

# Media kit 2026

Rate list no. 10

Valid from 1 January 2026



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HUSS-VERLAG GmbH  
80912 Munich, Germany

**huss**



**Gregor Soller**  
Editor in Chief  
VISION mobility

The VISION mobility THINK TANKS act as a live platform aimed at a professional audience. Structured moderations and panel discussions, accompanied by Q+A sessions, directly involve the audience in the dialogue. Sector experts present the latest developments and discuss them objectively as well as from different perspectives. Companies are welcome to actively participate in the THINK TANKS through sponsorship, enabling them to present and discuss their content at established events where they can gather feedback.

**Dear friends and media companions,**

a Chinese proverb says: „When the wind of change blows, some builds walls, and others build windmills.“ And even though it may seem like more walls are being built than ever before, it still makes more sense objectively to harness the wind and its energy!

This brings us straight to the point: Energy is the driving force that fuels mobility, connectivity, and infrastructure! That’s why VISION mobility brings together all the key players from these fields at the same table. Our shared goal: to sustainably reduce the CO<sub>2</sub> footprint with real innovations. We think of mobility not as a standalone discipline, but as part of a bigger picture. Connectivity, infrastructure, mobility: three gears, one system. And that’s exactly what our platform represents.

In close partnership with universities, institutions, industry, and politics, we combine concentrated know-how and move the mobility transformation forward together. The HUSS-VERLAG supports VISION mobility in assisting all those responsible for, shaping, or simply passionate about mobility – with foresight, an overview, and a regular glance beyond the horizon.

Our focus? Vehicle technology and development, charging infrastructure, autonomous driving, digital processes, fleet and telematics tools – in short: the future of connected mobility.

Join us! Become part of a movement that aims for more than just keeping traffic moving. Together, let’s shape smarter, more sustainable mobility – with enthusiasm, determination, and a clear goal in mind: to make the most of the wind of change!

Become a partner now – and rethink mobility!

Warm regards

Gregor Soller  
gregor.soller@hussverlag.de

Print



Magazine app



Online



Bild: fotoball/pixelprofil

[www.vision-mobility.de](http://www.vision-mobility.de)

- 1 **Title:** VISION mobility
- 2 **Brief description:** VISION mobility reports on new concepts of mobility. It focuses on sustainable solutions for transportation, connectivity and infrastructure for all modes of transport, including cars, commercial vehicles, omnibuses, cargo bikes and industrial trucks.  
www.vision-mobility.de
- 3 **Target group:** Fleet managers and other people who are professionally involved in procuring mobility solutions and their related products.
- 4 **Frequency of publication:** 6 times per year
- 5 **Heftformat:** 210 x 280 mm
- 6 **Jahrgang:** 10. Jahrgang 2026
- 7 **Bezugspreis:** Annual subscription in Germany €75 (including VAT plus €8.40 postage costs)  
Single issue price €13 (including VAT plus €3 postage costs)  
ISSN-Nr. 2512-6601
- 8 **Publishing company:** HUSS-VERLAG GmbH  
**Phone:** +49 89 32391-0  
**Fax:** +49 89 32391-163  
**Internet:** www.huss.de
- 9 **Publisher:** Dipl.-Ing. (FH) Christoph Huss
- 10 **Advertising and sales:** Petra Willmeroth -285  
petra.willmeroth@hussverlag.de  
Michaela Pech -251 (trucks)  
michaela.pech@hussverlag.de  
Magazine distribution -313  
leserservice@hussverlag.de
- 11 **Editorial team:** Gregor Soller -460 (responsible)

- 12 **Volume analysis:** 2024 = 6 issues
- Total no. of pages:** 484 pages = 100.00%
- Editorial section:** 421,05 pages = 86.99%
- Advertising section:** 62,95 pages = 13.01%  
of which: Publisher's advertising 20,60 pages = 32.72%
- Inserts:** 1
- 13 **Content analysis of editorial section:** 2024 = 421,05 pages

13a	Topics	Pages	%
	News	50.16	11.91
	Vehicle presentation	18.58	4.41
	Driving reports	39.50	9.38
	Vehicle tests/comparisons and tour checks	71.25	16.92
	Practical reports on new mobility/fleets	22.17	5.26
	Rental, purchase, leasing and sharing	21.66	5.14
	Digitalization, software, apps, telematics and AI	17.84	4.24
	Vehicle technology, driver assistance systems, autonomous driving, robotics	7.34	1.74
	Electrification, powertrain, energy	23.43	5.56
	Fueling, charging and parking	25.68	6.10
	Mobility concepts, traffic and environment	18.59	4.42
	Companies, economy, politics	23.76	5.64
	Tires	8.75	2.10
	Law / Legal matters	3.75	0.90
	Trade fair and event reports	27.66	6.56
	Columns (Pro and Con, Electric Shocks)	12.57	2.99
	Miscellaneous	28.36	6.73
	<b>Total</b>	<b>421.05</b>	<b>100.00</b>



16 **Circulation analysis:** Average number of copies per issue  
(1 July 2024 to 30 June 2025)

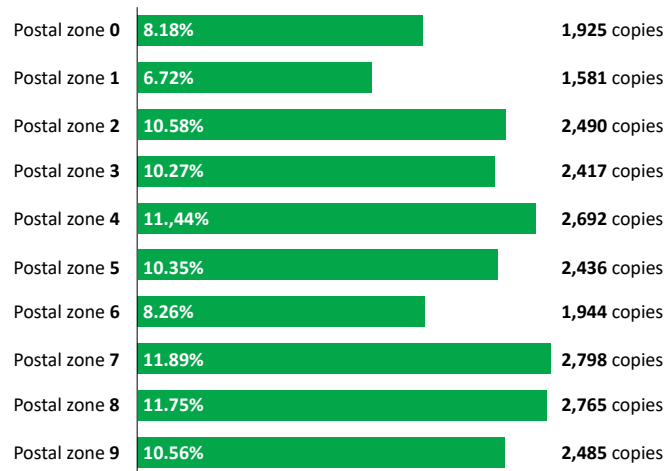
<b>Copies printed:</b>	25,000		
<b>Copies actually distributed:</b>	<b>23,574</b>	of which abroad:	42
<b>Copies sold:</b>	9,012	of which abroad:	35
– Subscription copies, other sales, retail sales:	9,012	of which member copies:	216
<b>Free copies:</b>	14,562	of which abroad:	7
<b>Remaining, archive and sample copies:</b>	426		
<b>Remissions:</b>	1,000		

17 **Geographical distribution analysis:**

Economic area	Percentage of copies actually distributed	
	%	Copies
<b>Germany</b>	99.823	23,532
<b>Abroad</b>	0.177	42
<b>Copies actually distributed</b>	<b>100</b>	<b>23,574</b>

**Structure of free copies circulated by postal zone:**

Percentage of free copies actual distributed



Number of free copies actually distributed

**23,532** copies

**Summary of data collection method 2**

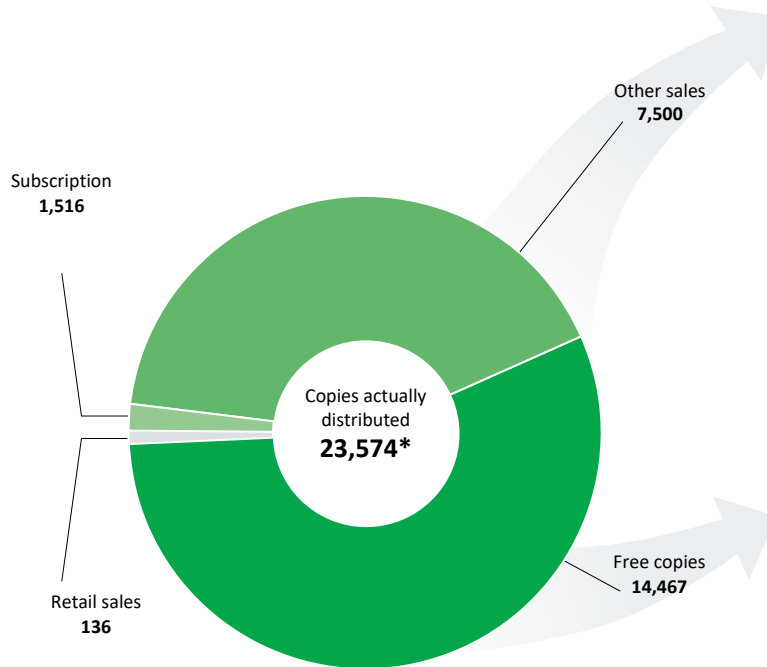
- Method of analysis:** Circulation and distribution analysis  
Basis: Recipient log file with total population of 83,424  
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of the copies actually distributed (1 July 2024 to 30 June 2025).

The analysis represents a total population of the copies actually distributed 23,574 (i.e. 100%).

- Time period of the analysis:** July 2025
- Analysis conducted by:** HUSS-VERLAG GmbH

## Circulation distribution

VISION mobility targets company fleet managers and all those who are professionally involved in the procurement of mobility solutions as well as their related products. From a list of over 92,000 qualified addresses, targeted distribution is carried out via controlled circulation to an average of around 14,467 personalised addresses per issue. The high IVW-certified circulation enables the broadest possible market coverage across all areas.



**Other sales: 7,500 copies**  
of which

Colleges	6.25 %	469 copies
at online senders	9.88 %	741 copies
at vehicle testing facilities and EUROMASTER	83.87 %	6,290 copies

**Free copies: 14,467 copies**

Structure of free copies circulated by recipient\*

Fleet managers	56.3 %	8,145 copies
Personal mobility (taxi, public transport, renting, sharing)	22.1 %	3,197 copies
Industry, commerce and manual trades (automotive, car dealerships, suppliers)	7.1 %	1,027 copies
Municipal services, departments and authorities (waste disposal, cleaning personnel, town planners)	2.5 %	362 copies
Energy and environmental management	5.1 %	738 copies
Service and workshops	3.0 %	434 copies
Delivery and courier services	1.3 %	188 copies
Development, engineering firms, planning, consulting	1.2 %	174 copies
Others (universities, institutes, maintenance services, guards, security and facility management, hotels, etc.)	1.4 %	202 copies

\*Planning of average dispatch per issue (publisher's information, August 2025)



**1 Circulation:**

Copies printed 20,000  
Copies digital 5,000  
(publishers information)

**2 Magazine size:**

210 mm wide x 280 mm high

**Type area:**

185 mm wide x 256 mm high

**3 Printing method:**

Contents: Web offset, cover: sheet offset, Adhesive binding

**Digital advertisements – print documents**

**Data format:** Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a

**Colour space:** Printing is done in accordance with the Euro scale in process standard offset printing, using the basic colours cyan, magenta, yellow and black. Other colours can only be used by prior agreement and will otherwise be converted to 4c at the pre-press stage.

**Profile:** For ads on the cover **PSOcoated\_v3.icc** and in the content **ISOcoated\_v2\_300\_eci.icc**.

The profiles can be downloaded at: [www.eci.org](http://www.eci.org).

**Proof:** An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof. A colour proof can only serve for checking purposes.

**Data transmission** up to 10 MB via e-mail to: [anzeigen@vision-mobility.de](mailto:anzeigen@vision-mobility.de), otherwise via FTP (on request)

**Preparation of print documents** on request (at cost price)

**4 Deadlines:**

See deadline and topic schedule on pages 10/11  
6 issues in 2026

**Frequency of publication:**

**5 Publishing company:**

HUSS-VERLAG GmbH  
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany  
Postal address: 80912 Munich, Germany  
Internet: [www.vision-mobility.de](http://www.vision-mobility.de)  
Ad scheduling: Lydia Hällmeyer  
Phone +49 89 32391-286, Fax: -163  
E-Mail: [lydia.haellmeyer@hussverlag.de](mailto:lydia.haellmeyer@hussverlag.de)

**6 Conditions of payment:**

2 % discount for payment within 5 days, or net payment within 14 days without discount

**Bank data:**

Deutsche Bank, Munich, account no. 0 213 132 00, BLZ 700 700 10  
**SWIFT CODE:** DEUTDEMMXXX  
**IBAN:** DE45 7007 0010 0021 3132 00  
**BIC:** DEUTDEMMXXX



More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.  
[www.huss-adressen.de](http://www.huss-adressen.de) Consultation: +49 89 32391-319

## 7 Advertising formats (in type area) and rates

Rates do not include VAT.

Size	Width x height (in mm)		horizontal	4c
	vertical	standard		
<b>1/1 page</b>	185 x 256			€11,700
<b>2/1 page</b>	398 x 256			€22,500
<b>1/2 page</b>	90 x 256		185 x 123	€5,750
<b>Junior page</b>		135 x 176		€7,900
<b>1/3 page</b>	58 x 256		185 x 80	€4,850
<b>1/4 page</b>	42 x 256	90 x 123	185 x 59	€2,900
<b>1/8 page</b>		90 x 59	185 x 28	€1,480

### 7.1 Classified ads without discounts (width x length in mm):

<b>1/6 page</b>	58 x 123	€2,42
<b>1/12 page</b>	58 x 59	€1,29
<b>1/16 page</b>	42 x 56	€78
<b>1/24 page</b>	58 x 28	€67
<b>1/32 page</b>	42 x 28	€42

Surcharge as eye-catcher: €100

## 8 Preferential placements:

4th cover page	€13,70
2nd cover page	€12,70
1/3 next to editorial	€5,09

## 9 Special forms of advertising: See page 9

### 10 Discounts: When booking within one year

Frequency discount		Quantity discount	
3 advertisements	3%	2 page	5%
6 advertisements	5%	4 pages	10%
8 advertisements	8%	6 pages	15%
10 advertisements	10%	8 pages	20%
		10 pages	25%

## 11 Bound inserts\*

Rates on request

Required delivery amount: 20,400 copies

### 12 Inserts\*: not discountable

Loosely inserted, maximum size Größe 200 x 270 mm

Rates up to 25 g total weight: € 250,- per thousand copies

26 to 50 g total weight: € 350,- per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 20,400 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

### 13 Glued-on advertising material (postcards, CDs/DVDs, booklets)

**mechanically glued:**

Glueing fee up to 25 g: € 100,- per thousand copies

Glueing fee from 26 to 50 g: € 150,- per thousand copies

(glueing fee not discountable)

Required delivery amount: 20,400 copies

Higher weights and other forms of advertising as well as samples are available on request.

Glued-on advertising material only in combination with a supporting advertisement

### 14 Delivery address for items 11 – 13:

Vogel Druck und Medienservice GmbH

Leibnizstraße 5, 97204 Höchberg, Germany

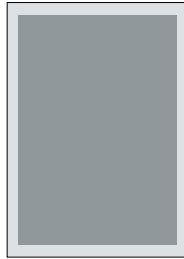
Phone +49 931 4600-2178

Delivery information: For VISION mobility issue no. x/2026

Delivery date for items 12 and 13: 10 days after the advertising deadline

\* For further information and technical data, please see page 19

Rates do not include VAT.



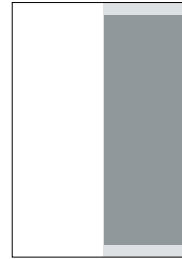
**1/1 page**

**In type area** 185 x 256 mm  
**In bleed** 210 x 280 mm\*  
**4c rate** €11,700



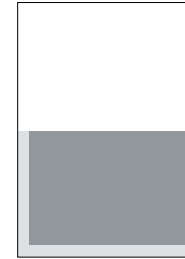
**2/1 page**

**In type area** 398 x 256 mm  
**In bleed** 420 x 280 mm\*  
**4c rate** €22,500



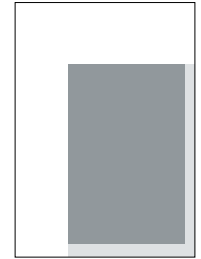
**1/2 page vertical**

**In type area** 90 x 256 mm  
**In bleed** 101 x 280 mm\*  
**4c rate** €5,750



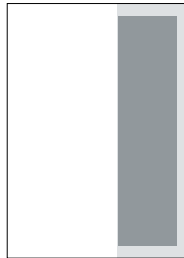
**1/2 page horizontal**

**In type area** 185 x 123 mm  
**In bleed** 210 x 137 mm\*  
**4c rate** €5,750



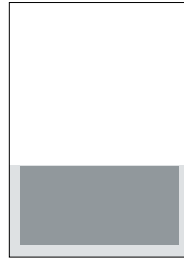
**Junior page**

**In type area** 135 x 176 mm  
**In bleed** 146 x 190 mm\*  
**4c rate** €7,900



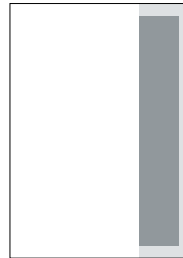
**1/3 page vertical**

**In type area** 58 x 256 mm  
**In bleed** 69 x 280 mm\*  
**4c rate** €4,850



**1/3 page horizontal**

**In type area** 185 x 80 mm  
**In bleed** 210 x 94 mm\*  
**4c rate** €4,850



**1/4 page vertical**

**In type area** 42 x 256 mm  
**In bleed** 53 x 280 mm\*  
**4c rate** €2,900



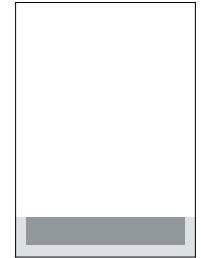
**1/4 page standard**

**In type area** 90 x 123 mm  
**In bleed** 101 x 137 mm\*  
**4c rate** €2,900



**1/4 page horizontal**

**In type area** 185 x 59 mm  
**In bleed** 210 x 73 mm\*  
**4c rate** €2,900



**1/8 page horizontal**

**In type area** 185 x 28 mm  
**In bleed** 210 x 42 mm\*  
**4c rate** €1,480

Rates do not include VAT. Formats: width x length \*Plus 3 mm trim on each outer edge



**Panorama ads**

Panorama ads stretch right across the type area of two pages, including the gutter, and are available in varying lengths and widths with a maximum of 2/1 pages including the gutter.



**L-shaped ads**

The broad strip section of the ad is always located at the bottom of the page. The vertical part of the ad is always in the outer columns (i.e. on the left of a left-hand page and on the right of a right-hand page).

**Ad specials**

Our special forms of advertising in VISION mobility are designed for advertisers looking for something unusual. These ad specials are individual forms of advertising that stand out from conventional styles, attracting greater attention among readers. Here are some examples. Contact us if you are interested in leveraging individual concepts of communication. We will work together with you to develop creative solutions with the aim of achieving the highest level of attention for your brand.

**Quotes and consultation:** Petra Willmeroth  
Phone +49 89 32391-285, [petra.willmeroth@hussverlag.de](mailto:petra.willmeroth@hussverlag.de)



**Flexform ads**

Ads with a flexible size and shape, which cannot be compared to the standard formats conventionally offered (e.g. star-shaped, circular or polygonal formats).



**Tunnel ads**

Tunnel ads are placed across two pages, including the gutter. However, at least one column of space remains free on each side for editorial content.



Front cover  
105 x 217 mm\*  
and back cover  
105 x 280 mm\*  
€15,500

**Flying page / cover page / half cover**

An ad that covers half of the cover page (flying page).

\* Formats in bleed require an extra 3 mm for trim on each outer edge  
Rates do not include VAT.

Issue/ Dates	Topics			Trade fairs, events, congresses
	<p style="color: red;">These topics are covered in each issue of VISION mobility:</p> <ul style="list-style-type: none"> <li>• Electrified cars and vans</li> <li>• Light commercial vehicles</li> <li>• Fleets in practice</li> <li>• Charging technology</li> </ul>			
	MOBILITY	CONNECTIVITY	INFRASTRUCTURE	
<p><b>2</b> <b>2026</b></p> <p>AD 20 Jan PDD 27 Jan PD 20 Feb</p>	<ul style="list-style-type: none"> <li>• E-bike leasing</li> <li>• Reports before and during trade fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Smart systems</li> <li>• Car subscription</li> <li>• Damage management / claims management</li> </ul>	<ul style="list-style-type: none"> <li>• Charging at home and in the office</li> <li>• IT in mobility</li> </ul>	<p><b>CES</b>, Las Vegas, 06 – 09 Jan</p> <p><b>E-world energy &amp; water</b>, Essen, 10 – 12 Feb</p> <p><b>GETEC Gebäude, Energie, Technik</b>, Freiburg, 27 Feb – 01 March</p> <p><b>Light + Building</b>, Frankfurt am Main, 08 – 13 March</p> <p><b>VDA Mobility Innovation Summit 2026</b>, Berlin, 26 – 27 March</p> <p><b>Bus2Bus</b>, Berlin, 15 – 16 April</p> <p><b>i-Mobility</b>, Stuttgart, 09 – 12 April</p>
<p><b>3</b> <b>2026</b></p> <p>AD 24 March PDD 31 March PD 24 April</p>	<ul style="list-style-type: none"> <li>• Light electric mobility</li> <li>• Summer tires</li> <li>• Reports before and during trade fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Telematics</li> <li>• Charging and fueling apps</li> </ul>	<ul style="list-style-type: none"> <li>• Car-to-X communication</li> <li>• DC charging in public and semi-public areas</li> </ul>	<p><b>HANNOVER MESSE</b>, Hanover, 20 – 24 April</p> <p><b>THE TIRE COLOGNE</b>, Cologne, 09 – 11 June</p> <p><b>18. Wissenschaftsforum Mobilität</b>, Duisburg, 18 June</p> <p><b>Power2Drive</b>, Munich, 23 – 25 June</p> <p><b>EUROBIKE</b>, Frankfurt am Main, 24 – 27 June</p>
<p><b>4</b> <b>2026</b></p> <p>AD 12 May PDD 19 May PD 12 June</p>	<ul style="list-style-type: none"> <li>• Company bikes</li> <li>• Last-mile delivery traffic</li> <li>• Reports before and during trade fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate car sharing</li> <li>• Energy storage systems and charging stations</li> <li>• Artificial intelligence in the vehicle (ADAS)</li> </ul>	<ul style="list-style-type: none"> <li>• Charging with photovoltaics and buffer storage</li> </ul>	

AD = advertising deadline    PDD = print document deadline    PD = publication date

<p><b>5</b> <b>2026</b></p> <p>AD 28 July PDD 04 Aug. PD 28 Aug.</p>	<ul style="list-style-type: none"> <li>• Fleet analysis</li> <li>• Cargo bikes</li> <li>• Reports before and during trade fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Load management</li> <li>• Insurance</li> </ul>	<ul style="list-style-type: none"> <li>• The vehicle as a power supplier</li> <li>• Fleet charging</li> </ul>	<p><b>Automechanika,</b> Frankfurt am Main, 08 – 12 Sep</p> <p><b>IAA TRANSPORTATION,</b> Hanover, 15 – 20 Sep</p>
<p><b>6</b> <b>2026</b></p> <p>AD 15 Sept. PDD 22 Sept. PD 16 Oct.</p>	<ul style="list-style-type: none"> <li>• Mobility service providers</li> <li>• Winter tires</li> <li>• Reports before and during trade fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Leasing/financing</li> <li>• Digitalization in the car</li> <li>• Artificial intelligence in the vehicle (infotainment)</li> </ul>	<ul style="list-style-type: none"> <li>• Mobility as a Service (MaaS)</li> <li>• HPC charging</li> </ul>	
<p><b>1</b> <b>2027</b></p> <p>AD 03 Nov. PDD 10 Nov. PD 4 Dec.</p>	<ul style="list-style-type: none"> <li>• Mobility apps</li> <li>• Light vehicles</li> <li>• Reports before and during trade fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Autonomous driving</li> <li>• Cybersecurity</li> </ul>	<ul style="list-style-type: none"> <li>• Urban mobility</li> <li>• Smart charging</li> </ul>	

AD = advertising deadline    PDD = print document deadline    PD = publication date

Subject to changes on short notice



VISION mobility THINK TANKS feature high-profile experts from the worlds of research, politics and industry who explain future forms of new mobility and then discuss them together with the audience and their colleagues.

The focus is on innovative mobility concepts that integrate or combine several modes of transportation and eliminate the classic separation between public logistical and individual means of transportation. In addition, new, more sustainable and faster connectivity and mobility solutions, as well as details that optimize our mobility, connectivity and infrastructure.

The presentations and discussion rounds will also focus on new vehicles, sharing models and intelligent charging solutions. The VISION mobility THINK TANKS will highlight interesting and relevant trends in the mobility of tomorrow and offer the opportunity to exchange ideas and network.

Would you like to use this community for your advertising success? Why not take part as a sponsor!

**Contact::**

Petra Willmeroth  
Phone +49 89 32391-285  
petra.willmeroth@hussverlag.de  
Michaela Pech  
Phone +49 89 32391-251  
michaela.pech@hussverlag.de



## Lead generation with the VISION mobility cooperation webinar

The VISION mobility cooperation webinar offers you the opportunity (GDPR-compliant) to generate leads. When advertising the event, your company will always be named as a cooperation partner of the VISION mobility webinar.

In a **VISION mobility live webinar lasting up to 60 minutes**, a topic agreed with you will be introduced and presented.

The campaign runs for 10 weeks. An arc of suspense is continuously built up with various advertising media and contributions.

**Here is an excerpt of the activities included in the package:**

### Services provided

- Identification of the webinar topic with the VISION mobility editorial team
- Moderation of the webinar by the VISION mobility editorial team
- Implementation and recording of the webinar
- Cross-media content marketing with the VISION mobility brand
- You receive the contact details of all leads generated after the webinar (GDPR-compliant)
- The recording of the webinar is available to you afterwards as a video
- As well as many other components

### Booking period

In order to make full use of all the activities included in the package, we plan 10 weeks for the application. Before that, all preparatory activities, such as finding a theme, creating advertising material, etc., must be completed.

### Conditions

Rate: on request



### Ansprechpartner:

Petra Willmeroth  
Phone +49 89 32391-285  
petra.willmeroth@hussverlag.de

Michaela Pech  
Phone +49 89 32391-251  
michaela.pech@hussverlag.de



- 1 **Web address (URL):**  
www.vision-mobility.de
  - 2 **Brief description:**  
Up-to-date news, dates, background reports, event calendar, photo series and videos
  - 3 **Target group:**  
Fleet managers and other people who are professionally involved in procuring mobility solutions and their related products
  - 4 **VISION mobility online-readership-structure-analysis:**
    - over 58% in the age group 30-49
    - over 66% in a managerial position (over 28% c-level)
    - over 45% with net household income over €2,500, over 33% with more than €4,000
    - approx. 34% mobile accesses, 66% via desktop, tablets, laptops
- Source: iq media GmbH, Adobe Analytics, first half of 2025
- 5 **Contact:** Petra Willmeroth, Phone +49 89 32391-285  
E-Mail: petra.willmeroth@hussverlag.de
  - 6 **Access control:** dfp/Google AdManager
  - 7 **Traffic:** Monthly average (publisher information)
  - Page Impressions:** 116,689
  - Visits:** 74,490
  - Unique Visitors:** 65,039
  - 8 **Datenanlieferung:** Seven working days before publication to: anzeigen@logistikheute.de as GIF (static or animated), JPG, 3rd-party JavaScript redirect, HTML5 (via redirect only) with a max. size of 150 KB (HTML5 subload up to max. 500 KB). The duration of an ad impression is at least 30 seconds.

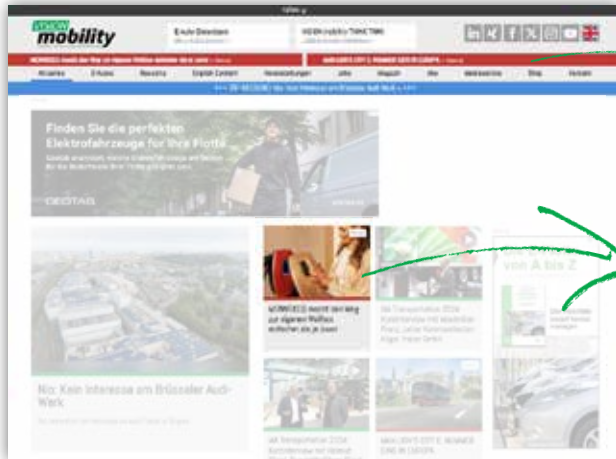
Illustrations (similar)	Form of advertising	Size (W x L)	Placement	Rate CPM
	<b>Billboard</b>	Max. 980 x 300 pixels (standard 850 x 250 pixels) + mandatory additional mobile version up to max. 360 x 225 pixels (standard 300 x 100 pixels)	Directly below the main navigation	€80
	<b>Half page right (sticky)</b>	300 x 600 pixels	Far right or mobile content below	€70
	<b>Skyscraper (sticky)</b>	160 x 600 pixels	Far right or mobile content below	€60
	<b>Rectangle</b>	300 x 250 (bis max. 300 x 300) pixels	Left sidebar or mobile content above	€40,
	<b>Large mobile (or half-banner)</b>	300 x 100 (or 234 x 60) pixels	Left sidebar or mobile content below	€30

- 9 **Use of external ad server:** dfp/Google AdManager
- 10 **Types of advertising and rates:** see table above  
Rates do not include VAT.

**The online advertorial**

With an online advertorial on vision-mobility.de, you have the opportunity to place your advertising message through text and images in the editorial environment of VISION mobility. You reach our readers in their familiar reading environment, generating very high attention and communication reach within our high-quality target audience.

**Placement on the homepage**



Header teaser above the navigation bar with Link to the advertorial

Teaser placement on the homepage as the second or fifth news item with image, headline, teaser text and link to the advertorial

**Benefits**

- Exclusivity (Only two advertorials per month)
- Professional reporting at the end of the campaign

**Services**

- Online advertorial with a maximum of 3,500 characters, images (max. 5 MB), backlinks, documents, videos, and much more on vision-mobility.de



**Conditions**

<b>Duration:</b>	2 weeks	4 weeks
<b>Impressions:</b>	approx. 50,000	approx. 100,000
<b>Rate:</b>	€2,900	€4,300

## Placement native text ad

On the homepage

In the news section

### Native text ad (native advertising, lead and traffic generation)

The text banner with image is a native form of advertising that is placed directly in the editorial area of our website and guarantees above-average attention and CTR.

#### Services

- Text banner (approx. 350 characters) with image and external link
- Advertising format with the look & feel of an editorial article
- Particularly suitable for traffic and lead generation on your landing page, in addition to image campaigns

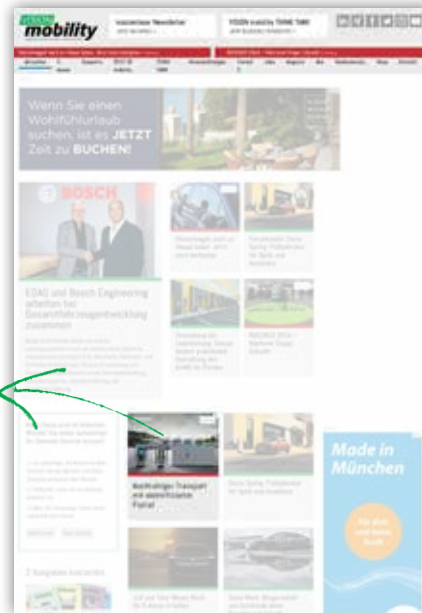
#### Benefits

- Exclusive placement, as only two campaigns are displayed at any time (no rotation)
- Professional reporting after the campaign period, including impressions, clicks, and CTR on a weekly basis

#### Conditions

<b>Duration:</b>	2 weeks	4 weeks
<b>Impressions:</b>	approx. 30,000	approx. 60,000
<b>Rate:</b>	€1,900	€2,900

Homepage/  
in the news  
section



Rates do not include VAT.

**HUSS VERLAG GmbH**

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Webseite: [huss-verlag.de](http://huss-verlag.de)

Newsletterlink  
Zur Newsletter-Anmeldung >

Social Media Links  
LinkedIn Xing Facebook  
X/Twitter

**Aktuelle News**

- International Cartridge of the Year (CART) 2024: i2RAD, Super Bicycles und Motorbikes Presse etc.
- International Van of the Year 2025: Renault ist Motor aller Klassen
- Linienwahl Bayre 1924 Werkstatt-Merke 2024: Die beliebtesten Marken im Nutzfahrzeug-Altmarkt

**B2B-Fachverlag: Seit über 40 Jahren erfolgreich**



Der HUSS VERLAG GmbH gehört zur HUSS Unternehmensgruppe, unter demselben Dach auch neben dem Fachverlag HUSS MEDION GmbH auch die **SLING&PIE Messen und Kongresse GmbH** befinden. Letztere veranstaltet die **LogiMAT** internationale Fachmesse für Logistiklösungen und Prozessmanagement in Stuttgart, sowie die internationalen Messen **LogiMAT China**, **LogiMAT India** und **LogiMAT Southeast Asia**, gemeinsam mit der Landesmesse Stuttgart.

Der HUSS VERLAG ist ein moderner B2B-Verlag, der mit Fachzeitschriften und periodisch erscheinenden Sonderpublikationen die Fach- und Führungskräfte in der Logistik sowie in den Branchen Transport, Verkehr/Personalbeförderung und Automatisierung von Produktion, Märkten sowie Presse- und Hintergrundwissen versorgt. Im Bereich Corporate Publishing sind wir mit Kundenzeitschriften und -magazinen sehr erfolgreich für unsere Kunden tätig.

Unser periodisch erscheinendes Fachzeitschriften:

- LOGISTIK HELFEN - die wöchentliche Logistikmagazin
- LOGISTIK - Fachmagazin für alle Fuhrpark- und Logistik-Transport - die Zeitung für den Güterverkehr
- VISION mobility - MÖBILITÄT, Konvergenz, Innovation
- Auto-HEUTE - unabhängiges Test- und Meinungsmagazin
- Händler - Technik, DPM, M&M&S
- HÖR! Werkstatt - Fachmagazin für den MFA-Altmarkt
- LEBENSWEISER auf der Autobahn

Darüber hinaus erscheinen auch zahlreiche Sonderpublikationen:

Ein Shop für alle Fälle:

Der HUSS Shop ist die Versandhandelsplattform der Unternehmensgruppe und bietet zahlreiche nützliche Produkte in den Rubriken Logistik, Gütertransport, Elektrotechnik, Immobilien und Gebäudetechnik, Ökologie, Sanität und Flow, Travel & sowie Arbeitsrecht und Management. Um einen vollständigen Eindruck der intensiven Produktpalette zu erhalten besuchen Sie bitte direkt den **HUSS Shop** >

Der HUSS VERLAG ist auch Mitglied des Verbands der **B2B-Onlinevermarkter**.  
Anmeldung:

**Fachveranstaltungen und Events**



Welchen Veranstaltungen und fester Bestandteil des Verlags-Portfolio: Dazu stehen zum einen Wissenstransfer auf dem Programm, wie bspw. bei folgenden Veranstaltungen:

- LOGISTIK HELFEN Fachwelt
- VISION mobility TRUCK TALK
- CONFERENCE DATE

Jeder individuelle Online Seminar Angebot: Zum ersten und Werteverdehnde bzw. Preisverleihungen die wichtige Teil der Veranstaltungen wie bspw:

- Health-Profit-Werkstatt Marke
- Konkrete: Transparenz für Nachhaltigkeit
- Konkrete: Beispiel einer Nachhaltigkeit
- BEST OF mobility
- SMART CHAIN AWARDS
- Auto des Jahres

## Business pitch

The VISION mobility business pitch offers the opportunity for an individual and comprehensive **presentation of your company** on our website.

Your profile with your content and logo will be found via the **general website search** and via the search in the **business pitch** including **index and map search function**. Your **logo with link** will be placed in rotation on the homepage, in the news, on the overview pages, in the specialist articles etc.

## Services

- **Individual profile** with general contact details and approx. 3,500 characters, including up to three images
- **Multiple contact persons** with contact details and links to their social media profiles
- **Videos** (via YouTube or Vimeo) and an **image gallery** with up to twenty images
- **Events, documents** as PDFs, and a **map showing the company's location**
- Ability to **publish your own news** with image and text in the **look & feel of an editorial message**
- Display of **current posts from your Twitter account (Twitter feed)** and **latest news from your website** (via RSS feed)
- Linking of your **company newsletter**, contact form, and your **social media presences**
- **Classified ads and job postings** (additional products from our business pitch)
- **Reporting** after the end of the term
- Make use of the option to add backlinks within the profile texts to **optimize the SEO performance** of your website

*Classified ads and job postings are additional products from our business pitch (on request)*

## Conditions

Duration: 12 months  
 Impressions: approx. 250,000  
 Rate: €1,900  
 Rates do not include VAT.

1 **VISION mobility newsletter**

2 **Brief description:** The Newsletter reports on the most important events in the mobility sector three times a week.

3 **Target group:** Fleet managers and other people who are professionally involved in procuring mobility solutions and their related products

4 **Publishing company:** HUSS-VERLAG GmbH; Postanschrift: 80912 Munich, Germany

5 **Contact:**

Petra Willmeroth, Phone +49 89 32391-285, petra.willmeroth@hussverlag.de

6 **Access control:** Episerver

7 **Subscribers:** 5,123 (publisher information)

8 **Data delivery:** At least seven days before your campaign begins via e-mail to: anzeigen@vision-mobility.de, GIF (not animated), JPG, text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 key-strokes (including headline and spaces)

9 **Advertising formats and prices** (new: banner runs on Tuesday and Friday):

Type of ad	Measurements (W x L)	Text	Rate*
Head graphic banner	310 x 90 pixels		€690
Head text banner		165 strokes max. (incl. Headline max. 40 strokes)	€690
Full banner	468 x 60 pixels	–	€550
Grafiph banner	up to max. 650 x 200 pixels	–	€690
Text-Banner with image	max. 240 x 160 pixels	350 keystrokes	€690
Text-Banner without image		500 keystrokes	€690

10 **Frequency of publication:** Three times a week (Mondays, Wednesdays, and Fridays)

11 **Discounts:** On request

Rates do not include VAT.

\* Price applies to a banner with a duration of one week, i.e. the banner is placed in three consecutive newsletters. The exception is the title banner. This is placed on 3 consecutive Mondays (i.e. it runs for 3 weeks).

**Price applies to three mailings\***



← **Head banner**

← **Full banner**

← **Graphic banner**

← **Text banner with image**

← **Text banner without image**

**15 Inserts:**

Before accepting and confirming the order we require a binding sample showing sizes and weights by the advertising deadline of each issue at the latest. Inserts may only advertise for the sales campaigns of advertisers. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. The placement of inserts depends on the technical possibilities.

**Technical information:**

Inserts will be inserted loosely.

**Maximum size:** 200 x 270 mm

Inserts must be designed so that no additional processing is necessary. Any complications and/or additional work (e.g. folding) will be charged separately. Inserts printed on any material other than paper can only be accepted upon presentation of a binding sample and with the prior agreement of the publisher and the post office.

**Fees for inserts:**

Up to 25 g total weight	€250 per thousand copies
26 g to 50 g total weight	€350 per thousand copies
Higher weights on request	
Partial insert surcharge per postal zone split	€75
Partial inserts (by postal zone) on request.	
Inserts are <b>not discountable</b> .	

**Circulation charged:** 20,000 copies

**Required delivery amount:** 20,400 copies

**Delivery date:** Up to 10 days after the advertising deadline.

Rates do not include VAT.

**Bound inserts:**

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights by the advertising deadline of each issue at the latest. Placement depends on the technical possibilities.

**Formats open:**

1 sheet (= 2 pages) untrimmed 216 mm wide x 290 mm long  
2 sheets (= 4 pages) untrimmed 216 mm wide x 290 mm long  
3 sheets (= 6 pages) untrimmed 216 mm wide x 290 mm long

**Technical specifications:**

Bound inserts must be delivered untrimmed; multiple-sheet bound inserts must be pre-folded. The front page of the bound insert must be marked accordingly. Bound inserts must be designed so that no additional preparation or processing is necessary. Any complications and additional folding or glueing work will be separately charged.

**Required delivery amount:**

20,400 copies

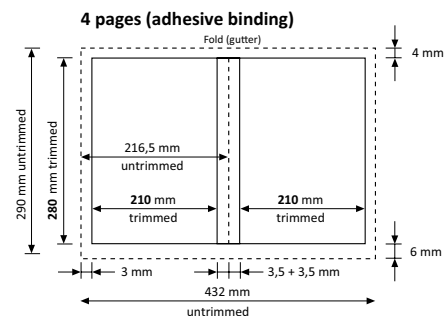
**Delivery date:**

Up to 7 days after the advertising deadline.

**Postal address:**

Vogel Druck und  
Medienservice GmbH  
Leibnizstraße 5,  
97204 Höchberg, Germany  
Tel.: +49 89 9314600-2178

Delivery information:  
For "VISION mobility" issue  
number x/2026



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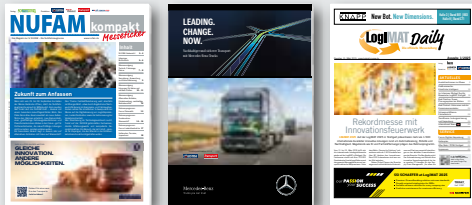
# General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract** for the publication of advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list within the agreed time limit specified in section 2.
- 4. Online advertising** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or contracts to which the online advertising is to be linked for the entire period of the contract. With the exception of contractual individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Cancellation of orders:** The customer is liable for orders at its own discretion – including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publishing is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. **Cancellations** can be notified by fax or e-mail.
- 8. Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instruction is given, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal admissibility of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in and/or the inclusion (including the cost of any legal defence), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. The placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.  
**Transfer of risks** occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, the delivery of print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.  
If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.  
**Return of print documents:** Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.  
**Printing size of advertisements:** If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.  
**Proof copies** will only be provided if requested. The publisher is not liable for any corrections to which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission of print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.  
**If print samples or online advertising are transmitted paperlessly** to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. iSDN, e-mail), the following additional provisions shall apply:  
**File formats:** In the case of data transfer, related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files which the publisher cannot change the content. The publisher has the right to refuse to accept open files (i.e. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.  
**Online advertising** may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.  
**Colour advertisements:** The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA medium wedge in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check the advertisement. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if a correction fax is provided.  
**Computer viruses:** The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** Upon request, the publisher will deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the customer by standard mail, even if the letters are registered or urgent. The publisher will send back valuable documents without being required to do so. Otherwise, any mail not collected within the specified period will be destroyed. The publisher reserves the right to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
- 14. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon, or for which the customer is responsible, shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs for the publisher.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Differences in advertising rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IWW reports. Furthermore, when placing advertisement orders, the customer agrees that any orders for which damages are excluded. If the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 19. Invoices** are payable within 14 days of invoice, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to defer or increase the invoice.
- 20. In the event of late payment or deferment of payment,** the legally applicable interest at the commercial rate of 9 percentage points above the base interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 60 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and any deferment payment in advance for any further advertisements. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of flawless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.  
Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the beginning of the print advertisement. The publisher is obliged to check the print documents to ensure that they are complete and correct in the event of **online advertising** and warranty is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If at all times to ensure to supply the missing media service fails within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22. a)** Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damages (1) are caused through a culpable breach of an essential obligation of the contract (cardinal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with willful intent on the part of the publisher.  
**b)** The publisher is not liable for damages if the publisher is not liable for gross negligence or with willful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.  
**c)** If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or willful intent by employees or by those who are not organs or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.  
**d)** The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for full expenses insofar as the publisher is not liable for gross negligence on the part of organs or executive staff members of the publisher.  
**e)** Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.  
**f)** The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.  
**g)** The liability of the publisher does not extend to personal injury, the absence of guaranteed characteristics or in accordance with applicable law shall remain unaffected.  
**h)** The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.  
**i)** The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print document only become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory printing quality. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
- 23. a)** **Case of force majeure** such as industrial action, configuration, general shortage of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its production quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.  
**b)** The publisher's place of business and **jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

## Additional terms of business of the publisher

- Our general and additional terms of business, including confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for publication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed. The client guarantees that he shall transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

## Corporate publishing



## Freight transport & service



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