

# CUBE

The metropolitan  
magazine for  
architecture, interior  
design and lifestyle

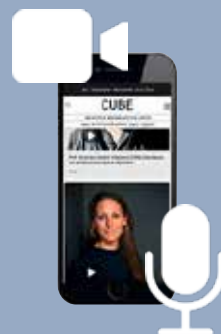
Valid from January 2025

**NEW:**  
SEO-Marketing  
and Podcasts

## MEDIA KIT



# 2025



# MEDIA OVERVIEW

## CUBE METROPOLITAN MAGAZINES

CUBE is published 4 times a year in **8 metropolitan areas** with independent titles

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BERLIN, COLOGNE BONN, DÜSSELDORF, FRANKFURT/RHINE-MAIN, HAMBURG, MUNICH, RUHR AREA, STUTTGART

## CUBE SELECT

CUBE Select – 4 times a year **nationwide** with a selection of highend residential architectural available at selected magazine retailers

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## CUBE INSPIRE CUBE REAL ESTATE

4 times a year magazines for architecture **professionals** are published CUBE Inspire (thrice) and CUBE Real Estate (once)

[Page 7-8](#)



## CUBE DIGITAL

**Website, newsletter, SEO-Marketing, podcast, innovation video**

with over 7,500 architectural articles and about 120,000 impressions per month

[Page 10-17](#)



## OTHER

Contacts, general publisher information, general terms and conditions

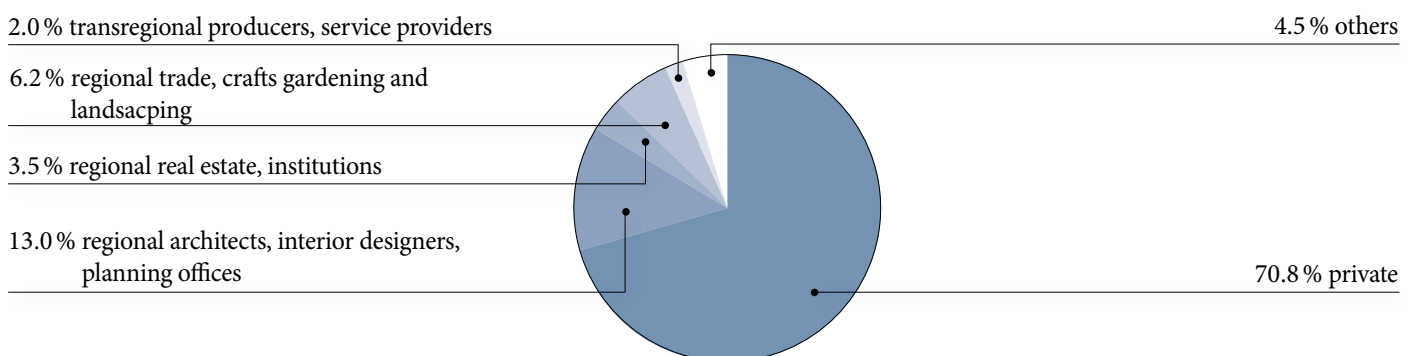
[Page 18-19](#)

<b>READERSHIP</b>	high-income private individuals, regional architects and real estate professionals
<b>NUMBER OF INDEPENDENT MAGAZINES</b>	8 – Berlin, Cologne Bonn, Düsseldorf, Frankfurt/Rhine-Main, Hamburg, Munich, Ruhr Area, Stuttgart
<b>FREQUENCY OF PUBLICATION</b>	4 times a year
<b>AREAS OF PUBLICATION</b>	respective metropolitan region
<b>VOLUME</b>	16th year, since 2009
<b>TOTAL CIRCULATION</b>	total circulation 64,000 copies/quarter, 8,000 copies per regional title
<b>COPY FORMAT</b>	DIN A4 210 x 297 mm
<b>YEARLY SUBSCRIPTION</b>	domestic 32 EUR (incl. VAT and shipping costs) International 46,80 EUR (incl. VAT and shipping costs)
<b>ONLINE</b>	www.cube-magazin.de
<b>FACTS</b>	<b>Issues 2023</b> 35 issues
	<b>Total page count 2023</b> 2,584 pages
	<b>Ø page count 2023</b> Ø 73.8 pages
<b>ONLINE-MAGAZINES</b>	www.cube-magazin.de/digitale-print-ausgaben

<b>Share by gender:</b>	61 % male 39 % female
<b>Average age:</b>	50.9 years
<b>Monthly net income over 5,000 EUR:</b>	32.2 %
<b>Living situation:</b>	40.3 % renting 46.8 % own house 12.9 % own apartment
<b>Average amount of readers per individual copy:</b>	2.8 private individuals 3.5 architecture professionals

<b>What is read:</b>	38.5 % read the complete copy 40.6 % read more than half 20.6 % read only certain articles
<b>What happens with the magazine after reading:</b>	62.1 % keep it 26.1 % pass it on 11.8 % other usage
<b>I rate the magazine with the grade:</b>	private individuals: 1.9 architects: 2.1

## READERSHIP STRUCTURE (average scores of all 8 metropolitan magazines)



\* Source: CUBE reader analysis from 2022, 140 participants, 24 closed and open questions, written and online survey

# METROPOLITAN MAGAZINES DATES OF PUBLICATION

METROPOLITAN TITLE	Spring issue 01/2025	Summer issue 02/2025	Autumn issue 03/2025	Winter issue 04/2025
DÜSSELDORF	AD: 03.02.25 PD: 10.02.25 DP: 25.02.25	AD: 22.04.25 PD: 28.04.25 DP: 13.05.25	AD: 21.07.25 PD: 28.07.25 DP: 19.08.25	AD: 06.10.25 PD: 13.10.25 DP: 28.10.25
FRANKFURT/ RHINE-MAIN	AD: 03.02.25 PD: 10.02.25 DP: 25.02.25	AD: 22.04.25 PD: 28.04.25 DP: 13.05.25	AD: 18.08.25 PD: 25.08.25 DP: 09.09.25	AD: 03.11.25 PD: 10.11.25 DP: 25.11.25
COLOGNE BONN	AD: 03.02.25 PD: 10.02.25 DP: 25.02.25	AD: 22.04.25 PD: 28.04.25 DP: 13.05.25	AD: 21.07.25 PD: 28.07.25 DP: 19.08.25	AD: 06.10.25 PD: 13.10.25 DP: 28.10.25
HAMBURG	AD: 17.02.25 PD: 24.02.25 DP: 11.03.25	AD: 05.05.25 PD: 12.05.25 DP: 28.05.25	AD: 04.08.25 PD: 11.08.25 DP: 26.08.25	AD: 20.10.25 PD: 27.10.25 DP: 11.11.25
MUNICH	AD: 17.02.25 PD: 24.02.25 DP: 11.03.25	AD: 05.05.25 PD: 12.05.25 DP: 28.05.25	AD: 18.08.25 PD: 25.08.25 DP: 09.09.25	AD: 20.10.25 PD: 27.10.25 DP: 11.11.25
RUHR AREA	AD: 17.02.25 PD: 24.02.25 DP: 11.03.25	AD: 05.05.25 PD: 12.05.25 DP: 28.05.25	AD: 04.08.25 PD: 11.08.25 DP: 26.08.25	AD: 20.10.25 PD: 27.10.25 DP: 11.11.25
STUTTGART	AD: 03.03.25 PD: 10.03.25 DP: 25.03.25	AD: 19.05.25 PD: 26.05.25 DP: 10.06.25	AD: 18.08.25 PD: 25.08.25 DP: 16.09.25	AD: 03.11.25 PD: 10.11.25 DP: 25.11.25
BERLIN	AD: 03.03.25 PD: 10.03.25 DP: 25.03.25	AD: 19.05.25 PD: 26.05.25 DP: 10.06.25	AD: 04.08.25 PD: 11.08.25 DP: 26.08.25	AD: 03.11.25 PD: 10.11.25 DP: 25.11.25

AD = Advertising deadline, PD = Print material deadline, DP = Date of publication

## SUPPLEMENT-MAILING to architects together with a metropolitan magazine to architectural offices

**Recipients:** Owners of architecture and interior design offices as well as real estate professionals from one metropolitan area and the surrounding area. See list on page 5 "Amount of professionals in the 8 metropolitan regions"

### a.) Architecture mailing:

e.g. CUBE Hamburg 1,583 recipients  
Mailing of an insert or product sample (**max. 200 g/DIN A4**)  
**together** with the magazine, reference to insert in the mailing  
cover letter + an editorial report (1 page). Costs per mailing:  
**3.40 EUR**  
Total costs: 5,382 EUR (1,583 x 3.40 EUR)

### b.) Architecture supplement:

e.g. CUBE Hamburg 1,583 recipients  
Mailing of an insert or flyer (**max. 30 g/max. 200 x 280 mm**)  
inserted.  
Costs per mailing: **1.50 EUR**  
Total costs: 2,374 EUR (1,583 x 1.50 EUR)

## SHIPPING DATES of the metropolitan magazines to architecture professionals

	Issue 01/2025	Issue 02/2025	Issue 03/2025	Issue 04/2025
Delivery until	01.04.25	17.06.25	09.09.25	02.12.25
Dispatch from	08.04.25	24.06.25	16.09.25	09.12.25

Please send supplements for the architecture mailing directly to the publisher: b1 communication GmbH, Briedestraße 1-9, 40599 Düsseldorf, Germany

### ADVERTISING FORMATS

in CUBE metropolitan titles: Berlin, Cologne Bonn, Düsseldorf, Frankfurt, Hamburg, Munich, Ruhr Area, Stuttgart

PRICE IN EUR<sup>1</sup> (per title)

TOTAL PLACEMENT<sup>2</sup> IN EUR<sup>1</sup> (one-off, all 8 titles)

### Combined discounts

The following discounts will be granted for multiple placements in several metropolitan titles within 12 months:

#### PER ISSUE - ONE-OFF PLACEMENT

1/2 page advert (portrait or landscape) 2nd part of the magazine	1,500	10,000
1/1 page advert (inside)	2,600	19,000
1/1 page advertorial (inside) <sup>3</sup>	2,600	19,000
1/1 page advert (2nd or 3rd cover page) <sup>4</sup>	3,200	-
1/1 page advert (back cover) <sup>4</sup>	3,900	-
2/1 pages advert (inside)	3,600	24,500
2/1 pages real estate advertorial (inside) <sup>3</sup>	3,600	24,500
Supplement up to 30 g <sup>5</sup> , max. 280 x 200 mm	2,600	19,000

Placement in 2 titles (e.g. Hamburg and Berlin)	4%
Placement in up to 6 titles	6%
Placement in 7 or more titles	8%

### Quantity discount

The following discounts will be given for multiple placements in several CUBE issues within 12 months:

Placement in 2 issues (e.g. spring and summer)	4%
Placement in 3 issues (e.g. spring, summer, autumn)	6%
Placement in 4 issues (spring, summer, autumn, winter)	8%

<sup>1</sup> All prices plus applicable value-added tax. The general terms and conditions apply (see page 19). Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15 % on top of the possibly discounted (quantity/combination discount) net price.

<sup>2</sup> No further discounts can be applied to an already discounted bundle price for a complete booking of all metropolitan magazines.

<sup>3</sup> Prices include layout and text creation, copyright-free images are provided by the customer. We assume that we can use the images provided in the printed and digital CUBE media (including social media) without violating the rights of third parties or incurring any costs to the publisher.

<sup>4</sup> If available.

<sup>5</sup> Each additional 10 g cost 200 EUR extra.

\* The prices listed are subject to change. The publisher reserves the right to adjust prices if important conditions, such as printing prices, change.

Advertising formats see page 9

## AMOUNT OF PROFESSIONALS<sup>7</sup> IN THE 8 METROPOLITAN REGIONS (as of August 2024)

TITLE	TOTAL
BERLIN	1,909
COLOGNE BONN	1,458
DÜSSELDORF	1,417
FRANKFURT/RHINE-MAIN	1,404
HAMBURG	1,583
MUNICH	1,601
RUHR AREA	1,315
STUTTGART	1,503
<b>TOTAL</b>	<b>12,190</b>

## ADDITIONAL MAIN TOPICS<sup>6</sup>

ISSUES	MAIN TOPICS
01/2025 (March)	Outdoor and sun protection/renewable energies
02/2025 (June)	Hospitality
03/2025 (August)	Office/renewable energy
04/2025 (November)	Light and lighting/stoves and fireplaces

<sup>6</sup> These topics are covered in all 8 metropolitan magazines as a thematic section.

<sup>7</sup> Professionals: Owners of architecture and interior design offices, real estate developers from the areas of publication

# SELECT



## NATIONWIDE PREMIUM MAGAZINE

CUBE Select addresses private individuals with its core theme of high-quality residential architecture and interior design projects. Other topics are luxury hotels, art and culture, chronographs, wine culture and architectural travel. CUBE Select is distributed nationwide via magazine retail trade, in railway station and airport bookshops and by subscription, and is also sent by post to the owners of 950 top residential architecture and interior design offices in Germany.<sup>1</sup>

Online viewing copy here:

<https://www.cube-magazin.de/mediadaten/>

<b>READERSHIP</b>	high-income individuals and architecture professionals
<b>CIRCULATION</b>	8,000 copies
<b>FREQUENCY OF PUBLICATION</b>	4 times a year
<b>AREA OF PUBLICATION</b>	germany-wide
<b>PRINT MATERIAL DEADLINE</b>	in each case 21 days before publication of the issue
<b>RETAIL PRICE PER COPY</b>	6.50 EUR, 32 EUR in annual subscription (incl. VAT and shipping costs) <sup>2</sup>
<b>COPY FORMAT</b>	230 x 297 mm
<b>DISTRIBUTION (A)</b>	magazine retailers, stations and airport bookstores, subscription
<b>DISTRIBUTION (B)</b>	direct mailing to owners of the 950 top residential architecture and interior design offices in Germany <sup>1</sup>

<sup>1</sup> These are the offices that have already presented a villa or a luxury apartment in CUBE magazine in the last 15 years.

<sup>2</sup> Foreign prices upon request.

## PRICES\*

Advertising format see page 9

ADVERTISEMENT/PLACEMENT	PRICES IN EUR <sup>1, 2</sup>	QUANTITY DISCOUNT (following discounts will be granted for multiple bookings of several CUBE Select issues within 12 months)
1/2 page advert (portrait or landscape)	2,600	2 adverts <b>4%</b>
1/1 page advert / advertorial <sup>3</sup>	4,800	3 adverts <b>6%</b>
2/1 pages advert / advertorial <sup>3</sup>	6,800	4 adverts <b>8%</b>
1/1 advert 2nd or 3rd cover page <sup>4</sup>	5,600	
1/1 advert back cover <sup>4</sup>	6,200	
SUPPLEMENTS		
a.) Supplement complete issue (weight up to 30 g, max. format 220 x 290 mm)	4,800	
b.) Architectural supplement sent directly to 950 architectural offices (weight up to max. 200 g, max. format 210 x 297 mm)	3,200	

<sup>1</sup> All prices plus VAT

<sup>2</sup> We grant commissioned advertising agencies and media intermediaries an intermediary commission of 15% of the net price.

<sup>3</sup> Prices include layout and text creation, copyright-free images assuming that we and digital CUBE media (including social media) without us violate the rights of third parties or incur costs to the publisher.

<sup>4</sup> If available.

\* The prices listed are subject to change. If it is important for the publisher. If conditions such as printing prices change, the publisher reserves the right to adjust the prices.

## DATES OF PUBLICATION

	Spring issue	Summer issue	Autumn issue	Winter issue
CUBE SELECT	AD: 17.03.25 PD: 24.03.25 DP: 15.04.25	AD: 02.06.25 PD: 09.06.25 DP: 01.07.25	AD: 01.09.25 PD: 08.09.25 DP: 30.09.25	AD: 17.11.25 PD: 24.11.25 DP: 16.12.25

AD = Advertising deadline, PD = Print material deadline, DP = date of publication

# INSPIRE (PROFESSIONALS)



## NATIONWIDE ARCHITECTURE AND INTERIOR DESIGN PUBLICATION

Three times a year, CUBE Inspire focuses on a current architectural topic that is highly relevant for architects and interior designers. Together with the eight CUBE metropolitan editions, CUBE Inspire is sent directly to the owner of architecture and interior design offices. This magazine is an excellent opportunity for brand manufacturers to present reference projects or new products in a highly attractive editorial environment.

**Online viewing copy here:**

<https://www.cube-magazin.de/mediadaten/>

<b>READERSHIP</b>	architects and interior designers
<b>CIRCULATION</b>	12,000 copies
<b>FREQUENCY OF PUBLICATION</b>	3 times a year
<b>AREA OF PUBLICATION</b>	Germany
<b>PRINT MATERIAL DEADLINE</b>	14 days before publication
<b>COPY FORMAT</b>	DIN A4 (210 x 297 mm)
<b>MAIN TOPICS IN 2025</b>	1st issue (April) – Office 2nd issue (July) – Hospitality 3rd issue (December) – Lighting
<b>DISTRIBUTION</b>	Direct postal shipping to 12,000 architecture and interior design offices all over Germany

## PRICES\*

**Advertising formats see page 9**

ADVERTISEMENT/PLACEMENT	PRICES IN EUR <sup>1</sup>	DATES OF PUBLICATION
<b>Inside pages</b>		<b>Spring issue No. 1/2025 (Office)</b>
1/2 page advert (portrait or landscape)	<b>2,600</b>	AD: 17.03.25
1/1 page advert/advertorial <sup>2</sup>	<b>3,600</b>	PD: 24.03.25
2/1 pages advert/advertorial <sup>2</sup>	<b>4,800</b>	DP: 15.04.25
<b>Special placements<sup>3</sup></b>		<b>Summer issue No. 2/2025 (Hospitality)</b>
1/1 advert 2nd or 3rd cover page <sup>3</sup>	<b>4,200</b>	AD: 02.06.25
1/1 advert 4th cover page <sup>3</sup>	<b>5,200</b>	PD: 09.06.25
Supplement (up to max. 30 g, Format max. 290 x 200 mm)	<b>3,600</b>	DP: 01.07.25
<b>Combinations</b>		<b>Winter issue No. 4/2025 (Lighting)</b>
<b>Combi 1:</b> 1/1 advert in CUBE Inspire + 1/2 product PR in all 8 metropolitan CUBE magazines	<b>5,200</b>	AD: 17.11.25
<b>Combi 2:</b> Double page (2/1) consisting of 1/1 advertorial + 1/1 expert interview + podcast in digital CUBE media (website, social media)	<b>5,300</b>	PD: 24.11.25
<b>Combi 3:</b> 1/2 advert in CUBE Inspire + 1/2 page product-PR in 4 from 8 metropolitan magazines (of choice)	<b>3,400</b>	DP: 09.12.25

AD = Advertising deadline  
PD = Print material deadline  
DP = Date of publication

\* Prices listed are subject to change. The publisher reserves the right to adjust prices if important conditions, such as printing prices, change.

<sup>1</sup> All prices plus VAT. Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15% on top of the possibly discounted (quantity/combo discount) net price.

<sup>2</sup> Prices include layout and text creation, copyright-free images are provided by the customer. We assume that we can use the images provided in the printed and digital CUBE media (including social media) without violating the rights of third parties or incurring any costs to the publisher.

<sup>3</sup> If available.

# REAL ESTATE (PROFESSIONALS)



## NATIONWIDE REAL ESTATE MAGAZINE

CUBE Real Estate provides an overview of sophisticated neighbourhood development and major projects in the metropolitan regions from which CUBE reports. The readership consists exclusively of professionals from the architecture, real estate and construction industries. We use lighthouse projects to show that high quality and sustainable architecture is a powerful argument for successful urban and location development. The themed issue is a suitable environment to draw the attention of a highly attractive target group to a brand, a real estate project, an exclusive location or a service portfolio – absolutely targeted and at attractive conditions.

Online viewing copy here:

<https://www.cube-magazin.de/mediadaten/>

<b>READERSHIP</b>	architectural offices, real estate developers, construction industry, municipal institutions and local construction institutions
<b>CIRCULATION</b>	12,000 copies
<b>AREA OF PUBLICATION</b>	Germany
<b>FREQUENCY OF PUBLICATION</b>	1 x per year (from 23.09.25)
<b>COPY FORMAT</b>	DIN A4 (210x297 mm)
<b>MAIN TOPIC IN 2025</b>	green architecture/Serial and modular architecture
<b>DISTRIBUTION</b>	direct postal shipping to 12,000 architecture offices and real estate companies

## PRICES\*

ADVERTISEMENT/PLACEMENT	PRICES IN EUR <sup>1</sup>
1/2 page advert (portrait/landscape)	2,600
1/1 page advert/advertorial <sup>2</sup>	3,600
2/1 page advertorial <sup>2</sup>	4,800
2/1 page consisting of one advertorial <sup>2</sup> + expert interview + Podcast in digital CUBE media (Website, Social Media)	5,200
<b>Special placements</b>	
1/1 page 2nd or 3rd cover page <sup>3</sup>	4,600
1/1 page 4th cover page <sup>3</sup>	5,600
Supplement (up to max. 30g, Format max. 290x200 mm)	3,600

<sup>1</sup> All prices plus VAT. We grant commissioned advertising agencies and media intermediaries an intermediary commission of 15% of the net price.

<sup>2</sup> Prices including layout and text creation, copyright-free images are provided by the customer. We assume that we can use the images provided in the printed and digital CUBE media (including social media) without violating the rights of third parties or incurring any costs to the publisher.

<sup>3</sup> If available.

\* The prices listed are subject to change. If there are essential conditions for the publisher such as e.g. If the printing prices change, the publisher reserves the right to adjust the prices.

## Advertising formats see page 9

### Combinations<sup>1</sup>

#### CUBE Real Estate and selected metropolitan magazine in EUR

Combi 1: 1/1 advertorial/advert in a metropolitan magazine 2025 (e.g. CUBE Hamburg) + 1/1 advertorial/advert in metropolitan section of CUBE Real Estate	6,200
Combi 2: 2/1 advertorial in a metropolitan magazine 2025 (e.g. CUBE Hamburg) + 2/1 advertorial in CUBE Real Estate	7,200

## DATES OF PUBLICATION

Advertising deadline: 25.08.25

Print material deadline: 01.09.25

Published: from 23.09.25

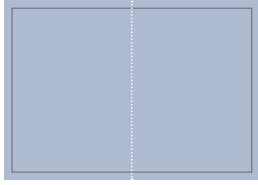


# ADVERTISING FORMATS

CUBE metropolitan magazine, CUBE Real Estate, CUBE Inspire: **210 x 297 mm**, CUBE Select: **230 x 297 mm**

## ADVERTISEMENTS IN BLEED

2/1 pages <sup>1</sup>



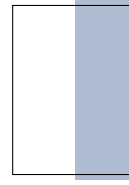
420 x 297 mm  
**Select** 460 x 297 mm

1/1 page <sup>1</sup>



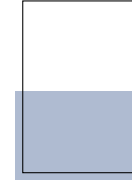
210 x 297 mm  
**Select** 230 x 297 mm

1/2 page portrait <sup>1/3</sup>



102 x 297 mm  
**Select** 110,5 x 297 mm

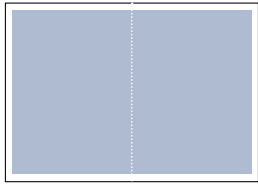
1/2 page landscape <sup>1/3</sup>



210 x 150 mm  
**Select** 230 x 150 mm

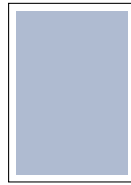
## ADVERTISEMENTS IN TYPE AREA

2/1-Seiten <sup>2</sup>



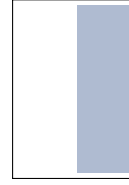
400 x 275 mm  
**Select** 432 x 297 mm

1/1 page <sup>2</sup>



188 x 275 mm  
**Select** 198 x 275 mm

1/2 page portrait <sup>2/3</sup>



92 x 275 mm  
**Select** 96,5 x 275 mm

1/2 page landscape <sup>2/3</sup>



188 x 135 mm  
**Select** 198 x 135 mm

<sup>1</sup> Please add 3 mm trim allowance to all outer pages of bleed ads.

<sup>2</sup> Please deliver print documents with cutting marks for exact placement.

<sup>3</sup> Only full-page ads are possible in the front issue section.

## TECHNICAL DETAILS/DELIVERY OF SUPPLEMENTS AND ATTACHMENTS

### Data transfer:

- per mail: [media@cube-magazin.de](mailto:media@cube-magazin.de)
- WeTransfer or Dropbox etc.

### Data format:

preferably PDF/X-3 or PDF/X-4  
All fonts used need to be embedded.

### Profiles:

Color mode CMYK, 300 dpi,  
stroke in bitmap mode, at least 1,200 dpi. Bleed: at least 3 mm  
per bleed edge Profil CUBE: ISO Coated v2 300 % (ECI)

### Color tuning:

Color-consistent proofs are required for all ads:  
digital proofs (with Ugra/FOGRA Media Wedge V 2.0)

We assume that the files given to us are copies and do not take  
any responsibility for their storage.

### SUPPLEMENTS/ATTACHMENTS

Delivery date 2 weeks before the issue is published, free of  
charge, between 8 am and 5 pm.

### Delivery address:

Zeitfracht Medien GmbH  
Emmericher Straße 10, 90411 Nürnberg, Germany  
The delivery note should be placed clearly visible OUTSIDE on  
the pallet or on a box (do NOT put it INTO the box).  
It must contain the following information:

- Customer/client
- CUBE magazine title and issue (e.g. CUBE Berlin No. 3/2025)
- Delivery quantities (total weight, number of packages (pallets  
or cartons))
- Address and phone number of the shipper

### ARCHITECTURE MAILING

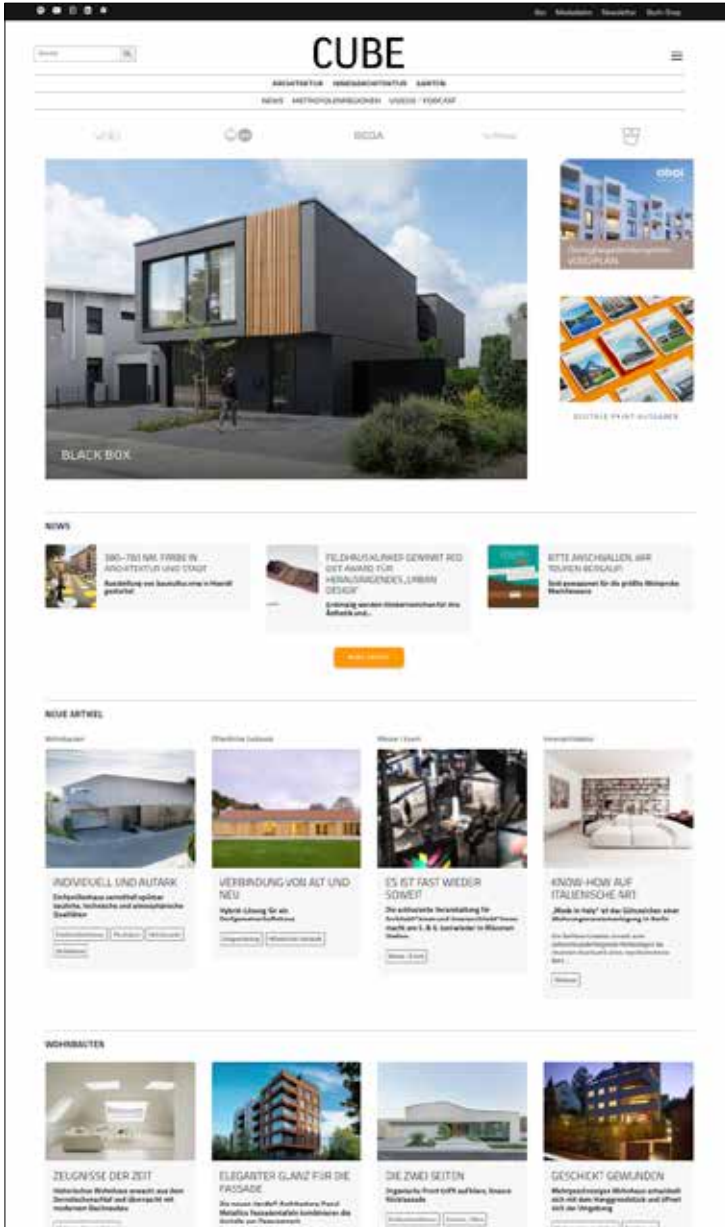
Delivery date 1 week before shipping date, free of charge,  
between 9 am and 5 pm.

### Delivery address:

b1 communication GmbH  
Briedestraße 1–9, 40599 Düsseldorf, Germany

# WEBSITE

www.cube-magazin.de / HOME



## Performance figures

URL: www.cube-magazin.de

Impressions per month: 120,000

Clicks per month: 25,000

Session duration: 2.09 minutes

Ahrefs Domain Rating: 69 (see page 14)

## www.cube-magazin.de / HOME

### Costs for rectangle advert A-C <sup>1</sup>:

- Minimum term: 1 month
- Position A: 1,500 EUR per month
- Position B: 1,200 EUR per month
- Position C: 1,000 EUR per month

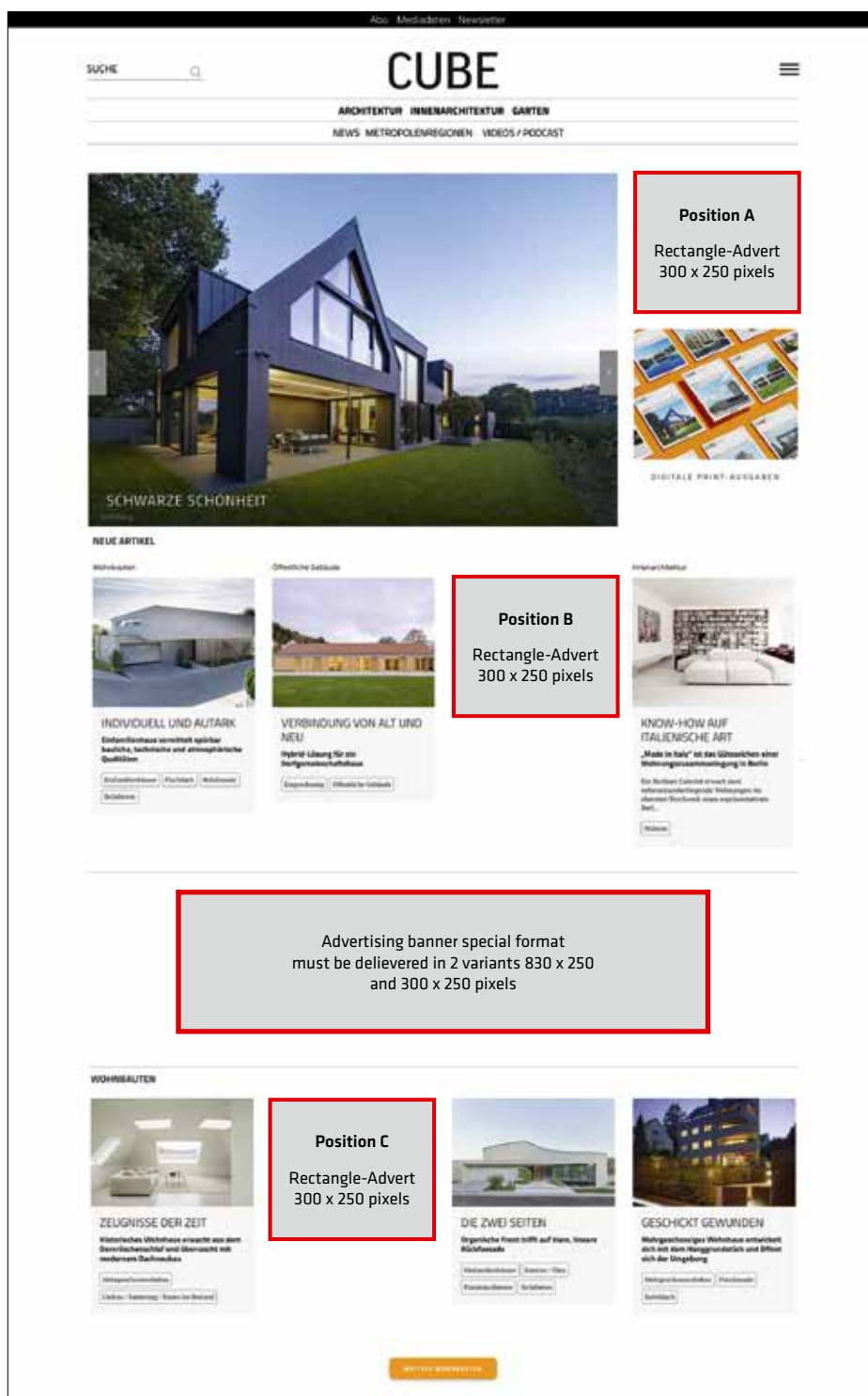
### Rectangle ad formats A-C:

- 300 x 250 pixels (width x height)
- as JPEG or HTML5

### Special formats:

- Minimum term: 1 month
- Costs <sup>1</sup>: 1,500 EUR per month
- 830 x 250 pixels (width x height) for desktop view
- 300 x 250 pixels for mobile view
- as JPEG or HTML5

<sup>1</sup> All costs plus VAT



www.cube-magazin.de / Overview page **ARCHITECTURE**

www.cube-magazin.de / Overview page **INTERIOR DESIGN**

www.cube-magazin.de / Overview page **GARDEN**

## Advertorials

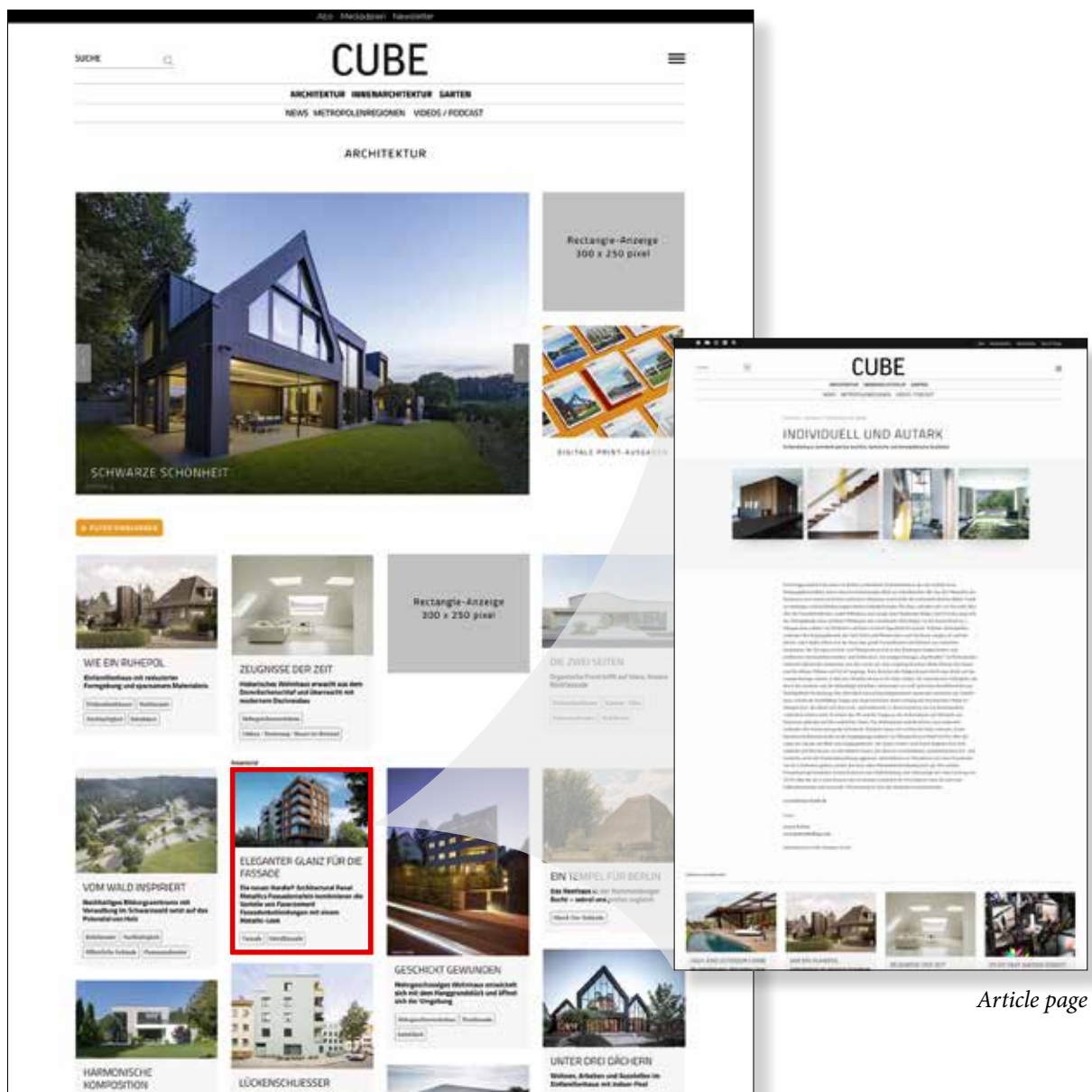
### Conditions:

- Minimum term: 1 month
- Costs: 900 EUR per month plus VAT
- Reports are provided with the customer Domain bound – in the form of DoFollow links to the customer website
- Placement: depending on the content on the overview page in *architecture, interior design or garden* (assignment is made by the publisher)

### Conditions:

- Design and text creation by the publisher, no advertising speech or e.g. capitalized spellings
- Components: Article teaser + article page
- Article teaser: Head / Subhead / 1st sentence copy text
- Article page: max. number of images: 8, max. number of characters: 1,500
- 1 correction run
- Professional images are provided by the customer and are copyright-free from the publisher could be used without restrictions without the publisher incurring any costs or violating the rights of third parties.

Article teaser



Article page

www.cube-magazin.de / **CATEGORY**

**Topic-related logo placement, e.g. on all article pages of a category or topic, e.g. detached houses (>500 property reports) or gabled roof (>138 property reports)**

**Conditions:**

- Minimum term: 1 month
- Costs: 900 EUR per month plus VAT


**Placement/Performance:**

- Manufacturer logo under all items in a defined category (e.g. single-family homes)

Startseite / München / Zurückhalten und besonders zugleich

## ZURÜCKHALTEND UND BESONDERS ZUGLEICH

Ein Harlachinger Einfamilienhaus besticht mit großzügigem Inneren



Direkt im Anschluss an das kleinbürgerliche, einstige Arbeiterviertel Giesing hat sich das gehobene Wohnviertel Harlaching mit Kolonien aus Einfamilienhäusern und Villen entwickelt. Zoo, Krankenhaus und Isarauen – um die drei wichtigsten Highlights zu nennen, machen Harlaching zu einer begehrten Wohngegend. Hier haben die Münchner Architekten Jacob & Spreng ein neues Einfamilienhaus errichtet, das sich deutlich von den Nachbargebäuden unterscheidet, ohne als Fremdkörper wahrgenommen zu werden. Sein Flachdach, die Holzverschalung, großformatige rechteckige Fenster und das Eingangstor aus Metall sind zunächst die äußeren Merkmale. Mehr ist für Passant:innen nicht zu sehen. Dennoch lassen sich ein großzügiges Inneres und ein Garten erahnen. Das Erdgeschoss verfügt über einen offenen Grundriss, in dem sich die Funktionen Eingangsbereich, Kochen, Essen, Wohnen und Arbeiten um einen freistehenden Kubus aneinanderreihen. Der hölzerne, grün gebeizte Kubus hat es in sich: Er beherbergt unterschiedliche Funktionen, die beinahe unsichtbar integriert sind. Er birgt auf jeder Seite eine seinen Gegenüber im Raum adäquate Funktion. Der Kücheneiseln gegenüber bietet er zum Beispiel Raum für Anrichte, Küchengeräte und Stauraum. Zum Flur hin reihen sich eine Schrankwand, weitere Nebenräume und ein Aufzug aneinander. Die Gestaltung des Interieurs, der Wohnlandschaft, geschah in enger Zusammenarbeit mit Thatenboest Interior. Eine gerade Treppe, begleitet durch ein Oberlicht im Dach, führt ins Obergeschoss. Hier liegen die Privaträume, das Schlafzimmer mit offener Ankleide, Bad und Dusche. Mit viel Gespür sind Farbgebung und der Einsatz besonderer Materialien aufeinander abgestimmt. Sogar der Windkeller, hinter Glas im Untergeschoss, hat ein wohnliches Ambiente und bietet so Aufenthaltsqualität für bestimmte Anlässe.

Die wahre Offenbarung ist die Rückseite des Hauses: Sie öffnet sich über Eck und holt mit ihrer bodentiefen Verglasung viel Licht ins Innere. Eine hölzerne Terrasse, in die ein Pool eingelassen ist, bietet Raum zum Sonnen oder Dank eines Vordaches auch Schatten. Hier wird gegessen, gegrillt, relaxt oder gearbeitet. Alle Tätigkeiten können, wenn die Witterung es zulässt, nach draussen verlagert werden. Das Einfamilienhaus ist so konzipiert, dass bei vermehrtem Platzbedarf ein Staffelngeschoss hinzugefügt werden kann. Dies wurde von Anfang an mitgeplant, ohne dass der potenzielle Ausbau dem Ist-Zustand anzuferken wäre. Die Erweiterung ist im Bedarfsfall mit sehr geringem Aufwand möglich. Zuletzt sei noch das umfangliche Energiekonzept erwähnt. Es besteht aus einer Kombination von Luftwärmepumpe, Photovoltaik und einer kontrollierten Lüftungsanlage mit Wärmerückgewinnung – so ist für jegliche Wetterlage Vorsoege getroffen.

www.jacobundspreng.de

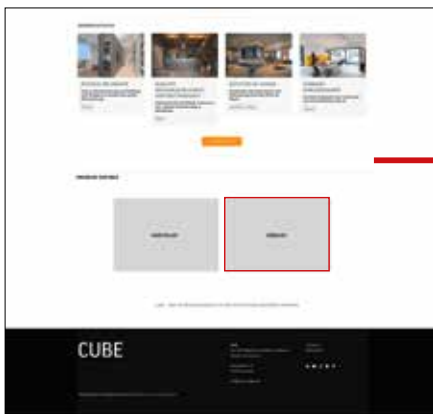
**VELUX**

AM WERBETREFFENDE GEMEINSAM ERFOLGWEISER INTERESSANT

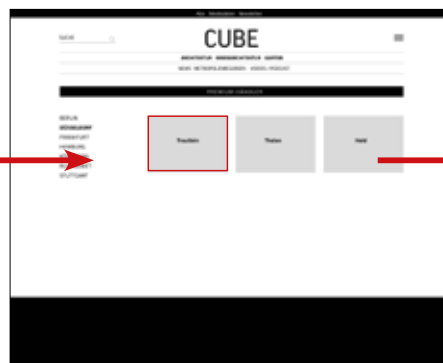
<p><b>Architektur:</b> Jacob &amp; Spreng Architekten www.jacobundspreng.de</p>	<p><b>Innenarchitektur:</b> Thatenboest Interior www.thatenboest.com</p>	<p><b>Außenanlagen:</b> Schlitzler www.schlitzler.de</p>	<p><b>Dachdecker:</b> Leib www.spreng-leib.de</p>
<p><b>Elektronik:</b> Elektro Almschäfer</p>	<p><b>Energieberatung:</b> EKG Kraft</p>	<p><b>Malerarbeiten:</b> Stefani &amp; Iskander</p>	<p><b>Fliesenarbeiten:</b> Roni Tieser</p>

www.cube-magazin.de / **HOME**

### Manufacturer/brand portrait with reference objects



Home page



Overview page



Manufacturer/brand portrait

Creation of an SEO-optimized customer page on the CUBE website including a DoFollow link to the customer's website.

The CUBE website has an above-average Ahrefs Domain Rating of 69. The Ahrefs Domain Rating influences the ranking on Google. Consequently, all links from editorial articles that originate from the CUBE website are a “booster” for good Google placement in the medium term.

We thus offer companies an opportunity to improve their placement in the Google rankings in the medium term. For this purpose, we design an SEO-optimized “landing page” that is regularly filled with editorial articles provided by the customer, such as reference reports, expert articles or product news, and linked to the customer website with a DoFollow link.

The minimum term is one year, as SEO effects can only be expected then.

#### Conditions:

- Minimum term: 1 year
- Costs per year: 2,400 EUR plus VAT

#### Scope of services:

- Design and text creation of the customer page (2 images, text length: approx. 1,000 characters).
- Entering up to 8 editorial articles per year, e.g. reference reports, interviews and product presentations, rights-free and professional image and text material is provided by the customer, prepared by the publisher.
- Placement of the new editorial articles on the architecture, interior design or garden overview page.
- Linking all posts to the customer website using a search engine relevant DoFollow link.

### NEWSLETTER (weekly)



#### Performance figures:

- Recipients: approx. 6,000
- average click rate: 14.5 %
- 80 % of newsletter subscribers are architects or interior designers

#### Rectangle display

##### Conditions:

- Costs in EUR <sup>1</sup>: 900 per placement

##### Placement/performance:

- 3rd field with a rectangle display<sup>2</sup>
- Format: 600 x 400 pixels
- Link to customer website

link to the website  
of the customer

#### Logo-sponsorship

**Longer-term sponsorship** of the weekly newsletter by integrating a customer logo <sup>2</sup> (Dofollow link to the customer website)

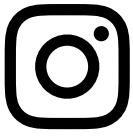
##### Conditions <sup>1</sup>:

- Half year: **3,900 EUR** (= 26 newsletter subscriptions)
- Whole year: **5,200 EUR** (= 52 newsletter subscriptions)

<sup>1</sup> All prices plus VAT

<sup>2</sup> Rights-free images are provided by the customer. We assume that we can use the images provided in the printed and digital CUBE media (including social media) without violating the rights of third parties or incurring any costs to the publisher.

# SOCIAL MEDIA



## Instagram

Follower: 6,240

Content-Reach:

- reached accounts: 31,340<sup>1</sup>
- impressions: 112,194<sup>1</sup>
- profile views 2,554<sup>1</sup>

content interactions:

Accounts that interacted:

- 2,979<sup>1</sup>
- 52.4 % followers<sup>1</sup>
- 47.6 % non-followers<sup>1</sup>



## Facebook

Followers: 424<sup>1</sup>

Content-Reach: 1,324<sup>1</sup>

Content interactions: 210<sup>1</sup>



## LinkedIn

Followers: 922

Reactions: 283<sup>1</sup>

Page views: 498<sup>1</sup>



## Youtube

Subscribers: 125

Views: 7,534<sup>1</sup>

Impressions: 87,229<sup>1</sup>



## Spotify

Followers: 103

Plays: 2,262



<sup>1</sup> per quarter



# PODCASTS AND INNOVATION VIDEOS

## PODCAST/EXPERT INTERVIEW

Interviews with experts, designers or architects by CUBE editors. Production on site at trade fairs or via video conference.



Michael Schmutzer und Sabine Sauber



### Multimedia use

**INTERVIEW**

**Lässt sich aufheben, welche Determinanten für realistische Arbeitszeiten ausliefern? In der Praxis üblich?**

Schmutzer: Ich glaube, dass die Flächen, die die Unternehmen ihren Mitarbeitern zur Verfügung stellen, sich vollständig einem Konzept der Arbeit und Kultur verschreiben. Die große Herausforderung wird sein, Dinge nicht mehr so perfekt fertig zu machen, weil wir gar nicht wissen, wie wir es machen können. Ich würde mir wünschen, es gibt zumindest keine Blöcke für das Büro der Zukunft. Dinge, die Flächen müssen flexibler werden. Man muss überlegen, welche Möbel, was auch immer, auch in Form von einer ergonomischen Lösung in eine professionellere Arbeitsumgebung kommen. Hier empfiehlt sich die Anwendung von Prototyping, um mehr zu probieren.

Sauber: Wichtig ist zu verstehen, es gibt nicht die eine Antwort auf die richtige Arbeitsumgebung, die jetzt und in Zukunft bestehen bleibt. Die Aufgaben ändern sich zunehmend und es werden immer auch die Anforderungen an die Räume und Tools.

**Was heißt das ganzheitlich für Architekt- und Innenarchitekten?**

Schmutzer: Das ist ein neues Verständnis der Heimat im Arbeitsfeld. Es gibt immer noch in Richtung Koffertieren, in dem ein Hotel beladen werden sollte. Das heißt nicht, dass wir nur noch Wohnraumempfehlungen machen, es geht darum um die Flexibilität der Unternehmenskultur. Darüber hinaus geht der Trend in Richtung Flexibilität der Teilhabe von den verschiedenen Bereichen. Die unterschiedlichen Zusammenstellung von Teams erfordert dann mehr Ressourcen.

**Stehen wir uns einem, dass bei der Gestaltung einer neuen Arbeitswelt alles richtig gemacht wurde. Welche konkreten Vorteile entstehen?**

Schmutzer: Kurz gesagt: Es kommt für alle Beteiligten zu besseren Ergebnissen. Aber auch anderen Lebensqualitätsfaktoren, ohne Lebensqualität ist es nicht möglich, ein Unternehmen zu führen. Die Mitarbeiter sind ein wichtiger Bestandteil des Unternehmens. Die besten Produkte entstehen aus einem Umfeld, das die besten Menschen zusammenbringt. Das ist das Ziel.

**Ein NEUER SPIRIT**  
Michael O. Schmutzer und Sabine Sauber, Gründer des Unternehmens Neue Höhe

**CUBE: Sie haben im Jahr 2020 Design Offices gegründet und im Mai 2020 in Frage Sie aus. Was waren die Gründe, dass Ihre Idee des Rückens zu leben?**

Sauber: Ich habe gemerkt, dass die Thema „Unternehmen“ und die Branche immer wichtiger werden. Die Unternehmen sind immer wichtiger. Die Design Offices sind für 100 Millionen Euro im Jahr 2020. Die Immobilien, sich verändern zu wollen, haben schon länger Zeit in sich. Ich bin für das, aber von 2020 wird kein Jahr sein, es nicht besser zu haben.

**Wann der Fun bei Design Offices mit einer neuen Welt beschreiben können, wie heute ist?**

Schmutzer: Proaktivität.

**Die New Work Bewegung ist aus dem Jahr 2011, aber noch immer in einer neuen Dynamik. Wo stehen die Unternehmen heute?**

Sauber: Es ist ein bisschen wie ein bisschen weg von Unternehmen, die sich schon New Work leisten wollen. Wir sind noch immer in der Lage, einen und flexibel zu sein, jedoch gibt es noch eine Reihe von Möglichkeiten. Realismus ist immer noch ein entscheidendes Kriterium an Unternehmen, die darüber in der Lage sind, New Work Modelle zu ermöglichen und das auch. Wir sind noch am Anfang.

**Was heißt die neue New Work Bewegung?**

Sauber: Wir haben ein wirklich großes Ziel. Darüber hinaus, es eine andere Bewegung ist. Es geht um menschliche Dimensionen und Qualitäten, um ein in einer Bewegung nach. Wir sind noch immer in der Lage, einen und flexibel zu sein, jedoch gibt es noch eine Reihe von Möglichkeiten. Realismus ist immer noch ein entscheidendes Kriterium an Unternehmen, die darüber in der Lage sind, New Work Modelle zu ermöglichen und das auch. Wir sind noch am Anfang.

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Expert interview in print magazine with a link via QR code to a podcast with a complete interview



Podcast on CUBE-Website  
<https://www.cube-magazin.de/videos-podcasts/>

## INNOVATION VIDEO-BUNDLES

Produced by a professional TV team at the customer's premises or at trade fairs. Short presentation of products in publisher's layout. Duration approx. 60–90 seconds in 16:9 format.



### Multimedia use

**ENERGIE**

**EFFIZIENTE KOMBINATION**  
Wärmepumpe plus Holzfeuertaste

Wärmepumpen sind gelagert. Das ist die Lösung. Die Holzfeuertaste ist ein innovatives Produkt, das die Wärmeleistung einer Wärmepumpe mit der Flexibilität einer Holzfeuertaste kombiniert. Das ist die Lösung für die Energieeffizienz in einem Haus. Die Holzfeuertaste ist ein innovatives Produkt, das die Wärmeleistung einer Wärmepumpe mit der Flexibilität einer Holzfeuertaste kombiniert. Das ist die Lösung für die Energieeffizienz in einem Haus.

**INNEVERBUNDUNG**

**LICHT. NEU GEDACHT.**  
Ein Münchner Unternehmen bietet eine ganz neue Dimension der Lichtplanung und -gestaltung

Wir wissen nicht, wie die Zukunft aussieht. - So wie sie gestalten. Mit der neuesten Generation Technologie hat das Münchner Unternehmen die neue Dimension der Lichtplanung und -gestaltung geschaffen. Die neue Dimension der Lichtplanung und -gestaltung ist ein innovatives Produkt, das die Flexibilität einer Holzfeuertaste mit der Wärmeleistung einer Wärmepumpe kombiniert. Das ist die Lösung für die Energieeffizienz in einem Haus.

Product report half-page or full-page in print magazine with a link via QR code to an innovation video with the same topic



Innovation video on CUBE website

The podcasts and innovation videos are produced by the publisher as a supplement to a presence package in the CUBE print and digital media and are also made freely available to the partners.

We would be happy to make you an offer tailored to your needs.

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## Bank information

Sparkasse Bochum

IBAN: DE27 4305 0001 0001 4777 28

BIC: WELADED1BOC

Invoices are due for payment on the publication date of the issue in which the advertisement is published, at the latest within 14 days of receipt of the invoice.

Otherwise, clause 12 of the general terms and conditions (see page 19) applies.

## Copyright and publishing law

This magazine and all the individual contributions and illustrations included in it are protected by copyright. We point out that the pictures included in the articles are mainly subject to third-party copyright. By accepting the manuscript, the right to publication and rights for translation, issuing of reprinting rights, electronic storage in databases, production of special prints, photocopies and

micro copies shall transfer to the publisher (with the exception of the images). Any use outside the constraints specified by copyright legislation is not permitted without the consent of the publisher. If any unsolicited posting of contributions and information are sent to the publisher, this shall constitute consent that can be revoked at any time to place the sent contributions and/or information in databases that are kept by publishers or cooperating third parties.

## Common names

The reproduction of common names, trade names, product names and similar in this magazine does not warrant the assumption that these names may be readily used by anyone. These are often registered trademarks protected by law, even if they are not labelled as such.

© b1 communication GmbH

## General Terms and Conditions

1. An advertising order in the sense of these general terms and conditions is the contract for the placement of one or more print advertisements, third-party inserts (insert, bound-in insert, product samples etc.) as well as online forms of advertising in compliance with the current overview of conditions, whereby legally binding advertising orders are only concluded once the order has been confirmed in writing.

2. In case of doubt, advertisements are to be run for publication within one calendar year. If the right to run individual advertisements is granted within the framework of a contract, the order shall be processed within one year of the publication of the advertisement, provided that the first advertisement is run and published within the period specified in Section 1.

3. In the case of contracts, the customer shall be entitled to run further advertisements within the agreed period or within the period specified in Section 1, in addition to the quantity of advertisements specified in the order, under the contractually agreed conditions.

4. Placement of advertisements: advertisements shall be published in specific numbers, editions or at specific points in the printed publication or Internet page if this is confirmed in writing by the publisher when the order is placed. If no clear placement specifications are made, the publisher can freely determine the placement.

5. If an order is not fulfilled for reasons which the publisher is not responsible for, the customer shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual acceptance. Reimbursement will not be made if the non-fulfillment is due to force majeure or strikes within the publisher's sphere of risk.

Advertisement bookings are binding upon acceptance by the publisher. Cancellations after acceptance of the advertisement are subject to a cancellation fee of 30%. In the period from 4 weeks to the closing date for advertisements, 50% of the cancellation fee will be charged in the event of cancellation. Cancellations after the advertising deadline are subject to a lump-sum cancellation fee of 75%.

6. Orders for advertisements and third-party inserts which are to be published exclusively in certain numbers, certain editions or at certain points in the publication must be received by the publisher in good time so that the customer can be notified before the advertising deadline if the order cannot be executed in this way. Classified advertisements will be printed in the respective category without this requiring express agreement.

7. The closing dates for printing documents are set out in the publisher's written order confirmation. The customer is solely responsible for the punctual delivery of the advertisement text and faultless print documents. If print documents or online advertising forms are transmitted to the publisher digitally or by remote transmission in paperless form, the following provisions shall apply:

Advertisement templates should only be digitally transmitted using closed files which the publisher cannot change in terms of content. The publisher may reject open files. The publisher is not liable in the event of incorrect publication of advertisements (print) that are transmitted with open files. Related files are to be sent or stored by the customer in a common directory (folder). The customer is liable for ensuring that the transmitted or stored files are free of computer viruses. The publisher is entitled to delete files containing computer viruses without the customer having any claims arising therefrom. Printing material will only be returned to the customer upon special request. The obligation to store the advertisement ends 6 weeks after its publication. Floppy disks or CD-ROMs with artwork sent to the publisher become the property of the publisher. They will only be returned to the customer at the customer's risk upon express request or for a delivery fee of EUR 5.00.

8. The publisher reserves the right to reject advertising orders, including individual runs within the framework of a contract, and insert orders on the grounds of content, origin or technical form in accordance with the publisher's uniform, objectively justified principles if their contents/origin violate laws or official regulations or if their publication is unacceptable for the publisher. This shall also apply to orders placed with branch offices, receiving offices or representatives. Orders for inserts shall not be binding for the publisher until a sample of the insert has been submitted and approved. Inserts which, through their format or presentation, give the reader the impression of being part of the newspaper or magazine or which contain third-party advertisements shall not be accepted. The refusal of an order will be communicated to the customer immediately.

9. The customer is responsible for the punctual delivery of the advertisement text and faultless print documents or inserts. The publisher shall immediately request a replacement for recognisably unsuitable or damaged print documents. The publisher guarantees the usual print quality for the title in question within the scope of the possibilities offered by the print documents.

10. If an advertisement is printed incorrectly despite timely delivery of faultless artwork, the customer may demand that a faultless replacement advertisement be printed (subsequent performance) or demand a reduction in payment, but only to the extent that the purpose of the advertisement was impaired. The publisher shall have the right to refuse a replacement advertisement if this requires expenditure which is grossly disproportionate to the customer's interest in performance, taking into account the content of the obligation and the requirements of good faith, or if this would only be possible for the publisher at disproportionate cost.

If the publisher allows a reasonable period of time set for the replacement advertisement or the publication of the other advertising material to elapse, or if the replacement advertisement is not faultless again, the customer shall be entitled to a reduction in payment or cancellation of the advertising order. Cancellation of the advertising order is excluded in the case of insignificant defects

in the advertisement. Complaints regarding non-obvious defects must be lodged within one year of the statutory commencement of the limitation period.

The publisher shall be liable for all damages, whether they result from breach of contract or tort, in accordance with the following provisions:

In the event of gross negligence, liability in commercial dealings shall be limited to compensation for the typical foreseeable damage; this limitation shall not apply if the damage was caused by the publisher's executive employees.

In the event of simple negligence, the publisher shall only be liable if an essential contractual obligation has been breached, a guarantee granted or there has been fraudulent deception. In such cases the liability is limited to the typical foreseeable damage.

In the event of liability for typical foreseeable damage only, there shall be no liability for indirect damage, consequential damage or loss of profit.

In the event of claims under the Product Liability Act and in the event of injury to life, limb or health, the publisher shall be liable in accordance with the statutory provisions.

11. The publisher does not guarantee a minimum circulation. A claim to a price reduction cannot be derived from a reduction in circulation.
12. If the customer does not pay in advance, the invoice will be sent immediately, if possible 14 days after publication of the advertisement. The invoice is to be paid within the period of time indicated in the price list from receipt of the invoice, unless another payment period or advance payment has been agreed in individual cases.
13. In the event of default in payment or deferment of payment, interest and collection costs shall be charged. In the event of default in payment, the publisher may postpone the further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there is justified doubt as to the customer's solvency, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and the settlement of outstanding invoice amounts, even during the term of an advertising contract, irrespective of any originally agreed payment period.
14. Costs for the production of ordered print documents as well as for substantial changes to originally agreed designs requested by the customer or for which the customer is responsible shall be borne by the customer.
15. On request, the publisher shall send a specimen copy to the billing address. If a receipt can no longer be obtained, it shall be replaced by a legally binding written statement from the publisher confirming the publication and distribution of the advertisement.

16. Place of performance shall be the publisher's registered office. In business transactions with fully qualified merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action shall be the publisher's registered office. Insofar as the publisher's claims are not asserted in the dunning procedure, the place of jurisdiction for non-merchants shall be determined by their place of residence. If the customer's domicile or habitual residence, including in the case of non-commercial customers, is unknown at the time the action is brought or if the customer has moved their domicile or habitual residence outside the scope of the law after concluding the contract, the place of jurisdiction shall be the publisher's registered office.

### General Terms and Conditions for subscriptions to magazines 'CUBE'

#### § 1 The General Terms and Conditions scope

The following general terms and conditions apply to all magazine subscription agreements concluded with the entrepreneur. The customer's deviating terms and conditions and verbal ancillary agreements shall not be valid.

#### § 2 Conclusion of a subscription agreement

The subscription agreement is only concluded once the customer has received written confirmation of the order for the subscription selected by the customer.

#### § 3 Contracting party

The subscription is concluded between b1 communication GmbH, Briedestraße 1-9, D-40599 Düsseldorf and the subscriber.

#### § 4 Sales partners

b1 communication GmbH does not use a partner to distribute the CUBE subscription. Subscription agreements can only be concluded in writing with b1 communication GmbH.

#### § 5 Right of withdrawal for telephone orders

Magazine subscription agreements concluded solely by telephone by consumers with b1 communication GmbH may be revoked. Otherwise, there is a right of revocation according to the statutory provisions.

#### § 6 Terms of delivery

The magazine is always delivered to the delivery address provided by the customer. Delivery defects must be reported in writing.

#### § 7 Terms of payment

The payment of the subscription fees is due in advance before the magazine is delivered. Payment must be made within 14 days of concluding the subscription agreement to the account specified on the invoice or by direct debit.

#### § 8 Duration and termination of agreement

The subscription agreement is concluded for 1 year. The agreement will be extended by a further year if it is not terminated in writing with one month's notice to the end of the subscription period. The right to termination for good cause remains unaffected.

#### § 9 Data protection

b1 communication GmbH complies with the provisions of the Federal Data Protection Act (BDSG). All personal data necessary for the fulfilment of the subscription will therefore be stored in compliance with data protection regulations. The entrepreneur only discloses this data to third parties in the context of legal defaults, in particular in the context of criminal proceedings.

#### § 10 Final provisions

Amendments and supplements to the agreement must be in writing, including the clause on the written form itself. Should any provision of the contract be or become invalid in whole or in part, this shall not affect the validity and enforceability of the remaining provisions.

### Additional terms and conditions

a) In the event of rate changes for advertising and insert prices, the new terms and conditions shall also come into force immediately for current orders.

b) By placing an advertising order, the customer accepts the general and additional terms and conditions as well as the publisher's price list. The placed advertisement order only becomes legally binding after written confirmation by the publisher.

c) Changes to placements, sizes, formats and colour are no longer possible after the closing date for advertisements. The publisher is not liable for the correctness of the reproduction of placed advertisements or corrections made over the telephone. Liability shall also be excluded if defects in other artwork do not become apparent until reproduction or printing. The advertiser then has no claims if the print is poor. Any additional costs incurred must still be charged.

d) Cancellations of advertisements or inserts must be made in writing or by presenting an identity card.

e) Advertising intermediaries and advertising agencies are obliged to adhere to the publisher's price lists in their offers, contracts and invoices for advertisers. The agency fee granted by the publisher may not be passed on to the customer either in whole or in part.

f) The customer bears sole responsibility for the content and legal admissibility of the text and image documents made available for insertion. The customer shall be responsible for indemnifying the publisher against any claims by third parties against the publisher arising from the execution of the order, even if the order has been cancelled. The publisher is not obliged to check orders and advertisements to see whether they affect the rights of third parties.

g) For print documents of any kind, the storage obligation expires 12 weeks after the publication date, unless expressly agreed otherwise.

h) In the case of the delivery of finished film sets, special conditions apply to the technical processing, which will be communicated by the publisher on request.

i) In the event of bankruptcy or compulsory settlement, no discount shall be granted.

j) The publisher reserves the right to set special or different prices for special publications and special categories, for collectives and advertisement series.

k) The price for advertisements and inserts from customers in the distribution area (local price) can be claimed by such companies that have their registered office in the publisher's distribution area. If advertisements from the aforementioned customer are to be invoiced through advertising agencies, the basic prices shall apply instead of the prices for local customers.

l) The publisher shall be entitled to publish advertising orders placed in the publisher's online services following the publisher's express approval.

m) The advertisements designed, placed and published by the publisher may only be reproduced and reprinted with the express consent of the publisher. The publisher reserves the right to charge the customer the reproduction costs incurred to produce advertisements.

n) In the event of operational disruptions or in cases of force majeure, industrial action, confiscation, traffic disruptions, general shortage of raw materials or energy and the like, both at the publisher's business and at external businesses used by the publisher to fulfil its obligations, claims for damages against the publisher due to total or partial non-appearance of the printed matter or advertisements shall be excluded.

o) If any defects in the print documents are not immediately recognisable, but only become apparent during the printing process, the customer shall have no claims in the event of poor printing.

