

LABO

Fit for Lab

MEDIA DATA
2026

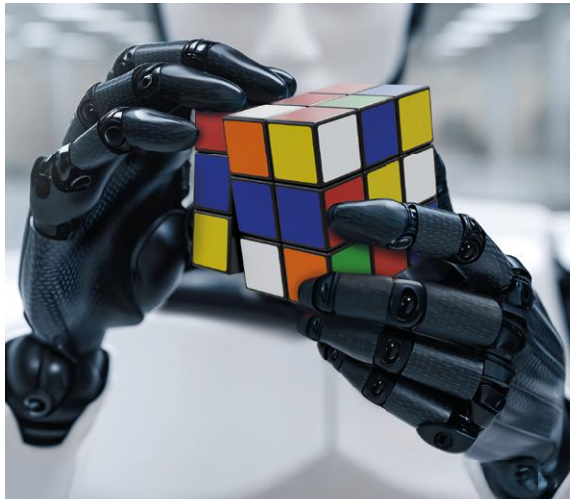
www.labo.de

57. Jahrgang / Einzelpreis 16 €

LABO

9/2025

Fit for Lab



Humanoide Roboter – die letzte Stufe der Roboterevolution?

Seite 10

IM FOKUS:

■ Labor 4.0

Laborautomation | KI

■ Materialforschung

■ Mikroskopie

Print | Digital | Events | Services

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LABO

Fit for Lab

Rely on a strong specialist medium for your market communication.

Your advantages:

- **Credible editorial environment**
- **Wide reach in the industry**
- **Strong utility value and high target group affinity**

With LABO, you can reach your target group **precisely, across all media and effectively** – in print, digital and at events.

We make you fit for the lab.

LABO, the specialist media for the laboratory industry, reports on laboratory and analysis equipment, quality assurance and control, and presents new equipment, methods, applications and IT solutions. Every month, readers and users stay fit for the lab with the print and e-paper editions, around the clock on all digital channels and the LABO user forums.

Practical. Relevant to decision-making. Future-oriented.

Reach & performance – your advertising message across all channels

- Total circulation per issue: **18,713** copie (Source: IVW, average figures for Q2/2025)
- **45,891** page views per month on average (Source: IVW-Online 10/2024-9/2025)
- Two newsletters per week to over **8,000** newsletter subscribers (publisher's information 9/2025)
- Over **7,000** followers on the relevant social media channels (publisher's information 09/2025)

Your target group: Investment decision-makers in the laboratory industry

Those who read LABO actively shape value creation:

- **90 % of recipients hold management positions** (Management, owner, managing director, division or department head; source: publisher's evaluation)

High target group affinity – for a strong advertising impact.

LABO – Your media brand for successful B2B communication

With LABO, you can communicate across media and network within the laboratory industry via:

- the **print magazine**
- the digital **e-paper edition**
- a high-reach **website**
- regular **newsletters**
- **the supplier directory: Company Connectory**
- active **social media channels**
- targeted **live and online events**
- and tailor-made **content creation solutions**

LABO – the communication platform for your message in the laboratory industry.

Events – live and digital

With formats such as:

- Product of the Year awards ceremony
- Webinar theme days
- In-house workshops

... LABO offers **targeted points of contact with decision-makers** – both digitally and on site.

Conclusion: Your communication platform for sustainable market success

LABO is your cross-media platform for successful B2B communication in the laboratory industry.

Become a media partner now –
and reach decision-makers where they
get their information

Title Portrait

LABO

Fit for Lab

1. Title	LABO – FIT for lab
2. Description	<p>The LABO authors and editors provide expert, user-oriented reporting. They support laboratory staff with practical tips for using laboratory and analytical equipment, suggestions for quality assurance and control, and presentations of new equipment, methods, applications and IT solutions.</p> <p>The specialist articles are practice-oriented and take new trends into account. German-language abstracts of original English publications provide insight into the research and methodology of international working groups. The editorial content is supplemented by industry news, market overviews, tips, company profiles, interviews, management topics and trade fair and conference reports. LABO is read in the laboratories of the chemical, biotechnology and pharmaceutical industries, in state and private testing laboratories, as well as in research institutions and universities.</p> <p>LABO reaches its target group across multiple media and networks. With its trade magazine, web portal www.labo.de, newsletters, social media channels and events, LABO is always there for its target group with information and solution-oriented decision-making aids.</p>
3. Target group	Chemists, physicists, pharmacists, biologists, organic and food chemists in industry and research, as well as engineers, managers and investment decision-makers.
4. Publication Frequency	5 issues per year
5. Magazine Format	DIN A4
6. Year	58th year 2026

7. Subscription Price	<p>Annual subscription, print, domestic: € 60</p> <p>Annual subscription, print, abroad: € 70, including postage and current VAT.</p> <p>Single issue print € 12 including current VAT, plus € 3 shipping</p>	
8. Circulation	18,713 copies	
9. Membership / Participation	IVW, IVW Online	
10. Publishing House	Pelemedia GmbH Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 2006573-00 www.labo.de , www.pelemedia.de	
11. Publisher	Pelemedia GmbH	
12. Advertising	Marco Heuberger Account Manager Phone: +49 89 2006573-26 mheuberger@pelemedia.de	
13. Editorial office	Dr Barbara Schick Editor-in-chief Phone: +49 89 2006573-37 labo-redaktion@pelemedia.de	Melanie Steinbeck Online Editor Phone: +49 89 2006573-25 msteinbeck@pelemedia.de

Circulation / Distribution

Trade journal circulation and distribution analysis

1. Circulation control



2. Circulation	Average number of copies per issue for the second quarter of 2025*
Print run:	10,600 / of which 69 abroad
Actual circulation:	10,229 / of which 69 abroad
Copies sold	8 / of which 1 abroad
Subscribed circulation	8 / of which 1 abroad
Other sales	0
Complimentary copies	10,221 / of which abroad 68
Remaining, document and archive copies	371
plus stand-alone e-papers	8,484

*01.04.2025 – 30.06.2025

3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	copies
Domestic	99.3	10,160
Foreign	0.7	69
Actual circulation	100.0	10,229

Total circulation LABO

10,229	+	8,484	=	18,713
Circulation Print		Circulation Digital (extended e-paper)		Total circulation
The current digital edition is actively distributed via the e-paper newsletter and the website www.labo.de (source: IVW, Q2/2025)				

3.1. Distribution by postcode areas



High-class Target Group

Industries/economic sectors

	Share of actual circulation
	%
Chemical and pharmaceutical industry	23.4
Medicine / Laboratory Diagnostics / Life Sciences	15.3
Food	19.7
Water and energy supply	11.6
Institutes / universities / colleges / associations / authorities	16.6
Testing and laboratory services	9.2
Manufacturing	2.2
Wholesale	1.5
Other	0.5
Actual print circulation	100.0

(Source: Publisher's information)

Size of the economic unit

	Share of actual circulation
	%
1–9 employees	8.0
10–19 employees	11.7
20–49 employees	14.6
50–99 employees	11.4
100–199 employees	9.5
200–499 employees	7.8
500–999 employees	8.2
More than 1,000 employees	14.1
Number of employees not yet surveyed/unknown	10.8
Other	3.9
Actual print circulation	100.0

Position in the company

	Share of actual circulation
	%
Owner/Co-owner	6.7
Management	30.5
Plant/operations management	2.6
Division management	8.6
Department management	14.4
Group leader/foreman	5.4
Clerk/specialist	9.3
Research assistant	11.8
Position not yet determined/unknown	7.1
Other	3.8
Actual circulation	100.0

Area of responsibility

	Share of actual circulation
	%
Corporate governance	17.2
Technical operations	9.1
Research/development	18.9
Design	2.2
Laboratory	29.3
Production/manufacturing/assembly	2.3
Materials management/purchasing/logistics	3.8
Marketing	1.8
Organisation/Administration/ Human Resources	1.5
Function not yet surveyed/unknown	11.3
Other	2.7
Actual print circulation	100.0

Analytics, Laboratory Technology and more:

Laboratory 4.0

Automation, digitalization, IT in the laboratory, labelling in the laboratory, 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, elemental 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, materials and material testing, recycling



print edition
with
extended e-paper

In Focus:

Supplier Directory / Special Section

Trade Fairs / Events on Focus Topics

Issue 1

1

PD: 18.03.2026
AD: 25.02.2026


Analytica

Laboratory 4.0: Laboratory planning, laboratory equipment, sustainability
Laboratory 4.0: IT in the laboratory / LIMS / Big data / AI / Smart Lab / Liquid Handling
Laboratory diagnostics / medical analytics / life sciences

Exhibitor profiles for Analytica LIMS

Analytica
24.-27.03.2026

Topics/Dates 2026

	print edition with extended e-paper	In Focus:	Supplier Directory / Special Section	Trade Fairs / Events on Focus Topics
Issue 2	2 PD: 20.05.2026 AD: 29.04.2026	Particle analysis Battery research and development / Quality control Analytica review Spectroscopy/Spectrometry/ICP-MS/Mass Spectrometry HPLC user knowledge	Particle size analysers Raman spectrometers	LABSOLUTIONS LIVE – Troisdorf 01.07.2026
Issue 3	3 PD: 16.09.2026 AD: 26.08.2026	Laboratory 4.0: Automation / Robotics Water analysis Microplastics / environment / microplastics analysis Microscopy	Pipetting robots Imaging systems	ILMAC 23.-24.09.2026 LABSOLUTIONS LIVE – Leipzig 07.10.2026
Issue 4	4 PD: 14.10.2026 AD: 23.09.2026	The safe laboratory Clean room Laboratory 4.0: Smart Infrastructure / Laboratory Planning Laboratory diagnostics / biomedical analysis / life sciences Pharmaceuticals: Research / Drug Development	Safety cabinets	Medica / Compamed 16.-19.11.2026
Issue 5	5 PD: 25.11.2026 AD: 04.11.2026	Food analysis Sample preparation Environmental analysis Environment / Sustainability Laboratory management / quality assurance		
special edition	PD: 25.11.2026 AD: 28.10.2026	Purchasing Guide 2027 Supplier directories / Market overviews		

Advertising Rates

Advertisement prices and formats

Advertisement price list No. 58, valid from 01.01.2026

Format	Dimensions in mm	Prices 1c / 2c	Prices 3c / 4c
1/1 page	180 x 252	€ 6,010	€ 7,280
Junior page	135 x 190	€ 4,210	€ 5,180
1/2 page	88 x 252 high 180 x 124 landscape	€ 3,150	€ 4,120
1/3 page	56 x 252 high 180 x 80 landscape	€ 2,000	€ 2,970
1/4 page	180 x 60 landscape 88 x 124 corner	€ 1,320	€ 1,980
1/8 page	180 x 29 landscape 88 x 60 corner	€ 770	€ 1,430
Front page	180 x 180		€ 8,780
Cover pages: U2 + U4 each	210 x 297		€ 8,280
U3	210 x 297		€ 8,060

Special advertising formats

Prices for banderoles, gate folders, flaps, clamp banderoles, Altar fold display (only in conjunction with title), cover gate folder, advertising material, etc.) on request

Extended e-paper

In all e-paper editions of our print editions, multimedia content can be optionally integrated into your advertising medium.

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

Discounts

Decrease within an insertion year.
(Commencing with the publication of the first advertisement)

Volume scale		Quantity scale	
for 3 advertisements	5 per cent	from 2 pages	5 per cent
with 6 advertisements	10 per cent	from 4 pages	10 per cent
with 9 advertisements	15 per cent	from 6 pages	15 per cent
with 12 advertisements	20%	from 9 pages	20 per cent
		from 12 pages	25 per cent

No discounts on ad specials, supplements or technical costs.
Combined discounts for cross-media campaigns available on request.

Surcharges

Placement	Binding placement regulations possible from 1/3 page, 10% surcharge
Colour	The prices quoted apply to Euroscale, Surcharge for special colours on request
Format	No surcharges are levied for bleed and spine printing

Classifieds

Job advertisements	25% discount on the basic advertisement price
Job applications	50% discount on the basic advertisement price



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

Advertisement Formats

Dimensions Width x Height in mm



1/1 page

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



Junior Page

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

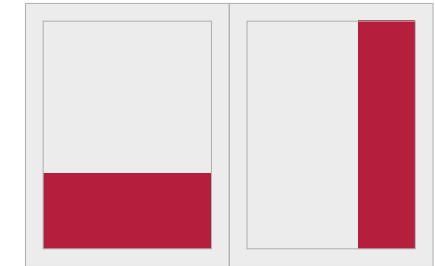


**1/2 page
horizontal**

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

**1/2 page
vertical**

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



**1/3 page
horizontal**

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

**1/3 page
vertical**

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



**1/4 page
horizontal**

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

**1/4 page
vertical**

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

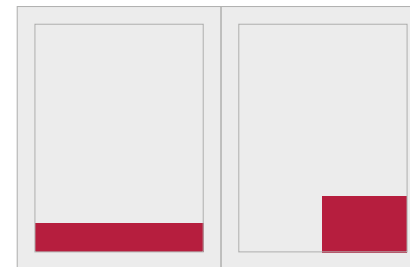


**1/6 page
vertical**

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

1/6 page

H: 88 x 80 mm
A: 103 x 103 mm



**1/8 page
horizontal**

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

**1/8 page
corner**

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

Booklet format 210 x 297 mm

S: Type area format

A: Trim format without bleed allowances

Bleed allowance: 3 mm on the open sides



**Please send print
advertising material
by email to:**

druckunterlagen@pelemedia.de

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: sheetfed offset Contents: web offset
Colours	Printing inks (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are possible by arrangement. Minor tonal value deviations are within the tolerance range of web offset printing. Solid black areas should be underlaid with a 40% cyan screen.
Data formats	Printable closed PDF files. Please provide one PDF file per individual page. Relevant graphic and text ele- ments must be at least 5 mm away from the trim line. Image resolution 300 dpi
Proof	Colour-accurate proof according to "Media Standard Printing" (bvdn). Digital proofs without FOGRA media wedges are not considered colour-accurate.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Contents: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are available for download at www.eci.org .
Data transmission	Please send the data (up to 10 MB) to: druckunterlagen@pelemedia.de
Data archiving	Data is archived, so unchanged repetitions are generally possible. However, no data guarantee is provided.
Warranty	We cannot accept any liability for delays or errors caused by incorrect data.
Contact	Edith Vollhardt Phone: +49 89 2006573-13 evollhardt@pelemedia.de



Inserts / Supplements / Stick-ins / CDs

Supplements	
Minimum format	105 mm width x 148 mm height
Maximum format	10 mm smaller than the carrier product in both height and width
Inserts must be trimmed and folded and delivered as finished end products. Folded products must be closed at the spine and suitable for machine processing.	
Inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Trim	Booklet format: Head trim 6 mm, front and foot trim min. 3 mm, plus + 3 mm milling margin in the spine

Inserts must be delivered uncut and folded.

Multi-page inserts must be closed towards the spine and suitable for machine processing. The type and design of inserts must be such that no additional preparation or processing is required. Any complications and additional folding and gluing work will be invoiced separately.

Before the order is accepted and confirmed, a binding sample, or if necessary a blind sample with size and weight specifications, must be submitted.

Inserts must be designed in such a way that they are recognisable as advertising and cannot be confused with the editorial content. The placement of inserts depends on technical possibilities. Inserts printed on materials other than paper can only be accepted by the postal service with the prior consent of the publisher.



Shipping address

Delivery note:

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

Our general terms and conditions apply
(www.labo.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 Advertising Formats



Format: 180 mm x 180 mm

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

Price: € 8,780

Cover Package



Content package:
1/1 page advertorial

Price: € 4,450
(not discountable)

Cross-media package:
1/1 page advertorial plus 4 weeks' presence of your advertorial in the relevant section of the website and a social media post.

Price: € 5,850
(non-discountable)

Content Package

Crossmedia Package



80 - 135 g/m²

2 sheets = 4 pages € 11,270

3 sheets = 6 pages € 14,990

Required delivery quantity: 10,500 copies

Bound-in insert



Inserts over 25 g/piece on request

Full print run price € 3,400
(up to 25 g, including postage) (not discountable)

Supplements



We offer numerous special advertising formats for your individual advertising campaign – please contact us for more information.



Shipping address for special forms of advertising

Delivery note: For LABO, issue (no.),
Vogel Druck, Leibniz Street 5, 97204 Höchberg

Extended E-paper with Interactive Elements

Extended e-paper – More attention. More interaction. More impact.

In addition to your advertisement booked in the print edition:
Take advantage of the interactive features of our extended e-paper.

Increase the reach and impact of your print advertisement with the interactive features of our extended e-paper.
Supplement your booked advertisement with multimedia content – e.g.:

- Videos
- Picture galleries
- GIFs
- Surveys

This allows you to **bring your products and solutions to life**, creating a **more intensive user experience** and offer your target group a **real added value**.

Extended e-paper

In all e-paper editions of our print editions, you can optionally
Multimedia content can be integrated into your advertising material.
(The prices quoted are in addition to the print advertisement prices.)

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



Banner Formats Website



ALL
Online advertising
formats
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 or 970 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 550 / 1,000 Ad Impressions
(800 x 250 Pixel or 970 x 250 Pixel)

(3) Skyscraper

€ 240 left / 1,000 Ad Impressions
€ 270 right 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,
(300 x 250 Pixel)

(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
(854 x 480 Pixel)



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



Special Formats & Banner Overview Mobile

Special formats



(10) Wallpaper

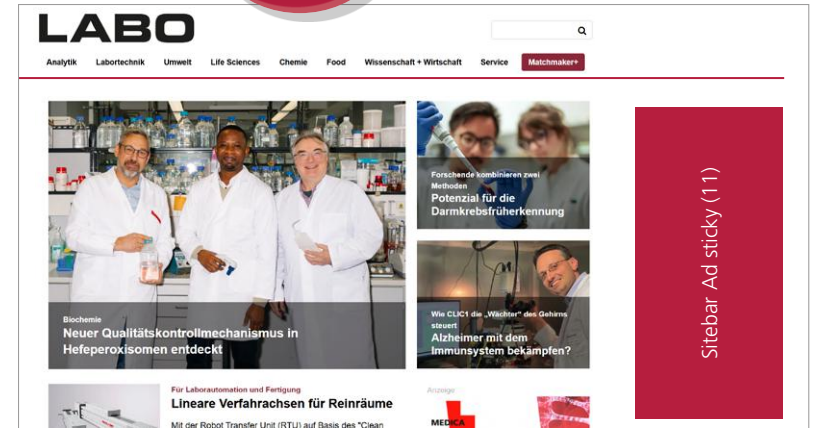
€ 360 / 1,000 Ad Impressions
 (728 x 90 Pixel / top,
 120 x 600 Pixel / right, or
 160 x 600 Pixel / right)
 *Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

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

(12) Fireplace

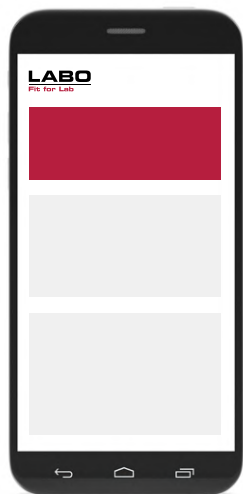
€ 540 / 1,000 Ad Impressions
 1,000 x 90 Pixel at the top / 120 x
 600 Pixel or 160 x 600 Pixel on the
 right and left



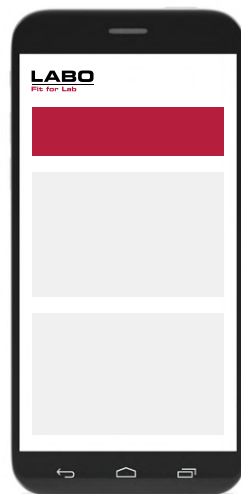
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB
 Prices = price per thousand contacts, data delivery: 5 working days
 before campaign launch

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

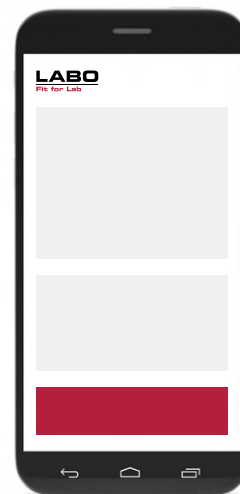
Banner Overview Mobile



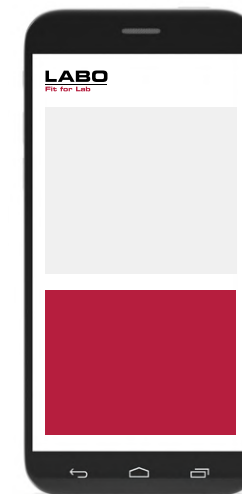
**Mobile content
 ad 4:1**
 300 x 75 pixels
 max. 50 KB



**Mobile content
 ad 6:1**
 300 x 50 pixels
 max. 50 KB



**Mobile content
 ad 6:1**
 300 x 50 pixels
 max. 50 KB



**Mobile content
 ad 2:1**
 300 x 150 pixels
 max. 50 KB

Banner Formats Website Video Ads

Video Ads

Video ads

- Integration of video advertisements on our specialist portals

Placings:

- 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 via
- Full responsiveness: Also playable on mobile devices
- The video display is clickable and can be linked to a landing page

- Full tracking: Als, clicks, CTR

Broadcast:

- On all home, category and article sites

Data delivery:

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

3GPP / MPEG-4

Resolution	Target bitrate 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 = per thousandContact price
Data delivery: 5 working days before campaign start

Company Connector

Company Connector – The network for companies



Here, companies can find and connect with each other quickly and efficiently. The smart platform that creates visibility and connections.

Company Connector offers everything at a glance: products and services, webinars, white papers, event tips, videos, the webshop, e-papers and much more.

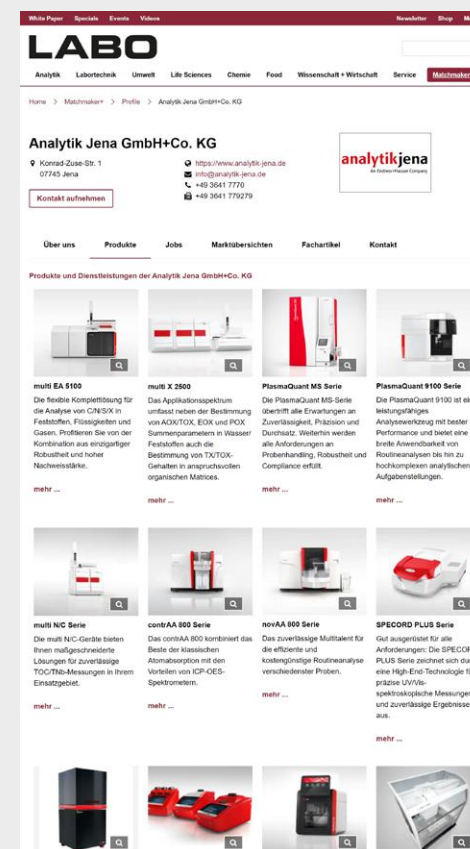
Your advantages:

- Premium profile: Your business card
- Multimedia content
- Listing of specialist articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Inclusion in editorial specialist articles
- Integration in the newsletter
- Social media posts

	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 specialist articles in the company profile	✓	✓	✓
Job offers	✓	✓	✓
Individual contact information including Google Maps integration	✓	✓	✓
Top listing in search results	✓	✓	✓
Logo display including links in all editorial article pages	✓	✓	✓
Multimedia content such as videos, interactive e-papers, page-turning catalogues, etc.		✓	✓
White papers, brochures, catalogues, other documents (PDFs)		✓	✓
Logo display including link to company profile in newsletters (6x or 12x per year)		✓ (6 times a year)	✓ (12 times a year)
Social media posts: on LinkedIn, Xing, Instagram, Facebook (6 times a 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-time fee, maintenance € 99 monthly).



Sample

Lead Generation

Whitepaper

- Your whitepaper will be published on labo.de and promoted with accompanying online advertising materials.
 - Banner advertisement in at least two LABO newsletters
 - At least two posts on LABO's social media channels
 - Presentation of your whitepaper in the teaser section of labo.de for two months
- The link leads to a landing page we have created with input fields for download requests (GDPR-compliant).
- This generates high visibility on our channels, and receives valuable leads after the campaign has ended.
- We would be happy to provide you with a personalised quote, and atwe can assist you with the creation of the whitepaper and advertising materials.

ALL
Online advertising
formats
at a glance



Lead campaign with whitepaper

Period: 2 months

Price: € 4,080 plus € 70 per lead

Optionally also bookable with a customized newsletter.

Price: € 5,890 plus € 70 per lead

Webinar

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

Services:

- Advance notice of the webinar in at least three LABO newsletters and at least two posts on LABO's social media channels
- Display ad promoting 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
- A live broadcast including moderation
- Afterwards, the webinar will be available for download for four weeks as a registration-required on-demand webinar.



Image: fizkes /stock.adobe.com



Webinar:

Price: € 5,320 (non-discountable)

Optionally, you can also book a full-page advertisement for the webinar in LABO.

(Design is carried out by the publisher)

Price: € 7,810



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

Native Advertising

Native advertising – Your content with the look and feel of editorial articles

Online advertorials are the ideal solution for presenting complex topics in a long-term and target group-oriented manner .
Designed in the style of an editorial article, the advertorial is perceived by users as high-quality specialist content – and thus achieves a particularly high level of credibility and relevance.

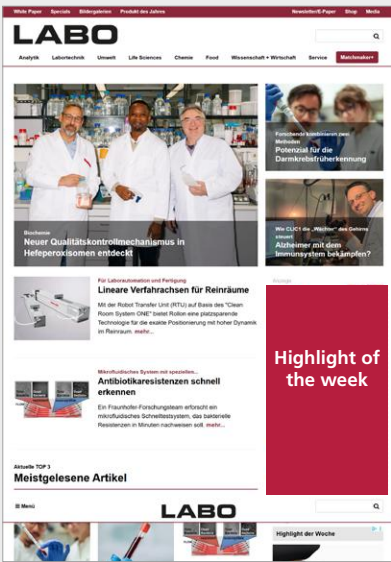


Native communication with lasting impact.

Tip: Combine the online advertorial with our Social Media Plus package to additionally distribute your content via our wide-reaching channels – and specifically increase your visibility on social media.

Highlight of the week also included in newsletter

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



Native ad of the week, includes newsletter and social media plus

- Native ad with the look and feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 character including spaces, image: 180 x 150 pixels
- Link to your website or a microsite designed by us with your contributions



Highlight of the week **Price: € 680**
Highlight of the week combi **Price: € 1,670**
(including a text advertisement/native ad in the newsletter,
For specifications, see the newsletter page)



Native ad of the week **Price: € 930**
Native ad combi **Price: € 1,980**
(includes a text advertisement/native ad in the newsletter,
For specifications, see the newsletter page)

Native Ad combi Social Plus **Price: € 2,660**
(additional publication on our social media channels)

Social media posting

Social media posting – Successfully share your content via our channels

Supplement your market communications in a targeted manner with a social media post via the wide-reaching channels of PolyFormNEXT. Whether it's a new product, solution, video, webinar or service – grab attention where your target group is active.

More visibility. More attention. More impact.

The image shows a collage of social media content. On the left, a smartphone displays the LABO mobile app interface with a post about a Roche truck tour. In the center, a tweet from LABO (@LaboOnline) promotes a whitepaper about automated SARS-CoV-2 analysis. To the right, another post discusses laboratory inventory management. The background features the word 'Social' in large letters, with icons for a heart, a location pin, and a notification bell, and the word 'internet'.



Price: € 750
(not discountable)

Followers: over 7,000
(Publisher's information, as of August 2025)



Your advantages

- Placement in the independent thematic environment of LABO
- Individually selectable publication date
- Access to an interactive, industry-specific community

Customized newsletter

Customized newsletter – Exclusive newsletter delivered directly to your target group's inbox

Send your **personalised message exclusively** to LABO's qualified newsletter distribution list.

Your content reaches your target audience directly – ideal for new products, event invitations or company news.

Maximum visibility – precise, exclusive, effective.

One message per customized newsletter

Scope: 1 image + 1 message + 1 logo

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

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

Subject line: max. 100 characters (including spaces)

Links: max. 5

Sender: LABO and advertiser

Dates on request

Advantages:

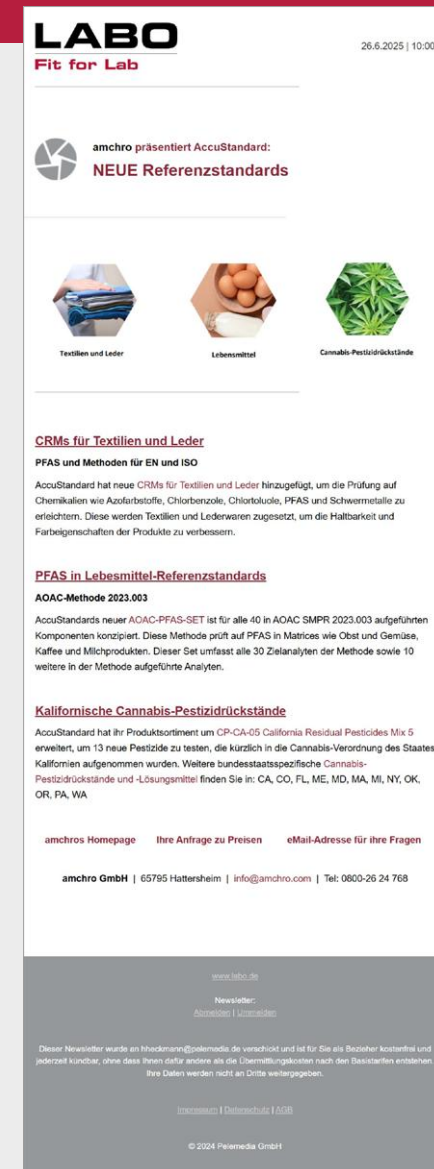
- Exclusive newsletter for your information
- High visibility for your company and your offerings
- Individual appointment coordination
- Maximum of one customized newsletter per week per company



Price: € 4,300

(not eligible for discount)

Special configurations on request



Sample

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:

- Optimal target group appeal
- Valuable lead generation through a specialist audience
- Use a dynamic and interactive presentation to highlight the benefits of your products and, at the same time, the expertise of your company.
- Promotion of your presentations: Benefit from LABO's reach via print editions, newsletters, the website and social media.
- Presentation still available on demand at www.labo.de even after the user day.

Various packages are available – please contact us for more information.



Price:
from € 2,990

The screenshot shows the LABO website interface. At the top, there's a navigation bar with links like 'Information', 'Programm', 'Rückblick Mai 2021', and 'Partner werden'. The main heading is 'Fit for Lab - Virtueller LABO Anwendertag' with the subtitle 'Umwelt- und Wasseranalytik am 23. November 2021'. Below this is a large image of a hand holding a tablet that displays a flask with a green plant growing inside, surrounded by hexagonal icons labeled 'ECO', 'BIO', and 'PH'. Text below the image describes the event's focus on environmental and water analysis methods. A section titled 'Partner dieser Veranstaltung sind u.a.:' lists 'Waters', 'INTEGRIS', and 'OLS'. A 'Partner werden' button is also present. Contact details for 'Ansprechpartnerin Redaktion' (Dr. Barbara Schick) and 'Ansprechpartner Events' (Marco Heuberger) are provided, including email addresses and phone numbers. The footer contains a navigation menu, social media links, and copyright information for WEKA BUSINESS MEDIEN GmbH.

Banner Formats Newsletter

**Premium placement
Leaderboard (1)**

LABO
Fit for Lab

Algae as a source of raw materials?

An international research team has deciphered the complete degradation pathway of an algal sugar by biocatalysts from a marine bacterium. The team has thus laid the foundation for exploiting algae as a new material source for fermentation and for isolating valuable sugars.

Dr Barbara Schick
Editor-in-chief

**Position 1
Below the editorial
(2)**

**Position 2
Within the editorial reports (2)**

**Position 3
At the end of the editorial reports (2)**

advertisement
Text display / Native advertisement

5G IN INDUSTRIE UND LOGISTIK

5G in Industry & Logistics

Megatrends such as Industry 4.0 and autonomous vehicles are shaping society. However, these fields of application depend on fast, real-time data exchange that is available at all times. With 5G, the latest generation of mobile communications will go live in 2025, taking mobile data communication to a whole new level. The maximum data rate will increase from 100 Mbit/s (LTE) to 20 Gbit/s.

Find out more now... [MORE ▶](#)

advertisement
Headline for the advertisement

ot:meets it

OT meets IT

Anyone who wants to be successful in the long term cannot escape digital transformation. Digitalisation and the associated networking are a common thread running through all industries and areas of life. This trend has also reached production, influencing the industry across all levels of the production pyramid.

Find out more now... [MORE ▶](#)

**Position 4
At the end of the newsletter
(2)**

Exclusive newsletter

Twice a week, LABO sends its newsletter to a qualified group of recipients.

Newsletter subscribers receive the latest news, product reports and technical articles – compact, relevant and delivered directly to their inbox.

Over **8,000***
recipients

The LABO newsletter is the ideal advertising medium for:

- Product presentations
- Company announcements
- Seminar and event announcements

Take advantage of this environment for your targeted B2B communication!

*As of September 2025 (publisher's information)

(1) Leaderboard

€ 1,380

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

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

€ 1,090

Possible advertising formats

Text ad / Native ad / Video ad /

Billboard (630 x 200 pixels, max. 200 KB)

Specifications Text ad / Native ad

Visualisation as in article

Headline + text + image and target URL (max. 1 link), image: 225 x 127 pixels, max. 200 KB, headline: max. 40 characters, text: max. 300 characters, including spaces

Video ad

The video opens in a separate window when clicked.

Links to videos on YouTube or Vimeo are possible.

Exclusive newsletter

€ 4,630

4 types of adverts (leaderboard and 3 text adverts/billboard)

+ 2 product announcements

+ Mention in the subject line (not eligible for discount)

The labo.de editorial team reserves the right to revise contributions in consultation with the customer.



All newsletter advertising formats are optimised for mobile devices



File format: PNG, JPEG, GIF* (*only without animation)

Data delivery: 5 working days before campaign start

Newsletter Topics and Dates

	KW	Date	Topic
January	2	Wednesday, 7 January	Top 10 of the year 2025
	3	Monday, 12 January	Science, economy, products
	3	Wednesday, 14 January	Science, economy, products
	4	Monday, 19 January	SNL: Environment Environmental Analysis
	4	Wednesday, 21 January	Science, economy, products
	5	Monday, 26 January	SNL: Sustainability
February	5	Wednesday, 28 January	Science, economy, products
	6	Monday, 2 February	Top 10 articles of the month
	6	Wednesday, 4 February	Science, economy, products
	7	Monday, 9 February	Science, economy, products
	7	Wednesday, 11 February	Science, economy, products
	8	Wednesday, 18 February	Science, economy, products
March	9	Monday, 23 February	SNL: Analytica Preview
	9	Wednesday, 25 February	SNL: Laboratory software/LIMS
	10	Monday, 2 March	Top 10 articles of the month
	10	Wednesday, 4 March	SNL: Liquid Handling
	11	Monday, 9 March	Science, economy, products
	11	Wednesday, 11 March	SNL: Analytica
	12	Monday, 16 March	Science, economy, products
	12	Wednesday, 18 March	E-paper 1/26
	13	Monday, 23 March	Science, economy, products
	13	Wednesday, 25 March	SNL: Rehearsal preparation
	14	Monday, 30 March	Science, economy, products

	KW	Date	Topic
April	14	Wednesday, 1 April	Top 10 articles of the month
	15	Wednesday, 8 April	SNL: Basics for the laboratory – Laboratory accessories/ consumables
	16	Monday, 13 April	Science, economy, products
	16	Wednesday, 15 April	SNL: Laboratory planning / Laboratory equipment
	17	Monday, 20 April	Science, economy, products
	17	Wednesday, 22 April	Science, economy, products
May	18	Monday, 27 April	Science, economy, products
	18	Wednesday, 29 April	Top 10 articles of the month
	19	Monday, 4 May	SNL: Analytica Review
	19	Wednesday, 6 May	SNL: IT in the laboratory / Artificial intelligence
	20	Monday, 11 May	Science, economy, products
	20	Wednesday, 13 May	SNL: Laboratory diagnostics / biomedical analysis
June	21	Monday, 18 May	Science, economy, products
	21	Wednesday, 20 May	E-paper 2/26
	22	Wednesday, 27 May	SNL: Sample management/sample logistics
	23	Monday, 1 June	Top 10 articles of the month
	23	Wednesday, 3 June	SNL: Working environment Laboratory / Focus on skilled workers
	24	Monday, 8 June	SNL: HPLC user knowledge / LC/MS
	24	Wednesday, 10 June	SNL: Battery Research and Development
	25	Monday, 15 June	Science, economy, products
	25	Wednesday, 17 June	SNL: Quality control in production and development
	26	Monday, 22 June	Science, economy, products
	26	Wednesday, 24 June	Science, economy, products
	27	Monday, 29 June	Science, economy, products

Newsletter Topics and Dates

	KW	Date	Topic
July	27	Wednesday, 1 July	Top 10 articles of the month
	28	Monday, 6 July	Science, economy, products
	28	Wednesday, 8 July	SNL: Particle analysis
	29	Monday, 13 July	Science, economy, products
	29	Wednesday, 15 July	Science, economy, products
	30	Monday, 20 July	SNL: Microbial Biotechnology
	30	Wednesday, 22 July	Science, economy, products
	31	Monday, 27 July	Science, economy, products
	31	Wednesday, 29 July	SNL: Elemental analysis / spectroscopy/mass spectrometry
August	32	Monday, 3 August	Top 10 articles of the month
	32	Wednesday, 5 August	Science, economy, products
	33	Monday, 10 August	Science, economy, products
	33	Wednesday, 12 August	Science, economy, products
	34	Monday, 17 August	Science, economy, products
	34	Wednesday, 19 August	SNL: Water Analysis
	35	Monday, 24 August	Science, economy, products
	35	Wednesday, 26 August	SNL: Microplastics / Environmental Analysis
	36	Monday, 31 August	Top 10 articles of the month
September	36	Wednesday, 2 September	Science, economy, products
	37	Monday, 7 September	Science, economy, products
	37	Wednesday, 9 September	SNL: Sustainability
	38	Monday, 14 September	Science, economy, products
	38	Wednesday, 16 September	E-paper 3/26
	39	Monday, 21 September	Science, economy, products
	39	Wednesday, 23 September	SNL: Laboratory 4.0: Automation / Robotics
	40	Monday, 28 September	SNL: Cell cultivation
	40	Wednesday, 30 September	Top 10 articles of the month

	KW	Date	Topic
October	41	Monday, 5 October	Science, economy, products
	41	Wednesday, 7 October	SNL: Microscopy
	42	Monday, 12 October	SNL: Materials Research and Development
	42	Wednesday, 14 October	E-paper 4/26
	43	Monday, 19 October	Science, economy, products
	43	Wednesday, 21 October	SNL: The Safe Laboratory – Safety and Occupational Health and Safety
	44	Monday, 26 October	Science, economy, products
	44	Wednesday, 28 October	SNL: Laboratory diagnostics / biomedical analysis
	45	Monday, 2 November	Top 10 articles of the month
November	45	Wednesday, 4 November	SNL: Clean room
	46	Monday, 9 November	Science, economy, products
	46	Wednesday, 11 November	SNL: Laboratory Planning Laboratory 4.0 / Smart Infrastructure
	47	Monday, 16 November	Science, economy, products
	47	Wednesday, 18 November	Science, economy, products
	48	Monday, 23 November	Science, economy, products
	48	Wednesday, 25 November	E-paper 5/26
	49	Monday, 30th November	Top 10 articles of the month
	49	Wednesday, 2 December	SNL: Food Analysis
December	50	Monday, 7 December	Science, economy, products
	50	Wednesday, 9 December	Science, economy, products
	51	Monday, 14 December	SNL: Laboratory Management/Quality Assurance
	51	Wednesday, 16 December	2026 Year in Review/2027 Outlook

SNL=Special Newsletter

Terms and conditions

General Terms and Conditions for Advertising and Promotion of Pelemedia (as of 2025)

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

For a service requiring registration with Pelemedia, you must agree to the terms of use applicable to the use of this service. To do so, please click on the "Agree" field or tick the box as part of the opt-in procedure to give your consent. By clicking on the "Agree" field or ticking the box, you declare that you have read and agree to the terms and conditions. You can also print or download the terms and conditions.

1. Scope: The General Terms and Conditions apply to all services offered to the user on the Pelemedia website, in particular to paid content and services, competitions, and the marketplace and community area. Deviations from these General Terms and Conditions or special terms of use for individual services shall only be deemed agreed if they have been expressly confirmed in writing by Pelemedia. In particular, the mere failure of Pelemedia to object to other terms and conditions does not mean that these are deemed to have been agreed. Pelemedia is entitled to amend these terms and conditions at any time. Pelemedia will inform the user in good time about any changes to the terms and conditions applicable to them. The change shall be deemed to have been approved by the user if they do not object to the change or terminate the contract within one month of receiving notification of the change. In the event of an objection, Pelemedia is entitled to terminate the contract in due time. In the notification of the changes, Pelemedia will specifically point out the possibilities of objection and termination, the deadline and the legal consequences, in particular with regard to a failure to object.

Within the scope of the amendment to the General Terms and Conditions, Pelemedia is in particular entitled, in the event of a provision being invalid, to supplement or replace it with effect for existing contracts, in the event of a change in a statutory provision or supreme court ruling, if this change affects one or more terms of the contractual relationship, to adapt the affected terms in line with the purpose of the changed legal situation, provided that the new or amended terms do not place the user in a worse position than under the original terms. Any changes, including the updated version of the General Terms and Conditions, will be sent to the user by email. Pelemedia is not responsible for the internet services provided by third parties to which Pelemedia links from its pages or which Pelemedia mediates. The terms of use of the respective providers apply to these offers. This applies in particular to cooperation partners on Pelemedia. The offers of the cooperation partners on Pelemedia merely represent a sales platform for the respective partners of Pelemedia. When using the offers provided by cooperation partners, an independent legal relationship is established between the user and the cooperation partner, which is independent of any legal relationship between Pelemedia and the user. The legal relationship between the partner and the user is governed exclusively by the terms and conditions and operating processes of the cooperation partner. Pelemedia accepts no liability or warranty for this.

2. Access and participation rights: In principle, all users are entitled to access and participate.

The following minimum requirements apply to competitions. All persons who have reached the age of 18 or can provide proof of consent from a parent or guardian are eligible to participate. By participating in the competition, each participant agrees to have their name and photo published in the print edition and on the website, and to consent to further rights of use for advertising and marketing purposes. Employees of Pelemedia GmbH and persons involved in the organisation of the competition are excluded from participating. This also applies to their relatives. Pelemedia also reserves the right to change or amend the rules of competitions at any time. Pelemedia only concludes contracts for paid content and for the provision of Internet access with persons over the age of 18 or with the express consent of their legal representative. Furthermore, the websites are not intended for persons in countries that prohibit the provision or access to the content posted on them. Each user is responsible for informing themselves about any restrictions before accessing these websites and for complying with them.

3. Availability: Pelemedia's services are offered to the user subject to availability. Pelemedia endeavours to ensure that Pelemedia's services are available to the user without disruption. Maintenance work and/or further development and/or other disruptions may restrict and/or temporarily interrupt the possibilities for use. This may also lead to data loss under certain circumstances. This does not give rise to any claims for compensation on the part of the users affected. Pelemedia is also entitled to change or discontinue the services offered at any time at its own discretion without notice.

4. Contractual relationship: The contractual relationship regarding the use of Pelemedia's paid content is established by registering with the desired and selected payment system provider, agreeing to the general terms and conditions of use, and acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the paid content is opened. The use of third-party services advertised by Pelemedia on its pages or to which Pelemedia provides access via its pages results in contractual relationships exclusively between the user and the third-party provider. Pelemedia accepts no liability or warranty for this.

5. Opening a user account: For certain services on the Pelemedia website, the user must register or can open a user account. The user assures that the personal information provided during registration or when opening a user account on the Pelemedia website, in particular their first name, surname, postal address, date of birth and email address, is true and correct, and that they will notify Pelemedia immediately of any changes to this information.

6. Payment transactions: Fees for chargeable content are settled before the service is provided using a payment system provider selected by the user. Only the terms of use of the payment system provider selected by the user apply, which are indicated at the appropriate place and for which corresponding assistance is provided. The fees are to be paid in accordance with the respective terms of use to the selected payment system provider.

If the user fails to meet their payment obligations or if payments are not made or are reversed, Pelemedia is entitled, subject to further claims, to block the user's access. If the access is blocked due to outstanding claims

and the user settles these, access will be reactivated. Pelemedia reserves the right to commission third parties to carry out debt collection.

7. User obligations: The user undertakes not to violate any applicable legal provisions or contractual terms when using Pelemedia's services. In particular, they undertake to ensure that any content they disseminate does not infringe the rights of third parties (e.g. copyrights, patent rights and trademark rights), that applicable criminal laws and youth protection regulations are observed, and that no racist, Holocaust-denying, grossly offensive, pornographic or sexual, youth-endangering, extremist, glorifying or trivialising violence, glorifying war, promoting a terrorist or extremist political association, inciting a criminal offence, containing defamatory statements, offensive or unsuitable for minors or other criminal content. The user further undertakes to observe the recognised principles of data security for the protection of data and to comply with the obligations of the data protection regulations, to check emails and queries sent to Pelemedia for viruses with the greatest possible care, to comply with legal, official and technical regulations, to keep his or her user name and password secret and password secret, not to disclose them, not to tolerate or enable anyone else to gain knowledge of them, to take the necessary measures to ensure confidentiality and to notify Pelemedia immediately in the event of misuse or loss of this information or any suspicion thereof. Any indications of misuse of Pelemedia's content or payment system must also be reported to Pelemedia immediately. The user indemnifies Pelemedia against any claims by third parties that they may assert against Pelemedia due to the infringement of their rights by this user. This also includes the costs of appropriate legal action and defence. Pelemedia reserves the right, in the event of justified suspicion of misuse of Pelemedia's services or payment systems, to block this user's access to its content and any existing user account, and to involve the investigating authorities. The user may only offset Pelemedia's claims with undisputed or legally binding claims. The user shall only be entitled to rights of retention on the basis of claims arising from the individual, specific contractual relationship of which these General Terms and Conditions form an integral part.

8. Liability: Pelemedia and its representatives or vicarious agents shall only be liable for damages, in particular due to delay, non-performance, poor performance or tort, in the event of a breach of essential contractual obligations, the fulfilment of which could be particularly relied upon. The exclusion of liability does not apply to intent and gross negligence. Otherwise, Pelemedia shall not be liable unless there are mandatory statutory provisions. Pelemedia shall only be liable for foreseeable damages. Liability for indirect damages, in particular consequential damages, unforeseeable damages or atypical damages, as well as lost profits, is excluded. The same applies to the consequences of industrial disputes, accidental damage and force majeure. Pelemedia provides its own information and data as well as information from other providers via hyperlinks (internet links) on the internet and on mobile devices. This information and data is provided for informational purposes only, without the user being able to rely on or trust the timeliness, accuracy or completeness of the information. Pelemedia therefore accepts no warranty or liability, in particular for direct or indirect damage resulting from the use of the information or data found on the Pelemedia websites. In particular, Pelemedia accepts no responsibility for the content or functionality, accuracy or legality of third-party websites referred to via links from the Pelemedia websites. Pelemedia offers discussion forums and chats. The content and information exchanged by users in these forums is not subject to control by Pelemedia. For this reason, Pelemedia accepts no liability for the content and information posted in the forums. The responsibility for the content that the user publishes on the Pelemedia pages lies exclusively with the user. Pelemedia excludes any liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular for the dispatch of prizes to be awarded in the context of a competition. The above limitations of liability apply to all contractual and non-contractual claims.

9. Liability for defects: If the user complains about paid content due to incomplete or defective services provided by Pelemedia, the user must report the complaints to either Pelemedia or the payment provider immediately after becoming aware of them, in accordance with the terms of use of the payment system provider chosen by the user. If Pelemedia is liable due to justified and timely complaints, Pelemedia must deliver the missing part of the service in the case of incomplete performance and, in the case of defective performance, either repair the defect or deliver a replacement, at its discretion. The user may demand a reduction in fees if attempts at rectification or replacement delivery by Pelemedia are refused, impossible or fail in any other way. There is no right of withdrawal in favour of the user.

10. Copyright: All content, information, images, videos, databases and computer programmes (e.g. widgets) published on the Pelemedia website are protected by copyright. Use is permitted for private personal use only. Any use beyond this, in particular the private and commercial reproduction, modification, distribution or storage of information or data, in particular texts, text parts, image and film material, requires the prior express consent of Pelemedia. This also applies to inclusion in electronic databases and reproduction on CD-ROM, DVD, etc. Private and/or commercial reproduction, modification, distribution or other misuse of computer programmes is not permitted. The user does not acquire any ownership rights by downloading or sending the source code of a computer programme. No copyrights or other ancillary copyrights are transferred. If the service and/or services are discontinued, the user is obliged to delete the source code provided immediately. In all other respects, the legal restrictions arising from copyright law and other applicable legal provisions apply.

11. Content submitted by users: Users who submit their own content (e.g. videos, photos, photo series, texts, etc.) to Pelemedia (e.g. as part of competitions, reader campaigns, internet competitions) agree by submitting such content that it may be reproduced, distributed and publicly reproduced on the internet and in print media free of charge. The user further declares that they own all copyrights and other rights to the submitted content and that persons depicted in submitted graphic content (e.g. videos, photos, photo series) who are not merely incidental to a location or part of depicted gatherings, processions or similar events agree to the publication. For

persons under the age of 18, the consent of a parent or guardian is required. Entries sent by post cannot be returned to the participant. Users undertake not to send Pelemedia any content that is illegal, grossly offensive, pornographic or sexual, harmful to minors, extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political organisation, incites criminal activity, contains defamatory statements or is otherwise punishable by law. The user also undertakes not to send any content that contains advertising or commercial content. Pelemedia reserves the right not to publish submitted content. The user fully indemnifies Pelemedia against all third-party claims arising from the user's breach of their obligations under these terms and conditions or – contrary to this declaration – the user not owning all rights to the submitted content or persons depicted not consenting to publication. The submitted content is the personal opinion of the user and does not represent the opinion of Pelemedia. The user has no legal claim to the publication of the submitted content.

12. Right of withdrawal: The user is entitled to withdraw their declaration of intent to conclude the contract within two weeks. The period begins at the earliest upon receipt of this instruction. To meet the deadline, it is sufficient to send the declaration of revocation in good time. It must be made in writing without giving reasons and sent to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar, Germany. In the event of an effective revocation, the services received by both parties must be returned and any benefits derived must be surrendered. If the user is unable to return the services received in whole or in part, or only in a deteriorated condition, compensation must be paid for the loss in value.

However, the right of withdrawal does not apply if Pelemedia has begun to perform the service with the express consent of the user before the end of the withdrawal period or if the user has initiated this performance themselves (e.g. by downloading, etc.).

13. Termination: Each party reserves the right to terminate the contract for good cause. Good cause shall be deemed to exist in particular if the user continues to violate essential provisions of these General Terms and Conditions despite receiving a warning and/or if the user commits misconduct against third parties by using Pelemedia's services for illegal purposes or for purposes that are harassing to third parties. All terminations under these GTC must be made in writing to the address specified in section 12. Upon termination taking effect, access to Pelemedia's services will be blocked.

14. Place of performance/place of jurisdiction: The place of performance is the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action is the registered office of the provider. Unless the provider's claims are asserted in summary proceedings, the place of jurisdiction for non-merchants is determined by their place of residence. German law applies.

If the place of residence or habitual abode of the client, including non-merchants, is unknown at the time the action is brought, or if the client has moved his place of residence or habitual abode outside the jurisdiction of the law after conclusion of the contract, the place of jurisdiction shall be the registered office of the provider if the contract was concluded in writing.

15. Final provisions: Legal recourse is excluded in connection with participation in competitions. Should individual provisions of these General Terms and Conditions, including these regulations, be wholly or partially 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 statutory provisions.

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