

LABO

Fit for Lab

MEDIA GUIDE
2025

www.labo.de

56. Jahrgang / Einzelpreis 10 €

LABO

Fit for Lab



IM FOKUS:

- Achema-Vorschau
- Analytica-Rückschau
- Lagerung | Probenlogistik

Print | Digital | Events | Services

Bild: Gorodenkoff/Shutterstock.com

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LABO

Fit for Lab

Use LABO for your market communication.

Your advantages:

- **A credible environment**
- **High reach**
- **High utility value for the target groups**

We make you Fit for Lab.

LABO, the specialist medium for the laboratory sector, reports on laboratory and analytical equipment, quality assurance and quality control and presents new equipment, methods, applications and IT solutions. Every month with the print and e-paper edition, around the clock on all digital channels and the LABO user forums, readers and users stay Fit for Lab.

"High target group affinity"

People who make investment decisions in the laboratory sector every day are guided by LABO:

- **Around 63% of recipients are in managerial positions (owners, management, division and department heads)**
(recipient file evaluation publisher's information)

Your successful media brand for the laboratory sector at a glance...

- Total monthly circulation **19,118** copies
(Source IVW, average values Q2/2024)
- **50,763** page impressions on a monthly average
(Source: IVW-Online 8/2023-7/2024)
- Two newsletters per week to around **9,000** newsletter subscribers, (publisher's statement 8/2024)
- Over **7,000** followers on the relevant social media channels (publisher's statement 08/2024)

"LABO, the media brand for your successful B2B communication!"

With LABO, you can reach a cross-media and networked audience via the print magazine, the digital offering in the form of the website, newsletter, social media and events.

"With LABO, you can reach your decision-makers directly in a high-quality editorial environment."

Total monthly circulation 19,118 copies
(source IVW, average values Q2/2024)

"Around the clock - with labo.de and the relevant social media channels!"

Around 600,000 page views per year (8/2023 to 7/2024, IVW-Online) and over 7,000 followers on XING, LinkedIn, Twitter, Facebook and Instagram: LABO for your successful online communication in the laboratory sector.

"LABO events in presence and digital."

The LABO User Days, the LABO Product of the Year Award, the Webinar Theme Days and the in-house workshops are events for decision-makers and users in the laboratory sector.

"LABO Matchmaker+ - Orientation for your everyday laboratory work"

Generate new leads, attract new employees and present your products and services, job offers, webinars, white papers, event tips and videos, webshop, e-paper and much more in the perfect environment.

Title Portrait

LABO

Fit for Lab

1st title	LABO – Fit for lab
2 Brief description	<p>The LABO authors and editors provide competent and user-oriented reports. They support those working in the laboratory with practical tips for handling laboratory and analytical equipment, with suggestions for quality assurance and control and with the presentation of new equipment, methods and applications as well as IT solutions.</p> <p>The specialist articles are practice-oriented and take new trends into account. German-language abstracts of original English publications provide an insight into the research and methodology of international working groups. The editorial offering is supplemented by industry news, market overviews, tips, company portraits, interviews, management topics as well as trade fair and conference reports. LABO is read in the laboratories of the chemical, biotechnological and pharmaceutical industries, in state and private testing laboratories as well as in research institutes and universities.</p> <p>LABO reaches its target group in a cross-media and networked way. With the trade magazine, the web portal www.labo.de, newsletters, social media channels and events, LABO is always present with information and solution-oriented decision-making aids for its target group.</p>
3. Target group	The readers are chemists, physicists, pharmacists, biologists, biochemists and food chemists in industry and research as well as engineers, managers and investment decision-makers.
4. Frequency of publication	12 issues per year
5. Booklet format	DIN A4
6. Volume	57th volume 2025

7. subscription price	Annual subscription print domestic 122,- € Annual subscription print abroad 132,- € incl. shipping, incl. current VAT. Single issue print 16,- € incl. the current VAT, plus € 3,- shipping costs	Annual subscription digital e-paper 90,- € domestic/abroad/ incl. current VAT Single issue e-paper 9,- € incl. the current VAT.
8. Edition	19,118 copies	
9. Membership / Participation	IVW, IVW-Online	
10. Publisher	Pelemedia GmbH Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 25556-1900 www.labo.de , www.pelemedia.de	
11. Publisher	Pelemedia GmbH	
12. Advertisements	Marco Heuberger Account Manager Phone: +49 89 25556-1917 mheuberger@pelemedia.de	
13. Editorial office	Dr. Barbara Schick Editor-in-Chief Phone: +49 89 25556-1916 labo-redaktion@pelemedia.de	Melanie Steinbeck Online editor Phone: +49 89 25556-1907 msteinbeck@pelemedia.de

Circulation / Distribution

Trade journal circulation and distribution analysis

1. Circulation control



2. Circulation

Copies per issue on average of the 2nd quarter of 2024*

Print run:	10,333 / thereof abroad 270
Actually distributed circulation (TvA):	10,128 / thereof abroad 270
Paid circulation	9 / thereof abroad 2
Subscribed circulation	9 / thereof abroad 2
Other sales	0
Free copies	9,919 / thereof abroad 268
Remaining, voucher and archive copies	205
plus stand-alone ePaper	8,990

*01.04.2024 - 30.06.2024

3. Geographical distribution analysis

Economic	areaShare of actual circulation	
	%	copies
Domestic	97.3	9,858
Abroad	2.7	270
Actual circulation	100.0	10,128

Total distribution LABO

10,128 + **8,990** = **19,118**

Print circulation

Digital circulation (extended e-paper)

Total paid circulation

The current digital edition is actively distributed via the e-paper newsletter and the website www.labo.de (source: IVW, Q2/2024)

3.1. Verbreitung nach Postleitzahlgebieten

Postal routing district 2
869 copies

Postal routing district 4
1,208 copies

Postal routing district 3
1,048 copies

Postal routing district 5
1,031 copies

Postal routing district 6
1,089 copies

Postal routing district 7
1,243 copies

Postal routing district 1
784 copies

Postal routing district 0
888 copies

Postal routing district 9
725 copies

Postal routing district 8
973 copies



High-Class Target Group

Industries/branches of industry

	Share of actual circulation
	%
Chemical and pharmaceutical industry	23.2
Medicine / Laboratory Diagnostics / Life Sciences	15.6
Food	19.4
Water and energy supply	11.8
Institutes / universities / colleges / associations / authorities	16.5
Testing and laboratory services	9.0
Manufacturing industry	2.2
Wholesale	1.5
Other	0.8
Actual print circulation	100.0

(Source: Publisher's statement)

Size of the business entity

	Share of actual circulation
	%
1-9 Employees	8.2
10-19 Employees	11.7
20-49 Employees	14.5
50-99 Employees	11.2
100-199 Employees	9.6
200-499 Employees	7.4
500-999 Employees	8.2
More than 1,000 Employees	14.1
Number of Employees not yet recorded/ not known	11.2
Other	3.9
Actual print circulation	100.0

Area of responsibility

	Share of actual circulation
	%
Corporate Management	16.9
Technical Operation	9.1
Research/Development	18.7
Construction	2.4
Laboratory	29.2
Production/Manufacturing/Assembly	2.1
Materials Management/ Purchasing/Logistics	3.8
Marketing	2.1
Organisation/Administration/Personnel	1.5
Function not yet recorded/ not known	11.5
Other	2.7
Actual print circulation	100.0

Position in the company

	Share of actual circulation
	%
Owner/Co-owner	6.9
Management	30.2
Plant/Operation Management	2.7
Division Management	8.6
Department Management	14.1
Group Leader/Master	5.2
Clerk/Specialist	9.4
Research Assistant	11.8
Position not yet surveyed/not known	7.3
Other	3.8
Actually distributed circulation	100.0

Analytics, laboratory technology and more:

Lab 4.0

Automation, digitalization, IT in the laboratory, laboratory identification, artificial intelligence, laboratory and building management, LIMS, robotics, smart lab, software, networked laboratory

Life Sciences

Drug discovery, drug development, laboratory diagnostics, biochemistry & molecular genetics, bioanalytics, biotechnology, genomics (NGS) / Metabolomics/ Proteomics / Systems Biology, Cell Biology and Imaging

Food

Food analysis, drinking water analysis, residue/ pesticide analysis, authenticity testing, molecular biological analysis/GMO analysis, sampling and sample preparation, food chemistry, microbiology, feed analysis

Environment

Water analysis, soil analysis, air analysis, element analysis, mobile analysis, microplastic analysis, sampling and sample preparation

Other established topics:

Occupational health and safety, chromatography (HPLC/GC), liquid handling, laboratory diagnostics, laboratory planning and equipment, clean room technology, laboratory construction, management: quality / certification / sustainability, microscopy, particle analysis, sample preparation, spectroscopy

Chemistry

Synthesis processes and analytical methods, structure elucidation, elemental analysis, polymer analysis, trace analysis, nanomaterials, material and chemical analysis.
Materials testing, recycling

extended e-paper

January – February

Print edition with extended E-Paper

Focus

Supplier Directory

Special Newsletter

Trade fairs / Events

1-2

DP: 12.02.25
AD: 23.01.25

Laboratory 4.0: Laboratory software / LIMS / Big data / AI
Liquid handling
Battery research and development / quality control

LIMS
Multichannel pipettes / Single-channel pipettes
Titrators

LIMS / Laboratory software
26.02.25
Liquid Handling
19.02.25
Battery research/development
10.03.25

Topics / Dates 2025

	Print edition with extended E-Paper	Focus	Supplier Directory	Special Newsletter	Trade fairs / Events
March	3 DP: 19.03.25 AD: 27.02.25	Laboratory planning, laboratory equipment, sustainability Sample preparation Cannabis - active ingredient analysis/pesticide analysis/microbiological analysis Basics for the lab Laboratory accessories/consumables Product of the year 2025 - the winners	Safety cabinets Ultra-pure water systems Microwave digestion systems	Laboratory planning, laboratory equipment 14.04.25 Sample preparation 26.03.25 Cannabis - analytics/quality control 23.04.25 Basics for the laboratory / Laboratory accessories 07.04.25	LABO User Day: Laboratory planning and set-up 08.05.25
April	4 DP: 16.04.25 AD: 27.03.25	Lab 4.0: Smart lab, IT in the lab, connectivity, AI Laboratory diagnostics/ medical analytics/ life sciences Working world laboratory with focus on skills shortage	Centrifuge Company portraits/Recruiting	IT in the lab / Artificial intelligence 07.05.25 Laboratory diagnostics/biomedical analysis 21.05.25 Working world Laboratory / Focus on skilled workers 12.05.25	Future Labs Live 27.-28.05.25
May	5 DP: 14.05.25 AD: 24.04.25	Laboratory 4.0: Sample management / sample logistics / labeling HPLC user knowledge Chromatography Mass spectrometry Production and laboratory/process analytics Quality control in production and development	HPLC systems, detectors, software Mass spectrometers	Sample management/logistics 28.05.25 HPLC user knowledge / LC/MS 11.06.25 Production and laboratory/process analytics 23.06.25 Quality control in production and development 30.06.25	HPLC 2025 15.-19.6.2025
June	6 DP: 18.06.25 AD: 29.05.25	Particle analysis Microbial biotechnology Elemental analysis Spectroscopy/spectrometry/ ICP-MS/mass spectrometry	Particle size analyzers Bioreactors/fermenters Elemental analyzers	Particle analysis 09.07.25 Microbial biotechnology 21.07.25 Element analysis / mass spectrometry / spectroscopy 30.07.25	
July – August	7-8 DP: 13.08.25 AD: 24.07.25	Water analysis Microplastic analysis Photometry Sustainability	TOC analyzers Photometer	Water analysis 20.08.25 Microplastics / Environmental analysis 27.08.25 Sustainability 10.09.25	ILMAC 16.-18.9.2025

Topics / Dates 2025

	Print edition with extended E-Paper	Focus	Supplier Directory	Special Newsletter	Trade fairs / Events
September	9 DP: 17.09.25 AD: 28.08.25	Laboratory 4.0: Automation / Robotics Microscopy Cell cultivation Materials research and development	Pipetting robots Imaging systems Incubators	Lab 4.0: Automation / Robotics 24.09.25 Microscopy 08.10.25 Cell cultivation 29.09.25 Materials research and development 13.10.25	LABO User Day: Laboratory of the future 23.10.25
October	10 DP: 15.10.25 AD: 25.09.25	The safe laboratory Cleanroom Laboratory 4.0: Smart infrastructure/laboratory planning Laboratory diagnostics/biomedical analysis/life sciences Pharma: Research / Drug development	Microplate reader	The safe laboratory 22.10.25 Laboratory planning Laboratory 4.0 / Smart Infrastructure 12.11.25 Clean room 05.11.25 Laboratory diagnostics/biomedical analysis 29.10.25 Pharmaceutical Research / Drug Development 26.11.25	Medica / Compamed 17.-20.11.25
November	11 DP: 19.11.25 AD: 30.10.25	Food analysis Laboratory management/quality assurance		Food analysis 03.12.25 Laboratory management/QA 15.12.25	
December	12 DP: 10.12.25 AD: 20.11.25	Environmental analysis Environment / Sustainability Outlook 2026: Events - Seminars - Conferences Readers' choice: Product of the year 2026		Outlook 2026 17.12.25 Environmental analysis 12.01.26	
Special issue	12 DP: 10.12.25 AD: 31.10.25	Shopping guide 2026	Laboratory technology Analytics		



Subject to change without notice.
ET: Publication date, **AD:** Advertising deadline

Advertising Rates

Advertising rates and formats

Advertising rate list no. 57, valid from 01.01.2025

Format	Dimensions in mm	Prices 1c / 2c	Prices 3c / 4c
1/1 page	180 x 252	€ 5,840	€ 7,110
Juniorpage	135 x 190	€ 4,080	€ 5,050
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 3,050	€ 4,020
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 1,940	€ 2,910
1/4 page	180 x 60 horizontal 88 x 124 corner	€ 1,280	€ 1,940
1/8 page	180 x 29 horizontal 88 x 60 corner	€ 770	€ 1,430
Front page	180 x 180		€ 8,780
Cover pages: U2 + U4 each	210 x 297		€ 8,040
U3	210 x 297		€ 7,820

Special forms of advertising

Prices for banderole, gate folder, flap, pincer banderole, altar fold advertisement (only in conjunction with title), cover gate folder, affixed advertising material, etc.) on request

Extended e-paper

extended e-paper

Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Picture gallery	€ 1,500

Discounts

Acceptance within one insertion year.
(Beginning with the publication of the first advertisement)

Painting relay

Quantity scale

with 3 displays	5%	from 2 pages	5 %
with 6 displays	10%	from 4 pages	10 %
with 9 displays	15%	from 6 pages	15 %
with 12 displays	20%	from 9 pages	20 %
		from 12 pages	25 %

No discount on ad specials, inserts and technical costs. Combined discounts for cross-media campaigns on request.

Surcharges

Placement	Binding placement rules possible from 1/3 page, surcharge 10%
Color	Prices quoted are for Euroscale, surcharge for special colors on request
Format	Surcharges for bleed and gutter printing are not charged

Classifieds

Job offers	25 % discount on the basic ad price
Job applications	50 % discount on the basic ad price



Terms of payment

Direct debit with 2% discount, 10 days net

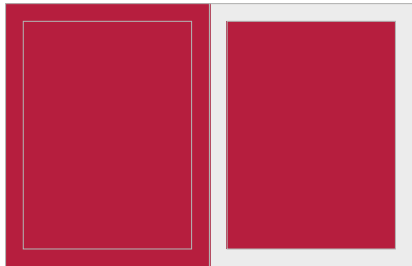
Bank details: HypoVereinsbank, Munich

IBAN: EN 54 700 20 27 0001 002 1500

BIC: HYVEDEMMXXX

Ad Formats

Dimensions width x height in mm



1/1 page

S: 180 x 252 mm
A: 210 x 297 mm



Junior Page

S: 135 x 190 mm
A: 150 x 213 mm

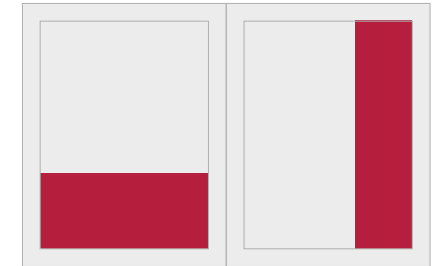


1/2 page horizontal

S: 180 x 124 mm
A: 210 x 147 mm

1/2 page vertical

S: 88 x 252 mm
A: 103 x 297 mm



1/3 page horizontal

S: 180 x 80 mm
A: 210 x 103 mm

1/3 page vertical

S: 56 x 252 mm
A: 71 x 297 mm



1/4 page horizontal

S: 180 x 60 mm
A: 210 x 83 mm

1/4 page vertical

S: 88 x 124 mm
A: 103 x 147 mm



1/6 page vertical 1/6 page

S: 56 x 124 mm
A: 71 x 147 mm

S: 88 x 80 mm
A: 103 x 103 mm



1/8 page horizontal

S: 180 x 29 mm
A: 210 x 52 mm

1/8 page

S: 88 x 60 mm
A: 103 x 83 mm

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleeds

Bleed allowance: 3 mm on the open sides



Print – Technical Data

Technical details / Processing

Printing process	Processing
Magazine format	Trimmed format 210 mm wide x 297 mm high plus 3 mm bleed on all open sides
Type area	180 mm wide x 252 mm high 4 columns each 42 mm wide
Printing process	Cover: Sheet-fed offset Contents: Web offset
Colors	Printing colors (CMYK) according to ISO 12647-2 (PSO). Spot colors on the cover are in arrangement possible. Minor tonal value deviations are within the tolerance range of web offset printing justified. Black full tone surfaces should be printed with 40 % halftone in cyan can be underlaid.
Data Formats	Printable closed PDF files. Please one PDF file per single page. relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi
Proof	Color-accurate proof according to "Media Standard Print" (bvdn). Digital proofs without FOGRA media wedges are as not color binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L). The corresponding profiles are stored under www.eci.org is available for download.
Data transmission	Please send the data (up to 10 MB) to druckunterlagen@pelemedia.de
Data archiving	Data is archived, unchanged repetitions are therefore usually possible. A data guarantee is however is not taken over.
Warranty	For delays and failures, the can be caused by incorrect data, can we assume no liability.
Contact	Edith Vollhardt Phone: +49 89 25556-1912 evollhardt@pelemedia.de



Inserts / bound-in inserts / stickers / CDs

Supplements	
Minimum format	105 mm width x 148 mm height
Maximum format	in height and width 10 mm each smaller than the carrier product

Inserts must be delivered trimmed and folded as finished end products.
Folded products must be closed towards the bundle and suitable for machine processing.

Bound-in insert	
Minimum format	format 115 mm width x 140 mm height
Maximum format	Format of the carrier product
Trimming	Booklet size: head trim 6 mm, Front and foot trim min. 3 mm, plus + 3 mm trimming margin in the gutter

Bound inserts must be delivered uncut and folded. Multi-page bound inserts must be closed towards the binding and suitable for machine processing. The type and design of bound-in inserts must be such that additional preparation and processing is not required. Difficulties and additional folding and gluing work will be invoiced separately.
Before accepting and confirming the order, a binding sample or, if necessary, a blank sample with size and weight specifications must be submitted.
Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of bound inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be accepted with the prior consent of Swiss Post, which must be obtained from the publisher.



Shipping address

Delivery note:

For LABO magazine, issue (no.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

Our general terms and conditions apply
(www.pelemedia.de/AGB)



Terms of payment

Direct debit with 2% discount, 10 days net

Bank details: HypoVereinsbank, Munich
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Special Forms of Advertising



Format: 180 mm x 180 mm

The content of the front page and cover story is coordinated with the editorial team. Achieve maximum exposure for your products and solutions.

Price: € 8,780

Front page



Content package:
1/1 page advertorial

Price: € 4,110
(not discountable)

Cross-media package:

1/1 page advertorial plus 4 weeks presence of your advertorial under the corresponding heading on the website as well as a social media posting.

Price: € 5,380
(not discountable)

Content package

Cross-media package



80 - 135 g/m²

2 Sheet = 4 pages € 11,010

3 Sheet = 6 pages € 14,520

Required delivery quantity: 10,500 copies

Bound-insert



Supplements over 25 g/piece on request

Full edition Price € 3,000
(up to 25g, incl. postage) (not discountable)

Supplements



We offer numerous special advertising formats for your individual advertising presence - please contact us.



Shipping address for special forms of advertising

Delivery note: For LABO magazine, issue (no.),
Vogel Druck, Leibnizstr. 5, 97204 Höchberg, Germany

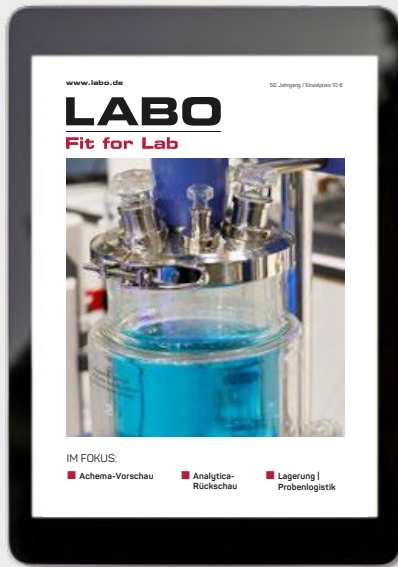
Extended e-paper with Interactive Elements

Get even more attention and reach for your advertising

extended e-paper

Use the interactive possibilities of our extended e-paper:

Supplement your ad booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. Bring your advertised products and solutions to life and offer users considerable added value.



Extended e-paper

Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Videointegration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Picture gallery	€ 1,500



Banner Formats Website

ALL

online forms of advertising at a glance

(1) Superbanner

€ 230 / 1,000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 400 / 1,000 Ad Impressions, (800 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 550 / 1,000 Ad Impressions

(3) Skyscraper

€ 240 left side / 1,000 Ad Impressions
€ 270 right side sticky / 1,000 Ad Impressions
(120 x 600 Pixel or 160 x 600 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(4) Halfpage Ad

€ 350 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(5) Medium Rectangle

€ 270 / 1,000 Ad Impressions, (300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 380 / 1,000 Ad Impressions

(6) Baseboard Ad

€ 380 / 1,000 Ad Impressions
(728 x 90 Pixel or 940 x 90 Pixel)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Fullsize

€ 200 / 1,000 Ad Impressions
(468 x 60 Pixel)

(8) Halfsize

€ 160 / 1,000 Ad Impressions
(234 x 60 Pixel)

(9) Landscape Video Ad

€ 560 / 1,000 Ad Impressions



Possible file formats: GIF, JPEG, HTML5,
File size: max. 80 KB,
Prices = price per thousand contacts
Data delivery: 5 working days before campaign start

Special Formats & Banner Overview Mobile

ALL
online forms of
advertising at a
glance

Special formats



(10) Wallpaper

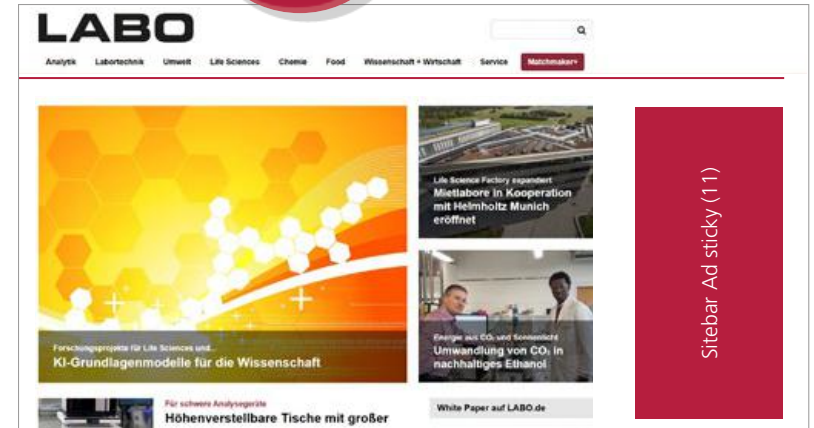
€ 360 / 1,000 Ad Impressions
(728 x 90 Pixel / above,
120 x 600 Pixel / right side, or
160 x 600 Pixel / right side)
*Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

€ 360 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(12) Fireplace

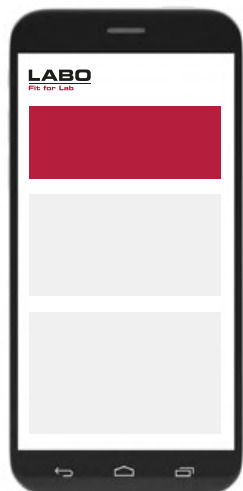
€ 540 / 1,000 Ad Impressions
1.000 x 90 Pixel top / right side
and left side each 120 x 600 Pixel
or 160 x 600 Pixel



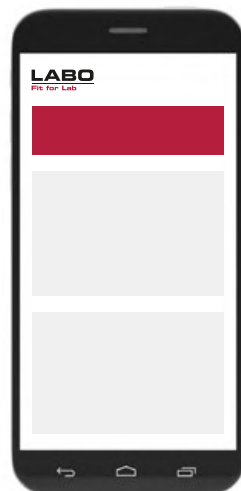
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB
Prices = price per thousand contacts, data delivery: 5 working days
before campaign start

To ensure that your banner can also be delivered on mobile devices, please also send us the appropriate banner format.

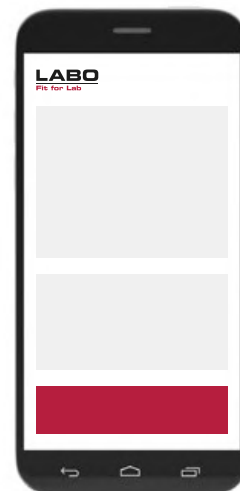
Banner overview mobile



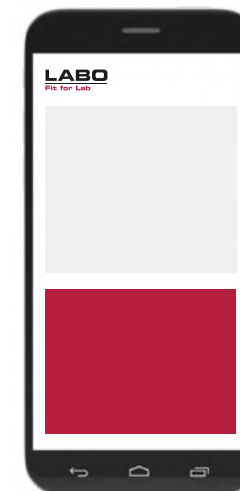
Mobile Content
Ad 4:1
300 x 75 Pixel
max. 50 KB



Mobile Content
Ad 6:1
300 x 50 Pixel
max. 50 KB



Mobile Content
Ad 6:1
300 x 50 Pixel
max. 50 KB



Mobile Content
Ad 2:1
300 x 150 Pixel
max. 50 KB

Banner Formats Website Video Ads



Neues Angebot: Video Ads

- Integration of video adverts on our specialist portals

Placements:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

(Can be booked individually or as a video rotation package).

Features:

- Video starts automatically without sound, audio can be activated by user interaction
- Full responsiveness: can also be played on mobile
- Video advert is clickable and can be linked to a landing page
- Full tracking: Als, clicks, CTR

Playout:


- On all home, category and article sites

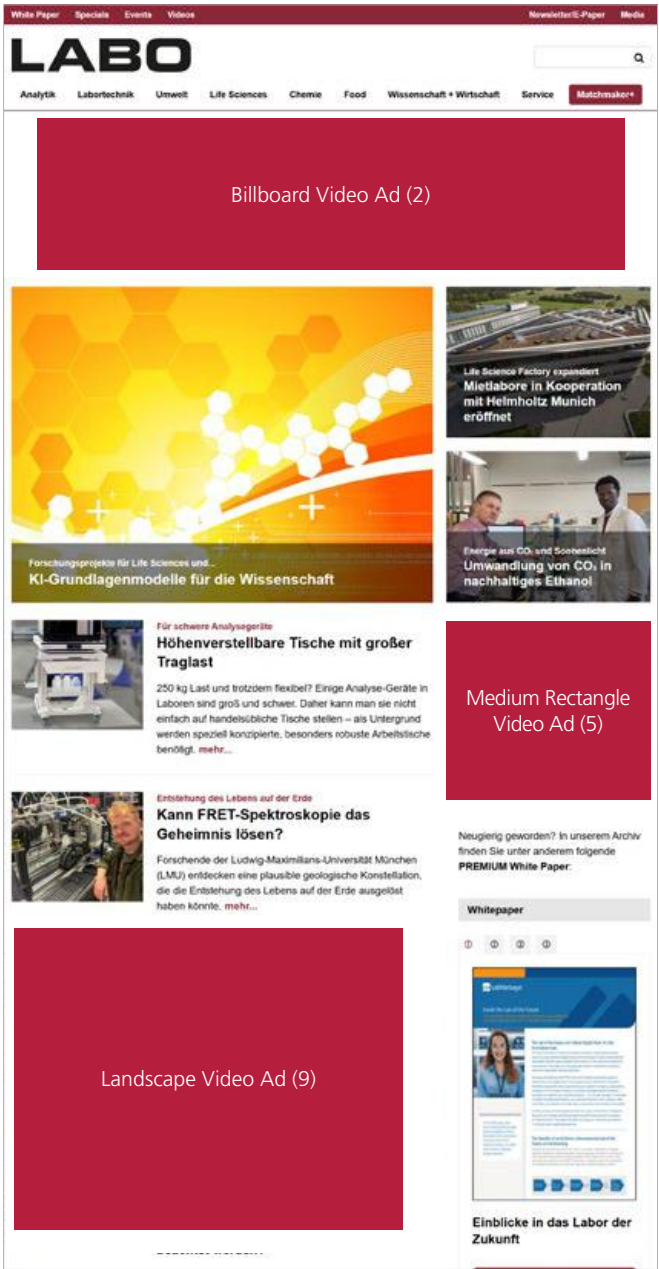
Data delivery:

- Convenient delivery of a single video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

3GPP / MPEG-4		
Resolution	Target bit rate for video files	Target bit rate for audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

MP4 / H.264 / AAC		
Resolution	Target bit rate for video files	Target bit rate for audio files
1920 x 1080	4,000 kBit/s	128 kBit/s
1280 x 720	3,000 kBit/s	128 kBit/s
1280 x 720	2,000 kBit/s	128 kBit/s
854 x 480	1,500 kBit/s	128 kBit/s
854 x 480	1,000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s

 Possible file formats: GIF, JPEG, HTML5,
 file size: max. 80 KB,
 Prices = thousand-contact price
 Data delivery: 5 working days before campaign start



LABO Matchmaker+

LABO Matchmaker+ - Your guide to the industry

LABO Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, market overviews, laboratory tips and much more.



Theme specials



Videos



Market overviews



Events



laboratory tips



Shopping guide



Webinars



Whitepaper

Your advantages:

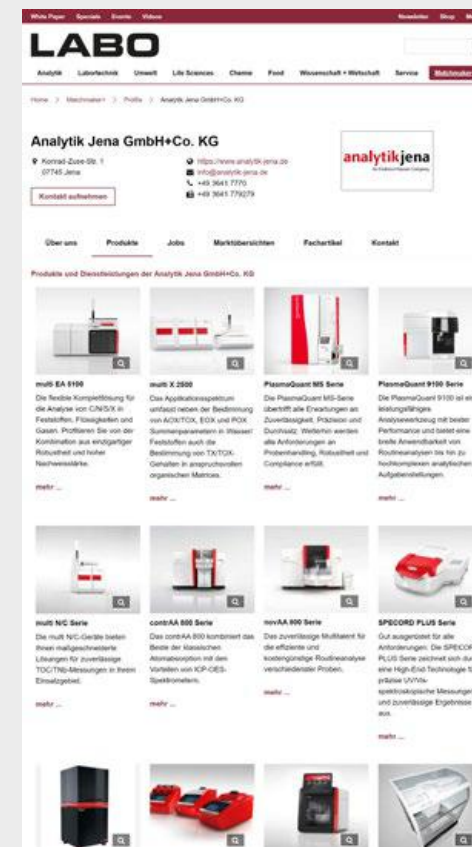
- Premium profile: Your business card
- Multimedia content
- Listing of articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial specialist articles
- Keyword Advertising
- Integration in the newsletter
- Social Media Postings

	Starter	Premium	Professional
• Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product classification	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of articles in the company profile	✓	✓	✓
• Job offers	✓	✓	✓
• Individual contact information incl. Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo insertion incl. linking in all editorial article pages	✓	✓	✓
• Multimedia content such as videos, interactive e-papers, scrollable catalogs, etc		✓	✓
• White papers, brochures, catalogs, other documents (PDFs)		✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x per year)		✓ (6x/year)	✓ (12x/year)
• Keyword advertising on LABO: 4 keywords with direct link to the premium profile		✓	✓
• Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)			✓
Price	2,990 €	4,990 €	6,190 €

12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a notice period of one month. We are happy to take care of the setup and maintenance of your profile (setup € 499 one-off, maintenance € 99 per month)

Matchmaker+



Example

Lead Generation

Whitepaper



- Your whitepaper will be published on labo.de and promoted with accompanying online advertising media.
 - Banner for advertising in at least two LABO newsletters
 - At least two posts on LABO's social media channels
 - Presentation of your white paper in the teaser area of labo.de for two months
- The link is to a landing page created by us with input fields for download requests (GDPR-compliant).
- You generate a high level of visibility on our channels and receive valuable leads after valuable leads at the end of the campaign.
- We will be happy to provide you with a customized offer and support you in the creation of the the white paper and advertising material.



Whitepaper:

Period: 2 months

Price: € 3,960 plus **€ 70** per lead

Optionally bookable with a customized newsletter.

Price: € 5,720 plus **€ 70** per lead

Webinar

If you are looking for an efficient tool for knowledge transfer, then webinars are the ideal advertising format. In a webinar you communicate your new products and innovations and involve customers actively and live via chat questions. Use a webinar to emphasize webinar to emphasize the benefits of your products and at the same time your subject expertise and company awareness.

Leistungen:

- Advance notice of the webinar in at least three LABO newsletters and at least two posts on LABO's social media channels
- Display ad to promote your webinar on labo.de for one month
- Announcement in a section for a total of one month
- Participant registration
- Briefing of your speaker and technical implementation
- One live broadcast including moderation
- Afterwards, the webinar is available for four weeks as a registration-based on-demand webinar available for download



Bild: fizkes /stock.adobe.com



Webinar:

Price: € 5,160 (not discountable)

Optionally also with a full-page announcement of the Webinars can be booked in LABO.

(Design by the publisher)

Price: € 7,580



Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect Specifications correspond to recommended file size, max. 1 MB possible

Native Advertising

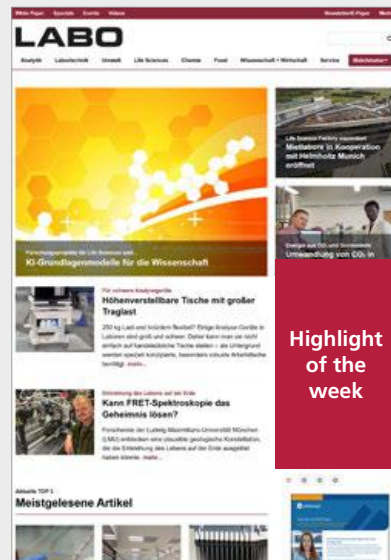
Native advertising - Your information with the look and feel of the editorial offices



The online advertorial is ideal for presenting complex topics to readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility. Combine this native communication solution with the Social Media Plus package and increase your social media reach at the same time!

Highlight of the week also including newsletter

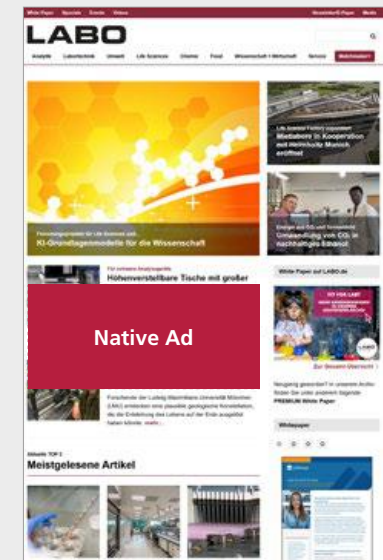
- Present your product, webinar or event for a week on our specialist portal
- Headline: 40 characters incl. spaces
Text: 250 characters incl. spaces
Image: 300 x 250 pixels
- Linking to your website or a microsite designed by us with your contributions



Highlight of the week

Native ad of the week also including newsletter and social media plus

- Native ad with the look & feel of our specialist
- Headline: 40 characters incl. spaces
Text: 300 characters incl. spaces
Image: 180 x 150 Pixel
- Linking to your website or a microsite designed by us with your contributions



Native Ad



Highlight of the week **Price: € 650**
 Highlight of the week estate **Price: € 1,610**
 (including a text ad/native ad in the newsletter, see newsletter page for specifications))



Native ad of the week **Price: € 890**
 Native ad combo **Price: € 1,900**
 (including a text ad/native ad in the newsletter, see newsletter page for specifications)
 Native Ad Combo Social Plus **Price: € 2,550**
 (additional publication on our social media channels)

Social Media Posting

Social media posting – share content successfully through our channels

Supplement your market communication and generate more attention for your products, solutions, videos, webinars and services via our social media channels. Choose your preferred date and use the synergy effect of LABO's independent topic environment and the reach of an interactive target group.



Price: € 690
(not discountable)

Followers: over 7,000
(Publisher's statement, as of August 2024)



Your advantages

- News in real time
- Increase in brand awareness
- Smart content for the right target group
- Interactive social media community

Customized Newsletter

Customized Newsletter - Exclusively your news to the target group

Send your individual information exclusively to the LABO newsletter address pool.

One message per customized newsletter

Scope: 1 image + 1 message + 1 logo

Text: max. 1,500 characters (incl. spaces)

Image width: 630 Pixel, maximum image height: 300 Pixel

Subject line: max. 100 characters (incl. spaces)

Links: max. 5

Sender: LABO and advertiser

Dates on request

Advantages:

- Exclusive newsletter for your information
- High level of attention for your company and your offer
- Individual appointment coordination
- Maximum of 1 customized newsletter per week per company



Price: € 4,300
(not discountable)

Special configurations on request



Example

LABO USER DAYS

At our LABO User Day, we offer experts the opportunity to share their specialist knowledge with our audience. The ideal presentation should last 30 to 40 minutes and present user-related solutions for the laboratory.

Your advantages:

- Optimum target group approach
- Valuable lead generation through specialist audience
- Emphasize the benefits of your products and the expertise of your company with a dynamic and interactive presentation
- Promote your presentations: Benefit from the reach of LABO via print edition, newsletter, website and social media
- Presentation still available on-demand at www.labo.de after the User Day

Various packages are available - please contact us.



Price: from € 2,990

The screenshot shows the website for 'Fit for Lab - Virtueller LABO Anwendertag'. The main header includes the LABO logo and 'Fit for Lab Das LABO-Anwenderforum'. Navigation links for 'Information', 'Programm', 'Rückblick Mai 2021', and 'Partner werden' are visible. The main content area features a large image of a hand holding a tablet displaying a virtual laboratory scene with a flask and various scientific icons. Below the image, there is a text block describing the event on November 23, 2021, focusing on environmental and water analysis. A section titled 'Partner dieser Veranstaltung sind u.a.:' lists logos for Waters, INTEGRIS, and OLS. A 'Partner werden' button is prominently displayed. At the bottom, contact information for Dr. Barbara Schick (Editorial) and Marco Heuberger (Events) is provided, along with a footer containing navigation links, media services, and social media icons.

Banner Formats Newsletter

LABO sends out its newsletter twice a week to over 9,000* subscribers. Your customers receive customized news, product reports and technical articles. The LABO newsletter is the ideal advertising medium for product presentations and company or seminar events.

*As of August 2024 (publisher's information)

around **9,000*** subscribers

(1) Leaderboard

€ 1,340

(630 x 90 Pixel, max. 200 KB),

(2) Text Ad / Native Ad / Video Ad / Billboard

€ 1,060

Possible advertising formats

Text Ad / Native Ad / Video Ad /
Billboard (630 x 200 Pixel, max. 200 KB)

(3) Small Rectangle

€ 430

(291 x 156 Pixel, max. 200 KB),
An image to be supplied by the customer
(logo or logo with textual content)

Appointment entry

€ 590

Text: 130 characters incl. spaces and display URL (max. 1 link)

Text Ad / Native Ad

Visualization like article

Headline + text + image and target (max. 1 link), image: 225 x 127 Pixel, max. 200 KB, Headline: max. 40 characters, text: max. 300 characters each incl. spaces

Video Ad

Click to open the video in a separate window. Links to videos on YouTube or Vimeo possible.

Exklusive newsletter

€ 4,500

4 insertion forms (leaderboard and 3 text ads/billboard)

- + 2 product news
- + mention in the subject line (not discountable)

The labo.de editorial team reserves the right to revise the articles after consultation with the customer.



All newsletter advertising formats are optimized for mobile devices



File format: PNG, JPEG, GIF* (*only without animation)
Data delivery: 5 working days before campaign start

Newsletter Topics and Dates

	CW	Date	Topic
January	3	Monday, January 13	Top 10 of the year 2024
	3	Wednesday, January 15	Science, economy, products
	4	Monday, January 20	SNL: Environmental analysis
	4	Wednesday, January 22	Science, economy, products
	5	Monday, January 27	Science, economy, products
	5	Wednesday, January 29	Science, economy, products
February	6	Monday, February 3	Top 10 articles of the month
	6	Wednesday, February 5	Science, economy, products
	7	Monday, February 10	Science, economy, products
	7	Wednesday, February 12	E-Paper 1-2/25
	8	Monday, February 17	Science, economy, products
	8	Wednesday, February 19	SNL: Liquid Handling
March	9	Monday, February 24	Science, economy, products
	9	Wednesday, February 26	SNL: Laboratory software/LIMS
	10	Wednesday, March 5	Top 10 articles of the month
	11	Monday, March 10	SNL: Battery research and development
	11	Wednesday, March 12	Science, economy, products
	12	Monday, March 17	Science, economy, products
March	12	Wednesday, March 19	E-Paper 3/25
	13	Monday, March 24	Science, economy, products
	13	Wednesday, March 26	SNL: Sample preparation
	14	Monday, March 31	Science, economy, products

	CW	Date	Topic
April	14	Wednesday, April 2	Top 10 articles of the month
	15	Monday, April 7	SNL: Basics for the laboratory - Laboratory accessories/ consumables
	15	Wednesday, April 9	Science, economy, products
	16	Monday, April 14	SNL: Laboratory planning / laboratory equipment
	16	Wednesday, April 16	E-Paper 4/25
	17	Wednesday, April 23	SNL: Cannabis - Analytics / Quality control
May	18	Monday, April 28	Science, economy, products
	18	Wednesday, April 30	Top 10 articles of the month
	19	Monday, May 5	Science, economy, products
	19	Wednesday, May 7	SNL: IT in the lab / Artificial intelligence
	20	Monday, May 12	SNL: Working world laboratory / Focus on skilled workers
	20	Wednesday, May 14	E-Paper 5/25
June	21	Monday, May 19	Science, economy, products
	21	Wednesday, May 21	SNL: Laboratory Diagnostics / Biomedical Analytics
	22	Monday, May 26	Science, economy, products
	22	Wednesday, May 28	SNL: Sample management / sample logistics
	23	Monday, June 2	Top 10 articles of the month
	23	Wednesday, June 4	Science, economy, products
June	24	Wednesday, June 11	SNL: HPLC user knowledge / LC/MS
	25	Monday, June 16	Science, economy, products
	25	Wednesday, June 18	E-Paper 6/25
	26	Monday, June 23	SNL: Production and laboratory / process analytics
	26	Wednesday, June 25	Science, economy, products
	27	Monday, June 30	SNL: Quality control in production and development

Newsletter Topics and Dates

	CW	Date	Topic
July	27	Wednesday, July 2	Top 10 articles of the month
	28	Monday, July 7	Science, economy, products
	28	Wednesday, July 9	SNL: Particle analysis
	29	Monday, July 14	Science, economy, products
	29	Wednesday, July 16	Science, economy, products
	30	Monday, July 21	SNL: Microbial Biotechnology
	30	Wednesday, July 23	Science, economy, products
	31	Monday, July 28	Science, economy, products
	31	Wednesday, July 30	SNL: Elemental analysis / spectroscopy / mass spectrometry
August	32	Monday, August 4	Top 10 articles of the month
	32	Wednesday, August 6	Science, economy, products
	33	Monday, August 11	Science, economy, products
	33	Wednesday, August 13	E-Paper 7-8/25
	34	Monday, August 18	Science, economy, products
	34	Wednesday, August 20	SNL: Water analysis
	35	Monday, August 25	Science, economy, products
	35	Wednesday, August 27	SNL: Microplastics / Environmental analysis
September	36	Monday, September 1	Top 10 articles of the month
	36	Wednesday, September 3	Science, economy, products
	37	Monday, September 8	Science, economy, products
	37	Wednesday, September 10	SNL: Sustainability
	38	Monday, September 15	Science, economy, products
	38	Wednesday, September 17	E-Paper 9/25
	39	Monday, September 22	Science, economy, products
	39	Wednesday, September 24	SNL: Laboratory 4.0: Automation / Robotics
	40	Monday, September 29	SNL: Cell cultivation

	CW	Date	Topic
October	40	Wednesday, October 1	Top 10 articles of the month
	41	Monday, October 6	Science, economy, products
	41	Wednesday, October 8	SNL: Microscopy
	42	Monday, October 13	SNL: Materials research and development
	42	Wednesday, October 15	E-Paper 10/25
	43	Monday, October 20	Science, economy, products
	43	Wednesday, October 22	SNL: The safe laboratory - safety and occupational health and safety
	44	Monday, October 27	Science, economy, products
	44	Wednesday, October 29	SNL: Laboratory Diagnostics / Biomedical Analytics
November	45	Monday, November 3	Top 10 articles of the month
	45	Wednesday, November 5	SNL: Clean room
	46	Monday, November 10	Science, economy, products
	46	Wednesday, November 12	SNL: Laboratory planning Laboratory 4.0 / Smart Infrastructure
	47	Monday, November 17	Science, economy, products
	47	Wednesday, November 19	E-Paper 11/25
	48	Monday, November 24	Science, economy, products
	48	Wednesday, November 26	SNL: Pharmaceutical research / drug development
	49	Monday, December 1	Top 10 articles of the month
December	49	Wednesday, December 3	SNL: Food analysis
	50	Monday, December 8	Science, economy, products
	50	Wednesday, December 10	E-Paper 12/25
	51	Monday, December 15	SNL: Laboratory management / quality assurance
	51	Wednesday, December 17	Review of 2025 / Outlook for 2026

SNL=Special Newsletter

General Terms and Conditions

General Terms and Conditions for Advertisements and Promotion of Pelemedia GmbH (State 2024)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of Pelemedia GmbH, which applies to the use of the services of Pelemedia.

For a service requiring registration with Pelemedia, you must give your consent to the service in accordance with the applicable terms of use. To do so, please click on the "Agree" field or check the box in the opt-in procedure to give your consent. Through the Clicking on the "Agree" box or checking the box you declare that you have read the terms and conditions and agree with them. You can also print or download the terms and conditions.

1. Scope of application: The GTC shall apply to all services offered to the user on the Pelemedia website especially for the paid content & services, for the lotteries as well as the marketplace and community area. Deviations from these Terms and Conditions or special terms of use for individual services shall only be deemed as agreed if they have been expressly confirmed in writing by Pelemedia. In particular the The mere omission of an objection on the part of Pelemedia to other general terms and conditions does not mean that these are to be considered shall apply as agreed. Pelemedia shall be entitled to amend these General Terms and Conditions at any time. Pelemedia shall inform the user in good time about the change of the terms and conditions applicable to him. The change shall be deemed to have been approved by the user, if he does not object to the change within one month after receipt of the change notification or terminates the contract. In the event of an objection, Pelemedia shall be entitled to terminate the agreement in due time. Pelemedia in the notification of the changes to the possibilities of objection and termination, the period and the legal consequences, especially with regard to an omitted objection. Within the scope of the amendment of the General Terms and Conditions, Pelemedia is in particular entitled, in the event of the invalidity of a condition to supplement or replace them with effect for existing contracts, in the event of a change in a legal regulation or supreme court jurisdiction, if one or more conditions are changed by this amendment of the contractual relationship, to adapt the affected conditions in such a way as to achieve the purpose of the the changed legal situation, provided that the user is not affected by the new or changed conditions is worse than after the original condition. Any change including the updated version the GTC will be sent to the user by e-mail. Pelemedia is not responsible for the information provided by third parties. Internet services that Pelemedia links to from its pages or that Pelemedia mediates. For these offers the terms of use of the respective providers apply. This applies in particular to cooperation partners on Pelemedia. The offers of the cooperation partners on Pelemedia merely represent a sales platform of the respective partner of Pelemedia. When using the services offered by cooperation partners an independent legal relationship is established between the user and the cooperation partner, which is independent of the is subject to any legal relationship between Pelemedia and the user. The legal relationship between partner and user is exclusively based on the terms and conditions and operating processes of the cooperation partners. Pelemedia assumes no liability or warranty for this.

2. right of access and participation: In principle, all users are entitled to access and participate. The following minimum information is required for competitions. Eligible to participate are all persons who have reached the age of 18. have completed their studies or can provide proof of a declaration of consent from a parent or guardian. Everyone By participating in the game, participants in the competition agree to this in the print edition, to be published on the website with name and photo, as well as in further rights of use for advertising and to consent to distribution purposes. Participation in competitions is open to employees of Pelemedia GmbH, as well as for persons who were involved in the event of the game, are excluded. This also applies to their relatives. Furthermore, Pelemedia reserves the right to amend the regulations of competitions at any time. to change or correct. Pelemedia concludes contracts for paid content and for the mediation of Internet access only with persons over 18 years of age or with the express consent of the legal representative. In all other respects the Internet pages are not directed to persons in countries which do not allow the provision or of the call of the contents placed there. Each user is responsible for obtaining information about any restrictions before accessing these websites and to comply with them.

3. availability: The services of Pelemedia are offered to the user subject to availability. Pelemedia shall endeavor to ensure that the services of Pelemedia are available to the user without interruption. stand. Due to maintenance work and/or further development and/or other malfunctions, the usage possibilities are restricted and/or temporarily interrupted. Thereby it can under certain circumstances can also lead to data loss. This does not give rise to any compensation claims by the affected users. Furthermore, Pelemedia shall be entitled at any time and at its own discretion to without notice or to change or discontinue.

4. contractual relationship: The contractual relationship for the use of chargeable contents of Pelemedia comes by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by Pelemedia. The acceptance by Pelemedia takes place at the latest when access to the paid content is opened. About the use of services of third parties that Pelemedia advertises on its pages or to which Pelemedia provides access via its pages, contractual relationships are established exclusively between the user and the offering third party. Pelemedia assumes no liability or warranty for this.

5. opening of a user account: For certain services on the pages of Pelemedia, the user must or can open a user account. The user affirms that the information provided by him in the context of a registration or in the context of opening a user account on the pages of Pelemedia personal data, in particular his first name, surname and postal address as well as date of birth and the e-mail address are true and correct, and

that, if the information given there is Pelemedia will be immediately notified of any changes to the data.

6. payment transactions: The fees for chargeable content shall be confirmed with a the payment system provider to be chosen by the user. The terms of use apply exclusively. of the payment system provider selected by the user in each case, to which reference is made at the given point and appropriate assistance can be given. The remuneration claims are to be settled in accordance with the The customer shall settle the respective terms of use with the selected payment system provider. If the user does not meet his payment obligations or does not carry out payment transactions or such are redebited, Pelemedia shall be entitled, subject to further claims, to deny access of the user. If the blocking is due to outstanding claims and the user balances these claims, the off, the access is unlocked again. Pelemedia reserves the right to involve third parties in the execution of the debt collection to be commissioned.

7. user's obligations: The user undertakes not to use the services of Pelemedia for any purpose other than that for which they are violate applicable legal regulations and any contractual provisions. He undertakes in particular to ensure that any content distributed by him does not infringe any rights of third parties (e.g. copyrights, patent and trademark rights). trademark rights) violate that the applicable criminal laws and regulations for the protection of minors are observed and that no racist, Holocaust denying, grossly offensive, pornographic or sexual, endangering young people, extremism, glorifying or trivializing violence, glorifying war promoting a terrorist or extremist political group, inciting it to commit a crime, defamatory statement, insulting or unsuitable for minors or other criminal contents are distributed. The user further undertakes, for the protection of the data, to use the recognized principles of data security and the obligations of the data protection regulations to check e-mails and queries sent to Pelemedia for viruses with the greatest possible care, legal, official and technical regulations, his possible user name and password and to keep the identification and password secret, not to pass them on, not to tolerate any knowledge or and to take the necessary measures to ensure confidentiality, and in case of any misuse or loss of this information or any suspicion of such misuse or loss will be reported to Pelemedia immediately to be displayed. Indications of misuse of the contents of Pelemedia or the payment system are Pelemedia shall also be notified immediately. The user shall indemnify Pelemedia against any claims of third parties that may against Pelemedia due to violation of their rights by this user. This includes also the costs of appropriate legal prosecution and defence. Pelemedia reserves the right to reasonable suspicion of misuse of the services of Pelemedia or the payment systems of this to block users from accessing their content and any existing user account, and to involve investigating authorities. The user may only assert claims against Pelemedia with undisputed or legally binding claims. The user is only entitled to rights of retention due to claims from the individual, concrete contractual relationship, of which these GTC are a part.

8. Liability: Pelemedia and its representatives or vicarious agents shall not be liable for damages, in particular due to delay, non-performance, poor performance or tortious act exists only in case of infringement essential contractual obligations, the fulfillment of which could be relied upon to a special degree. The exclusion of liability does not apply to intent and gross negligence. Any further liability of Pelemedia is excluded, unless there are mandatory legal regulations. Pelemedia is only liable for foreseeable damages. The Liability for indirect damages, especially consequential damages, unforeseeable damages or untypical Damages as well as loss of profit are excluded. The same applies to the consequences of industrial disputes, accidental damages and force majeure. Pelemedia provides its own information and data as well as information from other providers by means of hyperlinks (Internet links) on the Internet and on mobile devices. This information and data are for information purposes only, without the user having to rely on the topicality, correctness or completeness of the information can be invoked or left. In this respect Pelemedia does not assume any warranty or liability, in particular not for direct or indirect damages caused by the use of the information or data that can be found on the Pelemedia websites. Pelemedia assumes in particular no responsibility for contents or the functionality, accuracy or legality of websites third parties that are referred to by links from the Pelemedia websites. Pelemedia offers discussion forums and Chats on. The contents and information exchanged by users in these forums are not subject to any Control by Pelemedia. For this reason, Pelemedia does not assume any liability for the information posted in the forums. Content and information. The responsibility for the contents published by the user on the pages of Pelemedia, lies exclusively with the user. Pelemedia excludes any liability due to technical or other Interference off. Pelemedia assumes no liability for any damage or loss, in particular during shipment. of the prizes to be handed over in the context of a lottery. The above limitations of liability apply to all contractual and non-contractual claims.

9. Liability for defects: If paid contents are not used due to incomplete or defective services of Pelemedia by the user, the user shall be liable to pay the costs of the service provided by the The complaints will be handled either by Pelemedia or the payment provider immediately after becoming aware of it. Pelemedia shall be liable for justified and timely complaints, Pelemedia shall deliver in the case of incomplete performance and in the case of defective performance according to your choice to repair or replace. The user can demand a reduction of the fees if attempts at rectification or replacement delivery are refused by Pelemedia, are impossible or in any other way fail. There is no right of withdrawal in favour of the user.

10. copyright: All content, information, pictures, videos published on the pages of Pelemedia and databases and computer programs (e.g. widgets) are protected by copyright. The use is only permitted for private personal use. Any use beyond this, in particular the private and commercial duplication, modification, distribution or storage of information or Data, in particular texts, parts of texts, images and film material, require the prior express consent of the author. Consent of Pelemedia. This also applies to the inclusion in

electronic databases and duplication on CD-ROM, DVD etc. Private and/or commercial duplication, modification, distribution, reproduction, modification, distribution or use of the or other misuse of computer programs. The user acquires by downloading or the sending of the source code of a computer program does not entitle you to any property rights. There will be no copyrights or other ancillary copyrights. If the service and/or the performances are discontinued, the user is obliged to immediately delete the source code provided. For the rest the legal limits that arise from copyright law and other applicable statutory provisions apply. regulations.

11. contents sent in by the user: The user who (e.g. in the context of competitions, reader actions, Internet competitions) to Pelemedia (e.g. videos, photos, photo series, texts, etc.), declares itself to be in agreement with By sending in the application, you agree that the submitted content may be used free of charge on the Internet and in print copied, distributed and publicly reproduced. The user further declares that all copyright and other rights to the submitted content and that the graphic design of the submitted content (e.g. videos, photos, photo series), which are not only ancillary to a location or are part of depicted meetings, elevators or similar events, agree to the publication are. For persons under 18 years of age, the consent of the legal guardian is required. On the Contributions sent by post cannot be returned to the participant. The users commit no content with illegal, grossly offensive, pornographic or sexual content, content harmful to minors, extremist, glorifying or trivializing violence, glorifying war, advocating a terrorist or extremist political association, inciting to commit a crime, insulting statement or other punishable contents to Pelemedia. Likewise the users not to send content that contains advertising or commercial content. Pelemedia reserves the right to does not intend to publish submitted content. The user shall indemnify Pelemedia in full against all claims of third parties free, which arise from the fact that the user violates his obligations under these terms or - contrary to this declaration - the user does not own all rights to the submitted content or does not have all rights to the persons do not agree with the publication. The submitted contents are personal statements made by users and do not represent the opinion of Pelemedia. The user has no legal claim to Publication of the submitted content.

12. Right of revocation: The user is entitled to revoke his declaration of intent to conclude the contract within two weeks to revoke. The period begins at the earliest with receipt of this instruction. To the period preservation the timely dispatch of the declaration of revocation is sufficient. It must be made in writing without giving reasons and to address to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar In the event of an effective revocation, the services received by both parties are to be returned and, if applicable to publish the use made of it. If the user is able to return the received services in whole or in part or only in a deteriorated condition, compensation must be paid. However, the right of revocation shall not apply if Pelemedia has expressly agreed to the execution of the service with the consent of the user has begun before the end of the revocation period or the user himself has started this execution has caused (e.g. by download etc.).

13. Termination: Each party reserves the right to terminate the contract for good cause. An important reason shall be deemed to exist in particular if the user continues to violate essential provisions of this Terms and Conditions and/or the user commits a misconduct directed against third parties by using the offer used by Pelemedia for illegal purposes or for purposes that are a nuisance to third parties. All cancellations in accordance with these GTC must be made by written notification to the address mentioned in point 12. With If the termination becomes effective, access to the services of Pelemedia shall be blocked.

14 Place of performance/place of jurisdiction: The place of performance shall be the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law is not permitted in the case of legal actions Place of jurisdiction is the registered office of the provider. As far as claims of the provider are not asserted in the dunning procedure the place of jurisdiction for non-merchants shall be determined by their place of residence. German law applies. If the domicile or habitual residence of the client, also for non-traders, is legal action unknown or has the client after conclusion of the contract his domicile or usual residence. If the customer moves his place of residence outside the scope of the law, the place of jurisdiction is the registered office of the provider, if the contract was concluded in writing.

15. Final provisions: In connection with the participation in lotteries legal action is excluded. Should individual provisions of these GTC including these regulations in whole or in part be invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective legal regulations.

Your Contact Persons

Media Sales



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