

# Naturstein

NATURSTEINONLINE.DE

## Advertising rates 2020 PRINT + ONLINE

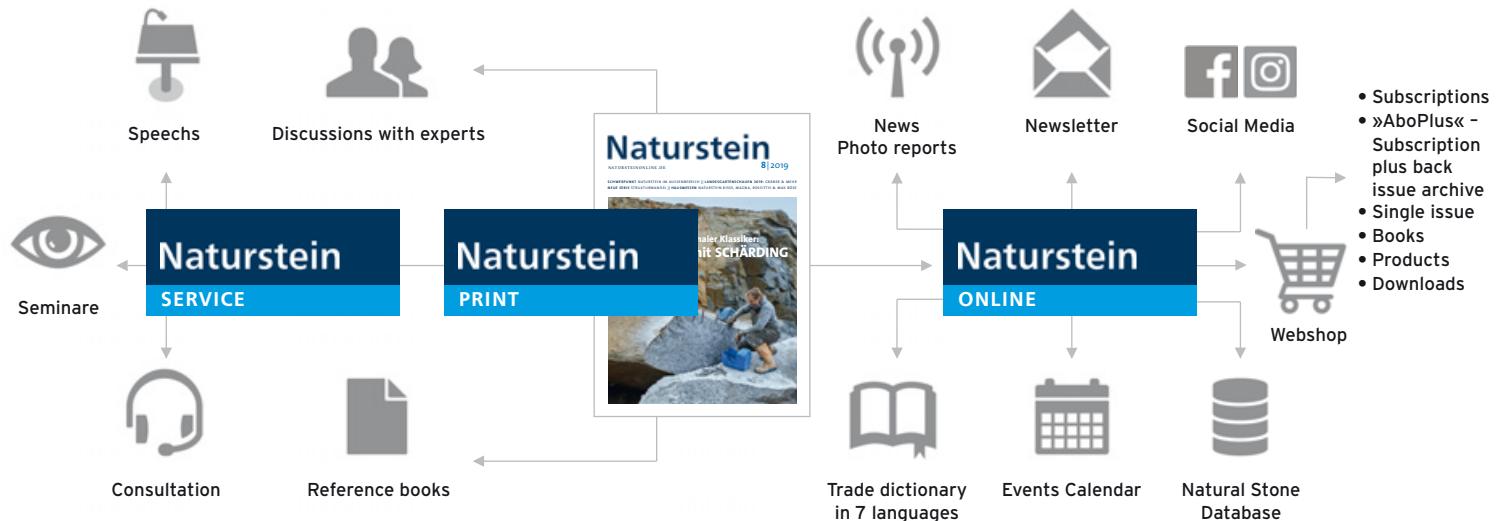
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The screenshot shows the homepage of NATURSTEINONLINE.DE. At the top right, there's a header for 'Naturstein' with the date '8|2019'. Below the header, there's a section titled 'SCHWERPUNKT NATURSTEIN IM AUßENBEREICH (LANDSCAPEARCHITECTURE 2019) GESEHR & MEINE NEUE SERIE STUETZWANDEN || HAUSMISSEN NATURSTEIN KOSSE, MACHA, POSITIVS & MAX BOSS'. The main content area features several large images of stone products and construction scenes. One prominent image shows a worker cutting a large rock with a chainsaw, with the text 'Regionaler Klassiker: Granit SCHÄRDING' overlaid. Other sections include 'Keine Werbung auf dem Friedhof erlaubt!', 'Natursteine hegen und pflegen', 'Stressacker Infotage 2019', 'Alpen-Donaud-Adria-Stele vom Natursteinwerk Unika', 'Mit fünf Maschinen auf der Marmomac', 'Steinmetz-Bundessieger bei den "WorldSkills" 2019', 'Modulbauweise für Kantensäulen von Marmomeccanica', 'Über 30 deutsche Firmen auf der Marmomac', and 'Vom 25. bis 28. September findet die Marmomac in Verona statt. Die ca. 80 ausstellenden Firmen zeigen ihre Produkte und Preise für rund 1.800 Firmen, die davon werben über 30 aus Deutschland'.

## Overview of our services

[www.natursteinonline.de](http://www.natursteinonline.de)  
[www.ebnermedia.de](http://www.ebnermedia.de)



## Your contact persons/Publication data

**Frequency of publication:** monthly

**Year of publication:** 75th year (since 1946)

**Total/Sold circulation:** 3,193/2,674

**Circulation auditing:** German Audit Bureau for Circulations  
IVW (II/2019)

**Magazine format:** A4 (210 mm wide by 297 mm high)

**Closing date for corporate identity advertising:** 12th of the preceding month

**Jobs and classified advertising:** 15th of the preceding month

**Annual subscription (2019):** Germany 160.50 € (incl. postage and VAT)  
International 180.30 € (incl. postage)

**Editor and Publisher:** Ebner Media Group GmbH & Co. KG  
Karlstrasse 3, 89073 Ulm, Germany  
[www.natursteinonline.de](http://www.natursteinonline.de)  
[www.ebnermedia.de](http://www.ebnermedia.de)

**Managing Director:** Marco Parrillo

**Publishing Manager:** Martin Metzger

**Publisher, Editor in Chief:** Dipl.-Ing. (FH) Bärbel Holländer

**Director production/logistics**

**and customer support:** Thomas Heydn

## Our Services - your Benefits

- Top practical information for the industry
- Largest editorial volume and maximum reach in PRINT\* und ONLINE
- The most comprehensive range of advertising
- Largest amount of advertisements for jobs and opportunities

Reach your target group specifically and effectively by advertising in Naturstein in print, weekly newsletters and online at [www.natursteinonline.de!](http://www.natursteinonline.de)

Naturstein - Germany's leading\* magazine for the natural stone industry



\* II/2019, sold circulation



## Who we are and what we offer

Natural stone is incomparably versatile. In each edition we assist our readers in the processing and application of this building material and in the marketing of their products. Our editorial mix includes reports, interviews and »discussions with experts« on current technical questions. Building and Landscaping, Cemeteries and Gravestones, Stone Market and Technology are regular headliners in our magazine.

### Close to the market

Our editorial staff are well connected. We visit companies and report on all important events. Naturstein keeps in close contact with the industry world wide, debating problems and opportunities, identifying trends and perspectives. Through our network we are able to keep our readers well informed of new processes and products. With all this information we support our target group in its day to day business.

**With Naturstein you address your customers directly, comprehensively and effectively.**

As Germany's leading\* magazine for the natural stone industry, Naturstein together with Natursteinonline.de (webshop included) is the communication platform for all relevant sectors of the industry. Advertisers profit from our content quality, our editorial engagement in social media and the resulting overall reach.

### We offer

- Top practical information for the industry
- Largest content volume and maximum reach in PRINT\* and ONLINE
- The most comprehensive range of advertising

### Our readers: Your customers

- Stone masons, sculptors and stone manufacturers
- Natural stone industry
- Natural stone setters and tilers
- Restorers and monument conservators
- Garden designers and landscapers
- Planners and architects

\* II/19, German Audit Bureau for Circulations (IVW), sold circulation

## These »personas« we target on all channels



Master of stonemasonry

**Friedrich Friedhof** is leading a gravestone family business in the fourth Generation. Confronted with dramatical

changes in the cemetary culture, he relies on »Naturstein« and »Naturstein-online« for information and tips. He is also interested in natural stone suppliers, new designs in gravestones, the changes in cemetery culture and portraits about other stonemasons.



Exclusive interior and exterior design in natural stone is the profession of **Bernd Bauprofi**. With 20 or more employees, he is capable of highly specialized stone processing, using the latest technology and design. His customers demand reliability and high quality workmanship. He likes to read about technical innovations, new materials, business management, similar companies, communication and marketing.

The »personas« presented here are not existing persons, but stereotypical representatives of our most important reader/user groups. They help our editors in researching, writing and planning, always taking into account the needs, wishes and goals of the respective reader/user. We prepare all content and products to fit the respective »persona« and choose suitable channels to reach this special target group. Our knowledge of the market helps our advertising partners to reach their future customers, our readers.

**Gustav Gestalter**, master of stonemasonry and sculptor, creates gravestones and individual sculptures in close contact with his customers considering their personal needs. He is not selling through price and is therefore not in competition with the mass market. He likes to read about design with natural stone, colleagues, artists, materials and exhibitions.



Whether gravestones, restoration, kitchens, bathrooms or construction - the focus of **Martin Mischbetrieb** varies depending on the job situation. As part of his family's business with several employees he puts everything into keeping it flexible and competitive. He likes to read about developments in the industry, other companies and all aspects of the natural stone industry and his trade, for example construction, restoration, the gravestone business, new technologies, new materials, economical issues and good marketing.

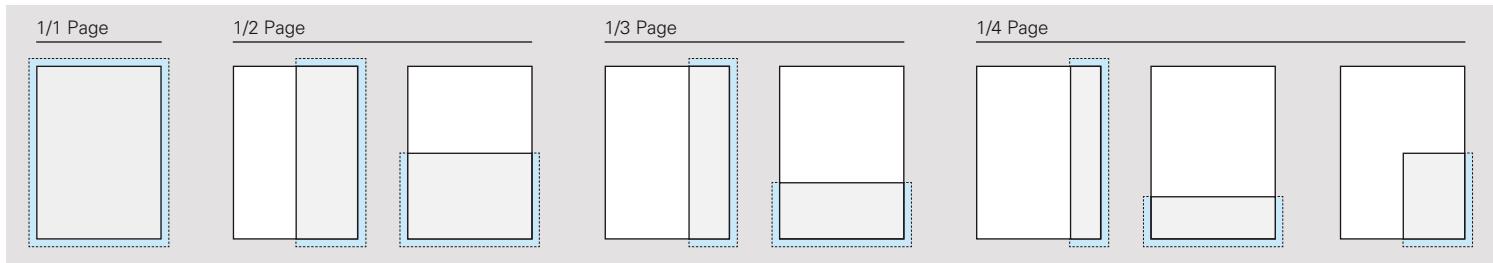


## PRINT: Subjects/Dates 2020

Edition	Special Features (For detailed information about our subjects per issue: Subscribe to our newsletter by e-mailing to hemmer@ebnerverlag.de)	Important Trade Fairs (all information subject to change)	Closing date for advertising Copy Deadline	Publication date
1	<b>The natural stone industry today and tomorrow</b> <ul style="list-style-type: none"> <li>Outlook, prospects (statistics, interviews, best practice)</li> <li>Education (apprentice competition results, master pieces)</li> <li>Best Practice »Designing and Selling of Gravestones«</li> </ul> <b>Fair preview Xiamen Stone Fair, China</b>	<b>Swissbau, Basel, Switzerland</b> , 14. - 18.01.2020 <b>The International Surface Event, Las Vegas, Nevada USA</b> , 28. - 30.01.2020	13.12.2019 <b>16.12.2019</b>	02.01.2020
2	<b>Natural stone and new materials for kitchens and bathrooms</b> <ul style="list-style-type: none"> <li>Natural stone versus Engineered Stone, composites materials, large formate ceramic slabs: new materials &amp; installation tips</li> <li>Best Practice »Upmarket Design and Installation«</li> </ul> <b>Fair preview Marble in Izmir, Turkey</b> <b>Fair report Rocalia in Lyon, France</b>	<b>Stona, Bangalore, India</b> , 06. - 09.02.2020 <b>Vitoria Stone Fair, Espirito Santo, Brazil</b> , 11. - 14.02.2020 <b>bautec, Berlin, Germany</b> , 18. - 21.02.2020	15.01.2020 <b>17.01.2020</b>	03.02.2020
3	<b>Latest innovations in the memorial industry</b> <ul style="list-style-type: none"> <li>Changes in the cemetery culture: prospects for stonemasons</li> <li>New memorial models and accessories</li> <li>Tools for grave stone designers and gravestone production</li> <li>Cleaning, Protection and Maintenance of Stone: new products</li> </ul>	<b>Monumento, Salzburg, Austria</b> , 05. - 07.03.2020	14.02.2020 <b>17.02.2020</b>	02.03.2020
4	<b>Stone surfacing</b> <ul style="list-style-type: none"> <li>Trends and methods, new products</li> <li>Restoration of historical surfaces</li> </ul>	<b>Marble, Izmir, Turkey</b> , postponed indefinitely <b>Coverings, New Orleans, Louisiana, USA</b> , 20. - 23.04.2020	13.03.2020 <b>17.03.2020</b>	01.04.2020
5	<b>Building with stone/Stone Processing</b> <ul style="list-style-type: none"> <li>Natural stone facades</li> <li>Reconstruction projects</li> <li>How to modernize your production</li> </ul>		15.04.2020 <b>17.04.2020</b>	04.05.2020

6	<b>Interior installation and renovation</b> <ul style="list-style-type: none"><li>• Methods and tips, new products</li><li>• Best Practice »Upmarket Design and Installation«</li><li>• Construction chemicals</li></ul>	<b>Carrara<sup>2</sup> (formerly CarraraMarmotec), Carrara, Italy</b> , postponed indefinitely <b>Xiamen International Stone Fair, Xiamen, China</b> , 06. - 09.06.2020 <b>Stone Industry Moscow, Moscow, Russia</b> , 23. - 26.06.2020	15.05.2020 <b>18.05.2020</b>	02.06.2020
7	<b>Natural stone in bathrooms and pool areas</b> <ul style="list-style-type: none"><li>• Correct installation</li><li>• Anti slip: regulations and methods</li><li>• Cleaning, Protection and Maintenance of Stone: new products</li></ul>		17.06.2020 <b>19.06.2020</b>	03.07.2020
8	<b>Natural stone outside</b> <ul style="list-style-type: none"><li>• Natural stone facades</li><li>• Natural stone in landscaping</li><li>• Stone Design and Stone Art</li></ul>		15.07.2020 <b>17.07.2020</b>	03.08.2020
9	<b>Fair Issue Marmomacc/GaLaBau</b> <ul style="list-style-type: none"><li>• Interior design with natural stone and new materials</li><li>• Success through technology</li><li>• Construction chemicals</li></ul> <b>Special fair preview GaLaBau &amp; Marmomac 2020</b>	 <b>GaLaBau, Nuremberg, Germany</b> , 16. - 19.09.2020  <b>MARMOTMAC</b> FOR DESIGN STONE, DESIGN TECHNOLOGY TRADE FAIR <b>Marmomac, Verona, Italy</b> , 30.09. - 03.10.2020	14.08.2020 <b>17.08.2020</b>	01.09.2020
10	<b>Conservation, Restoration and Reconstruction</b> <ul style="list-style-type: none"><li>• Methods and best practice</li><li>• PR for stonemasons</li><li>• Success through technology</li></ul>	<b>CNR Marble Tech, Istanbul, Turkey</b> , 22. - 25.10.2020	15.09.2020 <b>18.09.2020</b>	01.10.2020
11	<b>Invest wisely, Cemetery culture</b> <ul style="list-style-type: none"><li>• New stones, machines, tools and construction chemicals</li><li>• Memorial culture initiatives</li><li>• Memorial and bronze suppliers: new products</li></ul> <b>Special fair report GaLaBau &amp; Marmomac 2020</b>	<b>denkmal, Leipzig, Germany</b> , 05. - 07.11.2020 <b>Stone Industry Fair, Poznan, Poland</b> , 18. - 21.11.2020	15.10.2020 <b>17.10.2020</b>	02.11.2020
12	<b>Inherited business succession and Marketing</b> <ul style="list-style-type: none"><li>• Successful young entrepreneurs</li><li>• Best Practice »Designing and Selling of Gravestones«</li><li>• Marketing tips for the industry</li></ul>		13.11.2020 <b>17.11.2020</b>	01.12.2020

## PRINT: Advertising formats/Price list No. 52



Format	Prices		Bleed Size*		Type Area Size
	B/W	4-colour			
1/1 Page	2,850 €	4,230 €		210 x 297 mm	183 x 269 mm
1/2 Page	1,450 €	2,620 €	vertical	101 x 297 mm	90 x 269 mm
			horizontal	210 x 150 mm	183 x 132 mm
1/3 Page	1,080 €	2,100 €	vertical	69 x 297 mm	59 x 269 mm
			horizontal	210 x 105 mm	183 x 87 mm
1/4 Page	800 €	1,780 €	vertical	53 x 297 mm	43 x 269 mm
			horizontal	210 x 82 mm	183 x 64 mm
			2-column	—	90 x 132 mm
1/8 Page	400 €	900 €	horizontal	210 x 49 mm	183 x 32 mm

\*Important: For all bleed sizes, please add 3 mm per paper edge to the above mentioned dimensions (magazine format: 210 mm wide, 297 mm high). All prices are quoted exclusive of VAT.



**Surcharges for preferred spots:**

Outside back cover pages 4c	<b>4,900.- €</b>
For other spot specifications:	10% surcharge

**Colour surcharges (discountable):**

For each additional colour	<b>460.- €</b>
For each additional special colour	<b>920.- €</b>

**Classified and job ads:**

Classified ads per mm deep b/w per column	<b>3.00 €</b>
Classified ads (Application for job) mm deep b/w per column	<b>2.80 €</b>
Box number charge	<b>15.- €</b>

**Additional ad in the Internet:**

Heading Miscellaneous/situations wanted

Heading Situations wanted

**30% vom Preis der Printanzeige - übersetzen!****Buyer's Guide**

Minimum run time: 12 months. One line of print consists of 50 characters. When a logo is used, its height will be converted to lines  
(3 mm height = 1 line).

per line b/w	<b>12.40 €</b>
per line 4c	<b>14.40 €</b>

**Additional Online Package:**

Advert in <a href="http://www.natursteinonline.com">www.natursteinonline.com</a> ; price includes link to your company website	<b>175.- €</b>
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**Discounts:**

For order within twelve months (insertion year)

Series discount:	Volume discount:		
3 insertions	5 %	2 pages	5 %
6 insertions	10 %	3 pages	10 %
9 insertions	15 %	6 pages	15 %
12 insertions	20 %	12 pages	20 %

Ad under »Buyers' Guide«

Discounts do not apply to surcharges for preferred spots, surcharges for special format ads and inserts.

**Bound inserts** (series discount applicable)2-page **3,550.- €**4-page (folded once) **5,600.- €**

Format 216 x 305 mm, 5 mm of which is the trim at the top

**Inserts** (max. A4)up to 25 g per thousand **400.- €**every additional 10 g per thousand **35.- €**Split distribution / Processing fee **300.- €****»Discussions with experts«****advertisorial (Product recommendation)**

2-page, editorial

Bound insert, designed by Naturstein **4,230.- €****Online Advertising:****Price list and information, please contact****Brian Gurteen at [gurteen@ebnermedia.de](mailto:gurteen@ebnermedia.de)****Fair planner Stone+tec:**

Stone+tec Fair Issue 6/2020 contains our pocket sized »Trade Show Planner« – a valuable tool for our readers to plan their visit to Nuremberg. It contains hall plans and lists all exhibitors. Name and stand of every advertiser will be highlighted. Put your name right in front of your target group!

**Advertising Messeplaner**

Type Area Size	<b>90 x 132 mm</b>
Bleed Size inkl. 3 mm per paper edge	<b>111 x 154 mm</b>

**Price Messeplaner**

1/1 Page 4-colour	<b>990,- €</b>
1/1 Page B/W	<b>675,- €</b>

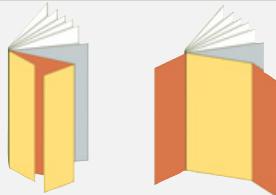
**Shipping address for bound inserts, inserts and postcards:**

C. Maurer Druck und Verlag GmbH & Co. KG  
Attn: Mr Liegl  
Schubartstrasse 21  
73312 Geislingen (Steige), Germany

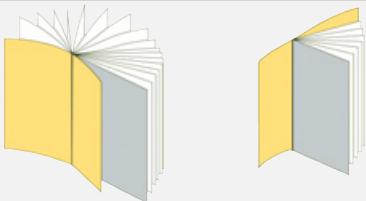
Please indicate the delivery quantity and the Naturstein edition in which your advert is to appear on the package.

## PRINT: Special advertising formats

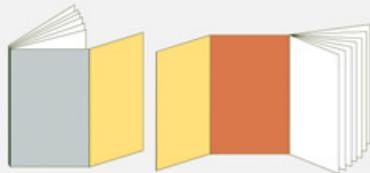
»Altar« front page



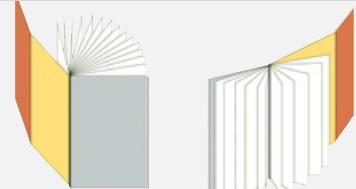
Half cover + outside back cover



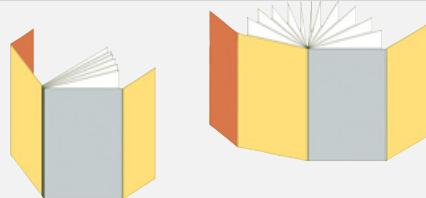
Gate folder



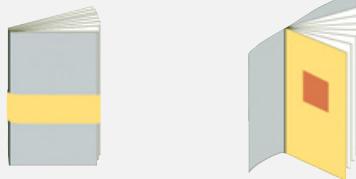
Back folder



Gate folder and back folder



Maxi-Cover-Page



**Special, creative advertising formats** require long-term planning and individual co-ordination of all technical matters. Reservations must be confirmed early.

We will be pleased to advise you.  
Call Tel. +49 (0)731 1520-158.

**Glued postcards and brochures** are possible only in conjunction with full-page ads.

Prices on request



Increase the reach and efficiency of your advertising!  
Advertise without waste!

## Naturstein + natursteinonline.de



## PRINT provides ideas – ONLINE offers solutions

**Print + Online: Reach your target audience faster and more directly through cross-media marketing!**

- To expand the reach of your advertising message, combine print + online:
- Naturstein: 3,193 / 2,674 actually distributed circulation/sold copies in the second quarter of 2019 as approved by the German Audit Bureau for Circulations
- [www.natursteinonline.de](http://www.natursteinonline.de):  
13,692 visits and 29,568 page impressions per month according to IVW II/2019
- Use both channels to increase the recognition value of your brand and product in the target audience!
- Cross media advertising gives you the greatest amount of publicity!
- CPM (Cost Per Mille): The fair price model!  
We charge only for the advertising performance that can be measured.



**The right price for successful online advertising!**



**Online Advertising Rates:**  
[www.natursteinonline.de/zeitschrift/  
werbung.html](http://www.natursteinonline.de/zeitschrift/werbung.html)

**Online Consulting:**  
Brian Gurteen  
Phone: +49 (0)731 1520-158  
[gurteen@ebnermedia.de](mailto:gurteen@ebnermedia.de)

News, online specials plus the online version of the largest collection of natural stones in the world - [www.natursteinonline.de](http://www.natursteinonline.de) offers everything the industry needs. Take advantage of our contents and Google ranking. When somebody looks up the term **Naturstein** in Google, [www.natursteinonline.de](http://www.natursteinonline.de) appears **as one of the first result!** Our google position guarantees hits on your advertisement.



## Rotation

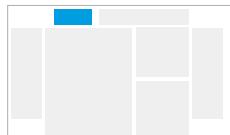
The banner is displayed and is **guaranteed** to be displayed exactly as many times as agreed during the relevant period (no. of ad. impressions). If there are more page impressions, other banners can be displayed in the booked space. Therefore you have the option of having multiple alternating motifs displayed in a single space.

- Information regarding Mobile Banner Delivery given after booking by our salesteam
- All banner formats up to max. 50 KB format: SWF, JPG or GIF files; advertising materials must be delivered at the latest 5 days before they are to go live; please supply substitute GIF or JPG files with Flash formats.

\* Cost Per Mille (CPM): the price for 1,000 deliveries (ad impressions) in the rotation, delivery throughout the entire website (run on site)

All prices plus statutory VAT

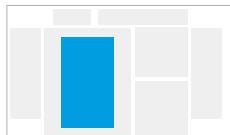
## ONLINE: Display advertising materials /banners



### Halfsizebanner

234 x 60 Pixels

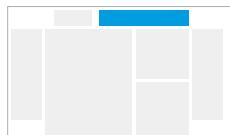
CPM\*: 15,- €



### Halfpage Ad

max. 300 x 600 Pixels

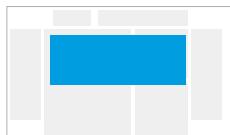
CPM\*: 80,- €



### Fullsizebanner

468 x 60 Pixels

CPM\*: 30,- €



### Billboard

max. 800 x 250 Pixels

CPM\*: 95,- €



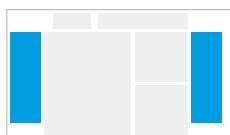
### Superbanner (Leaderboard)

728 x 90 Pixels

#### Feature Box\*\*

max. 200 x 150 Pixels

CPM\*: je 40,- €

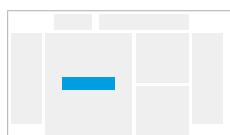


### Skyscraper

right or left

120 - 300 x 600 Pixels

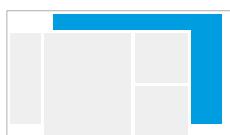
CPM\*: 55,- €



### Rectangle

max. 300 x 100 Pixels

CPM\*: 35,- €

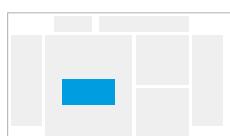


### Hockeystick

(Superbanner & Skyscraper)

728 x 90 + 160 x 600 Pixels

CPM\*: 80,- €

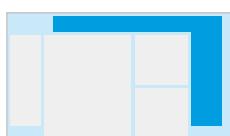


### Content Ad

(Medium Rectangle)

300 x 250 Pixels

CPM\*: 60,- €



### Wallpaper

(Hockey stick + colouring of

the website)

728 x 90 + 160 x 600 Pixels

TKP\*: 110,- €

## ONLINE: Special forms of advertising/Newsletter

### Special forms of advertising

#### • Sponsoring for the Stone search:

Box with logo and text in our database via the search masks

**Price: 1,000,- € per month (exclusive)**

#### • Sponsoring for Top 15:

Once a month we present the fifteen most frequently clicked stones in an infobox. We place **your logo** with a text specified by you.

**Price: 500,- € per month (exclusive)**

On request, all our Customers are informed in detail via e-mail about the media service which has been rendered.

### Newsletter

Each issue is dispatched to **more than 2,700** subscribers every week (status 9/2019)

### Advertising materials:

Text and image or banner

### Text format:

Max. 250 characters  
or 200 characters text and image

### Banner format:

580 x 250 pixels  
JPG- or GIF banner (static)

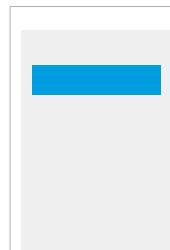
### File size:

max. 50 KB

All banner formats up to max. 50 KB;  
SWF, JPG or GIF formats, advertising Materials must be delivered at the latest 5 days before they are to go live; please supply substitute GIF or JPG files with Flash formats.

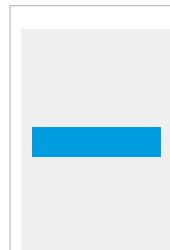
### Please note:

animated GIF files will no longer be represented in animated form from Outlook 2007 on.



### Top third

330,- €  
per emission



### Middle

275,- €  
per emission



### Bottom third

275,- €  
per emission

**Have you any questions regarding business cards or other forms of advertising? I look forward to hearing from you!**



### Print and online adverts:

Brian Robert Gurteen  
Phone +49 (0)731 1520-158  
Fax +49 (0)731 1520-159  
gurteen@ebnermedia.de

## ONLINE: Newsletter – Native Ad/Promotion

The screenshot shows a sample issue of the Naturstein newsletter. It includes:

- A header section with a photo of a statue and text about a deceased stone mason.
- A "Data supply/Reporting:" section with details for Headline, Text, One picture, and Reporting.
- A "Guaranteed Reach:" section stating > 2,700 newsletter subscribers.
- A "Labeling:" section defining the term as "»Promotion«".
- A "Price:" section listing the cost as **490,- € netto**.
- A "Scaled prices:" section showing discounts for multiple promotions.
- Three detailed promotional boxes:
  - "Der Steinmetz": A book cover for "DER STEINMETZ" with a brief description and a "More erfahren" button.
  - "Lehrlinge freigesprochen": A group photo of apprentices with text about their graduation from the European Training Center for Stone and Stonemasonry Handicraft.
  - "Peter Völkle: Werkplanung und Steinbearbeitung im Mittelalter": A book cover for "WERKPLANUNG UND STEINBEARBEITUNG IM MITTELALTER" with a short description.

We are happy to publish a Native Ad/Promotion in our newsletter. All subscribers get a weekly update on the news and events of the natural stone sector and - more importantly - a forecast on upcoming fairs, congresses, seminars, awards etc. With a promotion in the look & feel of an editorial article in one of our newsletters you will reach more than 3.000 subscribers.

### Data supply/Reporting:

Headline: max. 40 characters including spaces

Text: 150 - 200 characters including spaces with link to your website

One picture: W 510 x H 510 Pixel (JPG, PNG)

Reporting: after ca. 10 days

Guaranteed Reach: > 2,700 newsletter subscribers

Labelling: »Promotion«

**Price: 490,- € netto**

### Scaled prices:

1x Promotion: **490,- €**

3 x Promotion: 490,- € ./10% Rabatt = **441,- € netto**

6 x Promotion: 490,- € ./15% Rabatt = **416,50 € netto**

## ONLINE: Stand alone Newsletter (Business Information)

**Naturstein** 04.09.2017

**Sehr geehrte Leserin, sehr geehrter Leser,**

bei Abschluss eines AboPlus im Aktionszeitraum vom 15. Juni bis 8. September erhalten Sie vor Beginn des Abonnements drei kostenlose Naturstein-Ausgaben und einen 10 €-Fotobuch-Gutschein von Pluron. Der Gutschein befindet sich in der E-Mail-Bestätigung. Zögern Sie nicht lange und entscheiden Sie sich noch heute für ein AboPlus!

Sommerliche Grüße  
Ihr Naturstein-Team

**Letzte Chance: Sitzsäcke zu gewinnen**

Im Aktionszeitraum (15. Juni bis 8. September) veranstalten wir auch ein Gewinnspiel, bei dem wir unter allen Neu-Abonnenten monatlich drei blaue Sitzsäcke von SealZac verlosen. Am 11. September findet die letzte Ziehung der Gewinner statt. Also noch schnell für ein AboPlus entschieden und sich die Gewinnchance auf einen SealZac sichern!

**Mehr erfahren**

**Naturstein**  
Informationen & Anreihungen de  
r neuen Natursteinzeitschrift  
Tel.: +49 731 1529168

**Abo-Leserservice:**  
Tel.: +49 7329 7085 530  
naturstein@eber-verlag.de  
(Mo – Fr., 08.00 bis 18.00 Uhr)

**Eber Verlag GmbH & Co KG**  
Käthe 3,  
89073 Ulm

**OnlineShop:**  
Abonnement, Downloads,  
Einzelhefte, u.v.m.

**Sie erhalten diese E-Mail von uns, weil Sie sich mit Ihrer E-Mail-Adresse für dieses Angebot angemeldet haben.**

**Impressum:**  
Publiziert von Chefredaktion Media Sales: Birbel Holländer (verantwortlich für den redaktionellen Inhalt gemäß § 6 MDStV) sowie für Anzeigen & Promotion: Naturstein, Eber Verlag GmbH & Co KG, Geschäftsführer: Ulrich Eber, Registereintrag: Ulm, Betriebsregister: Ulm, Umtax-ID: DE 147041097, Steuer-ID: 5277 a USIG, GE 147041097, Persönlich haftende Gesellschafter: Ulrich Eber, Verlagsverwaltung GmbH, Ulm, Registereintrag: Ulm, HRB 576, Geschäftsführer: Gerrit Klein, Martin Wissig (Hervorhebender), Hasan Eber, Eberhard Eber. Weitere Urheber: © Naturstein, Eber Verlag GmbH & Co KG

We are happy to publish your texts, pictures and information in a Stand alone Newsletter (Business Information) specifically put together for you in the look & feel of a Naturstein Newsletter.

### Data supply/Reporting:

- Contents: You send us your texts, pictures and links as supplied by the customer.
- Production: We produce your Stand alone Newsletter incl. 1 correction run and release.
- Reporting: We send you the reporting after ca. 10 days.

Guaranteed Reach: > 2,700 newsletter subscribers

Labelling: »Naturstein Business Information«

**Price: 2,600,- € netto**

### Scaled Prices:

1 x Stand alone Newsletter: **2,600,- €**

3 x Stand alone Newsletter: 2,600,- € ./. 10% Rabatt = **2,340,- € netto**

6 x Stand alone Newsletter: 2,600,- € ./. 15% Rabatt = **2,210,- € netto**



**»We help you to tailor your message for your target group and spread it effectively. Just give me a ring.«**

Brian Gurteen,  
International Sales and Marketing  
PRINT + ONLINE,  
Tel. +49 (0)731 1520-158

## Native Advertising

**Nowadays, to catch the customer's attention you need not only classical advertising, but also a mix of editorial content and advertising or brand message, in short: Native Advertising.**

### How does Native Advertising work?

Native Advertising is storytelling. Your advertising or brand message is published in our platforms' editorial environment by introducing an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company's and your products' leading position in your relevant target groups.

### What does Native Advertising achieve at Naturstein?

- Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand(s).
- Your content is published within the look & feel of our editorial environment. Your content can either be edited by our professional team or created in full for you.
- Good content keeps the visitor longer on the site, leading to higher involvement with your product and increasing the visibility of your brand message.

- Native Advertising is a great way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers.
- It helps to reach your target group by creating a larger audience for your product and brand.
- The market position of Naturstein and our clear persona definition (page 5) gives you the opportunity to customise the editorial plot to your target group.
- Native Advertising supports your company in establishing itself as an opinion leader in your target group.
- It improves the visibility of your brand in search engines and social media channels, using search engine optimised (SEO) multimedia storytelling (editorial, images, graphics, video).

### Content is king and we are the information champions

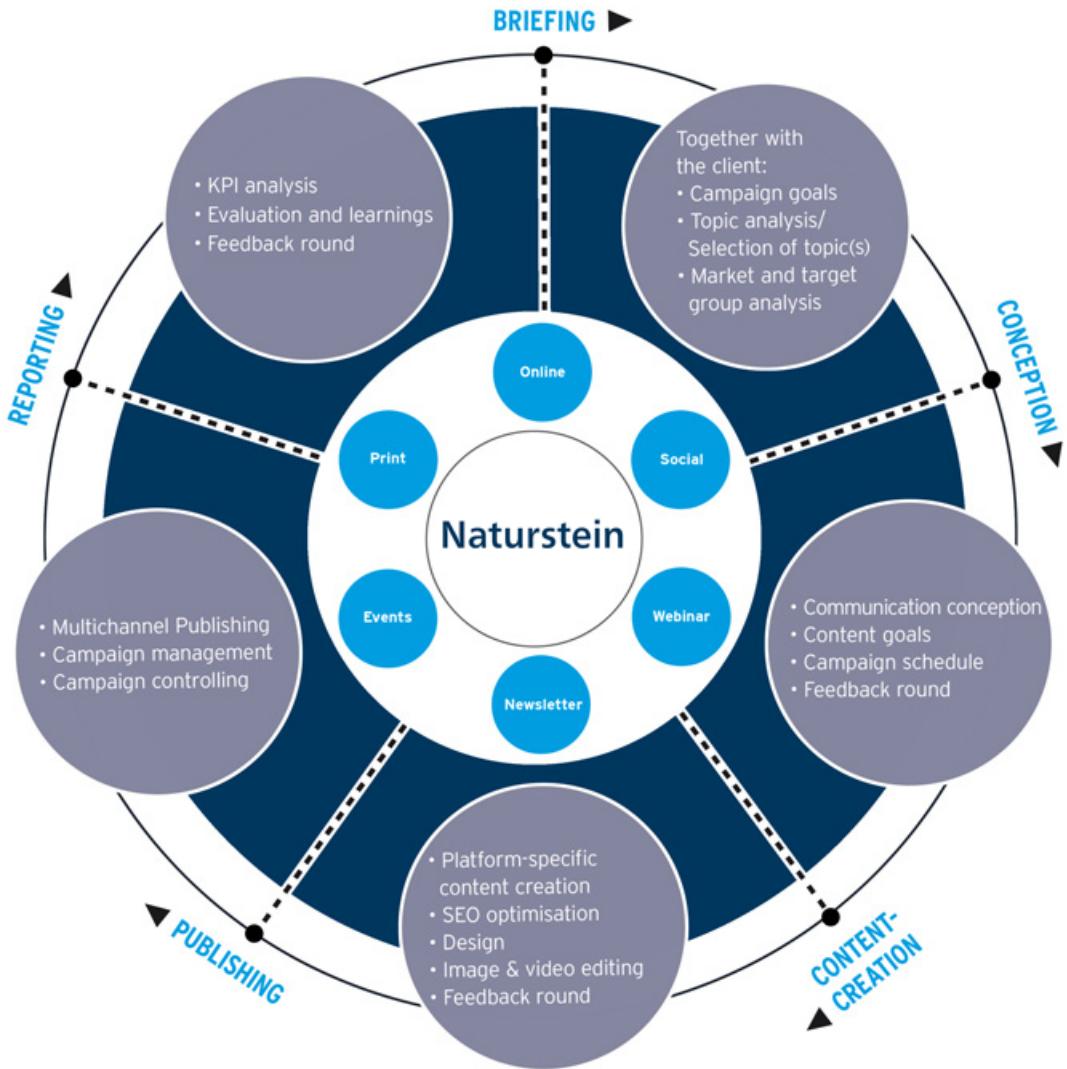
We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

We will take on the campaign conception, content creation, multichannel publishing, campaign management and reporting. A one-stop full service - from your target group's content specialists.



**»We provide specialist information about all aspects of the natural stone industry on all channels. Use those channels to communicate your content in our editorial environment's look & feel.«**

Bärbel Holländer, Publisher,  
Editor in Chief, Content Editor  
and Head of Advertising  
Tel. +49 (0)731 1520-182



## **ONLINE:** Sponsored Article incl. Social Media Posts

# Naturstein

NATURSTEINONLINE.DE

ZUFÄLLIG ADESSORI STEINARTIKEL SHOP WERBEMATERIAL KONTAKT

---

**Naturstein**



PUF (D, 20. Jahrhundert) 2016 \*\*\* Edelsteine Naturstein Holzler \*\*\*  
Meisterwerkstatt BKL, Klemm und Maletz 2017 \*\*\* Rosette Mauthausen \*\*\*  
Bronze & Möbelstoffen

[meiste erhalten](#)

**Naturstein 01/2017**

PUF (D, 20. Jahrhundert) 2016 \*\*\* Edelsteine Naturstein Holzler \*\*\*  
Meisterwerkstatt BKL, Klemm und Maletz 2017 \*\*\* Rosette Mauthausen \*\*\*  
Bronze & Möbelstoffen

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## Promotion: Bäder aus der Manufaktur



**Baue dein Badensemble und Deuschel**

**Promotion: Bäder aus der Manufaktur**

Wandpaneel „Bauhaus“ - hinter diesem Namen verbirgt sich eine Manufaktur in Münster, die anspruchsvolle Produkte für Bäder, Gastronomie und Wirtschaftswesen herstellt, mit einem Schwerpunkt auf den deutschsprachigen Märkten. Durch die Verwendung von hochwertigen Materialien und einer Produktionserfahrung über 100 Jahre wird die Qualität und Die Dauerhaftigkeit unserer Produkte gewährleistet, aber ein Netzwerk an Handelspartnern und Importeuren sorgt für eine schnelle Lieferung an alle Kontinente. Mit regelmäßigen Handelsmessebesuchern möchten wir unseren Kunden die Möglichkeit liefern, Lieferbedingungen anzusehen, um Bäder zu konzipieren und zu produzieren, die den individuellen Bedürfnissen entsprechen. Ein weiterer Vorteil ist unser langjähriges Erfahrungswissen im Bereich der Badezimmergestaltung.

Innovations-, Individualität-, Handwerk und Tradition

Der gebrauchte Fliesen-, Platten- und Mosaiklagen mit Showroom an der Akademie für Gestaltung in Münster großes „baup+“ Manufaktur für Bäder“ zusammen mit dem „baup+“-Netzwerk aus über 1000 Partnern in Deutschland und Europa und einige Chancen für Sie! Für Mitarbeiter: „Baup+“ verfügt über eine Ausbildung, habe ich mich bisher mit Natursteinen als mit Fliesen beschäftigt“, schreibt der Betriebsrat. „Ich kann Ihnen versichern, dass es kein besseres Material perfekt für Bäder gibt. Bei uns werden die 32-jährigen Mitarbeiter professionell eingestaffelt und können mit ihrem geschulten Fachwissen und profilierten Erfahrungskreis mit kleinen, interessantem Designprojekten präsent - gezielt und professionell eingesetzter Naturstein setzt ein echtes Hingucker und absolutes Meisterstück.“

Das Naturstein-Ausgabepunkt „baup+“ und seine Partner-Modelle lesen Sie in der Naturstein-Ausgabe mit Schwerpunkt Bad & Post, die am 1. Juli erschließt.

**baup GmbH**  
Wandpaneelhersteller für Edelsteine  
Hafenweg 40-42  
48155 Münster  
Telefon: +49 251 923 232  
Fax 0251 9612 236  
[post@baup.de](mailto:post@baup.de)  
[www.baup.de](http://www.baup.de)

(Erreichen am 23.05.2016)

Aufsätze baup

Tage (weitere Artikel zum Thema): **Erd-, Naturstein-, Natursteinverarbeitung, Steinmetz, Steinmetzhandwerk**

We are happy to publish a Sponsored Article/Sponsored Post on our portal Natursteinonline.de. Get in contact with our users und followers by giving out relevant information in the way of storytelling shaped specifically for our target group - without direct advertising! Sponsored Articles support you in establishing your enterprise as a serious player in the German speaking natural stone sector.

## Publication/Media performance

1. Positioning on our homepage
  2. Hosting for at least 12 months, so the Sponsored Article will be online for at least a year
  3. Posts in our Social Media channels
    - 1 Facebook Post > 3,000 followers  
<https://www.facebook.com/natursteinonline>
    - as well as Instagram (with Link to Post)  
<https://www.instagram.com/natursteinonline/>

## Data supply:

- |                      |  |
|----------------------|--|
| <b>Headline:</b>     | ca. 40 characters including spaces                     |
| <b>Text:</b>         | up to ca. 3,500 characters including spaces            |
| <b>Pictures:</b>     | ca. 3 - 6 pictures (videos on demand) (JPG, PNG, TIFF) |
| <b>Picture size:</b> | W 500 x H xxx Pixel (retina capable)                   |
| <b>Hyperlinks:</b>   | please supply all linkings and links                   |
| <b>Labelling:</b>    | »Promotion«  |
| <b>Price:</b>        | <b>1,120,- € netto</b>                                 |

### Scaled prices:

- 1 x Sponsored Article incl. Social Media Posts:  
**1,120,- € netto**
  - 3 x Sponsored Article incl. Social Media Posts:  
1,120,- € ./10% Rabatt = **1,008,- € netto**
  - 6 x Sponsored Article incl. Social Media Posts:  
1,120,- € ./15% Rabatt = **952,- € netto**

## Increase your reach on all channels

### Reach IVW II/2019

Act. distributed circulation:	3,193
Newsletter Subscribers:	2,711
Online Visits:	13,692
Page Impressions:	29,568
Facebook Fans:	3,005



**»We offer reach for your advertising message on all channels.«**

Brian Gurteen, International Sales and Marketing PRINT + ONLINE,  
Tel. +49 (0)731 1520-158

Magazine, portal, newsletters and social media: Naturstein offers you reach on all channels. Try us!



# The New Ebner Naturstein- »Touchpoints Matrix«

Multi-use content for even greater reach through **WRITE & REUSE** instead of **PRINT & FORGET**

## ONLINE: Database entries

### Basic Business Card: 300,- €/per year

- Standard version with logo
- Contact with link to company website
- Company name and Google map directions
- Link to online Buyers Guide

### Premium Business Card: 600,- €/per year

- Full version with logo
- Contact with link to company website
- Company name and Google map directions
- Link to online Buyers Guide
- Individual design
- Reference images and company information
- Videos
- For stone supplier: Links to 10 stones in our database (plus 1.00,- € for each additional stone) your name appears under »Supplier« next to the stones you supply.

For more information relating to business card, see page 15.

If required your entry in the database can be included in both the German and English language portals (translation costs per line: 1.30,- €).

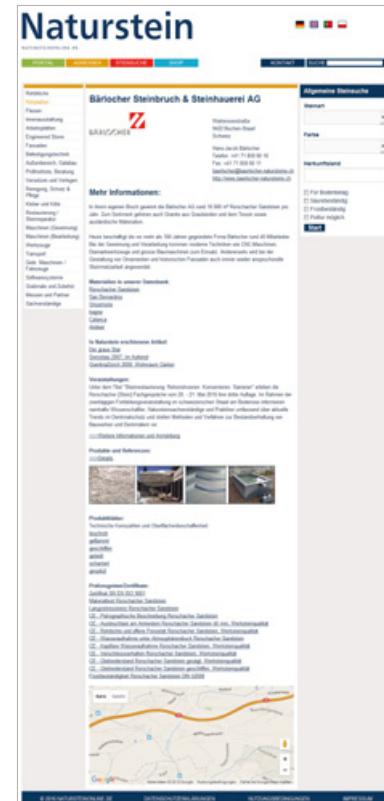
### How it works!

**As a stone supplier:** If your material is accessed in our database, your company name appears in the Supplier box on the right. A single click and your business card is displayed.

### Suppliers of stone and products:

When the relevant term is clicked (e.g. fixing systems) in the navigation on the left, your company is displayed among the listed suppliers. A single click on **Continue** and your business card will open.

All prices plus statutory VAT



### Scope of the business cards

◀ Your full contact details with your logo and the link to your company website

◀ Description of your company and your products

◀ Links to other types of stone you have on offer in our database

◀ Your references in pictures and texts

◀ Documents such as company prospectuses or brochures

◀ How to find us using Google-Maps

Additional option:  
Integration of videos

## ONLINE: Business Card

Navigation with links to your business card, directs potential customers to your Business card on Natursteinonline.de

### Supplier box in the stone search

A suppliers box with links to the appropriate Business Card is included with every material in our Natural Stone Database



Navigation with links to your business card

### Banners

with links to your business card displayed in all areas of our portal




Boxes with links to your business

Articles concerning your company will include links to your Business Card

Supplier links in stone search

Each entry in our natural stone database contains a box with links to Business Cards of suppliers

## Circulation and Distribution analysis

Circulation analysis:	Copies per edition (second quarter 2019)
-----------------------	---

Printed copies: 3,567

**Actually distributed circulation:** 3,193

Subscribed copies 2,655

Miscellaneous sales 19

**Sold circulation:** 2,674

**Free copies:** 519

**Remaining /archive and specimen copies:** 374

Circulation auditing:



### Geographic distribution analysis:

Economic area (Portion of actually distributed circulation)	%	Ø Copies
Germany	92.17	2,943
International	7.83	250
<b>actually distributed circulation</b>	<b>100</b>	<b>3,193</b>

### Breadkdown of domestic circulation according to Postcode areas:

<b>Postcode area 0</b>	7.06	208
<b>Postcode area 1</b>	4.28	126
<b>Postcode area 2</b>	5.31	156
<b>Postcode area 3</b>	10.75	316
<b>Postcode area 4</b>	10.24	301
<b>Postcode area 5</b>	12.06	355
<b>Postcode area 6</b>	9.65	284
<b>Postcode area 7</b>	15.19	447
<b>Postcode area 8</b>	12.19	359
<b>Postcode area 9</b>	13.28	391
<b>Germany</b>	<b>100</b>	<b>2,943</b>

### Breakdown of the international circulation:

Switzerland	27.49	69
Italy	6.59	16
Austria	39.68	99
Scandinavia	4.23	11
France	3.73	9
Benelux	9.14	23
Other international	9.14	23
<b>International</b>	<b>100</b>	<b>250</b>

## Content/Volume analysis/Readers Structural Analysis

### Volume analysis: 2018 = 12 editions

<b>Total volume:</b>	1,128 pages	=	100 %
<b>Editorial volume:</b>	838 pages	=	74.29 %
<b>Advertising volume:</b>	290 pages	=	25.71 %
<b>Small ads:</b>	10.65 pages		
<b>Bound inserts:</b>	8 pages		
<b>Loose inserts:</b>	11 pieces		

### Editorial content analysis

2018 = 838 pages

	pages	%
Title	12	1.4
Tips & trends	45.2	5.4
Talks - Interviews on current subjects	7.7	1.0
Construction/quarrying & transporting	21.9	2.6
Survey	12.0	1.4
Other main topics	31.0	3.7
Preservation of monuments	44.4	5.3
Cemeteries & gravestones	86.2	10.3
Design/sculptors	54.9	6.6
Training & ongoing training	48.8	5.8
Rocks	13.5	1.6
Technology	37.9	4.5
Trade shows	134.7	16.1
Businesses	62.2	7.4
Companies & products/in-house exhibitions	39.4	4.7
Association news	37.3	4.5
Media	3.5	0.4
Law	14.4	1.7
Miscellaneous	98.2	11.7
Promotions	32.8	3.9
<b>Total number of pages</b>	<b>838</b>	<b>100</b>

### Target groups as approved by the »Standard Industrial Classification« of the German Federal Statistical Office

Portion of actually distributed copies	%	copies
Stone sculpture works and stonemasonry	76.3	2,436
Other handling and processing of natural stone		
Quarrying natural stone	8.8	281
Natural stone business	7.3	233
Machine industry	1.2	38
Architects, building companies	1.8	57
Associations, authorities, schools	2.9	93
Miscellaneous	1.1	35
no information	0.6	19
<b>Actually distributed copies</b>	<b>100</b>	<b>3,193</b>

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

Use our comprehensive online programme [www.natursteinonline.de](http://www.natursteinonline.de) to reach the following target groups:

- Stone masons and sculptors
- Developers/Clients and architects
- Natural stone setters and tilers
- Garden and landscape planers
- Natural stone industry
- End consumers
- Restorers and monument conservation experts

# Terms and Conditions for Advertisements and Third-Party Supplements in Newspapers and Magazines

## 1. Exclusive Scope, agreement

1.1 In its own name and for its own account, the Ebner Media Group GmbH & Co. KG, Karlstrasse 3, D-89073 Ulm (hereinafter referred to as "publisher") markets advertisements for the news-papers and magazines that it publishes.

1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the customer (hereinafter referred to as "customer") with regard to the placement of advertisements. The validity of any general terms and conditions of the customer is expressly excluded, even if the publisher does not contradict in individual cases.

1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLoG). This is also valid, insofar as the publisher orders other contractors with attendances.

## 2. Services; Submission for Publication; Completion

2.1 In the context of these terms and conditions, an "advertising order" is a contract by an advertiser or other purchaser of advertising space for the publication of one or more advertisements in a publication for the purpose of dissemination.

2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a contract grants the right to submit individual advertisements, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

2.3 Upon signing an advertising contract, the customer also has the right to submit, within the agreed or one-year period according to paragraph 2.2, additional advertisements beyond the volume specified in the contract.

2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume (discount adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the publisher.

## 3. Calculation of Volumes

3.1 For the calculation of volumes, text millimeter lines are converted according to price into advertisement millimeters.

3.2 The publisher must receive orders for advertisements and third-party supplements which are intended for publication in specific numbers, in specific issues or in specific places within the publication before the closing date so the publisher can notify the customer, prior to the advertising deadline, that the order cannot be completed in this way. Classified ads will be printed in the relevant section without the need for express agreement.

3.3 Text advertisements are advertisements bordered on at least three sides by text and not by other advertisements. Advertisements that are not identifiable as advertisements due to their layout can be clearly labeled as such by the publisher with the word "advertisement."

## 4. Publisher's Right of Refusal; Orders for Supplements

4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertisements in the context of a signed contract or orders for the insertion of supplements due to the contents, the origin or the technical form according to uniform, objectively justified principles of the publisher if their content violates laws or legal regulations. This also applies to orders placed with branches, reception points or representatives.

4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, will be accepted subject to change. The customer will be notified immediately if the publisher decides to refuse an order.

## 5. Obligations of the Customer

5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are communicated via telephone, the publisher assumes no liability for same. If printing documents are obviously unsuitable or damaged, the publisher shall immediately request replacements for same. Within the limitations imposed by the printing documents, the publisher guarantees the standard of printing quality customary for the publication.

5.2 Cancellations must be made in writing. If an order is cancelled, the publisher can bill the customer for the costs incurred due to typesetting.

5.3 The customer is obliged to bear the costs of publication of a reply which refers to actual assertions in the published advertisement. These costs will be calculated according to the currently applicable advertising rate. This applies only in the event that the publisher is obliged to print the reply.

5.4 Exclusion of competition cannot be guaranteed. Placement requests are subject to availability of space. The publisher reserves the right to change previous placements due to reasons related to the page layout; such changes shall not affect the validity of the order. The publisher likewise reserves the right to change branch-of-industry designations.

5.5 If the printed advertisement is wholly or partly illegible, incorrect or incomplete, the customer has a claim to price reduction or to a perfectly corrected replacement advertisement, but only to the extent to which the purpose of the original advertisement was impaired. If the publisher fails to publish the replacement advertisement within an agreed and reasonable time period or if the replacement advertisement is again flawed, then the customer has a right to a price reduction or to cancellation of the order.

## 6. Liability of the Publisher

The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf; in the event of a negligent breach of duty, the publisher is also liable for damages arising from injury to life, body or health. The publisher is liable for product liability damages in accordance with the provisions of the Product Liability Act. The publisher is liable for damages caused by his legal representatives or executive employees arising from the breach of cardinal obligations; cardinal obligations are the essential duties which form the basis of this contract, which were crucial for the completion of this contract, and upon the fulfillment of which the licensee can rely. If the publisher has breached these cardinal obligations due to slight negligence, then his liability is limited to the amount that was predictable for the publisher at the time when each service was rendered. The publisher is liable for the loss of data only up to the amount that would have been incurred for recovery of the data if proper and regular back up of the data had been undertaken. Further liability of the licensor is excluded.

## 7. Proofs; Calculation

7.1 Proofs will be provided only by request. The customer bears the responsibility for the correctness of the returned proofs. The publisher has the right to expect the corrections to be communicated to him within the period specified when the proofs were sent to the customer.

7.2 If no special instructions about the size and dimensions are given, the calculation will be based on the customary and actual printed height of the advertisement.

## 8. Invoicing; Delay; Voucher Copy of the Advertisement

8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publication of the advertisement.

8.2 Unless a different payment period or prepayment has been agreed in individual instances, the invoice must be paid within the period specified in the price list. This period begins with the customer's receipt of the invoice. Any discounts for early payment will be granted as specified in the price list.

8.3 Interest and collection fees will be charged if the payment is delayed or deferred. In the event of a delayed payment, the publisher can delay completion of the current order until the

payment is received and can demand prepayment for the remaining advertisements. If there is reasonable doubt about the solvency of the customer, the publisher has the right, also during the running time of an advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertisements contingent upon the advance payment of the amount and the settlement of outstanding invoices.

8.4 If so desired by the customer, the publisher will deliver a voucher copy of the published advertisement together with the invoice. Depending on the nature and size of the order, the delivered voucher copy will consist of tear sheets, full pages or complete copies of the issue that carried the advertisement. If a voucher copy can no longer be obtained, its place shall be taken by a legally binding certification from the publisher averring that the advertisement was indeed published and disseminated.

## 9. Cost; Price Reduction

9.1 The customer shall bear the expenses of preparing ordered printing blocks, stencils and drawings, as well as the expenses of significant changes to the originally agreed versions desired by the customer or for which the customer is responsible.

9.2 In case of a contract covering several advertisements, a decrease in circulation can serve as the basis for a claim to price reduction if the average circulation specified in the price list or otherwise mentioned is not achieved in the overall average of the year beginning with the scheduled publication of the first advertisement or, in the event that no circulation volume is mentioned, if the average sold circulation (for special-interest magazines: the average actually distributed circulation) is less than the average sold circulation during the previous calendar year. A decrease in circulation is a shortcoming which justifies a price reduction only to following extents:

- 20% price reduction for circulation up to and including 50,000 copies
- 15% price reduction for circulation up to and including 100,000 copies
- 10% price reduction for circulation up to 500,000 copies
- 5% price reduction for circulation of 500,000 or more copies.

Additionally, claims for price reduction are excluded if the publisher has informed the customer of the reduced circulation so far in advance that the customer could cancel the order prior to the publication of the advertisements.

## 10. Classified Advertisements with Box Numbers; Documents; Storage

10.1 For classified advertisements with box numbers, the publisher will exercise the due diligence incumbent upon a prudent businessman to assure the safekeeping and timely forwarding of offers. Registered and express letters in response to classified advertisements with box numbers will be forwarded by normal post.

10.2 The publisher will return valuable documents without being obliged to do so. Letters which exceed the permissible DIN C 4 format (weight: 500 grams), parcels containing merchandise, books or catalogues, and small packages will not be forwarded and their delivery will be refused. However, in exceptional instances, acceptance of delivery and forwarding can agree if the customer pays the costs and/or fees incurred for same.

10.3 In the interest of the customer and for his protection, the publisher reserves the right to open and to inspect incoming letters or parcels in order to preempt or eliminate any misuse of boxnumber services. The publisher is not obliged to forward business proposals or brokerage offers. Printing documents will be returned only at the specific request of the customer. The obligation to keep such documents ends three months after the expiration of the order.

## 11. Place of Performance and Place of Jurisdiction; Applicable Law

11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer's head office is located.

11.2 German law applies with the exclusion of the UN Sales Convention.

# General Terms and Conditions of Business for Online Advertising

## 1. Exclusive Applicable Scope

1.1 The Ebner Media Group GmbH & Co. KG, Karlstrasse 3, D-89073 Ulm, Germany (hereinafter known as "Publisher") markets advertising appearances in its own name and on its own account for the websites and smartphones and/or tablet PC applications which it operates.

1.2 Only the following General Business Conditions and no others shall be exclusively valid for all contractual relationships between the Publisher and the advertising contractual partner (hereinafter known as "Client") pertaining to the insertion of advertising appearances. The validity of any of the Client's general business conditions is expressly excluded and it is also excluded in the event that the Publisher does not object in individual cases.

## 2. Services, Online Advertising Media

2.1 In the context of these General Business Conditions, "services" are defined as all online advertising media and other bookable services in the context of the Publisher's advertising (e.g. the programming of advertising media, microsites, the conduct of marketing programs, etc.).

2.2 "Online Advertising Media" are defined as offers which consist of images and/or texts and/or sounds and/or moving images on a sensitive area (e.g. a link) which, in response to the click of a visitor's mouse, can be connected to one of the advertiser's predetermined Web addresses. In addition to classical banner advertising, these may also and especially include entries about a product or company, sponsoring, email campaigns or microsites. Also included herein are so-called "Download Offers" by the Client, e.g. video ads, e-books or other downloadable or streaming offers which the Publisher keeps available.

2.3 "Advertising Contract" is defined as the contract to insert an online advertising medium and/or other services for the purpose of dissemination via the Publisher.

## 3. Signing of a Contract

3.1 An advertising contract fundamentally comes into existence through written or emailed confirmation or through (partial) rendering of services by the Publisher.

3.2 In the event of booking via an intermediary (e.g. an advertising agency), if any doubts should arise, then the contract comes into existence with the advertising agency itself. If an advertiser becomes a client, the agency must mention this client by name.

## 4. The Client's Obligation to Cooperate

4.1 Insofar as the online advertising media are to be inserted by the Publisher, the Client shall make these advertising media available to the Publisher no later than four workdays prior to their agreed-upon first day of appearance. The delivery of data shall occur in compliance with the Publisher's currently valid technical "Format Requirements". If a tardy delivery or a delivery that is not in accord with the technical requirements should make it impossible for the Publisher to accomplish the orderly and punctual publishing of the advertising media, the Client's obligation to pay for the services remains unaffected by same. The Client shall bear the expenses for the preparation of error-free material or for changes to the agreed-upon materials which are desired or necessitated by the Client.

4.2 The Client has the right to use links to refer to a target URL insofar as a new browser window opens. The implementation of other technical means, which reroute users from the site or which collect data about the users, is prohibited; in particular, the usage of over-the-page (OTP) advertising media, requests for the typing in of data about the user, and the insertion of cookies are permissible only with prior written consent from the Publisher.

## 5. Client's Obligations, Exemption from Liability

5.1 By implementing suitable and state-of-the-art protective programs, the Client agrees to assure that the conveyed advertising media or the advertising media which he has made available for insertion are free from damaging codes, e.g. viruses and/or Trojan horses.

5.2 The Client bears responsibility for the contents of the online advertising media and also bears responsibility for assuring that the online advertising media do not violate the rights of third parties. The Publisher is under no obligation to monitor the online advertising media with regard to their compliance with the currently valid legal regulations. The Client shall free the Publisher from claims from third parties which may arise from the performance of this contract, even if it has been terminated.

5.3 The Client affirms that with regard to all authors of online advertising media, the Client has received the necessary usage and exploitation rights which are conveyed to him by the Publisher in accordance with clauses numbers 10.1 and 10.2. The same applies to necessary agreements (if any) with collecting societies (especially GEMA). The Client is responsible for the payment of sums to which these collecting societies lay claim.

## 6. Authority to Refuse, Interruption of Advertisement Measures, Identification

6.1 The Publisher has the right to refuse individual online advertising media if these violate existing laws or established jurisdiction, official or legal orders, or a cease-and-desist declaration by the Publisher, or if such advertising media violate the rights of third parties, or if the publication is unacceptable for the Publisher because of the media's contents or origins or due to technical reasons. This right also exists for individual online advertising media which are to be published in fulfillment of a framework contract with the Client.

6.2 The Publisher has the right to (temporarily) interrupt the conduction of advertising measures insofar as a reasonable suspicion exists that the preconditions specified in clause number 6.1 are fulfilled, and especially in the event that a third party makes a not-clearly-ungrounded claim to have suffered a violation of his

rights, in the event that a warning has already occurred in a similar case, or in the event that governmental authorities have begun investigations. The same applies in the event that the Client makes subsequent changes in the contents of the advertising media which lead to a violation according to clause number 6.1.

6.3 The Publisher shall inform the Client about any interruption of this sort with delay and shall give the Client the opportunity to demonstrate the legality of the advertising measure and, if applicable, to furnish proof thereof.

6.3 Similarly, the Client can demand that the Publisher interrupt or remove the advertising measure if the Client has received a third party's claim of a violation of rights. Insofar as the Client himself can remove the advertising measure or place it offline, in this instance the Client himself is obligated to remove or block the measure.

6.4 In the event that advertising measures are refused or interrupted according to the stipulations specified in the preceding clauses, the Client is nevertheless obligated to pay the agreed-upon fee to the Publisher, minus the monies which the Publisher has saved as a result of the refusal or interruption, unless the Publisher has been able to sell the intended advertising space to another advertiser. This obligation to pay does not exist insofar as the Client can prove that the content of the advertising media was legal and that no reasons existed for the Publisher to have refused and/or interrupted the advertising media.

6.5 Advertising media, which are designed in such a way as to render them not clearly recognizable as such, will be clearly separated from other contents by the Publisher, e.g. by labeling them as "advertisements".

## 7. Guarantee by the Publisher, Client's Obligation to Notify of Defects, Time Limitation

7.1 The Publisher guarantees the usual quality and publication of the online advertising medium in accord with the specifications in the order confirmation and the "technical format requirements" and with reference to the data conveyed Client to the Publisher.

7.2 If the publication of an online advertising medium does not satisfy the obligatory quality standards, then the Client has the right to demand a lengthening of the publication interval or to insist upon the immediate publication of a substitute advertisement in comparable surroundings. This right, however, applies only to the degree to which the purpose of the online advertising medium was impaired. If, despite the fact that the Client had given the Publisher an appropriate amount of time during which to publish a substitute advertisement, the Publisher does not publish such a substitute advertisement, or if the publication of this substitute advertisement should likewise be defective, then the Client has the right to reduce the payment to the Publisher and to annul the order to the degree to which the purpose of the online advertising medium was impaired.

7.3 The Client shall immediately examine the advertising measure after its first appearance and shall notify the Publisher of any defects therein (Client's Obligation to Notify of Defects). In case of hidden defects, the Client shall notify the Publisher immediately after the discovery of such defects. Written notification of the presence of obvious defects shall be sent within five workdays after the first appearance of the advertisement; written notification of the presence of hidden defects shall be sent within five workdays after the discovery of such defects.

7.4 The Publisher guarantees the 94% availability per month of the website and thus of the advertising media. Not included in this time unit are interruptions, within a reasonable scope, which are necessary for the maintenance of the system; likewise not included herein are interruptions due to force majeure or unavoidable causes. The availability is understood as the ratio of actual time to targeted time.

## 8. Placement of Advertising; Use of Data, Running Time, Availability, Prices

8.1 The Publisher shall place the advertising media within the context of each booked advertising measure and with the greatest possible consideration of the Client's wishes. However, unless agreed otherwise, the Client has no claim to a particular placement or to the exclusion of advertising for goods or services of one of the Client's competitors.

8.2 If necessary, the Publisher shall place download offers, as well as the listings of businesses and/or products, together with information from other clients, in a database and shall keep this data available for users via the channels booked by the Client.

8.3 If, as a result of the services rendered by the Publisher, the Client should receive personal data or anonymous and/or pseudonymous data, these data may be analyzed by the Client exclusively within the context of the particular advertising campaign and in compliance with currently legally valid data-protection regulations, insofar as such analysis has been agreed upon within the context of the advertising contract. The Client is not permitted to process or use the data beyond this context, and the Client is especially prohibited from conveying the data to third parties. This prohibition also applies to the creation of profiles based on the usage behavior of users, especially through enriching existing data with information provided by third parties.

8.4 The price list which is valid at the point in time when the Client commissions the advertising from the Publisher shall be valid for the advertising contract. Price changes are permissible if more than four months intervene between the signing of the contract and the agreed-upon date of first appearance of the online advertising medium. However, such price changes come into effect only if the Publisher has announced them at least one month prior to the publication of the online advertising medium. The client has the right to annul the order within fourteen days after receipt of notification of the price increase.

8.5 In the event of an order to insert several online advertising media (framework contract), the insertion of the individual advertising media must occur within one year after the signing of the contract. With regard

to the price, the pricelist shall be valid which was valid at the time of the insertion. Agreed-upon or granted discounts are valid only for the volume of online advertisements specified in the contract. If the complete insertion of all booked advertising media does not occur within the one-year interval, the Client is obliged to refund the difference between the discount as specified in the contract under consideration of the intended total volume and the discount as determined by the actual total volume (discount adjustment charge).

8.6 Insofar as the Client has booked a certain number of ad impressions for an advertising measure, the Publisher calls the Client's attention to the fact that these statistics are necessarily based upon past experience. If the number of ad impressions does not reach this expected level, the interval during which the advertising measure remains inserted shall be extended until the booked number of ad impressions has been reached. If the placement which the Client had initially booked for a shorter interval has already been assigned to another client, the Publisher has the right, while appropriately taking into account the Client's interests, to shift the Client's advertisement to a comparable alternative place. Inherent in the system is the fact that counting differences may occur due to the operation of third-party ad servers. The numbers specified by the Publisher shall always serve as the basis for accounting.

8.7 Insofar as the Publisher renders services which are subject to copyright, the Publisher grants to the Client the simple usage and exploitation rights which are necessary for conducting the advertising appearances. Any further usage by the Client requires written consent from the Publisher.

## 9. Conditions of Payment, Prepayment, Right of Retention and Offset

9.1 The invoice shall be drafted on the first day of appearance of the online advertising media order, and in every case no later than the end of the month in which the order was inserted. If a prepayment has not been agreed upon, the invoice is to be paid without deductions within ten workdays after it has been drafted; after expiration of this deadline, the Client comes into default and must pay interest on the sum specified in the invoice in the amount of 8% above the currently valid base rate according to § 247 BGB.

9.2 If the Client does not meet his payment obligations as contractually specified or if he exceeds the due dates or if he discontinues his payments or if other circumstances become known which call the Client's creditworthiness into question (without prejudice to the existing due dates of payments and installment payments) the Publisher can also demand prepayment for the services specified in the contract, as well as payment of all unpaid invoices, including invoices which are not yet outstanding. Furthermore, the Publisher has the right to refuse to continue to render ongoing services until complete payment of the outstanding sums has been made.

9.3 Also in the event of differently formulated rules, payment will initially be applied to the older debt, in this instance first to the interest and then to the principal.

9.4 The Client has the right to offset or retention only if the Publisher has recognized the claim or if contrary claims have been judicially determined.

## 10. Granting of Rights by the Client

10.1 With regard to all online advertising media, as well as with regard to other contents published in the context of the advertising contract, the Client transfers to the Publisher the necessary usage and exploitation rights, as well as other copyright-related rights. In particular, these include the database right, the right to reproduction, dissemination, broadcasting and storage, and the right to make contents accessible.

10.2 With regard to the download offers and for the purpose of achieving comprehensive marketing, the Client grants to the Publisher the Client's contents, as well as the right to license these contents to third parties for the purpose of keeping these contents available in the Internet or of using these contents for other forms of offers (so-called "Content Syndication").

10.3 The Client grants these rights for the duration of the insertion of the advertising medium. With regard to Content Syndication according to Clause 10.2, the rights are granted with no time limit, but they can be recalled by the Client at any time after the expiration of a two-week period after notification of recall.

## 11. Liability of the Publisher

The Publisher assumes unlimited liability only for intent and gross negligence; in the event of negligent breach of a contractual obligation, the Publisher also assumes unlimited liability for damages arising from injury to life, body or health. In the event of slight negligence, the Publisher assumes liability for financial losses, including loss of earnings, only if such losses arise due to breach of obligations whose fulfillment the Client could rely upon to a special degree (cardinal obligations). With regard to its amount, the liability is limited in this instance to the contractually typical average damages and to such damages as can be predicted in such cases and which are not controllable by the Client.

## 12. Place of Jurisdiction, Place of Performance and Proper Law

12.1 The place of jurisdiction and the place of performance is the Publisher's place of business in Ulm. This applies only if the Client numbers among merchants in the sense of §§ 1, 2, 3, 5 and 6 HGB or if the Client is a legal entity under public law or a public special estate or if the Client's place of residence or usual abode is unknown at the time the suit is brought or if the Client's residence or usual abode is moved after the signing of the contract to a location outside the jurisdiction of the law or if the Client has no general place of jurisdiction in Germany. The Publisher also has the right to bring actions before the court which is responsible for the Client's residence.

12.2 German law is applicable, to the exclusion of the UN Convention on Contracts.

## Data Transfer/Conditions of Payment

### Check List

To ensure the best quality of your adverts, we require data from you which are as easy as possible to process.

#### Please send us:

- Only the advertisement to be used
- All the fonts used
- All the files used in the document (picture, logos, etc.) as TIFF or EPS format.
- The document in a file folder that allows a unique object assignment: For example, for Naturstein 2/2020: »NST\_2\_2020\_customer«

#### Delivery on data media:

- CD-ROM for Mac/PC or DVD
- If you deliver your advert on data media, include a printed copy (for colour ads, a binding colour proof)
- Always label data media individually

#### Delivery by ISDN/E-mail:

- E-mail: naturstein@maurer-vorstufe.de
- Leonardo (Mac) Tel. +49 (0)7331 941753
- When delivering by ISDN, please inform us by fax to be sure that we have received your transmission.

#### Possible file formats:

- PDF X3 or PDF X4
  - Photoshop CC (Tiff, EPS oder JPEG)
- With open documents:
- QuarkXPress 2019
  - Illustrator CC
  - InDesign CC

#### Please note the following carefully:

- Colours may not be created in RGB mode (only CMYK). Picture formats such as JPEG can be coloured only by conversion, which involves extra work.
  - Pictures require a resolution of 300 dpi in CMYK and 1200 dpi for bitmap format.
  - Always send a copy of the advertising order to the Naturstein Advertising Division at Ebner Publications, Ulm.
  - Please send the printing material itself to:  
C. Maurer Druck und Verlag GmbH & Co. KG  
Schubartstrasse 21, 73312 Geislingen/Steige,  
Germany
- Your contact: Oliver Maier  
Tel. +49 (0)7331 930-143  
Fax +49 (0)7331 930-144

#### Magazine format:

210 mm wide, 297 mm high

#### Print space:

183 mm wide, 269 mm high

#### Number of columns:

3 columns, width of each column 52.7 mm

4 columns, width of each column 43 mm

### Conditions of Payment

Payment within 8 days, 2% discount  
Within 14 days after the date of invoice net. 3 % discount for prepayment

#### Bank details:

Sparkasse Ulm  
IBAN: DE56 6305 000 000 000 90917  
SWIFT-BIC: SOLADES1ULM  
Tax ID no. DE 147041097

## Your contact persons/Publication data



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