



Media Information 2012

The magazine for trade and industry

Official publication of the German Association for Tableware, Houseware and Home Accessories

Rossipaul  Kommunikation



Your direct line to our publishing house

Media-Consulting

Ursula Rossipaul – phone +49 (0) 89/ 17 91 06 -24
Email: urossipaul@rossipaul.de

Account Manager

**Germany North, England, France, Scandinavia,
Netherlands, USA, Asia, Eastern Europe**

Kornelia Reckers – Telefon +49 (0)23 89/40 06 -12
Postal code 0-5
E-Mail: kreckers@rossipaul.de

Account Manager

Germany South, Austria, Switzerland, Italy, Spain

Michaela Markert-Käser – phone +49 (0)89/17 91 06 -53
Postal code 6-9, A, CH, I
E-Mail: mmarkert@rossipaul.de

Subscriptions

Angelika März – phone +49 (0) 89/ 17 91 06 -64
Email: amaerz@rossipaul.de

Editorial Office

Beate Schraml (editor in chief) – phone +49 (0) 89/ 17 91 06 -14
Email: bschraml@rossipaul.de
Stefanie Riedl – phone +49 (0) 89/ 17 91 06 -18
Email: sriedl@rossipaul.de

General Email

pundg@rossipaul.de

Address Publishing House

Rossipaul Kommunikation GmbH
Menzinger Str. 37, D-80638 München
Postfach 201655, D-80016 München
phone +49 (0) 89/ 17 91 06 -0, fax +49 (0) 89/ 17 91 06 -22
ISDN +49 (0) 89/ 17 80 92 97
Email: info@rossipaul.de

www.porzellanundglas.de
www.rossipaul.de
www.beststyle-magazin.de

Address of Printery

Delivery address for inserts:
Holding APPL Sellier-Druck,
Angerstraße 54, D-85354 Freising
Delivery deadline = advertising deadline, see page 8

Volume and Year / Frequency of Publication

111. volume 2012/10 x p.a.

Subscription Rate:

Annual Subscription Germany	75,00 €
Annual Subscription Foreign countries	85,00 €
Test Subscription (for 3 issues)	15,00 €
Single issue (Rates incl. postage and tax)	7,50 €/Double issue 15,- €

Brief description

“P&G” is a new modern magazine for trade and industry, covering a full range of topics related to tableware, household items, kitchens, gifts and lifestyle.

“P&G” is the information medium for retailers, purchasers, industry, organizations and suppliers – a trend scout and opinion driver for all players in this sector, both domestically and abroad.

A young, competent editorial staff researches background information, performs analyses, regularly reports on the latest news, trade shows, events, trends, marketing initiatives and sales promotions, and provides key economic data on this industry.

Exclusive reports on the scene, best practice examples, ideas and concepts make the new “P&G” an indispensable source of information for all successful entrepreneurs, players in the household supply business and opinion leaders in trade and industry.

The commitment of the new “P&G” is to collecting important facts, delivering outstanding value, and editing content in a responsible, modern and easy-to-understand manner – to help drive the success of this entire sector.

„P&G” (Porcelain and Glass) magazine for industry and trade is the official publication of the German Association of Retailers for Tableware, Houseware and Home Accessories (Bundesverband für den Gedeckten Tisch, Hausrat und Wohnkultur e.V.).

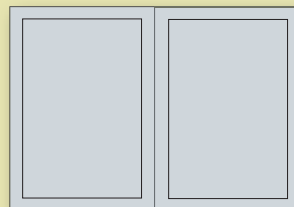


Rate card No 2012

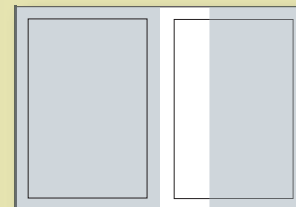
October 2011

- Size of magazine:** 210 mm wide x 297 mm high
Type area: 180 mm wide x 257 mm high, 3 columns per 56 mm wide
- General information:** Printing process CMYK-Offset. Illustrations up to a screen of 70. Computer to plate (CTP)
- Digital Data System:** Apple Macintosh OS 10.4.11
- Data formats:** QuarkXPress 7.5, Photoshop CS 4, Illustrator CS 4
- Element formats:** Tiff, eps, jpg – minimum 300 dpi. Please supply PDF files with high resolution for printing quality (ISO Standard 15930-3:2002)
- Media:** CD+R / DVD+R
- Advertisements data:** QXP 7.0 with all used fonts and images or **printing-PDF Acrobat 1.7** with 2.400 dpi (image resolution 300 dpi in original size (1:1). CMYK, no special colours. Image formats: Photoshop-TIFF or -EPS. Please ensure you send us a binding colour proof ISOcoatedV2 / FOGRA.

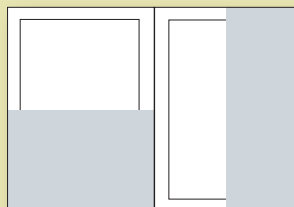
Contact: Franziska Mattes, Tel. +49 (0) 89/ 17 91 06 -57
Email: fmattes@rossipaul.de



2/1 pages
b/w 4.590 €
4c 6.890 €



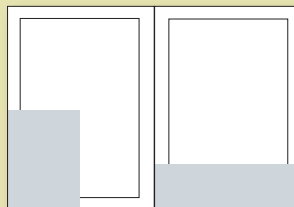
1/1 page **2/3 page**
b/w 2.490 € b/w 1.600 €
4c 3.790 € 4c 2.500 €



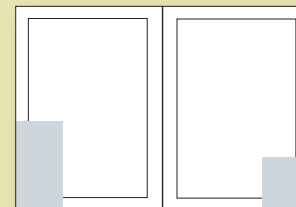
1/2 page horizontal **1/2 page high**
b/w 1.190 € b/w 1.190 €
4c 1.790 € 4c 1.790 €



1/3 page high **1/3 page horizontal**
b/w 825 € b/w 825 €
4c 1.290 € 4c 1.290 €



1/4 page high **1/4 page horizontal**
b/w 640 € b/w 640 €
4c 990 € 4c 990 €



1/6 page **1/12 page**
b/w 345 € b/w 195 €
4c 550 € 4c 290 €

All advertising sizes with bleed format without any charge.
All formats plus 3 mm trim for bleed difference!

Advertising sizes and rates

Preferential positions

Cover pages incl. 4 x 1/1 pages	Rates upon request
2nd cover page, 4c	4c 4.490 €
4th cover page, 4c	4c 5.490 €
1/3 page advertisement placed next to Editorial	4c 2.490 €
1/3 page advertisement placed next list of content	4c 2.490 €

Job offers and marketplace offers	each column 90 mm wide
Job offers / business relations	each mm 5,00 €
Advertisement seeking employment	each mm 2,50 €
Box number fee	10,00 €

Discounts/agency-commission

Series discounts on basis rates within one year

Series discount		Quantity discount	
3 advertisements	3%	3 pages	5%
6 advertisements	5%	6 pages	10%
12 advertisements	10%	12 pages	15%

Agency commission is permitted by a regular agency based on our rate card.
Terms and conditions see page 10

Loose inserts/bound inserts

Loose inserts up to 25 grams: 2.580 €
Prices for higher weights upon request.

Revenue seal: Technical data and performance upon request /Rates upon request

Bound inserts: Size under the regulations of magazine format
210 mm wide x 297 mm high plus 3 mm bleed

1st sheet 2.600 €

Each other sheet 890 €

Delivery of loose and bound inserts:

Mind. 10 working days before publishing free printery / 2 samples to the publishing house.

Format	width x height	b/w prize	4c prize
2/1 pages	420 x 297 mm	4.590 €	6.890 €
1/1 page bleed format	210 x 297 mm	2.490 €	3.790 €
1/2 page high bleed format	102 x 297 mm	1.190 €	1.790 €
1/2 page horizontal bleed format	210 x 145 mm	1.190 €	1.790 €
1/3 page high bleed format	71 x 297 mm	825 €	1.290 €
1/3 page horizontal bleed format	210 x 96 mm	825 €	1.290 €
1/4 page high bleed format	102 x 145 mm	640 €	990 €
1/4 page horizontal bleed format	210 x 70 mm	640 €	990 €
1/6 page bleed format	71 x 145 mm	345 €	550 €
1/12 page bleed format	71 x 71 mm	195 €	290 €

**All advertising sizes with bleed format without any charge.
All formats plus 3 mm trim for bleed difference!**

P&G Topics 2012

Issue	Editorial Deadline	Advertisement Deadline	Date of Publication	Topics
January	09.12.2011	16.12.2011	12.01.2012	<ul style="list-style-type: none"> ◆ EK Live Bielefeld ◆ Christmasworld Frankfurt (27.01. – 31.01.2012) ◆ Spring Awakening Freshness for Table & Kitchen
February	05.01.2012	13.01.2012	03.02.2012	<ul style="list-style-type: none"> ◆ Ambiente Frankfurt (10. – 14.02.2012) Dining, Living, Giving ◆ Cadeaux Leipzig (25.-27.02.2012)
March/ April	02.03.2012	09.03.2012	29.03.2012	<ul style="list-style-type: none"> ◆ Spring Fair Highlights: Dining, Cooking, Giving ◆ Cuisine Innovations 2012
May	05.04.2012	13.04.2012	03.05.2012	<ul style="list-style-type: none"> ◆ Material Trends: From Wood to High-Tech ◆ Culinary Trends: From Asia to America ◆ Textile Trends for Table and Apartment
June	04.05.2012	11.05.2012	06.06.2012	<ul style="list-style-type: none"> ◆ For Gourmets: Coffee, Tea & Chocolate ◆ Hits for Kids ◆ For Connoisseurs: Accessories for Wine & Bar

Issue	Editorial Deadline	Advertisement Deadline	Date of Publication	Topics
July	08.06.2012	15.06.2012	05.07.2012	<ul style="list-style-type: none"> ◆ Autumn Orders: Shopping Days (Earlybird, Innova Trendforum, TrendSet, Vivanti) ◆ Christmas 2012: Decorative & Practical ◆ From the Bakery: Sweet & Savory
August	20.07.2012	27.07.2012	16.08.2012	<ul style="list-style-type: none"> ◆ Fall Highlights: Tendence Frankfurt, IFA Berlin, spoga+Gafa Köln, Cadeaux Leipzig, EK Home Bielefeld ◆ Gourmet Shopping: Vinegar, Oil, Spices and Jams
September/ October	07.09.2012	14.09.2012	04.10.2012	<ul style="list-style-type: none"> ◆ Autumn Fair Highlights For Table and Cuisine, Giving and Living ◆ Wellness: Candles and Scents
November	12.10.2012	19.10.2012	08.11.2012	<ul style="list-style-type: none"> ◆ Barbecue season 2013 ◆ Cutlery and Silverware: Extra-Sharp and Refined ◆ Additional Assortments: Leather and Jewelry
December	09.11.2012	16.11.2012	06.12.2012	<ul style="list-style-type: none"> ◆ Start to order for 2013: EarlyBird, Innova, TrendForum, TrendSet, Vivanti ◆ Giving your Best: Unique Presents Easter, Valentine's Day, Mother's Day and Father's Day

AGB

General Terms and Conditions Terms and Conditions for Advertisements and Inserts Status: August 31, 2008

1. All Orders are subject to the terms and conditions of the respective current Advertisement Price List and to these „General Terms and Conditions for Advertisements and Inserts“.
2. All Orders for advertisements must be processed within one year after the conclusion of the contract.
3. If the Publisher has granted a brokering fee, this fee will be calculated based on the actually agreed price of the advertisement.
4. No guarantee can be given for the acceptance of advertisements for specific issues or for a specific position of the Order within an issue. Any wishes with respect to position are explicitly excluded from the Order. The Publisher will, however, take account of any desired position where possible. No claims may be asserted at a later date with respect to such wishes not having been taken into account.
5. The Publisher reserves the right to refuse Orders for advertisements or individual advertisements within an Order covering the placement of a number of advertisements if these advertisements are in violation of current law, infringe regulatory acts or offend public morals or if they contravene the standard principles of the Publisher due to their content, their origin or their technical form or if their publication is unreasonable for the Publisher.
6. Orders for inserts are only binding for the Publisher after the submission of a specimen of the insert or after the approval thereof. Inserts will not be accepted if their format or design creates an impression of an editorial article among readers or if they contain third-party advertisements. The Publisher has the right to withdraw from already concluded advertisement or insert contracts in such cases.
7. Proofs will only be provided if specifically requested. The Client is responsible for the correctness of the returned proofs. If the Client does not return the proof delivered on schedule within the deadline set, approval for printing will be deemed to have been given.
8. Cancellations or postponements of advertisements are only possible up to the official final date for advertisements. If this deadline is exceeded, the Publisher will be entitled to payment for the advertising space already in the page proof stage.
9. The Client is responsible for the delivery in good time of the advertisement copy and of clean printing documents. If any deficiencies in the print material are not immediately recognizable, but only become visible during the actual printing, the Party placing the advertisement is not entitled to make any claims with respect to unsatisfactory printing. The Publisher warrants the typographically correct reproduction of the advertisement. This is based on the average print capacity of the respective printing process and on the paper quality used.
10. The costs for the production of lithos and of substantial changes to the originally agreed designs desired by or the responsibility of the Client will be borne by the Client. If damaged print material only reaches the Publisher directly before going to press, the Client will bear the additional costs thereby incurred by the Publisher.
11. The Publisher is explicitly not obliged to check the factual correctness and reliability of the statements of the Client, the suitability of the material provided by the Client or the infringement of any industrial property rights of others by the carrying out and performance of the Order. The Client indemnifies the Publisher in this respect with regard to any and all claims and demands by others.

12. Advertisement brokers and advertising agencies are obliged to keep to the price list of the Publisher in their offers to, contracts with and invoices to the Party placing the advertisement. The brokerage fee granted by the Publisher may not be passed on to the Client in full or in part.

13. The discounts shown in the advertisement price list are only granted for the advertisements of a Party placing advertisements appearing within one year. The period begins with the appearance of the first advert if no other start is agreed on the conclusion of the contract.

14. If the Publisher is responsible for the fully or partly illegible, incorrect or incomplete printing of an advertisement, the Client is entitled to a correct replacement advertisement. If the Publisher allows a reasonable deadline set for this purpose to pass without action or if the replacement advertisement is again not correct, the Client has a right to reduce payment or to cancel the Order. If the Client is a merchant, complaints must be made within four weeks after publication - except in the case of non-obvious deficiencies.

15. The liability of the Publisher with respect to claims for damages is limited to willful intent and gross negligence, provided no cardinal obligations of the Publisher are affected. Liability in the event of slight negligence is restricted in amount to restitution of the foreseeable damage and to the payment to be made for the respective advertisement or insert. Liability for consequential damage is excluded.

16. Invoices must be paid within the deadline which can be seen in the price list and which starts on the receipt of the invoice, provided that no shorter deadline for payment or an advance payment has been agreed.

17. In the event of delayed or deferred payment, interest will be charged to an amount of 1% above the respective prime rate of the German Federal Bank together with collection costs. In the event of delayed payment, the Publisher may postpone the further performance of the current Order up to payment and may require advance payment for the remaining advertisements. Any and all discounts become void in the event of bankruptcy or court-imposed settlement.

18. If there is a reasonable doubt in the solvency of the Client, the Publisher is also entitled to require advance payment during the performance of an Order without consideration of any originally agreed payment target.

19. The Parties hereto agree the written form; any orders or amendments placed by telephone explicitly require the written confirmation of the Publisher. Any assurances may only be given in writing by persons with the corresponding authorization of the Publisher.

20. German law applies. Place of fulfillment and sole place of jurisdiction is Munich, Germany.

The publications of Rossipaul Kommunikation



Rossipaul Kommunikation
GmbH
Menzingerstr. 37
D-80638 München
Tel. +49 (0) 89/17 91 06-0
Fax +49 (0) 89/17 91 06-22
Email: info@rossipaul.de
www.rossipaul.de

Media for your success!