Brief characteristics:
“C.ebra” (magazine for efficient office and workstation equipment procurement) provides background information, correlations and orientation aid for efficiently purchasing commercial office materials (C-articles), office furniture and technical products. This specialist journal focuses on buyers and decision makers in companies, public authorities and institutions. “C.ebra” sees itself as a central information and communication platform for the relevant market participants.

The objective is to establish a network between manufacturers/suppliers, retailers and the purchasing companies and authorities, to sustainably support a top quality benchmarking process. The professional and up-to-date reporting focuses on the brand topic, the importance of specialist dealers for purchasing, the portrayal of the market environment and the buyer’s situation in the procurement process. Special attention is paid to topics such as social compatibility with production, “Green Procurement”, and the all-important public sector procurement segment.

Executive publisher:
Werner Stark
Tel.: +49 (0) 6 11/3 60 98-19
werner.stark@pbs-business.de

Publisher:
Verlag Chmielorz GmbH
PO Box 22 29, D-65012 Wiesbaden, Germany
Marktplatz 13, D-65183 Wiesbaden, Germany
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Fax: +49 (0) 6 11/3 60 98-70
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Fee:
Annual subscription:
National: € 69.00 (incl. shipping + sales tax)
International: € 91.00 (incl. shipping)

Cooperations and Media-Partnerships:
C.ebra is the official media partner of the Office Gold Club. C.ebra cooperates with Messe Frankfurt and the BME (Bundesverband für Materialwirtschaft, Einkauf und Logistik) e.V. for the “Paperworld Procurement” event.
Media Kit
2020
Advertisement price list No. 9
Valid after 01/01/2020

1 Circulation: 10,000 copies
2 Circulation check:
3 Magazine format: DIN A4 (210 mm x 297 mm)
   Print space: 175 mm x 256 mm
   3 columns with a width of 55 mm each
4 Methods of printing and binding:
   Printing data:
   Sheet-offset print (stapling),
   Software: Adobe Creative Suite,
   File formats: Logos, pictures and graphics: EPS or TIFF (uncompressed, CMYK mode),
   Resolution: color and B/W pictures 300 dpi; line drawing 1,200 dpi, screened motives incl. fonts 500 dpi minimum
   Documents: Adobe PDF 1.4, EPS, (optimized for print, pictures and fonts embedded), TIFF
   Print profile: ISO Coated v2 (ECI), sheet offset
5 Frequency of: six issues per year
   Publication: right to publish double
   Dates of publication: see time schedule/list of topics
   Ad deadlines: see time schedule/list of topics
6 Publisher: Verlag Chmielorz GmbH
   PO Box 22 29, D-65012 Wiesbaden, Germany
   Tel.: +49 (0) 6 11/3 60 98-70
   Fax: +49 (0) 6 11/3 60 98-77
   E-Mail: torsten.wessel@pbs-business.de or www.chmielorz.de
7 Conditions of payment: Due after receiving invoice, agency commission: 15%
   Bank connection:
   Postbank, Niederlassung Frankfurt
   BIC-Code: PBNKDEFFXXX,
   IBAN-Code: DE16500100600188970601
   Nassauische Sparkasse Wiesbaden
   BIC-Code:NASSDE55XXX,
   IBAN-Code: DE48510500150111103011

7 Advert formats and fees: (plus VAT), agency commission 15%

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height in mm</th>
<th>Width x Height bleed in mm</th>
<th>B/W</th>
<th>4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 S.</td>
<td>175 x 256</td>
<td>210 x 297</td>
<td>3.465,-</td>
<td>4.916,-</td>
</tr>
<tr>
<td>2/3 S.</td>
<td>115 x 256</td>
<td>135 x 297</td>
<td>2.309,-</td>
<td>3.277,-</td>
</tr>
<tr>
<td>Juniorpage</td>
<td></td>
<td>135 x 191</td>
<td>-</td>
<td>2.884,-</td>
</tr>
<tr>
<td>1/2 S.</td>
<td>175 x 128 87 x 256</td>
<td>210 x 148 105 x 297</td>
<td>1.732,-</td>
<td>2.458,-</td>
</tr>
<tr>
<td>1/3 S.</td>
<td>175 x 85 55 x 256</td>
<td>210 x 99 75 x 297</td>
<td>1.154,-</td>
<td>1.638,-</td>
</tr>
<tr>
<td>1/4 S.</td>
<td>175 x 64 88 x 128</td>
<td>210 x 74</td>
<td>866,-</td>
<td>1.229,-</td>
</tr>
<tr>
<td>1/8 S.</td>
<td>175 x 32 88 x 64</td>
<td>210 x 37</td>
<td>433,-</td>
<td>615,-</td>
</tr>
</tbody>
</table>

Advert formats in each case width x height (3 mm bleed added per cutting edge on cut formats) (selection)

8 Surcharges:
   Preference placements:
   Inside front cover, additional fee 20%
   Binding placement demand: additional fee 20%

9 Rubric adverts:
   Fees/millimeter: Per millimeter line (width 55 mm) € 4,30
   Per millimeter line (width 88 mm) € 5,80

10 Types of special advertising:
   Special-ads Retailer: Format 60 x 50 mm (bigger formats available), incl. online publishing
   8 ads: € 630,-
   6 ads: € 500,-
   3 ads: € 280,-
   1 ads: € 100,-
   Fee for cover page combination and further types of special advertising on request

11 Discounts:
   Depending on scale of quantity or frequency
   Purchase within one year of insertion
   3 ads = 5% discount
   6 ads = 10% discount
   8 ads = 15% discount

12 Attached inserts:
   2-side: € 385,- per thousand (€ 3,850,-)
   incl. postage
   4-side: € 422,- per thousand (€ 4,220,-)
   incl. postage
   8-side: € 438,- per thousand (€ 4,380,-)
   Size: 210 x 297 mm + 3 mm bleed, smaller formats on request
   Delivery volume (incl. discount) 10.100 copies

13 Loose inserts:
   Total print run:
   Up to 25g: € 346,- per thousand (€ 3,460,-)
   incl. postage
   Up to 50g: € 385,- per thousand (€ 3,850,-)
   incl. postage
   Up to 75g: € 422,- per thousand (€ 4,220,-)
   incl. postage
   Up to 100g: € 438,- per thousand (€ 4,380,-)
   incl. postage
   Max. size: 210 mm x 297 mm, delivery volume (incl. discount) 10.100 copies
   Product sample as attachment on request
   Surcharge for partial print reservation 45%, minimum circulation: 3,000 copies

14 Affixed advertising media:
   possible on advert 1/1 separate page
   fee on request

15 Delivery address for positions
   12 to 14:
   Rhein-Main-Buchbinderie GmbH
   Department: C.ebra
   Ostring 13
   65205 Wiesbaden-Nordenstadt, Germany

Delivery notation: Edition C.ebra-No. ...
# Time schedule/list of topics

<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Special topics</th>
</tr>
</thead>
</table>
| 01/2020 | PD: 01/16/2020 AD: 12/18/2019 ED: 12/11/2019 | - Future office/flexibility at work  
- Light, networked security (Light & Building)  
- Digital procurement, Tools & Experiences  
- Preview Paperworld/Remanexpo  
- Ink, toner, supplies  
- Labeling marking, stamping |
| 02/2020 | PD: 03/27/2020 AD: 03/02/2020 ED: 02/21/2020 | - Data protection/data security  
- Cool Products – energy efficient working  
- Green office/Recycling  
- Hygiene and cleaning  
- Digital workplace (concepts, products)  
- Promotional items/individualization/corporate fashion  
- Project related working/teamwork |
| 03/2020 | PD: 05/29/2020 AD: 05/04/2020 ED: 04/24/2020 | - E-Solutions, E-Invoicing, E-Procurement  
- Office- and communication papers  
- Excellent design  
- Office kitchen, catering, vending  
- Noise protection/Acoustics  
- Healthy office, ergonomics, light and air  
- „As a service“ vs. buying, leasing, renting |
| 04/2020 | PD: 08/03/2020 AD: 07/06/2020 ED: 06/29/2020 | - New Work: Modern working worlds  
- Facility services: catering, washroom, cleaning, waste management  
- Fleet management, business trips  
- Brand products vs. No Name  
- Packaging and shipping  
- Everyday office life: modern classics with innovative features (stamping, pasting, cutting, punching)  
- Print management (print + copy)  
- Ink, toner, supplies  
- Digital office |
- Data protection/data security  
- Coffe/Catering/Service/Snacks  
- Promotional items/Give away/Calendars/individualization/print services  
- ITK trends, multimedia, EDP accessories, desktops  
- AV and Media Technology |
| 06/2020 | PD: 12/08/2020 AD: 11/10/2020 ED: 11/03/2020 | - Sustainability/CSR  
- Corporate fashion/workwear  
- Employment protection/safety at work  
- Comfortable office/Employer branding  
- Business equipment/High quality papers  
- Favourite products 2020  
- Procurement and Supply chain |

PD = Publication Date  
AD = Ad deadline  
ED = Editorial deadline  

Subject to modification  
For information on the latest topics please visit our website: www.cebra.biz
Fees for mobile-banners or banners on secondary levels and further types of special advertising on request.

Rotation of the banners reserved.

1 web-address (URL): www.cebrea.biz

2 Publisher:
Verlag Chmielorz GmbH
Marktplatz 13 • D-65183 Wiesbaden, Germany
Tel: +49 (0) 6 11/3 60 98-0, Fax: +49 (0) 6 11/30 13 03

3 Contact person:
sales online advertisement
Torsten Wessel (advertising manager)
Tel.: +49 (0) 6 11/3 60 98-70
Fax: +49 (0) 6 11/3 60 98-77
wtorsten.wessel@pbs-business.de
Sandra Baumann (media sales)
Tel.: +49 (0) 6 11/3 60 98-23
Fax: +49 (0) 6 11/3 60 98-77
sandra.baumann@pbs-business.de

4 Types of advertisement fees:
All fees exclusive of VAT.

5 Data transmission:
not less than five days prior to advert start date via e-mail to torsten.wessel@pbs-business.de or sandra.baumann@pbs-business.de gif-, jpg-, tif-, flash-files, RGB mode max. size of file: 100 KB

6 Conditions of payment:
Due after receiving invoice.
VAT No.: DE 11 3885 161

<table>
<thead>
<tr>
<th>Type of advert</th>
<th>Placement</th>
<th>Format (w x h)</th>
<th>Fees per four weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Home- + Subpages</td>
<td>940 x 90</td>
<td>€ 550,-</td>
</tr>
<tr>
<td>Super-Banner</td>
<td>Home- + Subpages</td>
<td>728 x 90</td>
<td>€ 450,-</td>
</tr>
<tr>
<td>Full-Size-Banner small</td>
<td>Homepage</td>
<td>620 x 60</td>
<td>€ 190,-</td>
</tr>
<tr>
<td>Full-Size-Banner medium</td>
<td>Homepage</td>
<td>620 x 120</td>
<td>€ 210,-</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>Home- + Subpages</td>
<td>120 x 600</td>
<td>€ 320,-</td>
</tr>
<tr>
<td>Medium-Rectangle</td>
<td>Home- + Subpages</td>
<td>300 x 250</td>
<td>€ 300,-</td>
</tr>
<tr>
<td>Online-Advertorial</td>
<td>Home- + Subpages</td>
<td>ca. 3,000 characters + photos</td>
<td>€ 600,-</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>Home- + Subpages</td>
<td>955 x 90 Pixel Leaderboard 160 x 600 Pixel Wide Skyscraper</td>
<td>€ 650,-</td>
</tr>
</tbody>
</table>

Fees for mobile-banners or banners on secondary levels and further types of special advertising on request. Rotation of the banners reserved.

<table>
<thead>
<tr>
<th>Type of advert</th>
<th>Placement</th>
<th>Format (w x h)</th>
<th>Fees per transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Banner</td>
<td>Headline</td>
<td>750 x 90</td>
<td>€ 210,-</td>
</tr>
<tr>
<td>Super Banner + text</td>
<td>Body</td>
<td>750 x 90 + text</td>
<td>€ 220,-</td>
</tr>
<tr>
<td>Full-Size-Banner</td>
<td>Body</td>
<td>620 x 60</td>
<td>€ 180,-</td>
</tr>
<tr>
<td>Full-Size-Banner + Text-Ad</td>
<td>Body</td>
<td>620 x 60 + text</td>
<td>€ 190,-</td>
</tr>
<tr>
<td>Text Ad</td>
<td>Body</td>
<td>200 characters</td>
<td>€ 120,-</td>
</tr>
</tbody>
</table>

Binding placement demand: additional fee 20%, continuous text 200 characters

Information about the online advertisement you’ll find here! (PDF)
General Terms and Conditions

1. Advertising contracts are in cases of doubt to be completed within a year of conclusion of contract.
2. The discounts stated in the advertising price lists will be honoured only for the ads from a principal that will appear in print material within an insertion year. The period begins with the publication of the first advertisement.
3. The principal has a retroactive claim to the discount applicable to its actual acceptance of advertisements within one year’s time, if, at the start of the period, it concluded a contract based on the which the discount is already specified in the price list. The claim must be asserted within a month after the expiration of the insertion year.
4. If the contract is not executed for reasons for which the principal is responsible, it must, without prejudice to any other legal obligations, return the difference between the discount granted contractually and the discount applicable to its actual ad purchase.
5. Costs for changes to originally agreed upon designs will be borne by the principal.
6. In the event of price increases, an extension to contracts already in place is reserved.
7. No guarantee is given for the placement of advertisements in certain issues or specific places in a printed medium, unless the principal has expressly confirmed this wish in writing.
8. The principal is responsible for the timely delivery of print data. The obligation to retain the data storage devices ends six months after the expiration of the contract.
9. Proofs will only be provided on expressed request. The principal bears the responsibility for the accuracy of the returned proofs. If the principal does not return proofs that we sent to it on time in a timely fashion itself, approval to print is deemed granted.
10. It is only possible to print advertisements free of typographical mistakes if print documents are delivered that are themselves free of mistakes. The principal does have a claim to reduction of payment or a replacement ad in the event that the advertisement as printed is wholly or partly illegible, incorrect or incomplete, but only to the degree to which the purpose of the advertisement is adversely affected. Additional liability on the part of the publisher is excluded. Complaints must be asserted within four weeks of receipt of billing statements and receipts. The publisher accepts no liability of any kind for errors of any kind resulting from telephone communications.
11. The publisher will show as much consideration as possible for avoiding the placement of competing advertisement on facing pages, placing them on different, non-facing pages as far as this is possible. There is strictly speaking no right to the exclusion of competitors. If the principal and the publisher do agree on an exclusion of competitors, this only applies for two facing pages and for advertisements that are at least 1/2 page in size. If a contract specifies a location, the exclusion of competitors cannot be agreed to.
12. Advertisements that cannot be recognised as advertisements because of their editorial design will be made recognizable as such by the publisher using the word "advertisement". The publisher reserves the right to reject advertising contracts – including those for individual calls – in a timely fashion itself, approval to print is deemed granted.
13. A decline in circulation only has an influence on the contractual relationship if a circulation number is promised and it drops by more than 20%.
14. The advertising client gives assurance that it is the holder of the copyrights and/or use rights to the content shown in the motifs in the advertisement. The advertising client indemnifies the publisher to this extent against all third-party claims, which this third party brings in connection with the publication of an advertisement – printed or digital – against the publisher.
15. If a periodical ceases or interrupts its publication, the principal cannot assert any claims of any kind whatsoever for the expenses for texts, graphics, generation of print data, etc. which are thereby rendered invalid.
16. On request, the principal will be given a file copy free of charge after the advertisement appears, to the extent that the type and scope of the order justifies this. If a complete file copy can no longer be provided, a page proof will be provided instead.
17. The current price lists of the various publications apply for billing the advertisements, as they apply at the time the advertisements appear. Possible subsequent billing or credit to account remains reserved. Fractions of minilines will be counted as full lines.
18. If not size specifications are given, the actual printed size will be the basis on which the price is calculated.
19. All prices for domestic orders apply plus the sales tax. They are due and payable on receipt of billing statement immediately and without discount. In the event of any default on payment, e.g. even in the case of judicial assistance to debtors, initiation of insolvency proceedings, bankruptcy, etc., any discount that has been granted is revoked and will be billed retroactively. Furthermore, default interest as well as dunning and collection costs will be billed. The execution of contracts can be suspended until all outstanding payments are paid in full. Interventions in the execution of ongoing contracts due to default of payment do not entitle the client to extension of acceptance deadlines and do not establish any claim to compensation for damages on the part of the principal.
20. German law applies under exclusion of international private law and the UN Convention on the International Sale of Goods. This also applies to orders from Austria and Switzerland. In business transactions with merchants and legal persons under public law, Wiesbaden is agreed on as the sole court of jurisdiction for all legal disputes concerning these terms and conditions and individual contracts concluded based on them including complaints concerning bills of exchange and cheques. The place of fulfilment is the headquarters of the publisher. Court of jurisdiction is, to the extent that the law does not mandate anything else, the publisher’s headquarters, even for dunning procedures as well as in the event that the residence of the publisher to this extent against all third-party claims, which this third party brings in connection with the publication of an advertisement – printed or digital – against the publisher.

Note: This is a translation that has been provided for your information. Only the German original has any legal validity.

Magazines published by ACM-Chmielorz publishing group

- SchuhMarkt
- ORTHO
- BusinessPartner
- PBS
- cebra
- BORA UND EINRICHTUNG
- CUTES
- Baxo magazin
- Toll in Form
- KÜCHE
- filmwoche
- TAGUNGshotels
- fub
- VDN magazin
- baelko-magazin.de
- www.pbs-business.de
- www.gebra.de
- www.magazin-kueche.de
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- www.vdn-online.de