

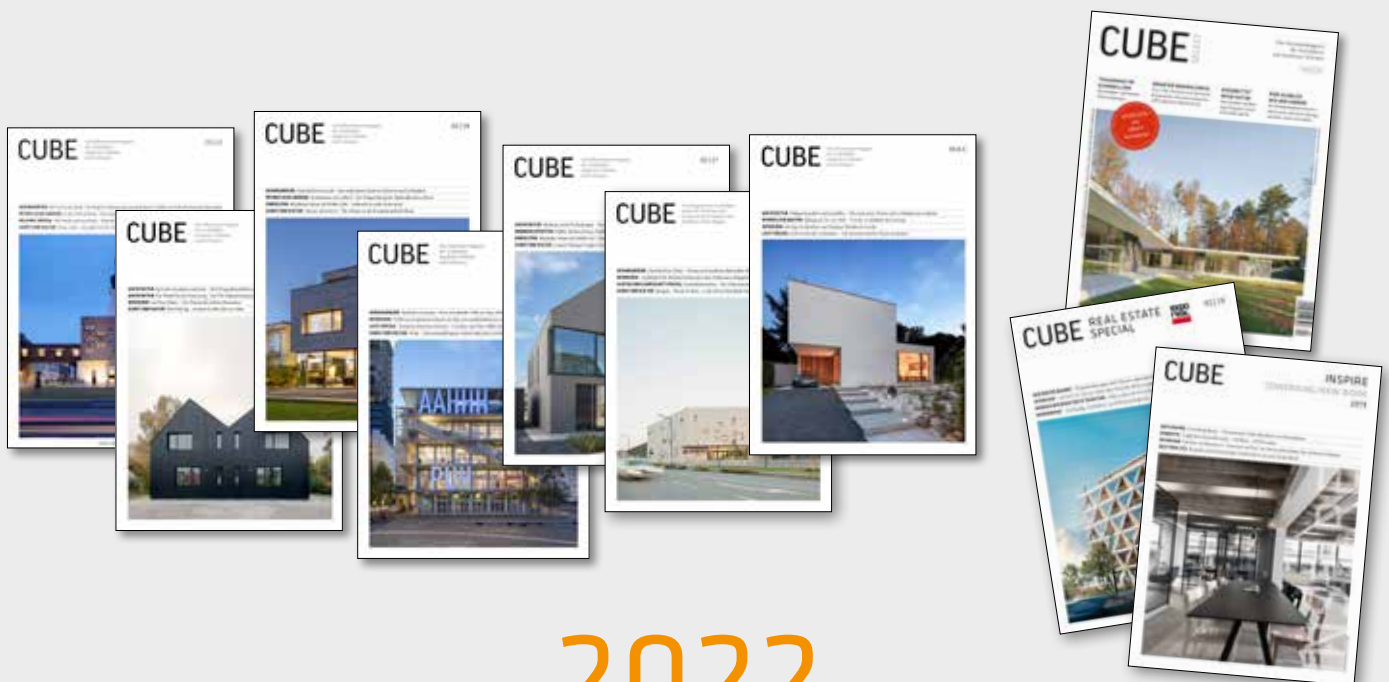
CUBE

The metropolitan
magazine for
architecture, interior
design and lifestyle

MEDIA KIT
2022

Valid from January 2022

MEDIA KIT



2022



MEDIA OVERVIEW

CUBE METROPOLITAN MAGAZINES

CUBE is published
4 times a year in
10 metropolitan areas
with independent titles
[Pages 3-5](#)



BERLIN, DÜSSELDORF, FRANKFURT/RHINE-MAIN,
HAMBURG, COLOGNE BONN, LEIPZIG, MUNICH,
RUHR AREA, STUTTART, VIENNA

CUBE SELECT

CUBE Select – 4 times a
year **nationwide**
with a selection of
architectural articles and
available at selected high-
end magazine retailers
[Page 6](#)



CUBE REAL ESTATE CUBE INSPIRE

3 times a year magazines
for **architecture profession-**
als are published CUBE
Real Estate (once) and
CUBE Inspire (twice)
[Pages 7-8](#)



CUBE WEBSITE/ NEWSLETTER

Online
with over 6,500 architec-
tural articles and about
120,000 visitors per month
[Pages 10-13](#)



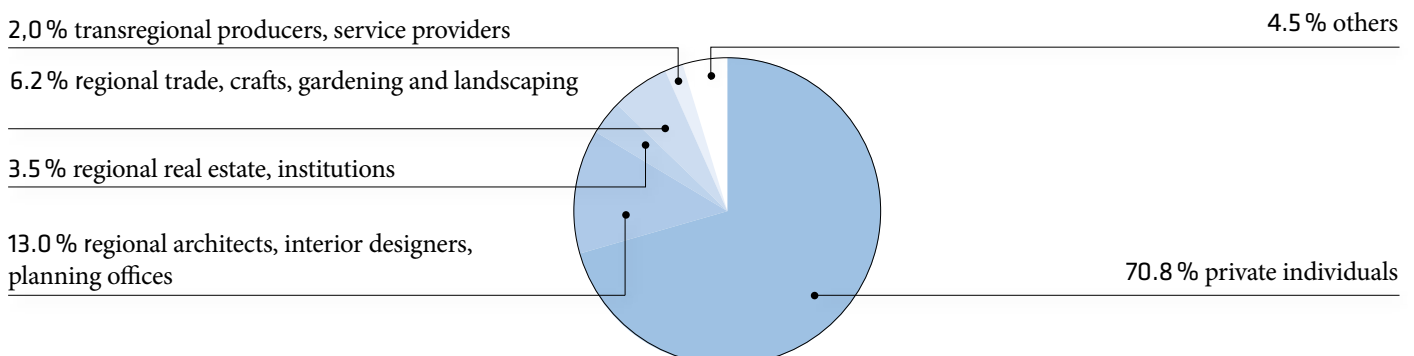
OTHER

Contact, general publisher information, terms and
conditions
[Pages 14-15](#)

READERSHIP	High-income private individuals, regional architects and real estate professionals	
NUMBER OF INDEPENDENT MAGAZINES	10 – Berlin, Düsseldorf, Ruhr Area, Frankfurt/Rhine-Main, Hamburg, Cologne Bonn, Leipzig, Munich, Stuttgart, Vienna	
FREQUENCY OF PUBLICATION	4 times per year	
VOLUME	13th year, since 2009	
TOTAL CIRCULATION	Total circulation 100,000 copies, 10,000 copies per regional issue	
COPY FORMAT	210 x 297 mm	
YEARLY SUBSCRIPTION	Domestic EUR 32 (incl. VAT and shipping costs) International EUR 46 (incl. VAT and shipping costs)	
ONLINE	www.cube-magazin.de, www.cube-magazin.at	
FACTS	Issues 2020	38 issues
	Total page count	3.172 pages
	Ø page count 2020	Ø 83,4 pages
	Editorial share	77 %
	Advertisement share	23 %

Share by gender:	What is read:
61 % male	37.5 % read the complete copy
39 % female	45.0 % read more than half
	17.5 % read only certain articles
Average age:	What happens with the magazine:
51 years	62.1 % keep it
	26.1 % pass it on
Monthly net income over EUR 4,000:	11.8 % other usage
53.8 %	I rate the magazine with the grade ...
Living situation:	Architects: 2.0
40.3 % renting	Private individuals: 1.78
46.8 % own house	
12.9 % own apartment	
Average amount of readers per individual copy:	
2.8 private individuals	
3.5 architecture professionals	

READERSHIP STRUCTURE (average scores of all 10 metropolitan magazines)



* Source: CUBE reader analysis from 03/2018, 80 participants, 24 closed and open questions, written and online survey

METROPOLITAN MAGAZINES

DATES OF PUBLICATION

METROPOLITAN TITLE	Spring issue 01/2022	Summer issue 02/2022	Autumn issue 03/2022	Winter issue 04/2022
DÜSSELDORF COLOGNE BONN FRANKFURT/RHINE-MAIN	AD: 07.02.22 PD: 14.02.22 DP: from 01.03.22	AD: 25.04.22 PD: 02.05.22 DP: from 17.05.22	AD: 18.07.22 PD: 25.07.22 DP: from 09.08.22	AD: 10.10.22 PD: 17.10.22 DP: from 02.11.22
BERLIN HAMBURG RUHR AREA STUTTGART	AD: 21.02.22 PD: 28.02.22 DP: from 15.03.22	AD: 09.05.22 PD: 16.05.22 DP: from 31.05.22	AD: 09.08.22 PD: 16.08.22 DP: from 30.08.22	AD: 24.10.22 PD: 31.10.22 DP: from 15.11.22
LEIPZIG MUNICH VIENNA	AD: 07.03.22 PD: 14.03.22 DP: from 29.03.22	AD: 23.05.22 PD: 30.05.22 DP: from 14.06.22	AD: 23.08.22 PD: 30.08.22 DP: from 13.09.22	AD: 07.11.22 PD: 14.11.22 DP: from 29.11.22

AD = Advertising deadline, PD = Print material deadline, DP = Date of publication

DATES ARCHITECTURE MAILING

TITLE	Issue 01/2022	Issue 02/2022	Issue 03/2022	Issue 04/2022
Delivery until	05.04.22	21.06.22	13.09.22	29.11.22
Dispatch from	12.04.22	28.06.22	20.09.22	06.12.22

Please send supplements for the architecture mailing directly to the publisher: b1 communication GmbH, Briedestraße 1-9, 40599 Düsseldorf, Germany

PROFESSIONALS IN THE 10 METROPOLITAN AREAS (as of August 2021)

TITLE	Regional architecture and interior design offices	Real estate companies	Total
BERLIN	1,308	446	1,754
DÜSSELDORF	1,140	179	1,319
FRANKFURT/RHINE-MAIN	867	188	1,055
HAMBURG	1,000	235	1,235
COLOGNE BONN	1,103	185	1,288
LEIPZIG	700	250	950
MUNICH	995	204	1,199
RUHR AREA	861	171	1,032
STUTTGART	910	213	1,123
VIENNA	1,002	105	1,107
TOTAL	9,886	2,176	12,062

PRICES*

Advertising formats see page 9

Advertising Formats in CUBE metropolitan titles: Berlin, Düsseldorf, Frankfurt, Hamburg, Cologne Bonn, Leipzig, Munich, Stuttgart, Ruhr Area, Vienna	Price ¹ (per issue)	Total Place- ment ² (one-off, all 10 titles)	Combined discounts	
PER ISSUES - ONE-OFF PLACEMENT (IN EUR)			The following discounts will be granted for multiple placements in several metropolitan titles within 12 months:	
1/2 page advert (portrait or landscape) 2nd part of the magazine	1,300	9,900	Placement in 2 titles <i>(e. g. Hamburg and Berlin)</i> 4%	
1/1 page advert (inside)	2,300	18,000	Placement in up to 6 titles 6%	
1/1 page advert (inside) ³	2,600	19,900	Placement in 7 or more titles 8%	
1/1 page advert (2nd oder 3rd cover page) ⁴	2,800	-	Quantity discount The following discounts will be given for multiple placements in several CUBE issues within 12 months:	
1/1 page advert (back cover) ⁴	3,400	-		
2/1 pages advert (inside)	3,700	28,900		Placement in 2 issues <i>(e. g. spring and summer)</i> 4%
2/1 pages real estate advertorial (inside) ³	3,000	23,400		Placement in 3 issues <i>(e. g. spring, summer, autumn)</i> 6%
Supplement up to 30 g ⁵	2,300	18,000	Placement in 4 issues <i>(spring, summer, autumn, winter)</i> 8%	
¹ All prices plus applicable value-added tax. The general terms and conditions apply (see page 15). Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15 % on top of the possibly discounted (quantity/combo discount) net price. ² Prices already discounted (no further discounts applicable) ³ Including design of the basic layout; copyright-free photo material and text information must be provided by the customer. ⁴ If available ⁵ Each additional 10 g costs EUR 200 extra * The publisher reserves the right to adjust prices if important conditions, such as printing prices, change.			MEDIA CALCULATOR You can generate the prices for different media plans with our media calculator on our website www.cube-mediaservice.de in just a few clicks.	

ADDITIONAL SPECIAL FEATURES¹

Issues	Special feature
01/2022 (March)	Gardens and landscapes
02/2022 (June)	Wellness and spa
03/2022 (August)	New work
04/2022 (November)	Lighting and luminaires, stoves and fireplaces

¹ The topics feature in all 10 metropolitan titles simultaneously.

ARCHITECTURE MAILING /-SUPPLEMENT

Recipients (see page 4): e.g. **Hamburg** 1,000 owners of architecture and interior design offices in and around Hamburg.

a.) Architecture mailing: e. g. CUBE Hamburg

Mailing of an insert or product sample (**max. 200 g/DIN A4**) together with the magazine (e. g. CUBE Hamburg), reference to insert in the mailing cover letter + an editorial report (1 page).
Costs per mailing: **3.80 Euro**
Total costs: 3,800 Euro (1.000 x 3.80 Euro)

b.) Architecture supplement: e.g. CUBE Hamburg

Mailing of an insert or flyer (**max. 30 g/max. 200 x 280 mm**) inserted in e. g. CUBE Hamburg.
Costs per mailing: **2.00 Euro**
Total costs: 2.000 Euro (1,000 x 2.00 Euro)

SELECT



NATIONWIDE PREMIUM MAGAZINE

CUBE Select presents a selection of high-quality residential architecture and interior design projects from the 10 metropolitan magazines four times a year. The magazine is aimed at private individuals who are interested in the core topics of exclusive living and modern architecture. CUBE Select is distributed nationwide in upscale press outlets, in station and airport bookstores and by subscription. It is also sent by mail to the owners of 850 top residential architecture and interior design firms in Germany and Austria.

Online viewing copy here:

https://www.cube-magazin.de/pub/select/2021_03/

READERSHIP	High-income individuals and architecture professionals
CIRCULATION	12,000 copies
FREQUENCY OF PUBLICATION	4 times per year
AREA OF PUBLICATION	Nationwide and Vienna
RETAIL PRICE PER COPY	EUR 6.50
YEARLY SUBSCRIPTION	EUR 36.00 in annual subscription (incl. VAT and shipping costs within Germany) ¹
COPY FORMAT	230 x 297 mm
DISTRIBUTION (a)	Magazine retailers, stations and airport bookstores, subscription
DISTRIBUTION (MAILING) (b)	Direct mailing to owners of the 850 top residential architecture and interior design offices in Germany and Austria

¹ Foreign prices upon request

PRICES*

Advertising formats see page 9

Advertisement/Placement	Price in EUR ¹	Quantity discount ² <i>(the following discounts will be granted for multiple bookings of several CUBE Select issues within 12 months)</i>
1/2 page advert (portrait or landscape)	1,900	2 adverts 4%
1/1 page advert/advertorial	3,800	3 adverts 6%
2/1 pages advert/advertorial	4,800	4 adverts 8%
1/1 advert 2nd or 3rd cover page ³	4,300	
1/1 advert back cover ³	4,800	
Supplements		
a.) Supplement complete issue <i>(weight up to 30g, max. format 220x290 mm)</i>	3,800	
b.) Supplement top 850 architects and interior designers <i>(weight up to 200g, max. format 213x297 mm)</i>	4,800	

¹ All prices plus VAT

² Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15% on top of the possibly discounted (quantity/combination discount) net price.

³ If available

* The publisher reserves the right to adjust prices if important conditions, such as printing prices, change.

DATES OF PUBLICATION

	Spring issue	Summer issue	Autumn issue	Winter issue
CUBE SELECT	AD: 14.03.22	AD: 30.05.22	AD: 06.09.22	AD: 14.11.22
	PD: 21.03.22	PD: 06.06.22	PD: 13.09.22	PD: 21.11.22
	DP: from 12.04.22	DP: from 28.06.22	DP: from 05.10.22	DP: from 13.12.22

AD = Advertising deadline, PD = Print material deadline, DP = date of publication

REAL ESTATE



NATIONWIDE REAL ESTATE PUBLICATIONS

CUBE Real Estate provides an overview of sophisticated neighborhood development and major projects in the metropolitan regions where CUBE is published. The readership is made up of professionals from the architecture, real estate and construction industries. We use lighthouse projects to show that high-quality, sustainable architecture is an attractive argument for successful urban and location development. The themed issue is a suitable environment for drawing the attention of a highly attractive target group to a brand, a real estate project, an exclusive location or a portfolio of services-attention-grabbing, absolutely targeted and at attractive conditions.

Online viewing copy here:

https://www.cube-magazin.de/pub/REAL_ESTATE_SPECIAL/2019/

READERSHIP	Real estate industry, construction companies, urban institutions and economic development agencies, architecture industry, financial service providers
CIRCULATION	12,000 copies
AREA OF PUBLICATION	Nationwide and Vienna
FREQUENCY OF PUBLICATION	1 time per year
COPY FORMAT	210 x 297 mm
TOPICS IN 2022	Green architecture, urban development
DISTRIBUTION	Personalised direct mailing to 12,000 architecture offices and real estate companies

PRICES*

Advertisement/Placement	Price in EUR ^{2 4}
General Part	
1st advert (1/1 page) inside ^{1 2}	5,500
2nd advert (1/1 page) inside ^{1 2}	5,100
3rd advert (1/1 page) ff. inside ^{1 2}	4,700
Metropolitan part	
1/2 page advert/advertorial ³	2,500
1/1 page advert/advertorial ³	3,500
2/1 pages advert/advertorial ³	4,200
Special placements*	
1/1 page 2nd or 3rd cover page	6,600
1/1 page 4th cover page	7,200
Supplement (up to 30 g, format max. 290 x 200 mm)	3,500

¹ If still available

² All prices in EUR plus VAT

³ Including design of the basic layout; copyright-free photo material and text information must be provided by the customer.

⁴ Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15 % on top of the possibly discounted (quantity/combination discount) net price.

* The publisher reserves the right to adjust prices if important conditions, such as printing prices, change.

Advertising formats see page 9

Combinations ⁴	
CUBE Real Estate and metropolitan magazines	
Combi 1: 1/1 advertorial/advert in a metropolitan magazine 2022 (e.g. CUBE Hamburg) + 1/1 advertorial/advert in metropolitan section of CUBE Real Estate	4,600
Combi 2: 2/1 advertorial in a metropolitan magazine 2022 (e.g. CUBE Hamburg) + 2/1 advertorial in metropolitan section of CUBE Real Estate	5,400

DATES OF PUBLICATION

advertising deadline 05.09.2022

print material deadline 12.09.2022

published on 26.09.2022



INTERIOR DESIGN THEMED MAGAZINE

Twice a year, CUBE Inspire focuses on a topic of particular interest to architects and interior designers. Since the first issue of CUBE Inspire in 2017, the topics covered on 32 to 40 pages have included design radiators, acoustics, smart home, wellness and spa, windows and doors, and new work. As a supplement to the ten CUBE metropolitan issues, CUBE Inspire is sent by direct mail to architects and interior designers. CUBE Inspire is an excellent opportunity for brand manufacturers from the respective subject area to showcase their expertise and product innovations in a specially tailored editorial environment.

Online viewing copy here:

<https://www.cube-magazin.de/pub/inspire/2018/akustik/>

READERSHIP	Architects and interior designers
CIRCULATION	12,000 copies
FREQUENCY OF PUBLICATION	2 times per year
AREA OF PUBLICATION	Nationwide and Vienna
PRINT MATERIAL DEADLINE	14 days before publication
COPY FORMAT	210 x 297 mm
TOPICS 2022	1st issue (April) New work 2nd issue (July) Bath and wellness
DISTRIBUTION	Personalised direct mailing to 12,000 architects and interior designers

PRICES*

Advertisement/Placement	Price in EUR ¹⁴	Advertising formats see page 9
Inside		Quantity discounts ⁴
1/2 page advert (portrait or landscape)	2,200	10 % discount in case of booking CUBE Inspire 01/22 and 02/22
1/1 page advert/advertorial ^{1 2}	3,200	DATES OF PUBLICATION
2/1 pages advertorial ^{1 2}	4,800	Spring issue 01/2022 (New work)
Special placements ²		AD: 22.03.22
1/1 advert 2nd or 3rd cover page ³	3,600	PD: 29.03.22
1/1 advert 4th cover page ³	4,000	DP: from 12.04.22
Supplement (up to 30 g, format max. 290 x 200 mm)	3,200	Summer issue 02/2022 (Bath and wellness)
Combinations of CUBE Inspire and metropolitan magazines		AD: 30.05.22
Combi 1: 1/1 advert in CUBE Inspire + 1/2 product PR in all 10 regional CUBE magazines	4,800	PD: 06.06.22
Combi 2: 1/2 advert in CUBE Inspire + 1/2 product PR in all 10 regional CUBE magazines	3,200	DP: from 21.06.22

¹ All prices in EUR plus VAT

² Including design of the basic layout; copyright-free photo material and text information must be provided by the customer.

³ If still available

⁴ Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15 % on top of the possibly discounted (quantity/combination discount) net price.

* The publisher reserves the right to adjust prices if important conditions, such as printing prices, change.

ADVERTISING FORMATS

CUBE metropolitan magazines, CUBE Real Estate, CUBE Inspire: **210 x 297 mm** CUBE Select: **230 x 297 mm**

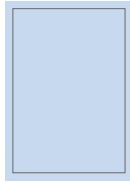
ADVERTISEMENTS IN BLEED

2/1 pages ¹



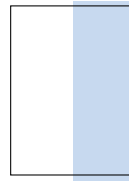
420 x 297 mm
Select 460 x 297 mm

1/1 page ¹



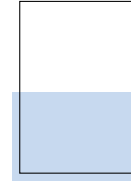
210 x 297 mm
Select 230 x 297 mm

1/2 page portrait ^{1/3}



102 x 297 mm
Select 110,5 x 297 mm

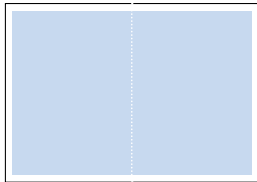
1/2 page landscape ^{1/3}



210 x 150 mm
Select 230 x 150 mm

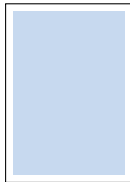
ADVERTISEMENTS IN TYPE AREA

2/1 pages ²



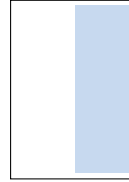
400 x 275 mm
Select 432 x 297 mm

1/1 page ²



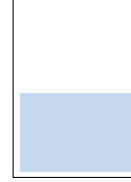
188 x 275 mm
Select 198 x 275 mm

1/2 page portrait ^{2/3}



92 x 275 mm
Select 96,5 x 275 mm

1/2 page landscape ^{2/3}



188 x 135 mm
Select 198 x 135 mm

¹ Please add 3 mm trim allowance to all outer pages of bleed ads. Please deliver double-page ads as single pages.

² Please deliver print documents with cutting marks for exact placement

³ Only full-page ads are possible in the front issue section

TECHNICAL DETAILS/DELIVERY OF SUPPLEMENTS AND ATTACHMENTS

Data transfer:

- per mail: media@cube-magazin.de
- WeTransfer oder Dropbox etc.

Data format:

preferably PDF/X-3 or PDF/X-4.
All fonts used need to be embedded

Profiles:

Color mode CMYK, 300 dpi,
Stroke in bitmap mode, at least 1,200 dpi.
Bleed: at least 3 mm per bleed edge
Profil CUBE: ISO Coated v2 300 % (ECI)

Color tuning:

Color-consistent proofs are required for all ads:
Digital proofs (with Ugra/FOGRA Media Wedge V 2.0)

We assume that the files given to us are copies and do not take any responsibility for their storage.

SUPPLEMENTS/ATTACHMENTS

Delivery date 2 weeks before the issue is published, free of charge, between 8 am and 5 pm.

Delivery address:

Hofmann Infocom GmbH
Emmericher Straße 10, 90411 Nürnberg, Germany

The delivery note should be placed clearly visible OUTSIDE on the pallet or on a box (do NOT put it INTO the box).

It must contain the following information:

- Customer/client
- CUBE magazine title and issue (e.g. CUBE Berlin No 3/2022)
- Delivery quantities (total weight, number of packages (pallets or cartons))
- Address and phone number of the shipper

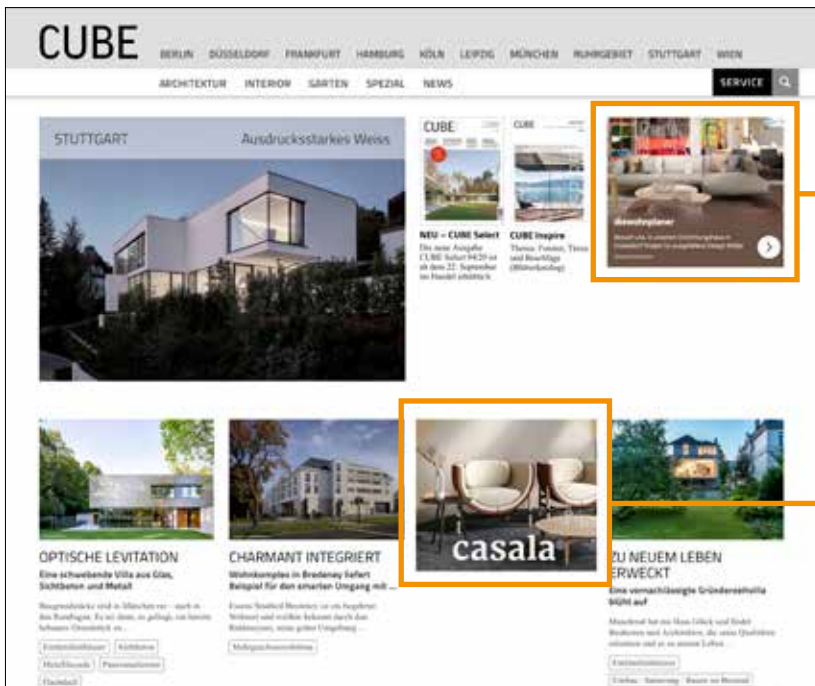
ARCHITECTURE MAILING

Delivery date 1 week before shipping date, free of charge, between 9 am and 5 pm.

Delivery address:

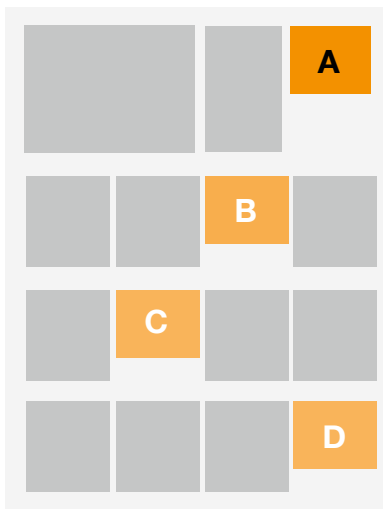
b1 communication GmbH
Briedestraße 1–9, 40599 Düsseldorf, Germany

ADVERT - Homepage



A.
 TOP-position-advert
 Format:
 Medium rectangle
 300 × 250 pixel
 (width × height)
 as jpg or html5

B. to D.
 Format:
 Medium rectangle
 300 × 250 pixel
 (width × height)



Position on homepage (desktop view)

ADVERTS

Format: Medium rectangle 300 × 250 pixel (width × height) in JPG format

	Page	Price in EUR per month ¹
Position A ²	Homepage	1,000
Position B ²	Homepage	900
Position C ²	Homepage	800
Position D ²	Homepage	750

¹ All prices in EUR plus VAT

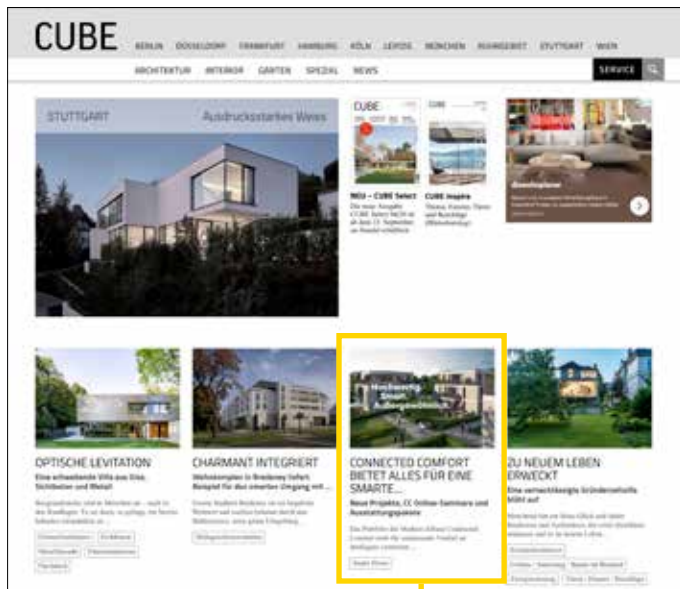
² If available

PERFORMANCE FIGURES 2020 (as of December 2020)

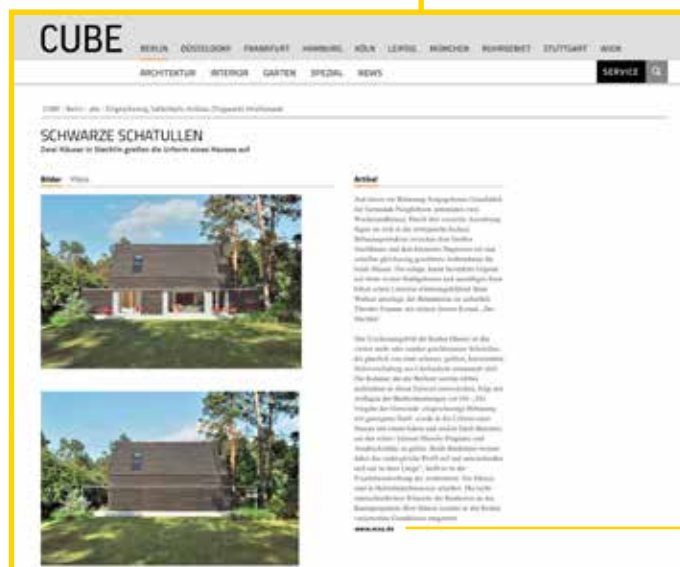
CUBE Website	Page Impressions	Visits (Sessions)
	Homepage www.cube-magazin.de	
1st quarter 2020	205,394	68,673
2nd quarter 2020	242,071	85,298
3rd quarter 2020	310,480	98,314
4th quarter 2020	297,566	110,108

Average session duration: 2.09 minutes

ADVERTORIAL – Homepage



Homepage



Article page

ADVERTORIAL

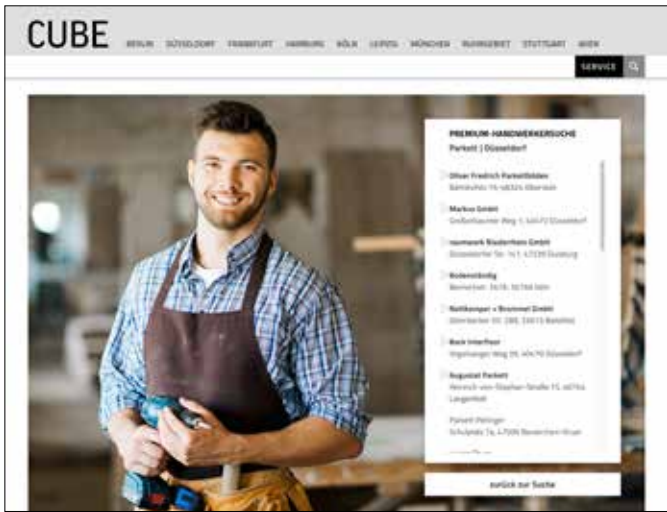
Editorially prepared advertising content in the form of an article¹

Position	Price in EUR per month ²
Homepage	900

¹ Image material: max. 5 images (copyright-free) with 700 pixels on the short edge or 1050 pixels on the long edge at 72 dpi in .jpg file format; text material: either finished text with max. 3,500 characters (including blank spaces) as a Word document or sufficient information for text creation.

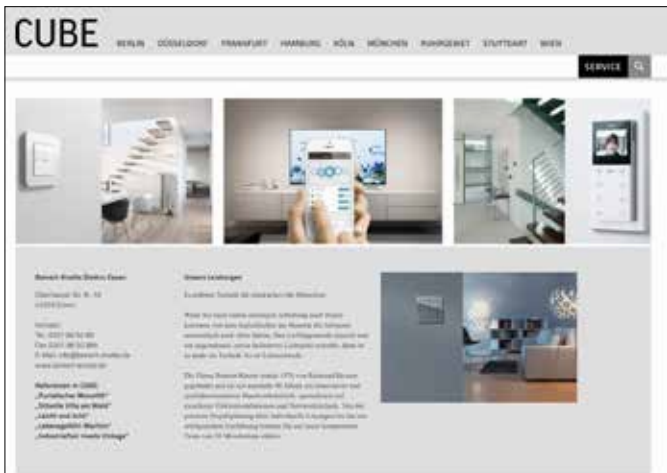
² All prices in EUR plus VAT

Link to customer website
(dofollow-Link)



With the premium craftsman search, CUBE offers specialist companies from the CUBE metropolitan regions the opportunity to present themselves as a qualified craftsman company. In contrast to other search services, only companies that have been selected by architects to work on properties and can provide references on the CUBE website are listed. Visitors to the website are thus given the opportunity to find experts quickly and easily.

www.cube-magazin.de/premium-handwerkersuche/



With an upgrade to premium status, a craft company can present itself more professionally and give the searcher an initial impression of the business. The publisher takes care of the design and text creation with supplied material.

PREMIUM CRAFTSMAN SEARCH

	Price in EUR per region and craft (e.g. kitchen)
Company presence with premium status ¹	300/year

The price includes the creation of the company presence within the CUBE website including design and text creation as well as the visual highlighting of the company in the results list. Pictures² and text info are provided by the craft company.

¹ All prices in EUR plus VAT

² We assume that the pictures are copyright-free material, the use of which does not incur any costs for the publisher and does not infringe the rights of third parties.

NEWSLETTER

NEWSLETTER (weekly) – 2 Versions (A or B) possible



CUBE Newsletter	Recipients	average click-through-rate
	ca. 7,000	14,5 %

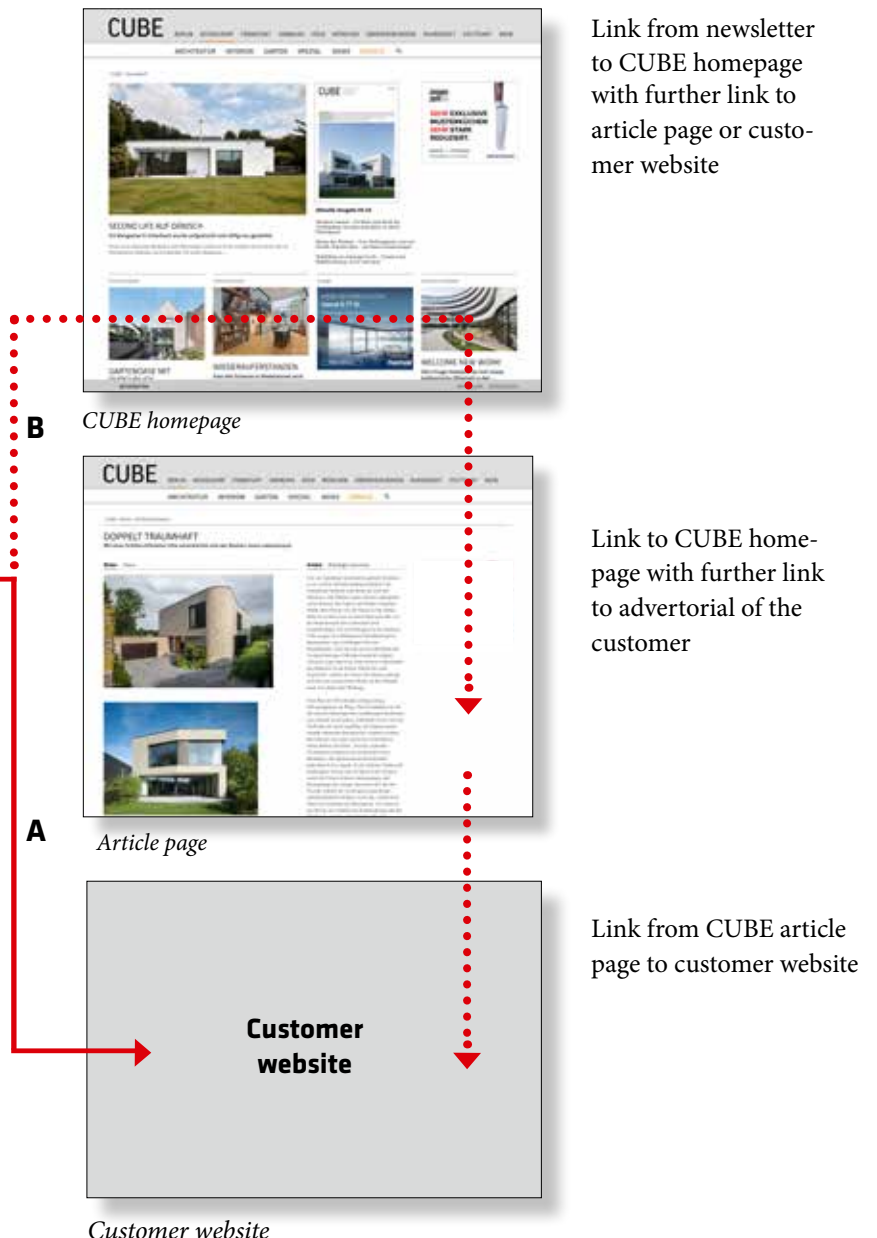
80 % of the newsletter subscribers are architects and interior designers

Advert in 3rd field
format: 600 x 400 pixel

	Price in EUR per placement ¹
Link to customer website (A)	900
Link to CUBE website (B) ²	1,800

¹ All prices in EUR plus VAT

² Image material: max. 5 images (copyright-free) with 700 pixels on the short edge or 1050 pixels on the long edge at 72 dpi in .jpg file format; text material: either finished text with max. 3,500 characters (including blank spaces) as a Word document or sufficient information for text creation.



CONTACTS/PUBLISHER INFORMATION



Germany

Head of Sales

Mr. Gerrit Menke
Phone +49 211 650 264-12
menke@cube-magazin.de



Germany North/West

Ms. Cordula Hüwels
Mobile +49 177 400 07 68
huewels@cube-magazin.de



Central Germany

Ms. Andrea Falkenberg
Phone +49 2509 230 98 67
Mobile +49 162 2928 334
falkenberg@cube-magazin.de



Germany South

Ms. Simone Lang
Mobile +49 172 610 934 0
lang@cube-magazin.de



Switzerland

Ms. Martina Kummer
Phone +41 78 720 66 70
Mobile +41 78 720 66 70
kummer@cube-magazin.de

Publisher

b1 communication GmbH
Briedestraße 1-9, 40599 Düsseldorf, Germany
Phone +49 211 650 264-0, Telefax +49 211 650 264-20
info@cube-magazin.de

Seat and Court of Registry:

Düsseldorf, HRB 64429, VAT ID No. DE 23 7980267

General managers

Gerrit Menke, Folker Willenberg

Editors-in-chief

Gerrit Menke, Folker Willenberg

Distribution

b1 communication GmbH
Briedestraße 1-9, 40599 Düsseldorf, Germany
Phone +49 211 650 264-0, info@cube-magazin.de

Bank information

Sparkasse Bochum
IBAN: DE27 4305 0001 0001 4777 28
BIC: WELADED1BOC

Invoices are due for payment on the publication date of the issue in which the advertisement is published, at the latest within 14 days of receipt of the invoice. Otherwise, clause 12 of the general terms and conditions (see page 15) applies.

Copyright and publishing law

This magazine and all the individual contributions and illustrations included in it are protected by copyright. We point out that the pictures included in the articles are mainly subject to third-party copyright. By accepting the manuscript, the right to publication and rights for translation, issuing of reprinting rights, electronic storage in databases, production of special prints, photocopies and micro copies shall transfer to the publisher (with the exception of the images). Any use outside the constraints specified by copyright legislation is not permitted without the consent of the publisher. If any unsolicited posting of contributions and information are sent to the publisher, this shall constitute consent that can be revoked at any time to place the sent contributions and/or information in databases that are kept by publishers or cooperating third parties.

Common names

The reproduction of common names, trade names, product names and similar in this magazine does not warrant the assumption that these names may be readily used by anyone. These are often registered trademarks protected by law, even if they are not labelled as such.

© b1 communication GmbH

General Terms and Conditions

1. An advertising order in the sense of these general terms and conditions is the contract for the placement of one or more print advertisements, third-party inserts (insert, bound-in insert, product samples etc.) as well as online forms of advertising in compliance with the current overview of conditions, whereby legally binding advertising orders are only concluded once the order has been confirmed in writing.

2. In case of doubt, advertisements are to be run for publication within one calendar year. If the right to run individual advertisements is granted within the framework of a contract, the order shall be processed within one year of the publication of the advertisement, provided that the first advertisement is run and published within the period specified in Section 1.

3. In the case of contracts, the customer shall be entitled to run further advertisements within the agreed period or within the period specified in Section 1, in addition to the quantity of advertisements specified in the order, under the contractually agreed conditions.

4. Placement of advertisements: advertisements shall be published in specific numbers, editions or at specific points in the printed publication or Internet page if this is confirmed in writing by the publisher when the order is placed. If no clear placement specifications are made, the publisher can freely determine the placement.

5. If an order is not fulfilled for reasons which the publisher is not responsible for, the customer shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual acceptance. Reimbursement will not be made if the non-fulfilment is due to force majeure or strikes within the publisher's sphere of risk.

Advertisement bookings are binding upon acceptance by the publisher. Cancellations after acceptance of the advertisement are subject to a cancellation fee of 30%. In the period from 4 weeks to the closing date for advertisements, 50% of the cancellation fee will be charged in the event of cancellation. Cancellations after the advertising deadline are subject to a lump-sum cancellation fee of 75%.

6. Orders for advertisements and third-party inserts which are to be published exclusively in certain numbers, certain editions or at certain points in the publication must be received by the publisher in good time so that the customer can be notified before the advertising deadline if the order cannot be executed in this way. Classified advertisements will be printed in the respective category without this requiring express agreement.

7. The closing dates for printing documents are set out in the publisher's written order confirmation. The customer is solely responsible for the punctual delivery of the advertisement text and faultless print documents. If print documents or online advertising forms are transmitted to the publisher digitally or by remote transmission in paperless form, the following provisions shall apply:

Advertisement templates should only be digitally transmitted using closed files which the publisher cannot change in terms of content. The publisher may reject open files. The publisher is not liable in the event of incorrect publication of advertisements (print) that are transmitted with open files. Related files are to be sent or stored by the customer in a common directory (folder). The customer is liable for ensuring that the transmitted or stored files are free of computer viruses. The publisher is entitled to delete files containing computer viruses without the customer having any claims arising therefrom. Printing material will only be returned to the customer upon special request. The obligation to store the advertisement ends 6 weeks after its publication. Floppy disks or CD-ROMs with artwork sent to the publisher become the property of the publisher. They will only be returned to the customer at the customer's risk upon express request or for a delivery fee of EUR 5.00.

8. The publisher reserves the right to reject advertising orders, including individual runs within the framework of a contract, and insert orders on the grounds of content, origin or technical form in accordance with the publisher's uniform, objectively justified principles if their contents/origin violate laws or official regulations or if their publication is unacceptable for the publisher. This shall also apply to orders placed with branch offices, receiving offices or representatives. Orders for inserts shall not be binding for the publisher until a sample of the insert has been submitted and approved. Inserts which, through their format or presentation, give the reader the impression of being part of the newspaper or magazine or which contain third-party advertisements shall not be accepted. The refusal of an order will be communicated to the customer immediately.

9. The customer is responsible for the punctual delivery of the advertisement text and faultless print documents or inserts. The publisher shall immediately request a replacement for recognisably unsuitable or damaged print documents. The publisher guarantees the usual print quality for the title in question within the scope of the possibilities offered by the print documents.

10. If an advertisement is printed incorrectly despite timely delivery of faultless artwork, the customer may demand that a faultless replacement advertisement be printed (subsequent performance) or demand a reduction in payment, but only to the extent that the purpose of the advertisement was impaired. The publisher shall have the right to refuse a replacement advertisement if this requires expenditure which is grossly disproportionate to the customer's interest in performance, taking into account the content of the obligation and the requirements of good faith, or if this would only be possible for the publisher at disproportionate cost.

If the publisher allows a reasonable period of time set for the replacement advertisement or the publication of the other advertising material to elapse, or if the replacement advertisement is not faultless

again, the customer shall be entitled to a reduction in payment or cancellation of the advertising order. Cancellation of the advertisement order is excluded in the case of insignificant defects in the advertisement. Complaints regarding non-obvious defects must be lodged within one year of the statutory commencement of the limitation period.

The publisher shall be liable for all damages, whether they result from breach of contract or tort, in accordance with the following provisions:

In the event of gross negligence, liability in commercial dealings shall be limited to compensation for the typical foreseeable damage; this limitation shall not apply if the damage was caused by the publisher's executive employees.

In the event of simple negligence, the publisher shall only be liable if an essential contractual obligation has been breached, a guarantee granted or there has been fraudulent deception. In such cases the liability is limited to the typical foreseeable damage.

In the event of liability for typical foreseeable damage only, there shall be no liability for indirect damage, consequential damage or loss of profit.

In the event of claims under the Product Liability Act and in the event of injury to life, limb or health, the publisher shall be liable in accordance with the statutory provisions.

11. The publisher does not guarantee a minimum circulation. A claim to a price reduction cannot be derived from a reduction in circulation.

12. If the customer does not pay in advance, the invoice will be sent immediately, if possible 14 days after publication of the advertisement. The invoice is to be paid within the period of time indicated in the price list from receipt of the invoice, unless another payment period or advance payment has been agreed in individual cases.

13. In the event of default in payment or deferment of payment, interest and collection costs shall be charged. In the event of default in payment, the publisher may postpone the further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there is justified doubt as to the customer's solvency, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and the settlement of outstanding invoice amounts, even during the term of an advertising contract, irrespective of any originally agreed payment period.

14. Costs for the production of ordered print documents as well as for substantial changes to originally agreed designs requested by the customer or for which the customer is responsible shall be borne by the customer.

15. On request, the publisher shall send a specimen copy to the billing address. If a receipt can no longer be obtained, it shall be replaced by a legally binding written statement from the publisher confirming the publication and distribution of the advertisement.

16. Place of performance shall be the publisher's registered office. In business transactions with fully qualified merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action shall be the publisher's registered office. Insofar as the publisher's claims are not asserted in the dunning procedure, the place of jurisdiction for non-merchants shall be determined by their place of residence. If the customer's domicile or habitual residence, including in the case of non-commercial customers, is unknown at the time the action is brought or if the customer has moved their domicile or habitual residence outside the scope of the law after concluding the contract, the place of jurisdiction shall be the publisher's registered office.

General Terms and Conditions for subscriptions to magazines 'CUBE'

§ 1 The General Terms and Conditions scope

The following general terms and conditions apply to all magazine subscription agreements concluded with the entrepreneur.

The customer's deviating terms and conditions and verbal ancillary agreements shall not be valid.

§ 2 Conclusion of a subscription agreement

The subscription agreement is only concluded once the customer has received written confirmation of the order for the subscription selected by the customer.

§ 3 Contracting party

The subscription is concluded between

b1 communication GmbH, Briedestraße 1-9, D-40599 Düsseldorf and the subscriber.

§ 4 Sales partners

b1 communication GmbH does not use a partner to distribute the CUBE subscription. Subscription agreements can only be concluded in writing with b1 communication GmbH.

§ 5 Right of withdrawal for telephone orders

Magazine subscription agreements concluded solely by telephone by consumers with b1 communication GmbH may be revoked. Otherwise, there is a right of revocation according to the statutory provisions.

§ 6 Terms of delivery

The magazine is always delivered to the delivery address provided by the customer. Delivery defects must be reported in writing.

§ 7 Terms of payment

The payment of the subscription fees is due in advance before the magazine is delivered. Payment must be made within 14 days of

concluding the subscription agreement to the account specified on the invoice or by direct debit.

§ 8 Duration and termination of agreement

The subscription agreement is concluded for 1 year. The agreement will be extended by a further year if it is not terminated in writing with one month's notice to the end of the subscription period. The right to termination for good cause remains unaffected.

§ 9 Data protection

b1 communication GmbH complies with the provisions of the Federal Data Protection Act (BDSG). All personal data necessary for the fulfilment of the subscription will therefore be stored in compliance with data protection regulations. The entrepreneur only discloses this data to third parties in the context of legal defaults, in particular in the context of criminal proceedings.

§ 10 Final provisions

Amendments and supplements to the agreement must be in writing, including the clause on the written form itself. Should any provision of the contract be or become invalid in whole or in part, this shall not affect the validity and enforceability of the remaining provisions.

Additional terms and conditions

a) In the event of rate changes for advertising and insert prices, the new terms and conditions shall also come into force immediately for current orders.

b) By placing an advertising order, the customer accepts the general and additional terms and conditions as well as the publisher's price list. The placed advertisement order only becomes legally binding after written confirmation by the publisher.

c) Changes to placements, sizes, formats and colour are no longer possible after the closing date for advertisements. The publisher is not liable for the correctness of the reproduction of placed advertisements or corrections made over the telephone. Liability shall also be excluded if defects in other artwork do not become apparent until reproduction or printing. The advertiser then has no claims if the print is poor. Any additional costs incurred must still be charged.

d) Cancellations of advertisements or inserts must be made in writing or by presenting an identity card.

e) Advertising intermediaries and advertising agencies are obliged to adhere to the publisher's price lists in their offers, contracts and invoices for advertisers. The agency fee granted by the publisher may not be passed on to the customer either in whole or in part.

f) The customer bears sole responsibility for the content and legal admissibility of the text and image documents made available for insertion. The customer shall be responsible for indemnifying the publisher against any claims by third parties against the publisher arising from the execution of the order, even if the order has been cancelled. The publisher is not obliged to check orders and advertisements to see whether they affect the rights of third parties.

g) For print documents of any kind, the storage obligation expires 12 weeks after the publication date, unless expressly agreed otherwise.

h) In the case of the delivery of finished film sets, special conditions apply to the technical processing, which will be communicated by the publisher on request.

(i) In the event of bankruptcy or compulsory settlement, no discount shall be granted.

j) The publisher reserves the right to set special or different prices for special publications and special categories, for collectives and advertisement series.

k) The price for advertisements and inserts from customers in the distribution area (local price) can be claimed by such companies that have their registered office in the publisher's distribution area. If advertisements from the aforementioned customer are to be invoiced through advertising agencies, the basic prices shall apply instead of the prices for local customers.

l) The publisher shall be entitled to publish advertising orders placed in the publisher's online services following the publisher's express approval.

m) The advertisements designed, placed and published by the publisher may only be reproduced and reprinted with the express consent of the publisher. The publisher reserves the right to charge the customer the reproduction costs incurred to produce advertisements.

n) In the event of operational disruptions or in cases of force majeure, industrial action, confiscation, traffic disruptions, general shortage of raw materials or energy and the like, both at the publisher's business and at external businesses used by the publisher to fulfil its obligations, claims for damages against the publisher due to total or partial non-appearance of the printed matter or advertisements shall be excluded.

o) If any defects in the print documents are not immediately recognisable, but only become apparent during the printing process, the customer shall have no claims in the event of poor printing.

