



Michael E. Brieden Verlag GmbH



# Media Data 2026

Print & Online

HiFi & Consumer electronics



Die Spezialisten der UE · The CE Specialists

# Content

	<b>General information and technical details</b>	<b>Page 2</b>
<b>PRINT &amp; ONLINE</b>	<b>HIFI TEST TV-HIFI</b>	<b>Page 3</b>
	<b>CAR&amp;HIFI</b>	<b>Page 4</b>
	<b>LP</b>	<b>Page 5</b>
	<b>KLANG+TON</b>	<b>Page 6</b>
	<b>HiFi-Lautsprecher Test-Jahrbuch</b>	<b>Page 7</b>
<b>ONLINE</b>	<b>DAS ZUBEHÖR-JAHRBUCH</b>	<b>Page 8</b>
	<b>HIFI &amp; HIGH END FRÜHJAHRNEUHEITEN</b>	<b>Page 9</b>
	<b>HEIMKINO</b>	<b>Page 10</b>
	<b>CAR&amp;HiFi INTERNATIONAL</b>	<b>Page 11</b>
	<b>LP International</b>	<b>Page 12</b>
	<b>KLANG+TON International</b>	<b>Page 13</b>
	<b>hifitest.de</b>	<b>Page 14</b>
	<b>lp-magazin.de</b>	<b>Page 15</b>
	<b>Special Interest Websites</b>	<b>Page 16</b>
	<b>All you can read – The circulation booster</b>	<b>Page 17</b>
	<b>General terms and conditions</b>	<b>Page 18</b>

## General information and technical details

**Publishing House** Michael E. Brieden Verlag GmbH  
**Managing Director** Michael E. Brieden  
**Adress** Gartroper Straße 42, D-47138 Duisburg  
**Phone / Telefax** +49 (0) 203 4292-0 / +49 (0) 203 4292-149  
**E-Mail / Internet** info@brieden.de / www.brieden.de

**Terms of payment** within 7 days from the invoice 2% discount within 14 days from the invoice without deductions abroad:  
 Payment in advance

**Subscriptions** Moderner Zeitschriften Vertrieb GmbH & Co. KG,  
 Unterschleißheim  
 Responsible for content in accordance with Section 10  
 Paragraph 3 MDSStV: Michael E. Brieden  
 E-Mail: info@brieden.de

**Advertising Manager** Udo Schulz  
 E-Mail: marketing@brieden.de

**Printing method** When printing, slight color variations cannot be ruled out, for which we cannot accept liability.  
**For electronic delivery** Please send us an Adobe PDF X/3, CMYK, special colors not possible; embedded ICC profiles are not evaluated.  
 via E-Mail: grafik@brieden.de

**Technical questions** To ensure a smooth process and the best possible quality of all templates, If you have any technical questions,  
 please contact our graphics department: **+49 (0)203 4292-203 or -201**

### Online sales eMagazines:

**All you can read!**  
 Die Zeitschriften-Flatrate

united kiosk™

App Store, Google Play, Amazon and more than 20 other online portals

Readly



## PRINT & ONLINE

### Magazine format

width: 210 mm · height: 280 mm

### Published

bi-monthly / 6 x per year

### Distribution

DACH &amp; BeNeLux

### Epaper

international, german-speaking

### Price at the Newsagent/in Germany

5.50 Euro

### Yearly subscription

27.50 Euro (Germany)



### Alexander Rose-Fehling

Editor-in-Chief

### Contact:

redaktion@brieden.de

## Germany's largest HiFi and TV magazine

– Popular magazine concept in the CE market

**HIFI TEST TV • HIFI** is test-oriented and presents devices from all areas of consumer electronics in detailed comparison and individual tests.

Through easy-to-understand reporting, **HIFI TEST TV • HIFI** conveys the fun of the devices and provides an overview of complicated technology.

Service topics help you deal with the devices and offer professional, competent advice.

### Germany's largest HiFi and TV magazine

– Target group: those interested in buying in the CE sector

– Hallmark: easy-to-understand reporting

– Exclusive EISA member for TV and video

## Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
2/2026	19.01.2026	23.01.2026	06.03.2026
3/2026	16.03.2026	20.03.2026	30.04.2026
4/2026	11.05.2026	15.05.2026	26.06.2026
5/2026	06.07.2026	10.07.2026	21.08.2026
6/2026	07.09.2026	11.09.2026	23.10.2026
1/2027	19.10.2026	23.10.2026	04.12.2026

\* The printed edition is available at newsstands on the following Monday

## Advertising rates valid from issue 1/2026

Page	Orientation	Color	Rate (€)
1/1 Page	vertical	4c	10,590 €
1/2 Page	vertical/horizontal	4c	5,822 €
1/3 Page	vertical/horizontal	4c	3,882 €
1/4 Page	vertical/horizontal	4c	2,914 €
2/1 Page	horizontal	4c	21,180 €

Special formats/special forms on request

### Product tests

– Informationen on request

### Inserts

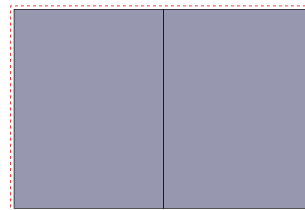
– Informationen on request

## Online sales eMagazines:

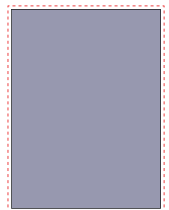


App Store, Google Play, Amazon and more than 20 other online portals

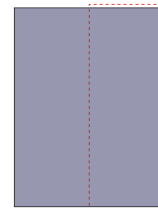
## Advertising formats + 5 mm Bleed



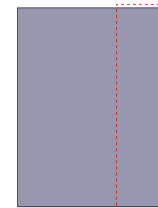
2/1 Page · 420 x 280 mm



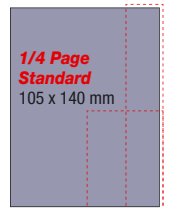
1/1 Page · 210 x 280 mm



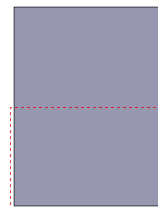
1/2 Page · 105 x 280 mm



1/3 Page · 70 x 280 mm

1/4 Page Standard  
105 x 140 mm

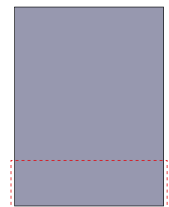
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

## Technical requirements

### Print template

high resolution PDF

### Data delivery

via E-Mail to grafik@brieden.de

### Paper Cover

170 g/m<sup>2</sup>, wood-free, matt-painted

### Papier inside

90 g/m<sup>2</sup> wood-free, matt

### Technical questions

saddle wire stitching with 2 staples

### Technical questions (Graphics)

E-Mail: grafik@brieden.de  
Telefon: +49 203 4292-203



## PRINT & ONLINE

**Magazine format**  
width: 210 mm · height: 280 mm

**Published**  
bi-monthly / 6 x per year

**Distribution**  
DACH & BeNeLux

**Epaper**  
international, german-speaking

**Price at the Newsagent/in Germany**  
7.00 Euro

**Yearly subscription**  
35.00 Euro (Germany)



**Elmar Michels**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

### The Car-HiFi magazine with high market penetration

Music-loving drivers can find basics, vehicle installations and test reports in **CAR&HiFi**. The clear structure of the magazine and the high-quality presentation are an important part of the magazine concept. **CAR&HiFi** offers readers competent help on the way to their favorite sound.

The editorial team themselves are die-hard car hi-fi fans. Detailed, practical and transparent test reports provide reliable product recommendations in all price ranges. The most important thing is to enjoy music in the car.

- Target group: Car HiFi enthusiasts and those interested in buying
- Permanent section: Car-Hitec and navigation

### Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
2/2026	15.12.2025	19.12.2025	06.02.2026
3/2026	09.02.2026	13.02.2026	27.03.2026
4/2026	07.04.2026	10.04.2026	22.05.2026
5/2026	15.06.2026	19.06.2026	31.07.2026
6/2026	10.08.2026	14.08.2026	25.09.2026
1/2027	12.10.2026	16.10.2026	27.11.2026
2/2027	14.12.2026	18.12.2026	05.02.2027

\* The printed edition is available at newsstands on the following Monday

### Advertising rates valid from issue 1/2026

Page	Orientation	Rate	Price
1/1 Page	vertical	4c	8,374 €
1/2 Page	vertical/horizontal	4c	4,603 €
1/3 Page	vertical/horizontal	4c	3,081 €
1/4 Page	vertical/horizontal	4c	2,302 €
2/1 Page	horizontal	4c	16,746 €

Special formats/special forms on request

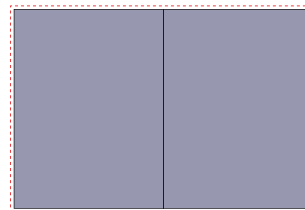
#### Product tests

– Informationen on request

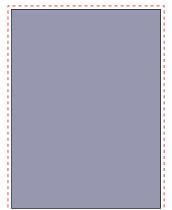
#### Inserts

– Informationen on request

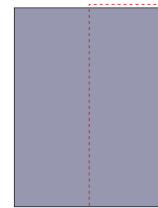
### Advertising formats + 5 mm Bleed



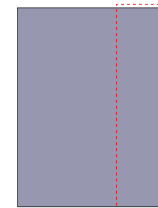
2/1 Page · 420 x 280 mm



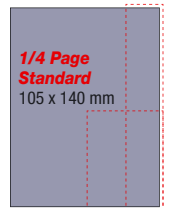
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

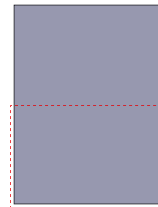


1/3 Page · 70 x 280 mm



1/4 Page Standard  
105 x 140 mm

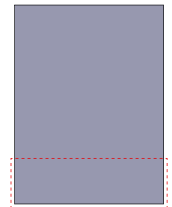
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

### Technical requirements

#### Print template

high resolution PDF

#### Data delivery

via E-Mail to grafik@brieden.de

#### Paper Cover

170 g/m<sup>2</sup>, wood-free, matt-painted

#### Papier inside

90 g/m<sup>2</sup> wood-free, matt

#### Technical questions

saddle wire stitching with 2 staples

#### Technical questions (Graphics)

E-Mail: grafik@brieden.de  
Telefon: +49 203 4292-203

### Online sales eMagazines:



App Store, Google Play, Amazon  
and more than 20 other online portals





## PRINT & ONLINE



**Magazine format**  
width: 210 mm · height: 280 mm

**Published**  
bi-monthly / 6 x per year

**Distribution**  
DACH & BeNeLux

**Epaper**  
international, german-speaking

**Price at the Newsagent/in  
Germany**  
9.00 Euro

**Yearly subscription**  
45.00 Euro (Germany)



**Holger Barske**

Editor-in-Chief

**Contact:**  
redaktion@brieden.de

### The leading magazine for analogue music

#### Reproduction LP – this is the world of analogue music reproduction

Records and turntables are an expression of a special kind of attitude to life; an analogous experience, precisely the type of feeling that has corresponded to human beings since the beginning of time. LP stages the entire range of the analog production spectrum with competent and detailed articles as well as photography that conveys value and detailed precision. The basis for the content is the record and its entire surroundings: amplifiers, speakers and accessories are an indispensable part of the analogue experience. The detailed presentation of current equipment and classics from the past is accompanied by Essays, service articles and record reviews. Authenticity and individuality characterize this Europe's only magazine for this area of music production.

- The target group is lovers of high-quality music reproduction
- The LP editorial team has the highest level of analogue expertise and enjoys worldwide recognition
- The high-quality presentation is immediately convincing and corresponds to the presentation of the products

### Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
1/2026	10.11.2025	14.11.2025	19.12.2025
2/2026	12.01.2026	16.01.2026	27.02.2026
3/2026	09.03.2026	13.03.2026	24.04.2026
4/2026	04.05.2026	08.05.2026	19.06.2026
5/2026	29.06.2026	03.07.2026	14.08.2026
6/2026	24.08.2026	28.08.2026	09.10.2026
1/2027	19.10.2026	23.10.2026	04.12.2026
2/2027	11.01.2027	15.01.2027	26.02.2027

\* The printed edition is available at newsstands on the following Monday

### Advertising rates valid from issue 1/2026

Page	Orientation	Color	Rate
1/1 Page	vertical	4c	7,026 €
1/2 Page	vertical/horizontal	4c	3,864 €
1/3 Page	vertical/horizontal	4c	2,574 €
1/4 Page	vertical/horizontal	4c	1,932 €
2/1 Page	horizontal	4c	14,050 €

Special formats/special forms on request

#### Product tests

– Informationen on request

#### Inserts

– Informationen on request

### Online sales eMagazines:

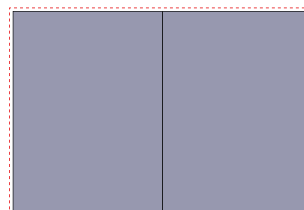
**All you can read!**  
Die Zeitschriften-Flatrate

App Store, Google Play, Amazon  
and more than 20 other online portals

united kiosk™

Readly

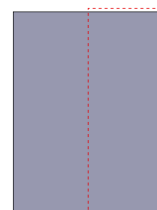
### Advertising formats + 5 mm Bleed



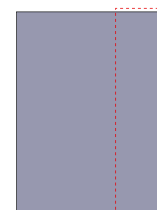
2/1 Page · 420 x 280 mm



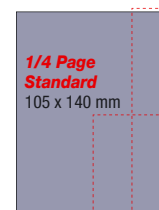
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

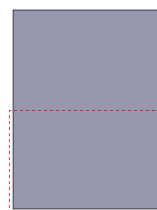


1/3 Page · 70 x 280 mm



1/4 Page Standard  
105 x 140 mm

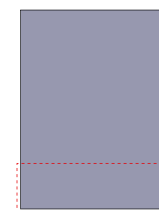
1/4 Page · 52 x 280 mm



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

vertical

horizontal

### Technical requirements

#### Print template

high resolution PDF

#### Data delivery

via E-Mail to grafik@brieden.de

#### Paper Cover

170 g/m<sup>2</sup>, wood-free, matt-painted

#### Papier inside

90 g/m<sup>2</sup> wood-free, matt

#### Technical questions

saddle wire stitching with 2 staples

#### Technical questions (Graphics)

E-Mail: grafik@brieden.de  
Telefon: +49 203 4292-203

Do you  
know:

More on page 12





## PRINT & ONLINE

### Magazine format

width: 210 mm · height: 280 mm

### Published

bi-monthly / 6 x per year

### Distribution

DACH &amp; BeNeLux

### Epaper

international, german-speaking

### Price at the Newsagent/in Germany

6.90 Euro

### Yearly subscription

34.50 Euro (Germany)



### Thomas Schmidt

Editor-in-Chief

### Contact:

redaktion@brieden.de

## The magazine for building your own loudspeakers

The magazine for building your own loudspeakers **KLANG+TON** is the magazine for everyone who is creative with the topic of music reproduction. The focus of **KLANG+TON** is building your own speakers. Each Magazine presents self-developed loudspeaker construction instructions and detailed tests commercial kits. Great emphasis is placed on being both in-depth and understandable Description of technical background. Craft processes such as woodworing, electrical wiring and housing assembly cushioning, receive detailed treatment. Also the amplifier construction with tubes and Transistor and building PA speakers are regular topics.

- Target group: HiFi fans with a creative streak
- The **KLANG+TON** editorial team has decades of experience in development and building loudspeakers
- **KLANG+TON** presents a mixture of simple and in every issue demanding, affordable and exclusive projects

## Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
2/2026	15.12.2025	19.12.2025	13.02.2026
3/2026	02.02.2026	06.02.2026	20.03.2026
4/2026	30.03.2026	02.04.2026	15.05.2026
5/2026	26.05.2026	05.06.2026	17.07.2026
6/2026	27.07.2026	31.07.2026	11.09.2026
1/2027	28.09.2026	02.10.2026	13.11.2026
2/2027	23.11.2026	27.11.2026	08.01.2027

\* The printed edition is available at newsstands on the following Monday

## Advertising rates valid from issue 1/2026

Page	Orientation	Color	Rate
1/1 Page	vertical	4c	4,198 €
1/2 Page	vertical/horizontal	4c	2,426 €
1/3 Page	vertical/horizontal	4c	1,654 €
1/4 Page	vertical/horizontal	4c	1,274 €
2/1 Page	horizontal	4c	8,398 €

Special formats/special forms on request

### Product tests

– Informationen on request

### Inserts

– Informationen on request

## Online sales eMagazines:

**All you can read!**  
Die Zeitschriften-Flatrate

App Store, Google Play, Amazon  
and more than 20 other online portals

united kiosk™

Readly

Do you know:  
**KLANG+TON**  
INTERNATIONAL

More on page 13

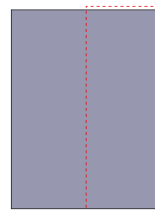
## Advertising formats + 5 mm Bleed



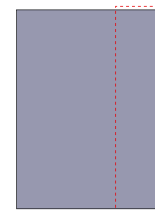
2/1 Page · 420 x 280 mm



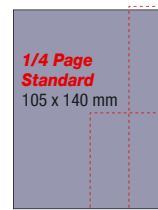
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

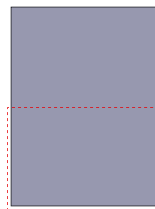


1/3 Page · 70 x 280 mm

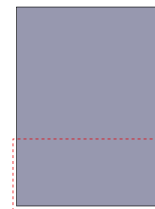


1/4 Page · 52 x 280 mm

vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

## Technical requirements

### Print template

high resolution PDF

### Data delivery

via E-Mail to grafik@brieden.de

### Paper Cover

170 g/m<sup>2</sup>, wood-free, matt-painted

### Papier inside

90 g/m<sup>2</sup> wood-free, matt

### Technical questions

saddle wire stitching with 2 staples

### Technical questions (Graphics)

E-Mail: grafik@brieden.de  
Telefon: +49 203 4292-203



## PRINT & ONLINE

### Magazine format

width: 210 mm · height: 280 mm

### Published

annually / 1 x per year

### Distribution

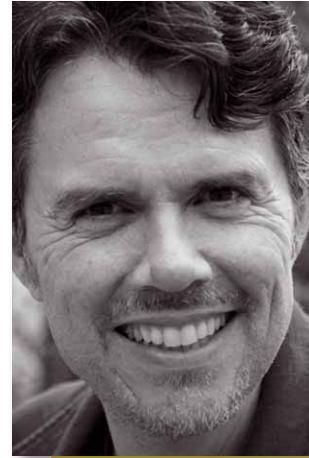
DACH &amp; BeNeLux

### Epaper

international, german-speaking

### Price at the Newsagent/in Germany

6.80 Euro



### Christian Bayer

Editor-in-Chief

### Contact:

redaktion@brieden.de

## The Annual Yearbook for High Class speakers

HiFi-Lautsprecher Test-Jahrbuch is required reading for every ambitious music lover. The best, most unusual and most fascinating loudspeakers of the year are presented in detail and in an appealing way.

– Target group: Discerning music lovers and connoisseurs

### Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/26	26.01.2026	30.01.2026	13.02.2026

### Advertising rates valid from issue 1/2026

1/1 Page	vertical	4c	7,026 €
1/2 Page	vertical/horizontal	4c	3,864 €
2/1 Page	horizontal	4c	14,050 €

Special formats/special forms on request

### Product tests

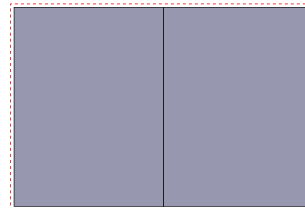
– Informationen on request

### Inserts

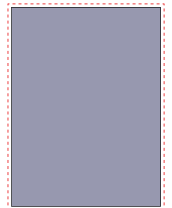
– Informationen on request



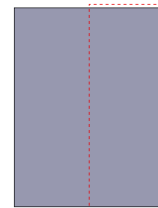
### Advertising formats + 5 mm Bleed



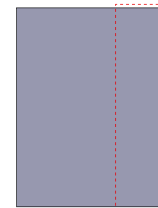
2/1 Page · 420 x 280 mm



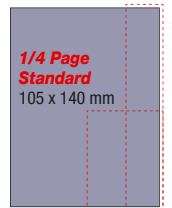
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

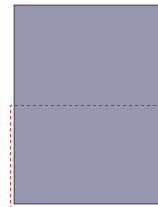


1/3 Page · 70 x 280 mm



1/4 Page Standard  
105 x 140 mm

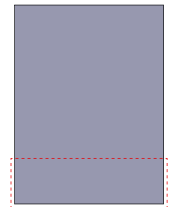
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

### Technical requirements

#### Print template

high resolution PDF

#### Data delivery

via E-Mail to grafik@brieden.de

#### Paper Cover

170 g/m<sup>2</sup>, wood-free, matt-painted

#### Papier inside

90 g/m<sup>2</sup> wood-free, matt

#### Technical questions

saddle wire stitsching with 2 staples

#### Technical questions (Graphics)

E-Mail: grafik@brieden.de  
Telefon: +49 203 4292-203

### Online sales eMagazines:



App Store, Google Play, Amazon and more than 20 other online portals



**Magazine format**  
width: 210 mm · height: 280 mm

**Published**  
annually / 1 x per year

**Distribution**  
international, german-speaking

**Price**  
6.80 Euro

# ONLINE



**Dipl.-Phys.**  
**Guido Randerath**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

## All Around Sound – The Equipment Yearbook 2026

The big special is entirely dedicated to the world of hi-fi and home cinema accessories – an often underestimated product category that makes a decisive contribution to the sound and function of hi-fi and home cinema devices. Cables, power supplies, acoustic elements, hi-fi and home cinema furniture are just a few examples of the accessories presented and tested in detail. Comprehensive guides, technical basics as well as exclusive interviews and background reports round off the magazine and make it an indispensable buying guide for all ambitious hi-fi and home cinema enthusiasts.

### Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/26	12.10.2026	16.10.2026	30.10.2026

### Advertising rates valid from issue 1/2026

Page	Orientation	Color	Price
1/1 Page	vertical	4c	7,026 €
1/2 Page	vertical/horizontal	4c	3,864 €
2/1 Page	horizontal	4c	14,050 €

Special formats/special forms on request

#### Product tests

– Informationen on request

#### Inserts

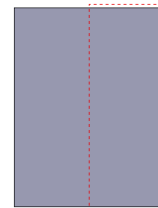
– Informationen on request



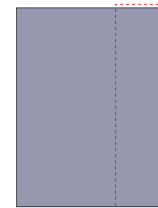
### Advertising formats + 5 mm Bleed



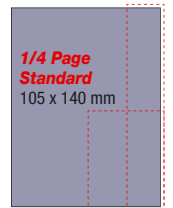
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

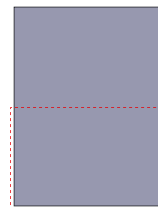


1/3 Page · 70 x 280 mm



1/4 Page Standard  
105 x 140 mm

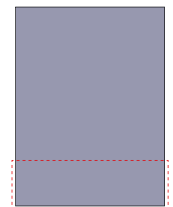
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

### Technical requirements

<b>Print template</b>	high resolution PDF
<b>Data delivery</b>	via E-Mail to grafik@brieden.de
<b>Paper Cover</b>	170 g/m <sup>2</sup> , wood-free, matt-painted
<b>Papier inside</b>	90 g/m <sup>2</sup> wood-free, matt
<b>Technical questions</b>	saddle wire stitsching with 2 staples
<b>Technical questions (Graphics)</b>	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

### Online sales eMagazines:



App Store, Google Play, Amazon and more than 20 other online portals





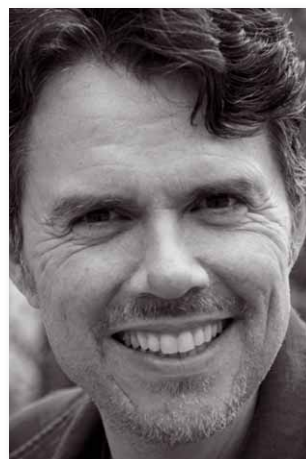
**Magazine format**  
width: 210 mm · height: 280 mm

**Published**  
annually / 1 x per year

**Distribution**  
international, german-speaking

**Price**  
2.90 Euro

# ONLINE



**Christian Bayer**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

## HiFi & High End Spring – New Products

The High End trade fair, which will take place in Munich in 2026 and in Vienna from 2026, is the world's leading special trade fair for high-quality music playback systems.

With our **HiFi & High End Spring New Products** publication, we offer you a special platform on which you can focus specifically and in depth on your new products so that they don't get lost in the flood of similar reports.

This **HiFi & High End special** will be published exclusively in the run-up to the trade fair and will be published both as a standalone ePaper and attached to our premium publication LP and HiFi-Test (ePaper).

- Target group: music lovers who want to bring their system up to date
- Trademark: more than just advertising

## Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/26	01.06.2026	05.06.2026	19.06.2026

## Advertising rates valid from issue 1/2026

1/1 Page	vertical	4c	7,026 €
1/2 Page	vertical/horizontal	4c	3,864 €
2/1 Page	horizontal	4c	14,050 €

Special formats/special forms on request

### Product tests

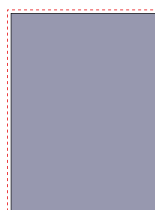
– Informationen on request

### Inserts

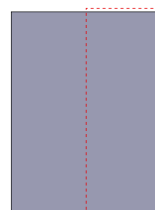
– Informationen on request



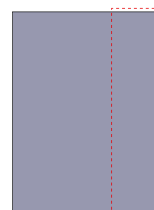
## Advertising formats + 5 mm Bleed



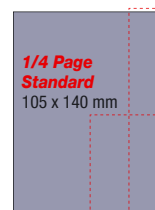
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

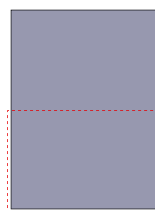


1/3 Page · 70 x 280 mm



1/4 Page Standard  
105 x 140 mm

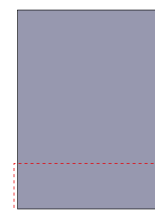
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

## Technical requirements

<b>Print template</b>	high resolution PDF
<b>Data delivery</b>	via E-Mail to grafik@brieden.de
<b>Paper Cover</b>	170 g/m <sup>2</sup> , wood-free, matt-painted
<b>Papier inside</b>	90 g/m <sup>2</sup> wood-free, matt
<b>Technical questions</b>	saddle wire stitsching with 2 staples
<b>Technical questions (Graphics)</b>	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

## Online sales eMagazines:

**All you can read!**  
Die Zeitschriften-Flatrate

App Store, Google Play, Amazon and more than 20 other online portals

united kiosk™

Readly



**Magazine format**  
width: 210 mm · height: 280 mm

**Published**  
3 x a year

**Distribution**  
international, german-speaking

**Price**  
2.99 Euro

# ONLINE



**Dipl.-Phys.**  
**Guido Randerath**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

## The Premium-Home Cinema-Magazine

HEIMKINO shows large televisions, large picture formats and sound like a cinema for the film experience in the living room. HEIMKINO tests the associated technology and presents the latest Blu-rays. HEIMKINO is the first home cinema magazine in Europe and the mouthpiece of a large fan base. The trendsetter in consumer electronics.

### The trendsetter in consumer electronics

– Target group: HiFi, TV and large screen enthusiasts

## Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/2027	05.10.2026	09.10.2026	23.10.2026

## Advertising rates valid from issue 1/2026

Page	Orientation	Color	Price
1/1 Page	vertical	4c	2,990 €
1/2 Page	vertical/horizontal	4c	1,750 €
1/3 Page	vertical/horizontal	4c	1,490 €
1/4 Page	vertical/horizontal	4c	990 €

Special formats/special forms on request

### Product tests

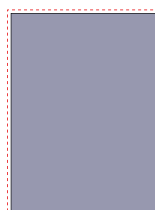
– Informationen on request

### Inserts

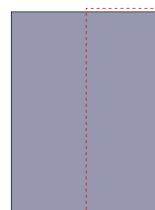
– Informationen on request



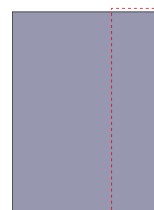
## Advertising formats + 5 mm Bleed



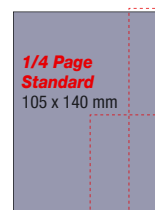
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

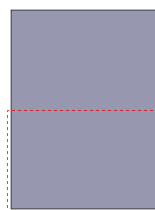


1/3 Page · 70 x 280 mm



1/4 Page Standard  
105 x 140 mm

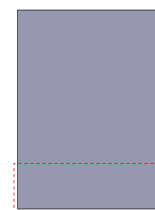
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

## Technical requirements

**Print template** high resolution PDF  
**Data delivery** via E-Mail to grafik@brieden.de  
**Technical questions (Graphics)** E-Mail: grafik@brieden.de  
 Telefon: +49 203 4292-203

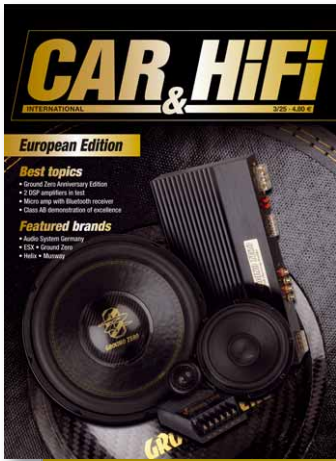
## Online sales eMagazines:

**All you can read!**  
Die Zeitschriften-Flatrate

App Store, Google Play, Amazon and more than 20 other online portals

united kiosk™

Readly



**Magazine format**  
width: 210 mm · height: 280 mm

**Published**  
3 x a year

**Distribution**  
international, englisch-language

**Price**  
2.99 Euro



**ONLINE**



**Elmar Michels**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

### The premium CAR&HiFi International

**CAR&HiFi International** – The English-language Car&HiFi online magazine with high market penetration presents test reports and news for music-loving drivers. In **CAR&HiFi International** you will find high-quality information on the basics, the topic of vehicle installations and the latest tests.

Detailed, practical and transparent test reports provide reliable product recommendations in all price ranges. The clear structure and high-quality presentation are an important part of the magazine concept.

**CAR&HiFi International** offers readers competent help on the way to their favorite sound; the most important thing is having fun with music in the car. The editorial team themselves are die-hard car hi-fi fans.

- Target group: International car hi-fi enthusiasts interested in buying
- Permanent section: Car-Hitec and navigation
- Exclusive EISA member for TV and video

### Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/2026	23.02.2026	27.02.2026	13.03.2026
2/2026	13.07.2026	17.07.2026	31.07.2026
3/2026	09.11.2026	13.11.2026	27.11.2026

### Advertising rates valid from issue 1/2026

Page	Orientation	Color	Price
1/1 Page	vertical	4c	2,990 €
1/2 Page	vertical/horizontal	4c	1,750 €
1/3 Page	vertical/horizontal	4c	1,490 €
1/4 Page	vertical/horizontal	4c	990 €

Special formats/special forms on request

#### Product tests

– Informationen on request

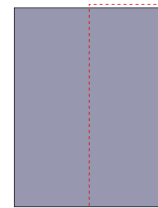
#### Inserts

– Informationen on request

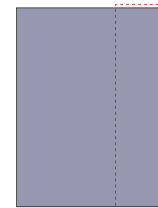
### Advertising formats + 5 mm Bleed



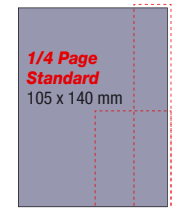
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

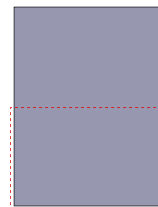


1/3 Page · 70 x 280 mm



1/4 Page Standard 105 x 140 mm

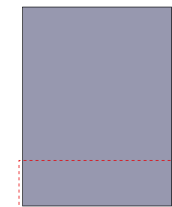
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

### Technical requirements

#### Print template

high resolution PDF

#### Data delivery

via E-Mail to grafik@brieden.de

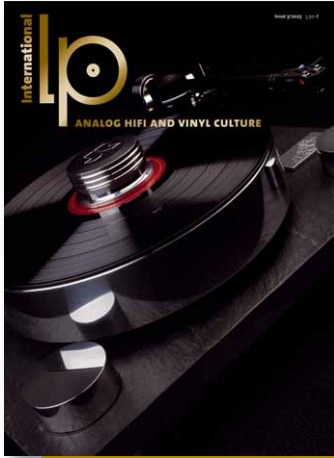
#### Technical questions (Graphics)

E-Mail: grafik@brieden.de  
Telefon: +49 203 4292-203

### Online sales eMagazines:



App Store, Google Play, Amazon and more than 20 other online portals



**Magazine format**  
width: 210 mm · height: 280 mm

**Published**  
3 x a year

**Distribution**  
international, englisch-language

**Price**  
2.99 Euro

# ONLINE



**Holger Barske**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

## The Premium-LP International

**LP International** – The leading English-language online magazine for the world of analogue music reproduction. Records and record players are an expression of a special kind of attitude to life; an analogous experience, precisely the type of feeling that has corresponded to human beings since the beginning of time. LP stages the entire range of the analog production spectrum with competent and detailed articles as well as photography that conveys value and detailed precision. The basis for the content is the record and its entire surroundings: amplifiers, speakers and accessories are an indispensable part of the analogue experience. The detailed presentation of current equipment and classics from the past is accompanied by essays, service articles and record reviews. Authenticity and individuality characterize this only magazine in Europe for this area of music production.

- Enthusiasts of high-quality music reproduction
- The LP international editorial team has the highest level of analogue expertise and enjoys worldwide recognition

## Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/2026	15.12.2025	19.12.2025	20.03.2026
2/2026	30.03.2026	02.04.2026	31.07.2026
3/2026	27.07.2026	31.07.2026	27.11.2026

## Advertising rates valid from issue 1/2026

Page	Orientation	Color	Rate
1/1 Page	vertical	4c	2,990 €
1/2 Page	vertical/horizontal	4c	1,750 €
1/3 Page	vertical/horizontal	4c	1,490 €
1/4 Page	vertical/horizontal	4c	990 €

Special formats/special forms on request

### Product tests

– Informationen on request

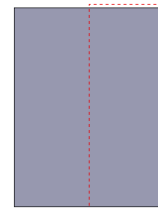
### Inserts

– Informationen on request

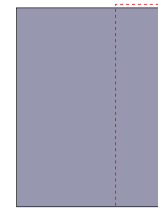
## Advertising formats + 5 mm Bleed



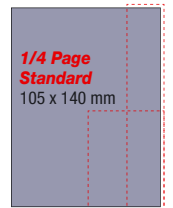
1/1 Page · 210 x 280 mm



1/2 Page · 105 x 280 mm

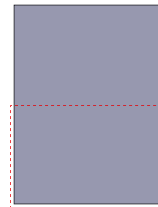


1/3 Page · 70 x 280 mm



1/4 Page Standard  
105 x 140 mm

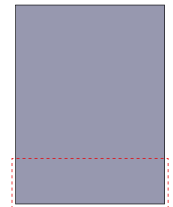
vertical



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

## Technical requirements

### Print template

high resolution PDF

### Data delivery

via E-Mail to grafik@brieden.de

### Technical questions (Graphics)

E-Mail: grafik@brieden.de  
Telefon: +49 203 4292-203

## Online sales eMagazines:



App Store, Google Play, Amazon and more than 20 other online portals



**Magazine format**  
width: 210 mm · height: 280 mm

**Published**  
4 x per year

**Distribution**  
international, german-speaking

**Price**  
6.90 Euro

# ONLINE



**Thomas Schmidt**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

## The magazine for building your own loudspeakers

The magazine for building your own loudspeakers **KLANG+TON International** is the magazine for everyone who is creative with the topic of music reproduction. The focus of **KLANG+TON International** is building your own speakers.

Each Magazine presents self-developed loudspeaker construction instructions and detailed tests commercial kits. Great emphasis is placed on being both in-depth and understandable Description of technical background.

Craft processes such as woodworking, electrical wiring and housing assembly cushioning, receive detailed treatment. Also the amplifier construction with tubes and Transistor and building PA speakers are regular topics.

- Target group: HiFi fans with a creative streak
- The **KLANG+TON International** editorial team has decades of experience in development and building loudspeakers
- **KLANG+TON International** presents a mixture of simple and in every issue demanding, affordable and exclusive projects

## Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
1/2026	10.11.2025	14.11.2025	01.12.2025
2/2026	09.02.2026	13.02.2026	02.03.2026
3/2026	11.05.2026	15.05.2026	01.06.2026
4/2026	17.08.2026	21.08.2026	07.09.2026
1/2027	16.11.2026	20.11.2026	07.12.2026

## Advertising rates valid from issue 1/2026

Page	Orientation	Color	Price
1/1 Page	vertical	4c	4,198 €
1/2 Page	vertical/horizontal	4c	2,426 €
1/3 Page	vertical/horizontal	4c	1,654 €
1/4 Page	vertical/horizontal	4c	1,274 €

Special formats/special forms on request

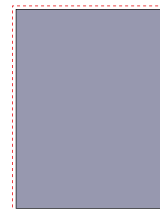
### Product tests

– Informationen on request

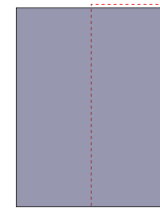
### Inserts

– Informationen on request

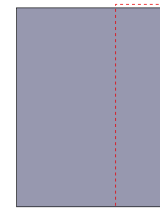
## Advertising formats + 5 mm Bleed



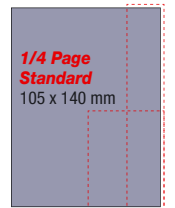
1/1 Page · 210 x 280 mm



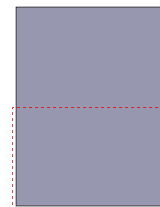
1/2 Page · 105 x 280 mm



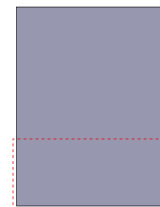
1/3 Page · 70 x 280 mm



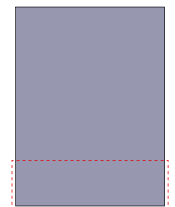
1/4 Page Standard  
105 x 140 mm



1/2 Page · 210 x 140 mm



1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

## Technical requirements

### Print template

high resolution PDF

### Data delivery

via E-Mail to grafik@brieden.de

### Technical questions (Graphics)

E-Mail: grafik@brieden.de  
Telefon: +49 203 4292-203

## Online sales eMagazines:



App Store, Google Play, Amazon and more than 20 other online portals



www.hifitest.de

Testberichte der Unterhaltungselektronik

# hifitest.de



**Dipl.-Phys.**  
**Guido Randerath**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

## The largest German test portal for HiFi, TV and Consumer electronics

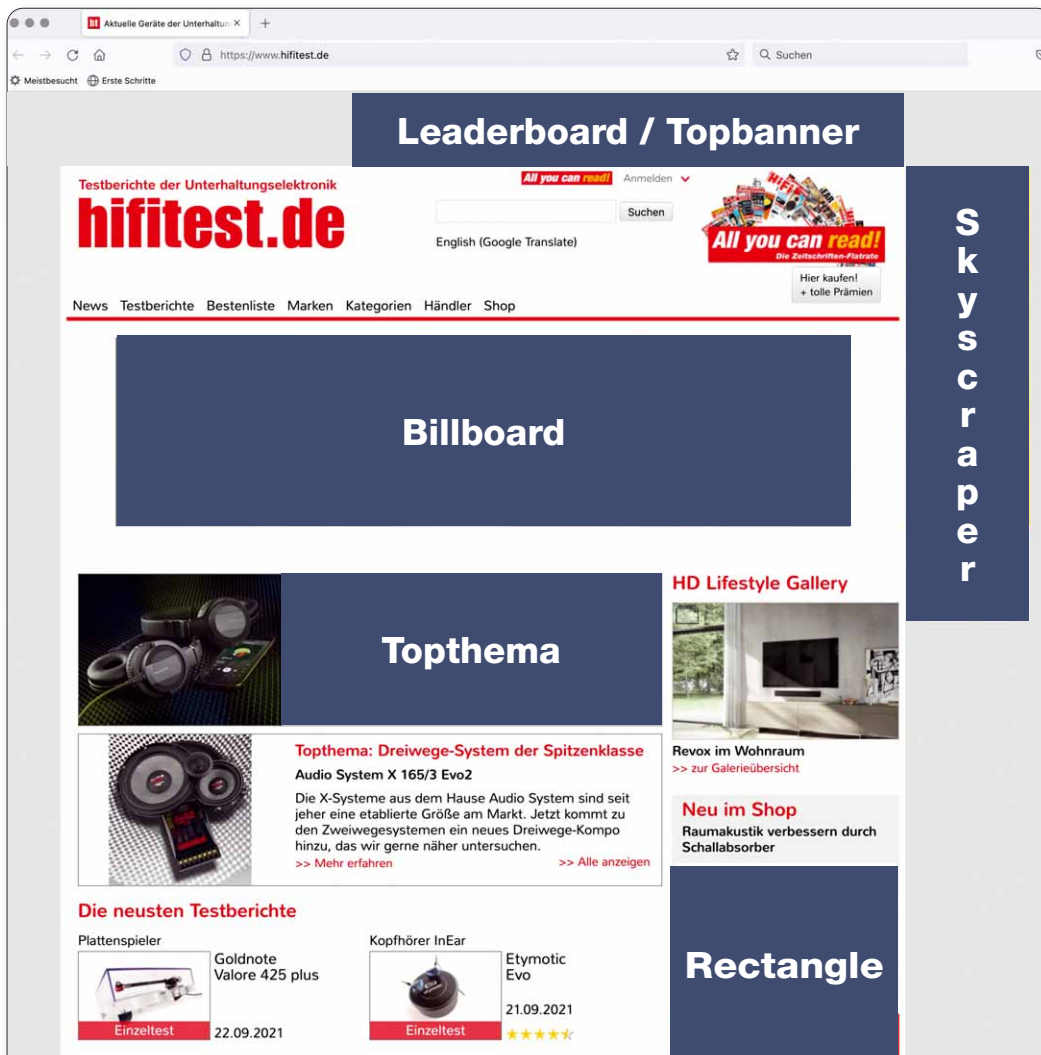
On **hifitest.de** the visitor will find individual tests, comparison tests and reviews on practically all areas of consumer electronics.

These come from both the experts at Michael E. Brieden Verlag and active users. **hifitest.de** therefore offers valuable purchasing advice when looking for the right product.

**hifitest.de** is active purchasing advice and provides active information about products and technologies; the experts' judgment enables conscious purchasing decisions.

## Media dates

Current news on many topics relating to consumer electronics provides the reader with all the important information every day. Thanks to the push notification, the articles reach users in seconds and at the right time of day. The targeted search for brands and categories guarantees simple and uncomplicated handling.



## Price list valid from 2/2026

Leaderboard / Topbanner	10 € / TKP
Skyscraper	10 € / TKP
Billboard	16 € / TKP
Medium Rectangle	8 € / TKP
Topthema	monthly 1,490 €
Markenwelt	990 € / Year
Newsletter	10 € / TK Shipment

All features impress with the best visibility directly at the Poi – without being blocked by ad blockers. We reach your target group without wastage.

The top topic is prominently integrated into the editorial content of the site.

The brand package presents your logo with direct links, both under “our partners” and under your editorial content. It also includes the parallel publication of the EVT magazines on our website.

Further advertising options (mailings, YouTube videos,...) on request.

www.lp-magazin.de



**Holger Barske**  
Editor-in-Chief  
**Contact:**  
redaktion@brieden.de

**Analog at its core – in a modern digital format**

lp-magazin.de is the logical addition to our successful print magazine “LP”. It focuses on classic analog content in the form of turntables, tonearms, cartridges, phono, integrated, pre- and power amplifiers, loudspeakers and matching accessories in every shape.

At lp-magazin.de, we take a particularly close look at our test subjects and present precise technical analyses and informative listening tests on the components. We offer real help with the purchase decision, all presented in a modern form that is of interest to a wide audience. We also offer information not only in written form, but also in the form of elaborately produced videos.

**Media dates**

Current news on many topics relating to consumer electronics provides the reader with all the important information every day. Thanks to the push notification, the articles reach users in seconds and at the right time of day. The targeted search for brands and categories guarantees simple and uncomplicated handling.

All features impress with the best visibility directly at the Poi – without being blocked by ad blockers. We reach your target group without wastage.

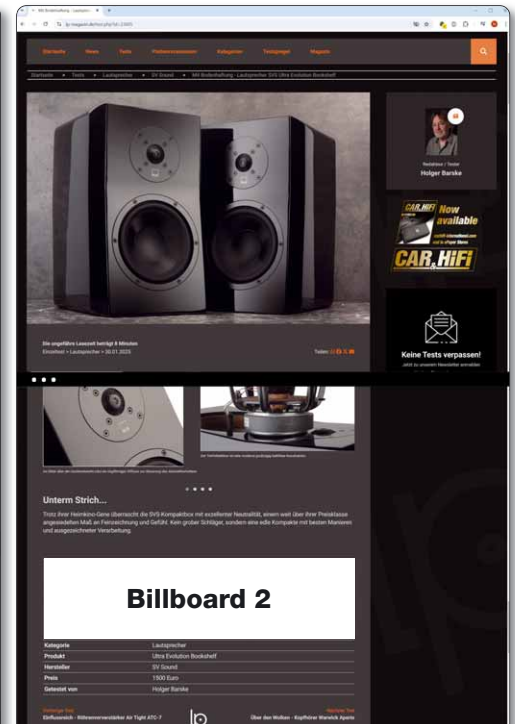
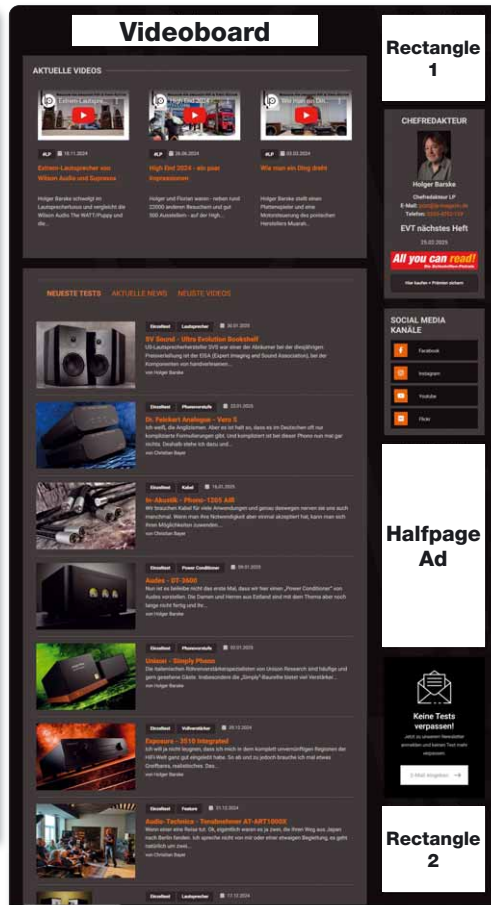
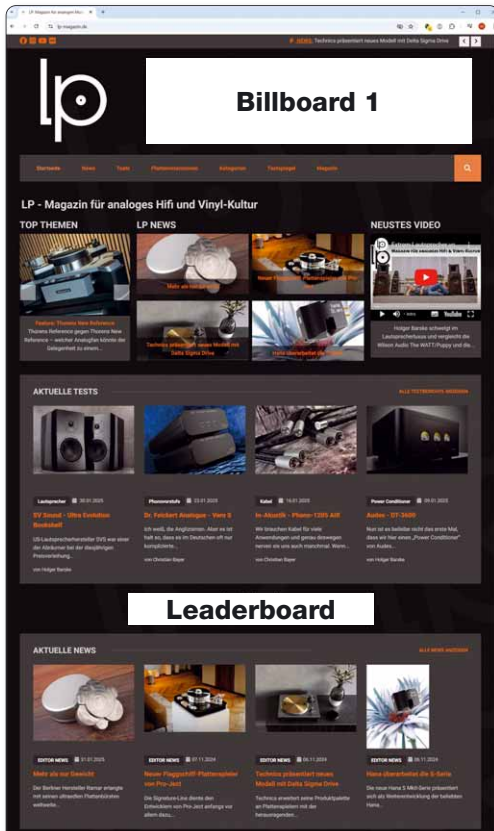
The top topic is prominently integrated into the editorial content of the site.

The brand package presents your logo with direct links, both under “our partners” and under your editorial content. It also includes the parallel publication of the EVT magazines on our website.

Further advertising options (mailings, YouTube videos, ...) on request.

**Price list** valid from 2/2026

Leaderboard / Videoboard	10 € / TKP
Halfpage Ad	10 € / TKP
Billboard	16 € / TKP
Medium Rectangle	8 € / TKP
Topthema	monthly 1,490 €
Markenwelt	990 € / Year
Newsletter	10 € / TK Shipment



# Special Interest Websites – 4 strong technology websites

**hifitest.de**  
 LG 75QNED999PB  
 Referenzklasse  
 ★★★★★  
 09/2021 - Digit. Phys. Guido Randorath

**hifitest.de** News Testberichte Bestenliste Marken Kategorien Händler Shop **All you can report!** Anmelden

Kategorie: Fernseher  
 Einzeltest: LG 75QNED999PB  
**LG 75QNED99: 190-cm-Gigant der Extraklasse**

Topthema: Klanggewaltig mit Dolby Atmos

Die neue Soundbar Klang bars mit von Loewe  
 Die neue Multiroom-Soundbar Klang bars mit kombiniert stilvolles Design mit herausragender Benutzer-freundlichkeit. Durch den 3D Dolby Atmos Ton liefert die Klang bars ein fesselndes Sound-Erlebnis. Im Set mit dem neuen Subwoofer Loewe sub5 einfach unschlagbar!

LGs neuer Großbild-TV besitzt nicht nur eine LCD-Schicht mit sagenhaften 7.680 x 4.320 Bildpunkten, sondern auch eine Hintergrundbeleuchtung aus fast 30.000 winzigen LEDs.

Die Ausleuchtung mit zahlreichen sogenannten Mini-LEDs bietet gegenüber herkömmlichem LED-Backlight gleich mehrere Vorzüge. Die flächendeckende Verteilung der knapp 30.000 Lämpchen bietet mit gleichmäßiger Ausleuchtung, höherer Helligkeit und größerem Blickwinkel optische Vorteile. Die große Zahl der LEDs erlaubt zudem deutlich mehr Dimming-Zonen, in denen die Helligkeit je nach Bildinhalt einzeln geregelt werden kann. Beim 75QNED99 sind dies laut LG annähernd 2.500 Stück. So erscheinen helle

Heimkino 6/2021  
 Es ist uns eine große Freude, Ihnen die EISA AWARDS 2021-2022 präsentieren zu dürfen. Zusammen mit den Kollegen von 60 Testmagazinen und -Webseiten aus Europa, Amerika, Asien und Australien kürt unsere

## www.hifitest.de

The website for HiFi & consumer electronics  
 – over 88.2 million\* read test reports since launch

**DIGITAL HOME**  
 digitalhome-magazin.de  
 ★★★★★  
 WiFi-Mesh-Home Kit AX3000

**DIGITAL HOME** Dein Magazin rund um Gadgets im digitalen Haushalt

**DIGITAL HOME** Startseite Tests News

**DIGITAL HOME** - Das Testmagazin für digitale Audio-Produkte und Smart Home.

Loem forum dicit ut amet, consectetur adipiscing elit. Integer ultricies. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla facilis. Ut aliquam jada et ante aliquet, nec fringilla nisi ultricies.

**TOP THEMEN** **TOP THEMA IM FOCUS** **TOP VIDEO**

**AKTUELLE TESTS** **ALLE TESTBERICHTS ANSICHT**

## www.digitalhome-magazin.de

The new website for smart devices  
 – competent test reports  
 – independent and informative

**HEIMWERKER-TEST.DE**  
 Trutzholm Werkstattwagen Premium XXL 12994  
 Profiklasse  
 ★★★★★  
 09/2021 - Digit. Phys. Gerd Pöschel

**HEIMWERKER-TEST.DE** News Testberichte Bestenliste Marken Kategorien Shop **All you can report!** Anmelden

Kategorie: Gewerbliche Werkzeuge  
 Einzeltest: Trutzholm Werkstattwagen Premium XXL 12994  
**Ein Werkstattwagen für den Profi**

Kraftvoller Akku-Bohrhammer mit Brushless-Motor  
 Wir haben schon einige Geräte aus der Akku-Familie von Stahlwerk getestet. Diesmal haben wir uns den Akku-Bohrhammer ABH-20 ST vorgenommen.

Unsere Partner:  
 AL-KO ALPINK Arbifon  
 BOSCH Comoxi Alu einfach Schöner  
 FUXTEC Güde HONDA  
 KÄRCHER kwb MARIENBERG  
 SCHLEIBERGER Hilti  
 STAHLWERK wilkmax

Interessante Links:  
 hifitest.de hausgeraete-test.de hifitest.de SHOP

Werkstattwagen kommen immer dort zum Einsatz, wo der Monteur mit seinem Werkzeug oft den Arbeitsplatz wechseln muss, zum Beispiel in Kfz-Werkstätten. Wir haben einen Werkstattwagen von Trutzholm getestet, der den Anspruch der professionellen Anwendung hat. Wir waren gespannt ...

Trutzholm ist ein Familienunternehmen das auf eine 120 jährige Geschichte zurückblickt.

Ausstattung

## www.heimwerker-test.de

The home improvement products website  
 – over 15.7 million test reports read since launch

**hausgeraete-test.de**  
 WMF Profi Plus Kontaktgrill Perfection  
 Kontaktgrill Spitzenklasse  
 ★★★★★  
 09/2021 - Digit. Phys. Guido Randorath

**hausgeraete-test.de** News Testberichte Bestenliste Marken Kategorien Shop **All you can report!** Anmelden

Kategorie: Kontaktgrill  
 Einzeltest: WMF Profi Plus Kontaktgrill Perfection  
**Doppelte Hitze**

**HD Lifestyle Gallery**

Diese Kaffeemaschine lässt Sie von Italien träumen!  
 Diese edle Kaffeemaschine sollten Sie sich anschauen!  
 >>> zur Galerieübersicht

Neu im Shop  
 Raumakustik verbessern durch Schallsorbler  
 >>> Mehr erfahren

## www.hausgeraete-test.de

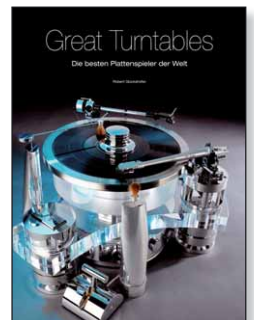
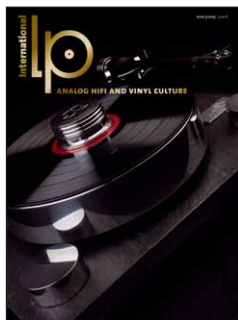
The new website for home appliances!  
 – competent test reports  
 – all products related to household appliances  
 – informative and independent  
 – over 1.6 million test reports read since lau

# All you can read – The circulation booster

Do you know:

# All you can read!

Die Zeitschriften-Flatrate



## Benefit from All you can read

Your ads reach new target audiences

Since 2009 we have also published all magazines digitally using our own magazine flat rate ALL YOU CAN READ. This means your ads automatically reach new target groups.

Our customers of Michael E. Brieden Verlag GmbH receive this exclusive service free of charge So you automatically participate in online business.



### Enthusiastic readers' opinions about AYCR

- "... good idea!" (From the reader survey)
- "Super service – please keep it up! This is the future." (From the reader survey)
- "Great offer, keep it up! :-)" (From the reader survey)
- "It really doesn't get any easier or cheaper." (from the home cinema forum "beisammen.de")
- "Immediately after confirming my data, I could access the latest twelve editions of 'Klang+Ton' as a PDF download, as well as several current and older editions of 'HiFi Test' and 'Heimkino', etc.! Altogether I could read 27 titles with 134 editions – a lot to read when the winter comes." (from „hifi-forum.de“)
- "This is great ... finally no more paper jam..." (from „hifi-forum.de“)
- "...the motto is: download, save, watch – incl. a free shot." (from „hifi-forum.de“)
- "Well, I'm participating for the second year now and I'm just excited how much money I could save!" (from „hifi-forum.de“)
- "Now this is a fine thing. I registered for this service on the spot and I'm really delighted so far." (from „hifi-forum.de“)

# General Terms and Conditions

- An "advertising order" in the sense of the following agreements is the contract between the publishing house and the advertiser about the publication of one or several advertisements or other advertising material (hereinafter referred to as "advertisements") of advertisers or other advertising space buyers (hereinafter referred to as "advertisers") in a newspaper or magazine publication for the purpose of circulation.
- A "trade" is a contract about the publication of several advertisements under recognition of the rebates that can be given to the advertiser according to the price list, with the publication taking place on advertiser's demand. Rebates shall not be granted to those companies whose business purpose, among others, consists of issuing advertising orders for various advertisers, in order to put forward a joint rebate claim. If the right to call for individual advertisements is reserved in the context of closing, the order shall expire within one year after the appearance of the first advertisement, as long as the first advertisement is called for and published within a year after the contract has been made. If an order is not filled for reasons that are not the fault of the publishing house, the Ordering Party, notwithstanding additional legal obligations, shall pay the publishing house the difference between the promised discount and the discount corresponding to the actual purchase. The Ordering Party has, when not otherwise agreed upon, the right to claim a corresponding discount on the actual purchase of advertisements within one year.
- Orders for advertisements which are expressly to be published solely in certain numbers, certain issues and certain places in the printed publication must be received by the publisher so far in advance that the Ordering Party can be informed prior to completion if the order cannot be executed in this manner. Rubricated advertisements shall be printed in the respective column, and do not require an express agreement to this effect.
- Text advertisements are advertisements bordering text on at least three sides and not on other advertisements. Text advertisements that are not recognizable as advertisements due to their layout shall be clearly labeled as publicity by the publishing house.
- The publisher reserves the right to reject advertisements - as well as individual placements as part of a standing order - if
  - the contents of these violates laws or official stipulations or
  - the content of these was considered objectionable by the German Press or Advertising Council in a complaints procedure
  - their publication is not acceptable for the publisher because of the content, the design or the layout, the origin or the technical form or
  - these advertisements contain the advertisement of or for third parties
 Advertising supplement orders are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising Media containing the promotional material of or for third parties (umbrella advertising) require in each individual case the specific prior written approval of the Publishing House. This entitles the publishing house to charge a combined surcharge. If the posting of an advertisement medium is partially or fully prohibited the advertiser will be informed immediately.
- The Customer shall be solely responsible for the timely delivery and impeccable condition of suitable artwork and other Advertising Media. The Advertiser is obliged to provide the Publisher with correct advertising material, particularly with regard to the format or the technical specifications as designated by the Publisher in good time prior to the begin of the advertising campaign. The Customer shall bear any and all costs incurred by the Publishing House as a result of changes to the Advertising Media requested by the Customer or attributable to the Customer. Agreed upon is the general quality of the advertisement due to the possibilities of the print layouts and the technology used by the printing company for the proven print

- according to statements in the price list. This applies only in the event that the client complies with the specifications of the publisher for production and delivery of print materials.
- Printing material will only be returned at the express demand of the orderer. The obligation to preserve the copy ceases three months after the purchase order has taken its course.
  - If the publication of the advertisement does not conform to the contractually owed quality, the Client has the right to reduce the agreed remuneration or to the publication of a substitute advertisement of impeccable quality, however, only to the extent to which the purpose of the advertisement was impaired. The publisher has the right to refuse advertising or publication if
    - performance requires expenditure which, having regard to the subject matter of the obligation and the principle of good faith, is manifestly disproportionate to the obligee's interest in performance or
    - if his can only be carried out with disproportionate costs for the publishing house
    - if the publisher does not comply with a reasonable deadline set for the replacement advertisement or other advertising materials or if the substitute advertisement is not flawless again, the advertiser shall have the right to reduction of payment. In the case of minor defects, the customer shall not be entitled to cancel the order. Complaints in case of unapparent deficiencies have to be put forward within a year from the beginning of the legal statutory limitation. The publisher is liable for all damages no matter whether from a violation of contractual obligations or from unlawful acts according to the following terms:
      - In the event of gross negligence, the liability in commercial trading is limited to compensation for the typically foreseeable damage; this limitation does not apply if the damage was caused by a legal representative or a manager of the publishing house.
      - In case of ordinary negligence, the publisher is only liable if an essential contractual obligation was violated. In this case liability is however limited to typical foreseeable damages.
      - In the event of claims based on product liability regulations, or in the event of an injury to life, body or health, the publisher is liable according to the legal regulations.
 Complaints have to be asserted within four weeks after receiving the invoice and document. Generally the publisher is only liable for the amount of the advertisement price concerned. All claims against the publisher deriving from contractual violation of duty expire after one year after the legal beginning of the statutory limitation if they are not based on intentional behavior.
  - Proofs are supplied upon express request only. The client will bear the responsibility for the correctness of the proofs that have been sent back. The publishing house shall include all corrections of errors that it is notified of within the period of time set when sending the proof.
  - Unless special regulations apply with respect to dimensions, the actual advertisement height that is usual for the type of advertisement shall be used as the basis for invoicing.
  - The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Any discounts for premature payments are granted in accordance with the price list.
  - Delayed or deferred payment will be charged with the usual interest rates for overdraft credits. In the event of payment default, the Publisher may suspend the further execution of the current order until payment is received and may demand prepayment for the remaining advertisements. Where there are justified doubts regarding the solvency of the customer, the publisher is entitled, also during the term of an advertising order, to make the publication of further advertisements contingent on the payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.

- On request, the publisher will supply a voucher copy of the advertisement. Depending on the kind and scope of the advertisement order, pages, cuttings or full voucher copies will be supplied. In the event that a voucher copy cannot be supplied, then a legally binding certificate from the publisher regarding the publication and distribution of the advertisement will be provided in its place.
- If the print run is reduced, a claim for a reduction in the rate can be derived if the print run assured in the price list or otherwise has been undercut by more than 30%.
- The publisher's business address is the place of fulfillment. The place of jurisdiction for entities other than business people shall be their place of residence. In commerce with traders, legal entities under public law or separate estates under public law, the court of competent jurisdiction for complaints shall be the publisher's business address. If the publisher's claims 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. If the place of residence or the usual abode of the Advertiser, including private persons, at the time of raising a claim is unknown, or if the Advertiser has moved his residence or usual place of abode out of the area of jurisdiction, then the court of competent jurisdiction for complaints shall be the publisher's business address.
- Advertising agencies and advertising agents will be obliged to comply with the publisher's rate card in all their proposals, contracts and settlements with advertisers.
- Price changes in respect of orders already awarded can be applied to companies if the publisher has notified them thereof at least one month before publication of the advertising material. If the publishing company increases its prices, the customer shall have the right to withdraw from the contract. The right to withdraw must be exercised within 14 days of receipt of the notification concerning the increase in price.
- Advertisers warrant that they possess any and all rights required for the placement of advertisements and that they do not infringe the rights of third parties (in particular industrial property rights, copyrights, personal rights, etc) or other statutory provisions. The advertiser bears sole responsibility for the content and legal admissibility of the text and graphic materials made available for the insertion. The Advertiser indemnifies the publisher within the framework of the advertising order/contract from all claims brought by third parties that could arise from the infringement of legal provisions. Moreover, the advertiser shall indemnify the Publishing House from any costs of necessary legal representation. The advertiser is obliged to support the publishing house in good faith with information and documents in its legal defense against third parties and give written notification. To the extent in time, volume and content necessary for the execution of the advertising order, the advertiser transfers to the publishing house all the required copyrights, rights of use and ancillary copyrights required for the use of the advertisements in online media of all kinds, including the Internet, including especially the right to copy, transfer, transmit, process, read and download from a database. The above rights are transferred spatially unlimited in all cases.
- In case of equipment failures or force majeure, illegal industrial conflict, illegal attachment, traffic disruption, general scarcity of raw materials or energy and similar happenings - in both the publisher's establishment and/ or external businesses used by the publisher for fulfillment of its obligations - the publisher is entitled to demand full payment for the published advertisements provided that 70 % of the guaranteed circulation (or in case of lack of a guaranteed circulation the normally sold circulation) of the publisher's publication has been distributed.

## Equipment terms and conditions of the Michael E. Brieden Verlag GmbH As of September 01, 2012

- The editorial offices of Michael E. Brieden Verlag GmbH perform product tests according to marketable product testing criteria. The selection of the products proposed for testing will be held after marketable criteria. The following provisions govern the handling with the testing equipment provided by manufacturers and distributors to the Michael E. Brieden Verlag GmbH and its employees or freelancers.
- Test invitations for planned product tests are issued to manufacturers and distributors both orally and in writing.
- For test equipment that has been sent to the publisher unsolicited, the present provisions shall apply accordingly.
- The responsibility for the delivery / handing over of test equipment at the headquarters of the respective editorial office resides with the manufacturer.
- The tests are conducted by the editors with the utmost care using marketable criteria.
- Each device transfer and other transfer is fully at the risk of the manufacturer. There is no fundamental right to reimbursement for the manufacturer.
- The Michael E. Brieden Verlag GmbH completes an electronic insurance that insures the test equipment provided by the manufacturer / distributor during the period of the actual cession against the following risks: theft, transport in the publishing house, damage by unauthorized persons, fire, water damage, storm.
- The lease term is at least 8 weeks from receipt of the product in the publishing house.
- After these 8 weeks the test equipment can be picked up by the manufacturer / distributor.
- In principle the manufacturer is responsible for the collection of devices.
- Regardless of § 10 and without admission of legal liability, we recommend the following: As a lively interaction exists between the editors and the producers, we recommend the pickup when delivering new test equipment. If this is done in a regular agreed exchange, transport and administrative costs and storage times are minimized on both sides. There should be an agreement among the relevant people involved.
- If a device has not been picked up by the manufacturer / distributor after the end of the lease period of 8 weeks, and also not within an additional pick-up time of 4 weeks, then the Michael E. Brieden Verlag GmbH will ask the manufacturer / distributor to pick up the unit within a further 2 weeks or have them collected. As an alternative, the respective device can be sent not prepaid to the manufacturer / distributor through a delivery service of the publisher's own choice.
- After expiry of the period referred to in § 12, it is the right of the Michael E. Brieden Verlag GmbH to freely dispose of the test equipment and hand it over to its own discretion into the possession of a third party or to sell it. With the extended storage, increased insurance costs, costs for additional storage space, labor costs, inventory management, transportation, delivery of electronic scrap, etc. have already emerged.
- These terms and conditions cannot be replaced by simple admixing of delivery notes with otherwise policies to the boxes of the test equipment.
- Basically it is possible to make special arrangements that need to be in written form without exception.
- Subject of a separate agreement may be the vote of a longer lease and pick-up time and / or special regulations for product return.
- These additions to the terms and conditions of the Michael E. Brieden Verlag GmbH will apply from September 01, 2012.