

Avertisement Price List No. 5 • effective as of 1st March, 2009



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Netcoo International Business & Lifestyle Magazine is Europe's leading field related magazine for direct selling and network-marketing. In addition to training courses, interviews, lifestyle portraits, success stories, specialist themes as well as business formation concepts, the focus of our reports is on network marketing and direct selling. The German issue is available in Germany, Austria and Switzerland. The international issue in English is available in UK, Norway, Sweden, Finland, Denmark, Czech Republic, Hungary and Poland, many of other countries all over the world are also being delivered by numerous subscribers. We deliver information and news for companies, executives, consultants and people who are looking for new challenges. Where ever you want to promote your business, Netcoo has the means to put it into effect.

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General

Publisher & Editor

NetCoo Publishing International Limited. -
Reg.Nr.5606281- Companies House,
Cardiff - Registered in England and Wales
- 69 Great Hampton Street Birmingham
West Midlands B18 6EW United Kingdom
- England

Directors: Andreas Graunke
Jens Landgrebe

eMail: a.graunke@netcoo.info
j.landgrebe@netcoo.info

Contact Germany

Netcoo Publishing International Ltd.
Wallpromenade 17 - 19
D-48231 Warendorf
Phone: +49 - (0) 2581 - 789 36 97
Fax: +49 - (0) 2581 - 789 36 75
eMail: info@netcoo.info

Bank account in Germany

Netcoo Publishing International Ltd.
Volksbank Warendorf
Account No.: 34 34 35 54 01
Bank sorting code: 412 625 01
BIC GENO DEM 1AHL
IBAN DE76 4126 2501 3434 3554 01
Tax number: 346/5800/2727
Turnover Tax ID No.: DE 244998405
Commercial Register HRB 10513 – Local
Court of Münster

Subscription and Advertisement Hotline:

+49 - (0) 2581 - 789 36 97

Terms of Payment

Only on advance payment net until
the **first** day of the month for the
latest issue.

Contract:

Netcoo Publishing International Ltd.
concludes advertisements contracts
exclusively with entrepreneurs and
not with consumers.

All prices are net prices. The statutory
value added tax will be added.
Payment by automatic debit transfer
is impossible.

Frequency

Every 2 months, on the 20th of each
month (subscribers) and on the last
Thursday of each month (trade).

Advertisement Deadline

The advertisement copy must be
supplied at the latest by the **first** of
the month for the latest issue.

Special Positions

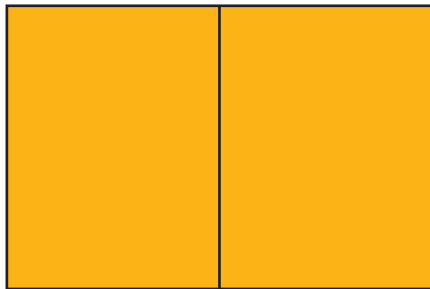
Placing of advertisements on the
inside front cover, inside and outside

back cover are only possible in full page format
(without coupon).

Placing of fractional page advertisements
cannot be guaranteed.



Basic Dimensions



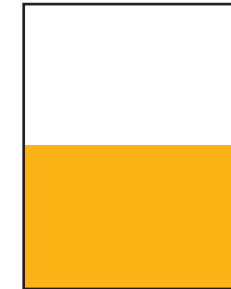
Double page (2/1 page)
420 mm x 280 mm bleed



1/2 double page (1/2 - 2/1 page)
420 mm x 140 mm bleed



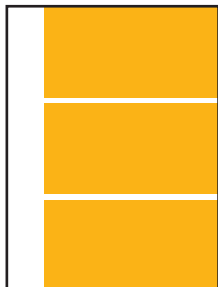
1/1 page
210 mm x 280 mm
bleed



1/2 page
210 mm x 140 mm
bleed

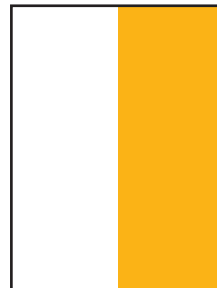
Please keep in mind that a **bleed of 3 mm must** be added to each advertisement copy.

More effectiveness in advertising with Netcoo Remail Cards

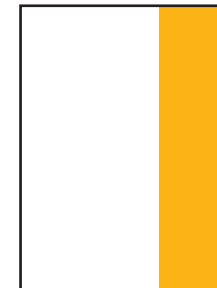


Remail Card
175 mm x 92 mm
bleed
perforated

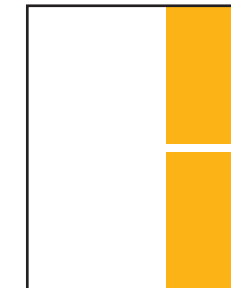
On the front page there is a reminder of your advert, on the back page there is a post card addressed to you including fields where the prospective subscriber can insert his personal contact details (address, telephone, etc.). Furthermore, other particulars that are important for you can be inquired. Further information on this efficient advertising method is available under +49 - (0) 2581 - 789 36 97.



1/2 page
105 mm x 280 mm
bleed



1/3 page
70 mm x 280 mm
bleed



1/2 - 1/3 page
70 mm x 137 mm
bleed

To ensure that your advertisement copy reaches us in the right dimensions, please mail us your dimensions chosen to: ads@netcoo.info, we will mail back to you the corresponding template.

Picture or text elements at risk of being bled-off should be moved inside at the top and the bottom **by at least 5 mm** due to possible bleed allowances and at the sides **by at least 10 mm** from the **trimmed final dimension** (210 mm x 280 mm) due to the narrowing of the pages towards the middle of the magazine.

Dimensions and Price

Size in page fractions	Printing format Width x Height in mm	Prices in euros for Netcoo Magazin	Possible special formats: Prices on request under +49 - (0) 2581 - 789 36 97
1/1	210 x 280	3,850.-	Special supplements for the entire issue
1/2	210 x 140	2,000.-	Inserts: solidly bound-in printed matters
1/2	105 x 280	2,000.-	Cross media: Combi of print & banner
1/3	70 x 280	1,500.-	Glued-on inserts: On your advertisement
1/2 - 1/3	70 x 137	800.-	Booklet: Title or interior part
Advertisements with spread bleed			
It is not possible to combine portrait format and landscape format on a 2/1 page.			
2/1	420 x 280	7,500.-	Special theme supplement
1/2 - 2/1	420 x 140	3,900.-	Publisher's special: On diverse themes
1/3 - 2/1	420 x 95	2,900.-	Advertising blocks
Special positions			
Inside front cover	210 x 280	5.000.-	CD-ROM / DVD
Inside back cover	210 x 280	4.800.-	Advertising blocks
Outside back cover	210 x 280	5.500.-	Title that can be opened up

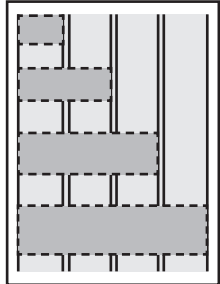
Information on advertisements in black and white can be found on page 5.

Graduated Discounts

Discounts		Discounts		Discounts	
Graduation by frequency*		Graduation by numbers**		Graduation by volume***	
from 3 adverts on	- 3 per cent	from 3 placements on	- 4 per cent	from 3 pages on	- 4 per cent
from 6 adverts on	- 6 per cent	from 6 placements on	- 9 per cent	from 6 pages on	- 8 per cent
from 12 adverts on	- 9 per cent	from 12 placements on	- 20 per cent	from 9 pages on	-16 per cent
from 18 adverts on	- 12 per cent	from 18 placements on	on request	on request	on request
from 24 adverts on	- 15 per cent	from 24 placements on	on request	on request	on request

- * The **graduation by frequency** refers to the **number** of advertisements **per issue**. The advertisements need not be identical. **Advertisements in black and white are not taken into account here.**
- ** The **graduation by numbers** refers to the **number** of **identical** advertisements for one or several issues of Netcoo International Business & Lifestyle Magazin.
- *** The **graduation by volume** refers to the **number** of **1/1** pages **per issue**. The advertisements need not be identical. The graduation by volume can also be applied for advertisements with **spread bleed**.

Black-and-white advertisements / classified advertisements			
1 column	2 columns	3 columns	4 columns
40 mm in width	85 mm in width	130 mm in width	175 mm in width
Price per 5 mm of height*	Price per 5 mm of height*	Price per 5 mm of height*	Price per 5 mm of height*
15.-	30.-	45.-	60.-



The graduation by numbers is the only possibility to grant a discount.

* The minimum height is 15 mm per advertisement placed.

Technical Data

General Data:

Paper inside: 115 gramme - coated - glossy
 Paper cover: 200 gramme – glossy varnish (outside)

Processing: perfect bound

Dimensions of magazine: 210 mm in width x 280 mm in height

Type area: 185 mm in width x 255 mm in height

Printing process: offset with 70 1/cm screen

Technical Data:

If open files are supplied, they **must** include all used **fonts** and **image files**.

Possible formats: TIFF and PDF 1.4 with Font including

Resolution: minimum of 300 dpi

Separation: CMYK, Euroscala coated V2

Possible media: CD-ROM, DVD

Any deviation from the above specifications may lead to a **loss in quality**. The client is **responsible** for the supplied files.

Data transmission:

Email: grafik@netcoo.info

FTP - Server: Access data are available - stating your advertisement order - under ftp@netcoo.info

Identification: The draft title of your advertisement

Colour advertisements: The printing is made pursuant to the basic four colours of Euroscale. Scale yellow = yellow; scale red = magenta; scale blue = cyan.

Processing of open files or correcting of wrong advertisement dimensions supplied cause additional costs which will be charged at cost price. We do not assume any liability for files incorrect or incomplete as regards their content. Redesign or draft of advertisements are charged separately. We reserve the right to make technical changes in production, processing, paper and frequency for all issues.

Bleed, exceeding of type area, spread bleed: 3 mm on all sides. **Picture or text elements** at risk of being bled-off should be moved inside at the top and the bottom by **at least 5 mm** due to possible bleed allowances and at the sides by **at least 10 mm** from the **trimmed final dimension** (210 mm x 280 mm) due to the narrowing of the pages towards the middle of the magazine.

General Terms & Conditions

General Terms and Conditions for advertisements and other advertising means in newspapers and magazines

Clause 1 For the purpose of the following General Terms and Conditions “Advertisement Order“ shall mean the contract made between the publishing house and the client on the publication of one or several advertisements or other advertising means (hereinafter collectively referred to as “Advertisements”) of advertising agencies or other advertisers (hereinafter collectively referred to as “Advertisers”) in a newspaper or magazine for the purpose of distribution.

Clause 2 A “Contract“ is a contract for the publication of one or several advertisements taking account of the discounts to be granted to the Advertiser according to the price list, with contracts exclusively being made with entrepreneurs and not with consumers.

Discounts and rebates are not granted to companies whose object is among others to place advertisement orders for various Advertisers in order to claim a joint discount. If a contract has granted the right to call individual advertisements off, the order shall be processed within one year as of the publication of the first advertisement, provided that the first advertisement is called off and published within one year after the conclusion of the contract.

Clause 3 If a single or several call-offs of a contract are not fulfilled for circumstances which are beyond the control of the publishing house, the client shall reimburse the publishing house the difference between the granted discount and the discount corresponding to the actual purchase of advertisements, without prejudice to

any other legal obligations. The client shall have the right to be retroactively granted a discount on the actual purchase of advertisements within one year, unless otherwise agreed.

Clause 4 The publishing house will clearly mark advertisements which cannot be recognized as advertisements due to their design with the word “Advertisement”.

Clause 5 The publishing house reserves the right to reject advertisements – including individual call-offs within the framework of a contract - if their content contravenes legal or regulatory provisions or their content has been objected by the *Deutsche Werberat* [German Advertising Council] in objection proceedings or if their publication cannot reasonably be expected from the publishing house due to their content, their design, their origin or their technical form, or if advertisements include advertisement of or for third parties.

Orders for other advertising means shall only be binding on the publishing house after presentation of the sample and its approval. Any advertisements including advertisements of or for third parties (joint advertising) shall require the prior written consent by the publishing house for each individual case. Such joint advertising entitles the publishing house to add a surcharge. The client shall be immediately informed about the rejection of an advertisement or of any other advertising means.

Clause 6 The client shall be exclusively responsible for the supply in good time and the perfect condition of suitable printing documents or other advertising means. If digital printing documents are supplied, the client shall be obliged

to supply proper templates for advertisements in good time before the advertisement is placed which in particular correspond to the format and/ or the technical specifications of the publishing house.

The client shall bear any costs of the printing house incurred for any changes to the printing templates desired by the client or for which the client is responsible.

Such condition of the advertisements or other advertising means shall be deemed as agreed which is usual for the booked title pursuant to the specifications in the price list as well as in the confirmation of order within the limits of the possibilities defined by the printing documents. This shall only apply for the case that the client complies with the specifications of the publishing house regarding the creation and transmission of the printing documents.

Clause 7 Printing documents will only be returned to the client on special request. The obligation to preserve the printing documents shall terminate after three months of the first publication of the advertisement.

Clause 8 If the published advertisement does not correspond to the contractually agreed condition or performance, respectively, the client shall be entitled to claim reduction in price or a perfect replacement or re-publication of the advertisement, however only to the extent in which the purpose of the advertisement or of any other advertising means was affected. The publishing house is entitled to reject a re-placement or re-publication of the advertisement, if this requires expenses that are grossly disproportionate to the client's interest in performance, taking into consideration the content of the contractual obligation and the

General Terms & Conditions

principles of good faith, or if this is only possible by the publishing house incurring disproportionate costs.

If the publishing house fails to meet a reasonable period fixed for re-placing the advertisement or the publication of the other advertising means, or if the re-placement/re-publication of the advertisement again is not flawless, the client shall be entitled to claim reduction in price or rescission of the contract. In case of immaterial defects in the advertisement or the publication of the other advertising means, a rescission of the contract shall be excluded. In the event of non-obvious defects, any complaints shall be asserted immediately.

The publishing house shall be liable for any damage, irrespective whether arising from breach of contractual duty or from tort according to the following provisions:

In the event of gross negligence, the liability in business dealings shall be limited to the compensation of the typical foreseeable damage; this limitation shall not apply, if the damage was caused by legal representatives or executives of the publishing house.

In the event of simple negligence, the publishing house shall only be liable for breach of a material contractual duty. In such cases, the liability shall be limited to any typical foreseeable damage. In the event of claims arising from the Product Liability Act as well as in the event of personal or fatal injury, the publishing house shall be liable according to the legal provisions. Any claims arising from any breach of contract against the publishing house are subject to a limitation period of one year as of the commencement of the legal limitation period.

Clause 9 The invoice shall be payable within the

period stated in the price list, unless any other term of payment has been agreed in writing in the individual case.

Clause 10 In the event of a delay in payment or deferment, interests usual for banks as well as costs of collections will be charged. In the event of a delay in payment, the publishing house may suspend the further execution of the order in process until the payment is effected.

If there are reasonable doubts as to the solvency of the client, the publishing house shall be entitled to make the publication of further advertisements conditional on the advance payment of the amount at the advertisement deadline and on the payment of any outstanding invoice amounts even during the term of an advertisement contract notwithstanding any deviating credit period for payment originally agreed in writing.

Clause 11 The publishing house will supply an advertisement voucher on request. Depending on the kind and extent of the advertisement order, advertisement clippings, tear sheets or complete voucher numbers will be supplied. If a voucher cannot be provided anymore, it shall be replaced by a legally binding certificate issued by the publishing house on the publication and distribution of the advertisement.

Clause 12 The place of performance shall be the seat of the publishing house. In business dealings with merchants, legal persons under public law or in the case of special funds under public law, the venue for legal actions shall be the seat of the publishing house. Provided that claims of the publishing house are not asserted in summary proceedings for ordering the payment

of debts, in the case of a non-merchant, the place of jurisdiction shall be the residence of the non-merchant. If the residence or habitual abode of the client, also in the case of non-merchants, is unknown at the time when the action is brought, or if the client has moved his or her residence or habitual abode outside the scope of the law after conclusion of the contract, the venue shall be deemed to be the seat of the publishing house.

Clause 13 Any changes in price for placed advertisement orders are valid vis-à-vis entrepreneurs if such changes are announced in advance at least one month before the publication of the advertisement or of any other advertising means.

In the event of any increase in price, the client shall have a right to rescind the contract. The right to rescind the contract shall be exercised within 14 days in writing after receipt of the notification of the increase in price.

Clause 14 The client guarantees that he or she has all the rights required to place the advertisement. The client is solely responsible for the content and the legal admissibility of the text and image materials as well as of the supplied advertising means that are all provided for insertion. Within the scope of the advertisement order, the client shall indemnify the publishing house against any liability from any third party claims which might arise from the violation of any legal provision as of the date when the first request is made by such a third party.

Moreover, the publishing house shall be indemnified against the costs incurred for the required legal defence as of the date of the first request by the third party. The client shall support the publishing house in good faith by providing

General Terms & Conditions

information and documents for the legal defence against third parties. The client shall transfer to the publishing house any required proprietary rights, ancillary copyrights as well as any other rights to use the advertisement in print and online media of any kind, including the Internet, in particular the right of reproduction, distribution, transmission, broadcasting, providing public access, withdrawal from a database and retrieval. The above rights shall be transferred in any case without local limitations.

Clause 15 In case of interruptions in operation or in case of force majeure, illegal labour disputes, unlawful seizures, traffic disturbances, general shortage of raw materials or energy and the like – both in the business enterprise of the publishing house and in third parties enterprises which the publishing house uses for performing its liabilities – the publishing house shall be entitled to full payment of the advertisements published, if the publishing house has delivered 80 per cent of the copies of the publishing object sold in the last four quarters on average or otherwise guaranteed.

Clause 16 Upon the placement of the advertisement order, the advertiser undertakes to pay the reasonable costs of the publication of a counter-statement pursuant to the respectively valid advertisement price list.

Clause 17 If any provision is ineffective or void, the effectiveness of the other provisions shall not be affected. The ineffective provision shall be replaced by the general legal provisions in force.

Clause 18 Any amendment and/or modification of the present General Terms and Conditions shall be made in writing. This shall also apply

for the cancellation of the provision requiring the written form.

Clause 19 If a clause of the contract or of the General Terms and Conditions are ineffective or incomplete, the entire contract shall remain effective. The ineffective clause shall be replaced by a clause that is effective and comes closest to the purpose of the ineffective clause in economic terms. The same shall apply for the filling of any gap requiring regulation.

Additional Conditions of the Publishing House:

a) The General Terms and Conditions and the additional conditions of the publishing house shall apply mutatis mutandis for contracts for glued-on inserts, bound-in inserts or technical special copies. Each order shall become binding after the written confirmation is issued by the publishing house.

b) Unless expressly agreed otherwise, in the event of price adjustments new rates shall immediately become effective also for orders in process; this shall not apply vis-à-vis non-merchants for orders that are to be processed within four months of the conclusions of the contract.

c) The client is solely responsible for the content and the legal admissibility of the text and image materials provided for insertion.

The publishing house shall not be obliged to check the orders and advertisements for any infringement of third party rights.

The publishing house is entitled to make any advertisement for pharmaceutical products or remedies conditional on a written confirmation

of the legal admissibility by the sales director or any other responsible person and/or have the advertising copy reviewed by an expert body as to its legal admissibility.

d) Sizes, dimensions and colours cannot be changed anymore after the advertisement deadline. The publishing house shall not be liable for the correctness of the reproduction if the advertisements have been placed by telephone or corrections have been communicated by telephone. The publishing house neither assumes any liability if defects of the copy become only visible in the reproduction or printing. The advertiser shall have no claims if the printing is unsatisfactory. Any additional costs incurred shall be charged for.

e) The publishing house shall not give any warranty if agreed positions cannot be adhered to due to any delay in the supply of printing materials and so a diminution in the printing quality occurs.

f) Any payment of damages shall principally be excluded for advertisements that have not been published or have not been published in time.

g) Any promotional advertisements designed by the publishing house for the client may only be used for advertisements in the objects booked with the publishing house for this. Further rights shall not be granted.

h) The publishing house reserves the right to publish the client's advertisements in a digital magazine version (e.g. ePaper).

i) The publishing house does not grant any agency commissions.



Client:

Firm name:

Surname:

Name:

Street:

ZIP code: Town:

Country:

Phone:

Fax:

eMail:

Advertisement Order

Please send by fax to +49 - (0) 2581 - 789 36 75

or by email to: ads@netcoo.info

or by mail in window envelope to:

Netcoo Publishing International Ltd.
Niederlassung Deutschland
Wallpromenade 17-19

D-48231 Warendorf

Germany

Please use the possibility to enter your data **directly** into the corresponding fields or by **ticking** the right boxes by **mouse-click**. This **avoids problems** with the legibility after printing.

Please choose the kind and the number of your advertisement(s)

- 2/1 page | 420 x 280 amount
- 1/2-2/1 page | 420 x 140 amount
- 1/1 page | 210 x 280 amount
- 1/3-2/1 page | 420 x 95 amount
- 1/2 page | 210 x 140 amount
- 1/2 page | 105 x 280 amount
- 1/3 page | 70 x 280 amount
- 1/2-1/3 page | 70 x 137 amount
- Inside front cover amount
- Inside back cover amount
- Outside back cover amount
- Black&white – 1 column amount
- Black&white – 2 columns amount
- Black&white – 3 columns amount
- Black&white – 4 columns amount

When do you want to place your advertisement?

01	02	03	04	05	06	07
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08	09	10	11	12	13	14
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	16	17	18	19	20	21
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	23	24	25	26	27	28
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	30	31	32	33	34	35
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Height*

Height*

Height*

Height*

Please tick the box if you chose one **kind** more than **once** and the advertisements are **identical**.

* Please indicate the desired height in **5 mm intervals** as described on **page 5**.

We shall receive your advertisement(s) with the following file name

Space for your comments and/or questions

Place – date – signature - stamp

By signing you acknowledge that you have read, understood and accepted our General Terms and Conditions. Upon receipt of your order you will receive a confirmation of order from us in the form of an invoice in PDF format by email. Therefore it is absolutely necessary to always state your email address!