



THE SUPPLIER SHOW FOR MECHANICAL ENGINEERING

10 – 12 NOVEMBER 2021
BAD SALZUFLEN EXHIBITION CENTRE



MEDIA DATA

FMB Kompakt 2021 – The trade fair newspaper for the mechanical engineering industry and its suppliers

Ad sales and press contact

GS Media-Service

Gabriele Schneider
Belzweg 9 – 33739 Bielefeld | Germany
T: +49 (0) 5206 9150-0
E: g.schneider@gs-media-service.de
W: www.gsmediaservice.de

Publisher

Easyfairs GmbH

Meisenstraße 94 – 33607 Bielefeld | Germany
T: +49 (0) 521 96533-66
E: service@fmb-messe.de
W: www.fmb-messe.de

Dates and deadlines

Advertisements – booking deadline
Product information – copy & image

Publications:
Produktion
MM MaschinenMarkt

Issue 2021

30 August 2021
2 September 2021

27 October 2021
2 November 2021

Press run

Printed press run **13,000 copies**

Format

Newspaper format 255×350 mm
Type area 220×310 mm
Chromaticity 4/4-coloured Euroscale

Print specifications and data transfer

Advertisements Digital or printer's copy, preferably printable PDF in accordance with the international norm PDF/X-1a (CMYK colour model, embedded fonts) by email to g.schneider@gs-media-service.de. Colour accuracy can only be guaranteed if a colour proof is submitted with UGRA/FOGRA Media Wedge in version 2.0.

Product information Text in word or RTF format with max. 1,200 characters (incl. space characters), with 1 illustration (jpg, tif, eps) with 300 dpi and a width of approx. 15 cm by email to g.schneider@gs-media-service.de.

The contents

FMB Kompakt contains preliminary reports, details on the exhibitors' products, organisational information of interest in connection with the show as well as everything else you need to know about the event. Specials on the mechanical engineering industry and its suppliers complete the offered information.

The range

To coincide with the forthcoming supplier show for mechanical engineering, the official Exhibition Newspaper **FMB Kompakt** will appear in calendar week 43 as a supplement in the journal "**Produktion**" and in calendar week 44 in the "**MM MaschinenMarkt**" trade magazine. In this way it will reach some **12,000** selected decision-makers in the mechanical engineering industrial segment.

Technik und Wirtschaft für die deutsche Industrie
Produktion



In addition, the digital version of **FMB Kompakt** will be available on the show's website www.fmb-messe.de. Printed copies will be displayed at the bistros, in the restaurant as well as at the entrances and exits of the show for visitors to take away with them.

How do you benefit from advertising

- Permanent presence among exhibitors and trade visitors on all three days of the event
- Targeted promotion for your attendance at the fair and the presented products
- Distribution via an established media partner as well as the trade fair organiser
- There is no additional charge for colour printing

Advertisements

Digital print copy, preferably as a printable PDF according to the size you have booked. This means a ready to print designed motive provided by yourselves. The file will not be further edited by the publisher before printing.

Ad formats and prices

	Format	Price EUR (VAT excluded)
Full page	220×310 mm	1,100.-
1/2 page vertical	107×310 mm	750.-
1/2 page horizontal	220×150 mm	750.-
1/3 page vertical	76×310 mm	650.-
1/3 page horizontal	220×100 mm	650.-
1/4 page vertical	107×150 mm	440.-
1/4 page horizontal	220×72 mm	440.-

Additional charges

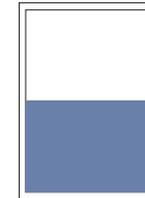
No additional charges will be made with regard to colour or format.



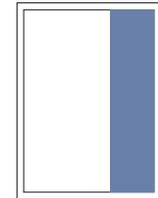
Full page
220×310 mm



1/2 page vertical
107×310 mm



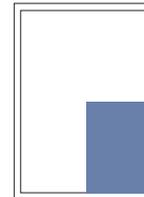
1/2 page horizontal
220×150 mm



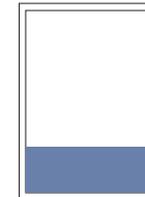
1/3 page vertical
76×310 mm



1/3 page horizontal
220×100 mm



1/4 page vertical
107×150 mm



1/4 page horizontal
220×72 mm

Ad placement only possible in the type area.

General Terms and Conditions for advertisements in magazines and newspapers

(last updated: 05.2019)

General

An »Advertising order« in the sense of the following General Terms and Conditions shall be the contract for the publishing of one or more advertisements, editorial profiles or product news of an advertiser in a printed medium for the purpose of distribution. By placing an order for an advertisement, the Client recognises the General Terms and Conditions of Easyfairs GmbH, organiser of the FMB. These Terms and Conditions shall apply exclusively. Any terms and conditions of the Client which may conflict with or be in any way at variance with these Terms and Conditions shall not be recognised unless Easyfairs has explicitly agreed thereto in writing.

1. Acceptance of order

(1) In the case of publications which appear exclusively as trade-fair publications for specific events, the Client must be registered as an exhibitor at the event concerned. Orders for advertisements placed by sector-equivalent non-exhibitors shall only be accepted after prior consent by the event organiser. An advertisement order placed by a non-exhibitor from an unrelated sector shall be subject to special permission by Easyfairs.

(2) No guarantee shall be assumed for the inclusion of advertisements in specific positions in the printed publication unless it has been explicitly agreed that the advertisement is to be inserted in a specific position in the printed publication. Placement orders can only be taken into consideration if they are possible in terms of production.

(3) Advertising orders will be confirmed by Easyfairs. In the case of texts or alterations to texts submitted by telephone, no guarantee will be assumed for the correct transfer

of the texts or alterations to texts to the advertisements.

(4) The Client shall bear all responsibility for the accuracy, completeness and legal admissibility of all statements made and all data provided to Easyfairs. Data belonging to third parties may only be used with their consent and such consent will be deemed to have been obtained by the Client when placing the order with Easyfairs. In the event of an infringement of third-party rights as a result of the execution of an advertising order, in particular copyrights, trademarks or competition law, the client shall bear sole responsibility. This also applies in view of rights to Internet domains as well as the contents and designs of homepages and websites. In this context the Client shall release Easyfairs from all claims by third parties arising from such an infringement of rights.

(5) In the case of publications which appear exclusively as trade-fair publications for specific events, only goods to be shown at the event may be promoted.

(6) Information on prices is not permitted in advertising orders.

2. Documents

(1) All documents to be supplied by the Client for the handling of the advertising order (e.g. advertisement data, texts, logos, printer's copy or other data) must be received by Easyfairs by the closing date for submissions stated in the respective rate card. Should the Client fail to supply the required documents within the specified time-limit, Easyfairs shall be entitled to refuse any further performance of the contract and to rescind said contract, providing it has set a reasonable extra period of grace, which has expired without any results. Should the print documents appear to be unsuitable or damaged, Easyfairs shall request replacements immediately after examination of said documents. Easyfairs guarantees the usual

printing quality for the medium under contract within the scope of the possibilities offered by the print documents. No guarantee can be assumed for the reproduction of the colours of the advertisement motif without the submission of a binding colour proof.

(2) After execution of the advertisement order, the documents made available to Easyfairs shall only be returned to the Client if he has explicitly requested their return, and at his expense.

(3) Easyfairs shall be notified in writing in a timely manner of any alterations to the original advertising order in order to ensure that technical implementation is still possible. Any additional expenses incurred by Easyfairs as a result of the alterations shall be borne by the Client. Proof sheets will only be supplied for advertising orders designed by Easyfairs and only if explicitly requested by the Client. No proof will be submitted, however, if the Client provides print-ready data without any request for alterations, or if he retains the wording in the advertisement from the previous edition without any changes. Should the Client fail to issue written approval within the specified time-limit, the authorisation for printing shall be deemed granted if the attention of the Client was explicitly drawn to this consequence when the deadline was set.

3. Rescission, force majeure

(1) Cancellation of advertisement orders will only be accepted free of charge up to 10 days prior to the official closing date for the submission of advertisements of the rate card applicable in each case. After this time, Easyfairs shall be entitled to charge a processing fee of 25 % of the order value until the official closing date for the submission of advertisements, without any further proof of damages incurred; in case of cancellations after the official closing date for the submission of advertisements, an amount of 50 % of the order value will be charged. The Client shall be

permitted to furnish proof that no damages were incurred at all or that the damages were substantially lower than the flat rate.

(2) Easyfairs explicitly reserves the right to rescind the contract in the event that an advertising order is, at the dutiful discretion of Easyfairs, in violation of laws, official regulations or public morals in terms of content, origin or technical form, if the publication thereof were unreasonable for Easyfairs or its partner publishing houses or if the Client is in arrears with a due payment for previous or current orders. In this case, the Client shall not be entitled to any compensation claims.

(3) The Client will be notified of a rejection of an advertising order without delay after inspection of the documents received.

(4) In the event of a delay in payment, Easyfairs may postpone any further execution of the current advertising order until payment has been effected and may demand payment in advance for the remaining advertisements. Should any justified doubts exist concerning the ability of the Client to meet financial obligations, Easyfairs shall, even during the course of the completion of an advertisement, be entitled to make the publication of additional advertisements contingent upon payment of the amount in advance and settlement of outstanding invoice amounts, regardless of any credit period originally agreed upon.

(5) Should Easyfairs be prevented from fulfilling its obligations due to the occurrence of unforeseen circumstances affecting Easyfairs or its suppliers, and which Easyfairs could not avert even with the exercise of reasonable care in accordance with the circumstances, e.g. industrial action, loss of power, official action, its performance period shall be extended by the duration of the hindrance plus a reasonable start up period. In the event that the printed matter cannot be published to coincide with the event concerned due to the circumstances

above, for which neither party is responsible, the Client shall be released from the obligation to pay the fee agreed upon. He may demand repayment of any fee already paid. He shall not be entitled to any additional claims, in particular claims for compensation. The publication is considered published when the newspaper has been printed and sent with the media partners.

4. Prices, terms of payment

[1] The respective prices shall ensue from the rate card communicated by Easyfairs or its partner publishing house in each case. Costs for print copy are not included in the price of the advertisement and the Client will be invoiced for them separately.

[2] The prices are exclusive of value-added tax.

[3] The invoice shall be payable immediately after it has been rendered, strictly net. Easyfairs explicitly reserves the right to demand payment in advance. Payments are to be effected exclusively to one of the accounts of Easyfairs indicated, stating the invoice and customer number. No discounts will be granted for early payments. Objections to invoices must be raised in writing within an exclusion period of 14 days after receipt thereof.

[4] If required, Easyfairs will supply a sample copy of the advertisement together with the invoice. Depending on the type and scope of the advertisement orders, clippings, sample pages or complete reference copies will be supplied. Should it no longer be possible to provide a sample copy, it shall be replaced by a legally binding confirmation of Easyfairs concerning the publication and distribution of the advertisement.

[5] The Client shall only be permitted to set off an amount vis-à-vis Easyfairs if the claims are undisputed or they have been declared non-appealable or in the event of warranty claims arising from the respective contractual relationship. This shall also apply in commercial dealings. The client shall

only be entitled to the right of retention pursuant to Section 273 BGB (German Civil Code) insofar as the counter-claim arises from the same contractual relationship. Sections 273 and 320 BGB and Section 369 HGB [German Commercial Code] shall not be applicable concerning business transactions with traders.

5. Guarantee

[1] Easyfairs is to be notified in writing of any visible defects in the advertisements immediately after receipt of a pre-print of the document to be printed or after publication. Notifications of defects received at a later date shall no longer be considered. The advertisement in question shall then be deemed approved.

[2] In the event that the printing of the contracted advertisement is completely or partially illegible, incorrect or incomplete, the Client shall not be entitled to any subsequent performance due to impossibility of performance or on grounds of reasonableness insofar as the document to be printed has already been printed or published. In particular, the Client shall not be entitled to re-printing, insertion or subsequent notifications of error. In the case of publications subject to a fee, the Client shall, however, immediately be entitled to reduce the invoice amount.

6. Liability

[1] Easyfairs shall not be liable for damages caused by ordinary negligence unless fundamental contractual obligations are violated, the fulfillment of which is required to achieve the purpose of the contract (violation of material contractual obligations).

[2] In the case of a violation of material contractual obligations caused by ordinary negligence, Easyfairs shall only be liable for contractually typical damages and damages which were reasonably foreseeable at the time when the contract

was concluded. In this case, Easyfairs shall not be liable for consequential damages.

[3] In all other respects, the liability of Easyfairs shall be limited to a foreseeable scope of damage and restricted to the amount to be paid for the contracted advertisement in question.

[4] The aforesaid limitations of liability shall not be applicable if claims are asserted due to injury to life, limb or health, if liability is compulsory under the Product Liability Act, if it concerns a declaration of warranty or a case of the malicious non-disclosure of a defect as well as in the case of intent and gross negligence.

[5] A postponement of the publication date of the respective publication shall not entitle the Client to assert claims for damages.

7. Limitation of action

Claims by the Client due to defects or compensation shall become statute barred within one year from the statutory commencement of the limitation period. This shall not apply to the limitation of actions regarding claims pursuant to Section 6, Paragraph 4.

8. Data protection

Easyfairs shall only collect personal data and process and use the information furnished by the Client when placing the order to the extent required to carry out the order.

9. Place of performance, place of jurisdiction, German law

[1] Insofar as the contractual parties are merchants, legal persons under public law or legal entities under public law, said parties expressly agree that Bielefeld shall be the place of performance and jurisdiction for all claims arising from this contract. The same shall apply if one of the contractual parties does not have a general place of jurisdiction in this country.

[2] Alternatively, the particular place of jurisdiction of the place of performance pursuant to Section 29 Zivilprozessordnung [German Code of Civil Procedure] shall be deemed agreed upon, which ensues from the nature of the relationship under the law of obligations.

[3] Moreover, each contractual partner shall be entitled to bring action against the other partner at his place of residence or corporate domicile.

[4] Should any individual provisions of these Terms and Conditions be void, the validity of the remaining provisions shall in no way be affected. The contractual parties undertake to agree to replace the void provisions with other effective ones coming closest to the economic purpose of the void provisions.

[5] The German text and German law shall prevail in matters of interpretation of the General Terms and Conditions and all other terms and conditions.



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Contact **FMB KOMPAKT**

GS Media-Service
Belzweg 9
33739 Bielefeld

Your contact person

Gabriele Schneider
T: +49 (0) 5206 9150-0
E: g.schneider@gs-media-service.de

www.fmb-messe.de