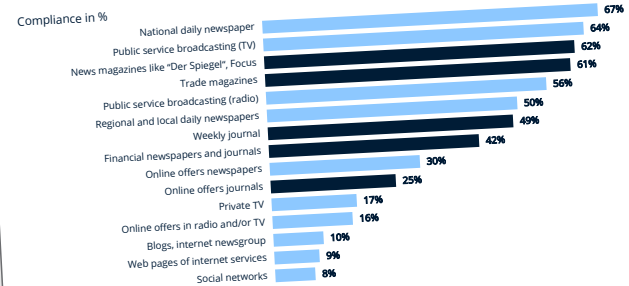




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"Where to find good journalism i. e. high quality journalism normally?"



EDITORIAL MEDIA
Die Verleger: Print | Online | Woobe

Source: Allensbach® Archiv, IVD-Survey 11077
Based on: Federal Republic of Germany, human population aged 16 and older

The international business magazine for heavy load, technics and logistics

Germany, Austria, Switzerland, Belgium, Netherlands, Luxemburg and Eastern Europe

- First Issue:** February 2001 as a fix point in the KranMagazin, since June 2004 as a separate magazine and since 2006 also available in news trade – 26. volume.
- Publication:** 6 times a year.
- Distribution:** More than 15.000 sales points in Germany, Austria, Switzerland for example in motorway service areas, railway stations, airports and magazine trade, suscription covering and direct mailing to deciders.
- Copies:** 25.000 – you will reach 20.000 deciders per issue and several co-deciders, approx. 50.000 readers in Germany, Austria, Switzerland and Eastern Europe.
- Stress:** Lorries, trailers, heavy load equipment, activities, services, accessories an components, safety provisions, financing and insurances, model building, industrial sites.
- Target Group:** Forwarders of heavy load and special transports, fleet managers of medium and big forwarding agencies, transport companions, insurance adjusters, financing services, drivers, disponents, experts, steel and industrial sites, ports, refineries, energy companies, truck and car dealers, model builders



**Your consultant for advertisement:
Marta Hellmich**

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Web: www.kmverlag.de



The Schwertransportmagazin offers the following columns regularly: News, events, market and brands, technic and management, duty report, financing, insurance, equipment, truck-sport, STM justice, STM extra and STM mini.

The following stresses are planned for 2026:

Issue No.	Date of Issue In sales points (earlier for subscribers)	Copy deadline and Advertising deadline	Specials
127	30.01.2026	<u>09.01.2026</u> 14.01.2026	<ul style="list-style-type: none"> • Trailer manufacturers at Conexpo in the USA • Heavy Transport of the Year: The nominations!
128	27.03.2026	<u>06.03.2026</u> 11.03.2026	<ul style="list-style-type: none"> • Review: Yacht transports to boot 2026 • Heavy Transport of the Year: The choice!
129	29.05.2026	<u>08.05.2026</u> 13.05.2026	<ul style="list-style-type: none"> • Transport solutions for the wind power industry • Outlook on IFBA and Breakbulk Europe
130	28.08.2026	<u>07.08.2026</u> 12.08.2026	<ul style="list-style-type: none"> • IAA Transportation 2026: Who, what, where! The complete trade fair map! • Financing & Insurance • Heavy Transport of the Year: The winning transports!
131	23.10.2026	<u>02.10.2026</u> 07.10.2026	<ul style="list-style-type: none"> • The comprehensive IAA Transportation recap: Who showed what! • Preview: BSK Annual General Meeting
132	18.12.2026	<u>27.11.2026</u> 02.12.2026	<ul style="list-style-type: none"> • BSK Annual General Meeting: Review • Load securing in heavy transport: Safe travels with modern equipment

Further topics can be included on demand.

Dates and fairs in 2026

boot
 January 17. - 25.
 Düsseldorf, Germany
DACH+HOLZ International
 February 24. - 27.
 Köln, Germany
CONEXPO CON/AGG
 March 03. - 07.
 Las Vegas, USA
SaMoTer
 May 06. - 09.
 Verona, Italy
APEX
 June 02. - 04.
 Maastricht, Netherlands
IFBA
 June 11. - 13.
 Kassel, Germany
Breakbulk Europe
 June 16. - 18.
 Rotterdam, Niederlande
NordBau 2026
 September 09. - 13.
 Neumünster, Germany
MINI Bauma
 September 12. - 13.
 St. Leon Rot, Germany
IAA Transportation
 September 15. - 20.
 Hannover, Germany
WindEnergy 2026
 September 22. - 25.
 Hamburg, Germany
Platformers' Days 2026
 October 08. - 09.
 Karlsruhe, Germany

René Hellmich, General Manager KM Verlags GmbH

Responsibility: Editorial Office RANMAGAZIN, SCHWERTRANSPORTMAGAZIN, special features



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KRANMAGAZIN and SCHWERTRANSPORTMAGAZIN, Order transaction



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E-Mail: hellmich@kranmagazin.de

Nicole Petri

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Mobil: +49 (0) 172 / 72 41 308
E-Mail: dtpkm@kmverlag.de

The KM Verlags GmbH is member of



Mechanical Details and Advertising rates:

For German customers plus VAT.

Format	Width x Height mm	Euro
2/1 Seite	400 x 267	7.045,00 Euro
1/1 Seite	190 x 267	4.042,00 Euro
1/2 Seite horizontal	190 x 134	2.310,00 Euro
1/2 Seite vertical	93 x 267	2.310,00 Euro
1/2 Page corner	140 x 178	2.310,00 Euro
1/3 Seite vertical	60 x 267	1.559,00 Euro
1/3 Seite horizontal	190 x 90	1.559,00 Euro
1/4 Seite vertical	93 x 134	1.155,00 Euro
1/4 Seite horizontal	190 x 68	1.155,00 Euro
1/4 Seite Column	45,5 x 267	1.155,00 Euro
1/8 Seite vertical	45,5 x 90	693,00 Euro
1/8 Seite horizontal	90 x 45,5	693,00 Euro

mm-Prices for inserts:

Each 45,5 mm Column width in the marketplace	3,50 Euro
Box fee including postage quotes	zzgl. 2,00 Euro

View ads for jobs:

Ads for positions in the market place will receive **50% discount** on our regular advertising price.

Preference Placements:

Cover (only product with branding image)	3.465,00 Euro
2. or 3. Cover page	4.042,00 Euro
Back Cover page	4.620,00 Euro
Else guaranteed positions (eg 1st period)	+ 10 %

Technical Costs:

Reproduction of pictures or companies signs are invoiced with a usual amount (Euro 50 per ½ hour).

Insert prices:

The maximum size is 20 x 29 cm, minimum size 105 x 148 mm, weight: multilateral inserts with a volume of four or six pages must have a minimum grammage of 80 g/m², inserts from eight pages and more a minimum of 60 g/m². The maximum is 100 g (corresponds for example 32 pages with 100 g/m². A double-sided insert must have 115 g/m² minimum.

Fold:

The insert must be closed on the long side. Zig-zag fold is for example not possible but winding fold. We will need an extra bulk of 3 % minimum. Inserts which differ from standards by form or packing have to be tested in a trial run. Time and place of delivery will be published duly.

Extra Charge for format:

One side or all side spread trim (3 mm additional)	10 %
Additional for Ads spread bleed	10 %
(All increases in the respective basic price should be ignored for the time or quantity discount.)	

Discounts:

On taking within one year:

Bracket per Issue	Bracket for bunch
Issuing 3 times 3 %	3 % from 2 pages on
Issuing 6 times 5 %	5 % from 3 pages on

Terms of payment:

3 % on prepayment, 2 % on payment within 10 days from invoice date, no discounts on payment 14 days from invoice date.

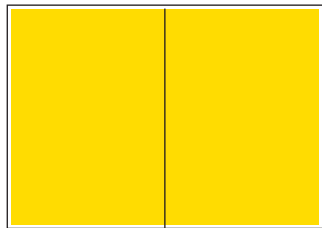
Payment to:

Kreissparkasse Groß-Gerau, BLZ 508 525 53, Kto.-Nr. 705 625 2, IBAN DE21 508 501 50 0027 016 693

Terms and Conditions:

The terms and conditions for advertisements and supplements in newspapers and magazines are valid.

Format in type area (width x height):



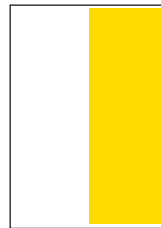
2/1 Double page spread trim
400 x 267 mm¹⁾
426 x 303 mm²⁾



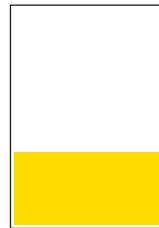
1/1 Page
190 x 267 mm¹⁾
216 x 303 mm²⁾



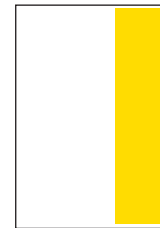
1/2 Page horizontal
190 x 134 mm¹⁾
216 x 148 mm²⁾



1/2 Page vertical
93 x 267 mm¹⁾
106 x 303 mm²⁾



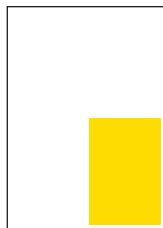
1/3 Page horizontal
190 x 90 mm¹⁾
216 x 104 mm²⁾



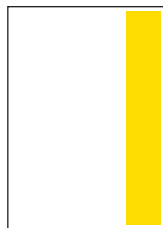
1/3 Page vertical
60 x 267 mm¹⁾
73 x 303 mm²⁾



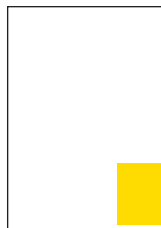
1/4 Page horizontal
190 x 68 mm¹⁾
216 x 82 mm²⁾



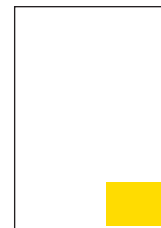
1/4 Page vertical
93 x 134 mm¹⁾



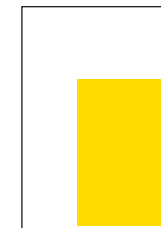
1/4 Page Column
45,5 x 267 mm¹⁾



1/8 Page vertical
45,5 x 90 mm¹⁾



1/8 Page horizontal
90 x 45,5 mm¹⁾



Half page corner
140 x 178 mm¹⁾

Magazine format:

210 mm wide x 297 mm high (DIN A4)

Type area:

190 mm wide x 267 mm high, Column wide: 45,5 mm

¹⁾ Formats in type area

²⁾ Formats with 3 mm bleed (frame)

Acquisition of digital and electronic ads

Per E-Mail: dtpkm@kmverlag.de (up to 30 MB).

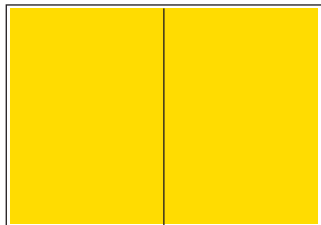
Please send PDF/X3 files. Alternatively to TIF or JPEG files with **300 dpi resolution** at a size of 1:1. The files must be created for printing in **Euroscala (4c) to ISO Coated v2 300% (ECI)**.

Address for proofs and flyers:

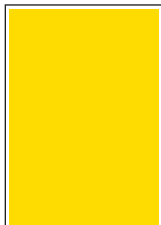
Die Satzbude, Martin Schulze
Handgasse 3, 69502 Hemsbach, Germany

Advertorials enjoy more and more popularity. They enable advertisement clients to present the contents of their ads with regard to their design according to the editorial part of the STM. Thus they can explicate also extensive product information to the customer in the familiar look of the STM without losing their advertising effectiveness. This kind of design ensures a special notice for the reader and gives the information an increasing sustainability.

Format in type area (width x height):



2/1 Double page spread trim
400 x 267 mm



1/1 Page
190 x 267 mm



1/2 Page horizontal
190 x 134 mm

Advertising rates:
All prices in Euro plus VAT

Format	Width x Height	full colour
2/1 Double page	400 x 267	7.045,00 Euro
1/1 Page	190 x 267	4.042,00 Euro
1/2 Page horizontal	190 x 134	2.310,00 Euro

Advertorial

Insolvenzanfechtung: Gefahr mit Verzug

Auch nach Gesetzesreform wenig Erleichterung für Kranunternehmer.

Wenn einen die Vergangenheit einholt, hat das selten etwas Gutes zu bedeuten, erst recht nicht, wenn es in Form von Rückforderungen alter, längst kalkulierter Zahlungseingänge geschieht. Eine so genannte Insolvenzanfechtung kann gerade kleine und mittelständische Betriebe schnell in existenzielle Nöte bringen.

Die – aus gutem Grund gefürchtete – Regelung im Insolvenzrecht, auch Vorausanzfechtung genannt, gibt dem Insolvenzverwalter eines zahlungsunfähigen Unternehmens unter bestimmten Voraussetzungen das Recht, sich Rechnungsbeträge zurückzuholen, die vor Eröffnung des Insolvenzverfahrens an (ehemalige) Geschäftspartner geflossen sind.

Als Voraussetzung genügen bis vor Kurzem Indizien, die (vermeintlich) dafür sprachen, dass der Zahlungsempfänger (Gläubiger) zum Zeitpunkt der Transaktion bereits über die prekäre wirtschaftliche Situation seines Geschäftspartners (Schuldner) Bescheid gewusst und sich aus diesem Wissen (vermeintlich) Vorteile verschafft hat. Als „verdächtige“ Indizien galten beispielsweise Ratenzahlungsvereinbarungen, nachträgliche Zahlungsveränderungen, geplante Schecks, eine schleppende Zahlungsmoral des Schuldners oder gegen ihn eröffnete Vollstreckungsverfahren usw.

Für einen (guten) Kunden auch mal „Fünfe gerade“ sein zu lassen, war für den Kranunternehmer in der Vergangenheit also gleich doppelt riskant, lief er doch Gefahr, entweder sofort auf den Außenständen sitzenzubleiben oder die geforderten Beträge zwar bezahlt zu bekommen, sie aber später wieder loszuwerden.

Weil der Gesetzgeber der viel kritisierten Rechtsunsicherheit für Rechnungsteller einen Riegel vorschleiben wollte, hat er das Insolvenzanfechtungsrecht nun angepasst. Am 5. April ist endlich die lang ersehnte Gesetzesreform in Kraft getreten. Anlass zu überbordender Freude besteht allerdings nicht. Die Reform ist eher ein Reformchen, die positiven Effekte sind längst nicht so üppig wie erhofft.

Was ist neu?

Dem Kunden gewährte Zahlungserleichterungen und -aufschübe (z. B. Ratenzahlungen) gelten jetzt nicht mehr als untrügliche Zeichen für eine Vorteilnahme des Gläubigers, die eine Insolvenzanfechtung rechtfertigen, sondern schließen diese – im Gegenteil – explizit aus. Weiterhin nicht konkret geregelt ist allerdings, wie die Gerichte z. B. nachträgliche Zahlungserleichterungen bewerten sollen, die mehrfach gewährt wurden. Eindeutige Vorgaben gibt der Gesetzgeber Akteuren und Richtern also immer noch nicht an die Hand.

Immerhin: Eine besonders bittere Pille müssen betroffene Kranunternehmer nun definitiv nicht mehr schlucken. Bisher wurden die Anfechtungsbeträge spätestens ab Eröffnung des Insolvenzverfahrens mit fünf Prozent verzinst, obwohl die Forderung oft erst Jahre später fällig wurde. Betroffene mussten also vielfach wehrlos zusehen, wie sich ihr Risiko von Jahr zu Jahr erhöhte. Seit Inkrafttreten der Reform gilt die Verzinsungspflicht erfreulicherweise erst dann, wenn der Anfechtungsgegner mit der Zahlung im Verzug ist. Erfreulich ist auch, dass die Anfechtungsfrist von zehn auf vier Jahre verkürzt wurde, was allerdings in der Realität kaum spürbare Auswirkungen haben wird, da längere Verfallszeiträume in der Praxis so gut wie nie vorkommen.



Für den Bereich Bargeschäfte führt der Gesetzgeber die Begrifflichkeiten „Unlauterkeit“ und „Gepflogenheiten des Geschäftsverkehrs“ im Insolvenzrecht ein. Die Antwort auf die Frage, wo genau „Gepflogenere“ aufhört und wo „Unlauteres“ beginnt, bleibt indes nebulos und wird in Zukunft sicherlich noch zahlreiche Gerichte beschäftigen.

Die Reform des Insolvenzanfechtungsrechts lässt also weiterhin gehörig Raum für Rechtsunsicherheiten. Und auch die wenigen Verbesserungen, die man sich von der Neuregelung erhofft, werden voraussichtlich erst in ein paar Jahren zu spüren sein, wenn es eine gefestigte Rechtsprechung dazu gibt.

Wie kann man vorbeugen?

Erhalten, längst bilanzierte Zahlungseingänge aus dem Stand rückabwickeln zu müssen, ist in praktisch nicht kalkulierbares und daher existenzbedrohendes Risiko, gerade für Mittelständler mit überschaubarer Liquidität.

Zwar hat die Gesetzesreform einige – wenige – Verbesserungen gebracht. Profitieren werden am Ende des Tages aber nur diejenigen Kranunternehmer, die das Anfechtungsrisiko nach wie vor sehr ernst nehmen und potenzielle Insolvenzanfechtungen langfristig eskalieren.

Mit einer Anfechtungsversicherung sichern sich Kranunternehmen nachhaltig gegen das Risiko ab. Neben speziellen Deckungen für das Anfechtungsrisiko gibt es z. B. auch Baustellensicherungen, die im Rahmen der Warenkreditversicherung abgeschlossen werden können.

Wollen Sie mehr über am Markt erhältliche Versicherungsprodukte oder das neue Anfechtungsrecht wissen? Die Experten der IAK Inter-Asskuranz Versicherungsmakler GmbH in München und Köln beantworten gerne und kompetent Ihre Fragen.

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 Telefon +49 (0) 2234 99 55 – 152
 E-Mail markus.kuhles@interasskuranz.de

... Interviews? In the *Schwertransportmagazin*

Interviews are the most complex journalistic form – anyway how it is self-evident for our editorial team. We do not show a mangle of loose declarations. When we have an interview we give our partners the opportunity to answer the questions of our editors cohesively. The result are authentic interviews in which is clear who said what and in which context. Thus all our interviews are authorized our interview partners and readers can be sure that we bring out firm facts and no words taken out of context.

... Fair reports? In the *Schwertransportmagazin*

Especially with view to the special fair highlights of the different branches it becomes apparent: A comprehensive report which does not show the fair presence of your company superficially in a postage stamp dimensioned story but informs knowledgeable on the novelties is the adequate way to optimize your fair success. The SCHWERTRANSPORTMAGAZIN provides your with well-balanced fair reports which inform detailed on the innovations and novelties. Within the scope of this reporting we provide your prospective clients with the information they may need for their decision.

... Consulting duty reports? In the *Schwertransportmagazin*

Detailed reports on novelties and innovations are only one side of the medal because just the duty shows if theory is practicable. Duty reports ever played an important role in the SCHWERTRANSPORTMAGAZIN and will so in future. Just like that you can show how cranes can be used; whether the STM-editors are on-site or posted duty reports are published. And you will profit by our practice near reports: Your machines can show they are able for.

... Technic in detail? In the *Schwertransportmagazin*

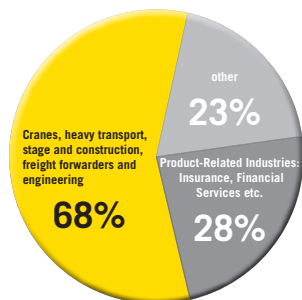
It is no secret that there is no ongoing without components. However all the components included in platforms, cranes, trucks or trailers do hardly find attention in most special magazines. This is different for the trade magazines of the KM-Verlags GmbH. We view the technic in detail and show what is possible now and for the future. Thereby we also highlight the field of accessories which often surprises with innovative ideas.

All around information? In the *Schwertransportmagazin*

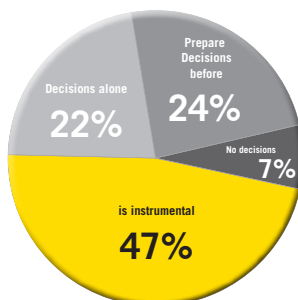
The SCHWERTRANSPORTMAGAZIN deals in its editorial arrangement with all needs of the heavy load branch. On this there is besides the pure product information also the not less important topics like financing, insurance, job safety and legal questions. Thus the reader will find all necessary information firsthand. And this gets around over the bounds.

The total circulation of our magazines is regularly controlled, so that each issue can be achieved with 20 000 deciders.
 The total circulation of our magazines are regularly read by 100 000 people.
 Our magazines have the highest subscription circulation in the sector.

Readership



Readers by sector



deciders by readers

A survey of our readers confirmed:

- more than 90% of readers have a management role in the company
- 93% of readers are directly or indirectly involved in decisions
- Each magazine is read by an average of 3 deciders, with a total circulation of all two magazines 25 000 copies are the 100 000 people
- Therefore, the combination circuit in all 2 magazines

Spread abroad

3980 magazines go to:

- Denmark
- Belgium
- Holland
- Italy
- Luxembourg
- Alsace-Lorraine
- Switzerland
- Austria
- Czech Republic
- Poland
- Slovakia
- Bulgaria
- Russia / Ukraine
- China
- Japan
- USA / South America



With an annual circuit (6 issues) can be reached through our controlled circulation even 62 000 deciders throughout the crane, heavy lift and transport Sector.

Access to online library

Through our [online archive on www.kmverlag.de](http://www.kmverlag.de), we achieve another 40 000 hits per month on our online editions of the editions that have already appeared.

FURTHER PUBLISHING HOUSE ISSUES

The leading magazines, books and reference works

WE ARE OPTIMIZING YOUR SUCCESS

The **“Das große Buch der Fahrzeugkrane”** by Dipl.-Ing. Rudolf Becker which was already published in the second revised edition shows for the first time all technical facets of the truck crane construction: From boom cross-section over buckling load to cylinder tube – it is the worldwide first creation which introduces in all partitions of truck crane construction. An absolute standard act for all of you who are concerned with truck cranes but also a goody for ...

To be ordered in German, English or Russian language.

After dealing with crane technic in detail in the first volume Dr. Rudolf Saller continued the line. **“Das große Buch der Fahrzeugkrane, Vol. 2”** shows all legal aspects which are important when working with heavy machines.

“Giganten der Arbeiten – 40 Jahre Kranbau in der DDR” is at last one of the most extensive essay on the truck crane construction in the former DDR.

The book **“50 Jahre Demag Mobilkrane”** is the result of an archives research which allows the reader to experience five decades of crane history.

“Das Beste aus 100 Ausgaben KranMagazin – 18 Jahre Krangeschichte”
Best of 100 issues KranMagazin – 18 years of crane history

On the occasion of the anniversary issue of KranMagazin the KM the editorial staff has combed through all issues of the past 18 years. So we have compiled the most exciting statements, reports and most spectacular pictures.

It is a stroll through 18 years of crane history where innovation, market analysis, trends and the view to our neighbouring countries and last but not least duties are not missing. This issue is limited!



The heavy transport magazine is also well-stocked Newsagents available!

Current news is available via our free newsletter. Quite simply register at www.kmverlag.de

More information on our portfolio in the areas of cranes, heavy transport, lifting equipment and science go to www.kmverlag.de

www.kmverlag.de

You need more information on a special magazine? One click to “contact” and you will get information on the magazine staff and their responsibilities. The whole team of the KM Verlags GmbH introduce themselves on the link “KM-Team”. All important events of the current year are listed on the link “Data”. Should you miss a date please send a mail to the editorial office and the online timetable will be completed.

The quick view via QR-Code

You can also reach us with your smartphone or tablet pc. You just have to scan the adjoining QR-Code and you will be automatically directed to our smartphone respectively tablet pc site. There you will find all important news and information quickly.

Should you be interested in your own QR-Code (i. e. in advertisings or press releases) for further messages or product information our experts will be at your disposal too.



Prices for online advertising:

For German customers plus VAT.

Format	Pixel Width x Height	Price per month	Price per year
① Top Banner big	590x100	945,00 Euro	8.400,00 Euro
② Top Banner small	385x100	614,00 Euro	6.615,00 Euro
③ Side Banner	150x150	330,00 Euro	3.570,00 Euro

Advantages for your banner advertisement:

- qualified contact opportunity with prospective buyer
- direct and fast communication with your target group
- amplifying synergies by combining with your printed ads
- your success for a campagne is directly measurable

Delivery of advertising material

E-Mail to: nsbuschmeyer@kmverlag.de

File Formats: GIF or JPG, HTML max. File size 40 kB



The KM-Verlag newsletter informs in regular weekly reports on the top news of the branch. The registration is free on www.kmverlag.de. Become newsletter sponsor and ensure the maximum contact with a minimum ad budget – that means highest efficiency for you! You maximize the click rates on your website and generate precise new contacts.


Your banner in the premium position placed in the e-mail newsletter:
 - on the top of the online version of the newsletter
 - your banner presented prominently on the newsletter registration site
 - exclusively: only one sponsor per newsletter a month possible


Your banner in the standard position placed in the e-mail newsletter:
 - between the single news

Accepted sizes:
 banner in size 468x60 pixels as gif.or jpg.

Format	Pixel Width x Height	Price per month	Price per year
① Premium-Position	468x60	472,00 Euro	8.400,00 Euro
② Standard-Position	385x100	372,00 Euro	6.615,00 Euro

Web-Ansicht | [webview](#) | [Aperçu web](#) | [Vista Web](#) | [Visualizzazione web](#)






Es gibt wieder Neuigkeiten rund um Schwertransporte, Krane und Arbeitsbühnen. Wir wünschen Ihnen viel Spaß beim Lesen unseres aktuellen Newsletter

Mit freundliche Grüßen

Ihre KM-Verlags GmbH


Flaggschiff für Serbien: RT trans verstärkt sich mit LTM 1650-8.1



Das serbische Kran- und Schwerlastunternehmen RT trans d.o.o. hat seine Flotte mit einem Liebherr-Mobilkran LTM 1650-8.1 verstärkt. Er ist nun der größte Kran des Unternehmens und bereits der zweite 8-Achs-Mobilkran den RT trans innerhalb der letzten drei Jahre bei Liebherr gekauft hat. Die gestiegene Nachfrage nach größerer Hubleistung führte zu der Entscheidung, den Liebherr-700-Tonner zu beschaffen. Die hohe Qualität der Liebherr-Krane und die gute Zusammenarbeit mit dem Liebherr-Vertriebs- und Servicepartner vor Ort waren wichtige Faktoren bei der Entscheidung.


[Mehr](#)

Löwenbad übernimmt 3-Achs-Tiefkladauflieger K.SLS 3 von Kässbohrer




Kässbohrer verkündet mit Stolz die erfolgreiche Auslieferung eines nicht ausziehbaren 3-Achs-Tiefkladaufliegers, K.SLS 3, an die Löwenbad GmbH & Co. KG. Die offizielle Übergabe fand in der Zentrale von Kässbohrer in Goch, Deutschland, statt, bei der Vertreter beider Unternehmen anwesend waren, um das Ereignis zu feiern.

[Mehr](#)



Autotrasporti Porro erweitert Fuhrpark mit AC 7.450-1 und AC 4.080-1



Auf der bauma 2025 in München hat das italienische Hebe- und Transportunternehmen Autotrasporti Porro sein Vertrauen in Tadano mit der Bestellung von zwei neuen All-Terrain-Kranen unterstrichen: dem leistungstarken AC 7.450-1 und dem vielseitigen AC 4.080-1. Mit dieser Entscheidung erweitert das in Erba ansässige Unternehmen seine Kapazitäten für ein breites Einsatzspektrum – von der Schwerindustrie bis hin zu Infrastrukturprojekten.

[Mehr](#)

1. The publisher reserves the right, at its sole discretion, to accept or reject advertisements or insert orders. In the case of advertising contracts, the publisher also reserves the right to accept or reject individual advertisement texts. Acceptance or rejection may be based on the application of uniform principles regarding the content, origin, or technical format of the advertisement. The publisher likewise reserves the right of refusal for advertising orders placed through publishing representatives or other acceptance offices. Rejection will be communicated to the client without delay. Firmly placed orders cannot be canceled, even if the internal structure, layout, scope, title, or ownership of the magazine changes, or if individual advertisement materials are rejected by the publisher in accordance with sentence 2. In the event of changes to advertising rates, the new conditions shall also apply to ongoing orders—immediately in the case of price reductions and one month later in the case of price increases. The applicable rate will be indicated in the magazine's masthead.
2. The advertiser is responsible for the timely delivery of the advertisement text. Costs for drafts, final artwork, etc. are not included in the advertising rates. If the client does not provide the printing materials, they shall bear the costs of procurement.
3. The publisher assumes no liability for errors arising from telephone or telegraphic transmissions of any kind, nor for the accuracy of translations of advertisement texts.
4. Unless otherwise agreed, advertisements shall be published consecutively in the next available issues. The publisher reserves the right to change publication dates due to technical or other reasons. No guarantee is given for the placement of advertisements in specific positions or specific issues. If advertising orders nonetheless contain placement specifications, the order itself shall in all circumstances be deemed binding, even if such specifications cannot be met. The standard rates will be charged for accepted placement specifications. The exclusion of competitors is not possible.
5. The publisher guarantees the best possible print reproduction of the advertisement, subject to time-related printing conditions. Complaints of any kind must be made no later than 30 days after publication of the advertisement or the invoice date. If defects in the printing materials are not immediately recognizable but only become apparent during printing, the client shall have no claims in the event of inadequate printing. Otherwise, in the case of wholly or partially illegible, incorrect, or incomplete printing of the advertisement, the client shall be entitled to appropriate compensation in the form of additional advertising space free of charge, to the extent that the purpose of the advertisement has been impaired. Any further liability on the part of the publisher is excluded. Missing or incorrectly printed control information shall not entitle the client to any claims.
6. Proofs will be supplied only upon explicit request. The client bears responsibility for the accuracy of returned proofs. If the client does not return the proof sent in due time by the specified deadline, approval for printing shall be deemed granted.
7. Monitoring the timely retrieval of the order is the responsibility of the client. The publisher shall not be liable for order overruns caused by the client.
8. Unless otherwise agreed, advertising orders must be completed within one year from the conclusion of the contract. Unless otherwise agreed, publication shall be distributed evenly over the acceptance period. Discounts specified in the advertising rate list shall only be granted for advertisements published within one year in a single printed publication by one advertiser. The period begins with the publication of the first advertisement, unless a different start date has been agreed in writing at the time of contract conclusion. In the case of volume contracts, the discount level is determined by the total volume booked. If larger formats are purchased, only one advertisement may be credited toward the contract unless the total millimeter volume justifies a higher discount. Printing materials will be stored for a maximum of three months after fulfillment of the order. If fewer advertisements are purchased within one year than agreed, the publisher is entitled to retroactively charge the difference between the discount granted and the discount corresponding to the actual volume according to the rate list.
9. Advertising intermediaries and agencies are obligated to adhere to the publisher's rate list in their offers, contracts, and invoices to advertisers. The intermediary commission granted by the publisher may not be passed on to clients in whole or in part.
10. The advertiser is entitled retroactively to the discount corresponding to the actual volume of advertisements placed within one year if, at the beginning of the period, a discount-eligible contract was concluded. The claim to an extended discount expires if not asserted within one month after the end of the advertising year. The retroactive discount will, upon request, be granted in the form of advertisements or in cash. The advertiser must provide evidence to substantiate the claim for a retroactive discount.
11. Temporary interruption of advertisement publication due to force majeure, strikes, lockouts, or operational disruptions shall not release the parties from the contract. In such cases, the agreed acceptance period shall be extended accordingly. Claims for damages are excluded.
12. If an order is not fulfilled in whole or in part for reasons not attributable to the publisher, the client shall nevertheless be obligated to pay the full advertising price. The corresponding remaining invoice, which may initially be issued for a partial amount, shall be due for payment in accordance with Section 17, paragraph 2, regardless of whether the entire acceptance period has expired.
13. Assignment of claims arising from the advertising contract by the client is not permitted.
14. In the case of blind box (box number) advertisements, the publisher assumes no liability for the safekeeping and timely forwarding of responses. Registered and express letters in response to box number advertisements can only be forwarded via normal postal channels. In the interest and protection of the client, the publisher reserves the right to open incoming responses for the purpose of preventing misuse of the box number service. The publisher is not obligated to forward commercial promotions or intermediary offers. Responses to box number advertisements will be retained for four weeks. Submissions that cannot be delivered within this period will be destroyed. Valuable documents will be returned without any obligation to do so.
15. Upon request, the publisher will provide a complimentary magazine after publication of the advertisement. A complete magazine will be supplied if the type and scope of the advertising order justify it. If a magazine can no longer be obtained, a certificate of publication issued by the publisher shall replace it.
16. Charges are calculated based on page fractions; for classified advertisements, based on the actual printed height.
17. If advance payment has not been made, the invoice will be issued no later than the end of the month. Payment must be made within the period specified in the rate list unless advance payment has been agreed. Any discounts for early payment will be granted in accordance with the rate list.
18. In the event of default in payment, interest and collection costs will be charged. The publisher may suspend further execution of the order until payment is made and may also require advance payment. Upon the opening of insolvency proceedings, the total amount for advertisements yet to be published shall become immediately due.
19. Should any provision of these terms and conditions be or become invalid, the remainder of the contract and these terms and conditions shall remain effective.
20. The publisher stores relevant data obtained in business dealings with partners for processing in automated systems.
21. Place of performance and exclusive place of jurisdiction - where legally permissible - for all orders, regardless of the amount in dispute, shall be the Local Court of Darmstadt.