



MEIN GELD MEDIA KIT

Print 2027

Prices valid from 1 January 2027

WHY SHOULD YOU WORK WITH MEIN GELD MEDIEN GRUPPE?

OUR PREMIUM PARTNER FOR PREMIUM TARGET GROUPS

01 REACH

We reach more than 200,000 readers a month, online and via print.

02 TARGET GROUP

Mein Geld's investment magazine is read by institutional investors, consultants within the German investment industry as well as brokers of the insurance industry.

03 OPINION LEADER

Given its investigative approach, Mein Geld's investment magazine is among the most trusted investment magazines in Germany and is also among the magazines longest in business.

04 A PROMISE TO KEEP

Mein Geld's investment magazine identifies what drives the investment and insurance industry and selects and recommends critical assets.

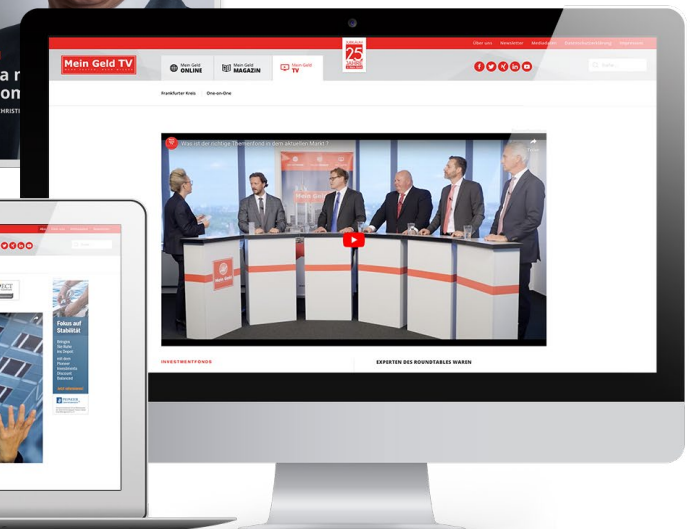
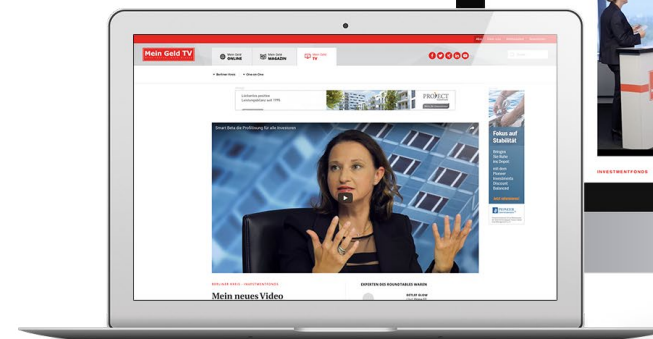
COOPERATIONS WITH

Handelsblatt

Wirtschafts
Woche



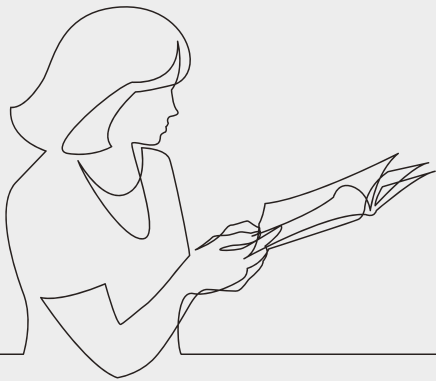
t-online.



FOUR CHANNELS. ONE REACH.

MEIN GELD MEDIEN GRUPPE

PRINT

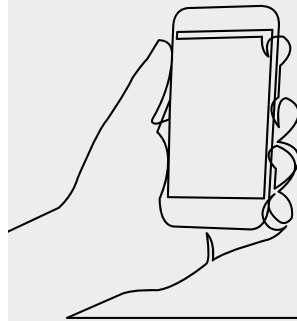


Reach of print

20.000

READERS

ONLINE

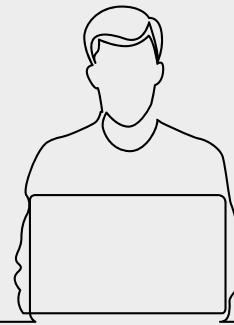


Visitors per year on homepage

253.000

PAGE IMPRESSIONS

TV



Total reach of our cooperation partners online per year

60 m.

CLICKS

EVENTS



More than

1,200

GUESTS

at various events with cross-media reach

Pictures: www.shutterstock.com / one line man

SHORT PROFILE

For more than 25 years, Mein Geld embodies independent, first-class journalism dedicated to investment.

The Mein Geld investment magazine presents interesting investment solutions and relevant first-hand editorial content from the insurance industry, committed to be both informal and precise.

Via various digital platforms, Mein Geld promptly informs about crucial news from the financial and insurance world and provides background information and classification.

Every two months, the magazine reaches more than 20,000 readers.



PRINT

Type: **Business magazine**

In circulation

4 countries: Germany, Austria, Switzerland, Luxembourg

More than **3,000 copies distributed across institutional clients**, the remaining 17,000 copies go to B2B clients

Issued **5x a year, 5 euro** a copy



WEBSITE

Unique visitors **23,500**

Page impressions **2533,000**

Total reach, including cooperation partners **60 million clicks** per year



TV

Number of produced TV features:

More than 800

Distributed via social media and various financing and insurance platforms

Number of clicks every Roundtable video generates within 3 months (including all links): **10,000**



EVENTS

Initiatoren-Loge
Assekuranz-Award
Boutiquen-Award
Sachwerte Award
FNG-Siegelverleihung
Lipper Fund-Award

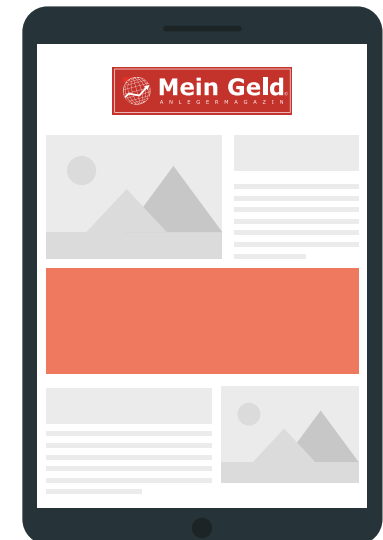
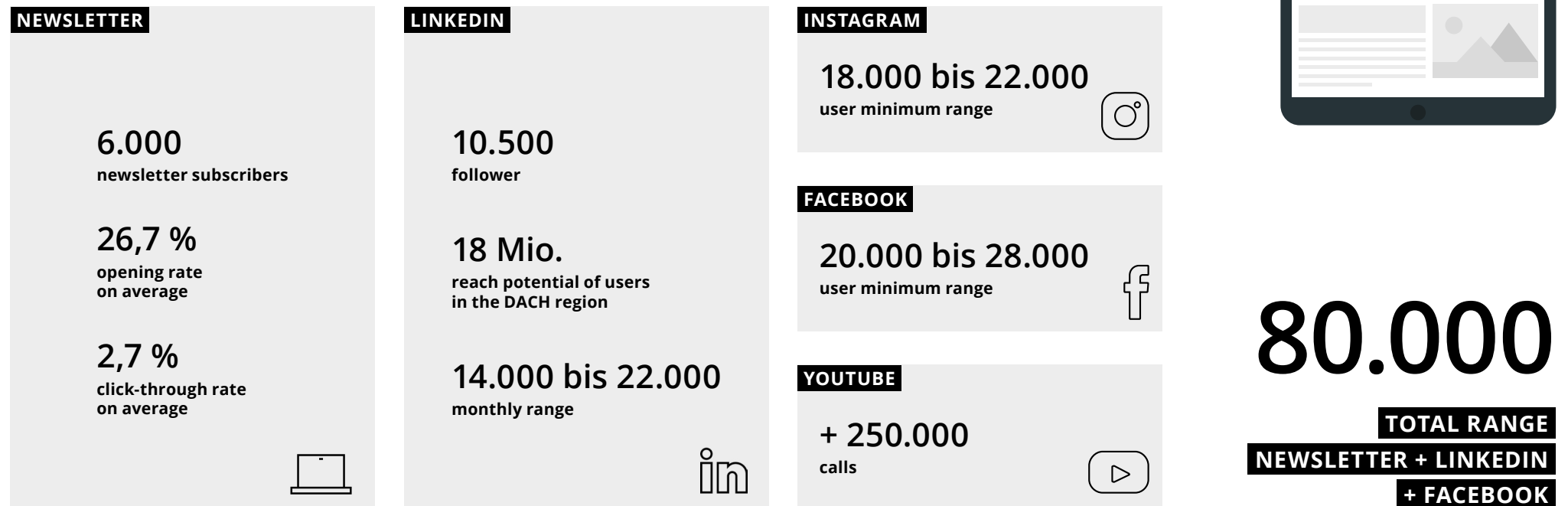
NOTHING REMAINS IN PRINT

The entire magazine is also available online. In addition to an “online advertorial”, there are other options for implementing your article on different platforms. You can find all variants in the online media data.

NEWSLETTER WITH CUSTOMIZABLE TARGET GROUPS

Our newsletter reaches **6,000 subscribers**. Choose from the target groups **Investment**, **Brokers** and **Real Assets**.

MEIN GELD ONLINE IN FIGURES



MEIN GELD-PRINT

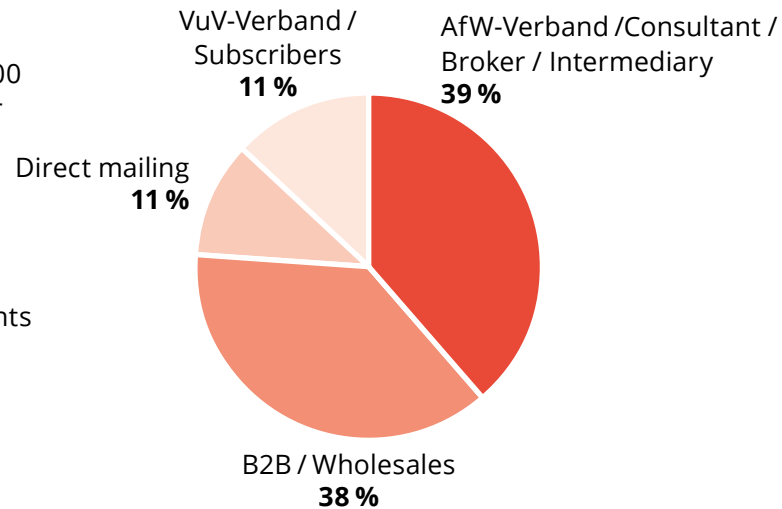


REACH

The magazine has a circulation of 20,000 copies, available at news stands in four German-speaking countries

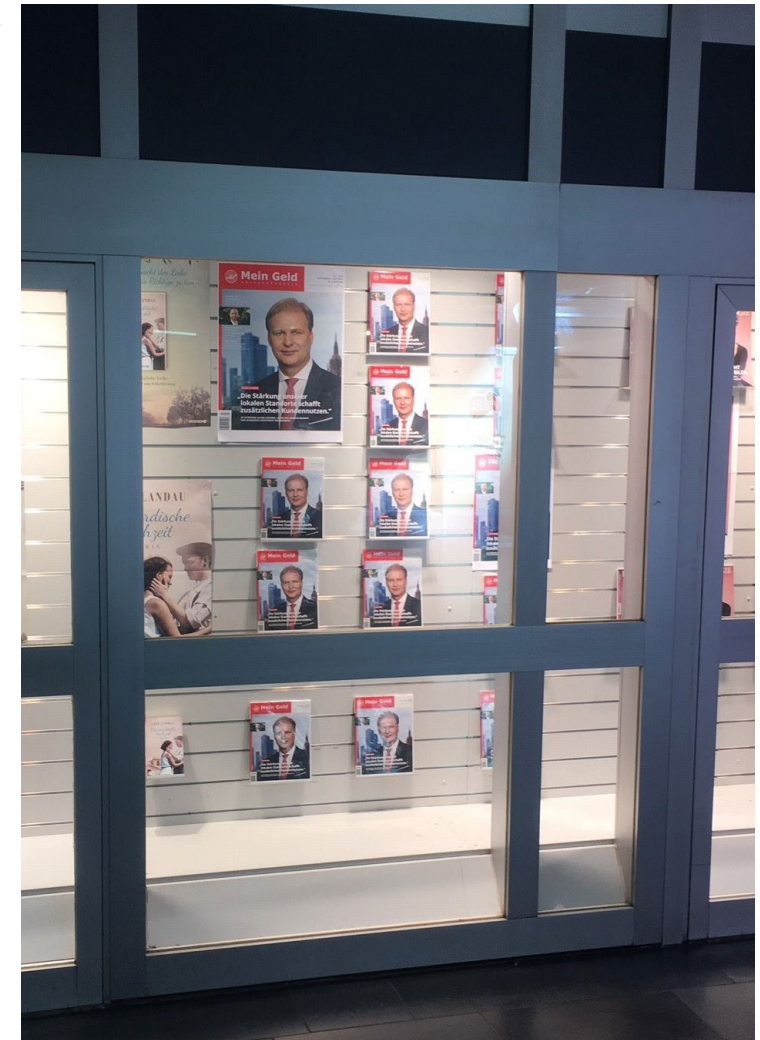
Additional circulation

- AfW (organisation)
- B2B agents
- direct distribution to institutional clients
- VuV (organisation)
- subscribers



4

Distributed circulation in
COUNTRIES



Window advertising at Frankfurt Central Station

SPOTLIGHTS

SUCCESSFUL DIRECTION OF MEIN GELD MEDIEN GRUPPE

t-online.

t-online

Cooperation with t-online since 2024



Assekuranz Award

Exclusive award for the best Insurance, products and formats



Boutiqen Fonds

Exclusive award for the best boutiques funds



Sachwerte Awards

Exclusive award for the best real asset investments



Auszeichnung 2021

Awarded & recommended by Firmen-TV, in cooperation with Handelsblatt and WirtschaftsWoche



Die Initiatoren-Loge

We bring together the most successful providers of real asset investments with BVI and AfW



FNG

Media partnerships of Mein Geld-Print and Mein Geld-TV with the FNG since 2015



Social Media

Strong social media campaigns via Instagram, Facebook and LinkedIn for our clients



wallstreet:online

Partner since 2010



Lipper Partnerschaft

Media partner Refinitiv since 2011



Focus Online

Print articles are distributed via FOCUS Online



AfW

Partner since 2015



VKS

Partner since 2022



DKM

Media partner of the DKM since 2015



CHARTA

Media partnership since 2023



Finanznachrichten

Partner since 2010



Hidden Champions

We have been a media partner since 2016 of the Hidden Champions Tour



HANSA Champions Tour

Partner since 2023



Mixed Champions Tour

Partner since 2022

Offizieller Partner des



VUV

Member since January 2020 of the VUV Forum

CATEGORIES IN PRINT



With practice-oriented technical essays, interviews, opinions, relevant context, as well as company and product information, Mein Geld informs readers and presents successful concepts and solutions for investors and independent brokers. In addition, the latest trends in the financial and insurance market are presented.

For each category, our qualified specialist editorial team publishes over 200 articles each year – totaling over 800 pages of in-depth specialist knowledge spread over those categories.

The magazine features ca.

200 ARTICLES PER YEAR
= **800** PAGES OF IN-DEPTH SPECIALIST KNOWLEDGE

in those categories.

Open investment funds



Key areas

- company presentation
- guided content investment
- ETF news: market overview
- impact investing
- product explanation
- Lipper data

Tangible assets/ real estate



Key areas

- real estate investment
- regulations
- issuing houses

Brokers/ financial service providers



Key areas

- further education and training
- press activities
- free agents news
- statements from broker associations
- fairs/events
- regulations

Insurance



Key areas

- Tariffs of the month
- guided content insurance
- market studies for insurance companies
- trends in the insurance industry
- tariff innovations

Lifestyle



Key areas

- traveling
- hotels
- restaurants
- Life is Style

PRINT CONCEPTS



IN MAGAZINE

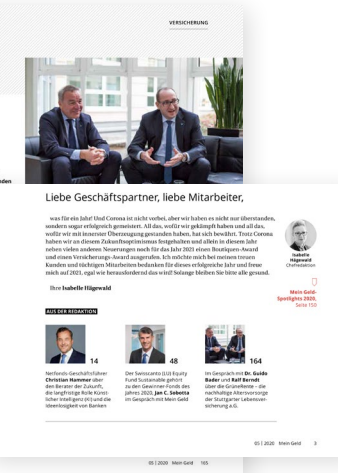
✓ Title story/cover positioning



> Guided content insurance/investment

Usage of PDF for your own purposes:
unlimited rights of use for the publications
in print and online

✓ Special interview/positioning within an editorial



✓ Citation within an editorial



TITELSTORY



IN THE ISSUE OF YOUR CHOICE

The February / March issue is very popular for a cover story, as it is published at the beginning of the year and you can therefore work with it throughout the year. There are also many events throughout the year where you can use the specimen copies. As Mein Geld Anlegermagazin is distributed in newsagents by Axel Springer, you can also book placements in shop windows of interest to you.

Services

- Rights to use the front page
- Advice on concept, story board, layout
- Editing of the cover image for the front page
- Up to 15 pages of editorial content (2000 characters per page)
- Creation of graphics and editorial content
- Rights to use the PDF file
- Publication in the newsletter
- Placement on the Mein Geld website
- 50 vouchers for free use
- Promotion on LinkedIn, Facebook and Instag



PRINT CONCEPTS



IN MAGAZINE

Company profile (annually)

UBS ASSET MANAGEMENT
China-Anleihen:
Ein Investment mit Zukunft

Der Hochdruckauf internationaler Anleger sowie die hohe Korrelation zu anderen Anlagen sind zwei der Gründe, die für chinesische Anleihen sprechen

Die Herausforderung für Anleihen-Investoren besteht darin, sich nicht nur auf das Risiko, dass die P-Riese sehr schnell und vollständig in den globalen Markt einsteigen wird, sondern auch auf die Qualität der Anleihen zu konzentrieren. Chinesische Anleihen sind vor allem in der globalen Marktphase attraktiv, wenn die Renditen in anderen Märkten sinken. Derzeit ist die Rendite in China höher als in den USA, was die Attraktivität von China-Anleihen erhöht.

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IM FOKUS CHINA

POWERED BY UBS

Wie Sie Venture Deals im boomenden Gesundheitsmarkt digital tätigen können

Seit 2014 ist die Venture Deals im boomenden Gesundheitsmarkt digital tätigen können

Die Rendite in China ist höher als in den USA, was die Attraktivität von China-Anleihen erhöht.

370

Wie Sie Venture Deals im boomenden Gesundheitsmarkt digital tätigen können

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Advertorial

UBS ASSET MANAGEMENT
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Tariff of the Month

UBS ASSET MANAGEMENT
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in print and online

UNTERNEHMENSSEITE „SERIES“



YOUR PERMANENT PLACE FOR A YEAR

Services

- Rights of use of the article in print and online
- design of the supplied article
- visual processing of graphics etc.
- possible in all issues of the year 2027 (subject to availability)



PRINT CONCEPTS

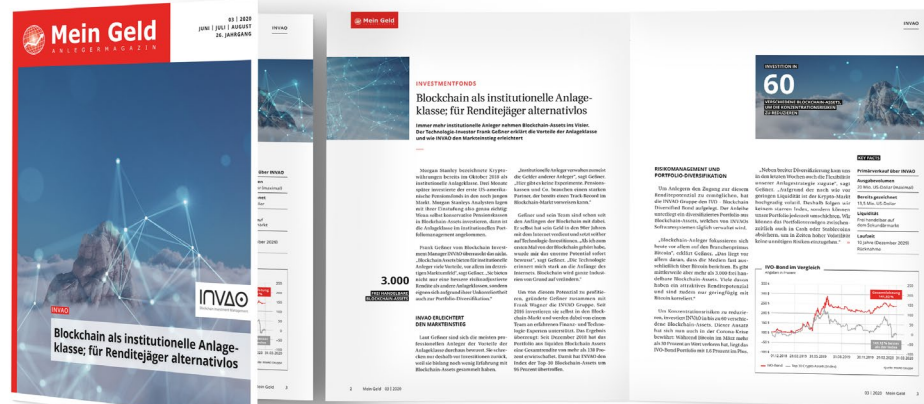


INSERTS

2-pager



4-pager



Oversize



5 issues a year



Booklet



Usage of PDF for your own purposes:
unlimited rights of use for the publications
in print and online

PRINTING SPECIFICATIONS AND RELEASE DATES



PRINTING SPECIFICATIONS AND MATERIALS

Texts

Texts are submitted as documents only (.doc, .docx). **2,000 characters (including spaces) per page.**

Please submit image files individually and spreadsheets and charts in raw versions (.doc, .docx, .xls), if possible.

Printing materials (advertisements)

Printing materials are to be submitted in **PDF/X-3** only. Please keep a bleed of 3 mm in mind. Do not use spot colours. Follow the colour profile.

Image files

Coloured pictures – **CMYK colour mode**
Resolution **300 dpi**
Scale of size 100 %.

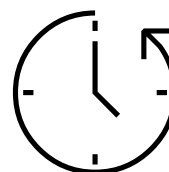
B&w pictures – grey scale mode
Resolution 300 dpi
Scale of size 100 % – Bitmap mode
1,200 dpi at the very least

No image data in DCS format may be integrated within an EPS file format.

Colour profile

ISOcoated_v2_300_eci.icc

Total ink coverage maximum 300 %.
Find the profile here: www.eci.org.



RELEASE DATES 2027

Issue	Deadline	First day of publication
01 – Spring	27.11.2026	23.01.2027
02 – Summer	08.04.2027	15.05.2027
03 – Fall	13.08.2027	18.09.2027

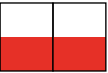
Minor date changes reserved.



AD FORMATS AND RATES



BASIC FORMATS

Layout	Formats	1/1 1 page	Trim (width and height)	Price
	1/1	One page	210 mm x 297 mm	8,650 Euro
	1/2	3 horizontal columns	210 mm x 148,5 mm	4,800 Euro
	1/2	6 horizontal columns	420 mm x 148,5 mm	9,450 Euro
	1/3	1 vertical column	73 mm x 297 mm	3,900 Euro
	1/3	1/3 column horizontally	210 mm x 100 mm	3,900 Euro

➤ **Printing specifications:** Magazine format: 210 mm x 270 mm. Printing materials are to be submitted in PDF/X-3 only. Please keep a bleed of 3 mm in mind.
 Do not use spot colours. Follow the colour profile.

All prices plus VAT.

AD FORMATS AND RATES



SPECIAL FORMATS

Layout	Formats	Trim (width and height)	Price
	Cover page	210 mm x 297 mm	upon request
	2./3. cover page	210 mm x 297 mm	9,450 Euro
	4. cover page	210 mm x 297 mm	2,190 Euro
	1/3 table of contents (1 vertical column)	81 mm x 297 mm	4,250 Euro
	1/3 imprint (1/3 column horizontally)	210 mm x 100 mm	4,250 Euro
	2. cover page plus mention in the editorial		10,600 Euro
	Mention in the editorial		1,350 Euro
	Teaser (photo + mention) in the editorial		865 Euro

 **Printing specifications:** Magazine format: 210 mm x 297 mm. Printing materials are to be submitted in PDF/X-3 only. Please keep a bleed of 3 mm in mind.
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All prices plus VAT.

MEIN GELD TV



YOUR ADVERTORIAL AS A VIDEO

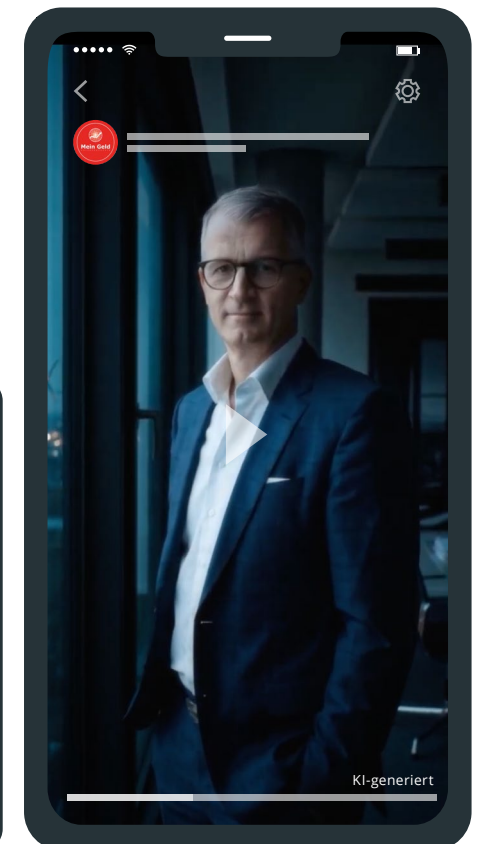
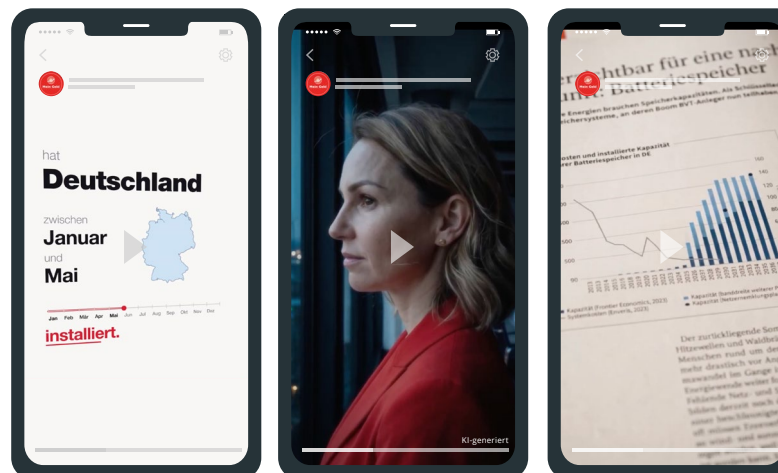
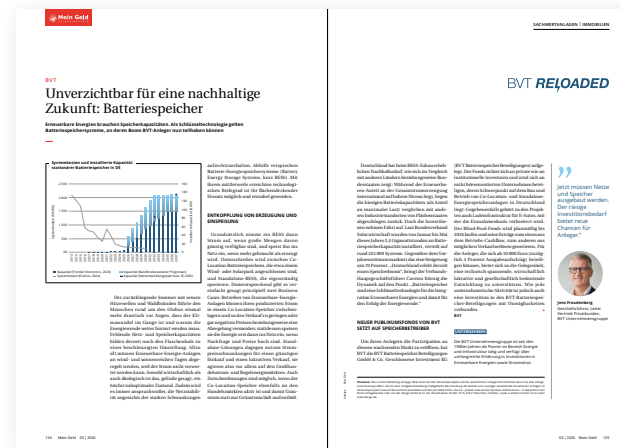
We turn an article from a print magazine into a video for social media. The article is not only shown, but also explained in an easy-to-understand way. From magazine article to social media video.

Services

- Explanatory video based on the magazine article
- text animations highlighting the key messages and figures
- animated graphics and charts that explain the article's content
- Actual shots of the print magazine pages, so that the video directly references the issue
- Animated portraits, e.g., of the CEO: The photo in the magazine is transformed into a moving image
- The AI avatar Juli discusses the article and guides viewers through the video

Price

Upon request



MEIN GELD TV



ONE-ON-ONE – EXPERT TALK

Mein Geld TV conducts interviews with experts on various topics in the financial sector at congresses, trade fairs or other venues.

The interviews are shared via social media platforms such as Facebook, YouTube, LinkedIn, Instagram, as well as cooperation platforms and published on Mein Geld's website.

More than

700

ONE-ON-ONES PRODUCED

More than

1000

CLIPS PRODUCED

One-on-One + Roundtable

ONE-ON-ONE

Where

Studio
Trade fairs
Road show
Conventions

How

Featuring experts
Branded content
Alongside Mein Geld editorial staff

Usage

Image campaign
Road show
Facebook campaign
Investor education
Broker education
Company presentation
Series campaign



MEIN GELD TV



FRANKFURTER KREIS – FINANCE EXPERT TALK

Mein Geld TV conducts exclusive roundtable discussions with video recordings at the VuV Academy in Frankfurt am Main. The aim of these roundtable discussions is a constructive exchange of experiences with critical statements from different perspectives.

Mein Geld TV is conducting these roundtables under the motto: **Information for investors, advisors and financial education.**

Videos

Participants in these discussion rounds are selected experts from the financial sector, insurance industry, business and politics.

Distribution of the videos online

Distributed via the largest financial and all social media platforms.

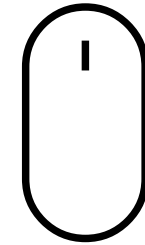
Print feedback

A detailed summary is published in each subsequent issue of Mein Geld Anlegermagazin. The video can be accessed directly via a QR code.

More than

300

ROUNDTABLES RECORDED



10,000

CLICKS

per video within three months
including all links

SACHWERTANLAGEN | IMMOBILIEN

FRANKFURTER KREIS | ONE-ON-ONE

Thema Sachwertanlagen

Frankfurter Kreis „Mein Geld“-Chefredakteurin Isabelle Hägewald tauscht sich mit Experten darüber aus, wie Geopolitik, Zinswende und neue Assetklassen die Welt der Sachwerte grundlegend verändern – und welche Chancen sowie Herausforderungen daraus für Anleger entstehen



1. JÜRGEN KESTLER
Vorstand, Süwag Holding AG

2. SVEN MÖCKENHEIM
Geschäftsführer, Dr. Peters Group

3. ALEXANDER KLEIN
Geschäftsführer Vertriebs, Verifort Capital

4. GUNNAR DITTMANN
Vorstandsvorsitz, HBF Fonds

5. JENS FREUDENBERG
Geschäftsführer, BVT Unternehmensgruppe

6. VOLKER ARNDT
Geschäftsführer, US Treuhand

ONE-ON-ONE

Gunnar Dittmann
Welche Rolle spielen Immobilien in der Diversifikation eines Portfolios?

Jürgen Kestler
Welche Rolle spielen Immobilien in der Diversifikation eines Portfolios?

Sven Möckenheim
Welche Rolle spielen Immobilien in der Diversifikation eines Portfolios?

Alexander Klein
Welche Rolle spielen Immobilien in der Diversifikation eines Portfolios?

Volker Arndt
Welche Rolle spielen Immobilien in der Diversifikation eines Portfolios?

Jens Freudenberg
Welche Rolle spielen Immobilien in der Diversifikation eines Portfolios?

QR-Code scannen und das komplette One-on-One online ansehen

82 | 2025 Mein Geld 119



MEIN GELD EVENTS



The gathering of the key players in the finance, insurance and tangible assets industry rightly is an irreplaceable experience of great and lasting value. It is a must for a success-oriented network and a concise market presence.

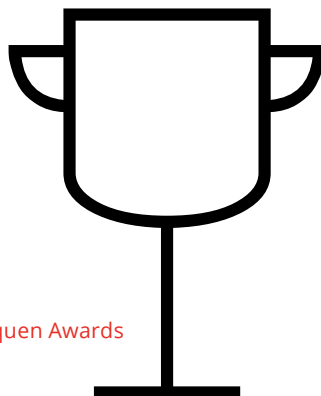
Our award events

- Assekuranz-Award
- Boutiquen-Award
- Sachwerte Awards
- FNG Siegelverleihung
- Initiatoren-Loge
- Lipper Fund Award

As an organiser and media partner, we reach the who's who of the investment, insurance, underwriting, real estate and sustainability industries. We bring together all the key personalities to match the event.



Boutiquen Awards
2023



Assekuranz-Award

A gathering of the insurance industry's who's who



Boutiquen-Award

A get-together of institutional investment firms



Sachwerte-Awards

Honouring of the best tangible assets



FNG-Siegelverleihung

Forum Nachhaltige Geldanlagen awards its seal



Initiatoren-Loge

A meet-up of the most successful suppliers of tangible assets



Lipper Fund-Award

The investment industry comes together with the best fund managers

CONTACT

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Online Editorial Department

Fabian Kelling
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TERMS AND CONDITIONS

A

1. By placing an advertising order, the client acknowledges the General Terms and Conditions and the currently valid price list of the contractor ("MeinGeld") as binding. An "advertising order" within the meaning of the following General Terms and Conditions is the contract for the publication of one or more advertisements or other advertising materials (hereinafter collectively referred to as "advertisements") by an advertiser or other client (hereinafter collectively referred to as "advertiser") in "MeinGeld" for the purpose of distribution. These General Terms and Conditions shall apply exclusively to the processing of advertising orders. Deviating terms and conditions of the client shall not apply, even if the publisher does not expressly object to them in individual cases.

2. An advertising order may include all advertisements published within one year. The term of the advertising order begins with the publication of the first advertisement. Placement instructions by the client shall only be valid if confirmed in writing by the contractor.

3. If an order is not fulfilled for reasons for which the publisher is not responsible, the client shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the granted discount and the discount corresponding to the actual volume purchased. Reimbursement shall not apply if the non-fulfillment is due to force majeure within the publisher's sphere of risk.

4. Advertisements in the business magazine "MeinGeld" shall only be published in specific issues and at specific positions if the client and publisher have agreed that the advertisements will appear in certain issues and at certain positions. In the case of online advertisements, the publisher reserves the right to implement a rotation system for advertising banners due to space constraints.

5. Advertisements that are not recognizable as such due to their editorial design will be clearly marked by the publisher with the word "Advertisement."

6. The publisher reserves the right not to accept advertising orders or to reject individual advertisements within the scope of an advertising order (withdrawal) if their content violates laws, official regulations, or public morals, conflicts with the publisher's uniform principles due to their content, origin, or technical format, or if their publication is unreasonable for the publisher. In the case of PR texts, the publisher reserves the right to make formal changes, for example to font type and size, in order to comply with layout requirements. Orders for inserts and supplements shall only become binding for the publisher upon submission and approval of a sample. Rejection of an order shall be communicated to the client without delay.

7. The client is responsible for the timely delivery of the advertisement text and flawless print materials or inserts. The publisher shall immediately request replacement for obviously unsuitable or damaged print materials. The publisher guarantees the print quality customary for the booked title within the limits imposed by the submitted print materials.

8. In the event of wholly or partially illegible, incorrect, or incomplete printing of the advertisement, the client shall be entitled to a reduction in payment or to a flawless replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired within the guaranteed sold circulation. If the publisher fails to meet a reasonable deadline set for remedy, or if the replacement advertisement is again defective, the client shall be entitled to a reduction in payment or cancellation of the order. Claims for damages against the publisher arising from breach of contractual obligations, fault at the time

of contract conclusion, and/or tort are excluded – including in cases of telephone or electronic order placement. Claims for damages due to impossibility of performance or delay are limited to compensation for foreseeable damage and to the remuneration payable for the respective advertisement or insert. This shall not apply in cases of intent or gross negligence by the publisher, its legal representatives, or its agents. In such cases, liability is limited to foreseeable damage and to the fee payable for the advertisement. Complaints must be asserted within four weeks after publication of the advertisement, unless hidden defects are involved.

9. In the case of contracts covering multiple advertisements, a claim for price reduction due to a decrease in circulation may only be derived if a specific circulation has been guaranteed and this falls by more than 20%. Furthermore, claims for price reduction are excluded if the publisher has informed the client of the decrease in circulation in sufficient time for the client to withdraw from the contract before publication.

10. The client is responsible for the correctness of returned proofs or print approvals and any corrections noted therein. If the client does not return the proof within the specified deadline, approval for printing shall be deemed granted.

11. Invoices are due for payment immediately upon receipt. A 2% cash discount shall be granted for payments made within three days, provided no older invoices remain outstanding.

12. In the event of default in payment or deferment, interest and collection costs shall be charged. In case of payment default, the publisher may suspend further execution of the current order until payment is made and may demand advance payments for the remaining advertisements. If there are justified doubts regarding the client's ability to pay, the publisher is entitled, even during

the term of an advertising agreement, to make the publication of further advertisements dependent on advance payment of the amount and settlement of outstanding invoice amounts, regardless of the originally agreed payment terms.

13. Costs for significant changes to an originally agreed execution and for the delivery of ordered print materials shall be borne by the client.

14. The place of performance and jurisdiction shall be the registered office of the publisher, unless mandatory law provides otherwise.

TERMS AND CONDITIONS

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a) The contractor's General Terms and Conditions shall apply mutatis mutandis to orders for special prints, inserts, glued inserts, technical special executions, and other cooperations (e.g., round tables).

b) If the advertising price list is amended, the new conditions shall come into force immediately, even for ongoing advertising orders. Prices, surcharges, and discounts shall be calculated uniformly for all clients. The publisher shall grant the discounts specified in the advertising price list for all advertisements of an advertiser published within one year.

c) After the advertisement deadline, suspensions, changes in size or format, and color changes are no longer possible. For advertisements placed or corrections given by telephone, the contractor shall not be liable for the correctness of reproduction. The publisher shall also not assume liability if defects in the original only become apparent during reproduction or printing. In the event of insufficient printing quality, the advertiser shall have no claims. Any additional costs incurred shall be charged.

d) Advertisements that refer in image, text, or design to "MeinGeld" may generally not be accepted by the publisher.

e) The client shall indemnify the publisher against damages arising from third-party claims based on press law or other statutory provisions (e.g., publication of a counterstatement).

f) At the beginning of a new business relationship, the publisher reserves the right to require advance payment up to the advertisement deadline.

g) The publisher's discount for advertisements for books published by the advertiser's own publishing house shall be 10%.

h) Advertising agencies and intermediaries are obliged to base their offers, contracts, and invoices on the publisher's valid price list. The intermediary commission granted by the publisher may not be passed on in whole or in part to clients.

Status: January 2026