

# MEDIA DATA FOR YOUR SUCCESSFUL COMMUNICATION

Valid from

# 2022

**BAUVE** MEDIEN

**POSTECH<sup>+</sup>**  
**LADENBAU**  
Retail Solution



**Characteristics:**

**POS TECH + LADENBAU** is an independent, bilingual magazine for retail and retail technology, available in print and online.

We address the headquarters of the retail chains as well as decision-makers in the larger retail trade and online shops, shop fitters, architects, interior designers, project developers, planners and consultants.

We provide information about highly segmented shop concepts from all over the world and solutions for conversion and new construction. Here you will find new trends highly segmented shop concepts from all over the world and solutions for conversion and new construction as well as new trends and ideas for shop planning, but also a wide range of materials and manufacturers for shop furnishings and equipment as well as digital strategies at the point of sale. Payment transactions, POS systems, e-commerce, CRM, digital signage, ERP and mobile devices are just a few of the topics at TECH NEWS. Technology, software solutions, IT, digitization as well as artificial intelligence in stationary retail and online shops are topics of reporting.

The linking of online and offline is becoming increasingly important in retail, which is why **POS TECH + LADENBAU Retail Solution** deepens the omnichannel approach and thus offers both stationary retail and online shops up-to-date solutions from practice for practice.

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

**Publisher:** BAUVE Medien GmbH & Co. KG  
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**Subscription rates:**

**Germany:** € 62,50 incl. 7 % of sales tax plus 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

**Ad-Specials** on request

**Extension analysis and Content analysis** on request

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**Retail Solution**

**BE  
THERE**



Format 1 1/1 page	Format 2 1/2 page cross	Format 3 1/2 page high	Format 4 1/3 page high	Format 5 1/3 page cross	Format 6 1/4 page high	Format 7 1/4 page cross	1/6 page: <b>1.212.-</b> * 1/8 page: <b>936.-</b> * Service List: <b>312.-</b> * Brief company profiles: <b>312.-</b> *
<b>4.363.-</b> *	<b>2.626.-</b> *	<b>2.626.-</b> *	<b>1.919.-</b> *	<b>1.919.-</b> *	<b>1.576.-</b> *	<b>1.576.-</b> *	<b>(Bleed formats trimmed format)</b>
210 x 297 mm	210 x 147 mm	104 x 297 mm	71 x 297 mm	210 x 104 mm	104 x 147 mm	210 x 81,5 mm	Additional bleed
216 x 303 mm	216 x 150 mm	107 x 303 mm	74 x 303 mm	216 x 107 mm	107 x 150 mm	216 x 84,5 mm	per sheet edge
							3 mm

1/1 page  
Special placement

**5.308.-** \* (Cover page  
and U2, U3, U4)

\* Legal valid sales tax has to be added to all prices.  
The publisher reserves the right to adjust prices

- Magazine format:**  
210 mm wide, 297 mm high,  
DIN A4, 3 columns, 59 mm width
- Terms of payment:**  
Payable without deduction  
on receipt of invoice.  
Bank details: See invoice
- Job and classified advertisements:**  
50 % of the standard rate
- Additional prices:**  
Additional technical costs:  
Each page 520 Euro net.

## SHOW YOUR FORMAT

Please send us your details by email to [ak@bauw.de](mailto:ak@bauw.de)  
or make them available to us via a cloud storage facility.

### Request for advertisement data

We process all professional Mac and PC formats.  
The processing of data is free of charge, provided that  
they meet our general requirements for digital data ac-  
ceptance of advertisements. Additional effort in the case  
of incorrect or incomplete data will be charged at cost.

Individual design and change requests are associated with  
additional costs.

**We recommend the delivery of PDF / X-3 data  
with a resolution of 300 dpi.**

Fonts in the PDF (according to the X standard) must  
be embedded in the document and vectorized.

**For all data and formats, the corresponding bleed  
allowance (3 mm per cut edge) has to be considered.**

### Printing process:

Offset printing according to Euro-Scala (CMYK)  
Special and spot colors are not provided.

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# MAIN TOPICS LADENBAU



- Shop Fitting & Store Design

- Innovative concepts

- Retail Technology

- Retail Marketing

- Digitization displays

- Visual Merchandising

- Food Service Equipment

- Lighting & Flooring

- Refrigeration & Energy

- Management

- E-Mobility & Charging infrastructure

- Trade Fairs & Event Marketing

**BE PRESENT WHERE  
KEY PLAYERS IN THE  
INDUSTRY INFORM**

**POS TECH+**  
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# MAIN TOPICS TECH

- 
- Omnichannel
  - Payment & POS Systems
  - Digital Signage
  - Workforce & Smart Energy Management
  - Payment, Big Data, Supply Chain  
& Inventory Management
  - Fully Automated & Self-Checkout Systems
  - E-Commerce & Onlineshops
  - Digital Marketing
  - Key Industry Trends
  - POS Software & Hardware
  - AI & Security in Trade

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# POS TECH+ LADENBAU

## GET INFORMATION DELIVERED

Your regular main topics in each issue  
plus two individual specials:

**Issue** 1+2/2022  
**Copy deadline:** 28.01.2022  
**Advertisement-/**  
**Printing material deadline:** 16.02.2022  
**Publication date:** 02.03.2022  
**Special** Furnishing and equipment for the shop  
**Special** Digital elements in retail, E-mobility  
**Preview** dLv-Ladenbautagung, FESPA 2022

**Issue** 3/2022  
**Copy deadline:** 04.04.2022  
**Advertisement-/**  
**Printing material deadline:** 20.04.2022  
**Publication date:** 04.05.2022  
**Special** Lighting concepts for the shop  
**Special** Retail rethought, retail technology

**Issue** 4/2022  
**Copy deadline:** 07.06.2022  
**Advertisement-/**  
**Printing material deadline:** 22.06.2022  
**Publication date:** 06.07.2022  
**Special** Sales promotion and visual marketing  
**Special** Digital signage and fully automated systems

**Issue** 5/2022  
**Copy deadline:** 30.08.2022  
**Advertisement-/**  
**Printing material deadline:** 14.09.2022  
**Publication date:** 28.09.2022  
**Special** Shopfitting of the future  
**Special** Omnichannel & payment systems

**Issue** 6/2022  
**Copy deadline:** 31.10.2022  
**Advertisement-/**  
**Printing material deadline:** 16.11.2022  
**Publication date:** 30.11.2022  
**Special** Floor coverings for shopfitting, preview EuroSHOP  
**Special** Key industry trends & security solutions

**Issue** 1/2023  
**Copy deadline:** 23.12.2022  
**Advertisement-/**  
**Printing material deadline:** 16.01.2023  
**Publication date:** 30.01.2023  
**Special** Furnishing and equipment for the shop  
**Special** Digital elements & payment systems in retail  
**EuroSHOP-Ausgabe 2023 (26.02.-02.03.)**



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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 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 pre-payment 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. 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.

**25.** 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.**