



Mediainformation

POS TECHNOLOGY *Retail Solution*

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Retail Solution

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Retail Solution

BAUVE MEDIEN

Bahnhofstraße 57 • 86807 Buchloe

phone: +49 (0 82 41) 99 88 4-0

e-mail: info@bauve.de • Internet: www.bauve.de

valid from 01.01. to 31.12.2020



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: 57 mm

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

See page 5

4. Deadlines

Publishing intervals: 5 times a year
Publication dates/Copy deadline:
See date and subject schedule page 7/8

5. Publishers

BAUVE Medien GmbH & Co. KG
Address: Bahnhofstraße 57,
86807 Buchloe

Managing director: Ines te Heesen
Management: Sina te Heesen
Telephone: +49(0)8241 99 88 4-0

Internet: www.bauve.de
E-mail: info@bauve.de

Editorial Board:
Thomas Lassonczyk phone +49 (0) 08241 99 88 4-180
e-mail tl@bauve.de

Media advice:
Katrin Schubert phone +49 (0) 08241 99 88 4-180
e-mail ks@bauve.de

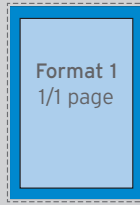
Format	Number of columns	Width x height in mm	Standard rate €	2 times appearance 3 %	3 times appearance 5 % €	4 times appearance 10 % €	5 times appearance 15 % €
1/1 4c	3	185 x 260	4.270,00	4.074,00	3.990,00	3.780,00	3.570,00
AD/ Firmen-/ Produkt- präsentation 1/1 4c	3	185x260	2.180,00				
1/2 4c	3 oder 11/2	185 x 128 oder 90 x 260	2.550,00	2473,50	2.422,50	2.295,00	2.167,50
1/3 4c	1 oder 3 oder 2	57 x 260 oder 185 x 84	1.850,00	1.794,50	1.757,50	1.665,00	1.572,50
1/4 4c	11/2 oder 3	90 x 128 oder 185 x 62,5	1.550,00	1.503,50	1.472,50	1.395,00	1.317,50
1/6 4c	1 oder 3	185 x 40 oder 57 x 128	1.170,00	1.134,90	1.111,50	1.053,00	994,50
1/8 S4c	3	185x31	950,00	921,50	902,50	855,00	807,50

6. Terms of payment:

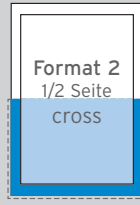
Payable without deduction on receipt of invoice.
Bank details:
See invoice
Sales tax identification number: DE 258 218 141
Tax ID: 140/152/03308

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

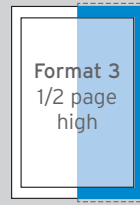
Legal valid sales tax has to be added to all prices.



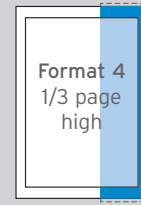
185 x 260 mm
210 x 297 mm
216 x 303 mm



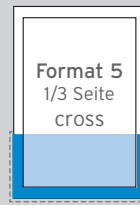
185 x 128 mm
210 x 147 mm
216 x 150 mm



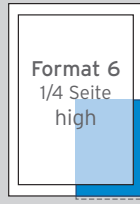
90 x 260 mm
104 x 297 mm
107 x 303 mm



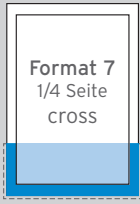
57 x 260 mm
71 x 297 mm
74 x 303 mm



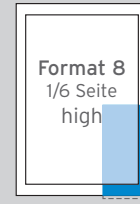
185 x 84 mm
210 x 104 mm
216 x 107 mm



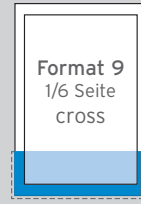
90 x 128 mm
104 x 147 mm
107 x 150 mm



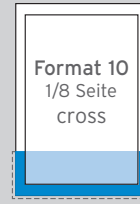
185 x 62,5 mm
210 x 81,5 mm
216 x 84,5 mm



57 x 128 mm
71 x 147 mm
74 x 150 mm



185 x 40 mm
210 x 58 mm
216 x 61 mm



185 x 31 mm
210 x 47 mm
216 x 50 mm

Basic formats
Bleed formats (trimmed format)
Additional bleed per sheet edge 3 mm



8. Additional charges for special positions:

- | | |
|------------------|---------|
| 1. Cover picture | € 750,- |
| 2. Cover page | € 600,- |
| 3. Cover page | € 550,- |
| 4. Cover page | € 600,- |

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

9. Colour surcharges

see price list page 2

10. Format surcharges: Without calculation

Sole advertisements: Not possible

11. Job and classified advertisements:

50% of the standard rate

12. 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 %
Schedule for	2 pages	5 %
discount by volume	4 pages	15 %
	6 pages	20 %

No discounts for additional technical costs.

13. Additional prices:

Additional technical costs: Each page 500,- Euro net.

No discount on additional technical costs.

Please notice:

Printed supplements, objects, samples, electronic data media etc. are charged uniformly. (sample in advance is therefore indispensable)

16. Mailing address for bound inserts, supplements and postcards:

Please ask your customer consultant

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

- E-Mail
- Wettransfer
- Dropbox

▶ 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
- Postscript-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 (3 mm 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 (plattformunabhängig)
- Adobe InDESIGN
- Adobe Illustrator
- Adobe Photoshop

▶ 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 (3 mm 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:

ks@bauve.de

▶ In case of technical issues:

+49 (0) 8241 99 88 4-180



2021 Media information

1. Characteristic:

The "POS TECHNOLOGY" is a bilingual (German / English) IT trade magazine which is concerned with technology used at the Point of Sale and in the online shops. Shopping of the future will require a perfect connection between on-line and off-line retailing. Therefore the POS TECHNOLOGY enhances the multichannel strategy and provides solutions for the stores and web shops. The readers of this magazine can be mainly found in the head offices of trade chains and major retailers. Payment transactions, check-out systems, e-commerce, CRM, digital signage, ERP and mobile devices are only a few of the coverage subjects. The "POS TECHNOLOGY" is completely independent and acts as a scout and mediator of latest technologies for the entire European retail.

2. Memberships:

-

3. Medium:

-

4. Editor:

BAUVE Medien GmbH & Co. KG
 Managing director: Ines te Heesen
 Management: Sina te Heesen

5. Editorial board

Thomas Lassonczyk phone +49 (0) 08241 99 88 4-180
 e-mail tl@bauve.de

6. Media Advice:

Katrin Schubert phone +49 (0) 08241 99 88 4-180
 e-mail ks@bauve.de

7. Issues/year:

23th issue / 2021

Publishing intervals

5 times a year

8. Publishers:

BAUVE Medien GmbH & Co. KG

9. Address:

Bahnhofstraße 57,
 86807 Buchloe

10. Phone:

+49(0)8241 99 88 4-0

11. Internet:

www.bauve.de

E-Mail (publishing house):

info@bauve.de

E-Mail (advertisements):

ks@bauve.de

E-Mail (editorial board):

tl@bauve.de

12. Time and subject schedule : see page 7/8

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 € 22,20 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. Number of copies published:

print run = 12.100

widspread circulation = 11.965

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

Dates:	Subjects / Specials	Fairs:
<p>Issue 01/21</p> <p>Copy deadline: 08.01.2021</p> <p>Advertisement deadline: 13.01.2021</p> <p>Printing material deadline: 20.01.2021</p> <p>Publication date: 03.02.2021</p>	<ul style="list-style-type: none"> • Omnichannel • Artificial Intelligence in Retail • Digitization • Virtual Reality • Click & Collect • Electronic Shelf Labels & Beacons • Customer Relationship Management • Cash Points • Payment Trends • Self Service • POS Devices (Printers, Scanners, Cash Points, Scales) • RFID & Instore Analytics • Retail Security • Workforce Management • E-Commerce & Onlineshops <p>Special product preview</p>	<p>Internet World Expo 2021 09. and 10. March 2021 ICM Munich</p> <p>EuroCis 16. bis 18. März Messe Düsseldorf</p>
<p>Issue 02/21</p> <p>Copy deadline: 10.03.2021</p> <p>Advertisement deadline: 17.03.2021</p> <p>Printing material deadline: 24.03.2021</p> <p>Publication date: 06.04.2021</p>	<ul style="list-style-type: none"> • Digitization • Connected Technologies • Chatbots • Cashless Payments at the PoS • Cash Management • Digital Signage & Kiosk Systems • E-Commerce • Mobile Computers at the PoS • Business Intelligence • CRM / Customer Loyalty • Instore Communication • ERP <p>Special Cash Point Systems</p>	<p>World Retail Congress 27. - 29. April 2021 Roma</p> <p>Retail Expo 2021 April 2021 London</p> <p>viscom 2021 18. - 20. May 2021 Messe Düsseldorf</p> <p>FESPA 2021 18. - 21. May 2021 Madrid</p>
<p>Issue 03-04/21</p> <p>Copy deadline: 02.06.2021</p> <p>Advertisement deadline: 09.06.2021</p> <p>Printing material deadline: 16.06.2021</p> <p>Publication date: 30.06.2021</p>	<ul style="list-style-type: none"> • Virtual Reality at the PoS • Stocktaking Management • Couponing • Artificial Intelligence • Digitization • WLAN in Retail • Cloud Computing • Self Checkout Systems / Scales • Payment Systems • Mobile Payment • Cross Selling • Retail Security • Onlineshop • Omnichannel <p>Special Printers und Scanners</p>	<p>TradeWorld at LogiMAT 2021 22. - 24. June 2021 Stuttgart</p>



2021 Media information

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

Dates:		Subjects / Specials :	Fairs:
Issue	05/21	<ul style="list-style-type: none"> • Digitization • IoT • Chatbots • Mobile Shopping • Tablets and iPads at the PoS • Receipt and Voucher Printers • Digital Signage • Business Intelligence • Cloud Computing • Self Service / Scales, Cash Points • Digital Point of Sale • International E-Commerce • Omnichannel • Barcode Scanner • Workforce Management Special Payment Systems 	<p>dmexco 2021 22. and 23. September 2021 Messe Cologne</p> <p>Paris Retail Week 2021 28. - 30. September 2021 Paris</p> <p>Security Essen 2021 20. - 23. September 2021 Essen</p> <p>Internet World Congress 2021 Munich</p> <p>Deutscher Handlungskongress 2021 Berlin</p> <p>RetailShow Warschau 2021 Warsaw</p>
Copy deadline:	01.09.2021		
Advertisement deadline:	08.09.2021		
Printing material deadline:	15.09.2021		
Publication date:	30.09.2021		
Issue	06/21	<ul style="list-style-type: none"> • EuroCIS Preview 2022 • Online vs. Stationary • Mobile Devices • Cloud Computing • Cash Point Systems at the PoS • Payment Systems • Mobile Payment • Cash Management • Electronic Shelf Labels • Workforce Management • Cross Selling • Omnichannel • Digitization Special Digital Signage 	<p>viscom 2021 January 2022 Messe Düsseldorf</p>
Copy deadline:	03.11.2021		
Advertisement deadline:	10.11.2021		
Printing material deadline:	17.11.2021		
Publication date:	02.12.2021		





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 not-obvious 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 willful 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.

Additional Publisher's Terms and Conditions:

a) In case of advertisements (supplements) placed from 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 rate if the tax authorities affirm the duty to pay tax for the advertisement (supplement).

b) 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).

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

d) 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.

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

f) 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.

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

h) 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.

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

j) 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.

k) 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 - 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's circulation was less than guaranteed or assured, the invoice will be reduced in proportion to the actually released circulation.

l) 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. With booking of space after deadline the cancellation term is cancelled.



Editorial Board



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Media Advice



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