

DAILY 2019



INHORGENTA MUNICH DAILY BY UNTITLED

The INHORGENTA MUNICH DAILY 2019 offers you prime seating for top information about Germany's most important jewellery trade show. In a newspaper format with up to **48 pages** in English and German, the publication will have a print circulation of **10,000 copies**. Visitors can be sure to get the latest news about the INHORGENTA MUNICH and all the brands at the show. What's new? What's hot? INHORGENTA MUNICH DAILY will fill you in!

- MORE CONTENT
- MORE BRANDS
- MORE PRODUCTS
- MORE UP-TO-DATE NEWS
- MORE PEOPLE
- MORE QUALITY

GET INFORMED IN ADVANCE: A PRE-DAILY NEWS

Advance edition will be published in **January**, informing customers about the highlights of the fair. **10,000 copies** will be circulated in the German-speaking region inside copies of the **GZ Goldschmiede Zeitung 1/2019**. An additional **20,000 copies** will be specifically sent to international **VIP BUYERS** for INHORGENTA MUNICH.

- ADVANCE INFORMATION: 5 ISSUES FOR 4 DAYS



TOP DISTRIBUTOR

The INHORGENTA MUNICH DAILY is available **all day** at the trade fair as well as being distributed at **all sites relevant** to the visitors in Munich from 7.00 am.

- RELEVANT HOTELS
- MUNICH TRANSPORT AUTHORITY
- AIRPORT SHUTTLE
- BARS
- PLACES TO BE

UHREN
WATCHES

SCHMUCK
JEWELLERY

STEINE
GEMS

DESIGN
DESIGN

TECHNIK
TECHNOLOGY

EVENTS
EVENTS

SERVICE
SERVICE

SO KEEP US UP-TO-DATE!

Send us any editorial materials, images and new product details in good time to:
inhorgenta@untitled-verlag.de

THIS IS HOW YOU ARE FEATURED

| | | | |
|-------------------------|------------|--|-----------|
| 1 x 1/1 page, 4c | EUR 3,500 | 1/1 page, 4c (outside back cover) | EUR 4,500 |
| 3 x 1/1 page, 4c | EUR 8,925 | 1/2 cover flap | EUR 5,000 |
| 5 x 1/1 page, 4c | EUR 11,375 | 1/2 cover flap with outside back cover | EUR 7,900 |
| 2/1 page, 4c (page 2/3) | EUR 7,000 | 2/1 page, 4c (middle) | EUR 6,000 |

YOUR CONTACT AT UNTITLED VERLAG



ADVERTISING SALES

Alexander Steffl

fon: +49 (0) 7231 800 57-11

fax: +49 (0) 7231 800 57-15

mail: a.steffl@untitled-verlag.de

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DATES

| | Publication date | Ad closing date | Ad material date |
|----------|------------------|-----------------|------------------|
| Preview | 07/01/2019 | 17/12/2018 | 18/12/2018 |
| Friday | 22/02/2019 | | |
| Saturday | 23/02/2019 | | |
| Sunday | 24/02/2019 | 31/01/2019 | 07/02/2019 |
| Monday | 25/02/2019 | | |

ADVERTISEMENT SIZES AND RATES

| Formats | Trim size* width x height in mm | 4-colour rate CMYK 4c** |
|-------------------------------------|---|----------------------------|
| double page | 600 x 440 | EUR 6,000 |
| full page | 300 x 440 | EUR 3,500 |
| Special placements | | |
| Cover flaps (front and back) | front 150 x 350 back 150 x 440 | EUR 5,000 |
| Outside back cover | 300 x 440 | EUR 4,500 |
| Cover flaps with outside back cover | front 150 x 350 back 150 x 440 Outside back cover 300 x 440 | EUR 7,900 |
| First double page | 600 x 440 | EUR 7,000 |
| Discount | | |
| 1 adverts | 0% | |
| 3 adverts | 15% | |
| 5 adverts | 35% | |

The valid VAT rate will be added to all prices

** All bleed formats plus 5 mm bleed difference along each edge, ** Euroscale



Cover flap



Cover flap + outside back cover



DISTRIBUTION OF PRINT RUN

| | |
|---|---|
| Preview | 30,000 copies (19,800 copies sent directly to VIP buyers, 10,200 copies included in GZ 1/2019) |
| 4 issues published during INHORGENTA MUNICH | each 10,000 copies |

DAILY 2019

PRINTING PROCESS

| | |
|------------------|--|
| Printing process | Web offset |
| Issue profile | ISO coated v2 300 |
| Colours | Euroscale, CMYK. Spot colours are not permitted. |

DELIVERY

| | | |
|---------------|--|--|
| Data delivery | Preferred delivery via electronic channels (email, CD-ROM). The file name should contain the following information: Company name/brand name and publication dates. | |
| Contact | Untitled Verlag und Agentur GmbH & Co. KG - Inhorgenta Daily News - Medienpark Kampnagel, Jarrestr. 2, 22303 Hamburg, Germany | |
| Ad management | Madeliene Osterhoff Tel.: +49 40 18 98 81-110 Email: m.osterhoff@untitled-verlag.de | Manuela Rapp Tel.: +49 7231 800 57-13 Email: m.rapp@untitled-verlag.de |

DATA TRANSFER

You should ideally use the email address m.osterhoff@untitled-verlag.de or m.rapp@untitled-verlag.de for data transfers. In the case of particularly large files (**more than 20 MB**), we recommend using the service www.wetransfer.com as well as sending to m.osterhoff@untitled-verlag.de or m.rapp@untitled-verlag.de.

- Please ideally send PDF files of printable quality with embedded fonts (optimal PDF/X1a or PDF/X-3).
- Please indicate your advert incl. bleed (5 mm all around) and trim marks.
- All images must have a resolution of at least 300 dpi in the target dimensions and be saved in CMYK.

If you are not able to deliver a PDF, please supply all images, logos, texts and fonts used with the file.
The following data formats can be processed:

- Adobe Creative Suite up to CC 2018

| | |
|------------------|---|
| Proofs | To ensure the correct colour reproduction, please send us a CMYK proof for each advert (issue profile: ISO Coated v2 300). |
| Delivery address | Untitled Verlag und Agentur GmbH & Co. KG - Inhorgenta Daily News - Medienpark Kampnagel Jarrestr. 2 22303 Hamburg Germany |
| Note | Any additional incurred expenses caused by incorrectly supplied data, required adaptations and corrections or the production of missing proofs will be charged to you according to the costs accrued. |

GENERAL TERMS AND CONDITIONS

1. „Advertising order“ is the contract with us, Untitled Verlag und Agentur GmbH & Co. KG, Hamburg [hereinafter „Publisher“] concerning the publication and distribution of one or more advertisements of an advertiser [hereinafter „Customer“] in a print medium for which we are responsible, in particular a newspaper, magazine, leaflet or flyer.

2. Advertising orders are to be processed within one year of conclusion of contract, in cases of doubt.

3. Our respectively valid advertising price list prices apply for the respective advertising order. The discounts stated in the advertising price list are granted for the advertisements of a customer published in a print medium within one year. The deadline commences with the appearance of the first advertisement. The Customer has a retroactive claim to the respective discount for advertisements within the period of a year where he has concluded a job order at the beginning of the period that entitles him to a discount from the outset on the basis of the price list.

4. If an order fails to be fulfilled for reasons for which the Publisher is not responsible, the Customer, irrespective of any legal obligations, shall reimburse the Publisher for the difference between the discount granted and the actual amount procured. This reimbursement shall not occur where the non-fulfilment is due to force majeure within the scope of risk of the Publisher. The Publisher shall grant no compensation for advertisements that fail to be published or that are not published in a timely manner. In the case of force majeure all claims to the fulfilment of job orders shall lapse.

5. In the calculation of purchase quantities, the text millimetre lines shall be calculated accordingly as advertisement millimetres in accordance with the price.

6. Orders for advertisements and third-party supplements that are stated as requiring publication exclusively in specific issues, specific editions or in specific positions of the printed medium must be received by the Publisher in sufficient time to allow the Customer to be informed of the impossibility of completing the order prior to the closing date for advertisements. No guarantee is provided for the inclusion of advertisements in specific issues, specific editions or in specific positions of the printed medium, unless the Customer has previously made the validity of the job order expressly dependent upon this. If the appearance of an advertisement in specific positions [specification of position] is made a component of the order, this shall incur a surcharge of 20 percent.

7. Advertisements that are not recognisable as advertisements due to their design layout shall be clearly characterised as such by the Publisher with the word „Advertisement“. The text section price is payable for an advertisement in the text section. Advertisements that only adjoin the text on one side [text-adjointing advertisements], shall be invoiced at advertisement section price.

8. For the receipt and examination of the advertisement texts the Publisher shall exercise the standard degree of care of the industry, but shall not be liable where he has been misled or deceived. With the placement of an advertising order the Customer commits himself to bear the costs of publication of a counter statement referring to actual claims of the published advertisement, at the rate of the respectively valid advertisement rate.

9. The Publisher reserves the right to reject advertisement and supplement orders - including individual jobs in the scope of an order - on the grounds of content, origin or technical form, in accordance with the standard principles of the Publisher. This also applies for orders submitted to receiving offices or representatives. Supplement orders only become binding upon the publisher with the presentation of a sample of the supplement and its subsequent approval. Supplements where the format or design awakens the impression amongst readers that the supplement is part of the newspaper or magazine, or that contain third-party advertisements, will not be accepted. The Customer will be informed of the rejection of an order without delay.

10. The timely delivery of the advertisement text and unobjectionable print documents or the special ads is the responsibility of the Customer. The Publisher will demand prompt replacement in the event of recognisably unsuitable or damaged print documents. The Publisher assures the technically unobjectionable publication of the advertisement.

11. In the case of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the Customer shall have a right to reduction of payment or a replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired. If the Publisher fails to observe a reasonable period of time set for this, or if the replacement advertisement is similarly objectionable, then the Customer shall be entitled to reduced payment or withdrawal from the order. Claims for compensation for positive violation of contractual duty, fault at the time of conclusion of contract and unauthorised action are excluded - including in the case of orders placed via telephone. Claims for compensation arising from impossibility of performance and default are limited to compensation of foreseeable loss and the fee payable for the respective advertisement or supplement concerned. This shall not apply in the case of intent or gross negligence on the part of the Publisher, his legal representatives or his agents. Liability of the Publisher for loss due to the lack of assured characteristics is not affected. In business dealings the Publisher shall also not be liable for the gross negligence of agents; in the remaining cases the liability to businesspersons for gross negligence is limited to the scope of the foreseeable loss, to the amount of the advertisement fee concerned. Complaints - except those regarding non-evident defects - need to be made in writing within four weeks of receipt of invoice and voucher.

12. Proofs shall only be supplied on express request. The Customer bears the responsibility for the correctness of returned proofs. Should the Customer fail to return the proofs sent to him in a timely fashion within the designated period, authorisation for printing shall be deemed to have been granted.

13. If no specific size specifications are issued, then the format actually printed shall be based upon the price calculation.

14. Invoices fall due for payment on the first day of sale of the issue in which the advertisement is published. In the case of advance payment received in full prior to the first day of sale a 2 % early payment discount is granted, unless older accounts receivable of the publisher exist. No early payment discount is granted for special discounts. Bank collection procedures may be agreed. In the event of the payment date being exceeded all further outstanding invoices shall immediately fall due for payment, regardless of the payment dates previously agreed.

15. In the event of default of payment or respite, interest and costs of collection shall be charged. In the event of default the publisher may suspend the further fulfilment of the ongoing order until payment and request advance payment for the remaining advertisements. In the event of presentation of justified doubt regarding the liquidity of the customer the publisher is entitled, including during the course of an advertisement order, to render the publication of further advertisements dependent upon the advance payment of the sum and the settlement of outstanding invoice amounts, regardless of payment terms originally agreed upon.

16. On request, the Publisher shall supply an advertisement clip with the invoice. If type and scope of the advertisement order should justify this, up to two tearsheets or complete reference issues shall be supplied. If it is not possible to procure a voucher, this shall be replaced by a legally-binding proof of publication from the Publisher.

17. Costs for significant amendments to originally agreed designs and for the delivery of print documents ordered shall be borne by the Customer.

18. In the case of orders and amendments submitted by telephone the Publisher shall assume no liability for factual accuracy; the liability of the Publisher for intent and gross negligence is not affected.

19. A decline in circulation shall only have an effect on the contractual relationship where a specific circulation is guaranteed and this declines by more than 20 %. In addition, any price reduction and compensatory claims are excluded where the Publisher has informed the Customer of the decline in circulation in good time, enabling him to withdraw from the contract prior to the appearance of the advertisement.

20. In the case of box-number advertisements the Publisher applies the diligence of a prudent businessman for the custody and timely forwarding of any response. Beyond this, he assumes no liability. Recorded delivery post and express post responses to box-number advertisements shall be forwarded via the standard post channels. Responses to box-number advertisements shall be retained for four weeks; post that is not collected within this period will be destroyed. The Publisher shall return valuable documents, without being obliged to do so. In the interest of and for the protection of the Customer the Publisher reserves the right to open incoming offers for inspection purposes in order to prevent the abuse of the box-number service. The Publisher is not obliged to forward commercial blurb and agency offers.

21. Print documents shall only be returned at the specific request of the Customer. The duty to retain ends three months after the completion of the job order, unless another agreement is expressly made.

22. Place of performance is the registered office of the Publisher. In transactions between businesspeople, legal entities under public law or public/legal special assets, the court of jurisdiction for lawsuits is the registered office of the Publisher. If claims of the Publisher are not pursued in default action, the jurisdiction for non-businesspeople shall be determined by their domicile. If the Customer's domicile or place of usual residence, even for those who are not businesspeople, is unknown when the suit is filed or if the Customer has moved his domicile or usual residence to a place outside the jurisdiction of the law after signing the contract, the registered office of the Publisher is agreed as the court of jurisdiction.

23. The contract is subject to German material law exclusively, excluding the terms of its International Private Law.

Supplementary terms for the marketing of advertising space on the internet (online advertising)

1. Subject of a contract for online advertising is the inclusion of an advertising banner, a button or another online advertising form of the Customer (advertising) on a website or internet portal marketed by us.

2. The advertising of the Customer shall be placed on a position agreed or determined by us in the best interests of the Customer and maintained there in an accessible state in the scope of the availability agreed with the provider of the site operator of the marketed website, respectively the internet portal. As a rule, the advertising shall be linked to the website of the Customer via a hyperlink, so that the website is accessed when the advertising is activated via mouse click.

3. With the exception of individual agreement, the Customer shall have no claim to placement of advertising in a specific position on the respective website or to the maintaining of a specific access time on the respective website. A relocation of the advertising within the agreed environment is possible so long as the advertising effect is not significantly impaired as a result.

4. The content of the advertising and technical specifications such as size, static/animated, file format, interactive HTML, Flash, Rich-Media, special forms such as Mouse-Move or Nanosite, the details of the provision of the advertising by the Customer, the type of link, remuneration for the advertising space and the duration of the advertisement are derived from our order confirmation. The timely and orderly delivery of the advertising is the responsibility of the Customer.

5. The Customer shall examine the website on which the advertising is placed without delay following its first placement and report any defects at the latest within one week of initial placement. After this time the advertising shall be deemed to have been approved.

6. The Customer shall maintain the accessibility of the target website throughout the duration of the contract. The Customer is permitted to specify a different target website at any time and to specify the linking of the advertising with another website. So long as this amendment is reasonable to the Publisher, the link shall be altered without delay. In the event of disruption of the linking of the advertising to the target website, the Customer shall inform us of this disruption as soon as possible, in text form.

7. In the design and creation of the advertising the Customer shall observe applicable laws and public morals and ensure that no rights of third parties, of whatever kind, are breached. This applies in particular to the intellectual property of third parties (trademark, copyright or other rights) and general legal regulations [such as those regarding protection of minors or protection of personal rights]. Person-related data may only be processed and utilised within the scope of the applicable data protection laws. Should the Customer subsequently note that the advertising is in breach of applicable law and/or third party rights, he shall inform us of this in text form without delay.

8. The design of the advertising may not simulate a Windows system report. It may not mislead with regard to the advertising purpose. Should the advertising not be generally recognisable as such through layout and design, the Publisher may label it as advertising, in particular with the word „Advertisement“, or separate it from editorial content. Design function elements of the advertising must also be actually capable of activation.

9. The Customer shall release us and the site operator (provider as per TMG- telemedia act) from the claims of third parties, of whatever nature, arising from the illegal nature of the advertising and/or breach of rights of third parties, and shall reimburse reasonable costs of legal defence. All claims of collecting societies (such as VG Bild-Kunst) shall be borne by the Customer, who shall inform the Publisher of all necessary details regarding collecting societies at the time of forwarding of the advertising.

10. The Customer grants the Publisher all rights required for the use and placement of the advertisement in keeping with the terms of the order, in particular multimedia and online rights, database rights, transmission rights and advertising rights. These rights are assignable, in particular to the site operator.

11. The placement of the advertising may be suspended immediately if evidence suggests that it and/or the target website and/or the environment of the target website is illegal and/or infringes the rights of third parties. Indications of illegality and/or infringement of rights exist in particular where authorities and/or other third parties initiate action, of whatever kind, against us, the site operator and/or against the Customer and where this action is based upon the accusation of illegality and/or infringement of rights. The suspension of the placement shall be ceased as soon as the suspicion of illegality or infringement is removed. The Customer is to be informed of the suspension of the advertising placement with-out delay and with the stating of a time period for the removal of suspicion. Following the unsuccessful passing of this time period, the Publisher shall be entitled to exercise immediate right of termination. The Customer is entitled, within the time period, to request the placement of another advertisement and/or the linking to another website. The additional costs incurred in this shall be borne by the Customer.

12. The strict liability as lessor for defects of quality of the website respectively internet portal that existed at the time of conclusion of contract is excluded. The Publisher is not liable for the functionality of the telephone lines to the server of the site operator or for power cuts and server breakdown that are not within its sphere of influence. This also applies to incomplete or un-updated offers on proxy servers, other providers or online services. In the case of negligence the Publisher shall only be liable in the case of breach of significant contractual obligations (cardinal obligations), damage to life, limb and health and according to the product liability act (ProdHaftG). Otherwise, the pre-contractual, contractual and extra-contractual liability is limited to intent and gross negligence. This limitation of liability also applies in the case of culpability on the part of the site operator or one of his agents.