

Media Documentation 2012

VINUM - EUROPE'S *leading* WINE MAGAZINE

VINUM
Readership
260 000

in Germany
Source: AWA 2011

87 000

in Switzerland
Source: MACH Basic
2011



AWA

Vinum 
EUROPE'S WINE MAGAZINE WWW.VINUM.DE

VINUM - Our Profile

Our Creed

VINUM stands for after-work relaxation, recreation, finding a slower pace, enjoying cherished topics and exploring new things. Information meets pleasure; entertainment meets utility.

Brief Characteristic

VINUM has been published since 1980 and enjoys a high level of acceptance among a large wine-interested audience, as well as among the producers, in trade and in high-class gastronomy.

VINUM – that's sophisticated enjoyment. Stories about wine abound; readers are immersed in the cultural treasure the winegrowing regions of Switzerland, Germany, Austria, Italy, France and the world provide. Extensive tastings with recommendations provide readers with a secure basis for orientation and the purchase of wine. Travel and culture reports are an invitation to linger. Upscale tableware and stylish accessories round-off the wide spectrum of topics.

Readership

People who read VINUM are characterized above-average net incomes and lead exclusive lifestyles a high affinity for the enjoyment of life. Readers of VINUM have above-average net incomes and lead exclusive lifestyles. They inform themselves about good wines and an upscale lifestyle with VINUM (AWA 2011).

Europe's Wine Magazine

With a total circulation of more than 80500 printed copies in Europe, 41000 of which are in Germany, VINUM is Europe's largest wine magazine. The VINUM authors in Europe's major winegrowing regions (France, Italy, Germany, Switzerland, Spain, and Austria) ensure a high information value and an authentic coverage of the respective "terroir".

Each county edition (Germany, German-speaking Switzerland, French-speaking Switzerland and Spain) has a distinct editorial local colour, whereas the same international magazine in each edition forms the binding element of the different country editions. Thus the mentality and market differences are taken into account.

Readers of VINUM enjoy life, are excellent epicures and are therefore the ideal target audience for you.

VINUM - EUROPE'S *leading* WINE MAGAZINE



Publication Dates and Key Topics 2012

Issue VINUM Germany and issue VINUM Switzerland (German)

Issue	Publication Date	Advertising Deadline	Data Deadline	Germany Report
1/2 January/February	23.01.12	21.12.11	02.01.12	· Württemberg
3 March	20.02.12	20.01.12	25.01.12	· The Burgunder Family
4 April	26.03.12	22.02.12	29.02.12	· Northern Palatinate and Southern Nahe
5 May	23.04.12	20.03.12	27.03.12	· Germany in a Rosé Frenzy
6 June	21.05.12	20.04.12	25.04.12	· Frühburgunder from the Ahr
7/8 July/August	25.06.12	22.05.12	30.05.12	· The Best German Internet Wine Merchants
9 September	27.08.12	26.07.12	02.08.12	· German Liqueur Wine
10 October	24.09.12	24.08.12	29.08.12	· Baden
11 November	22.10.12	25.09.12	28.09.12	· German Red Wine Prize
12 December	26.11.12	26.10.12	31.10.12	· Foreign Grapes Gain a Foothold in the Republic

Switzerland Report	International Report 1	International Report 2	Guide VINUM
· Humagne Blanche + Ermitage	· Tyrol	· The Southwest of Great Britain	· Bordeaux 2010 (Right Bank)
· The best internet wine merchants of Switzerland	· Alsace	· Brazil	· Bordeaux 2010 (Left Bank)
· Zürcher Weinland	· Sicily	· New Zealand	· Sicily
· Swiss Viognier	· Beaujolais + Maconnais	· Istria	· Beaujolais + Maconnais
· The nicest Swiss wine trails	· Lake Garda	· Madeira	· Prosecco
· Switzerland in a Rosé frenzy	· Misjudged Whites from the Loire	· La Mancha	· Loire
· Misjudged Gamay	· Trends among Portugal's Varieties	· South Tyrolean Weissburgunder	· Portugal
· Vully	· Southwest of France	· Red Friaul	· The Southwest of France
· Grand Prix du Vin Suisse	· Piemont Down-to-earth	· Slovakia	· Barolo Riserva + Barbaresco Riserva
· Grisons	· Cognac + Armagnac	· Ribera del Duero	· Sauternes of the Last Ten Years

Advertising Rate/Sizes/Combinations

All prices in Euro plus statutory sales tax, effective 01.01.2012

Formats in Type Area			Separate Editions				Combinations
	(Width × Height)		Germany/ Austria	Switzerland (German)	French-speaking Switzerland/ France	Spain	Germany/ Austria Switzerland (German)
1/1 Page	190 × 260mm	b/w	3038.–	3016.–	1597.–	3340.–	4541.–
		2-colour	4377.–	4100.–	2097.–	3340.–	6358.–
		4-colour	5494.–	4761.–	2329.–	3340.–	7692.–
1/2 Page	92 × 260mm or 190 × 127 mm	b/w	1870.–	1774.–	847.–	2260.–	2733.–
		2-colour	2677.–	2639.–	1216.–	2260.–	3987.–
		4-colour	3323.–	3213.–	1448.–	2260.–	4902.–
1/3 Page	59 × 260mm or 190 × 82mm	b/w	1246.–	1226.–	613.–	1650.–	1854.–
		2-colour	1782.–	1832.–	871.–	1650.–	2711.–
		4-colour	2217.–	2281.–	1032.–	1650.–	3373.–
1/4 Page	92 × 127 mm or 43 × 260mm or 190 × 60mm	b/w	936.–	871.–	458.–	1050.–	1335.–
		2-colour	1342.–	1239.–	619.–	1050.–	1936.–
		4-colour	1677.–	1468.–	713.–	1050.–	2359.–
1/8 Page	92 × 60mm or 43 × 127 mm	b/w	469.–	446.–	241.–		686.–
		2-colour	721.–	647.–	338.–		1026.–
		4-colour	844.–	750.–	406.–		1195.–
1/16 Page	43 × 60mm or 92 × 28mm	b/w	237.–	253.–	135.–		367.–
		2-colour	369.–	362.–	210.–		548.–
		4-colour	427.–	437.–	250.–		648.–

Contact advertising marketing: see page 13

Discounts

Upon purchase in the course of 12 months in one country edition.

Quantity/Number scales

Number Scales		Quantity Scales	
3 Advertisements:	5%	1 Page:	5%
6 Advertisements:	7%	3 Pages:	7%
10 Advertisements:	10%	6 Pages:	10%
15 Advertisements:	15%	10 Pages:	15%

Column Epicure's Corner

Format 1/16 page, 59 × 127 mm, 4-coloured

1 Advertisement:	850 €
2 Advertisements:	800 €
5 Advertisements:	750 €
8 Advertisements:	700 €
10 Advertisements:	650 €

Cover Pages

2nd CP:	6050 €
4th CP:	6260 €

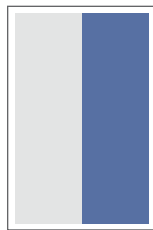
Agency Fee

15% (abroad as well)

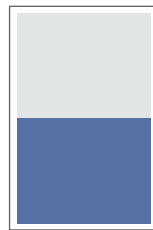
Advertisement Formats in Type Area



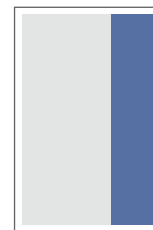
1/1 Page
190 × 260
(FA: 220 × 297)



1/2 Page
92 × 260
(FA: 104 × 297)



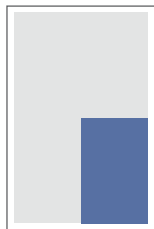
1/2 Page
190 × 127
(FA: 220 × 145)



1/3 Page
59 × 260
(FA: 71 × 297)



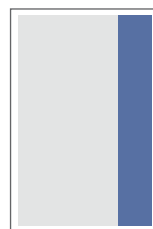
1/3 Page
190 × 82
(FA: 220 × 100)



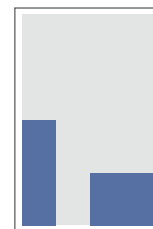
1/4 Page
92 × 127



1/4 Page
190 × 60
(FA: 220 × 78)



1/4 Page
43 × 260
(FA: 55 × 297)



1/8 Page
43 × 127
92 × 60



1/16 Page
92 × 28
43 × 60

Panorama Advertisements

Type area 416 × 260 mm; full bleed 440 × 297 mm;
at least 4 mm overlap on all outer edges.

Full Bleed Advertisements (FA)

Non-bleed text and images should be placed approximately 1 cm from the format trim.
On all outer edges: + 6 mm edge trim.

Inserts

All prices in Euro plus statutory sales tax, effective 01.01.2012

VINUM Issue Switzerland German-CH, 21 000 Copies							
	Loose Inserts				Fixed Inserts		
Weight	Advertising Value	Technical Costs	Postage	Total	Advertising Value	Technical Costs	Total
up to 25 g	4455 €	760 €	1175 €	6390 €	5240 €	1150 €	6390 €
up to 50 g	5240 €	760 €	1385 €	7385 €	6030 €	1150 €	7180 €
up to 75 g	6030 €	760 €	1595 €	8385 €	6930 €	1150 €	8080 €
75 g and above	upon request				upon request		

VINUM Issue Switzerland French-CH, 6 000 Copies							
	Loose Inserts				Fixed Inserts		
Weight	Advertising Value	Technical Costs	Postage	Total	Advertising Value	Technical Costs	Total
up to 25 g	2175 €	255 €	330 €	2760 €	2560 €	400 €	2960 €
up to 50 g	2560 €	255 €	390 €	3205 €	2945 €	400 €	3345 €
up to 75 g	2945 €	255 €	480 €	3680 €	3385 €	400 €	3785 €
75 g and above	upon request				upon request		

* Weight: Paper at least 60 g/m² - max. 150 g/m².
Supplements with affixed elements upon request.

Prices in Euro plus 19 % sales tax

VINUM Issue Germany 41 000 Copies					
Weight	Fixed Inserts		Fixed Inserts		
	Total Circulation 41 000 copies	Subscription 16 000 copies	Number of Pages	Total Circulation 41 000 copies	Subscription 16 000 copies
up to 25 g	134 €	168 €	2 pages	149 €	186 €
up to 30 g	138 €	173 €	4 pages	149 €	186 €
up to 35 g	151 €	189 €	8 pages	162 €	203 €
up to 40 g	155 €	194 €	12 pages	176 €	220 €
up to 45 g	169 €	211 €	more than 16 pages	192 €	240 €
up to 50 g	174 €	218 €		upon request	
up to 60 g	188 €	235 €			
up to 75 g	212 €	265 €			
75 g and above	upon request				

Prices

All prices per 1000 copies including distribution costs

Partial Circulation

Minimum circulation, 20 000 copies

Inserts Size

max. 210 × 285 mm, min. 105 × 148 mm

Fixed Inserts Size

max. final format 210 × 297 mm, min. final format 105 × 148 mm plus 3 mm gutter bleed, foot- and front trim, plus 5 mm head trim

Specifics

There is a limited availability of inserts. We kindly request an early reservation. Special printing, partial circulation of subscription copies upon request. VINUM Issue Germany: upon request Advertisements with glued inserts (postcard): basic price 1/1-advertisement (4-colour) plus technical costs € 45.– per thousand copies glued inserts

Surcharges

Piggyback surcharge: € 2000.–

Brochures with third-party advertising: For each advertisement a surcharge of 25% of the gross price for a black-white advertisement page (or the equivalent format) of the respective VINUM language issue will be added. Technical costs for the manual enclosure: upon request

Samples

Three samples must be sent to the advertising department to be reviewed prior to the final confirmation. For glued inserts a dummy/position sketch must be also be sent to the advertising department to be reviewed five weeks prior to publication.

Delivery Address

According to the order confirmation

Delivery Date

14 days prior to publication

BK, JUP

15% of the net advertising value

Online Advertising - VINUM-Banners

VINUM.de or VINUM.ch

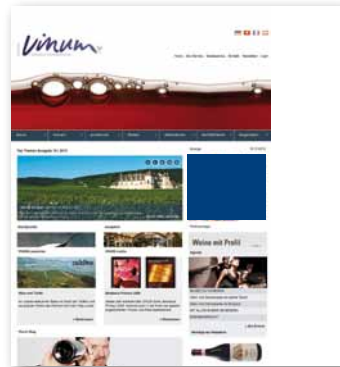
Access statistics (per month)

Visitors: 25 000

Page-Impressions: 50 000

Newsletter to Subscribers

Upon request



Rectangle

Size: 300 × 250 Pixel

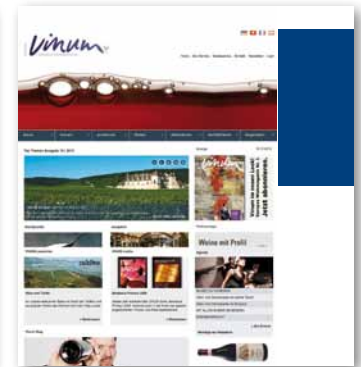
Formats: .jpg / .gif / .flv
€ 1600.- / month
plus tax.



Skyscraper

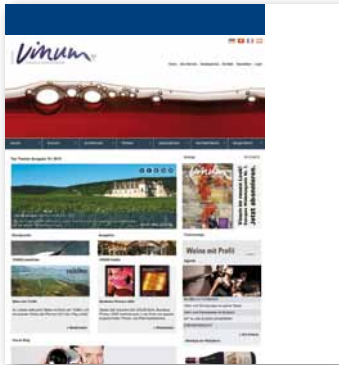
Size: 160 × 600 Pixel
Formats: .jpg / .gif / .flv
€ 1600.- / month
plus tax.

Size: 120 × 600 Pixel
Formats: .jpg / .gif / .flv
€ 1500.- / month
plus tax.



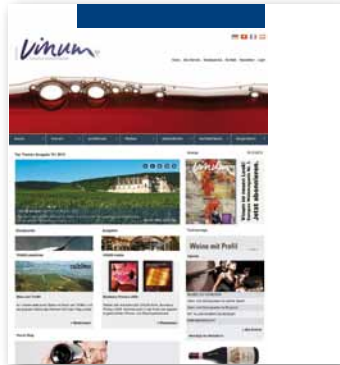
Maxskyscraper

Size: 326 × 600 Pixel
Formats: .jpg / .gif / .flv
€ 1950.- / month
plus tax.



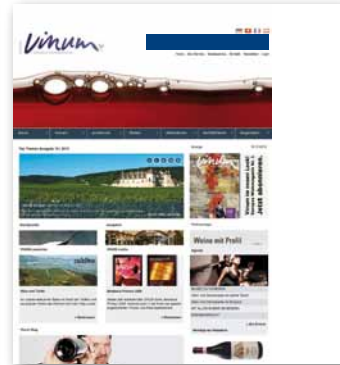
Maxboard

Size: 994 × 116 Pixel
 Formats: .jpg / .gif / .flv
 € 1950.– / month,
 plus tax.



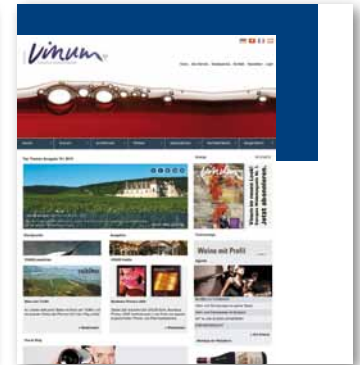
Leaderboard

Size: 720 × 90 Pixel
 Formats: .jpg / .gif / .flv
 € 1600.– / month
 plus tax.



Fullbanner

Size: 468 × 60 Pixel
 Formats: .jpg / .gif / .flv
 € 1500.– / month
 plus tax.



Wallpaper = Maxboard Skyscraper

Size: 994 × 116 Pixel
 Size: 160 × 600 Pixel
 Formats: .jpg / .gif / .flv
 € 2700.– / month
 plus tax.

Circulation/Technical Data

Total circulation: 80,500 copies (print run)

VINUM issue German-speaking Switzerland

21 000 copies 10 issues/year

VINUM issue Germany/Austria

41 000 copies 10 issues/year



(3rd quarter 2011)

37 201 copies distributed circulation
37 101 copies paid circulation
9 525 copies subscribed copies

VINUM issue

French-speaking Switzerland

6000 copies 5 issues/year

VINUM issue Spain

12 500 copies 6 issues/year

Technical Data

Format: 220 × 297 mm

Type area: 190 × 260 mm

Screen ruling: 60 lines/cm

Printing process: Cover: sheet offset; Contents: rotary offset

Colours: Euro scale: black, cyan, magenta, yellow (sequence)
No Pantone colours

Paper: Cover: white, glossy, coated, 200 g/m², wood-free
Contents: white, glossy, coated, 90 g/m²

Digital data: full page, InDesign files or high-end PDF with proof. Images, high-resolution – saved as InDesign, EPS or Tiff 300 dpi (with text elements in images at least 800 dpi resolution) – will be sent compressed. All fonts (no TrueTypes) must always be provided. All print data must be created in CMYK shades (no RGB- or Pantone colours). Advertisements created in Word, Excel or PowerPoint must be typographically re-processed by us. These will be charged separately. Total area coverage max. 300%.

Data transfer: digital (high-end-PDF) or on storage media (CD-Rom), Labelling of shipping case: customer name/object/issue.

No liability will be assumed for the quality of transmission.

Per E-Mail: anzeigen@vinum.ch

Per CD: Intervinum AG

Geltenwilenstrasse 8a, CH-9001 St. Gallen

For questions: Manuela Deganello, manuela.deganello@vinum.ch

File formats: print-optimized PDF in accordance with PDF/X-1a. With EPS please vectorize fonts. Open files only possible upon request in the programs InDesign, QuarkXPress, FreeHand, Illustrator, Photoshop. 4-coloured images with 300 dpi in composite mode (CMYK).

Production of colour advertisements:

All colours are obtained from the euro scale. No special colours such as HKS or Pantone possible. Colours not established in the CMYK mode will automatically be converted according to ISOcoated_v2 in CMYK. This can lead to colour deviations. In this case claims are excluded.

Publisher's information/Addresses

Publisher/Publishing House

Intervinum AG , Thurgauerstrasse 66, CH-8050 Zürich
Tel. +41 (0)44 268 52 40, Fax +41 (0)44 268 52 05, info@vinum.ch
www.vinum.info, (owner of the trademark and title rights)

Publisher

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Britta Wiegelmann, britta.wiegelmann@vinum.ch

Publishing Director

Nicola Montemarano, nicola.montemarano@vinum.ch

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Tel. +41 (0)71 226 92 92, Fax +41 (0)71 226 92 97

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Christian Schwert, Publisher's Representative, christian.schwert@corporatesales.de
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Tel. +41 (0)44 268 52 40, Fax +41 (0)44 268 52 05

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Tel. +33 (0)524 08 61 07, Fax +33 (0)524 08 61 07

VINUM Italy

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VINUM Spain

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Andrés Bello GB, E-28028 Madrid
Tel. +34 630 40 52 22

AWA Vinum 2011 Based on 70.33 Million

VINUM underwent an AWA 2011 survey from Spring 2010 to Spring 2011 (13 974 respondents)

The readers:

Readers of VINUM enjoy the upscale lifestyle, they love going out and they travel in Europe's wine-growing regions. Culture and the arts, host qualities and last but not least, celebrating the pleasure of wine are important to them. They are innovators/trendsetters and have a wide range of interests. More than two-thirds of readers work as managers, independent businessmen or are otherwise self-employed. As a result they have above-average income.

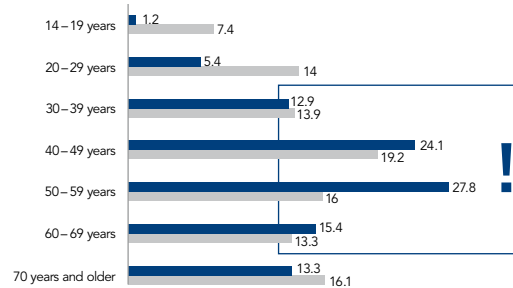
- Range: 0,4% = 260 000 Users
- Readers per issue: 6,83 readers/issue
- Average reading time: 155 Min.
- Each issue of VINUM is picked up an average of 6.4 times.
- The average amount of advertisements that are remembered is 72%.
- More than half of all readers are 40 years and older.
- Three of five readers are men.

Legend:

- VINUM
- Overall
- x-axis: Readings in %

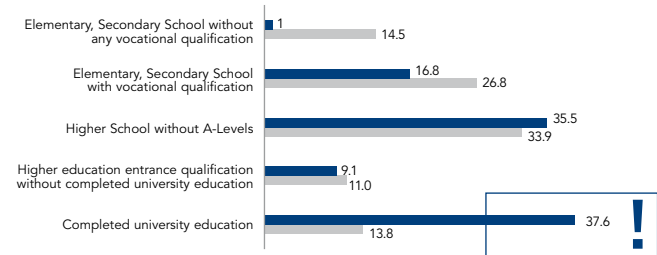
VINUM underwent an AWA 2011 survey from the spring of 2010 to the spring of 2011 (13 974 respondents). Readers after six advertisements.

Consumer Best Ager



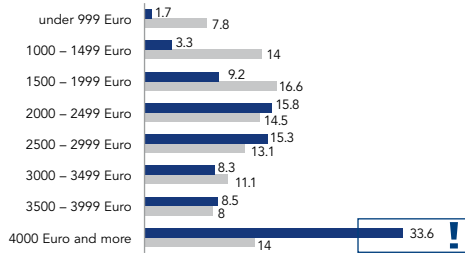
80% of VINUM readers are Best Ager. They are in the midst of things and actively engaged in life. VINUM is read by both men and women.

Excellently trained and successful in their careers



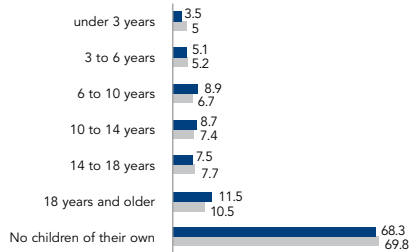
More than 80% of VINUM readers have a higher education and are career bound. Special: Almost 38% with completed university education.

High net income and standard of living



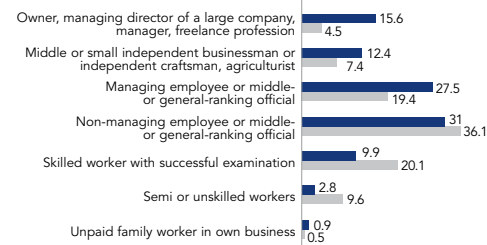
VINUM readers have an above-average purchasing power. More than 50% of VINUM readers have an annual salary of more than 40000.
Special: 33.6% are top earners.

Children in household



68% of VINUM readers do not have any (more) children of their own in their household, therefore they can generously enjoy life and their leisure activities.

Executive positions and the professional elite



More than 55% of VINUM readers work in leading positions. Independence and dedication are important characteristics of management persons.

Connoisseur of quality/buyer typology



Readers of VINUM prefer quality (85%), are avid consumers and care little about price (non-price-sensitive, 70%).

Terms and Conditions of the Publisher

1. According to the following terms and conditions "advertisement order" is the agreement of the publisher to publish one or more advertisements of an advertiser or other advertising parties in a publication for the purpose of distribution.
2. In case of any doubt, advertisements shall be released for publication within one year of the conclusion of the contract. If the contract grants the right to submit individual advertisements, the order shall be published within the time frame mentioned in the first sentence. Further advertisements shall be released for publication within one year of the appearance of the first advertisement.
3. When orders are placed, the customer shall also be entitled to release advertisements above and beyond the quantity stated in the order within the agreed or in paragraph 2 specified time period.
4. Should an order not be fulfilled due to circumstances beyond the control of the publisher, the customer shall reimburse the publisher the difference between the discount granted and the discount due according to the actual number of orders completed, regardless of any further legal obligations. Such refunds shall not apply if the non-fulfillment is due to force majeure in the publisher's sphere of risk.
5. Advertisements and third-party inserts in specific numbers, specific issues or specific places of the publication are accepted if the customer has declared that the advertisement or third-party insert should be published in specific numbers, specific issues or in specific places of the publication and this was explicitly confirmed by the publisher. Classified advertisements shall be printed in the respective category without this requiring an explicit agreement.
6. Text-embedded advertisements are advertisements that are bordered on at least three sides by text and not by any other advertisements. Advertisements that are not recognizable as advertisements due to their editorial layout are identified as advertisements by the publisher by adding the word "such".
7. The publisher reserves the right to decline advertisement orders, including individual requests for placement as part of a contract, and orders for inserts on the grounds of content, origin or technical form, if after due assessment the publisher discovers that the advertisement concerned violates laws, official regulations or the common decency or if the publisher finds its publication unacceptable. Orders for inserts will not be processed if the inserts, due to their format or presentation give the reader the impression that they are a part of the magazine or if they contain third-party advertisements. The publisher can also decline orders for inserts for technical and sales related reasons until a sample of the insert has been submitted. The above also applies to orders submitted to branch offices, agencies or sales representatives. The customer shall be notified of the rejection of a contract without delay.
8. The customer is responsible for the timely delivery of the advertisement text and flawless print documents or the insert (digital data transfer see technical data). The publisher needs immediate replacement of visibly unsuitable or damaged print documents. The publisher guarantees a print quality customary for the intended publication within the technical scope of the submitted print documents.
9. The customer is entitled to a price reduction or a flawless replacement advertisement if the printing of the advertisement is completely or partially illegible, incorrect or incomplete, but only to the extent to which the purpose of the advertisement was compromised. If the publisher does not rectify the defect within a reasonable amount of time set by the customer or if the replacement advertisement is not flawless, the customer shall have the right to withdraw from the contract. The publisher is not liable for negligence. The exclusion of liability does not apply in the case of the absence of guaranteed features. The publisher is liable towards non-traders for foreseeable damages in the event of delay or impossibility even in the case of simple negligence, yet only for the price of the concerned advertisement. Furthermore in commercial dealings the publisher is not liable for gross negligence of their assistants; in all other cases the liability for gross negligence towards merchants is limited to a replacement of the foreseeable damage up to the price of the concerned advertisement. Claims – other than in the case of non-obvious defects – must be brought forward within four weeks of receipt of the invoice and supporting documents.
10. Proofs will only be delivered upon explicit request. The customer shall be responsible for checking the returned proofs. The publisher takes all corrections of error into account that it is notified of within the period of time set with the sending of the proof.
11. If the customer does not make advance payment, the invoice will be sent immediately or within 14 days of publication of the advertisement. The invoice shall be paid within the given period as stipulated on the price list starting from the date of receipt of the invoice unless, in individual cases, a different deadline for payment or pre-payment has been agreed upon. Any discounts for early payment shall be granted according to the price list.
12. In the case of delayed or deferred payment, interest and collection costs shall be charged. In case of delayed

payment the publisher may postpone the further completion of the current order until full payment is received and the publisher may then request pre-payment for the remaining advertisements. If there is a reasonable doubt about the customer's ability to pay the publisher may, even while the advertising contract is running and regardless of a previously agreed on deadline for payment, make the publication of further advertisements dependent on pre-payment of the sum and settlement of unpaid invoices.

13. If requested, the publisher shall supply an advertiser's copy after billing. Depending on the type and volume of the advertising order advertisement cuts, sample pages and complete issues will be delivered. If a sample copy is no longer available, then a legally binding certificate of the publisher regarding the publication and distribution of the advertisement shall serve as a substitute.
14. The customer shall bear the costs for the production of ordered films, print documents and drawings as well as for significant and reasonable changes of originally agreed upon versions requested by the customer.
15. Place of fulfillment is the registered office of the publisher. The place of jurisdiction is, unless the law stipulates otherwise, the registered office of the publisher.

Additional Terms and Conditions of the Publisher

- a) Every order shall be based on the general terms and conditions, our additional terms and conditions, the order confirmation and the current valid price list. The advertisement order issued shall become legally binding only after being confirmed by the publisher.
- b) The publisher shall not be liable for advertisements placed by telephone or changes or cancellations requested by telephone.
- c) Placement requests are only valid if expressly confirmed by the publisher.
- d) Unless another agreement has been explicitly made, in the event of price adjustments new tariffs shall be applicable immediately for current orders.
- e) In cases of force majeure, labour disputes, seizure or operational disruptions the publisher shall be entitled to full payment for the published advertisements if 80% of the guaranteed paid circulation has been fulfilled. Should this percentage not be reached the invoice sum will be reduced in the same proportion as that of the guaranteed circulation to the actual paid circulation. Further claims for fulfilment of performance or damage are excluded.
- f) If printing documents lead to additional costs, these will be invoiced. If defects in the print material are not immediately apparent, but only become apparent during printing, the customer is not entitled to claims in the event of an unsatisfactory print. If printing material is submitted after the deadline the publisher cannot guarantee a flawless print reproduction. The obligation to store printing materials ends three months after the publication of the advertisement, unless another agreement has been explicitly made. Control data that is missing or printed defectively does not entitle the customer to claims.
- g) Written confirmation of a capital participation of at least 50% is necessary for the application of a group discount for subsidiaries.
- h) Advertising agents and agencies are obliged to adhere to the publisher's price list in their proposals, contracts and settlements with advertisers. The agency commission granted by the publisher shall not be passed on to the customer, either fully or partially.
- i) Pre-payment up to the advertising deadline can be requested of first-time customers or advertising agencies.
- j) The customer alone is responsible for the contents and the legal admissibility of the advertising text/image. The customer shall be responsible for the exemption of the publisher from third-party claims that result from the fulfilment of the order, even if cancelled. The publisher shall not be obliged to check orders and advertisements as to whether they impair the rights of third parties. The publisher is entitled to make the publishing of advertisements for medicine or remedies dependent on written evidence of the responsible party in regard to their legitimacy and/ or have experts examine the advertising material in regard to its legitimacy at the cost of the customer.
- k) Suspensions, change of size, format and colour are not possible six or less working days prior to the advertising deadline. The publisher is not liable for the accuracy of advertisements placed by telephone or corrections requested by telephone. The publisher is also not liable in the case that defects of the template only become apparent upon reproduction or printing. In this case the customer will not be entitled to claims for an unsatisfactory print. Possibly arising additional costs must be passed on.

Advertisements can be rejected for reasons of company policy.