

Media Information 2012

Advertising rate card no. 43

Valid from 01.10.2011

versicherungs
magazin

Print + Online



We're there for you!

Your contact partners in the advertising marketing department:



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Journals



Online solutions



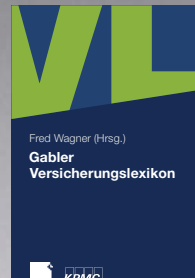
Books



Corporate Publishing



Events



Trade journal

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- 1 Title:** versicherungsmagazin
- 2 Brief description:** Editorial concept: versicherungsmagazin (Insurance Magazine) is one of Germany's leading trade magazines for the insurance industry. Each month, experts provide independent and well-founded information on current events in the industry, on the sale of financial products and services, information and communications technology, and sales tips and trends. Sales and marketing strategies and practical sales tips are traditional focus areas. The service section complements the spectrum of subjects with company news, event information, Teach-Up and job vacancies. The regular column „INVEST“ handles the topics: funds, investments, property, shareholding models, private equity, secondary markets, financing and other investment products.
- 3 Target group:** Insurance brokers, financial services intermediaries, exclusive agents and management in insurance companies. Selected broker pools are supplied with versicherungsmagazin on an exclusive basis.
- 4 Frequency:** monthly
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 59th volume 2012
- 7 Subscription price:** Yearly subscription
Germany € 160 (incl. V.A.T. plus p&p)
Foreign countries € 184 (incl. V.A.T. plus p&p)
Single issue € 13 (incl. V.A.T. plus p&p)
- 8 Official journal of:** –
- 9 Membership:** –
- 10 Publishing company:** Springer Gabler
Springer Fachmedien Wiesbaden GmbH
Abraham-Lincoln-Str. 46, 65189 Wiesbaden, Germany
phone +49 (0)611 / 78 78 – 0
www.springerfachmedien-wiesbaden.de
- 11 Publisher:** –

- 12 Advertising:** Tanja Pfisterer (Assistant Head of Global Advertising/
Head of Key Account Management)
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- 13 Editor:** Bernhard Rudolf (Editor-in-Chief)
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bernhard.rudolf@springer.com

14 Scope analysis 2010 = 12 issues

Total volume	908 pages	=	100.0%
Editorial part	689 pages	=	75.9%
Advertisement part	219 pages	=	24.1%
Supplements	4 items		

15 Content analysis of the editorial part

Insurance market / products	392 pages	=	56.9%
IT / organization	26 pages	=	3.8%
Job / personnel / career	48 pages	=	7.0%
Marketing / distribution / management / law	104 pages	=	15.1%
Content / editorial / others	119 pages	=	17.3%

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Trend	Insurance Sector	Sales Practice	INVEST	IT & Organisation
1 January AD 06.12.2011 CD 12.12.2011 PD 30.12.2011	FONDS professional Kongress , Mannheim, Germany (25-26. 01.)	The best broker insurers	Life, non-life, / accident, health	Addressing target groups successfully	Funds and fund policies as old age provision	Outsourcing for agents
2 February AD 02.01.2012 CD 10.01.2012 PD 30.01.2012		Risk protection for SMEs	Residential building / household, life, non-life	Telephone acquisition in spite of unfair competition legislation	Sustainability	Broker software
3 March AD 01.02.2012 CD 08.02.2012 PD 29.02.2012	CeBiT , Hanover, Germany (06-10.03.) Invest , Stuttgart, Germany (27-29.04.)	Assistance: trend barometer	Life, non-life / accident, health	Apps as a sales instrument	Life insurance secondary market	Data security
4 April AD 29.02.2012 CD 07.03.2012 PD 28.03.2012	Pool & Finance , Kongresszentrum Darmstadt, Germany (26.04.) VEMA-Tage , Fulda, Germany (April)	Fees / Broker's Commission / Commission	Transport, life, non-life / accident, health	Women's network in sales	Share funds	Green IT
5 May AD 28.03.2012 CD 04.04.2012 PD 27.04.2012	versicherungsmagazin-Fachtag , Erfurt/Weimar, Germany (03.05.) LVFM-Leipziger Versicherungs- und Fondsmesse , Leipzig, GER (09.05.) MMM Makler- und Mehrfachagenten-Messe , Munich, Germany (May)	Life Insurance	Re-insurance, life, non-life / accident, health	Existing customer support	Open real estate funds	Printing, scanning & co.
6 June AD 27.04.2012 CD 04.05.2012 PD 29.05.2012	KVK Kongress , Kölner Versicherungs- und Fianz Kongress, Colgone, Germany (June)	Private health insurance	Industrial, life, non-life / accident, health	Unternehmer Ace' Award	Raw material funds	Mobile end-user devices

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Trend	Insurance Sector	Sales Practice	INVEST	IT & Organisation
7 July AD 01.06.2012 CD 08.06.2012 PD 29.06.2012		The best disability insurers	Legal expenses , life, non-life / accident, health	Succession	Renewable energy	VM-Award sales software
8 August AD 02.07.2012 CD 09.07.2012 PD 30.07.2012		Broker pools	Liability, life, non-life / accident, health	Fee advice	Pension funds	Professional organisation of brokering
9 September AD 30.07.2012 CD 06.08.2012 PD 28.08.2012	versicherungsmagazin-Fachkonferenz: Vertriebsoffensive Altersvorsorge 2012 , Bonn, Germany (Sept.)	Car insurance	Disability, life, non-life / accident, health	Etiquette for agents	Fund sales	Flexible use of human resources
10 October AD 31.08.2012 CD 07.09.2012 PD 28.09.2012	versicherungsmagazin-Fachtag , Fulda, Germany (09.10.) HSM Hauptstadtmesse , Berlin, Germany (13.10.) DKM , Dortmund, Germany (23-25.10.)	Social media	Re-insurance, life, non-life / accident, health	Cooperation between agents	Participation models	Digital photography
11 November AD 28.09.2012 CD 05.10.2012 PD 26.10.2012	15. Euro Finance Week , Frankfurt/Main, Germany (Nov.)	The best personal liability insurers	Private pension, life, non-life / accident, health	New customer acquisition	Theme funds	Freeware
12 December AD 31.10.2012 CD 07.11.2012 PD 28.11.2012		Sales channels of the future	Life, non-life / accident, health	DKM review	Precious metals	Telefoning: providers, mobile phones, etc.
1 January 2013 AD 26.11.2012 CD 03.12.2012 PD 27.12.2012	FONDS professional Kongress , Mannheim, Germany (Jan.)	Product innovations	Life, non-life / accident, health	Success factors in sales	Liability	Office equipment

Regular columns: INVEST | New products | Product of the month | Teach up career | Job market

***AD = Advertising deadline | CD = Copy deadline | PD = Publication date**

This overview of the subjects scheduled for 2012 is intended for your planning. We reserve the right to make changes if necessary. Additional topics can be found four weeks before the actual advertising deadline at www.best-ad-media.de.

For further information, please call +49 (0)611 / 78 78 – 143 and – 152

1 Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*
2/1 page	388 x 240	420 x 279	7,915	9,315	10,715	12,115
1/1 page	175 x 240	210 x 279	4,080	4,780	5,480	6,180
3/4 page	175 x 178	210 x 189	3,060	3,760	4,460	5,160
2/3 page	upright	115 x 240	2,733	3,433	4,133	4,833
	horizontal	175 x 156				
Juniorpage	115 x 178	131 x 198	2,448	3,148	3,848	4,548
1/2 page	upright	85 x 240	2,040	2,740	3,440	4,140
	horizontal	175 x 117				
1/3 page	upright	55 x 240	1,366	2,066	2,766	3,466
	horizontal	175 x 76				
	block	115 x 117				
1/4 page	upright	40 x 240	1,020	1,720	2,420	3,120
	horizontal	175 x 56				
	block	85 x 117				
1/6 page	upright	55 x 117	683	1,133	1,583	2,033
1/8 page	upright	55 x 86	510	910	1,310	1,710
	block	85 x 56				

Advertorial: 1/1 page, 4 colours, **€ 6,180**. Company/Product presentation within the context of special topics. Presentation in magazine layout. Discounts are granted based on quantity. Further informations on request.

Business listing: 1/6 page, horizontal b&w / 4 colours, **€ 650**. Brief profile including contact information and logo (The entry can be booked for 6 or 12 issues)

* ISO scale ** plus 3 mm bleed difference on all sides

Further formats on request.

Actual distributed circulation: 13,699 copies



2 Additional fees:

Placement:	Cover page 4c	€ 1,555
	4th cover page 4c	€ 1,244
	2nd, 3rd cover page 4c	€ 933
	Binding placement requests	€ 510
Colour:	Fee for special colours: fee for each additional colour, price	on request
	Format:	
	Ads over the binding:	10% of the b/w price
	Island position ads:	60% of the b/w price
	Satellite position ads:	10% of the b/w price
	Ads running into the bleed:	10% of the b/w price

3 Discounts:

applicable for orders placed within the advertising year

Quantity Scale		Length Scale	
For 3 ads	3%	3 pages	5%
For 6 ads	5%	6 pages	10%
For 9 ads	10%	9 pages	15%
For 12 ads	15%	12 pages	20%

Only one discount scale may be applied.

Discounts apply to all additional fees: colour, placement and bleed fees. Discounts do not apply to special costs or additional technical costs.

4 Columns:

Job Advertisements / Business Connections Page 6

5 Special advertising forms:

Loose / Fixed Inserts:	
2-page	€ 4,651
4-page	€ 6,069
6-page	€ 7,486
8-page	€ 8,904
Partial occupation (addition to price)	€ 400

These prices apply for paper weights up to 170 g.
Delivered untrimmed, trimming on request.
Discounts are based on the Length Scale:
(1 sheet = 1/1 page)

Enclosures: (no discounts available)

Loose, maximum size 203 mm x 272 mm	
Up to 25 g per thousand	€ 290
Up to 30 g per thousand	€ 300
Number of enclosures	on request
Prices for heavier enclosures	on request
Partial occupation (addition to price)	€ 400

Fixed enclosures: (no discounts available)

Per thousand up to 25 g, incl. gluing costs, applicable only with purchase of a 1/1 page ad for postcards	€ 255
for CD, booklets	€ 295
Number of supplements	on request
Larger and heavier formats (also applies for product samples)	on request

6 Contact:

Stephan Weber (Sales Management)
phone +49 (0)611 / 78 78 – 143
stephan.weber@best-ad-media.de

Sabine Sommer (Media Sales)
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7 Payment conditions:

2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information:

Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at
www.best-ad-media.de/gtc

Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*
1/1 page	175 x 240	210 x 279	2,770	3,320	3,880	4,430
2/3 page upright	115 x 240	131 x 279	1,960	2,352	2,744	3,136
1/2 page	upright	85 x 240	1,390	1,670	1,950	2,220
	horizontal	175 x 117				
1/3 page	upright	55 x 240	990	1,190	1,390	1,580
	horizontal	175 x 76				
	block	115 x 117				
1/4 page	upright	40 x 240	765	918	1,071	1,224
	horizontal	175 x 56				
	block	85 x 117				
1/8 page	upright	55 x 86	455	546	637	728
	block	85 x 56				

Classified ads available on request.

* ISO scale ** plus 3 mm bleed difference on all sides

Applicable for Germany only – the current V.A.T. rate has to be added to all prices. You'll find our general terms and conditions at www.best-ad-media.de/gtc

Extra charges

for colours: per special colour on request

Rate for box numbers: **Euro 12** (Germany)
Euro 16 (foreign countries)

Contact:

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Sabine Sommer (Media Sales)
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sabine.sommer@best-ad-media.de

- 1 Journal format:** 210 mm wide x 279 mm long
Print space: 175 mm wide x 240 mm long
- 2 Printing and binding methods:** Offset, saddle stitching
- 3 File transfer:** **FTP:**
Access information on request
E-Mail:
monika.dannenberger@best-ad-media.de
Maximum file size: 10 MB!
Please use Winzip (.zip) to compress your file.
The name of the zip file should start with the journal name, followed by the issue and customer name.
- 4 File formats:** Please submit the print-ready PDF X3 files in the size of the ad format.
Ads running into the bleed must be positioned with a 3 mm bleed on the page(s) in question.
- 5 Colours:** Special colours must be defined using their HKS or Pantone specifications.
The maximum colour coating should not exceed 300%.
Offset profile = Iso Coated V2 300
- 6 Proofs:** Since we use Process Standard Offset (PSO) printing, we don't need proofs.
- 7 File archiving:** Since files are archived for 1 year, repeat printings of the unchanged files are possible as a rule. However, we do not offer a guarantee as to file availability.
- 8 Liability:** The commissioning party assumes responsibility for the timely submission of the advertising text and suitable, error-free printing materials and/or inserts. Should clearly unsuitable or damaged materials be submitted, the publisher will demand their immediate replacement. Should no suitable materials be submitted, the publisher will print the advertisement in the quality the submitted materials allow.
- 9 Contact:** Monika Dannenberger, Advertising & Layout
phone +49 (0)611 / 78 78 – 148
fax +49 (0)611 / 78 78 – 443
monika.dannenberger@best-ad-media.de

1 Circulation monitoring:



2 Circulation analysis: average number of copies per issue in one year (July 1 2010 – June 30 2011)

Print run:	14,792		
Actual distributed circulation (ADC):	13,699	of which, abroad:	272
Copies sold:	5,634	of which, abroad:	59
Subscription copies:	5,463	Member copies:	155
Individual sales:	4		
Other sales:	167		
Voucher copies*):	8,065		
Reminder, archive and record copies:	1,093		

*) Non-qualified, controlled circulation to other insurance brokers as well as at trade fairs, congresses and seminars.

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	98.0	13,427
Foreign countries	2.0	272
Actual distributed circulation (ADC)	100.0	13,699

3.1 Coverage in Germany structured according to postcode areas: Current coverage upon request

Comprehensive solutions tailored to your individual goals.

Contact:

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**BEST AD
MEDIA**

PRINT

Magazines
Books
Specials

DIGITAL

Portals
Newsletters
Content Integration

FAIRS/ CONGRESSES

Exhibition area
Sponsoring

CORPORATE PUBLISHING

Customer publications
Employee communication
Business reports

- 1 Web address (URL):** www.versicherungsmagazin.de
- 2 Brief description:** The website versicherungsmagazin.de is one of the leading online platforms for the insurance industry in Germany. The focus is on up-to-the-minute information on industry-related topics, the latest trends in Information and Communications Technology, plus tips for the sale of financial products and services.
- 3 Target group:** Insurance brokers, financial services intermediaries, exclusive agents and management in insurance companies. Selected broker pools are supplied with versicherungsmagazin on an exclusive basis.
- 4 Publishing company:** Springer Gabler
Springer Fachmedien Wiesbaden GmbH
Contact editor: Bernhard Rudolf (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 207
bernhard.rudolf@springer.com
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sabine.sommer@best-ad-media.de
Carolin Habermann (Sales Management Online)
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carolin.habermann@best-ad-media.de
- 5 Usage data:** page 12



1 Advertisement formats and prices (Prices in Euro)

Web	Pixel Format	CPM	kB
Superbanner (Big Size)	728 x 90	75	max. 45
Skyscraper	120 x 600	75	max. 45
Wide Skyscraper	160 x 600 or 200 x 600	75	max. 45
Medium Rectangle Site Rotation	300 x 250	75	max. 45
Medium Rectangle Fixed 1st Position	300 x 250	85	max. 45
Expandable Rectangle Small	from 300 x 250 to 630 x 250	100	max. 45
Expandable Rectangle Large	from 300 x 250 to 630 x 350	125	max. 45
Video Rectangle (Polite Streaming)	300 x 250	75	max. 45
Wallpaper (Superbanner + Skyscraper)	728 x 90 + 120 x 600	150	each max. 45
Layer Ad + Rectangle Reminder (Tandem Ad)	on request	150	max. 45
Half Page	300 x 600	150	max. 45
Expandable Half Page	from 300 x 600 to 630 x 600	on request	max. 45
Text and Logo (GIF)	300 x 115	55	max. 45

For details on special ad formats, please visit www.best-ad-media.de/special-ads

- 2 Discounts:** On request (conditions agreed on for print media do not apply for online media)
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at www.best-ad-media.de/gtc

You can find our specifications for online advertising on page 13.

- 1 **Access control:** –
- 2 **Usage data:** Visits:
24,100 per month (Ø July 2010 – June 2011)
Page Impressions:
49,200 per month (Ø July 2010 – June 2011)
For the latest usage data, visit:
[www.best-ad-media.de/
details-versicherungsmagazin-online](http://www.best-ad-media.de/details-versicherungsmagazin-online)

Results of the 2011 versicherungsmagazin.de User Survey

versicherungsmagazin.de offers an attractive advertising environment.

Portal characteristics (very good/good)



Ads on versicherungsmagazin.de activate users.

- ▶ **84%** of our users reported acquiring further information at a provider's homepage because of information on products or providers they saw on versicherungsmagazin.de

Our users are predominantly male.

- ▶ **84%** male, **16%** female

versicherungsmagazin.de users are well educated.

- ▶ **61%** have degrees from a traditional university or university of applied sciences; some even have their doctorates.

versicherungsmagazin.de successfully reaches decision-makers.

- ▶ **94%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.
- ▶ **71%** hold leadership positions at their companies.

Source: 2011 Online User Survey, n=773, conducted by Best Ad Media + eResult

1 Data formats:

Flash, GIF, HTML, JPEG

Redirects possible

If Flash files are submitted, an alternative GIF version should always also be sent as a fallback image.

Size: max. 45 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

Best Ad Media reserves the right to reject files that would be especially straining for CPUs; a utilisation level of 40% may not be exceeded (for standard PCs).

Sound can be include in advertisements, provided the following conditions are met:

- At the start of the advertisement, the sound must be turned off. Only a specific action on the part of the user (click) should activate the sound.
- There should be a clearly visible button to turn off the sound.
- When the ad (e.g. its layer) is closed, the sound must automatically end.

Information on Flash, expandable advertisements, HTML, and the use of redirects:
www.best-ad-media.de/data-delivery

2 Delivery address:

banner@best-ad-media.de

3 Delivery deadline:

Up to 2 business days prior to activation

Target link:

Please be sure to include the target link for each ad.

4 Newsletter advertisements:

If newsletter-format ads are submitted, please note that animations cannot be displayed.

5 Contact:

Nicole Brzank
Advertising & Layout
phone +49 (0)611 / 78 78 – 616
banner@best-ad-media.de

- 1 Name:** Newsletter versicherungsmagazin, newsletter@versicherungsmagazin.de
- 2 Brief description:** Versicherungsmagazin is a newsletter that provides an overview of and the latest information on the insurance business. Additionally, it focuses on trends, tips and events in the financial sector.
- 3 Target group:** Insurance brokers, financial services intermediaries, exclusive agents and management in insurance companies. Selected broker pools are supplied with versicherungsmagazin on an exclusive basis.
- 4 Frequency:** every tuesday and thursday
- 5 Publishing company:** Springer Gabler
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Bernhard Rudolf (Editor-in-Chief)
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bernhard.rudolf@springer.com
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Carolin Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- 6 Usage data:** Current number of recipients on request and at www.best-ad-media.de/details-versicherungsmagazin-online



1 Advertisement formats and prices (Prices in Euro)

Newsletter	Pixel Format	CPM	kB
Advertorial/Textad + Logo/Picture (GIF or JPEG)*	Pic 140 x 100, Text 300 characters **)	55	max. 45
Advertorial/Textad + Logo/Picture (GIF or JPEG)*	Pic 140 x 100, Text 650 characters **)	75	max. 45
Fullsize Banner (GIF or JPEG)*	468 x 60	75	max. 45
Rectangle (GIF or JPEG)*	300 x 250	75	max. 45

*) not animated files; **) incl. spaces

- 2 Discounts:** Conditions agreed for print media will not be applied for online media, on request
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.
- Banking information:** Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at www.best-ad-media.de/gtc

You can find our specifications for online advertising at www.best-ad-media.de/data-delivery

A world of information from the management and financial services fields



- www.salesbusiness.de
- www.callcenterprofi.de
- www.marketingreview.ch
- www.media-spectrum.de
- www.bankmagazin.de
- www.versicherungsmagazin.de
- www.workingoffice.de
- www.innovative-verwaltung.de

Springer Gabler