



# MEDIA DATA 2011

**f2m foodmultimedia gmbh**  
**Hamburg, Germany**

[www.foodmultimedia.de](http://www.foodmultimedia.de)

## ++ Introduction

f2m food multimedia gmbh is a specialist publisher focussing on the worldwide publication of relevant information for the baking industry. In addition to specialist magazines in German, English, Czech/Slovak and Russian, f2m's portfolio also includes digital content in the form of internet portals in various languages and e-mail news services.

On the one hand, f2m's media focus on technical and technological subjects relating to production, packing, logistics and R&D, and, on the other, they are aimed at those responsible for production and engineering in industrial and large bakeries.

### **The f2m food multimedia gmbh company's media:**

#### *Magazines*

- + brot+backwaren
- + baking+biscuit international
- + chlep+wipetschka
- + brot+backwaren cz/sk

#### *E-media*

- + [www.foodmultimedia.de](http://www.foodmultimedia.de)
- + [www.backwelt.de](http://www.backwelt.de)
- + [www.brotundbackwaren.de](http://www.brotundbackwaren.de)
- + [www.bakingbiscuit.com](http://www.bakingbiscuit.com)
- + [www.chlebiwipetschka.com](http://www.chlebiwipetschka.com)
- + E-mail news service "Backspiegel" (Baking Mirror)
- + E-mail news service bakeries trade register

#### *Special publications*

- + Supplement "sweet baking"
- + BREAD – Russian

## ++ f2m print media



### **baking+biscuit international**

baking+biscuit international is published six times a year and reaches bakery enterprises in more than 100 countries world-wide, with about 60 % of the circulation of 6,500 copies going to readers in Eastern and Western Europe, another 25 % to Australasia; the remaining are distributed over those countries, with their increasingly differentiated bakery products markets that look towards the European and Anglo-Saxon baked goods culture.

In this situation, baking+biscuit international is aimed at major craft and industrial bakeries from all branches of the baking trade, from bread to pastries and long-life baked goods as well as snack foods. The subject matter deals with bakery engineering and technology, much of it being presented on the basis of reports from successful commercial operations. baking+biscuit international observes the current projects of those research establishments that work on the raw materials and processes to manufacture baked goods, presents them and reports on their relevance to actual practice. The reporting also increasingly focuses on topics such as process control and the use of IT solutions from ordering raw materials to dispatch.

Regarding the use of functional raw materials or even packaging solutions that also impact on marketing, baking+biscuit international concentrates on the technical and technological aspects. Reports

about the baked goods markets in various countries round off the range of topics of baking+biscuit international.



### **brot+backwaren (bread+baked goods)**

brot+backwaren is the seedbed of our publishing company. Founded more than 50 years ago, it has always been aimed at those responsible for production and logistics in Germany's major industrial manufacturing enterprises. The German market for bakery goods, once an artisan trade, has changed markedly in the past 40 years.

Nowadays more than two thirds of all the bakery goods consumed in Germany are baked in industrial plants and in the semi-industrial production factories of major chain-store businesses. Freezing as a preliminary stage plays an increasingly important role in this, especially as the baking stations in the food trade gain a bigger market share. As always, long-life bakery products and frozen pizzas are the domain of a few industrial manufacturers.

As ever, brot+backwaren focuses on raw materials, process engineering, bakery technology and logistics. Tests and market reviews together with research and development reports form the foundation of this highly respected magazine. New entrants include topics such as packaging, production control and IT. In addition, the editors try to sound out the future challenges facing the industry sector in discussion rounds and special themes, and to describe solution strategies. As the official journal of the VDB Bakery Association (Vereinigung Der Backbranche, VDB), the

leading organization of management staff in the baking sector, another main emphasis of brot+backwaren is on the advanced training and career guidance of talented young employees in the baking industry.

With a circulation of 5,000 copies, brot+backwaren targets the production-oriented management staff of the industrial and semi-industrial manufacturing bakery businesses in Germany, Austria and Switzerland.



### **chleb+wipetschka**

chleb+wipetschka (bread+baked goods) is another magazine that deals with practical themes for the production-oriented management staff. At the same time, reports about technical and technological developments occupy a large amount of space. The baked products markets in Russia and the adjoining republics are almost completely dominated by major industrial manufacturing businesses, the majority of them in private ownership nowadays. In many cases they are closely linked to commercial operations in the upstream stages in the milling and agricultural industries. Smaller commercial businesses are more likely to be found in the catering market, and scarcely count as investors.

As ever, the state sees it as its duty in practically all the countries of the former Soviet Union to guarantee the supply of economically priced types of bread, and accordingly exerts an influence on them. In the case of higher-value baked goods, on the other hand, prices

are determined by market forces. The market is strongly regionalized, although in the meantime the process of centralization has begun in the centers of population such as Moscow or St. Petersburg.

In all Russian-speaking countries, the per capita consumption of baked goods is distinctly larger than in Western Europe, and this is true both for bread and for sweet bakery products, biscuits and gateaux. The majority is delivered fresh, and the market for frozen baked goods is still in its infancy, especially as there is a lack of stable logistics network covering a wide area. Only long-life bakery products and snack foods are traded nationally.

chleb+wipetschka is printed in Germany with a circulation of 6,500 copies, and each individual copy is sent from here by post to its recipient in the various countries. Delivery reliability is correspondingly high from Brest to Vladivostok.



#### brot+backwaren cz/sk

Czech and Slovak are the languages of **brot+backwaren cz/sk**. Selected articles from **brot+backwaren** and **baking+biscuit international** are translated four times a year for professionals in Slovakia, the Czech Republic and neighbouring countries. Supplemented with information from central Europe, this creates a specialist magazine

that reaches approx. 1,500 readers. We consider this magazine as a mark of respect to a region where baking tradition is one of the roots of the “white art” in Europe.

## ++ f2m e-media

“**Backspiegel**” has existed for 14 years. It is a weekly news service in German, sent out as an e-mail in text format so it can be read quickly and easily everywhere. The news reports appear parallel on **www.backwelt.de** where it is supplemented with photos, graphics etc. In addition the website offers current information from the raw materials market, specials that comprehensively examine a variety of topics, access to a statistics newsletter and f2m’s entire archive of news items and articles.

**www.backwelt.de** now records more than 11,000 visits every month and more than 300,000 hits – an impressive figure in view of the fact that the majority of these are specialist visitors from the industry sector who use **www.backwelt.de** to obtain selective, sector-specific information.

The English language website of **baking+biscuit international** also offers current news items from the international bakery world at **www.bakingbiscuit.com**. As at **www.brotundbackwaren.de** and **www.chlebiwipetschka.com**, visitors will also find the magazine’s archive and further information about the publishers.

f2m offers an opportunity on all four web sites to capture visitors’ attention with prominently positioned contributions from articles, images, videos and graphics. These **information blocks** can be linked in any way you like to your own website. The same also applies for **adverts and banners**, which can be booked on all the publisher’s websites. On request, the weekly e-mail news service and/or the print media will draw attention to these information blocks.

## ++ f2m special publications 2011

### Supplement “SWEET BAKING”

As usual, Interpack 2011 will present manufacturing technology for pastries and long-life bakery products in separate halls, and numerous visitors from this country and abroad are expected. For this reason, baking+biscuit international will present in the second issue 2011 a supplement dealing with the modern principles of the manufacture of pastries and long-life baked products. The target group is the manufacturers of the corresponding products in Europe and most particularly in the so-called “emerging markets” in the Near and Middle East, Africa, Asia, Central and Latin America.

### CHLEB

A Russian language book “CHLEB” (BREAD) will be published in conjunction with “Modern Bakery” in the autumn of 2011. It will cover technical and technological developments in bread manufacture, current research projects and research results, and deal with the availability of raw materials for bread production. This book will be completed by “Company reports” in which firms present themselves and their product range, or also application examples.

## ++ f2m foodmultimedia gmbh

There are real people behind everything that happens at f2m. A small community that is driven by the commitment to market magazines, newsletters and other publications which give benefit to their readers and of which one can be proud. A team that enjoys the challenges of its profession and working together.

**Hildegard M. Keil (60)**, publisher and chief editor – a graduate economist, she has worked alongside the baking industry, its markets and its supplier industries for more than a quarter of a century. Her view of technical and commercial developments in the market for bakery products, both in this country and abroad, is committed and benign, but at the same time sufficiently at arm’s length to allow her to question the developments critically.

**Dirk Dixon (47)**, a German-Canadian living in East Sussex, UK, who had a large amount of experience in the international publishing business when he joined f2m five years ago. He is the driving force behind the successful international expansion of the f2m business. Nowadays, as sales director, he is responsible for the whole advertisement department of f2m.

**Bastian Borchfeld (35)**, a food technician who began his career in the baking industry with a confectioner’s apprenticeship. After several years in the profession and time spent in China, he started his period of training as a specialist editor at f2m in 2000. Since then he has used his expert knowledge for journalism and reportage in this country and abroad.

**Barbara Zimny (30)** is a graduate nutrition scientist and joined the f2m team in March 2010. Residing in Hamburg by choice, she looks after the (daily) preparation of the German and English news for the website. Born in Poland, she brings journalistic experience from the food sector of industry to her training period, thus supporting the editors in connection with the international magazines *brot+backwaren* and *baking+biscuit international*.

**Wilfried Krause (62)** is a qualified typesetter and is proud of this craft's rich tradition. Since then his professional life has been in the printing and publishing industry. In the f2m team, he is the unchallenged expert for questions of typesetting and printing technology, formats, inks and colors, book-binding techniques and the digital transformation of the "black art". He has managed the technical development of advertisements, magazines, annuals and special publications in the company since 2000.

**Kristina Ignatovica (32)**, born in Riga, she grew up speaking several languages. With her knowledge of Latvian, Russian, English and German, she is responsible for running the magazines *chleb+wipetschka* and *brot+backwaren* in Czech and Slovak.

**Christiane (57)** and **David Sprinz (32)**, mother and son, living in Lüneburg near Hamburg, are the freelance producers of *baking+biscuit international*. Food technologist and translator Dipl.-Ing. Christiane Sprinz translates the articles, while her son David is responsible for the well-known layout.

**Natalja Sokolova (37)** from Tallinn/Estonia lived for 16 years in Hamburg, where she successfully completed her degree as a graphic designer. During her training she already undertook the design of the Russian and Czech-Slovak specialist magazines for f2m. A native of Russia, however she has since moved further south and is studying French at Nice University. Technology and regular visits make it possible nowadays for the layout of *chleb+wipetschka* and *brot+backwaren cz/sk* to be created under the sun of southern France.

**Antke Förster (32)**, having been trained as a bookseller and publisher in the f2m publishing house, she has for many years dealt with readers' questions or wishes on the phone or by e-mail. Her area of responsibility is managing and updating the subscribers' addresses for the f2m magazines and information services. She makes enquiries, matches up and almost always finds a way to deliver the magazines to where they are expected, no matter whether it's in Durllesbach, Timbuktu or Vladivostok and is pleased with every new reader.

**Christiane Rosa Dietrich (45)**, German-Italian and born in Milan, she is a trained wholesale and retail merchant. Her professional career has been mainly in accountancy departments, and that is her domain in f2m as well. Figures are her passion, whether they are in financial or cost accounting. Overdue payments are something she values less.



HILDEGARD M. KEIL



DIRK DIXON



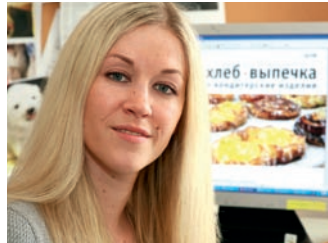
BASTIAN BORCHFELD



BARBARA ZIMNY



WILFRIED KRAUSE



KRISTINA IGNATOVICA



CHRISTIANE SPRINZ



DAVID SPRINZ



NATALJA SOKOLOVA



ANTKE FÖRSTER



CHRISTIANE R. DIETRICH



# baking+biscuit

*international*

**+ Issue 1**      publication date      2011-02-18  
                         advertising deadline      2011-01-19

*Proofers and ovens*  
*Fruits, nuts, seeds – fillings and decoration*  
*Croissants and sweet morning goods*

**+ Issue 2**      publication date      2011-04-20  
                         advertising deadline      2011-03-18

***Supplement “sweet baking”***  
*Make up and sheeting lines*  
*Enzymes, emulsifier and flavors*  
*Donuts and Berliner*  
*Preview Interpack*

**+ Issue 3**      publication date      2011-06-24  
                         advertising deadline      2011-05-20

*Storage and dosing*  
*Kneading and mixing*  
*Pizza and snacks*

**+ Issue 4**      publication date      2011-08-15  
                         advertising deadline      2011-07-15

*Ovens and proofers*  
*Cooling and freezing*  
*Rolls and buns*




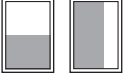

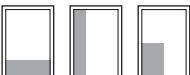

**+ Issue 5**      publication date      2011-10-21  
                         advertising deadline      2011-09-21

*Robotics and logistics*  
*Slicing and bagging*  
*Cakes and cookies*

**+ Issue 6**      publication date      2011-12-15  
                         advertising deadline      2011-11-16

*Conveying*  
*Trays and tins*  
*Bread*

## ++ baking+biscuit international – advertising rates 2011

	format	non-bleed width x height in mm	mono	2 colors	3 colors	4 colors	bleed width x height in mm
	double page spread	396 x 265	5,280.00 €	6,080.00 €	6,880.00 €	7,680.00 €	420 x 297*
	whole page	184 x 265	2,400.00 €	2,800.00 €	3,200.00 €	3,600.00 €	210 x 297*
	juniorpage	137 x 184	1,242.00 €	1,642.00 €	2,042.00 €	2,442.00 €	142 x 210*
	half page	184 x 130 90 x 265	1,200.00 €	1,455.00 €	1,710.00 €	1,965.00 €	210 x 142* 102 x 297*
	third page	184 x 87 59 x 265	800.00 €	1,055.00 €	1,310.00 €	1,565.00 €	210 x 99* 71 x 297*
	quarter page	184 x 63 43 x 265 90 x 130	600.00 €	780.00 €	960.00 €	1,140.00 €	210 x 75* 55 x 297* 102 x 142*
	1/8 page	184 x 30 43 x 130 90 x 63	300.00 €	480.00 €	660.00 €	840.00 €	

Circulation: 6,500  
6 issues per year

\* Please add 10 % from mono price for bleed advertisement.

Please add 3 mm bleed on all sides.

Vital advertising matters should be kept within 5 mm from trim on all sides.



# brot+backwaren

OFFIZIELLES ORGAN DER VEREINIGUNG DER BACKBRANCHE E. V. UND DER ASSOCIATION DE LA BOULANGERIE INDUSTRIELLE

**+ Issue 1**      publication date      2011-01-20  
                         advertising deadline      2010-12-17

*Trays and tins*  
*Pizza, wraps and tortillas*  
*Dairy and cheese*

**+ Issue 2**      publication date      2011-03-08  
                         advertising deadline      2011-02-04

[Internorga, Hamburg, 03-18 – 03-23]

*Wood-fired and stone plate baking ovens*  
*Fruits, nuts, seeds – fillings and decoration*  
*Croissants and sweet morning goods*

**+ Issue 3**      publication date      2011-05-10  
                         advertising deadline      2011-04-04

[Interpack, Düsseldorf, 05-12 – 05-18]

*Make up and sheeting lines*  
*Enzymes, emulsifier and flavors*  
*Donuts and Berliner*

**+ Issue 4**      publication date      2011-07-15  
                         advertising deadline      2011-06-14

*Storage and dosing*  
*Kneading and mixing*  
*Pizza and snacks*

**+ Issue 5**      publication date      2011-09-30  
                         advertising deadline      2011-08-26





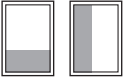


[Südback, Stuttgart, 10-22 – 10-25]

*Ovens and proofers*  
*Cooling and freezing*  
*Rolls and buns*

**+ Issue 6**      publication date      2011-11-15  
                         advertising deadline      2011-10-14

*Robotics and logistics*  
*Slicing and bagging*  
*Cakes and cookies*

## ++ brot+backwaren – advertising rates 2011

	format	non-bleed width x height in mm	mono	2 colors	3 colors	4 colors	bleed width x height in mm
	double page spread	396 x 265	4,840.00 €	5,640.00 €	6,440.00 €	7,240.00 €	420 x 297*
	whole page	184 x 265	2,200.00 €	2,600.00 €	3,000.00 €	3,400.00 €	210 x 297*
	juniorpage	137 x 184	1,195.00 €	1,595.00 €	1,995.00 €	2,395.00 €	142 x 210*
	half page	184 x 130 90 x 265	1,100.00 €	1,355.00 €	1,610.00 €	1,865.00 €	210 x 142* 102 x 297*
	third page	184 x 87 59 x 265	734.00 €	989.00 €	1,244.00 €	1,499.00 €	210 x 99* 71 x 297*
	quarter page	184 x 63 43 x 265 90 x 130	550.00 €	730.00 €	910.00 €	1,090.00 €	210 x 75* 55 x 297* 102 x 142*
	1/8 page	184 x 30 43 x 130 90 x 63	275.00 €	455.00 €	635.00 €	815.00 €	

Circulation: 5,000  
6 issues per year

\* Please add 10 % from mono price for bleed advertisement.

Please add 3 mm bleed on all sides.

Vital advertising matters should be kept within 5 mm from trim on all sides.



Журнал по хлебопекарной и кондитерской технике и технологиям

# хлеб+выпечка

и кондитерские изделия

**+ Issue 1**      publication date      2011-02-18  
                         advertising deadline      2011-01-17

*Trays and tins*  
*Pizza, wraps and tortillas*  
*Dairy and cheese*

**+ Issue 2**      publication date      2011-05-27  
                         advertising deadline      2011-04-26

*Wood-fired and stone plate baking ovens*  
*Fruits, nuts, seeds – fillings and decoration*  
*Croissants and sweet morning goods*

**+ Issue 3**      publication date      2011-09-08  
                         advertising deadline      2011-08-08





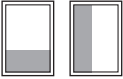


[Modern Bakery, Moscow, 10-10 – 10-13]

*Storage and dosing*  
*Kneading and mixing*  
*Pizza and snacks*

**+ Issue 4**      publication date      2011-12-06  
                         advertising deadline      2011-10-31

*Ovens and proofers*  
*Cooling and freezing*  
*Rolls and buns*

## ++ chleb+wipetschka – advertising rates 2011

	format	non-bleed width x height in mm	mono	2 colors	3 colors	4 colors	bleed width x height in mm
	double page spread	396 x 265	5,2800.00 €	6,080.00 €	6,880.00 €	7,680.00 €	420 x 297*
	whole page	184 x 265	2,400.00 €	2,800.00 €	3,200.00 €	3,600.00 €	210 x 297*
	juniorpage	137 x 184	1,242.00 €	1,642.00 €	2,042.00 €	2,442.00 €	142 x 210*
	half page	184 x 130 90 x 265	1,200.00 €	1,455.00 €	1,710.00 €	1,965.00 €	210 x 142* 102 x 297*
	third page	184 x 87 59 x 265	800.00 €	1,055.00 €	1,310.00 €	1,565.00 €	210 x 99* 71 x 297*
	quarter page	184 x 63 43 x 265 90 x 130	600.00 €	780.00 €	960.00 €	1,140.00 €	210 x 75* 55 x 297* 102 x 142*
	1/8 page	184 x 30 43 x 130 90 x 63	300.00 €	480.00 €	660.00 €	840.00 €	

Circulation: 6,500  
4 issues per year

\* Please add 10 % from mono price for bleed advertisement.

Please add 3 mm bleed on all sides.

Vital advertising matters should be kept within 5 mm from trim on all sides.



# brot+backwaren

česko-slovenské vydanie česko-slovenské vydání

**+ Issue 1**      publication date      2011-02-01  
                         advertising deadline      2011-01-03

*Trays and tins*  
*Pizza, wraps and tortillas*  
*Dairy and cheese*

**+ Issue 2**      publication date      2011-06-15  
                         advertising deadline      2011-05-13

*Wood-fired and stone plate baking ovens*  
*Fruits, nuts, seeds – fillings and decoration*  
*Croissants and sweet morning goods*

**+ Issue 3**      publication date      2011-10-20  
                         advertising deadline      2011-09-23

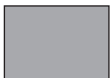






*Storage and dosing*  
*Kneading and mixing*  
*Pizza and snacks*

**+ Issue 4**      publication date      2011-12-13  
                         advertising deadline      2011-11-10

*Ovens and proofers*  
*Cooling and freezing*  
*Rolls and buns*

## ++ brot+backwaren cz/sk – advertising rates 2011

We offer a complete package deal or single ads.

	format	non-bleed width x height in mm	number of ads	4 colors	bleed width x height in mm
<b>Package pricing</b>	 double page spread	396 x 265	1 x	3,750.00 €	420 x 297*
	 whole page	184 x 265	4 x	4,500.00 €	210 x 297*
	 half page	184 x 130 90 x 265	2 x	3,000.00 €	210 x 142* 102 x 297*
	 third page	184 x 87 59 x 265	3 x	3,000.00 €	210 x 99* 71 x 297*
	 quarter page	184 x 63 43 x 265 90 x 130	4 x	3,000.00 €	210 x 75* 55 x 297* 102 x 142*
<b>Single booking</b>	 whole page	184 x 265	1 x	3,000.00 €	210 x 297*
	 half page	184 x 130 90 x 265	1 x	1,750.00 €	210 x 142* 102 x 297*

Circulation: 1,500  
4 issues per year

\* Please add 3 mm bleed on all sides.  
Vital advertising matters should be kept within 5 mm from trim on all sides.

## ++ Technical information

### **Magazine format:**

210 mm wide x 297 mm high, DIN A4  
Type area: 184 mm wide, 265 mm high

### **Printing and binding methods:**

Sheet-fed offset in accordance with Euroscale (CMYK, ISO 2846)  
with saddle stitching.

### **Print documents:**

Delivery date for advertisement data – two days after closing date  
for advertisements at the latest. Supply one proof or one press  
proof for comparison and checking the data.

### **Adverts with trim:**

Additional bleed 3 mm all round; elements relevant to content at  
least 5 mm separation distance relative to side edges.

### **Delivery of data:**

High-resolution, printable PDF (PDF X-3), no RGB data!  
Medium, version/edition and company name must be stated.

*For a data volume up to 10 MB:*

E-mail: [krause@foodmultimedia.de](mailto:krause@foodmultimedia.de)

Alternatively you are welcome to make the advertisement data  
available on a server for download (FTP/HTTP).

*CD-ROM and proof or press proof (for color adverts)*  
by post to the publisher

### **Payment conditions:**

20 days net cash  
We allow 3 % discount for direct debits.

### **Delivery address for inserts and supplements:**

We ask that inserts and supplements be sent directly to our printing  
works, carriage paid home, at the latest two days after the closing  
date for adverts:

Leinebergland GmbH & Co. KG

Industriestr. 2 a

31061 Alfeld/Leine

Germany

Phone: +49 51 81 84 64 0

E-mail: [info@leinebergland.de](mailto:info@leinebergland.de)

### **Publisher/technical contact person:**

f2m food multimedia gmbh

Wilfried Krause

Behnstr. 61

22767 Hamburg

Germany

Phone +49 40 38 61 67 94

Fax +49 40 39 90 12 29

E-mail: [krause@foodmultimedia.de](mailto:krause@foodmultimedia.de)

## ++ e-media prices 2011

### Specials

Specials are information articles consisting of several pages of text and images, which can also contain links to other web sites. The articles are supplied complete by the advertiser, who also bears media legal responsibility. The publication is identified as advertising.

Editorial support is available to you if necessary, costs depend on the scope of the performances requested.

On the German language website of **www.backwelt.de**  
with subsequent transfer into the special archive  
per month 1,000.00 €

On the German language website **www.brotundbackwaren.de**  
per month 500.00 €

On the English language website **www.bakingbiscuit.com**  
per month 500.00 €

On the Russian language website **www.chlebiwipetschka.com**  
per month 500.00 €

### Advertising message in the German language e-news service “Backspiegel” sent out weekly

3 lines of 80 characters per issue 300.00 €

### Combination advertisements in the print media and e-media

For a combination of e-media and print advertisement (minimum 0.5 page, for job adverts 0.25 page) in the f2m print media, the e-media advertising price is reduced by 50 %.

### Banner advertising on the web sites

- + [www.foodmultimedia.de](http://www.foodmultimedia.de)
- + [www.backwelt.de](http://www.backwelt.de)
- + [www.brotundbackwaren.de](http://www.brotundbackwaren.de)
- + [www.bakingbiscuit.com](http://www.bakingbiscuit.com)
- + [www.chlebiwipetschka.com](http://www.chlebiwipetschka.com)

### In exchange for an f2m banner on your website

free of charge

Formats: .jpg, .gif, .swf, .png

Size (width x height): 200 px x 150 px

## ++ Fairs and exhibitions 2011

### + January

- 01-22 – 01-26 **SIGEP** Rimini  
01-23 – 01-27 **FBK** Bern  
01-23 – 01-25 **Bakery & Confectionery Industry 2011** Kiev

### + February

- 02-16 – 02-18 **Baltpiek** Gdansk  
02-26 – 03-01 **Artoza** Athen  
02-27 – 03-02 **Gulfood** Dubai  
02-27 – 03-01 **Tje Bakery Show** Birmingham  
02-28 – 03-02 **ScotHot** Glasgow

### + March

- 03-13 – 03-16 **IFE 11** London  
03-18 – 03-20 **Expo Gastro Pan** Targu-Mures  
03-18 – 03-23 **Internorga** Hamburg  
03-22 – 03-25 **AUSPACK** Melbourne  
03-24 – 03-28 **Intersicop** Madrid

### + April

- 04-02 – 04-06 **Bakepol** Kielce  
04-06 – 04-08 **protech** St. Petersburg  
04-07 – 04-10 **IBEX** Istanbul  
04-26 – 04-29 **Seoul Food & Hotel** Seoul

### + May

- 05-11 – 05-15 **Bakery China** Shanghai  
05-12 – 05-18 **Interpack** Düsseldorf

### + June

- 06-13 – 06-14 **Snackex Europe** Barcelona  
06-19 – 06-21 **ETF – Foodservice & Bakery Australia** Melbourne

### + July

- 07-20 – 07-23 **Fipan** Sao Paulo

### + September

- 09-15 – 09-18 **Swedisch Bakery & Confectionery Exhib.** Stockholm  
09-21 – 09-23 **Food Ingrediens South America** Sao Paulo

### + October

- 10-08 – 10-12 **Anuga** Cologne  
10-10 – 10-13 **Modern Bakery** Moscow  
10-11 – 10-15 **Agroprodmasch** Moscow  
10-22 – 10-25 **Südback** Stuttgart

### + November

- 11-23 – 11-26 **Ingredients** Moscow  
11-29 – 12-01 **FIEurope** Paris

## ++ Contact

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## ++ General terms and conditions for newspapers and magazines

1. The term “advertisement order“ as used in the following General Terms and Conditions refers to the contract concerning the publication of one or more advertisements of any advertiser or any other space buyer in a printed publication for the purpose of circulation.
2. Unless stated otherwise, advertisements should be released for publication within one year of the signing of the contract. If the right to release individual advertisements is included as part of the contract, the order should be processed within one year from the appearance of the first advertisement where the first advertisements are released and published within the timeframe stated in clause.
3. Upon contractual signing, the customer shall be entitled to release further advertisements in addition to the volume stated in the order within the agreed timeframe or that stated in clause 2.
4. In case an order may not be executed due to circumstances for which the publisher cannot be held responsible, the customer, without prejudice to any other legal obligations, shall pay the publisher the difference between the discount granted and the discount which corresponds to the actual volume. This reimbursement shall not take place, if the non-fulfillment is due to force majeure in the publisher's area of risk.
5. In the calculation of advertisement volumes, text millimeter lines are converted according to price into advertisement millimeters.
6. Orders for advertisements and thirdparty inserts to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time so that the customer may be informed before the advertisement deadline of whether the order can be executed in the manner specified. Without being subject to any explicit agreement, classified advertisements shall be printed in the appropriate category.
7. Textual advertisements are advertisements which border on the text – and not on other ads – on at least three sides. Advertisements which for example are not recognizable as such because of their editorial layout shall be clearly identified as such by the publisher for instance by marking it with the word “advertisement”.
8. The publisher shall reserve the right to reject advertisement orders, including any individual advertisements under the terms of a contract and insert orders on grounds of content, origin or technical format under its own standard, factually justified principles, if their content infringes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This shall also apply to orders submitted to branch offices, receiving offices or representatives. Orders for insert shall become binding for the publisher only after a sample of the insert has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party advertisements, shall not be accepted. The customer shall be notified immediately about the rejection of an order.
9. The customer shall be responsible for timely delivery of the advertisement text and accurate printing data and inserts. The publisher shall request replacement for any recognizable inaccuracies or damaged printing data without delay. The publisher guarantees print quality normal to that of the title concerned within the scope of the possibilities of the printing data.
10. In the event of totally or partially illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to a reduction in payment a corrected replacement advertisement, but only to the extent that the purpose of the advertisement is affected. If the publisher allows an appropriate period of time given for this purpose to elapse or if the replacement advertisement is still incorrect, the customer shall be entitled to a reduction in payment or cancellation of the order. Compensation claims from positive breaches, faults upon contractual signing or non-permitted

acts are excluded. This also applies to contracts concluded by phone. Compensation claims from impossibility of provision or delay are limited to compensation for foreseeable damage and to the fee due for the advertisement or insert concerned. This does not apply to intent and gross negligence on the part of the publisher, its legal representative or its vicarious agents. Liability of the publisher for damages arising from the absence of assured qualities and properties shall remain unaffected. Furthermore, in accordance with the principles of sound commercial practice, the publisher shall not be liable for gross negligence on the part of its vicarious agents; in all other cases, liability to business people for gross negligence shall be limited, according to the extent thereof, to the foreseeable damage and up to the amount of the payment for the advertisement in question. Complaints must be made within four weeks of submission of invoice and receipt, except in the case of defects that are not obvious.

11. Press-proofs shall only be provided if specifically requested. The customer shall be responsible for the correctness of the press-proofs returned. The publisher shall observe all error corrections made known to it within the period of time specified upon sending the pressproof.
12. In case no particular specifications have been made concerning the size, the amount charged shall be calculated based on the print size that is normal for the type of advertisement.
13. In case the customer does not make any advance payment, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advertisement. The invoice must be paid within the period given in the price list, starting from the date of receipt of the invoice, unless a different payment period has been agreed upon in individual cases. Any discounts for advance payments shall be granted according to the price list.
14. In the event of delay or deferral in payment, interest and recovery costs shall be charged. In the event of delayed payment, the publisher may withhold further publication under the order concerned until payment is made

and demand advance payments for the remaining advertisements. Where there is established doubt over the customer's ability to pay, the publisher shall be entitled, even during the term of an advertisement contract, to make the publication of further advertisements dependent on advance payments of the amount due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

15. If requested, the publisher shall provide an advertisement record together with the invoice. According to the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advertisement.
16. The customer shall bear the costs of the production of ordered printed documents and of considerable changes arising or requested by the customer to the specifications originally agreed.
17. In the event of reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to
  - 20 per cent for circulation of up to 50,000 copies
  - 15 per cent for circulation of up to 100,000 copies
  - 10 per cent for circulation of up to 500,000 copies
  - 5 per cent for circulation of up to 500,000 copies.Added to this, claims to price reductions for contracts are excluded, if the publisher has given notice of the reduction in circulation to the customer in sufficient time for the customer to be able to cancel the contract before the publication of the advertisement.

18. With box number advertisements, the publisher shall exercise the due care of a responsible businessman for the keeping and timely forwarding of the offers received. Registered and express letters as response to box number advertisements shall be forwarded with regular mail only. Reply letters to box number advertisements will be stored for four weeks. Mail not collected within this period will be destroyed. The publisher shall return valuable documents without being obliged to do so. The publisher reserves the right, in the interest and for the protection of the customer, to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The publisher is not obliged to pass on business promotions and agency offers.
  19. Print document shall only be returned to the customer if specifically requested. The obligation to keep these ends three months after expiry of contract.
  20. Place of fulfillment is the registered office of the publisher. Place of jurisdiction is the registered office of the publisher. If claims by the publisher may not be settled by way of enforcement proceedings, the court of jurisdiction for non-traders shall be determined on the basis of their domicile. If the place of domicile or usual place of residence of the customer at the time of the raising of proceedings is unknown or the customer has relocated its domicile or usual residence since the contractual signing to somewhere outside the geographical scope of the law, the registered office of the publisher shall be agreed as the place of jurisdiction.
- c) The publisher reserves the right to agree on special rates or special formats for advertisements in special issues or similar dependent on specific situations.
  - d) Advertising agencies and agents are obliged to adhere to the publisher's rates in their offers, contracts and settlements with customers. The commission guaranteed by the publisher may not be transferred either wholly or partly to the customer.
  - e) In case of insufficient printing quality, the customer is not entitled to a claim if the defects in the original copy or artwork provided by the customers were not immediately recognizable. The same applies to errors in repeat advertisements if the customer fails to inform the publisher prior to the printing date of the next advertisement about the error.
  - f) In the case of disruption of operations or in case of force majeure (industrial dispute, confiscation, traffic disturbances, general raw material or energy shortage and the like) -- in both the publisher's establishment and/or external businesses used by the publisher for fulfillment of its obligations -- the publisher is entitled to demand full payment for the published advertisements provided that 80% of the guaranteed circulation (or in case of lack of a guaranteed circulation the normally sold circulation) of the publisher's publication has been distributed. In the case of lower distribution by the publisher, the invoice amount is to be reduced in direct proportion to the extent to which the guaranteed (or normally) sold circulation has been reduced.
  - g) Provided that no other agreement has been explicitly made, the customer bears sole responsibility for the content and legal permissibility of the text and graphics material submitted. The customer exempts the publishers from all claims possibly made by third parties in this context.

#### **Additional Terms and Conditions of the Publisher**

- a) Provided that no other agreement has been expressly made, new rates arising due to price adjustments also immediately apply to current orders. In the case of non-traders this does not apply to orders which are to be carried out within four months following conclusion of contract.
- b) For more than 30,000 mm advertisement space, an individual calculation is possible.

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