

kicker RATECARD 2025

kicker Monday & Thursday

# MONDAY & THURSDAY 2025



## PUBLISHER INFORMATION

Address: Olympia-Verlag GmbH, Advertising Department kicker,  
Badstraße 4-6, 90402 Nuremberg, Germany

Phone: (09 11) 2 16-22 12  
Order processing: (09 11) 2 16-22 14 / -26 29  
Printing material: (09 11) 2 16-26 29 / -22 14  
Loose inserts, bound-in inserts, tip-ins (09 11) 2 16-26 69, -22 14  
Sales-Team: (09 11) 2 16-27 75 / -27 35 / -21 84 / -21 73 / -16 09

Fax: (09 11) 2 16-27 39

E-Mail: [anzeigen@kicker.de](mailto:anzeigen@kicker.de)

Internet: [www.kicker.de](http://www.kicker.de)

### TERMS OF PAYMENT

Payments are due on the date on which the issue containing your ad is published.  
A 2 % discount will be granted if the full amount is received by the publisher before the date of issue and if there are no outstanding payments.  
**Payments can be made by direct debit.**  
Sales tax: Net prices are plus VAT due on the same date as the payment.  
VAT ID.: DE 811186870

### BANK ACCOUNTS

**Bank Commerzbank AG Nürnberg**  
Routing-Nr. 760 400 61  
Account-Nr. 5 221 452  
IBAN DE21 7604 0061 0522 1452 00  
BIC COBADEFF

**Bank Postbank Nürnberg**  
Routing-Nr. 760 100 85  
Account-Nr. 610 00-858  
IBAN DE42 7601 0085 0061 0008 58  
BIC PBNKDEFF

## kicker Monday:

### TECHNICAL SPECIFICATION

**Magazine format:** 240 mm wide x 315 mm high (front section of the magazine)  
230 mm wide x 315 mm high (back section of the magazine)

**Print space:** 203 mm wide x 282 mm high

**Enlarged print space:** 220 mm wide x 305 mm high

**Printing method:** rotary intaglio with newspaper insert

**Special insertion formats:** upon request. Call +49 (0)911 2 16-26 69, -22 14

**Reader circle edition:** no

**Bleed not possible** since insertion of the most current newspaper section (events of Saturday/Sunday) requires that the ready-made intaglio product come with a binding lap. Several printing locations have to ship late Sunday night/early Monday morning in order for kicker magazine to reach our subscribers and buyers in time, i.e. only a few hours after printing.

Since kicker magazine is produced using a combination of brilliant intaglio and quick newspaper offset, advertisers can make use of all the advantages of colour intaglio printing and kicker readers are sure to receive the latest news, i.e. they can read specialist reports about sports events from all over the world, some of which took place only a few hours before. This means that kicker magazine is capable of publishing event-related ads immediately after the fact and also in colour (e.g. congratulation ads).

**Intaglio section.** Minor tonal variations are due to the peculiarities of rotary intaglio. For special colours outside the range of the four-colour process, additional fees will be charged. Details will be provided upon request. The publisher reserves the right to build spot colours from the four-colour scale.

**Newspaper section.** Due to the printing method and the quality of wood-containing newspaper stock, printing failures are to be taken into consideration accordingly. Advertising space is limited. Printing in several locations with different printing gear can make it necessary for the placement of colour ads to be changed from left to right within the same issue. Minor changes in height and width are possible.

**Consumer magazine number:** 515631

### DISCOUNTS

from 3 pages 5 %	from 9 pages 15 %	from 15 pages 21 %
from 6 pages 10 %	from 12 pages 20 %	from 18 pages 22 %

Formats smaller than one page may be added up for one insertion year and receive a discount according to the total number of pages reached. Ads printed in both the Monday and Thursday editions of kicker-sportmagazin will be added for discount. Ads from orders for the complete edition of kicker-sportmagazin can be added to the number of ads ordered for the part editions to determine the total quantity ordered.

**Club ads and private classifieds:** 20 % discount.

**Advertising agencies** receive a third-party premium of 15 % of the customer net price (gross price minus the discount).

**BOX NUMBER FEE** including postage, processing, forwarding of offers: € 15,- (plus VAT)

### FIND A CONTACT PERSON

#### GERMANY

**Olympia-Verlag GmbH**  
Badstraße 4 - 6  
90402 Nuremberg, Germany  
Phone.: (0911) 2 16 11 77  
Fax: (0911) 2 16 27 39  
E-Mail: [anzeigen@kicker.de](mailto:anzeigen@kicker.de)  
Internet: [www.olympia-verlag.de](http://www.olympia-verlag.de)

#### FOREIGN COUNTRIES

**BCN Brand Community Network GmbH**  
Meike Nevermann  
Head of Publisher Management  
Arabellastraße 23  
81925 Munich, Germany  
E-Mail: [meike.nevermann@bcn.group](mailto:meike.nevermann@bcn.group)

## PRINTING MATERIAL



See [www.duon-portal.de](http://www.duon-portal.de) for the current and binding technical specifications, also available as downloadable PDF-file.

If printing material is not submitted on time or if the submittal is incorrect or the printing ordered is different from the submittal, the printing quality and placement of your ad may be affected. Complaints are excluded in these cases. Special placement requests for ads to be printed in "enlarged print space" are to be submitted beforehand. Non-compliance with the data submission deadline or with the specifications listed above, as well as data errors and colour space differences (e.g. supplying offset data and proofs for ads booked for intaglio) result in the forfeiting of the right to complain.



Ads may also be booked through our Online Booking System (OBS).  
See [www.obs.pz-online.de](http://www.obs.pz-online.de)



## FORMATS AND ADVERTISEMENT RATES **kicker Monday**

Page sections	Print space formats width x height in mm	Enlarged print space* width x height in mm	One- to four-coloured €
<b>1/1</b>	203 x 282	<b>220 x 305</b>	32 465,-
<b>3/4</b>	vertical 3-column	<b>161 x 305</b>	26 297,-
	horizontal 4-column	<b>220 x 221</b>	
<b>2/3</b>	vertical	<b>144 x 305</b>	23 808,-
	horizontal	<b>220 x 204</b>	
<b>9/16</b>	3-column	<b>161 x 221</b>	20 453,-
<b>1/2</b>	vertical 2-column	<b>109 x 305</b>	20 291,-
	horizontal 4-column	<b>220 x 151</b>	
<b>1/3</b>	vertical	<b>74 x 305</b>	16 068,-
	horizontal	<b>220 x 102</b>	
<b>1/4</b>	vertical 1-column	<b>57 x 305</b>	11 769,-
	vertical 2-column	-	
	horizontal 4-column	<b>220 x 81</b>	
<b>1/8</b>	vertical 1-column	-	6 290,-
	vertical 2-column	-	
	horizontal 4-column	-	
<b>1/16</b>	vertical 1-column	-	3 348,-
	horizontal 2-column	-	
<b>1/32</b>	1-column	-	1 877,-

\* Only possible for intaglio

Page sections	Print space formats width x height in mm	Enlarged print space* width x height in mm	One- to four-coloured €
<b>Formats with across-binding print</b>			
<b>2/1</b>	428 x 282	<b>440 x 305</b>	64 930,-
<b>1 1/2</b>	1 page + 1/2 p. vertical	<b>330 x 305</b>	48 698,-
	2 x 3/4 page horizontal	<b>440 x 221</b>	
	2 x 3/4 page vertical	<b>330 x 305</b>	
<b>2x 9/16</b>	tunnel-format-ad	<b>330 x 221</b>	40 906,-
<b>2x 1/2</b>	horizontal	<b>440 x 151</b>	40 582,-
<b>Special placement</b>			
<b>1/1</b>	2nd/4th cover page	<b>220 x 305</b>	35 712,-
	left page facing the quick newspaper section	<b>220 x 305</b>	34 088,-
<b>2/1</b>	2nd cover page + p. 3	<b>440 x 305</b>	68 177,-
<b>In-text ads</b>			
column width 47 mm	price per mm		110,-

\* Only possible for intaglio

Other formats available upon request. All rates plus VAT.

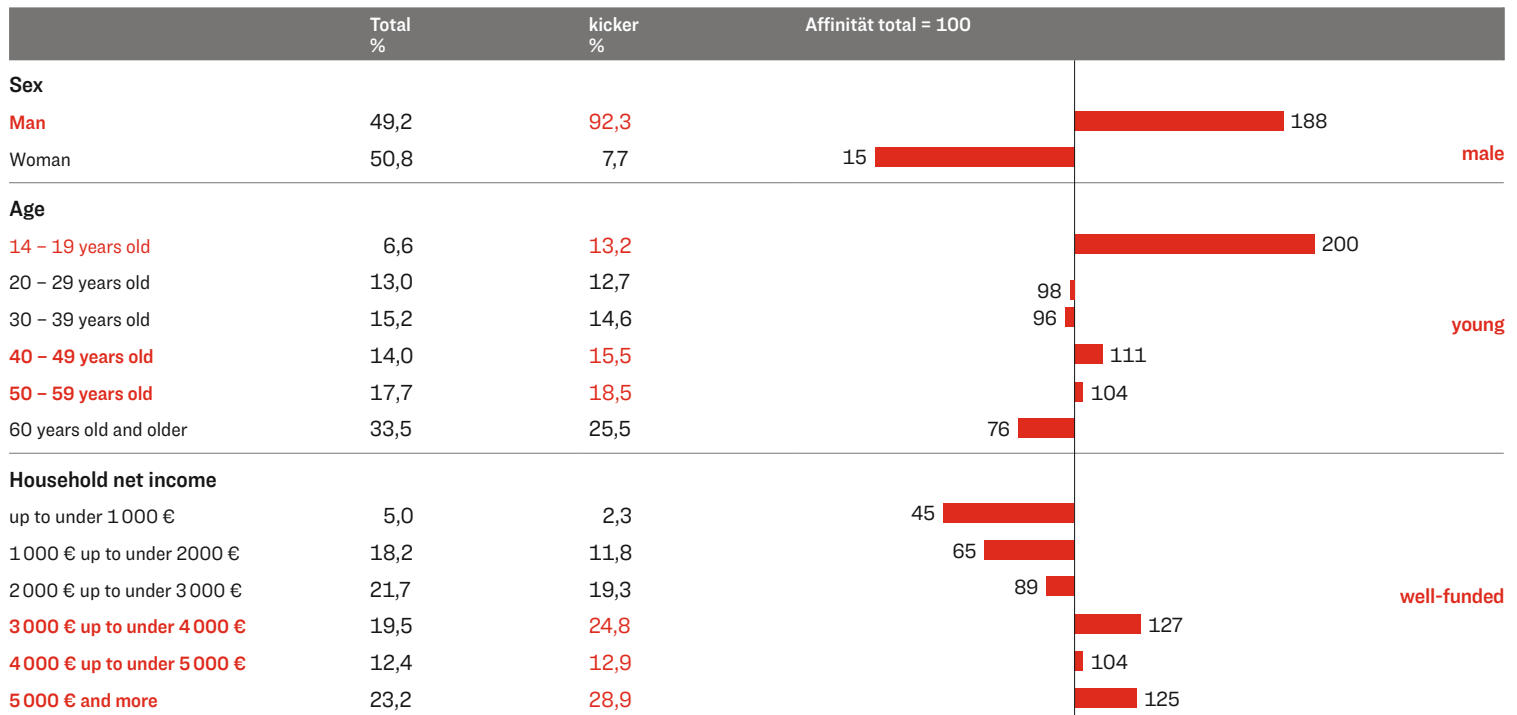
## READERSHIP PROFILE

### STRONG BRAND - YOUNG CORE

Every week, the kicker sports magazine reaches out to 1,35 million readers. With a readership share of 92%, kicker is the „manliest“ magazine in the current MA. kicker readers are exceptionally young: 20% of them are between 14 and 29.

### FOOTBALL - THE ONE THING ALL MALE TARGET GROUPS HAVE IN COMMON

Football fans are a distinct heterogeneous target group. The fascination captivates men from all walks of life: students, skilled workers, top managers. This is precisely what the composition of kicker's readership reflects.



Source: MA 2024 PM II- Basis: total German-speaking population aged 14+ (70.48 million) - LpA kicker 1.35 million.

## PUBLICATION SCHEDULE kicker Monday

The issue of the Monday and Thursday editions are consecutively numbered.  
 In order to be able to provide absolutely reliable disposition issues, please submit your orders with a reference to the **publication date**.

1 <sup>st</sup> half of 2025			Advertisement Deadlines		The kicker football year
Calendar-week	Issue no.	Publication date d/m/y	Closing deadline, Right to withdraw	Printing material d/m/y	Bundesliga, 2. Liga, DFB-Pokal, Champions League, Europa League, International Matches
1	2	30/12/24	02/12/24	09/12/24	
2	4	06/01/25	09/12/24	16/12/24	
3	6	13/01/25	16/12/24	23/12/24	Bundesliga
4	8	20/01/25	23/12/24	30/12/24	Bundesliga + 2. Liga
5	10	27/01/25	30/12/24	07/01/25	Bundesliga + 2. Liga
February	kicker-Sonderheft <b>CHAMPIONS LEAGUE K.O.-RUNDE 2025</b>				Dates, Rates, Information: see Ratecard kicker special edition <b>CHAMPIONS LEAGUE K.O.-RUNDE 2025</b>
6	12	03/02/25	07/01/25	13/01/25	Bundesliga + 2. Liga
7	14	10/02/25	13/01/25	20/01/25	Bundesliga + 2. Liga
8	16	17/02/25	20/01/25	27/01/25	Bundesliga + 2. Liga/EL/ECL-Playoffs
9	18	24/02/25	27/01/25	03/02/25	Bundesliga + 2. Liga/EL/ECL-Playoffs
March	kicker-Sonderheft <b>MOTORSPORT 2025</b>				Dates, Rates, Information: see Ratecard kicker special edition <b>MOTORSPORT 2025</b>
10	20	03/03/25	03/02/25	10/02/25	Bundesliga + 2. Liga
11	22	10/03/25	10/02/25	17/02/25	Bundesliga + 2. Liga/EL/ECL last sixteen
12	24	17/03/25	17/02/25	24/02/25	Bundesliga + 2. Liga/EL/ECL last sixteen
13	26	24/03/25	24/02/25	03/03/25	
14	28	31/03/25	03/03/25	10/03/25	Bundesliga + 2. Liga
15	30	07/04/25	10/03/25	17/03/25	Bundesliga + 2. Liga
16	32	14/04/25	17/03/25	24/03/25	Bundesliga + 2. Liga/EL/ECL Quarter finals
17	34	22/04/25	24/03/25	31/03/25	Bundesliga + 2. Liga/EL/ECL Quarter finals
18	36	28/04/25	31/03/25	07/04/25	Bundesliga + 2. Liga
19	38	05/05/25	07/04/25	14/04/25	Bundesliga + 2. Liga/EL/ECL Semi finals
20	40	12/05/25	14/04/25	22/04/25	Bundesliga + 2. Liga/EL/ECL Semi finals
21	42	19/05/25	22/04/25	28/04/25	Letzter Spieltag BL + 2. Liga
22	44	26/05/25	28/04/25	05/05/25	DFB-Pokal-Final / Bundesliga + 2. Liga Relegation matches
23	46	02/06/25	05/05/25	12/05/25	Champions-League – Final in Munich
May	kicker-Sonderheft <b>DIE GROSSE BILANZ 2025</b>				Dates, Rates, Information: see Ratecard kicker special edition <b>DIE GROSSE BILANZ 2025</b>
24	48	10/06/25	12/05/25	19/05/25	
25	50	16/06/25	19/05/25	26/05/25	
26	52	23/06/25	26/05/25	02/06/25	
27	54	30/06/25	02/06/25	10/06/25	





### kicker Monday Newspaper-section:


Closing deadline/right to withdraw: 10 days prior to publication  
 Delivery deadline for printing material: 5 days prior to publication  
 Shorter deadlines upon request

For information regarding all sporting events in 2025, please call  
 +49 (0)911 2 16-26 29 or write to [anzeigen@kicker.de](mailto:anzeigen@kicker.de)

## PUBLICATION SCHEDULE kicker Monday

The issue of the Monday and Thursday editions are consecutively numbered.  
In order to be able to provide absolutely reliable disposition issues, please submit your orders with a reference to the **publication date**.

2 <sup>nd</sup> half of 2025			Advertisement Deadlines		The kicker football year
Calendar-week	Issue no.	Publication date d/m/y	Closing deadline, Right to withdraw	Printing material d/m/y	Bundesliga, 2. Liga, DFB-Pokal, Champions League, Europa League, International Matches
28	 56	07/07/25	10/06/25	16/06/25	Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025
29	 58	14/07/25	16/06/25	23/06/25	Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025
30	 60	21/07/25	23/06/25	30/06/25	Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025
Juli	kicker-Sonderheft <b>FUSSBALL-BUNDESLIGA 2025</b>				Dates, Rates, Information: see Ratecard kicker special edition <b>FUSSBALL-BUNDESLIGA 2025</b>
31	 62	28/07/25	30/06/25	07/07/25	Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025
32	64	04/08/25	07/07/25	14/07/25	
33	66	11/08/25	14/07/25	21/07/25	
34	68	18/08/25	21/07/25	28/07/25	
35	70	25/08/25	28/07/25	04/08/25	
36	72	01/09/25	04/08/25	11/08/25	
September	kicker-Sonderheft <b>CHAMPIONS LEAGUE 2025</b>				Dates, Rates, Information: see Ratecard kicker special edition <b>CHAMPIONS LEAGUE 2025</b>
37	74	08/09/25	11/08/25	18/08/25	
38	76	15/09/25	18/08/25	25/08/25	
39	78	22/09/25	25/08/25	01/09/25	
40	80	29/09/25	01/09/25	08/09/25	
41	82	06/10/25	08/09/25	15/09/25	
42	84	13/10/25	15/09/25	22/09/25	
43	86	20/10/25	22/09/25	29/09/25	
44	88	27/10/25	29/09/25	06/10/25	
45	90	03/11/25	06/10/25	13/10/25	
46	92	10/11/25	13/10/25	20/10/25	
47	94	17/11/25	20/10/25	27/10/25	
48	96	24/11/25	27/10/25	03/11/25	
49	98	01/12/25	03/11/25	10/11/25	
50	100	08/12/25	10/11/25	17/11/25	
51	102	15/12/25	17/11/25	24/11/25	
52	104	22/12/25	24/11/25	01/12/25	
53	2/26	29/12/25	01/12/25	08/12/25	

 = Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025

### kicker Monday Newspaper-section:

Closing deadline/right to withdraw: 10 days prior to publication  
Delivery deadline for printing material: 7 days prior to publication  
Shorter deadlines upon request

The dates for the Bundesliga season 2024/25, the DFB-Pokal, the Champions League and the Europa League were not yet available at the time of printing.  
For current information, please call +49 (0)911 2 16-26 29 or write to [anzeigen@kicker.de](mailto:anzeigen@kicker.de)

## kicker Thursday:

### TECNICAL SPECIFICATION

**Magazine format:** 235 mm wide x 315 mm high

**Print space:** 203 mm wide x 282 mm high

**Printing method:** Newspaper offset printing

**Special insertion formats:** upon request. Call +49 (0)911 2 16-22 15

**Supplements, tip-ins, bound-in inserts:** not possible

**Consumer magazine number:** 554207



Ads may also be booked through our Online Booking System (OBS).  
See [www.obs.pz-online.de](http://www.obs.pz-online.de)



### PRINTING MATERIAL



See [www.duon-portal.de](http://www.duon-portal.de) for the current and binding technical specifications, also available as downloadable PDF-file.

If printing material is not submitted on time or if the submittal is incorrect or the printing ordered is different from the submittal, the printing quality and placement of your ad may be affected. Complaints are excluded in these cases. Special placement requests for ads to be printed in "enlarged print space" are to be submitted beforehand. Non-compliance with the data submission deadline or with the specifications listed above, as well as data errors and colour space differences (e.g. supplying offset data and proofs for ads booked for intaglio) result in the forfeiting of the right to complain.

### FORMATS AND ADVERTISEMENT RATES kicker Thursday





Page sections	Print space formats width x height in mm	One- to four-coloured €
<b>1/1</b>	203 x 282	29 203,-
<b>3/4</b>	vertical 3-column	23 654,-
	horizontal 4-column	
<b>2/3</b>	vertical	21 416,-
	horizontal	
<b>9/16</b>	3-column	18 037,-
<b>1/2</b>	horizontal 2-column	18 252,-
	horizontal 4-column	
<b>1/3</b>	vertical	12 655,-
	horizontal	
<b>1/4</b>	vertical 1-column	10 586,-
	vertical 2-column	
	horizontal 4-column	
<b>1/8</b>	vertical 1-column	5 658,-
	vertical 2-column	
	horizontal 4-column	
<b>1/16</b>	vertical 1-column	3 012,-
	horizontal 2-column	
<b>1/32</b>	1-column	1 688,-

Page sections	Print space formats width x height in mm	One- to four-coloured €
<b>Formats with across-binding print</b>		
<b>2/1</b>	428 x 282	58 406,-
<b>11/2</b>	1 page + 1/2 p. vertical	47 455,-
	2 x 3/4 page horizontal	
	2 x 3/4 page vertical	
<b>2x 9/16</b>	tunnel-format-ad	36 796,-
<b>2x 1/2</b>	horizontal	36 504,-
<b>Special placement</b>		
<b>1/1</b>	4th cover page	31 123,-
<b>In-text ads</b>		
	column width 47 mm	price per mm 103,-

Other formats available upon request. All rates plus VAT.

## PUBLICATION SCHEDULE kicker Thursday

The issue of the Monday and Thursday editions are consecutively numbered.  
In order to be able to provide absolutely reliable disposition issues, please submit your orders with a reference to the **publication date**.

Publication schedule 2025			Advert. deadlines	The kicker football year
Calendar-week	Issue no.	Publication date d/m/y	Closing deadline Right to withdraw Printing material d/m/y	
1	3	02/01/25	29/12/22	
2	5	09/01/25	02/01/25	
3	7	16/01/25	09/01/25	Bundesliga
4	9	23/01/25	16/01/25	
5	11	30/01/25	23/01/25	
6	13	06/02/25	30/01/25	DFB-Pokal, quarter finals
7	15	13/02/25	06/02/25	DFB-Pokal, quarter finals
8	17	20/02/25	13/02/25	DFB-Pokal, quarter finals
9	19	27/02/25	20/02/25	DFB-Pokal, quarter finals
10	21	06/03/25	27/02/25	
11	23	13/03/25	06/03/25	
12	25	20/03/25	13/03/25	
13	27	27/03/25	20/03/25	
14	29	03/04/25	27/03/25	DFB-Pokal, Semi finals
15	31	10/04/25	03/04/25	
16	33	17/04/25	10/04/25	
17	35	24/04/25	17/04/25	
18	37	01/05/25	24/04/25	
19	39	08/05/25	01/05/25	
20	41	15/05/25	08/05/25	
21	43	22/05/25	15/05/25	ECL Final in Bilbao
22	45	30/05/25	22/05/25	ECL Final in Breslau
23	47	05/06/25	30/05/25	
24	49	12/06/25	05/06/25	
25	51	19/06/25	12/06/25	
26	53	26/06/25	19/06/25	
27	 55	03/07/25	26/06/25	Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025
28	 57	10/07/25	03/07/25	Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025
29	 59	17/07/25	10/07/25	Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025
30	 61	24/07/25	17/07/25	Women's EURO 2025 in Switzerland, 02.07. – 27.07.2025
31	63	31/07/25	24/07/25	
32	65	07/08/25	31/07/25	
33	67	14/08/25	07/08/25	
34	69	21/08/25	14/08/25	
35	71	28/08/25	21/08/25	
36	73	04/09/25	28/08/25	
37	75	11/09/25	04/09/25	
38	77	18/09/25	11/09/25	
39	79	25/09/25	18/09/25	
40	81	02/10/25	25/09/25	
41	83	09/10/25	02/10/25	
42	85	16/10/25	09/10/25	
43	87	23/10/25	16/10/25	
44	89	30/10/25	23/10/25	
45	91	06/11/25	30/10/25	
46	93	13/11/25	06/11/25	
47	95	20/11/25	13/11/25	
48	97	27/11/25	20/11/25	
49	99	04/12/25	27/11/25	
50	101	11/12/25	04/12/25	
51	103	18/12/25	11/12/25	

## GENERAL TERMS AND CONDITIONS

### for Advertisements and Inserts in Newspapers and Magazine Publications

1. "Advertising order" as defined by the following general terms and conditions shall be a contract for publishing one or several advertisements by an advertiser or other party in a publication for the purpose of distribution.
2. In case of doubt, advertisements shall be called within one year of signing the contract. Where a right to call individual advertisements has been granted within the framework of an advertising deal, the order is to be settled within one year from the date of publication of the first advertisement, insofar as the first advertisement is called and published within the period of time specified in sentence 1.
3. Once a contract has been signed, the client shall be entitled to call other advertisements within the period of time agreed upon or specified in clause 2 even beyond the number of advertisements specified in the order.
4. If single or several calls specified in an advertising deal are not effected for reasons not attributable to the publisher, then the client is obliged, without prejudice to any other legal obligations, to reimburse the publisher in the amount of the difference between the discount granted and the discount applicable to the actual number of publication instances called. Reimbursement shall not apply if non-fulfilment is based upon force majeure within the publisher's area of risk.
5. For the calculation of volumes, text-millimetre lines are converted into advertisement millimetres on the basis of their price.
6. Orders for advertisements or inserts which are only to be published in certain issues, certain editions or at certain positions within the newspaper or magazine must be submitted to the publisher in sufficiently good time to enable notification to the client before the closing date for advertisements should it not be possible to complete the order as requested. Classified advertisements are printed in the category concerned without this requiring an express agreement.
7. In-text advertisements are advertisements which are bordered on at least three sides by text and not by other advertisements. Advertisements which, by virtue of their design or layout, may not be recognised as advertisements will be identified as such by the publisher with the word "advertisement".
8. The publisher retains the right to reject advertisement orders based on the publisher's consistent, factual business principles, including individual calls within the framework of an advertising deal, as well as inserts on account of their contents, layout, origin or technical form if their contents infringe laws or official regulations or if their publication is unreasonable for the publisher. This also applies to orders placed with branch offices, receiving offices or agents. Orders for inserts are only binding for the publisher following submission and approval of a sample. Advertisements which, due to their format or layout, would appear to the reader to be an integral part of the newspaper or magazine or which contain advertising from or for third parties (joint advertising) will not be accepted. The rejection of an order will be communicated to the client without delay.
9. The client bears sole responsibility for the timely submission and appropriate quality of the advertisement text and printing material or inserts. The publisher shall request immediate replacement for unsuitable or damaged printing material. The publisher shall guarantee the standard printing quality possible for the respective title within the framework of the printing material submitted for publication.
10. If an advertisement as printed is wholly or partially illegible, incorrect or incomplete, the client shall be entitled to a price reduction or a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was impaired. If the publisher allows the reasonable deadline set by the client for the substitute advertisement to expire, or if the substitute advertisement is again faulty, the client shall be entitled to a price reduction or to cancellation of the order. The publisher shall not be liable for any claims for damages arising from positive violation of contractual duty, culpa in contrahendo or tortious acts. This applies also to orders placed over the telephone. Claims for damages arising from impossibility of fulfilment and delay in fulfilment shall be limited to reimbursement for typical, predictable damage and to the reimbursement of the payment due for the advertisement or insert in question. This does not apply in cases of intent or gross negligence on the part of the publisher, his legal agent and his subcontractor. Moreover, in the context of commercial business, the publisher shall not be liable for gross negligence on the part of his subcontractors; in other cases of gross negligence, the publisher's liability with regard to tradesmen shall be limited to reimbursement for the typical, predictable damage in the maximum amount of the payment due for the advertisement in question. Except in the case of concealed defects, claims must be made within four weeks after receipt of the invoice and specimen.
11. Proofs shall only be supplied if expressly requested. The client bears sole responsibility for the correctness of returned proofs. The publisher will take into account and correct all errors reported up to the closing date for advertisements or within the statutory reply period specified when the proofs were supplied.
12. If no special size specifications have been given, the calculation shall be based upon the actual printing height common for the type of advertisement.
13. Provided the client does not pay in advance, the invoice shall be sent to him immediately, 14 days after publication of the advertisement at the latest if possible. Invoices are payable within the period specified in the price list from the date of receipt, unless other deadlines for payment or advance payment have been agreed upon. Discounts for early payment are granted as specified in the price list.
14. In case of default in payment or extension for payment, interest at the rate customary in banking and any collection fees will be charged to the client. In case of default in payment, the publisher is entitled to suspend further execution of the current order until payment is received and to demand advance payment for any remaining advertisements. In case of reasonable doubt regarding the client's ability to pay, the publisher is entitled, also during the period of an advertisement deal, to make the publication of further advertisements dependent on advance payment of the amount due at the end of the advertisement period and on settlement of outstanding invoice amounts, irrespective of the terms of payment originally agreed upon.
15. The publisher will supply a specimen copy of the advertisement along with the invoice upon request. Depending on the nature and scope of the advertisement order, this may take the form of advertisement cuttings, specimen pages or complete specimen issues. If it is no longer possible to supply a specimen copy, the publisher will give a legally binding declaration confirming the publication and distribution of the advertisement.
16. The client shall bear the costs for preparing the printing material ordered and for any reasonable significant changes to the originally agreed upon format desired by or attributable to the client.
17. It is possible to derive a claim to price reduction from the reduction in circulation under a contract concluded for several advertisements if the average number of copies falls below the guaranteed circulation specified in the price list. A reduction in circulation shall only be a deficiency that justifies a price reduction if it constitutes more than 20% of an edition of up to 50,000 copies, more than 15% of an edition of up to 100,000 copies, more than 10% of an edition of up to 500,000 copies or more than 5% of an edition of over 500,000 copies. Beyond this, claims to a price reduction within the framework of an existing contract shall be excluded if the publisher has notified the client of the drop in circulation numbers in due time, so that the client could have withdrawn from the contract before the edition was published (Clause 17 shall not apply to editions with circulation figures published on the basis of individual issues. See clause 21)
18. In the case of keyed advertisements, the publisher will exercise the due care of a conscientious businessman with regard to the keeping and timely forwarding of offers. Registered and express-delivery letters received in reply to keyed advertisements will only be forwarded by standard post. Replies to keyed

advertisements will be kept for four weeks. Replies which are not collected within this period will be destroyed. The publisher will return any valuable documents, though without accepting any obligation to do so. The publisher reserves the right to open offers received on behalf of and in the declared interest of the client in order to eliminate any abuse of the keyed advertising service. The publisher is not obliged to forward trade samples and placement offers.

19. Printing material shall only be sent back to the client upon special request. The duty to store shall end three months after the order has expired.
20. The place of fulfilment is the place where the publisher has his offices. In business transactions with commercial clients, corporate entities under public law or public-law trusts, the court of jurisdiction for legal action is the court at the place where the publisher has his offices. Insofar as claims by the publisher are not asserted by an order for payment procedure, the court of jurisdiction in respect of non-commercial clients is determined by their place of residence. If the place of residence or habitual abode of the client, also in the case of non-commercial clients, is unknown at the time an action is filed, or if the client has transferred his place of residence or habitual abode outside the purview of the law after conclusion of the contract, then the court of jurisdiction is agreed to be the court at the place where the publisher has his offices.
21. At variance with the terms stipulated under clause 17, deriving a claim to a price reduction from a reduction in circulation of editions with circulation figures published on the basis of individual issues shall be permissible only if the reduction in circulation constitutes more than 10% of an edition of up to 500,000 copies or more than 5% of an edition of over 500,000 copies (fluctuation margin). The price reduction is calculated based on the percentage of deviation from the guaranteed circulation number minus the fluctuation margin calculated in accordance with sentence 1. The guaranteed circulation number is based on the total number of copies sold as defined by the IVW (German member organisation of the International Federation of Audit Bureaux of Circulations). It is calculated for the current insertion year based on the average number of copies sold during the four quarters of the previous year unless the publisher has specified an absolute guaranteed circulation number in the respective price list. In order to be eligible for a price reduction, clients must have concluded a contract based on the cumulative quantity discount schedule and for at least three issues. The price reduction is calculated based on the number of orders per company unless calculation based on the number of brands was agreed upon when the order was placed, with brands having been specified at the time of the placement of the order. The possible reduction in circulation is calculated as the balance between the number of copies over the guaranteed number and the number of copies under the guaranteed number within the insertion year. The reimbursement shall be effected at the end of the advertising campaign as credit note or as payment if credit can no longer be granted and is based on the customer net price minus any third-party premium to be paid to an agency. Any claim to reimbursement shall be accepted only if the total sum to be reimbursed is at least € 2,500.

### ADDITIONAL TERMS AND CONDITIONS OF THE PUBLISHER

- a) If the advertisement prices change, the new conditions become effective immediately, also for current orders, provided nothing on the contrary has been agreed in writing; this does not apply to non-businessmen with orders that are to be processed within 4 months after conclusion of the contract.
- b) Advertising mediators and advertising agencies shall maintain the price list of the publisher in their quotations, contracts and accounts with the advertisers. The mediating remuneration granted by the publisher may not be passed on to the client either wholly or partially.
- c) To claim the common rebate for companies for subsidiaries, a written confirmation of an equity investment exceeding 50% is required.
- d) A collegiate discount of 10% shall be applied to advertisements for other publishers' products if the order has been placed directly by respective publisher.
- e) The publisher reserves the right to apply special advertisement prices for advertisements placed in special supplements or collector's editions.
- f) In the event of operating malfunctions, force majeure, strike, seizure, traffic disruption, a general shortage in resources or energy and the likes occurring on the premises of the publisher or on the premises of the publisher's subcontractors, the publisher shall be entitled to full payment for the advertisements published if 80% of the scheduled events, the publisher shall be freed from the obligation to perform any orders and pay damages. Specifically, no damages shall be paid for advertisements not published or not published on time.
- g) If flaws in the printing material submitted are not immediately recognisable and are thus not recognised until the advertisement goes to print, the client shall not be entitled to any claims arising from the lower printing quality. The same applies to mistakes in advertisements to be published repeatedly if the client fails to inform the publisher of the mistake before the next issue is printed.
- h) The submission of more than two colour originals, the failure to submit printing material on schedule and the request to have an advertisement printed in another format than originally agreed upon may result in changes in placement or lower printing quality. The right to complain shall be forfeited in those cases. The publisher reserves the right to charge additional costs to the client.
- i) The client shall bear sole responsibility for the content and legal permissibility of the text and image documents made available for insertion. The client shall be responsible for exempting the publisher from any claims of third parties arising against it from carrying out the order, even if it should be cancelled. The publisher shall not be obliged to check orders and advertisements with reference to whether the rights of third parties are infringed by them.
- j) Cancellations and changes must be submitted in writing and be handed in to the publisher before the closing date for advertisements of the respective issue at the latest. Costs already incurred for technical work will be invoiced. If inserts are not submitted in time, the costs incurred must be reimbursed.
- k) All advertisement or insert orders are only binding upon written order confirmation from the publisher.
- l) The publisher does not take part in any dispute resolution procedures according to the German Consumer Dispute Resolution Act (Verbraucherstreitbelegungsgesetz).

### GENERAL TERMS AND CONDITIONS FOR THE TRANSFER OF DIGITAL DATA

The client shall bear sole responsibility for the timely submission and correctness of content of digital printing material. The client shall be entitled to the supply of proofs prior to publication. The publisher, his legal agents and subcontractors shall be liable only in cases of intent and gross negligence.

The client affirms that he is the rightful owner of the copyrights and/or intellectual property rights required for the publication of the data submitted – the texts, images, photos and fonts contained. The client shall exempt the publisher from any claims made by third parties arising from the infringement of said rights.

You can find our current general terms and conditions (AGB) and Swiss Civil Code (ZGB) online in the media data section of our website: [www.kicker.de/tarife-agb](http://www.kicker.de/tarife-agb)