

Infotainment in futuristischer Hülle

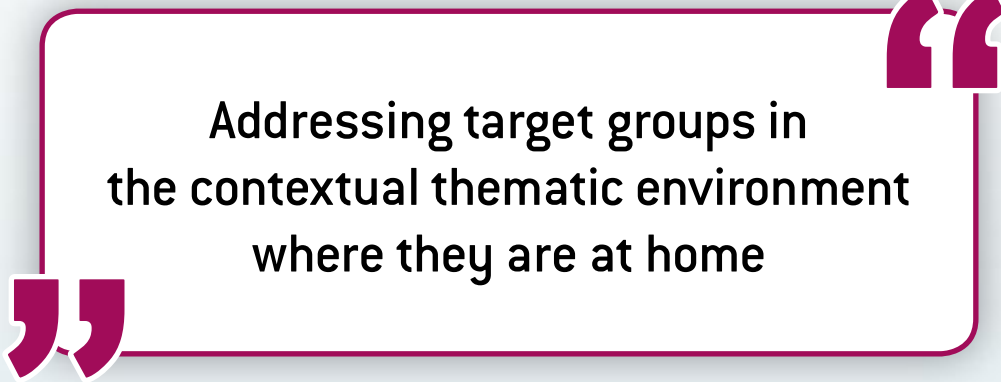
Besucherzentrum/Panetarium ESO Supernova
begeistert mit multimedialen Möglichkeiten



MEDIA DATA --- 2020

Technology meets
design

 **kommunikationsraum.net**
valid from 01. January 2020



**Addressing target groups in
the contextual thematic environment
where they are at home**

OUR TARGET GROUPS AND VERTICALS



Facility Management



Retail / POS



Collaboration & Conferencing



Security



Content Creation



Architecture

KOMMUNIKATIONSRAUM. 2020

In the process of digital transformation, the target groups are becoming increasingly fragmented. In vertical markets, professional groups and trades are more and more confronted with AV technology, which previously had little or no relation to AV system integration. The aim of the KommunikationsRaum. is to reach decision makers at an early phase of the process, to present the advantages of ProAV and to show the possibilities.

The more heterogeneous the market becomes, the more difficult it is to communicate the know-how of our industry and the technical possibilities of AV technologies to the right people.

For this reason, we are increasing the publication frequency to a total of 4 issues and expanding the reader target groups. Each issue will address a specific target group.

The new focus will be on IT decision-makers, executives in the creative industries, CIOs, CEOs and facility managers as well as the previous target group of architects, Interior designers and project planners.

We reach these target groups via existing Ebner media and as a Supplement in external specialist media. We offer you a context-related relevant environment for your messages.

In addition to the print editions, we also offer supplementary thematic newsletters in which banner placements are available (prices on request).

DATES, CIRCULATION & DISTRIBUTION

KOMMUNIKATIONSRAUM. APPEARS WITH **4 ISSUES**

Issue 1/2020

Day of publication 03.04.2020

Booking deadline 21.02.2020

Closing deadline 28.02.2020

Target group: IT

Issue 2/2020

Day of publication 05.06.2020

Booking deadline 24.04.2020

Closing deadline 30.04.2020

Target group: IT

Issue 3/2020

Day of publication 18.09.2020

Booking deadline 31.07.2020

Closing deadline 07.08.2020

Target group: Facility Manager

Issue 4/2020

Day of publication 13.11.2020

Booking deadline 18.09.2020

Closing deadline 25.09.2020

Target group: Architects

Print run

approx 10.000 copies

Our target group for 2020

IT-Managers

Content Agencies

Facility Manager

Architects / interior designers / project planners

C-Level: CEO & CIOs

AD FORMATS, PRICES AND CONDITIONS

Formats	Type Area	bleed	Price in euro
	Width x Height	Width x Height (plus 3 mm trimm)	
Ad formats			
Outside back cover	170 x 244	200 x 270	3.280,-
Inside back cover	170 x 244	200 x 270	3.180,-
Inside front cover	170 x 244	200 x 270	3.180,-
1/1 Page 4c	170 x 244	200 x 270	2.980,-
1/2 vertical 4c	88 x 244	98 x 270	1.950,-
1/2 horizontal 4c	170 x 114	200 x 133	1.950,-
Special formats on request			

Advertorial		
1/1 page	1.700 characters (with large image) 2.900 characters (with small image) (with spaces)	2.980,-
1/2 page	940 characters (with spaces)	1.950,-

Printing and binding

Offset, digital
Perfect binding hotmelt
Paper 80 g UPM Ultra SH
Vertical

Print documents

PDF: PDF/X3
Color: CMYK
Color profile: ISO Coated v2 300 % / Images: 300 dpi
Bleed: 3 mm

Print documents shipping

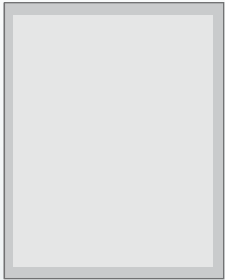
e Agency-commission: 15 %

Agency-commission: 15 %

Payment Terms:

5 % discount for SEPA Direct Debit.
3 % within 14 days, 30 days net.

AD FORMATS



1/1 page

A: 200 x 270 mm

S: 170 x 244 mm

2.980,- €

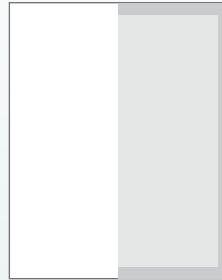


1/2 horizontal page

A: 200 x 133 mm

S: 170 x 114 mm

1.950,- €



1/2 vertical page

A: 98 x 270 mm

S: 88 x 244 mm

1.950,- €

CONTACT EDITORIAL TEAM

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Phone: +49 (731) 156 – 962

e-Mail: schleifer@ebnermedia.de

BANK ACCOUNT

IBAN: DE24 63090100 0003 626 000

BIC: ULM VDE66

GUIDELINES FOR THE DIGITAL TRANSFER OF ADVERTISING COPY

KommunikationsRaum., PROFESSIONAL SYSTEM, PRODUCTION PARTNER and EVENT PARTNER are produced digitally. Please follow these guidelines in order to ensure a problem free transfer of data and thebest possible printed result.

Operating Systems

Macintosh, PC

Programmes

- Quark Xpress
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

Data Format / Image Data / Compression

- **Image data:** TIFF; EPS, JPEG, PDF,
- **Colours:** cyan, magenta, yellow, black (EUROSCALA)
- For perfect print quality continuous tone images should be scanned at a minimum of 300 dpi.
- For line art the minimum resolution is 600 dpi, 1200 dpi is ideal.
- Compressed files: None of the image elements that are used should be compressed. Do not use JPEG or similar compression.
- The whole file may however be stuffed as SEA, SIT, ZIP or EXE (SEA)

Fonts

Include all character sets. Special fonts, e.g. logo fonts should also be included. TrueType fonts may not be used. When several related files are to be transferred please ensure that these files are placed in a single directory (folder). We check received files within one workingday. You will immediately be informed of any incorrect data or files. Please enter contact details in the checklist.

GUIDELINES FOR THE DIGITAL TRANSFER OF ADVERTISING COPY

Prior to data transfer

ORDER: Please ensure that an order for your advertisement has been sent to Musik-Media

FAX: send us the CHECKLIST FOR DATA TRANSFER and a binding print out

PROOF: For colour advertisements please send a binding proof to:

Musik Media

Eine Unit der EBNER MEDIA GROUP GmbH & Co. KG

att. Marina Dedy

Emil-Hoffmann-Str. 13

D-50996 Köln

CD-ROM: Please send CD-ROMS to the Musik-Media address until the deadline of printing material.

E-MAIL: m.dedy@musikmedia.de (max. 20 MB)

You have the opportunity to upload the advertisement data onto our server. Please follow the guidelines of our advertisement system and please be patient! Do not access the browser during the transmission. Otherwise transmission will be invalid. Wait until the browser window has reconstructed itself and transmission is completed.

If you have further questions or need more technical information (ISDN-transfer, ftp-upload) please feel free to contact us by telephone +49/(0)2236/96217-78.

GENERAL TERMS AND CONDITIONS

1. "Advertisement order" within the meaning of the following general conditions of acceptance is the contract for the publication of one or more advertisements by an advertiser or other space buyer in a publication for the purpose of dissemination.
 2. Where doubt exists advertisements are to be released for publication within one year of conclusion of a contract. If a contract allows for the release of individual advertisements, the order must be processed within one year of the advertisement appearing for the first time, provided the first advertisement is released and published within the period specified in sentence 1.
 3. In the event of a contract being concluded the orderer is entitled to release further advertisements exceeding the advertisement volume specified in the contract within the period agreed or the period specified in section 2, whichever is applicable.
 4. In the event of a contract not being performed for reasons for which the publishing company is not responsible, the orderer, notwithstanding any other legal obligations, must reimburse the publishing company the difference between the discount granted and the relevant discount for the number of advertisements actually published. Reimbursement need not be effected if the failure to perform is attributable to force majeure within the scope of the publishing company's risk.
 5. When calculating the amount of text to be published the text millimetre lines are converted into advertisement millimetres in accordance with the price.
 6. Advertisements and inserts shall only be included in specified issues, specified editions or in specified positions in the publication if the orderer has stated that the advertisement or insert must appear in specified issues, specified editions or in specific positions in the publication and the publishing company has provided written confirmation to this effect. Classified advertisements will appear in the appropriate special section without express agreement being required.
 7. Textual advertisements are advertisements which border on text on at least three sides and do not border on other advertisements. Advertisements which from their copy or layout are not recognisable as advertisements shall be rendered recognisable as such by the publishing company by the addition of the word "advertisement".
 8. The publishing company reserves the right to reject both advertisement orders, including individual releases within the framework of a contract, as well as insert orders, on account of their content, their origin or their technical form in accordance with uniform, objectively justified principles, if, in the due judgement of the publishing company, their contents contravene laws or official directives or are likely to cause offence, or their publication cannot be expected of the publishing company. This also applies to orders placed at registered or branch offices or agencies. Insert orders are only binding for the publishing company once a specimen copy of the insert has been submitted and approved. Inserts shall not be accepted which, by nature of their size or appearance, give the reader the impression of being a part of the newspaper or magazine, or which contain advertisements of a third party. The orderer will be notified without delay of the rejection of an order.
 9. Prompt submission of the advertising text and faultless copy or of the inserts, glued-in inserts etc. is the responsibility of the orderer. The publishing company shall demand immediate replacements for recognisably unsuitable or damaged copy. The publishing company warrants usual printing quality within the scope of possibilities of the copy provided for the issue in which the order is to appear.
 10. In the event of the printed advertisement being partially or entirely illegible, incorrect or incompletely reproduced, the orderer may claim price abatement or a faultless replacement advertisement, but only to the extent to which the advertisement was impaired in its purpose. In the event of the publishing company allowing a reasonable extension period granted to it to elapse, or of a replacement advertisement again failing to be acceptable, the orderer has the right of cancellation. Claims for compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded even for orders placed by telephone; claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. This does not apply to intent and gross negligence on the part of the publishing company, its legal representative or its vicarious agent. The liability of the publishing company for damage caused by lack of warranted qualifications remains unaffected. Nor is the publishing company liable in commercial business dealings for gross negligence on the part of vacarious agents; in all other cases the liability to merchants for gross negligence is limited to the foreseeable damage to the value of the compensation to be paid for the advertisement in question. All claims by the orderer, with the exception of obvious deficiencies, must be asserted with in four weeks of receipt of invoice and voucher copy.
11. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.
 12. Provided no particular size has been specified the order will be charged on the basis of the print height actually used usual for the type of advertisement.
 13. Unless the orderer effects prepayment the invoice will be sent immediately, at all events however, fourteen days following publication of the advertisement. The invoice is to be paid within the period specified in the price list commencing from the receipt of the invoice, unless another period or prepayment has been agreed for the case in question. Any discounts for early payment will be granted in accordance with the price list.
 14. In the event of default or delay in payment interest charges in accordance with those listed in the pricelist together with collection expenses will be levied. However, the orderer retains the right to furnish proof that the loss incurred is substantially less serious. In the event of default the publishing company may delay further performance of the current order until payment has been effected, as well as demand prepayment of the remaining advertisements. In the case of justified doubt in the ability of the orderer to effect payment the publishing company has the right, even during the duration of an advertisement contract, to make the appearance of further advertisements dependent upon the prepayment of the sum in question and of settlement of outstanding invoices without regard to the terms of payment originally agreed upon.
 15. Upon request the publishing company will supply a voucher copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order clippings, tear sheets, or complete voucher copies will be supplied. If it is no longer possible to obtain a voucher copy, a legally binding certification confirming that the advertisement was published and disseminated will be provided by the publishing company in its stead.

GENERAL TERMS AND CONDITIONS

16. The orderer shall bear the expense of the preparation of copy and drawings ordered, or of alterations requested by the orderer, or of reasonable alterations which differ substantially from the version orally agreed upon.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deduced in the event of a reduction in the number of copies printed, if, on overall average for the insertion year commencing with the appearance of the first advertisement, the circulation falls below the average circulation quoted in the price list or otherwise specified, or, in cases where no circulation is specified, the average number of copies sold in the previous calendar year (in the case of specialist publications this may be the average number of copies actually disseminated). A reduction in the print run is only a deficiency justifying a reduction in price if the reduction amounts to

20 % in the case of a circulation of up to 50,000 copies

15 % in the case of a circulation of up to 100,000 copies

10 % in the case of a circulation of up to 500,000 copies

5 % in the case of a circulation exceeding 500,000 copies

Furthermore, reductions in contract price are excluded in cases where the publishing company informed the orderer of the reduction in circulation sufficiently early so as to allow the latter enough time to terminate the contract before the advertisement appeared.

18. In the case of box number advertisement the publishing company entrusts the custody and prompt forwarding of the offers to the care of a serious businessman. Registered letters and express letters in reply to box number advertisements will be forwarded by standard post. Letters received in reply to box number advertisements will be kept for four weeks. Letters not collected within this period will be destroyed. The publishing company returns valuable documents, although no such obligation exists. In the interest and for the protection of the orderer the publishing company reserves the right to open offers received for examination to ensure that the box number service is not misused. The publishing company is not obliged to forward commercial recommendations or offers of mediation.

19. Text and layout will only be returned to the orderer in response to a specific request so to do. The obligation to keep text and layout in safe custody elapses three months after expiry of the contract.

20. Place of performance is the registered office of the publishing company. In business transactions with merchants, juristic persons under public law or separate estates under public law the place of jurisdiction for legal action is the registered office of the publishing company. If the domicile or place of habitual residence of the orderer, even in the case of nonmerchants, is unknown at the time of the commencement of an action, or if the orderer alters his/her domicile or place of habitual residence to a place outside the jurisdiction of the law following conclusion of the contract, the place of jurisdiction is agreed upon as being the registered office of the publishing company.

Additional conditions of acceptance of the publishing company

a) While exercising all due diligence when accepting and examining the advertisement copy, no liability attaches to the publishing company if misled or deceived by the orderer. By placing an advertisement order the advertiser undertakes to bear the expense of the publication of an counter representation referring to actual claims made in the published advertisement in accordance with the advertisement rates valid at the time.

b) The orderer bears the responsibility for the content and the legal permissibility of the text and illustrations provided for the insertion. It is incumbent upon the orderer to indemnify the publishing company with respect to the claims of third parties arising against the publishing company from the execution of an order, even if it was not suspended in time. The publishing company is not obliged to check orders and advertisements with a view to their infringing the rights of third parties. In the event of advertisements appearing which were not suspended in time, no claims of the advertiser can be made against the publishing company. The orderer also releases the publishing company from all claims resulting from infringement of copyright.

c) Notification of cancellations must be given in writing. In the event of an advertisement being cancelled the publishing company can demand payment of the composition costs incurred.

d) Cases of force majeure and industrial action for which the publishing company bears no responsibility release the publishing company from the obligation to fulfil contracts and to pay compensation.

e) The publishing company accepts no liability for errors in the transmission by telephone of advertisements, changes of the appointed date of appearance or of the issue in which the advertisement is to appear, of corrections to the text, or of cancellations.

f) Claims arising from incorrect printing of repeat advertisements are excluded if the advertiser had the opportunity of drawing attention to the error prior to the printing of the advertisement immediately following. The claim to payment of the publishing company remains unaffected.

g) The advertiser may lay retrospective claim to the corresponding discount for the actual number of advertisements printed within the one-year period if, at the beginning of the period, he concluded a contract which, in accordance with price list, would have entitled him to a rebate from the very beginning. The claim to retrospective rebate lapses if not pressed within one month of the expiry of the one year period.

h) A trade discount of ten percent on the standard price shall only be granted for direct advertising orders.

i) The publishing company reserves the right to fix special rates for advertisements in publishers inserts, special publications and specials/special editions. The publishing company further reserves the right to correct (credit notes, additional charges) incorrect invoices within six months of the making out of the invoice.

j) Space brokers and advertising agencies are obliged to adhere to the prices listed by the publishing company when making their offers to, as well as concluding contracts and settling accounts with advertisers. The agency commission granted by the publishing company may not be passed on to the advertiser either in full or in part.

k) Personal liability of the representative of an orderer: If the orderer is a juristic person, or otherwise limited liability (eg. GmbH), the person signing on behalf of the orderer is personally liable to the publishing company as a guarantor who has waived his plea of primary recourse against the principal debtor.

l) Data protection: Pursuant to §26 of the (German) Federal Data Protection Act we draw attention to the fact that within the framework of the business relations the required customer and supplier data are stored with the aid of electronic data processing equipment.