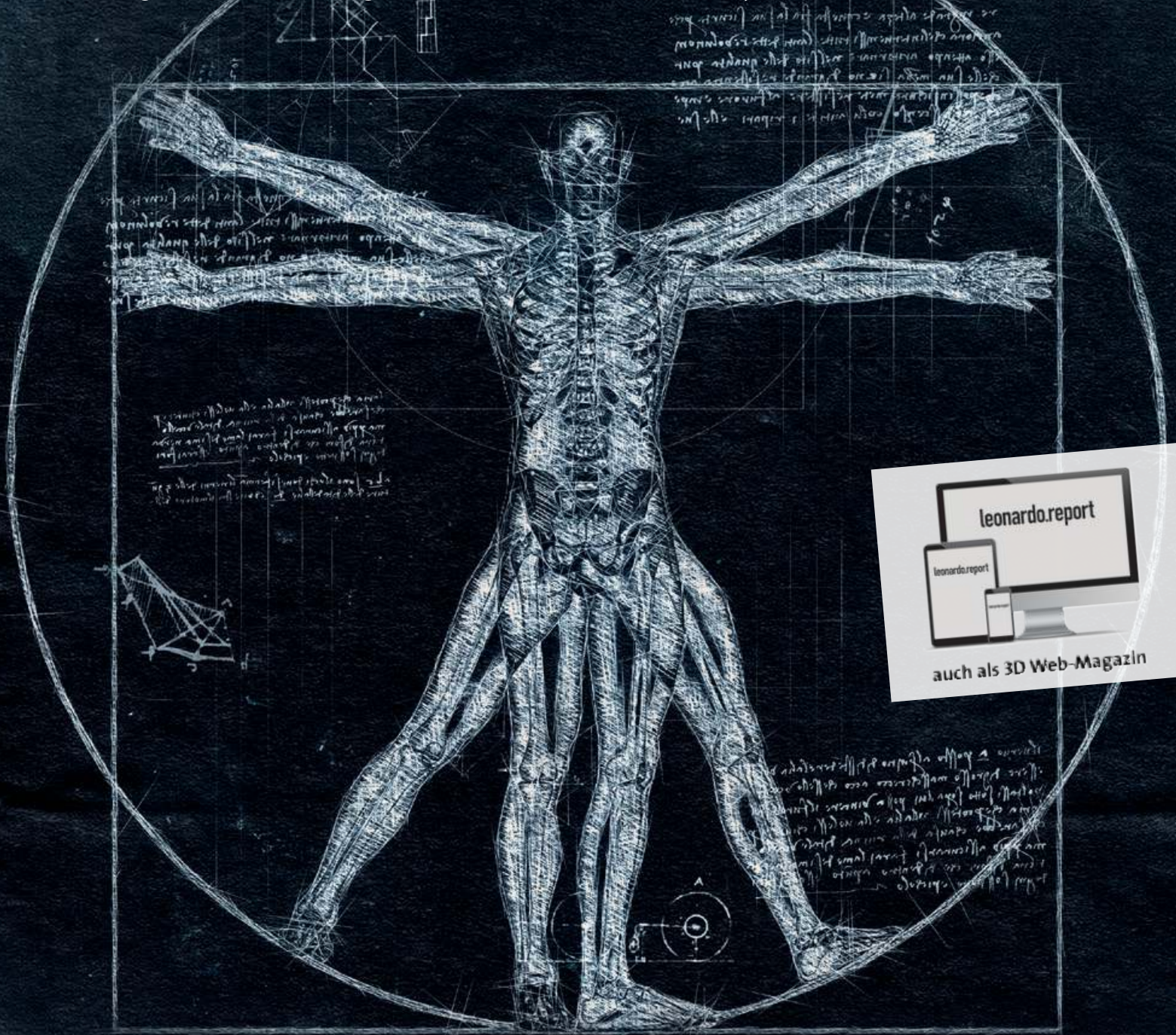


# leonardo.report

The magazine of the future for digital transformation in the SAP®-Community



## Media Kit

# 2019

[www.leonardo.report](http://www.leonardo.report)

# The magazine of the future is dedicated to the readers.

## Educational work/mandate for the SAP community!

leonardo.report – the independent German magazine about digital transformation in the SAP community. Due to the rise of fake news and media in crises, each and every article in the leonardo.report is curated and checked. Consequently, we can guarantee the quality of the content and the language as well as a new kind of communication and relationship management.

At the beginning is the source: SAP partners, followed by analysts, consultants and experts. The editorial staff of the leonardo.report researches the topics, asks questions, verifies trends and analyzes studies and surveys.

The articles in the leonardo.report are curated by the editorial office to ensure that the reader is not just presented with a random list of facts, but rather a factual story. At the beginning is the source – press releases, white papers, reports, thesis, presentations, studies, lectures. To make a coherent report out of these documents, curating is needed. That way, facts are in the right order, knowledge is separated from visions, sources and people responsible are stated. Not unlike a curated exhibition, our articles are categorized and classified according to the tasks and solutions of digital transformation.

leonardo.report – the magazine of the future – informs its readers about SAP offers and visions of SAP partners and IT providers.

However, we will also look beyond SAP and partners. The aim is to tackle the challenges of digitalisation and a successful digital transformation. Even though SAP is the one determining a direction, existing SAP customers need a broader and more diverse offer.

In the leonardo.report, in the printed magazine and online (leonardo.report), the future of digitalisation is laid out before the reader.



**Brigitte Enzinger**  
Finance, Controlling and Organization



**Peter Färbinger**  
leonardo.report Publisher and Editor-in-Chief

### Sections in leonardo.report

- **Da Vinci Universe:**  
general and important news and reports
- **Data Intelligence and Analytics:**  
all things Big Data and Predictive Analysis
- **Internet of Things** (previously: Industry 4.0)
- **Artificial Intelligence and Machine/Deep Learning:**  
the main focus of SAP Leonardo
- **Blockchain and Security:** from crypto currencies to Supply Chain to holistic security tasks
- **Design Thinking and DevOps:**  
new approaches to digitalisation
- **Multi Cloud Infrastructure and Platform**

Issue	Deadlines
March	Editorial / Advertisement Deadline: 4. February 2019 Print documents deadline: 11. February 2019 Publication date: 25. February 2019
May	Editorial / Advertisement Deadline: 1. April 2019 Print documents deadline: 8. April 2019 Publication date: 29. April 2019
September	Editorial / Advertisement Deadline: 12. August 2019 Print documents deadline: 19. August 2019 Publication date: 2. September 2019
November	Editorial / Advertisement Deadline: 7. October 2019 Print documents deadline: 14. October 2019 Publication date: 28. October 2019

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2019

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**Distribution:**

**Target market:**

German-speaking SAP Community (D/A/CH)

**Distribution Print/Online:**

leonardo.report print and online PDF (https://leonardo.report),  
 Newsletter and Social Media (Twitter, Facebook, Xing, LinkedIn)

**Readers:**

Supervisory Board Members, Chairmen/CEO  
 CxO and CCoE-Leader, IT staff  
 Heads of departments/teams

**Industries (Figures in %):**

Automotive industry .....	9.05
Education, Public Institutions, Media .....	8.33
Chemistry/Pharmaceuticals, Health Care/Medical Engineering .....	11.64
Manufacturing, Machine/Industry/Plant/Aircraft/	
Metal Engineering .....	14.31
Energy .....	8.74
Financial Industry .....	9.09
Wholesale, Retail, e-commerce .....	6.65
IT services/Business Consultancy/HR .....	6.77
Consumer goods/Food Industry, Logistics,	
Recreation/Luxury Foods Industry .....	13.32
Telecommunications .....	5.35
Insurances .....	4.11
other .....	2.64

**Display at EXPOs/Congresses:**

BitKom Big Data Summit, Handelsblatt Forum, DSAG technology days, LogiMAT, DSAG annual conference, it-sa, E-World Energy and Water, SicherheitsExpo, Industry of Things world, PERSONAL Nord, PERSONAL Süd, Industry of Think, IoT World, Mobikon, World of Cloud, 4th SAM Governance Strategies Europe and many more

**Subdivided in Target Countries and Groups**

leonardo.report	Germany	Austria	Switzerland	Total
leonardo.report sub/ free/alternating delivery	22,525	3,998	1,112	27,635
Airport business lounges (Frankfurt, München, Düsseldorf, Zürich, Brüssel)				
Display at airports total AirBerlin and Lufthansa (Bremen, Dortmund, Nürnberg, Hannover, Leipzig, Dresden, Münster, Frankfurt-Hahn, Friedrichshafen)	4,250	-	-	4,250
EXPOs/Congresses	1,865	300	150	2,315
SAP partners/user groups	600	100	100	800
<b>Total (2018)</b>	<b>29,240</b>	<b>4,398</b>	<b>1,362</b>	<b>35,000</b>

## Curated Publication

leonardo.report	Amount	Price
<b>LeonardoReport Package</b> (4 pages)	18,500 characters incl. spaces and punctuation (depending on the pictures) editorial, factual representation (included in the price are the editorial office, image editing, graphics/layout, print and delivery)	4,350,-
<b>LeonardoReport Package</b> (2 pages)	9,400 characters incl. spaces and punctuation (depending on the pictures) editorial, factual representation (included in the price are the editorial office, image editing, graphics/layout, print and delivery)	2,900,-
<b>LeonardoReport</b> (1 page)	4,700 characters incl. spaces and punctuation (depending on the pictures) editorial, factual representation (included in the price are the editorial office, image editing, graphics/layout, print and delivery)	1,940,-

We will provide you with a print and online PDF for your own use after the official publication date.  
Please send your documents prior to the editorial deadline to: [andrea.mehlhart@b4bmedia.net](mailto:andrea.mehlhart@b4bmedia.net)

## Advertisements

Format and Price	in the print area		full bleed + 3 mm trim		Price	Quantity Discounts	
	Width mm	Height mm	Width mm	Height mm		four colors	2 times 3 %
1/1 page	180	256	210	297	5,230,-	10.150,-	19.870,-
1/2 page horizontal	180	126	210	148	2,890,-	5.600,-	10.980,-
1/3 page horizontal	180	82	210	96	1,800,-	3.490,-	6.840,-
1/3 page vertical	57	256	70	297	1,800,-	3.490,-	6.840,-
<b>Special Placements</b>							
U2, U3, U4	-	-	210	297	5,940,-	11,520,-	22,570,-
1/3 page vertical next to Editorial	57	256	70	297	2,550,-	4,950,-	9,690,-
1/3 page horizontal next to Editorial	180	82	210	96	2,550,-	4,950,-	9,690,-

Prices for publication in the print magazine and online PDF. All prices in Euro, excl. VAT. and incl. 15 % agency discount

### Full Bleed Advertisements

outwards: 3 mm trim  
inwards: minimum distance of 8 mm to every page  
applies to text and important visual elements

### Quantity Discounts

Quantity discounts are only applicable for orders that are billed according to the price listed of the price catalog of B4Bmedia.net AG. Advertising has to take place in consecutive issues.

### Continuous Placements

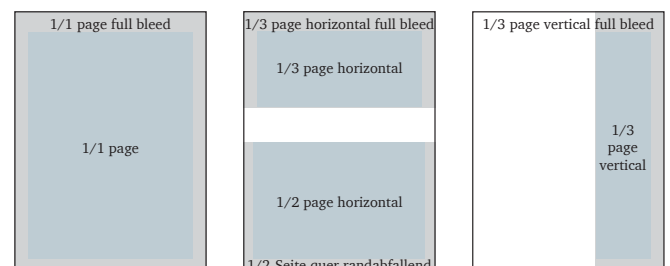
Additional 10% of the price listed. Continuous placements are only possible after consultation of the sales and marketing team of leonardo.report and are to be recorded in written form.

### Terms of Payment

Invoices (gross amounts) can be paid up to ten days after the customer has been provided with the receipt. All fees for international payments are paid by the customer. Other or alternative payment conditions are individually negotiated.

### Agency Discount

B4Bmedia.net AG grants an agency discount of 15 % applicable to the net amount before tax. This agency discount requires direct negotiating with an agency (applies to order confirmation and invoice/accounting). An appropriate trading license is required.  
leonardo.report Community-Info, advertorials, inserts/supplement booklets and glued in CD-ROMs are excluded from this discount.



## leonardo.report Recruitment Ad

published: Print and online PDF

The SAP community is growing continuously, and companies need ever more qualified employees. Our HR section is the ideal platform for your recruitment ads!

Prices	Price	2 times 3 %	4 times 5 %
1/1 page	3,350,-	6,500,-	12,730,-
1/2 page horizontal	1,920,-	3,720,-	7,300,-
1/3 page horizontal/vertical	1,200,-	2,330,-	4,520,-

All prices in Euro, excl. VAT. and incl. 15 % agency discount  
Discount from the basic price is included.

Example Recruitment Ad (always on the right-hand side)

## Community Info

published: Print and online PDF

In the leonardo.report, the reader will find detailed information about SAP partners and IT providers in the SAP community. The QR-Code, a text about services and products as well as contact details, the reader gets a first impression of your company.

### Placement:

after coordination with Peter Färbinger and Brigitte Enzinger

### Contents Print:

- QR Code
- company logo
- contact details (address, phone number, telefax, E-mail and website)
- text about services and products, max. 500 characters (incl. spaces and punctuation as MS Word document .doc, .rtf, .txt).

Our sales team will supply you with an entry form for the aforementioned contact details. We will provide you with a PDF document of your entry for your private use. Included in the price are two corrections.

Community Info	Price
leonardo.report	1,980,-
leonardo.report and E-3 Magazine (CI or HCM)	1,485,-

All prices in Euro, excl. VAT.

Examples Community Info

## Online Publishing

Advertising online is an ideal addition to advertising in the print magazine, because it makes it possible to promote your services and products effectively. Every form of online advertisement, be it a banner or an Advertorial in a Newsletter, attracts the attention of potential customers a little differently. Therefore, our online platform offers every common form of advertising to get the best results.

Category: Online Banner (leonardo.report)

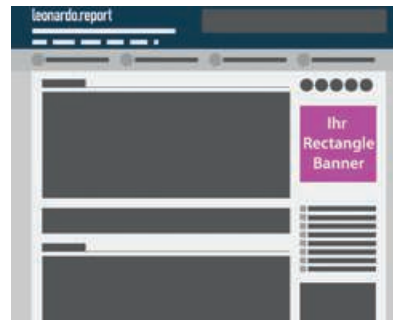


**Header Banner**  
(Pop-up Frontpage)

Size:  
800 b x 100 h Pixel

Euro 2,280,- 45 days  
Euro 3,990,- 90 days  
Euro 6,780,- 180 days  
Euro 9,020,- 360 days

Prices excl. VAT.



**Rectangle Banner**  
(Frontpage - side)

Size:  
300 b x 300 h Pixel

Euro 1,690,- 45 days  
Euro 2,960,- 90 days  
Euro 5,020,- 180 days  
Euro 6,690,- 360 days

Prices excl. VAT.

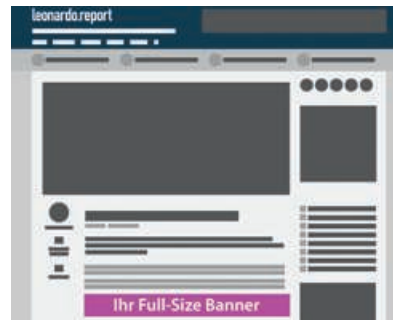


**Full size Banner**  
(Frontpage)

Size:  
800 b x 100 h Pixel

Euro 580,- 45 days  
Euro 1,020,- 90 days  
Euro 1,740,- 180 days  
Euro 2,330,- 360 days

Prices excl. VAT.



**Fullsize Banner**  
(article area)

Size:  
800 b x 100 h Pixel

Euro 1,290,- 45 days  
Euro 2,260,- 90 days  
Euro 3,840,- 180 days  
Euro 5,110,- 360 days

Prices excl. VAT.

**Note:**

Banner are rolling placements. The price for continuous placement is an additional 15 %.

**Placements:**

topical and column articles can be booked in combination. Price upon request.

## Curated Publication Online

This provides your company with the opportunity to position itself with high quality content as a competent, knowledgeable partner for the SAP community. Target-group-oriented and continuously promoted through our Social Media channels.

You provide the text, images, graphs and illustrations as you see fit, and our team will make sure it complies with the current layout of the leonardo.report. After you give your approval of the design and edit, the text is ready for publication. Two corrections are included in the price.

**Placement:**

on <https://leonardo.report/> under the corresponding section

Euro 1.650,- excl. VAT.  
(no agency discount)



## Online Advertorial

Advertorials on leonardo.report are the fastest way of communicating directly with the SAP community. This makes it easy to reach potential and existing customers.

You provide the text, images, graphs and illustrations as you see fit, and our team will make sure it complies with the current layout of the leonardo.report. After you give your approval of the design and edit, the advertorial is ready for publication. Two corrections are included in the price.

**Placement:**

on <https://leonardo.report/> under the corresponding category

**Promotion on leonardo.report:**

placement in head banner or in the first full size banner on the front page for 45 days (with a link to the advertorial), accompanied by promotion on Social Media

**Euro 1,920,-** excl. VAT.  
(no agency discount)



## Newsletter

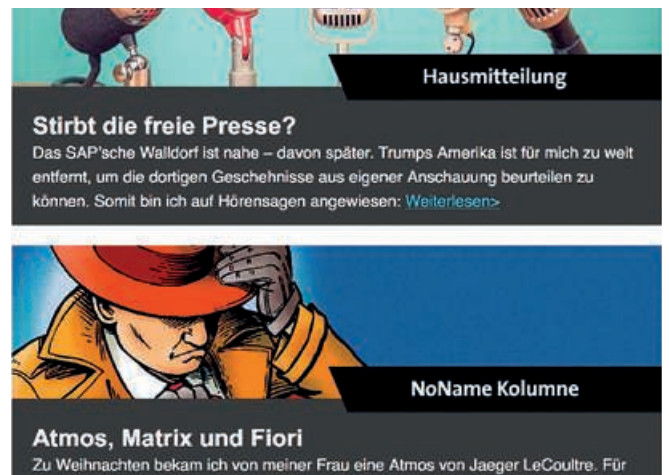
The weekly Newsletter of E-3 Magazine starts four days before the official publication date of an issue.

It starts with the cover story of E-3 Magazine and also features an article of the most recent issue of leonardo.report. Every week, opinion articles and columns like NoName as well as editorial texts of the E-3 Magazine e are promoted. Furthermore, articles of leonardo.report also have a firm place in our Newsletter.

**Time and date of Newsletter dispatch:**

weekly; each Thursday at 2 p.m. CEST

With the Newsletter, we offer you the possibility of presenting yourself with the following ad placements.



## Newsletter Advertorial

(500 characters) with link

500 characters including spaces and punctuation with a link to your landing page; Placement in the first third of the weekly editorial Newsletter (Advertorial is displayed as an image).

**Euro 1,685,-**/per Newsletter excl. VAT.  
(no agency discount)

Advertorial

leonardo.report

**Der leonardo.report**

Webinar: 01.01.2017, 11:00 - 12:45

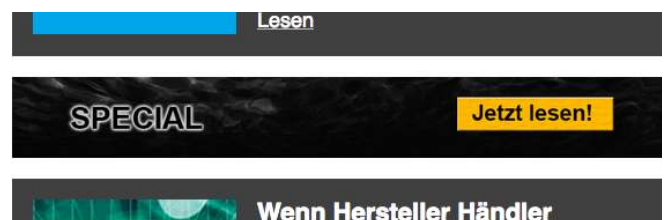
Information und Bildungsarbeit von und für die SAP-Community  
Seit mehr als zehn Jahren berichten wir nun schon kritisch und konstruktiv direkt aus der SAP-Community. Unsere enge Vernetzung mit SAP-Anwendern, Technikern, Programmierern, vielen CEOs, CTOs und CIOs, Forschern und Professoren aus dem Hochschulsumfeld macht es uns möglich, stets aktuell zu sein. So können

## Fullsize Banner for Newsletter

as JPG/PNG format with link to your landing page

Size: 800 b x 100 h Pixel

**Euro 435,-**/per Newsletter excl. VAT.  
(no agency discount)



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## Corporate Identity: Informational and Educational work in the D/A/CH region (Print/Online) and globally (Online)

**Informational and educational work of and for the SAP community in the D/A/CH region and globally. We accompany your digital transformation.**

The publishing house B4Bmedia.net AG has a high standard of editorial quality and an ideal layout for print and online regarding the E-3 Magazine (since 1998) as well as leonardo.report (since 2018). E-3 Magazine is closely connected to the German SAP community and informs its readers about recent and relevant SAP news.

leonardo.report evaluates the future-oriented digital technologies of SAP and IT partners. Globally, this educational work lies with the English website e3zine.com.

### Structure:

- **Da Vinci Universe:**  
general and important news and reports
- **Data Intelligence and Analytics:**  
all things Big Data and Predictive Analysis
- **Internet of Things** (previously: Industry 4.0)
- **Artificial Intelligence and Machine/Deep Learning:**  
the main focus of SAP Leonardo
- **Blockchain and Security:** from crypto currencies to Supply Chain to holistic security tasks
- **Design Thinking and DevOps:**  
new approaches to digitalisation
- **Multi Cloud Infrastructure and Platform**

### Publication:

4 times a year (Doppelausgaben: Juli/August, Dezember/Januar)

### Delivery:

with the corresponding E-3 Magazine

### Media:

Print and online PDF, Tablet/Smart phone Apple iOS, Google Android, Newsletter and Social Media (Twitter, Facebook, Xing, LinkedIn)

### E-3 Magazin (Print)

The magazine is published ten times per year and is closely connected to the SAP community. Its focus are business, organizational, license and technological aspects of an SAP ecosystem for CEO and employees. With the sections Business, Management, Scene, Infrastructure, and HR, the magazine can be seen as information foundation for all departments. E-3 Magazine is published in print and as online PDF and is promoted through Newsletter and Social Media.



### leonardo.report (Print and Online)

leonardo.report's main focus are the systems of digital transformation. It is published quarterly in print format and continuously online. Sections: Da Vinci Universe, Data Intelligence and Analytics, IoT, Artificial Intelligence and Machine/Deep Learning, Blockchain and Security, Design Thinking and DevOps as well as Multi Cloud. Media: Print, online PDF, Newsletter and Social Media. CEOs, chairmen and staff alike will enjoy this new take on SAP topics.



### e-3.de (Online)

Platform for online and PDF publication of E-3 editorial articles first published in the magazine with a weekly reach of roughly 18,000 unique visitors. All articles and columns are published as a blog post - in addition to recent press releases and news from the SAP community and SAP itself. What is more, the website also features a comprehensive overview of upcoming events and webinars as well as an open-end SAP and IT partners list.



### e3zine.com (Online)

Platform for informational and educational work in the global SAP community. Easily digestible blog posts are guaranteed to draw readers in as well as give them an in-depth report about what is happening in the world of SAP. The website reaches up to 20,000 unique visitors per week. Therefore, e3zine.com is one of the leading independent SAP platforms worldwide. Texts clearly connected to any SAP topic are published on the site.





1. An advertising order as defined by the following General Terms and Conditions is the contract for the publication of one or more advertisements of an advertising customer in a print or online publication of B4Bmedia.net AG (hereinafter referred to as B4Bmedia.net). The advertising order placed becomes legally binding immediately after confirmation in writing by B4Bmedia.net. Fax or e-mail are accepted as written forms. Solely the General Terms and Conditions of B4Bmedia.net apply to the advertising order. General terms and conditions of the customer which are inconsistent with or deviate from the General Terms and Conditions of B4Bmedia.net need to be approved in writing by B4Bmedia.net on a case-by-case basis.
2. Advertisement orders are always assigned to a specific media channel of B4Bmedia.net and include a schedule for advertisements for the booked issues. Orders for advertisements and booklets - which are to be published only in certain issues and certain areas in the issue - have to be supplied to B4Bmedia.net in a timely manner, meaning until advertisement deadline of the respective month, in order to make sure that the advertisement can be displayed as envisioned or to notify the customer if it is not possible. Cancellations or delays of advertisements have to be called in at least four weeks before the advertisement deadline. Exceptions: year long or quarterly offers with which the cancellation date is set individually in the offer. If the aforementioned deadline is not adhered to, then B4Bmedia.net has a right to the payment for the advertisement nonetheless.
3. Advertisements, which are not recognizable as advertisements due to their editorial design can be identified as such by B4Bmedia.net through the use of the word "Advertisement" or „advertorial“. The customer bears sole responsibility for the content and the legal admissibility of the text and the images provided for the insertion. The customer is responsible for indemnifying B4Bmedia.net from third party claims against B4Bmedia.net which arise on the basis of the execution of the order, even when it was to be cancelled. B4Bmedia.net is not obligated to check orders and advertisements to see whether they infringe third party rights.
4. B4Bmedia.net reserves the right to refuse advertising orders due to content, source or the technical form, when the content violates laws or official regulations, third-party rights or offends accepted principles of morality or the publication thereof cannot be reasonably expected by B4Bmedia.net (withdrawal). In this case, B4Bmedia.net also has the right to remove individual contents or individual passages of the text from the advertisement without prior announcement. In such a case, the customer cannot assert any claims against B4Bmedia.net. Orders for supplements are binding on B4Bmedia.net's side only after a specimen supplement has been submitted to and approved by B4Bmedia.net. The customer accepts sole responsibility for all legal consequences resulting from the content of advertising orders or an advertising message and shall indemnify B4Bmedia.net from any and all third-party claims, particularly in case of claims for damages or counter statement. The customer shall also assume all the costs incurred by B4Bmedia.net for legal defense. B4Bmedia.net is not obligated to check the contents of advertisements for their legal admissibility and possible infringement of third-party rights.
5. The customer is responsible for the timely delivery of the advertisement, flawless printing copies and of supplements. B4Bmedia.net requests immediate replacement of obviously unsuitable or flawed printing copies. If defects in the printing copies and/or data are not immediately recognizable, but become clear during the printing process or subsequent processing of the data, then the customer is not entitled to file any claims against B4Bmedia.net based on an unsatisfactory print quality. B4Bmedia.net guarantees the customary print quality for the issue booked only within the scope of the possibilities given by the printing copies. The customer is responsible for all data given to the publisher. The customer is liable for any damage caused by viruses or other impairments of any files transferred.
6. The customer can claim a payment reduction or a clean replacement advertisement for a completely or partially illegible, incorrect or incomplete publication of the advertisement, subject to the provision in section 5, but only to the extent to which the purpose of the advertisement was adversely affected. If B4Bmedia.net allows a reasonable grace period set for a clean replacement to elapse or if the replacement advertisement is not clean, then the customer has a right to price reduction or cancellation of the order, provided that the purpose of the advertisement was adversely affected. Claims for damages are limited to compensation of the damage up to the amount of the advertisement fee paid. This does not apply to any intent and gross negligence on the part of B4Bmedia.net. Liability for gross negligence is limited to compensation of the foreseeable damage up to the amount of the advertisement fee paid. Legal liability for personal injuries and liability based on the German Product Liability Law remains unaffected by this; the defense of contributory negligence remains open for B4Bmedia.net. Further claims for damages, regardless of the reason, are excluded, also if the order was placed over the phone. Complaints must be asserted within 4 (four) weeks after receipt of the invoice except in the case of non-obvious defects.
7. Upon request, B4Bmedia.net provides proof samples to check status and completeness. The customer pays for the costs of any color proofs or proofs in color prepared using alternative printing techniques. The customer is responsible for checking the accuracy of the provided proofs. B4Bmedia.net acknowledges error corrections of which it is informed of by the set deadline. If the customer does not reply to the transmitted correction by the set deadline, the customer's approval of the correction is considered given. If any faults in the advertisement cannot be immediately recognized, but are only noticed during the printing process, the advertiser has no claims against B4Bmedia.net in the event of inadequate print quality. Claims against B4Bmedia.net based on faulty reproduction or publishing are excluded if corrections were requested only over phone.
8. If the issue booked is not released on the contracted date, the customer has no right to cancel advertising orders. If an issue should be canceled, the customer may withdraw from the contract or request that the advertisement be published on the next possible publication date.
9. If the customer has not paid beforehand, the invoice is sent immediately, if possible, 14 days after publication of the advertisement. The invoice is to be paid 10 days from the date of the invoice in accordance with the terms of payment, unless a different period or prepayment is agreed upon in individual cases. Upon request, B4Bmedia.net supplies a copy of the advertisement with the invoice. Depending on the nature and size of the advertising order, sections, full pages, or complete copies of the issue shall be supplied. Instead of a copy which can no longer be obtained, a legally binding certification by B4Bmedia.net applies to the appearance and circulation of the advertisement.
10. In the event of a default of payment or deferral of payment, interest of 5 (five) percent above the effective base rate of the European Central Bank is charged, however at least 6 (six) percent, in addition to collection costs. When there is a default of payment, B4Bmedia.net may delay further execution of the current advertising order until payment and, if applicable, demand prepayment of the remaining advertisements in advance. If there is reasonable doubt of the customer's ability to pay, B4Bmedia.net may also make the appearance of further advertisements during the term of an advertisement order irrespective of an originally stipulated term of payment. The publisher can also demand security in case of doubt about a customer's ability to pay or in the event of payment default. The costs that the customer pays for these warnings amount to EUR 2.50 for the 2nd warning and EUR 6.00 for the 3rd warning.
11. The customer has to bear the costs of the production of requested and ordered PDF files and/or special reproduction requests; the customer is also responsible for the cost of significant changes requested to the original advertising order.
12. The price list of B4Bmedia.net published at the time when the order is placed applies. However, price changes are only effective for orders confirmed by B4Bmedia.net if they are announced at least one month before publication of the advertising material. In the event of a price increase, the customer has a right of withdrawal. The right of withdrawal must be exercised within 14 days after receiving the notification about the price increase. Discounts are determined in accordance with the effective price list. Advertising agencies and other advertising intermediaries are obligated to adhere to the price list in their offers, contracts and billing with advertising customers. The agency discount granted by B4Bmedia.net may not be passed on in whole or in part to customers of advertising agencies and other advertising intermediaries.
13. With respect to an order for multiple advertisements, a reduction in the number of copies circulated may create a claim for a price reduction if the overall circulation throughout the insertion year beginning with the first advertisement is lower than the actual circulation on average during the previous calendar year named in the price list or in any other manner. A reduction in the number of copies circulated is only a fault which justifies a price reduction if it equals 20 % for circulation of up to 35,000 copies. Beyond this, claims of a price reduction for orders are excluded if the publisher informs the customer of the lower number of copies circulated in such a manner that the customer was able to cancel the advertisement before its publication.
14. Copies and/or data or data media are returned to the customer only when requested or when there is a corresponding note in the order. The obligation to retain such items ends three months after the expiry of the order, unless expressly otherwise agreed upon.
15. The leonardo.report editorial team of B4Bmedia.net may edit, supplement, rewrite or shorten proposed texts, reports, commentaries, interviews, images or other contributions at any time according to the generally applicable editorial guidelines of the leonardo.report editorial team. In the process, it is assumed that the contributions are provided exclusively to B4Bmedia.net; however, there is no obligation to publish on the part of B4Bmedia.net without written agreement. The author / writer declares upon sending such material that he is fully entitled to all the copyrights, ancillary copyrights or other rights (personal rights or trademark rights) required for publication using the advertisement including all the articles, reports, commentaries, interviews, images or other contributions provided.
16. Oral agreements require written confirmation by B4Bmedia.net to become effective. Confirmation by fax or e-mail is sufficient.
17. The General Terms and Conditions, the order confirmation and the respectively valid price list are authoritative for each order. The place of jurisdiction for all disputes arising under or in connection with contractual relationships subject to these General Terms and Conditions is the place of business of B4Bmedia.net, unless the law prescribes otherwise. The law of the Federal Republic of Germany applies. If individual provisions of these General Terms and Conditions are invalid, then this does not affect the validity of the remaining provisions. An invalid provision shall be amicably replaced by a provision which most closely approximates the commercial aim and purpose of the invalid provision.

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