

**EARLYBIRD
OFFER**
Secure earlybird
conditions!

PSI

Members only

Media Guide 2019



EARLYBIRD OFFER*

Secure our earlybird conditions and allow us to plan your annual campaign.

Your advantages:


- Best placement for earlybirds
- Planning reliability for your entire year
- Price advantage - earlybirds pay less


Our earlybird conditions apply until 29 March 2019.


Contact us now.
We will be happy to advise you!


*Newsletter products are excluded from the earlybird offer

Social Media Lounge

 Let's meet on Xing
(<http://bit.ly/xing-gruppe>)

 Join us on facebook
(<http://on.fb.me/psimesse>)

 Follow us on Twitter
(<http://bit.ly/psitwitter>)

 Watch the PSI on Youtube
(<http://bit.ly/psiyoutube>)

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Valid arguments for your media planning

Strong media – successful advertising

Highly effective media – offline as well as online.
The PSI publications and the PSI websites (psi-network.de, psi-messe.com, psiproductfinder.de) are the top information sources for the promotional product industry.

Qualified target group

PSI media reach management, marketing and sales executives of the PSI member companies throughout Europe and beyond. In short, the decision-makers. Wastage is thus avoided.

Cross-media solutions

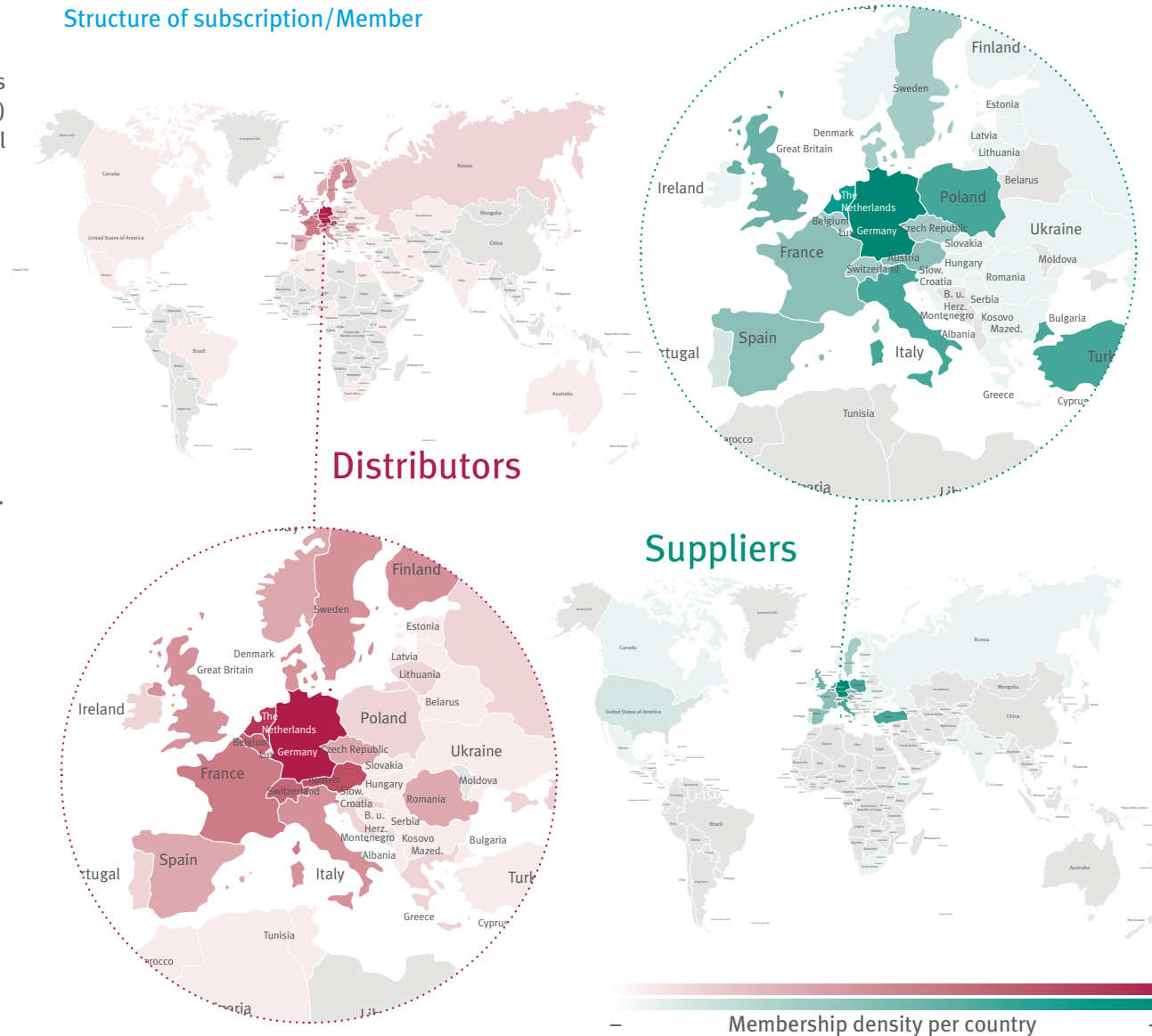
As an international network of the promotional product industry, PSI offers attractive cross-media solutions, covering a broad spectrum from print, web, newsletters and e-commerce to regional events and international trade shows and congresses. For PSI members, this means real added value and a communicative competitive advantage – a unique cross-media platform for successful advertising.

PromoAlliance

The PromoAlliance is the international alliance of the promotional product industry with PSI (Germany), ASI (USA) and Sourcing City (UK).



Structure of subscription/Member



Cross-media advertising – your holistic media presence

PSI – the established and professional business platform in Europe

Print



Online



Haptic



Targeted advertising impact through balanced cross-media services

PSI media

State-of-the-art reporting on branch trends, political issues and news about people/companies

An average of 36.000 monthly product search queries in the PSI Product Finder

Your product highlights and company news can be spread through all channels in a very short time and reach a high level of recognition

An average of 6.300 monthly product search queries on the Product Sourcing Hotline

PSI media are considered important to very important by 96.6% of the distributors surveyed.

Source: Representative PSI distributor survey on media usage 2017

Our media solution for your campaign goal

Your goal is ...	PSI Journal/ PSI Europe	Supplier Finder	Product Finder	Network website	PSI News- letter	PSI Directory Newsletter	Sales of mailing lists	PSI Show Guide	PSI Show website	PSI Show Newsletter	PSI No- velty Box
Visibility / brand awareness	X	X		X	X						X
Generating new customers	X	X	X		X	X	X	X	X	X	
Product presentation	X		XXX		X						XXX
Exhibitor presence	X							X	X	X	

Leading specialist print media for the promotional product industry

Top information sources for PSI members since 1961

PSI Journal



PSI Europe



Specialist magazine for PSI members (suppliers & distributors)

The PSI Journal can be downloaded online and on mobile devices: www.psi-network.de/journalarchiv

Frequency

11 times a year - on the first of each month
Double issue August/September

Advertising figures per month

Print run: 6.850 copies

including

German version: 3.800 copies

English version: 3.050 copies

The January trade show issue is produced with an increased print run

PSI Supplier Finder



The business directory of PSI supplier members für PSI Händler

psi-network.de/supplierfinder

Frequency

Twice a year (June and December)

Advertising figures per issue

Print run: 6.100 copies

including

German version: 3.650 copies

English version: 2.450 copies

PSI Journal and PSI Europe: Strong media – successful advertising – increased sales

Communicate with the promotional product industry through PSI media!



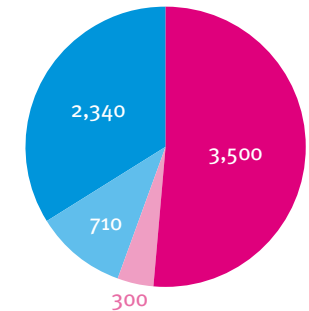
Target groups

- Distributors and suppliers of promotional products
- Company owners
- Managing directors
- Marketing managers
- Sales managers
- Sales personnel
- Marketing decision-makers

89.1% of the distributors surveyed read the PSI Journal.

Source: Representative PSI distributor survey on media usage 2017

Total print run



The PSI Europe is the European version of the PSI Journal and has an independent character with selected European/international themes. Take advantage of this opportunity and place your ad in an English language version as well.

■ PSI Journal D+A+CH
 ■ PSI Journal international (without D+A+CH)
 ■ PSI Europe D+A+CH
 ■ PSI Europe international (without D+A+CH)

For a detailed circulation breakdown, see page 11

The PSI Journal provides information on trends, events and the great minds of the industry, and lots more. The highlight is the annual special edition of the PSI Trade Show in January. Take advantage of this international advertising opportunity – without any wastage!



Two motives per ad placement! No additional costs when placing your advertisement in both language versions (German/English).

PSI Journal and PSI Europe – Topic plan 2019

Month	Date of issue	Product topic 1	Product topic 2	Editorial deadline	Ad closing date
January 2019	02.01.2019	Trade show innovations PSI 2019		05.11.2018	15.11.2018
February 2019	11.02.2019	Garden, hobby and craft	Calendars and packaging	14.12.2018	04.01.2019
March 2019	01.03.2019	Wellness and cosmetics	Travel and leisure	18.01.2019	05.02.2019
April 2019	01.04.2019	Writing instruments, office and school	Trade shows, festivals and events	15.02.2019	05.03.2019
May 2019	02.05.2019	Fitness, sport and play	Brand and design products, watches	15.03.2019	05.04.2019
June 2019	03.06.2019	Sweet delights and beverages	Electronics and smartphone accessories	15.04.2019	06.05.2019
July 2019	01.07.2019	Christmas and gift sets	Auto, traffic and safety	17.05.2019	05.06.2019
August + September 2019	03.09.2019	Ecological and sustainable products, vegan	Fashion, workwear, caps and accessories	21.06.2019	05.08.2019
October 2019	01.10.2019	Winter, wind and weather	Plastic creations	16.08.2019	05.09.2019
November 2019	01.11.2019	Chinaware, glass and tableware	Knives and tools	16.09.2019	07.10.2019
December 2019	02.12.2019	Trendy and unusual	Made in Germany/Europe	18.10.2019	05.11.2019
January 2020	02.01.2020	Trade show innovations PSI 2020		07.11.2019	15.11.2019

Technical specifications

Editorial product presentations to be sent to: hoechemer@edit-line.de

- Please send all submissions with your company name, PSI number as well as desired issue
- No embedding of graphics and images in Word documents

Text formats DOC, PDF or RTF formats (800 characters including blanks)

Image formats and resolutions EPS, TIF, JPG, PDF in 300 dpi

Product presentations are free, but they cannot be guaranteed.

Print documents (PDF, 300 dpi) to be sent to:

PSI Journal – Anja Heidbüchel

e-mail: printing@reedexpo.de

or via Kössinger FTP <ftp://91.223.141.70>

User name: PSI

Password: kikoga29

Format of magazine

DIN A4, 210mm x 297mm (W x H)

Colour

ISO 2846 (4c/four-colour printing)

Printing process

Offset. Printing is done in the 80 grid

ISO Coated v2

In the case of submission of ad printing material without a color-binding proof, we are not liable for any faulty print result. Please send a color-binding proof (ISO 12647) until the deadline of printing materials to: PSI Journal, Ms Anja Heidbüchel, Völklinger Str. 4, 40219 Düsseldorf, Germany.



PSI Journal – layout and sections

1. Trends and brands

Colourful introductory pages in the magazine. Informative, entertaining and surprising. In the key role: Trendy, original and stylish promotional products, brand and design products.

2. Market research

The world of promotional products in figures: Results of studies and surveys that you can use as arguments in customer acquisition. After all, promotional products can do more than your customer knows.

3. Current trade show

Previews and reviews at the latest PSI Trade Show: Impressions, trends and information about Europe's largest promotional product trade show.

4. Focus

Topics that relate to and affect the industry, from sales markets to certifications. Background and developments, freshly researched and vividly presented.

5. Promotional product guide

In focus: Every month, two large theme-related product sections introduce new and effective promotional products. A compact market overview and useful guide through the latest world of promotional products.



Portrait

9.

With sympathy and creativity

The products of the company mbw have long since made a name for themselves in the industry. The haptic heroes of the Schnabels and Herr Bert brands, the practical „Schmoozies“ and the plush cuddly toys of the MiniFeet brand create a cheerful mood in every way. Jan Breuer has been the man behind these popular figures for four years. The young entrepreneur virtually grew up in the company of the founding Both family and today he drives the further development of the company with fresh impulses.



When you meet 34-year-old Jan Breuer on a beautiful spring summer day this year in Wannberg in Schleswig-Holstein in the north of Germany, very close to the Flensburg is where mbw is located, and although it is a small municipality, its name has been well-known in promotional product circles for a long time. This has to do with Jan Breuer's predecessors, the married couple Monika and Walter Both, who founded the company in 1980 and developed it into a successful, well-known and respected supplier to the industry. Although Jan Breuer had not yet been born, he accompanied this entrepreneurial evolution almost from childhood, you can say.

Impressive collect
Everything started with the first steps in the German traffic association. Gradually the assortment of products expanded: reflective tapes, soft microfibre cloths. Then the Ducks, part of the mooring ducking family, and Bert.

Distinctive individ
The cuddly animals in various versions have long been together with the MiniFeet become strong pillars.

11.

PSI Journal
PSI Product Finder | New tool for suppliers
PSI BOX | Further deliveries scheduled

10.

Sweet Box
Power for the job on the go
PSI Journal 2/2019

14.

PSI Journal
PSI Product Finder | New tool for suppliers
PSI BOX | Further deliveries scheduled

6.

Extension of the company headquarters
New sales manager at ASS Altenburger
Sales repositioned
Lars Fischer
Michael Inseiner

Opinion

Focus on the trade

After the trade show has been held, the trade show work was great. The trade show is a great opportunity for the exhibitor to meet with their customers and to get to know them better. It is a chance to establish new contacts and to strengthen existing ones. The trade show is also a great opportunity for the exhibitor to present their products and services to a large number of potential customers. The trade show is a great opportunity for the exhibitor to present their products and services to a large number of potential customers. The trade show is a great opportunity for the exhibitor to present their products and services to a large number of potential customers.



12.

Senate of Economy Germany
The Senate of Economy Germany is a central institution for the promotion of the German economy. It is composed of representatives from various economic sectors and is responsible for advising the government on economic policy. The Senate of Economy Germany is a central institution for the promotion of the German economy. It is composed of representatives from various economic sectors and is responsible for advising the government on economic policy.

8.

“The material of the future”
The subject of plastic is currently on everyone's lips. Reports and documentaries about the growing plastic waste polluting the earth and the sea are compellingly warning the public. But even against the background of a general material shortage, it is important to objectively look at plastic as a universal material.

Ballon-AS
LATEXBALLONS
LATEXBALLONS
LATEXBALLONS
LATEXBALLONS

13.

6. Industry

The information platform: Company news and personal details, reports of trade shows and events, interesting facts from associations and the industry.

7. Companies

Reports on companies of the PSI network: Services, strategies and products.

8. Business

Knowledge and experience in the field of promotional products with studies. Best-practice examples and know-how on production and finishing techniques.

9. Portrait

A personal insight into promotional product entrepreneurs: Interesting personalities, exciting biographies and strong companies.

10. Innovative products

A wide range of innovative articles from all product groups.

11. My PSI

Information from the international PSI network for its members.

12. Opinion

PSI Managing Director Michael Freter writes about current branch issues.

13. Classifieds

14. Preview/Imprint

PSI Journal and PSI Europe – advertising formats and individual special advertising formats

<p>2/1 page Full-format per page: 210mm x 297mm plus 3mm margin 3,999.00 Euro</p>	<p>1/1 page Full-format 210mm x 297mm plus 3mm margin 2,325.00 Euro</p>	<p>1/3 page horizontal Full-format 210mm x 95mm plus 3mm margin Print space 185mm x 83mm 1,581.00 Euro</p>	<p>1/4 page vertical Full-format 100mm x 145mm plus 3mm margin Print space 90mm x 127mm 1,428.00 Euro</p>
<p>2 x 1/2 page „Twin-Set“ Full-format per page: 210mm x 145mm plus 3mm margin 2,325.00 Euro</p>	<p>1/2 page horizontal Full-format 210mm x 145mm plus 3mm margin Print space 185mm x 127mm 1,708.00 Euro</p>	<p>1/3 page vertical Full-format 70mm x 297mm plus 3mm margin Print space 58mm x 260mm 1,581.00 Euro</p>	<p>1/8 page Print space 90mm x 61mm 347.00 Euro</p> <p>Classified ad format</p>
<p>2 x 1/2 page Full-format per page: 100mm x 297mm plus 3mm margin 2,325.00 Euro</p>	<p>1/2 page vertical Full-format 100mm x 297mm plus 3mm margin Print space 90mm x 260mm 1,708.00 Euro</p>	<p>1/4 page horizontal Full-format 210mm x 70mm plus 3mm margin Print space 185mm x 60mm 1,428.00 Euro</p>	<p>Contents-Ad Full-format 236mm x 297mm plus 3mm margin 2,383.00 Euro</p> <p>SOLD OUT</p>

Bookmark*



from 4,084.00 Euro
Form-punched is also possible.

Banderole*



from 4,084.00 Euro

Double-gate folds



from 5,835.00 Euro

Separator page*



from 3,384.00 Euro

*including production and packaging

Sticky note



from 2,016.00 Euro
(2 variants)

Print space ads do not require any additional margin since they are adjusted to the print space and are not cut to size.

Full-format ads are to be provided with a 3mm margin all round to prevent unwanted white areas if imprecisely cut.

All specifications:
width x height

Supplements in the PSI Journal

Our readers expect the latest information and product news. With a supplement (flyer or product) in the PSI Journal, you are sure to hit the mark and benefit from the increased attention of our readers to your advertising message.

Technical specifications

- Supplements are possible up to a maximum format size of DIN A4.
- We require a product sample before making a booking/reservation.
- We do not offer a discount or agency commission on special advertising formats and/or supplements
- As an option, we would be pleased to submit an offer to print your print supplement.

Date of delivery:

Two weeks prior to publication date

Delivery address:

Helmut Sturm
c/o Kössinger AG
PSI Journal issue xx/2019
Fruehaufstraße 21, 84069 Schierling, Germany
Tel.: +49 9451 - 499-140

Labelling of supplements:

Labelling to be done analogously to delivery note, clearly visible indicating purpose, content and quantity details. In the case of delivery of several issues, each issue is to be labelled separately.

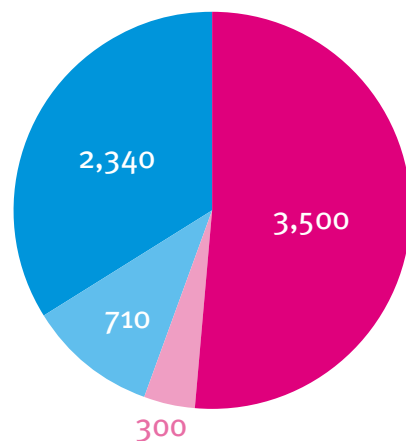
Palletisation:

Neat on sturdy reusable pallets, pallet base to be covered with robust cardboard or plastic film. In case a strapping/protection cover is applied, the edges may not be damaged or bent. In the case of delivery of several issues, each issue is to be palletised separately.

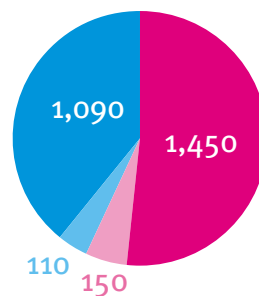


Distribution of the overall circulation for advertisements, special advertising formats and supplements

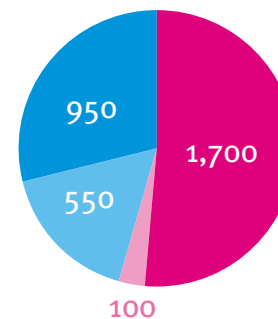
Total print run



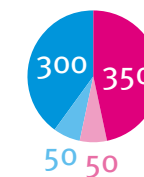
PSI distributor mailing list



PSI supplier mailing list



PSI VIP mailing list



■ PSI Journal D+A+CH

■ PSI Europe D+A+CH

■ PSI Journal international (without D+A+CH)

■ PSI Europe international (without D+A+CH)

PSI Show Guide 2020 – issue and target group

The official companion for the PSI Trade Show

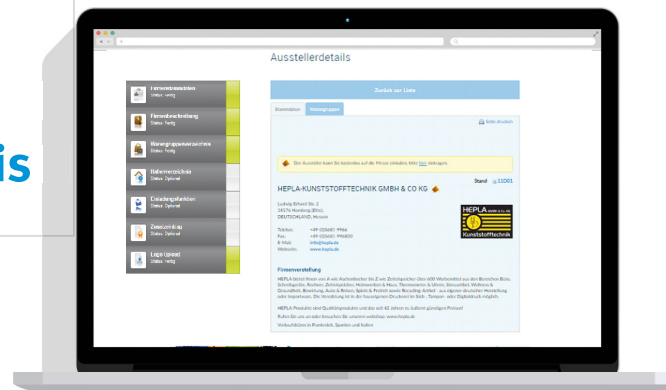
Exhibitors only



In addition to the media channels PSI Journal and PSI Newsletter, as an exhibitor of the PSI Trade Show you can also highlight your company in the official exhibitor directory – print and online. The advertising options such as the visitor invitation function, logos, product groups and highlighting can easily be selected and booked online via the Online Service Centre, using your personal PSI login data.

The basic entry is already included in your exhibition contract! Make sure you enter your information in time so that the visitors of the exhibitor directory can already view your data online and plan their visit to the trade show.

psi-messe.com/osc



Target groups/visitors of the PSI

- Suppliers and distributors of promotional products
- Company owners
- Managing directors
- Marketing managers
- Sales managers
- Sales personnel
- Marketing decision-makers

The PSI Show Guide is combined with the January issue of the PSI Journal.

Combined with the January edition of the PSI Journal, the PSI Show Guide serves as the trade show issue with an increased circulation. See PSI Journal for publication details (page 005).

Important date
Entry deadline for exhibitors: 22.10.2019

PSI Supplier Finder – target group

The optimal medium for active quality management and to demonstrate existing competence



Appears twice a year.

The PSI Supplier Finder is the print counterpart to the PSI Product Finder and is thus another channel of product research for PSI distributors.

Sind Sie verifiziert?
Welche Veredelung bieten Sie an?

Important dates

Submission deadlines

Issue 01/2019: 02.05.2019

Issue 02/2019: 02.10.2019

Erscheinungsterine

Issue 01/2019: 01.07.2019

Issue 02/2019: 01.12.2019

Target groups

- Suppliers and distributors of promotional products
- Company owners
- Managing directors
- Marketing managers
- Sales managers
- Sales personnel
- Marketing decision-makers

PSI Supplier Finder – networked visibility

The optimal medium to demonstrate existing competences

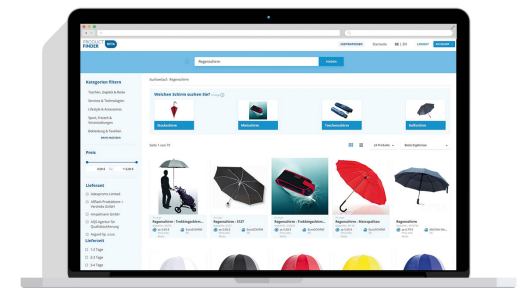
One of the most sought-after research and matchmaking publications in the promotional product sector



Direct and interactive networking with the PSI Product Finder

Immediately publish your entries online.

PSI Product Finder



**PSI Product Sourcing Hotline
+49 211 90191-333**

The PSI Supplier Finder also serves as a basis for recommendations in the PSI Product Sourcing Hotline.

An average of 6.800 monthly product search queries via the Product Sourcing Hotline.

PSI Supplier Finder – your company profile as a supplier

Searching for and finding PSI distributors made easy

PSI List of certificates with suppliers 03140000-03250000

03140000 SMETA Audit
03160000 UN Global Compact
03150000 TÜV
03170000 VFI social fair
03190000 WRAP
03230000 Fair Labor Association

achilles concept GmbH & Co. KG
elasto form KG
Euron-Print Marketing GmbH
FARE - Guenther Fassbender GmbH
Fugg Frisch GmbH
Fuldaer Merchandising GmbH
GABEX machine plus GmbH
GEMEX machine plus GmbH
Global Innovations Germany GmbH & Co. KG
BERNHARD GÖBEL GmbH + CO.
HAPPY baby
Lagipich GmbH - European Head Office
Impressa GmbH
Karl Heiser KG Verpackungen, Werbemittel, Präsenverpackungen
KHK GmbH
KVC GmbH Spezialstoffe
K&M ZÜNDELHOLZ INTERNATIONAL, Karl Müller GmbH
Louis N. Kuttner GmbH
LUMAFIL L&S & Co. KG
mball Vertriebsges. mbH für Werbeartikel und Spielwaren
sarcos Marketing GmbH
REDA & S.
Safeline GmbH
siegma NFB (promo)
Sichtart Farben GmbH & Co. KG
Safety Reflector Finland OY
SCALA Electronic GmbH
SENA TOR GmbH & Co. KG&A
SPLAST Stuttgart Plastik GmbH
STRAP GmbH
TODU GmbH
Tropf - Tuben GmbH & Co. KG
Vidlog - Massage oil & hotte Mark Cuijpers
WOLKONNECT AG adnan.vorobeev@getalish.com
Yool Trading GmbH

Basic entry

- Company master data
- Company description (print 300 characters/ online 3.000 characters – including blanks)
- PSI number
- 2 product group listings
- Listing in the certificate directory

The basic entry is included in your membership!
But there are various upgrade options.

Upgrades

Possible services supplementary to the basic entry to ensure optimal visibility.

The following services can be booked separately:

- Logo in the alphabetical directory
- Logo for each product group
- Logo for each certificate group
- Highlighting the product group
- Additional product groups (as of the 2nd listing)
- Ads (b/w + 4c) and special forms of advertising
- Brand list

AC-AD Alphabetisches Lieferantenverzeichnis www.psiportalfinder.de

PSI 48803 Auro Design GmbH
PSI 48804 achilles® ideas for life

AC-AD Europe
Achilles® ideas for life

PSI 48805 Auro Design GmbH
PSI 48806 achilles® ideas for life

PSI 48807 Accurate Cashewnut, Kacanyak kanyika janya
PSI 48808 akap-Schleifer Wares 1

PSI 48809 Akiya
PSI 48810 Accurate Cashewnut, Kacanyak kanyika janya

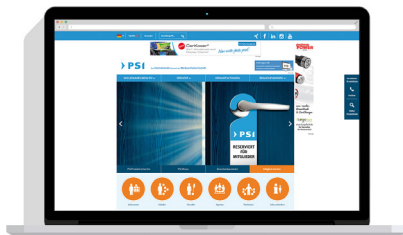
PSI 48811 Akup-Schleifer Wares 1
PSI 48812 Akup-Schleifer Wares 2
PSI 48813 Akup-Schleifer Wares 3
PSI 48814 Akup-Schleifer Wares 4
PSI 48815 Akup-Schleifer Wares 5
PSI 48816 Akup-Schleifer Wares 6
PSI 48817 Akup-Schleifer Wares 7
PSI 48818 Akup-Schleifer Wares 8
PSI 48819 Akup-Schleifer Wares 9
PSI 48820 Akup-Schleifer Wares 10



Print media

PSI websites and newsletter – the optimal platforms for addressing your target group

PSI Network website



psi-network.de

On the PSI Network website, you will find information about the PSI Network and the promotional product industry.

Monthly advertising figures

Period: 1.1.2018 - 31.12.2018

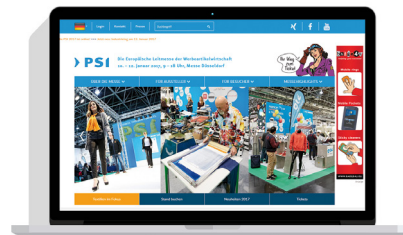
Ø Page Impressions: 641,841*

Ø Visits: 163,644*

Run-over network

When booking a banner on all three PSI websites (psi-network.de, psi-messe.com), we grant a discount of 25%.

PSI Trade Show website



psi-messe.com

On the trade fair website, exhibitors and visitors alike will find all the information about the annual PSI Trade Show.

Monthly advertising figures

Period: 1.1.2018 - 31.12.2018

Ø Page Impressions: 706,992*

Ø Visits: 176,641*

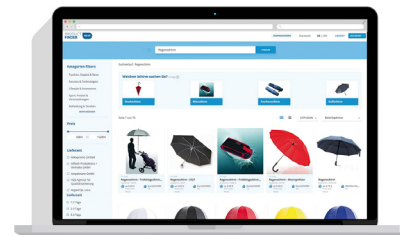
Trade show preparation time:

1.10.2016 - 31.1.2017

Ø Page Impressions: 174,000

Ø Visits: 34,500

PSI Product Finder



psiproductfinder.de

The PSI Product Finder is an intelligent promotional product search engine connected to the live data of PSI suppliers.

Monthly advertising figures

Period: 1.1.2018 - 31.12.2018

Ø Page Impressions: 618,136*

Ø Visits: 117,917*

Product Status Product Finder:

(as of September 2018)

144,000 Products

232,000 Product variants

PSI Newsletter



psi-network.de/newsletter

The ideal platform for your highlights and news.

Advertising figures per consignment

PSI Business Newsletter
Subscribers:

6,287 German-speaking
2,116 English-speaking

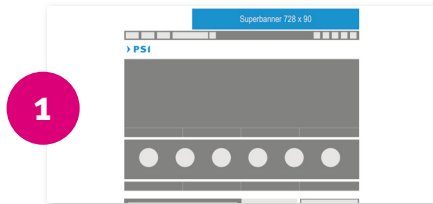
PSI Business Newsletter for
verified distributors
Subscribers:

2,500 German-speaking
3,000 English-speaking

*Average value 2018

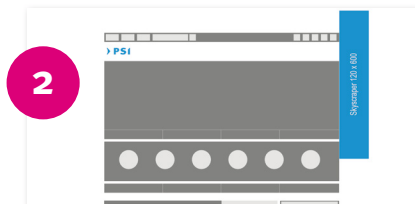


PSI websites – banner placements



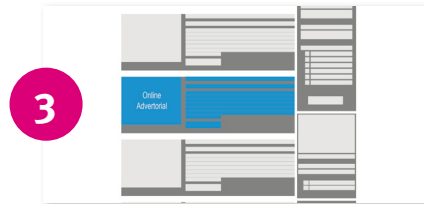
Superbanner

This extremely wide form of advertising provides a lot of space for advertising messages – attention is guaranteed!



Skyscraper

This form of advertising has a fixed position and is thus always visible when scrolling, even on tablet devices.



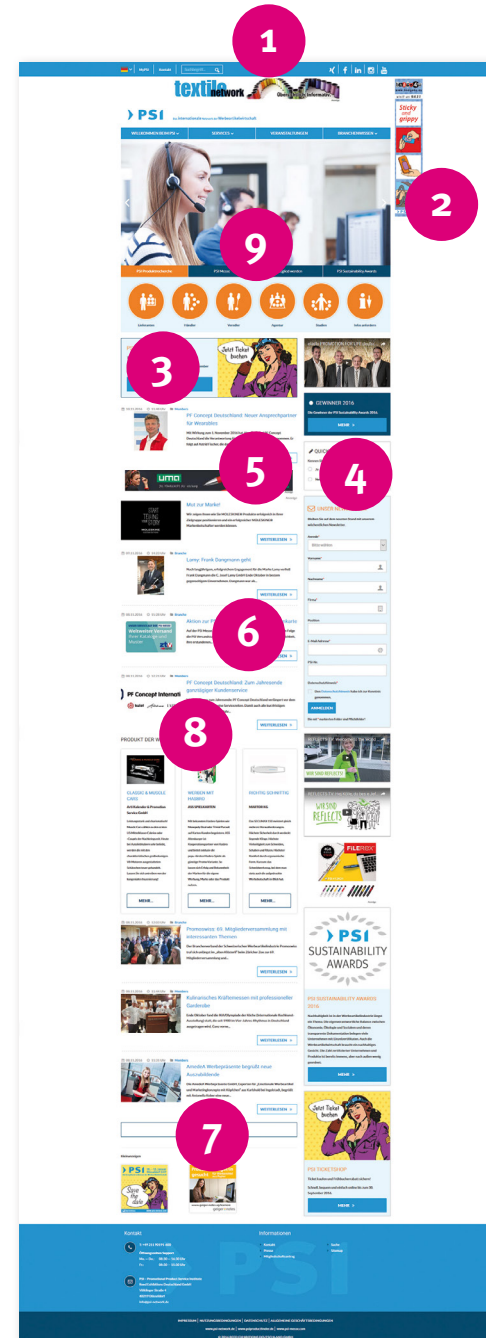
Online Advertorial

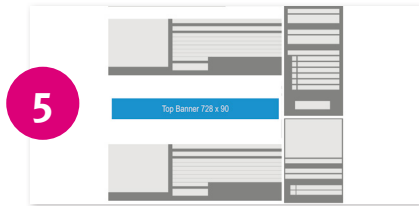
(Image + press release)
Position your press release in the editorial content area on the website.



Square PopUp

Square – simple – good: Always in the periphery of the content area at the left or right edge of the website, your advertising message will always draw the attention of the reader.

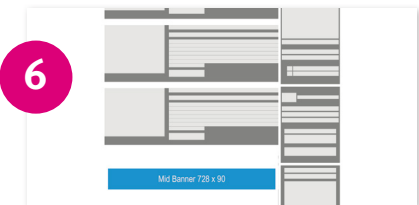




5

Top Banner

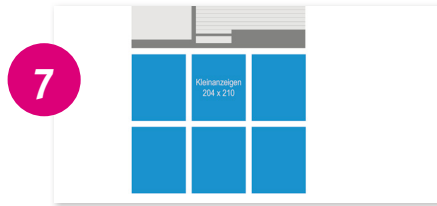
This wide form of advertising provides a lot of space for advertising messages in the immediate content area of the website – always an eye-catcher!



6

Mid Banner

This wide form of advertising provides a lot of space for advertising messages in the immediate content area of the website – always an eye-catcher!

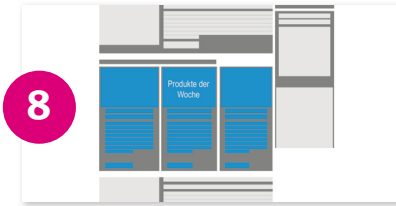


7

Classifieds

Do you have any vacancies, or a machine or stock that you want to sell? Then place a small ad on our website! This can be done at very short notice!

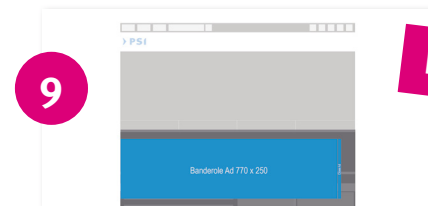
Live examples
www.psi-network.de/onlineads



8

Products of the week

Our professional editorial staff can impressively highlight your product!



9

Highlight

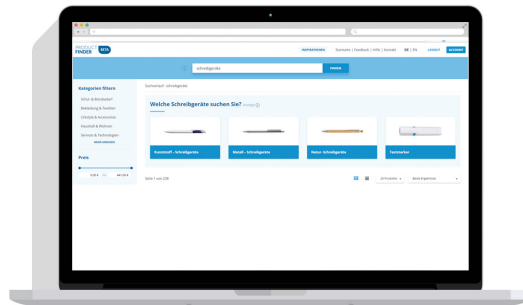
Banderole

This form of advertising is the most popular form of advertising on all end devices (desktop computers, mobile devices/tablet). The visitors to the website will first see your advertising message before they reach the content of the website. The banderole never disappears completely and can be shown again and again.



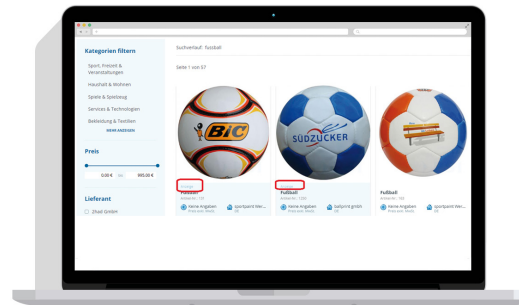
PSI Product Finder – special product advertising opportunities

New!



Produkt-Kampagne

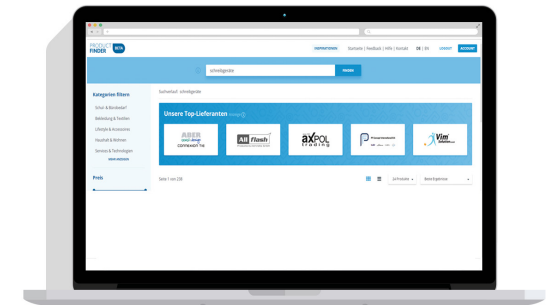
375,00 Euro pro Kasten, mind. 3 Kästen - bei 4 Kästen 1.250,00 Euro



Top Hit

Influence the ranking of the search results in the Product Finder and position yourself at the top of the search listing when your product category is searched! A top hit refers to a particular search term such as “ball”. Several top-hit customers are possible.

263,00 Euro, mind. 3 Monate



Logo-Kampagne

75,00 Euro pro Monat, mind. 3 Monate

84.9% of the distributors surveyed use the PSI Product Finder

Source: Representative PSI distributor survey on media usage 2017

Technical specifications

- When booking, please provide the product reference number as well as the desired search terms

Prerequisites

- A prerequisite for placing recommendations and top hits is the integration/uploading of your product in the PSI Product

Finder.

- High up-to-dateness of product data and the integration of search terms (in product names/ product descriptions) are effective

Is your item data not yet available in the PSI Product Finder?

If so, you should not waste any time. Register with us now because an entry in the PSI Product Finder means additional sales channels for you. And this is **entirely free** for you. Please contact your personal PSI customer service representative: importe-productfinder@reedexpo.de



PSI Business Newsletter

The PSI Business Newsletter exclusively informs all PSI members about trends, industry news and product innovations every Friday. The newsletter is published every four weeks with an international edition.

PSI Business Newsletter for verified distributors

The PSI Business Newsletter is distributed every Monday to all distributors who have registered in the PSI Directory. It does not include any products of the week – but it also reaches non-members of the PSI.

89.9% of the distributors surveyed read the PSI Newsletter.

Source: Representative PSI distributor survey on media usage 2017



Advertising opportunities

1. 2. 3. 5 Banner

Place your advertising banner at the first (TOP), the second or third (MID) position with a link to your company website.

Format: Banner 728 x 90 pixels. 72dpi. up to 40 kb. as an animated gif. html. jpg. or rich media file.

Deadline:

One week prior to despatch of the newsletter.

4 Product of the Week

Exclusive presentation of three products per newsletter including a teaser text. Each product is linked to your desired landing page.

Format:

- 300 characters. text including blanks in German and English
- Product image 204 x 155 pixels. 72 dpi as jpg
- Link to your product

Deadline:

One week prior to despatch of the newsletter.

6 Classifieds

Advertise your products, new catalogue releases, company news or job offers.

Format: Your classified ad with a resolution of 72 dpi as jpg 204 x 210 pixels.

7 Catalogue announcements

Advertise your new product catalogues in the Newsletter. The direct way for the PSI distributor to download your new products.

Format: 204 x 291 pixels.

PSI Newsletter – publication dates 2019

Legend on page 24

February	March	April	May	June	July
1 Fri D	1 Fri D	1 Mon <small>KW 14</small>	1 Wed	1 Sat	1 Mon <small>KW 27</small>
2 Sat	2 Sat	2 Tue	2 Thu	2 So	2 Tue
3 Sun	3 Sun	3 Wed	3 Fri D	3 Mon <small>KW 23</small>	3 Wed
4 Mon <small>KW 06</small>	4 Mon <small>KW 10</small>	4 Thu	4 Sat	4 Tue	4 Thu
5 Tue	5 Tue	5 Fri D	5 So	5 Wed	5 Fri D I
6 Wed	6 Wed	6 Sat	6 Mon <small>KW 19</small>	6 Thu	6 Sat
7 Thu	7 Thu	7 Sun	7 Tue	7 Fri D I	7 Sun
8 Fr D	8 Fri D	8 Mon <small>KW 15</small>	8 Wed	8 Sat	8 Mon <small>KW 28</small>
9 Sat	9 Sat	9 Tue	9 Thu	9 Sun	9 Tue
10 Sun	10 Sun	10 Wed	10 Fri D I	10 Mon <small>KW 24</small>	10 Wed
11 Mon <small>KW 07</small>	11 Mon <small>KW 11</small>	11 Thu	11 Sat	11 Tue	11 Thu
12 Tue	12 Tue	12 Fr D I	12 Sun	12 Wed	12 Fri D
13 Wed	13 Wed	13 Sat	13 Mon <small>KW 20</small>	13 Do	13 Sat
14 Thu	14 Thu	14 So	14 Tue	14 Fri D	14 Sun
15 Fri D I	15 Fri D I	15 Mon <small>KW 16</small>	15 Wed	15 Sat	15 Mon <small>KW 29</small>
16 Sat	16 Sat	16 Tue	16 Thu	16 Sun	16 Tue
17 Sun	17 Sun	17 Wed	17 Fri D	17 Mon <small>KW 25</small>	17 Wed
18 Mon <small>KW 08</small>	18 Mon <small>KW 12</small>	18 Thu D	18 Sat	18 Tue	18 Thu
19 Tue	19 Tue	19 Fri	19 Sun	19 Wed	19 Fri D
20 Wed	20 Wed	20 Sat	20 Mon <small>KW 21</small>	20 Thu	20 Sat
21 Thu	21 Thu	21 Sun	21 Di	21 Fri D	21 Sun
22 Fri D	22 Fri D	22 Mon <small>KW 17</small>	22 Wed	22 Sat	22 Mon <small>KW 30</small>
23 Sat	23 Sat	23 Tue	23 Do	23 Sun	23 Tue
24 Sun	24 Sun	24 Wed	24 Fri D	24 Mon <small>KW 26</small>	24 Wed
25 Mon <small>KW 09</small>	25 Mon <small>KW 13</small>	25 Thu	25 Sat	25 Tue	25 Thu
26 Tue	26 Tue	26 Fri D	26 Sun	26 Wed	26 Fri D
27 Wed	27 Wed	27 Sat	27 Mon <small>KW 22</small>	27 Thu	27 Sat
28 Thu	28 Thu	28 Sun	28 Tue	28 Fri D	28 Sun
	29 Fri D	29 Mon	29 Wed	29 Sat	29 Mon <small>KW 31</small>
	30 Sa	30 Tue <small>KW 18</small>	30 Do	30 Sun	30 Di
	31 Sun		31 Fri D		31 Wed



Online media

PSI Newsletter – publication dates 2019/2020

August	September	October	November	December	January 2020
1 Thu	1 Sun	1 Tue	1 Fri D	1 Sun	1 Wed
2 Fri D I	2 Mon <small>KW 36</small>	2 Wed	2 Sat	2 Mon <small>KW 49</small>	2 Thu
3 Sat	3 Tue	3 Thu	3 Sun	3 Tue	3 Fri
4 Sun	4 Wed	4 Fri D	4 Mon <small>KW 45</small>	4 Wed	4 Sat
5 Mon <small>KW 32</small>	5 Thu	5 Sat	5 Tue	5 Thu	5 Sun
6 Tue	6 Fri D	6 Sun	6 Wed	6 Fri D	6 Mon <small>KW 02</small>
7 Wed	7 Sat	7 Mon <small>KW 41</small>	7 Thu	7 Sat	7 Tue D I <small>PSI 2020</small>
8 Thu	8 Sun	8 Tue	8 Fri D	8 Sun	8 Wed D I <small>PSI 2020</small>
9 Fr D	9 Mon <small>KW 37</small>	9 Wed	9 Sat	9 Mon <small>KW 50</small>	9 Thu D I <small>PSI 2020</small>
10 Sat	10 Tue	10 Thu	10 Sun	10 Tue	10 Fri
11 Sun	11 Wed	11 Fri D	11 Mon <small>KW 46</small>	11 Wed	11 Sat
12 Mon <small>KW 33</small>	12 Thu	12 Sat	12 Tue	12 Thu	12 Sun
13 Tue	13 Fri D	13 Sun	13 Mi	13 Fri D	13 Mon <small>KW 03</small>
14 Wed	14 Sat	14 Mon <small>KW 42</small>	14 Thu	14 Sat	14 Tue
15 Thu	15 Sun	15 Tue	15 Fri D	15 Sun	15 Wed
16 Fri D	16 Mon <small>KW 38</small>	16 Wed	16 Sat	16 Mon <small>KW 51</small>	16 Thu
17 Sat	17 Tue	17 Thu	17 Sun	17 Tue	17 Fri D I
18 Sun	18 Wed	18 Fri D	18 Mon <small>KW 47</small>	18 Wed	18 Sat
19 Mon <small>KW 34</small>	19 Thu	19 Sat	19 Tue	19 Thu	19 Sun
20 Tue	20 Fri D	20 Sun	20 Wed	20 Fri D I	20 Mon <small>KW 04</small>
21 Wed	21 Sat	21 Mon <small>KW 43</small>	21 Thu	21 Sat	21 Tue
22 Thu	22 Sun	22 Tue	22 Fri D I	22 Sun	22 Wed
23 Fri D	23 Mon <small>KW 39</small>	23 Wed	23 Sat	23 Mon <small>KW 52</small>	23 Thu
24 Sat	24 Tue	24 Thu	24 Sun	24 Tue	24 Fri D
25 Sun	25 Wed	25 Fr D I	25 Mon <small>KW 48</small>	25 Wed	25 Sat
26 Mo <small>KW 35</small>	26 Thu	26 Sat	26 Tue	26 Thu	26 Sun
27 Tue	27 Fri D I	27 Sun	27 Wed	27 Fri	27 Mon <small>KW 05</small>
28 Wed	28 Sat	28 Mon <small>KW 44</small>	28 Thu	28 Sat	28 Tue
29 Thu	29 Sun	29 Tue	29 Fri D	29 Sun	29 Wed
30 Fr D I	30 Mon <small>KW 40</small>	30 Mi	30 Sat	30 Mon <small>KW 01</small>	30 Thu
31 Sat		31 Thu		31 Thu	31 Fri





PSI Newsletter publication dates – Legend

- D** PSI Business Newsletter German (weekly)
- I** PSI Business Newsletter International (every four weeks starting in 3rd calendar week)

- S** PSI Institute Newsletter German
- D** Business & Distributors during the PSI Trade Show German
- I** Business & Distributors during the PSI Trade Show International

New! Our ad design service at a fixed price

You will certainly draw attention with an ad in PSI print media. An individual design ensures you create a distinctive profile and increase your visibility in the PSI network.

Has your graphic designer fallen ill? Do you lack the know-how of a graphic designer? No time? No problem! With our new design service, we can design your ad according to your requirements at a fixed price: see page 27.

Our fixed price includes a proof run. Simply send your text (Word doc) and image (PDF/JPG, 300 dpi) together with a scribbled design concept to printing@reedexpo.de

New! Purchase distributor addresses and run campaigns yourself

Do you want to expand your customer base or approach new verified contacts from the promotional product sector?

Yes, you can! You can purchase distributor addresses* online from our database (updated on a daily basis).

<input checked="" type="radio"/> Alle Adressen (2294)	2.110,48 €
Selektion nach Märkten / Regionen	
<input type="radio"/> Deutschland (999)	1.148,85 €
<input type="radio"/> D/A/CH (1216)	1.398,40 €
<input type="radio"/> International (1078)	1.239,70 €
Selektion nach Geschäftssprachen	
<input type="radio"/> Deutsch (1281)	1.473,15 €
<input type="radio"/> Englisch (963)	1.107,45 €

Status as of: 20.9.2017

As a PSI Premium Manufacturer / Business Partner Plus, this effective service is available once a membership year for free. Contact your Crossmedia consultant! www.psi-network.de/Adressdatenlizenz

* these companies expressly consented to the sale of their address.

PSI Novelty Box

New!

Die Vorzüge Ihres Produktes haptisch erlebbar machen

What you have once felt and understood in the truest sense of the word remains impressively in your memory. Those who advertise and impress the user with haptic properties are successful. With the PSI Novelty Box the advantages of the products can be experienced haptically - at a glance and with one touch all in a product sample box.



Important dates

Erscheinungstermine	Buchungsschluss
28.02.2019	07.02.2019
10.05.2019	19.04.2019
13.09.2019	20.08.2019
12.11.2019	22.10.2019

Auflage: 2.150 D / AT / FR / BE

Zusätzlich wird die Präsenz durch eine eigene Landingpage im PSI Product Finder verstärkt.



Secure price advantages on the regular prices mentioned below when booking by 29.3.2019.



Advertisement – PSI Journal/PSI Europe/PSI Supplier Finder

Format	Colour	Price	Description of specifications on page
2/1 page “Pole Position“	4c	4,299.00 EUR	006-010
2/1 page	4c	3,999.00 EUR	006-010
1/1 page	4c	2,325.00 EUR	006-010
1/1 page “Contents-Ad”	4c	2,383.00 EUR	006-010
2 x 1/2 per issue	4c	2,325.00 EUR	006-010
1/2 page	4c	1,708.00 EUR	006-010
1/3 page	4c	1,581.00 EUR	006-010
3 x 1/3 page per issue	4c	2,326.00 EUR	006-010
1/4 page	4c	1,428.00 EUR	006-010
1/4 special - limited	4c	743.00 EUR	006-010
1/8 page	4c	456.00 EUR	006-010

Classifieds – PSI Journal/PSI Europe

Format	Category	Colour	Price	Description of specifications on page
1/4 page PSI + online 2 month	Job offers	b/w	227.00 EUR	006-010
1/4 page	Classifieds section	4c	1,086.00 EUR	006-010
1/8 page	Classifieds section	4c	347.00 EUR	006-010



Secure price advantages on the regular prices mentioned below when booking by 29.3.2019.



Placement surcharges – PSI Journal/PSI Europe/PSI Supplier Finder

Format	Price	Description of specifications on page
4 th cover page	446.00 EUR	010
2 nd cover page	332.00 EUR	010
3 rd cover page	332.00 EUR	010
Placement outside. right hand page	114.00 EUR	010

Surcharge for January Show edition – PSI Journal/PSI Europe

Format	Price	Description of specifications on page
1/1 page	500.00 EUR	005-010
1/2 page	300.00 EUR	005-010
1/3 page	300.00 EUR	005-010
1/4 page	150.00 EUR	005-010

Ad design service

Format	Price	Description of specifications on page
1/1 page (inkl. 1 Korrekturlauf, Layout nach Scribble Vorlage sowie Text+Bild(er) vom Kunden)	120.00 EUR	024
1/2 page (inkl. 1 Korrekturlauf, Layout nach Scribble Vorlage sowie Text+Bild(er) vom Kunden)	90.00 EUR	024
1/3 page (inkl. 1 Korrekturlauf, Layout nach Scribble Vorlage sowie Text+Bild(er) vom Kunden)	90.00 EUR	024
1/4 page (inkl. 1 Korrekturlauf, Layout nach Scribble Vorlage sowie Text+Bild(er) vom Kunden)	60.00 EUR	024
1/8 page (inkl. 1 Korrekturlauf, Layout nach Scribble Vorlage sowie Text+Bild(er) vom Kunden)	45.00 EUR	024
Specific adaptation to a second language version of the ad	30.00 EUR	024

All prices are stated in EUR plus VAT.

Secure price advantages on the regular prices mentioned below when booking by 29.3.2019.



Special advertising formats – PSI Journal/PSI Europe/PSI Supplier Finder/PSI Distributor Finder

Format	Colour	Price	Description of specifications on page
Attention-Package: 1 x 2/1 page plus Contents-Ad	4C	4,212.00 EUR	010
Bookmark including production and packaging (Issue 02-12. standard format)	4C	4,084.00 EUR	010
Bookmark including production and packaging (Issue 01 “Show edition”. standard format)	4C	5,251.00 EUR	010
Banderole (Issue 02-12) (Format: B 480 x H 155mm + 3mm margin)	4C	4,084.00 EUR	010
Banderole (Issue 01 “Show edition”)	4C	5,251.00 EUR	010
Separator page 2-pages (Issue 02-12)	4C	3,384.00 EUR	010
Separator page 2-pages (Issue 01 “Show edition”)	4C	4,230.00 EUR	010
Separator page(s) 4-pages (Issue 02-12)	4C	5,251.00 EUR	010
Separator page(s) 4-pages (Issue 01 “Show edition”)	4C	6,450.00 EUR	010
Sticker (Issue 02-12)	4C	2,917.00 EUR	010
Sticker (Issue 01 “Show edition”)	4C	4,084.00 EUR	010
Double-gate folds (Issue 02-12)	4C	5,835.00 EUR	010
Double-gate folds (Issue 01 “Show edition”)	4C	8,169.00 EUR	010

Service	Colour	Price	Description of specifications on page
Sticky note - total print run (issues 02 - 12). incl. production	4C	2,016.00 EUR	010
Sticky note - total print run (trade show issue). incl. production	4C	3,024.00 EUR	010
Sticky note XL - total print run (issues 02 - 12). incl. production	4C	2,737.00 EUR	010
Sticky note XL - total print run (trade show issue). incl. production	4C	2,767.00 EUR	010
Cover sticker - partial print run distributors D+A+CH (max. 50g)	4C	2,122.00 EUR	010
Cover sticker - partial print run distributors (max. 50g)	4C	2,599.00 EUR	010
Cover sticker - total print run (issues 02 - 12). max. 50g	4C	3,925.00 EUR	010
Cover sticker - total print run (issue 01 "Trade show issue"). max. 50g	4C	4,514.00 EUR	010

All prices are stated in EUR plus VAT.

Inserts for PSI Journal/PSI Europe

Secure price advantages on the regular prices mentioned below when booking by 29.3.2019.



Circulation	Price up to 20 g	Price up to 50 g	Description of specifications on page
Partial issue distributors D+A+CH	1,152.00 EUR	1,637.00 EUR	011
Partial issue distributors international (excluding D+A+CH)	1,334 .00 EUR	2,001.00 EUR	011
Partial issue all distributors	2,607.00 EUR	3,820.00 EUR	011
Partial issue suppliers D+A+CH	910.00 EUR	1,395.00 EUR	011
Partial issue suppliers international (excluding D+A+CH)	788.00 EUR	1,273.00 EUR	011
Partial issue all suppliers	1,577.00 EUR	2,607.00 EUR	011
Total print run	4,002.00 EUR	6,185.00 EUR	011

PSI Novelty Box

New!

Empfänger		Leistungsbeschreibung auf Seite
Distributoren D + AT + BE + FR	2,945.00 EUR	025



Additional services –

PSI Show Guide 2020 Bookable online under psi-messe.com/osc (from August 2019)

Service	Price	Description of specifications on page
Per logo	74.00 EUR	012
Per additional line	59.00 EUR	012
Per supplement (starting from the 4 th)	59.00 EUR	012
Per highlight	72.00 EUR	012
Brand list. per brand	120.00 EUR	012

Additional services – PSI Supplier Finder

Service	Price	Description of specifications on page
Logo. each	87.00 EUR	005, 013-016
per highlight	73.00 EUR	005, 013-016
Additional product group (ab der 3.). each	47.00 EUR	005, 013-016
Brand list. per brand	269.00 EUR	005, 013-016

Address data licence

Status 20.9.2018. daily updated data at psi-network.de/Adressdatenlizenz

Address data licence	Price example	Description of specifications on page
Distributors total (2.294)	2.110.48 EUR	024
Distributors Germany (999)	1.148.85 EUR	024
Distributors D/A/CH (1.216)	1.398.40 EUR	024
Distributors international (1.078)	1.239.70 EUR	024
Distributors German-speaking (1.281)	1.473.15 EUR	024
Distributors English-speaking (963)	1.107.45 EUR	024



Secure price advantages on the regular prices mentioned below when booking by 29.3.2019.



Banner – PSI Network website psi-network.de

	Format	Duration	Price	Description of specifications on page
1	Superbanner / 728 x 90 pixels *	per month	1.060.00 EUR	017-019
2	Skyscraper / 120 x 600 pixels *	per month	1.272.00 EUR	017-019
3	Online Advertorial / 765 x 400 pixels + Press release max. 1.000 characters (incl. blanks) text *	per month	1.590.00 EUR	017-019
4	Square PopUp (Rectangle Ad) / 250 x 250 pixels *	per month	636.00 EUR	017-019
5	TOP banner / 728 x 90 pixels *	per month	423.00 EUR	017-019
6	MID banner / 728 x 90 pixels *	per month	317.00 EUR	017-019
7	Classifieds / 204 x 210 pixels *	per month	317.00 EUR	017-019
8	Product of the week / 765 x 400 pixels + 300 characters (incl.blanks) text *	per week	317.00 EUR	017-019
9	Banderole / 770 x 250 pixels / Exclusive positioning	per month	1.909.00 EUR	017-019

Banner – PSI Show website psi-messe.com

	Format	Duration	Price	Description of specifications on page
1	Superbanner / 728 x 90 pixels *	per month	848.00 EUR	017-019
2	Skyscraper / 120 x 600 pixels *	per month	848.00 EUR	017-019
5	TOP banner / 728 x 90 pixels *	per month	848.00 EUR	017-019
6	MID banner / 728 x 90 pixels *	per month	818.00 EUR	017-019
9	Banderole / 770 x 250 pixels / Exclusive positioning	per month	1.909.00 EUR	017-019

* limited to max. 3 placements, auch auf Unterseiten möglich

Secure price advantages on the regular prices mentioned below when booking by 29.3.2019.



Banner – PSI Product Finder website psiproductfinder.de



Format	Duration	Price	Description of specifications on page
Keyword Anzeige (Top Hit), 4 Platzierungen möglich	per month	263.00 EUR	020
Produkt Kampagne (3 Kästen)	per month	1,125.00 EUR	020
Produkt Kampagne (4 Kästen)	per month	1,250.00 EUR	020
Logo (Keyword getriggert)	per month	75.00 EUR	020

Banner – PSI Newsletter [are excluded from the earlybird offer]

Format	Duration	Price	Description of specifications on page
1 TOP banner / 728 x 90 pixels / Exclusive positioning	per issue	423.00 EUR	021
2 MID banner 1+2 / 728 x 90 pixels / Exclusive positioning	per issue	317.00 EUR	021
3+5 MID banner 3 / 728 x 90 pixels / Exclusive positioning	per issue	264.00 EUR	021
4 Product of the week / 204 x 155 pixels + 300 characters (incl. blanks) text **	per issue	264.00 EUR	021
6 Classifieds / 204 x 210 pixels **	per issue	116.00 EUR	021
7 Catalogue announcements / 204 x 291 pixels **	per issue	116.00 EUR	021

* limited to max. 3 placements
 ** limited to max. 3 or 6 placements

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Terms & Conditions – Print advertising

1. These General Terms and Conditions of Business apply to contracts between PSI, Niederlassung der Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf (RX), and clients concerning advertising in PSI print media (orders).
2. By booking adverts and inserts, you affirm that you possess all the rights necessary for publishing the content in the ads and inserts. You also affirm that neither rights of third parties, in particular copyright, personal rights or other industrial property rights, nor other legal regulations, especially those related to competition, telecommunications media, data protection or consumer protection, will be violated. Furthermore you affirm in particular that no content is published that is seditious, racist, or that glorifies violence, or endangers youth. In the process, you undertake to exempt RX from all claims of third parties asserted against RX due to violation of legal regulations or the fulfilment of the contractual relationship. In addition, you shall bear the costs of any necessary legal defence of RX, including court and lawyers' fees, to the amount required by law, and shall exempt RX from these costs. In the event of third-party claims, you shall be obligated to give RX, truthfully, fully and in good faith, all information at your disposal and make available all documents required to examine and build up a defence against the claims.
3. RX reserves the right to accept or reject orders for adverts or inserts at its own discretion. RX reserves the right to accept or reject specific advertising copy in ads or inserts. Applying consistent criteria. RX is entitled to reject orders for ads or inserts on the basis of their content, origin or technical form. RX is also entitled to reject orders for ads or inserts placed by publishers' sales representatives or other receiving offices. RX shall inform the Client of any rejection without delay. The Client shall not be entitled to countermand or cancel orders placed with RX. Nor shall the Client be entitled to cancel if the structure, layout, extent or title of the publication changes, if RX rejects specific orders in accordance with Clause 2 above, or if a third party carries out publishing of the printed matter instead of RX.
4. The effective prices for ads and inserts can be found in the RX price list, published at www.psi-network.de/mediadaten. The Client is responsible for delivering the material for the ads and inserts in good time to RX. The costs for preparing the final version of advert drafts and producing the necessary masters are not included in the advert prices. Insofar as the Client does not make the printing material available, he must bear the costs of procurement. All printing materials are kept for a maximum of three months after the order is fulfilled.
5. RX shall be liable in cases of intent or gross negligence. In the event of mere negligent breach of duty by RX or its vicarious agents, however, liability shall be limited to foreseeable damage typical of the contract. Otherwise all liability on the part of RX is excluded. In particular, RX shall assume no liability for defects arising from transmissions by telephone, fax or other means, insofar as RX or its vicarious agents have not acted with intent or gross negligence. The above limitations on liability do not apply in cases of bodily harm or damage to health or loss of life attributable to RX.
6. Ads and inserts shall be published consecutively from the placing of the order for publication in upcoming magazines, if not otherwise agreed and assuming this is technically possible. RX reserves the right to make alterations to the dates of appearance for technical or other reasons. Claims for placement of the ads at specific positions or in specific issues of the magazines shall only be valid if this is agreed in writing. For the agreement of placements, RX shall charge the Client the rates stated in Subparagraph 3 above. It is not possible for RX to exclude the Client's competitors.
7. RX shall make efforts to have the ads and inserts reproduced to the best possible quality given the printing technology and time constraints. The Client must submit objections of any kind to RX within thirty days of the ad being printed. If defects in the printing material cannot be identified immediately, but only appear when printed, claims of the Client against RX based on unsatisfactory copy shall be excluded. Apart from that, in the event of partially or completely illegible, incorrect or incomplete copy, the Client shall be entitled to claim adequate restitution in the form of additional advertising space free of charge to the extent that the purpose of the advertising was impaired. RX shall assume no further liability. The Client shall not be entitled to claim for missing or incorrectly printed control data.
8. RX shall supply the Client with galley proofs only upon express request. The Client shall bear responsibility for ensuring that the returned galley proofs are correct. Should the Client not return in due time a galley proof sent to the Client, then RX shall assume that the Client has granted approval to print.
9. The Client is responsible for checking that the order is released in due time. RX shall assume no liability for order overruns caused by the Client.
10. Advertising orders are to be implemented within one year of concluding the contract. In case of doubt, publication of the advertising shall be distributed evenly throughout the acceptance period. The discounts stated in the advertising price list on the rate pursuant to Subparagraph 3 above shall be granted only for the advertising appearing in a printed publication within one year. The period shall begin when the first advertisement appears.
11. The Client shall have a retroactive claim to a discount corresponding to his actual acceptance of advertising within the one-year period pursuant to Subparagraph 9 above if he placed an order eligible for discount at the beginning of the period. The claim to this discount shall expire if the Client does not assert this claim within one month of the end of the advertising year at the latest. The retroactive discount is granted in the form of adverts or, upon request, in cash. Any claim for a retroactive discount must be substantiated by the Client.
12. Temporary interruptions of the ad publication due to force majeure shall not affect the contractual relationship. In such cases, RX shall inform the Client without delay. The agreed acceptance period shall be extended accordingly. RX shall assume no liability.
13. If an order is not fulfilled for reasons for which RX cannot be held accountable, then the Client shall be liable to refund to RX the difference between the discount granted and that of the actual acceptance, regardless of any further legal obligations. The obligation to pay arising from the order shall obtain even if the advertisements are not accepted according to contract. The right is reserved to issue a residual bill, even for a partial amount if necessary.
14. The Client shall not be entitled to assign to third parties claims arising from the contract with RX.
15. In the case of box number ads, RX shall make its facilities available for receipt, safekeeping and quickest possible delivery of incoming offers for a box number fee. In the case of box number ads, RX shall assume no liability for safekeeping and forwarding the offers in good time. Registered letters and express letters related to box number advertisements can only be forwarded by regular mail. In the interests, and for the protection, of the Client, RX reserves the right to open incoming offers for inspection purposes in order to eliminate abuse of the box number ad service. RX shall not be obligated to forward business proposals and agency offers. Responses to box number advertisements shall be kept for four weeks. Letters which cannot be delivered within this time period shall be destroyed.
16. Upon request, RX shall supply a specimen free of charge after an ad appears. A full specimen number shall be supplied if the type and size of the ad order justify such. If a specimen can no longer be procured, then a certificate of publication shall be substituted by RX. No specimen copy shall be supplied for ads at the reduced basic price for PSI, since each PSI member receives the PSI Journal as part of the membership and service contract. Additional copies, if available, can be provided at a price of €16.00 each plus statutory VAT. The calculation is based on partial pages.
17. If the Client does not pay in advance, RX shall be entitled to invoice by the end of the month following the placement of the order at the latest. The invoice amount must be paid by the Client with no deductions within the period stated in the price list pursuant to Subparagraph 3 above if payment in advance has not been agreed.
18. All listed prices do not include statutory VAT.
19. In the event of default of payment, the Client must pay default interest. This shall be 8 % above the base interest rate set by the European Central Bank. This does not affect RX's right to press further delayed payment damage claims, in particular collection costs, against the Exhibitor. RX can defer the further implementation of the order as well as any other of the Client's orders until full payment has been received and, in particular, also demand payment in advance.
20. The place of publication and fulfilment is Düsseldorf. The legal venue for all disputes arising from or related to the contractual relationship between RX and Client and its handling, as well as these Terms and Conditions of Business, is Düsseldorf exclusively.
21. No verbal sub-agreements to the contractual relationship between RX and the Client or these Terms and Conditions of Business shall apply. Any changes and supplements to the contractual relationship between RX and the Client, or to these General Terms and Conditions, shall not be valid unless made in writing. This also applies to any change or supplement to, or revocation of, the clause requiring the written form itself.
22. Should specific provisions of the contractual relationship between RX and Client or these Terms and Conditions of Business be or become ineffective, this shall not have any further effect on the legal force of the rest of this contractual relationship. The invalid provision shall be replaced with a valid provision which most closely reflects the intention and purpose of the original provision.
23. The laws of the Federal Republic of Germany shall apply exclusively to the contractual relationship between RX and the Client, excluding the UN Convention on the International Sale of Goods.

Terms & Conditions – Online advertising

1. General

These General Terms and Conditions of Business apply to contracts between PSI, Niederlassung der Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf (RX), and clients concerning advertising in PSI online media (orders).

2. Acceptance of orders, exclusion of revocation and cancellation rights

- 2.1 RX reserves the right to accept or refuse orders at its own discretion. RX can in particular reject orders based on uniform principles with regard to content, origin or technical form of the order. RX is also entitled to reject orders placed by agencies or other third parties. RX shall inform the Client of any rejection without delay.
- 2.2 The Client is not entitled to revoke or cancel orders it has placed with RX. Nor shall the Client be entitled to cancel if the structure, layout, extent or title of the publication changes, if RX rejects specific orders in accordance with Subparagraph 2.1 above, or if a third party carries out publishing instead of RX.

3. Conclusion of Contract

- 3.1 The Client shall be bound for four weeks to his offer to conclude a contract for online advertising with RX. Within this period of commitment, RX can accept the offer by declaring such to the Client in writing or by e-mail. The contractual relationship between the parties shall come into being when the written declaration or e-mail is received as stipulated above. The Client is not entitled to revoke the offer for the duration of the commitment period.
- 3.2 The Client is not entitled to assign his claims from the contract with RX to third parties.

4. Prices

- 4.1 The prices to be paid by the Client to RX for orders are based on the RX price list published at www.psi-network.de/mediadaten.
- 4.2 Prices of orders confirmed by RX can change after conclusion of the contract if RX announces such changes at least one month before publication of the advertising. In this case the Client is entitled to withdraw from the contract. The Client may only exercise his right of withdrawal within 14 days of receiving notification of the price increase.
- 4.3 All listed prices do not include statutory VAT.

5. Data supply, exclusion of box number advertising

- 5.1 The Client shall be obligated to provide RX in good time with complete, faultless and suitable data for the advertising; for standard advertising forms at the latest three working days before the prospective date of publication; and Rich Media formats at least five working days before the prospective date of publication.
- 5.2 If the data are not properly provided, in particular if they are late or are subsequently altered, there shall be no guarantee for the agreed publication or dissemination of the advertising.
- 5.3 If the data are supplied late or not at all, or if data sets are provided which are not functional, or if RX cannot process them, the obligation of the Client to make payment to RX shall not be affected, even though RX is no longer obliged to publish the advertising.
- 5.4 RX shall be entitled to archive the data on which the advertising is based for an unlimited period of time. There shall be no obligation to archive the data or to return the data on which the advertising is based to the Client.

5.5 The Client must bear the cost of alterations desired by the Client or for which the Client is responsible and reimburse RX, if appropriate.

5.6 Box number advertising is not permitted.

6. Placement, implementation period

- 6.1 RX shall place the material provided by the Client for the publication of the online advertising for the agreed period or until the contractually agreed number of views of the advertising as ad impressions or the contractually agreed number of clicks on the published advertising as ad clicks on the contractually agreed website is reached.
- 6.2 RX shall report to the Client concerning the number of ad impressions and/or ad clicks during the advertising run in a format stipulated by RX. This shall be determined exclusively by the data RX receives from its ad server.
- 6.3 If the contractually agreed number of ad impressions and/or ad clicks is reached before the agreed term, the contractual relationship shall immediately be prematurely terminated if the parties do not reach agreement before such time on an increase in the agreed fee to be paid to RX.
- 6.4 The Client has no entitlement to have the online advert posted in a particular position on the respective website or to have it remain accessible for a particular period on the respective website. RX shall be entitled to place the online advertising differently on the respective web page if the change cannot be expected to substantially alter the effect of the online advertising.
- 6.5 If a right to recall specific advertisements is granted when the contract is concluded, then the order must be implemented within one year of the signing of the contract. If the Client does not exercise this right of recall during this time, the claim to publication shall terminate after the above-mentioned period. This shall not affect the obligation of Client to pay the fee to RX.

7. Blocking of advertising

- 7.1 RX shall be entitled to block advertising from further publication for a compelling reason based on content, origin or technical form. A compelling reason shall in particular be present if it should be discovered that the advertising or a website linked to the advertising violates the rights of third parties or other regulations, or if the publication is unacceptable to RX.
- 7.2 RX shall in particular be entitled to block already published advertising if the Client subsequently makes changes to the content of the advertising or if data referred to in a link are subsequently altered so as to fulfil the conditions of 6.1.

8. Client assurances, release from claims

- 8.1 The Client affirms that he possesses all necessary rights for publishing the ads and undertakes to identify the advertising clearly as such. The Client also offers assurance that the content and any sites linked to via a hyperlink:
 - do not infringe the rights - especially copyright, personal or other industrial property rights - of third parties,
 - do not contravene any other legal - especially fair trading, telemedia, data protection or consumer protection - regulations and are not of a seditious, racist, violence-glorifying or pornographic nature, or liable to corrupt the young, and
 - do not contain viruses, worms, trojans or other links, programs or processes which could harm the network of RX or third parties, including all associated hard and software, or could facilitate the distribution of such viruses etc.

8.2 The Client shall exempt RX from all claims of third parties asserted against RX due to violation of legal regulations arising from the fulfilment of the contractual relationship. Furthermore, the Client shall carry any necessary legal defence costs incurred by RX, including the legally stipulated court and solicitor's costs, and shall release RX from any such costs. If claims are pressed by third parties, the Client undertakes to forward to RX, truthfully, in its entirety and in good faith, all information available to him and to hand over all documentation which is necessary to investigate and challenge such claims.

8.3 RX shall be entitled to mark the Client's advertising as such if this is not immediately apparent and, in particular, to include the designation as advertisement and distinguish it from the editorial content.

9. Defect liability, Client's duty of scrutiny, limitation period

- 9.1 RX shall make every effort, within the framework of foreseeable demands, to ensure that the content is reproduced to the highest common technical standard in each case. The Client is, however, aware that, given the current technological state-of-the-art, it is not possible to guarantee 100% accessibility or to create a program which is completely free of all errors.
- 9.2 It is expressly not deemed an error if the fault is caused
 - by the use of hardware or software, such as a browser, which is unsuitable for presentation, or by a malfunction of the communication networks of other operators; or
 - by failure of computers of other providers or of third parties; or
 - through incomplete services and/or services which are not updated on "proxies" as caches; or
 - through failure of the AdServer for no longer than 24 hours within a period of 30 days for the duration of the placement, or due to reasons for which RX is not responsible. In the event of the AdServer failing for a period longer than that specified above due to reasons for which RX carries responsibility, the Client's payment obligations shall be reduced by the proportion of the period of failure in relation to the entire period of publication.

All further claims by the Client against RX are excluded. The following possible downtimes of which the Client is informed shall not constitute downtimes:

- scheduled maintenance work of up to seven hours per week
- unscheduled maintenance work of up to seven hours per week and
- times during which the pages of RX have to be taken offline until smooth operation can be restored due to technical or other problems which do not fall within the sphere of influence of RX.

9.3 The Client is obliged to check the advertisement immediately upon publication. RX should be notified in writing of any deficiencies in the advertising within a period of three months of the initial publication and legal proceedings initiated within a further deadline ending six months after the initial publication of the advertisement if RX does not meet the out-of-court claims pressed by the Client. If the Client fails to meet one or both of the above deadlines, the Client is excluded from pressing claims against RX.

10. Liability limitation

10.1 RX is liable for any wilful actions or gross negligence on its part. In the event of mere negligent breach of duty by RX or its vicarious agents, however, liability shall be limited to foreseeable damage typical of the contract. Otherwise all liability on the part of RX is excluded. In particular, liability is excluded for all errors arising from referrals, except in cases in which the errors are wilful or due to gross negligence on the part of RX or its subcontractors.

10.2 The liability limitations stipulated above in 9.1 do not apply to bodily injury, damage to health or loss of life in cases where RX carries responsibility.



11. Data protection, penalties

- 11.1 The order is handled by RX and the Client with due consideration for applicable data protection regulations.
- 11.2 RX is entitled to forward gross advertising sales and comparable, relevant data of the Client at the product level for publication by Nielsen Media Research and companies whose business is to survey and evaluate such information. These companies will aggregate the data and communicate them to the market in anonymized form.
- 11.3 Insofar as personal data arise from access to the promotional products provided by the Client for online offerings, the Client can evaluate these data exclusively as anonymous and pseudonymous data which have been generated by running advertising in the RX advertising space.
- 11.4 Apart from that, the Client shall be prohibited from processing, using or forwarding personal data arising from access to the advertising provided by the Client to RX for advertising space. This prohibition also covers the reimbursement of profile from the user behaviour of third parties related to RX online offerings and their further use.
- 11.5 The Client undertakes to ensure that third parties also adhere to obligations of data protection laws arising from this agreement if the Client makes use of the services of a third party for running any systems.
- 11.6 For each violation of the obligations pursuant to the above Subparagraphs 10.3 to 10.5, the Client undertakes to pay RX a contractual penalty amounting to ten times the price of the respective order from which the prohibited data usage originates. This shall not affect the assertion of further claims for damage compensation or other claims by RX against the Client.

12. Force majeure

- 12.1 Temporary interruptions of the ad publication due to force majeure shall not affect the contractual relationship. In such cases, RX shall inform the Client without delay. The agreed acceptance period shall be extended accordingly. RX shall assume no liability.
- 12.2 If an order is not fulfilled for reasons for which RX cannot be held accountable, then the Client shall be liable to refund to RX the difference between the discount granted and that of the actual acceptance, regardless of any further legal obligations. The obligation to pay arising from the order shall obtain even if the advertisements are not accepted according to contract. The right is reserved to issue a residual bill, even for a partial amount if necessary.

13. Final provisions

- 13.1 The place of publication and fulfilment is Düsseldorf. The legal venue for all disputes arising from or related to the contractual relationship between RX and Client and its handling, as well as these Terms and Conditions of Business, is Düsseldorf exclusively.
- 13.2 No verbal sub-agreements to the contractual relationship between RX and the Client or these Terms and Conditions of Business shall apply. Any changes and supplements to the contractual relationship between RX and the Client, or to these General Terms and Conditions, shall not be valid unless made in writing. This also applies to any change or supplement to, or revocation of, the clause requiring the written form itself.

- 13.3 Should specific provisions of the contractual relationship between RX and Client or these Terms and Conditions of Business be or become ineffective, this shall not have any further effect on the legal force of the rest of this contractual relationship. The invalid provision shall be replaced with a valid provision which most closely reflects the intention and purpose of the original provision.
- 13.4 The laws of the Federal Republic of Germany shall apply exclusively to the contractual relationship between RX and the Client, excluding the UN Convention on the International Sale of Goods.

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