compliance with the data protection regulation in force.

#### **19. Place of performance**

The place of performance is the registered seat of the Publisher. In business dealings with commercial business people or legal persons under public law or in case of special funds under public law, the

place of jurisdiction in case of legal action is the registered seat of the Publisher. Insofar as claims of the Publisher are not enforced in default proceedings, the place of jurisdiction for non-business people is deemed to be their residence. German law applies. If the address or the normal place of residence of the ordering party, including non-business people, is not known at the time of the legal action being taken or if after the contract has been concluded, the ordering party has relocated to a new address or to a different normal place of residence which is outside the area of validity of the law, then the place of jurisdiction – if the contract was concluded in written form – is agreed to be the registered seat of the Publisher.



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