



Mediainformation 2021

POS LADENBAU

Planung Design Einrichtung Ausstattung Digitalisierung Management IT-Trends

Retail Solution

BAUVE MEDIEN

Bahnhofstr. 57 • 86807 Buchloe

Telephone: (0 82 41) 99 88 4-0

E-Mail: info@bauve.de • Internet: www.bauve.de

Effective date: From 01.01. until 31.12.2021
Place of publication: Buchloe

1. Magazine format:

210 mm wide, 297 mm high, DIN A4

2. Printing space:

185 mm wide, 260 mm high
Number of columns: 3, column width: 59 mm

3. Data supply, printing material, printing and binding process:

See page 5

4. Deadlines

Publishing intervals: 6 times a year
Publication dates/Copy deadline:
See date and subject schedule page 6/7

5. Publishers:

BAUVE Medien GmbH & Co. KG

Managing Director: Ines te Heesen

Publishing Director: Sina te Heesen

Address: Bahnhofstraße 57,
86807 Buchloe, Germany

Telephone: +49 (0) 8241 99 884-0

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E-mail: info@bauve.de

Team:

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Media Advice:

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Format	Number of columns	Width x height in mm	Standard rate €	2 times appearance 3 % €	3 times appearance 5 % €	4 times appearance 10 % €	5 times appearance 15 % €	6 times appearance 20 % €
1/1 4c	3	185 x 260	4.195,-	4.069,-	3.985,-	3.775,-	3.565,-	3.356,-
1/1 (Advertorial) Company presentation	3	185 x 260	2.150,-	-	-	-	-	-
1/2 4c	3	185 x 128 or 90 x 260	2.525,-	2.450,-	2.398,-	2.270,-	2.146,-	2.020,-
1/3 4c	1/2/3	57 x 260 or 185 x 84	1.845,-	1.790,-	1.752,-	1.660,-	1.568,-	1.476,-
1/4 4c	1/ 1/2/3	90 x 128 or 185 x 62,5	1.515,-	1.460,-	1.439,-	1.363,-	1.288,-	1.212,-
1/6 4c	1/3	57 x 128 or 185 x 40	1.165,-	1.130,-	1.106,-	1.048,-	990,-	932,-
1/8 4c	3	185 x 31	900,-	873,-	855,-	810,-	765,-	720,-
Service List	2	90 x 40	300,-	300,-	300,-	270,-	255,-	240,-

6. Terms of payment:

Payable without deduction on receipt of invoice.

Bank details: See invoice

Sales tax identification number: DE 258 218 141

Tax ID: 140/152/03308

Terms and Conditions (Page 9/10)

7. Advertisement sizes and prices (see page 2):

Legal valid sales tax has to be added to all prices.

8. price per mm:

€ 5,60 b/w 1 column = 59 mm (3 column layout)

<p>Format 1 1/1 page</p> <p>185 x 260 mm 210 x 297 mm 216 x 303 mm</p>	<p>Format 2 1/2 page cross</p> <p>185 x 128 mm 210 x 147 mm 216 x 150 mm</p>	<p>Format 3 1/2 page high</p> <p>90 x 260 mm 104 x 297 mm 107 x 303 mm</p>	<p>Format 4 1/3 page high</p> <p>57 x 260 mm 71 x 297 mm 74 x 303 mm</p>	<p>Format 5 1/3 page cross</p> <p>185 x 84 mm 210 x 104 mm 216 x 107 mm</p>
<p>Format 6 1/4 page high</p> <p>90 x 128 mm 104 x 147 mm 107 x 150 mm</p>	<p>Format 7 1/4 page cross</p> <p>185 x 62,5 mm 210 x 81,5 mm 216 x 84,5 mm</p>	<p>Format 8 1/6 page high</p> <p>57 x 128 mm 71 x 147 mm 74 x 150 mm</p>	<p>Format 9 1/6 page cross</p> <p>185 x 40 mm 210 x 58 mm 216 x 61 mm</p>	<p>Format 10 1/8 page cross</p> <p>185 x 31 mm 210 x 47 mm 216 x 50 mm</p>

Basic formats

Bleed formats (trimmed format)

Additional bleed per sheet edge 3 mm

Discounts/bound inserts/ supplements

Effective date: From 01.01. until 31.12.2021
Place of publication: Buchloe, Germany

2021

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9. Additional charges for special positions:

Cover:	€ 945,-
2. Cover page	€ 680,-
3. Cover page	€ 680,-
4. Cover page	€ 890,-

Binding prescribed positions on request: But at least
10 % of the standard rate in each case.

10. Colour surcharges

Deleted, all prices are calculated 4c

11. Format surcharges: Without calculation

Sole advertisements: Not possible

12. Job and classified advertisements:

50 % of the standard rate

13. Discounts:

For orders within a contractual year (starting with the
publication of the first advertisement)

Schedule for	2 times publication	3 %
Discount by frequency	3 times publication	5 %
	4 times publication	10 %
	5 times publication	15 %
	6 times publication	20 %
Schedule for	2 pages	5 %
Discount by volume	4 pages	15 %
	6 pages	20 %

14. Additional prices:

Additional technical costs: Each page 500,- Euro net.
No discount on additional technical costs.

Data delivery for MAC and CTP (Computer-to-plate)

- E-Mail
- Dropbox/Wetransfer etc.

Any processing or forwarding of data media will be charged with technical costs in the amount of up to € 100,- plus sales tax if additional expenses occur for the publisher on checking the delivered data due to incomplete, or incorrect advertisement data. Special or accompanying colours are not scheduled.

- Binding type: Adhesive binding

The following criteria describe applicable data:

- High-End PDF (platform independent) with types changed to curves.
- MAC compatible data
- **PDF-Files in CMYK mode with types changed to curves.**
- Picture formats (.tif,.jpg) with a resolution of 240 dpi to 300 dpi.
- Screen width 54 to 60 screen
- The corresponding bleed difference has to be considered with all data and formats (3mm per trimming edge).
A proof which is obligatory for the print is indispensable as a control medium and must be submitted.

Applicable MAC data formats

- High-End PDF (irrespective of the platform)
- InDesign CC
- Illustrator CC
- Photoshop CC

Important notes for PC data formats and PC software

- Generate or export MAC compatible data
- Store Postscript Files in the CMYK mode with types changed into curves
- Picture formats (.tif,.jpg) with a resolution of 240 dpi to 300 dpi, CMYK mode
- The corresponding bleed difference has to be considered with all data and formats (3mm per trimming edge).
- A proof which is obligatory for the print is indispensable as a control medium and must be submitted.

Notes for CTP system and offset transparency

The acceptance of digital advertising and printing materials corresponds with the CTP production principle. Printing films are no longer necessary for this system and can therefore not be accepted any longer.

Printing method:

Offset printing according to Euro-Scala (CMYK)

✓ E-Mail:

pos-ladenbau@bauve.de

✓ In case of technical issues:

Telephone +49 (0 82 41) 99 88 4-0

Frequencies and publication dates are subject to change for reasons of topicality

Dates:	Main topics:	Fairs and Events:
Issue 1/2021 Copy deadline: 11.01.2021 Advertisement deadline: 20.01.2021 Printing material deadline: 25.01.2021 Publication date: 10.02.2021	Special: Furnishing and Equipment for Shops IT-Trends Digital Elements in Stationary Retail Regular Topics Reports on Completed Store Concepts (New Buildings and Reconstructions), Interviews with Influencer, Company Portraits, Trends of Merchandise Presentation, Lighting, Flooring, Planning and Design, Management, Digitization and Sustainability Fairs and Events	Viscom, Düsseldorf 12.01.-14.01.2021 IMM Cologne 20.01.-23.01.2021 Maison & Objet, Paris 22.01.-26.01.2021 POS-Masters, Stuttgart 10.02.-12.02.2021 BAU München 13.02.-15.02.2021 Internet World, München 09.03.-10.03.2021 Trade World Expo, München 09.03.-11.03.2021 TradeWorld auf der LogiMAT, Stuttgart 09.03.-11.03.2021 FESPA 2021, Amsterdam 09.03.-12.03.2021 Internorga, Hamburg 12.03.-16.03.2021 Light & Building, Frankfurt 13.03.-18.03.2021 EuroCis 16.03.-18.03.2021 Prolight + Sound, Frankfurt 13.04.-16.04.2021 Christmasworld, Frankfurt 17.04.-20.04.2021 RBTE+Retail Week, London 29.04.-30.04.2021 dIv-Ladenbautagung, Linz 22.04.-23.04.2021 World Retail Congress, Rom 27.04.-29.04.2021
Issue 2/2021 Copy deadline: 15.03.2021 Advertisement deadline: 24.03.2021 Printing material deadline: 29.03.2021 Publication date: 14.04.2021	Special: Digitization at POS IT-Trends Digital Elements in Stationary Retail Regular Topics Reports on Completed Store Concepts (New Buildings and Reconstructions), Interviews with Influencer, Company Portraits, Trends of Merchandise Presentation, Lighting, Flooring, Planning and Design, Management, Digitization and Sustainability Fairs and Events	
Issue 3/2021 Copy deadline: 17.05.2021 Advertisement deadline: 26.05.2021 Printing material deadline: 31.05.2021 Publication date: 16.06.2021	Special: Lighting Concepts for Shops IT-Trends Digital Elements in Stationary Retail Regular Topics Reports on Completed Store Concepts (New Buildings and Reconstructions), Interviews with Influencer, Company Portraits, Trends of Merchandise Presentation, Lighting, Flooring, Planning and Design, Management, Digitization and Sustainability Fairs and Events	



Frequencies and publication dates are subject to change for reasons of topicality

Dates:	Main topics:	Fairs and Events:
Issue 4/2021 Copy deadline: 19.07.2021 Advertisement deadline: 02.08.2021 Printing material deadline: 05.08.2021 Publication date: 23.08.2021	Special: Sales Promotion and Visual Merchandising IT-Trends Digital Elements in Stationary Retail Regular Topics Reports on Completed Store Concepts (New Buildings and Reconstructions), Interviews with Influencer, Company Portraits, Trends of Merchandise Presentation, Lighting, Flooring, Planning and Design, Management, Digitization and Sustainability Fairs and Events	Global Shop, Chicago 11.05.-13.05.2021 Domotex, Hannover 18.-20.05.2021 Middle East Design & Hospitality Week, Dubai 31.05.-02.06.2021 SicherheitsExpo, München Juni 2021 INDEX, Palexpo, Genf 07.-10.09.2021 Interlight Russia, Moskau 13.09.-16.09.2021 Zukunft Personal Europe, Köln 14.09.-16.09.2021 DMEXCO 2021, Köln 22.09.-23.09.2021 Paris Retail Week, Paris 28.09.-30.09.2021 vmm Fachtagung, Berlin 26.09.-27.09.2021 The Flooring Show, Harrogate UK 19.09.-21.09.2021 Trendforum Retail, event location in planning 06.-07.10.2021 IT-Security, it-sa, Nürnberg 12.-14.10.2021 Interlift, Augsburg 19.10.-22.10.2021 ISE, Barcelona 2021, Date still unknown Retail Expo, London 2021 Cancelled
Issue 5/2021 Copy deadline: 21.09.2021 Advertisement deadline: 04.10.2021 Printing material deadline: 07.10.2021 Publication date: 27.10.2021	Special: Store Construction of the Future IT-Trends Digital Elements in Stationary Retail Regular Topics Reports on Completed Store Concepts (New Buildings and Reconstructions), Interviews with Influencer, Company Portraits, Trends of Merchandise Presentation, Lighting, Flooring, Planning and Design, Management, Digitization and Sustainability Fairs and Events	
Issue 6/2021 Copy deadline: 12.11.2021 Advertisement deadline: 25.11.2021 Printing material deadline: 29.11.2021 Publication date: 15.12.2021	Special: Flooring and Contract Textiles for Shops IT-Trends Digital Elements in Stationary Retail Regular Topics Reports on Completed Store Concepts (New Buildings and Reconstructions), Interviews with Influencer, Company Portraits, Trends of Merchandise Presentation, Lighting, Flooring, Planning and Design, Management, Digitization and Sustainability Fairs and Events	



1. Characteristics:

POS-LADENBAU is an independent, bilingual (German/English) trade magazine in the field of retail solutions, design, furnishings, equipment, management, and digitization.

For 17 years, **POS-LADENBAU** has been providing information about highly segmented shop concepts from all over the world and solutions for renovation and new construction. Here you will find new trends and ideas for shop planning, but also a wide range of materials and manufacturers for shop fittings and equipment as well as digital strategies at the point of sale.

Interviews with interior designers, managers, owners, investors, associations, and shopfitters make reporting more personal.

Specials on innovations and products from the relevant areas complement the information palette.

Our **readers** are decision makers from wholesale and retail chains, private retail outlets, architects, interior designers, developers, planners, and consultants as well as a high-quality subscriber base.

According to the **target group**, **POS-LADENBAU** has a competent editorial team, a sophisticated layout as well as a high-quality print with a noble imprint.

POS-LADENBAU is available as a high-quality print edition as well as an online version.

2. Memberships:

-

3. Medium:

-

4. Publisher:

BAUVE Medien GmbH & Co. KG

Managing Director: Ines te Heesen

Publishing Director: Sina te Heesen

5. Editorial Board:

Dany Rohe

Telephone +49 (0) 8241 99 88 4-120

E-Mail redaktion-ho@bauve.de

6. Media Advice:

Andrea Kühnühl

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7. Issues/year:

17th issue/2021

Publishing intervals 6 times a year

8. Publishers:

BAUVE Medien GmbH & Co. KG

9. Address:

Bahnhofstr. 57, 86807 Buchloe

10. Telephone:

0 82 41-99 88 4-0

11. Internet:

www.bauve.de

E-Mail (publishing house): info@bauve.de

E-Mail (advertisements): ak@bauve.de

E-Mail (editorial board): redaktion-lb@bauve.de

E-Mail (subscription): abo@bauve.de

12. Time and subject schedule: see page 6/7

13. Subscription rates:

Germany:

€ 62,50 incl. 7 % of sales tax and shipping costs (retail sale € 12,50 incl. 7 % of sales tax plus shipping costs)

Abroad:

€ 62,50 excl. of sales tax plus € 18,50 shipping costs and € 12,50 bank charges* (retail sale € 12,50 excl. of sales tax plus shipping costs and bank charges*)

*not in EU countries

14. Circulation

10.648

15. Ad-Specials

on request

16. Extension analysis and Content analysis

on request

Terms and Conditions of the BAUVE Medien

For advertisements and supplements
in newspapers and magazines

2021

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1. In accordance with the following Terms and Conditions, an "advertising contract" is a contract between BAUVE Medien ("Publisher") and the customer ("Client") relating to the publication of one or more advertisements or other advertising media of advertising parties in a newspaper or magazine for purposes of distribution.

2. A "conclusion of a contract" is a contract referring to the publication of several advertisements, granting the advertising client the discounts stated in the rate card; whereby the individual advertisements will be published upon call-off. Where it has been agreed upon that individual advertisements may be called off, the contract is to be concluded no later than within one year after publication of the first advertisement, provided that the first advertisement is called off and placed within one year after the conclusion of the contract.

3. Where some or several call-offs from an existing contract are not to be fulfilled due to circumstances that are beyond the Publisher's control, the customer, notwithstanding any further legal obligations, is to reimburse the Publisher with the difference between the agreed-upon rebate and the rebate derived from the actual call-offs. Provided that no further services were delivered relating to the published advertisement, the Client is entitled to a rebate with retrospective effect depending on the actual call-offs of advertisements within one year.

4. Editorially designed advertisements are advertisements which are bordered on at least three sides by editorial text and not by other advertisements. Advertisements which, due to their design, are not recognizable as advertisements shall be clearly identified by the Publisher with the word "Anzeige" ("Advertisement").

5. The Publisher reserves the right to reject advertising orders, including individual orders as part of a contract, if their content infringes laws or official regulations, or has been rejected by the German Advertising Council in a complaints procedure, or the advertisement is such that the Publisher cannot be reasonably expected to publish

because of its content, design, origin or technical form, or advertisements contain advertisements of or by third parties. Contracts to publish other advertising media are only binding after a sample has been submitted and approved of. Where an advertisement or other advertising media has been rejected the Client will be informed immediately.

6. The Client is solely responsible for ensuring the punctual delivery of error-free printing and suitable printing material. Where printing material is delivered in electronic form the Client is obliged to deliver in due time prior to the placement of correct advertisements, which in particular fulfill the Publisher's requirement in size and technical format. Costs incurred by the publisher for modifications of the printing material whether desired or for cause, are to be paid by the Client. Agreed upon shall be the usual printing quality for the publication in which the advertisement or other advertising media has been placed, within the scope of possibilities afforded by the printing material. This is only valid in the case that the Client complies with the Publisher's specifications for the design and transfer of printing material.

7. Insofar as the advertisement has not been published in accordance with the statutory requirements and/or performance, the Client is only entitled to a correct substitute publication of another advertising media; but only to the extent in which the purpose of the advertisement or other media have been impaired. The Publisher reserves the right to refuse a substitute publication of other media if this requires an effort which is in considerable discrepancy to the performance interest of the Client, or which can only be carried out by incurring disproportionate costs for the Publisher. Where the Publisher fails to deliver the publication of the substitute advertisement of another advertising media in due time, or if the second advertisement again fails to be error-free, the Client is entitled to a partial reimbursement of the incurred costs for the advertisement. A cancellation of the contract is not permitted. Claims for notobvious defects must be asserted within three months after publication. The Publisher is

liable for all damages, no matter whether caused by violation of contract agreement or illegal action, according to the following conditions: In case of gross negligence, the liability in commercial transactions is limited to compensation for the typically foreseeable damage; this restriction does not apply where the damage was caused by legal representatives or executives of the Publisher. The Publisher is liable for simple negligence only in case of a breach of a significant contractual obligation. In these cases liability is limited to compensation for the typically foreseeable damage. In case of claims according to the product liability law, as well as a damage of life, body or health, the Publisher shall be liable in accordance with the legal regulations. Claims, except not typically foreseeable claims, are to be asserted within four weeks after receipt of invoice and evidence of payment. All claims against the Publisher for infringement of contract must be asserted within one year of the beginning of the statutory period of limitation, unless they are based upon wilful conduct.

8. Proof copies shall only be produced on specific request. Delivery in electronic form is cost-free; all costs incurred for print proof copies are to be fully paid by the Client. The Client is responsible for the correctness of the returned proof copies. The Publisher shall consider all corrections which are notified within the deadlines that have been set for advertising or which have been agreed upon when delivering the proof copy.

9. The invoice shall be paid within the deadline stated on the invoice, unless another payment deadline or prepayment terms were agreed upon in writing. Payment by cheque is no longer possible as of/since 2017.

10. If payment is delayed or deferred, the current bank interest rate and collection fees will be charged. In case of delay in payment the Publisher may suspend the further execution of the current order until payment is received, and may demand pre-payment for the remaining advertisements. In case of reasonable doubt of the solvency of the Client, the Publisher shall be entitled, even during the

term of the order and regardless of the initially agreed payment deadline, to make the publication of further advertisements conditional on the advance payment prior to the advertising deadline and on outstanding payments.

11. On request, the Publisher will submit a copy of the advertisement. Depending on the type and volume of the advertising contract, clipped advertisements, sample pages or complete reference copies will be supplied. Where a reference copy can no longer be supplied, the Publisher shall provide a legally binding certification about the publication and distribution of the advertisement.

12. The guaranteed circulation is defined as the average circulation as stated in the rate card or otherwise. It is calculated for the year of insertion from the average circulation of the four quarters prior to the year of insertion.

13. Place of performance shall be Buchloe in Germany. Place of jurisdiction shall be Memmingen in Germany. Where the Publisher's claims for payment cannot be satisfied by issuing payment reminders, the place of jurisdiction for disputes with non-commercial Clients is determined by the place of residence of the latter. Where the place of residence or usual domicile of the Client, including non-commercial Clients, is unknown at the time a claim is filed or where the Client has transferred his usual domicile to be outside of the scope of the constitutional law, the court of jurisdiction is agreed to be Memmingen in Germany.

14. Additional Publisher's Terms and Conditions:

Outside of Germany, the invoice will be submitted without value added tax under the provision that a tax exemption exists and is recognised. The Publisher reserves the right to charge VAT at the statutory right if the tax authorities affirm the duty to pay tax for the advertisement (supplement).

15. The Publisher is not liable for damages and reduced performance due to circumstances beyond control (i.e.

late delivery or no delivery caused by strikes, defensive lock-out and other).

16. After the advertising deadline, suspensions, changes of size, format or colours are not possible.

17. Media and advertising agencies shall be obliged to conform to the rate card of the Publisher when submitting quotes, contracts and invoices to their advertising clients. The rates stated in the present media data for advertisements and all other advertising media are not refundable. Where a media or advertising agency insists on the payment of a commission fee it has to be added to the rates published. A commission fee granted may not be totally or partially passed on to the agency's clients.

18. Where joint discounting is claimed for companies belonging to the Group, written confirmation of a capital participation of more than 50 % is required.

19. A commission fee shall only be granted to recognised advertising agencies. Where it is discovered that the agency is not recognised, the Publisher will demand the return payment of any rebate paid.

20. Confirmation of contracts via email are legally binding even without signatures.

21. The Publisher's Terms and Conditions also apply accordingly for orders for stickers, bound-in supplements and technically special formats. Every contract will only be legally binding after written confirmation by the Publisher.

22. In case of a new business relationship the Publisher reserves the right to request advance payment to be made before the advertising deadline.

23. The Client bears sole responsibility for the content and legal admissibility of the text and graphic material made available for the insertion. The Client shall be responsible for exempting the Publisher from the claims of third parties that arise against the execution of the

contract, even in the case of cancellation of the latter. The Publisher is not required to review orders and advertisements as to whether they breach the rights of third parties.

24. In the event of operation breakdowns or in cases due to force majeure, labour disputes, seizures, disruption of transport, a general shortage of raw material or energy supply and similar - both at the location(s) of the Publisher as well as in other companies whose services the Publisher depends upon to execute its responsibilities

25. The Publisher is entitled to the full payment of the published advertisements provided that the Publisher's medium was delivered with a circulation of 80 % based on the average circulation derived from the previous four quarters, or otherwise agreed-to circulation. Where the Publisher circulation was less than guaranteed or assured, the invoice will be reduced in proportion to the actually released circulation.

26. When procuring contracts, please observe the following:

In the case of outstanding payment claims from a media agency or advertising agency, irrespective of the cause, the claim shall automatically be passed on to the client. Cancellations are permissible within 7 days upon receipt of written confirmation of the contract and prior to the issuing of the invoice; after which the full amount of the invoice is due. In the case of a booking after advertisement deadline the cancellation member will be automatically deleted.



Editor



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