

# 2015/16

## MEDIA PRICELIST

VALID FROM DECEMBER 2015

## STEREO Magazine

available as free download

**Concept**  
**Production Schedule**  
**Sizes / Rate Card**

**Publishing / Technical Requirements**

**Terms and Conditions**

**FREE DOWNLOAD! STEREO-MAGAZINE.COM**

# STEREO

GERMAN HI-FI MAGAZINE

ISSUE #1 2015

High End Sensation

**NEW B&W  
802 D3**



German Legend

**Dieter  
Burmester**

**REVIEWS: FOCAL SOPRA NO. 2 +++ NAGRA JAZZ +++  
ELECTROCOMPANIE ECG 1 +++ PS AUDIO DSD-DAC +++  
HIFIMAN HE1000 +++ EMT TSD75**

[www.stereo-magazine.com](http://www.stereo-magazine.com)

Reiner H. Nitschke Verlags-GmbH

Eifelring 28 · 53879 Euskirchen · Germany · phone +49 2251 65046 0 · fax +49 2251 65046 29 · [www.nitschke-verlag.de](http://www.nitschke-verlag.de)

## STEREO Magazine – The guide to hi-fi and music



Frequency: 6x per year

For more than 40 years STEREO has been the most respected magazine on the European audio scene. With a critical eye, it is an indispensable guide for readers and dealers who want more than brochure information. It features competent, detailed evaluations of hi-fi and high-end components and accessories, to reports on topics all around the wonderful world of music. Through the

review process, all products have to prove themselves not only in our listening rooms but also in our own modern and fully equipped measurement laboratory. Our reports are then finalized through workshops in specialist retailer locations, where products are comprehensibly demonstrated for the reader. STEREO's highlights now available as a free download PDF.

### STEREO MAGAZINE

Issue	Release-date	Advertising-deadline	Deadline for artwork
1	01-Dec-15	16-Nov-15	23-Nov-15
2	01-Feb-16	18-Jan-16	25-Jan-16
3	01-Apr-16	17-Mar-16	24-Mar-16
4	01-Jun-16	18-May-16	25-May-16
5	01-Aug-16	18-Jul-16	25-Jul-16
6	01-Oct-16	16-Sep-16	23-Sep-16
7	01-Dec-16	17-Nov-16	24-Nov-16

**Concept**  
**Production Schedule**  
**Sizes / Rate Card**

**Publishing / Technical Requirements**

**Terms and Conditions**

## Sizes / Rate Card

space	sizes width/height	full color
	<b>Full page</b> 210x280 mm 181x248 mm	€ 600.-
	a) 105x280 mm 89x248 mm b) 210x140 mm 185x122 mm	€ 350.-
	a) 73x280 mm 57x248 mm b) 210x92 mm 185x84 mm	€ 250.-

**expert advice**  
**Ilhami Düzgün**  
phone +49 2251 65046 20  
email:  
[marketing@stereo-magazine.com](mailto:marketing@stereo-magazine.com)

# Publishing / Technical Requirements

## Publisher:

Reiner H. Nitschke Verlags-GmbH,  
Eifelring 28, 53879 Euskirchen, Germany  
phone: +49 2251 65046 0  
www.nitschke-verlag.de

## Advertising sales:

**STEREO Magazine – expert advice**  
Ilhami Düzgün, phone: +49 2251 65046 20,  
fax: +49 2251 65046 29,  
email: marketing@stereo-magazine.com

### Advice & Processing

Corinna Kramer, phone: +49 2251 65046 58,  
fax: +49 2251 65046 29,  
email: service@stereo-magazine.com

## Bank:

UniCredit Bank AG  
bank code number 360 201 86  
account no. 363 726 690

IBAN: DE05 3602 0186 0363 7266 90  
SWIFT (BIC): HYVEDEMM360

Ust-Id-Nr. DE 811578865

## Terms of payment:

2% pre-pay discount for payments received by the first day of the magazine's on-sale date (provided there are no outstanding invoices). Standard terms of net 30 days from date of invoice otherwise apply. Interest on late payments or accounts in arrears is assessed at 3% above the prevailing 'Deutsche Bundesbank' rates; and collection costs are charged in cases where collection is necessary.

## Color ads:

Colors: RGB

For technical reasons minor tonal variations must be tolerated.

## Artwork requirements:

Material is to be delivered as a screen optimized PDF. Format to include font and image data. No postscripts or pre-separated files.

## Data transmission:

E-Mail: [ela@nitschke-verlag.de](mailto:ela@nitschke-verlag.de) (Re: advertising)

Please note additional terms of business for digital transmission.

# STEREO Magazine

available as free download

**Concept**  
**Production Schedule**  
**Sizes / Rate Card**

**Publishing / Technical Requirements**

**Terms and Conditions**

## General Terms and Conditions

1. An advertising insertion order represents the acceptance and acknowledgement of the publisher's Terms and Conditions. It constitutes an agreement relating to the publishing of one or more ads in a printed publication. The contracting advertiser warrants that the content of his advertising is created in compliance with applicable German laws relating to competition and restraint of trade.

2. The advertising insertion order is to be transacted within the period of the current rate card's validity. If the schedule cannot be met, discounts given previously for ads that have already run will be re-debited. If there are additional ads placed within the period of validity, the higher frequency discount will be applied and credits issued appropriately for the ads already run.

3. There is no guarantee of an ad's placement in a specific issue unless the advertiser has expressly made this a condition and it is consented to and acknowledged by the publisher.

4. Ads which are not recognizable as advertisements due to their design will be clearly identified as such by the publisher.

5. The publisher reserves the right to reject advertising orders, including individual ads under a contract, if the content, origin, or technical form are not consistent with commonly accepted good practices.

6. Inserts require submission of a sample and approval by the publisher before the order can become firm. Inserts designed to be stitched into the magazine with the intent of giving the impression that they are part of the publication, will not be accepted. Billing for supplements/inserts will reflect the actual number used in the issue.

7. The advertiser is responsible for timely delivery of the advertising materials—text, artwork, inserts/supplements. Delivery to the contractor's printer is to take place at no charge, safely, on European standard pallets. The publisher will immediately request alternate materials if the artwork is recognizably inappropriate or damaged. The publisher guarantees the correct rendering of the ad within the framework of what is technically possible in the printing process.

8. In the case of a wholly or partly unreadable, incorrect, or incomplete printing, the advertiser will be entitled to reduction in payment based on the extent of the damage; or a replacement ad. This represents the limit of the publisher's liability; further liabilities are excluded. The complaint must be made within four weeks of the receipt of the invoice and the proofing copy. The publisher accepts no liability for instructions made by phone. In case of doubt, the publisher will refer the complaint to the Expert Committee on Printing and follow their counsel.

9. Proofs will be delivered only on request. The customer bears the responsibility for the correctness of the returned proofs. If the client fails to get the proofs back in time, approval to proceed with printing will be deemed to have been granted.

10. The publisher will provide proof of advertising with the invoice upon request. Depending on the nature and size of the advertising order, pages or permanent copies will be delivered. The invoice is payable per the terms on the rate card, to be remitted within the invoice period, unless a shorter payment term, or prepayment has been agreed to. Any discounts for early payment will be honored as detailed on the rate card.

11. In the event of late payment or delinquency, the usual bank interest and collection costs will be charged. The publisher, at his discretion may place a hold on further advertising and delay the completion of the contract until the past due balance has been paid. The account will not be considered to be current until the discounts that were taken before the delinquency are also paid back. No discounts are allowed on payments made to bring the account up to date. If a fundamental worsening in the advertiser's financial condition becomes evident, or if there are continuing late payments, the publisher may demand payment of all outstanding open account invoices whether past due or not.

12. Costs for changes to the composition, text, or lithos are to be paid by the advertiser.

13. Work is executed at the publisher's place of business. Legal jurisdiction and the publisher's place of business are both Euskirchen.

## Additional Terms and Conditions

a) Advertising agencies and brokers are required to use the publisher's rate card prices for their offers, contracts, and settlements with the advertiser. Agency commissions are not in whole or in part to be passed on to the advertiser.

b) The additional Terms and Conditions, order confirmation, and current price list are unconditionally definitive for every order. An insertion order becomes official only upon written acknowledgement by the publisher.

c) If defects in the artwork are not immediately recognizable, but manifest themselves during the print process, the advertiser will have no claims if the printing fails.

(d) The obligation for the storage of printing materials ends three months after publication, unless other arrangements have been made. Printing materials will be returned only at the express request of the advertiser.

e) In the event that an 'Act of God' prevents the publisher from carrying out his contractual obligations, no damages are due the advertiser if printing does not occur, or occur on time.

f) If there are business disruptions due to an 'Act of God'; or a strike, business seizure, etc., the publisher is entitled to full payment if the contract is at least 80% fulfilled. Less will be payable on a smaller percentage, and calculated by the thousands per page.

g) The additional costs incurred as a result of late delivery of printing materials will be charged to the advertiser. It must be understood that these delays may also impact the placement of the ad in the publication.

h) Color exclusion from an ad can only be

i) In the event of a change in advertising rates, the new pricing goes into effect immediately, to include current orders, unless another arrangement is in place.

j) Notification of a cancellation, or changes to the insertion order, must be received in writing by the publisher before the advertising closing date.

## Additional Terms and Conditions for digital transmission of advertising material:

a) Digital artwork refers to media such as DVDs and CD-ROMs that are sent paperlessly directly to the publisher, or to files which are sent indirectly via electronic transmission (for example, via Email).

b) Undesirable printing results (e.g., missing or wrong fonts, artifacts on images caused by too much compression, wrong line screen) attributable to the materials as delivered do not warrant a reduction in price.

c) Materials are to be delivered as a screen optimized PDF. Format to include font and image data. No postscripts or pre-separated files.

d) When transmitting several related files, the client has to take care to ensure that these files are sent or stored in a common folder.

e) Color variations are unavoidable and when this happens, no price reductions can be granted.

f) If the digital artwork was submitted to the publisher on a DVD or CD-ROM, the material will be returned to the customer only upon special request and for a flat shipping fee of € 2.60.

g) The customer must ensure that any digitally transmitted artwork is free of computer viruses. If the publisher discovers a virus on any of the files sent to him, the file will be deleted immediately, with no liability arising from such action. The publisher will be held harmless in this situation, and the advertiser will have no recourse for a claim. The publisher, however, reserves the right to make a demand for damages if a virus from a customer's files infiltrates and harms his computer.