

**EARLYBIRD
OFFER**
Secure earlybird
conditions!



PSI

Media Guide 2017



EARLYBIRD OFFER*

Secure your 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 31 March 2017.


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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Portfolio

PSI – a very special network

The PSI (Promotional Product Service Institute) has been a service provider and contact platform for the promotional product sector in Europe and its market players for more than 50 years. Its services support 6,000 market participants such as manufacturers, importers, finishers, distributors and agencies in their daily work. Central services are personal consulting and product research, marketing, training, industry contacts and solutions for online product search. These services enable our member companies to generate business and grow profitably in a sustainable manner.

PSI's publications rank among the leading specialist media in the promotional product sector.

Overview of members by country

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

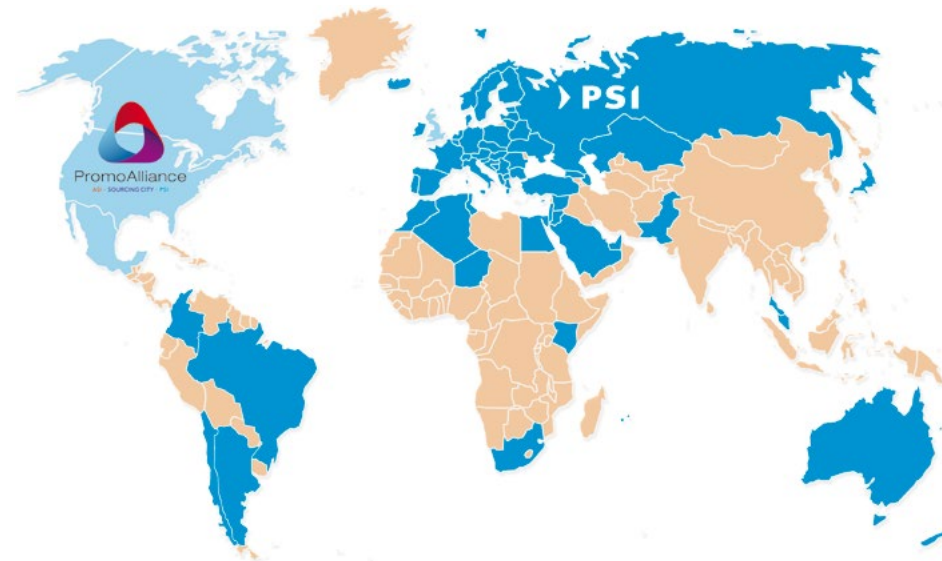


PSI Journal – essential to the point

The monthly PSI Journal offers compact and practical expertise for the entire European promotional product industry – for more than 50 years. Continuous quality in a fresh, contemporary layout. The PSI Journal is published in German and English as PSI Europe and gets to the heart of everything worth knowing: Trends and product innovations, news from companies, associations and the industry, PSI services and everything about the top event, the PSI Trade Show. The latest useful know-how for the promotional product industry, professionally researched and vividly presented.

PSI Network – the industry click

If you are looking for valuable industry knowledge, you can find it by simply clicking on the PSI website psi-network.de, the PSI promotional product database [PSI Product Finder 3.0 psi-productfinder.de](http://psi-productfinder.de) as well as the reference sources [PSI Supplier Finder](#) and [PSI Distributor Finder](#).



The PSI Network

The PSI Network has been a service provider and contact platform for more than 50 years, enabling member companies to generate business and grow profitably in a sustainable manner.

The PSI Services provide support in the form of consulting, industry information, marketing, product searches, business contacts etc.

Through the PSI Journal as well as the PSI Newsletter, members learn about trends, events and the great minds in the industry, and lots more.

The PSI e-Business products digitally network the promotional product sector. With the Product Finder, associated web shops of numerous business partners, the connectors and the data stream, they are the perfect matchmaking tools.

The PSI Institute imparts knowledge in series of seminars, publications and the PSI Industry Barometer.

The PSI Sustainability Awards are the new and unique awards for the promotional product market. They are the first comprehensive sustainability awards for the promotional product sector.

The PSI Trade Show is Europe's largest promotional product trade show and platform for manufacturers and distributors.



Strong media – successful advertising

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

Cross-media extension

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.

Valid arguments for your media planning

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 advertising – your holistic media presence

PSI – the established and professional business platform in Europe



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 30,000 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 5,400 monthly product search queries on the Product Sourcing Hotline





Annual cross-media campaign – an example

January	February	March	April	May	June
<p>PSI Journal</p> <p>1 x 1/1 Ad 4c</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1 x Product within product guide</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1 x 1/1 Ad 4c</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1 x Product within product guide</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1 x 1/1 Ad 4c</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1 x Product within product guide</p> <p>1 x Classifieds 4c</p>
<p>PSI Newsletter</p> <p>1 x TOP banner CW 2</p>	<p>PSI Newsletter</p> <p>1 x MID banner CW 6</p>	<p>PSI Newsletter</p> <p>1 x Product of the week CW 10</p>	<p>PSI Newsletter</p> <p>1 x TOP banner CW 16</p>	<p>PSI Newsletter</p> <p>1 x MID banner CW 20</p>	<p>PSI Newsletter</p> <p>1 x Product of the week CW 24</p>
<p>PSI Show Newsletter</p> <p>1 x TOP banner CW 01 [2018]</p>					
<p>PSI Supplier Finder 2</p>					<p>PSI Supplier Finder 1</p> <p>1 x 1/1 Ad 4c PSI Supplier Finder 1</p>
<p>PSI Webseiten</p>					
<p>4 weeks TOP banner psi-messe.com</p> <p>4 weeks TOP HIT psiproductfinder.de</p>	<p>4 weeks TOP banner psi-messe.com</p> <p>4 weeks Banderole psiproductfinder.de</p>	<p>4 weeks Skyscraper psi-network.de</p> <p>4 weeks TOP HIT psiproductfinder.de</p>	<p>4 weeks Skyscraper psi-network.de</p> <p>4 weeks TOP HIT psiproductfinder.de</p>	<p>4 weeks TOP HIT psiproductfinder.de</p>	<p>4 weeks TOP HIT psiproductfinder.de</p>

EARLYBIRD OFFER
Secure earlybird conditions!

July	August	September	October	November	December
<p>PSI Journal</p> <p>1 x 1/1 Ad 4c</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1 x Product within product guide</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1 x 1/1 Ad 4c</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1 x Product within product guide</p> <p>1 x Classifieds 4c</p>	<p>PSI Journal</p> <p>1x 1/1 Ad 4c</p> <p>1 x Classifieds 4c</p>	
<p>PSI Newsletter</p> <p>1 x TOP banner CW 29</p>	<p>PSI Newsletter</p> <p>1 x Catalogue announcement CW 33</p>	<p>PSI Newsletter</p> <p>1 x Product of the week CW 36</p>	<p>PSI Newsletter</p> <p>1 x TOP banner CW 40</p>	<p>PSI Newsletter</p> <p>1 x TOP banner CW 45</p>	<p>PSI Newsletter</p> <p>1 x MID banner CW 50</p>
		<p>PSI Show Newsletter</p> <p>1 x TOP banner CW 39</p>		<p>PSI Show Newsletter</p> <p>1 x TOP banner CW 47</p>	<p>PSI Show Newsletter</p> <p>1 x TOP banner CW 51</p>
					<p>PSI Supplier Finder 2</p> <p>1 x 1/1 Advertisement 4c PSI Supplier Finder 2</p>
<p>4 weeks TOP HIT psiproductfinder.de</p>	<p>4 weeks Banderole psi-network.de</p> <p>4 weeks TOP HIT psiproductfinder.de</p>	<p>4 weeks TOP HIT psiproductfinder.de</p>	<p>4 weeks Fireplace psi-messe.com</p> <p>4 weeks Banderole psiproductfinder.de</p>	<p>4 weeks Fireplace psi-messe.com</p> <p>4 weeks TOP HIT psiproductfinder.de</p>	<p>4 weeks Fireplace psi-messe.com</p> <p>4 weeks TOP HIT psiproductfinder.de</p>

With this package you are present in the PSI chanel 365 days.



PSI publications – leading specialist media for the promotional product industry

Top information sources for PSI members since 1961

PSI Journal



Specialist magazine for PSI members

PSI Europe



PSI Supplier Finder



The business directory of
PSI supplier members
psiproductfinder.de

PSI Distributor Finder



The reference guide of
PSI distributors for the
field representatives of
suppliers

Your editorial content rounds off your product presentation(s).



PSI Journal and PSI Europe

PSI Journal



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!

PSI Europe



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.

Download the PSI Journal



The PSI Journal is available for downloading online & mobile.

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

PSI Journal and PSI Europe – circulation and target group

Communicate with the promotional product industry through PSI media!



Subscribers/print run

PSI Journal

PSI distributors:	1,600
PSI suppliers:	1,800
PSI VIP distributors:	400
PSI events:	300
Total print run:	4,100

PSI Europe

PSI distributors:	1,200
PSI suppliers:	1,300
PSI VIP distributors:	350
PSI events:	300
Total print run:	3,350

Language ratio

German: 55%
English: 45%

Frequency

- 11 times a year - on the first of each month
- Double issue August/September
- The January issue will be printed with an increased circulation

Target groups

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

**Strong media –
successful advertising –
increased sales**

PSI Journal and PSI Europe – Topic plan 2017

Month	Date of issue	Product topic 1	Product topic 2	Editorial deadline	Ad closing date
January 2017	02.01.2017	New trade show products at PSI 2017		07.11.2016	15.11.2016
February 2017	10.02.2017	Hobbies, sport and fan merchandise	Calendars, paper, packaging	16.12.2016	06.01.2017
March 2017	01.03.2017	Textiles, caps and accessories	Luggage, bags and (small) leatherware	17.01.2017	06.02.2017
April 2017	03.04.2017	Ecological and sustainable products	Sweet and culinary delights	17.02.2017	06.03.2017
May 2017	02.05.2017	Lifestyle, wellness and health	Knives, tools and safety products	17.03.2017	06.04.2017
June 2017	01.06.2017	USB, powerbanks and smartphone accessories	Festivals and events	14.04.2017	05.05.2017
July 2017	03.07.2017	Christmas and gift sets	Porcelain, glass and tableware	17.05.2017	06.06.2017
August + September 2017	01.09.2017	Writing instruments and office	Toys, plush and baby articles	23.06.2017	04.08.2017
October 2017	02.10.2017	Cuisine, household and home accessories	Plastic products and give-aways	18.08.2017	05.09.2017
November 2017	01.11.2017	Summer, garden and outdoor	Fashion, jewellery and watches	15.09.2017	05.10.2017
December 2017	01.12.2017	Brand and design products	Cosmetics and body care	13.10.2017	06.11.2017
January 2018	02.01.2018	New trade show products at PSI 2018		06.11.2017	15.11.2017



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.

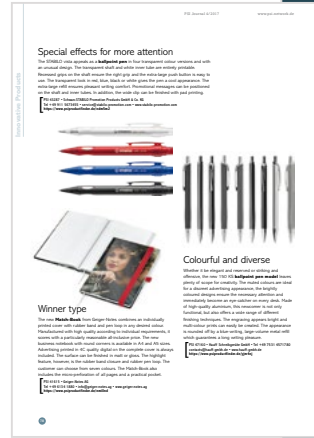
4. Focus

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.

Simply send your editorial product presentations by e-mail to hoechemer@edit-line.de





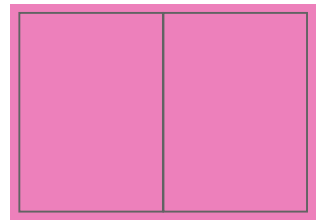
Print space ads do not require any additional margin since they are adjusted to the print space and are not cut to size.

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

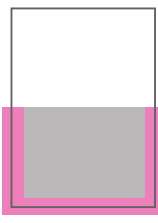


PSI Journal and PSI Europe – advertising formats

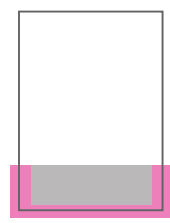
All specifications: width x height



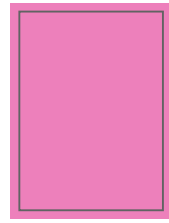
2/1 page
Full-format per page:
210mm x 297mm plus 3mm margin



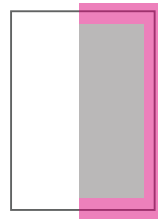
1/2 page horizontal
Full-format 210mm x 145mm plus 3mm margin
Print space 185mm x 127mm



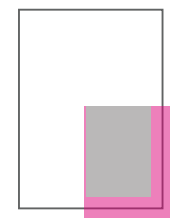
1/4 page horizontal
Full-format 210mm x 70mm plus 3mm margin
Print space 185mm x 60mm



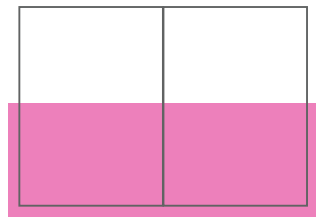
1/1 page
Full-format 210mm x 297mm plus 3mm margin



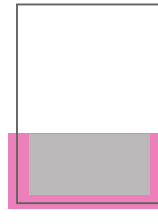
1/2 page vertical
Full-format 100mm x 297mm plus 3mm margin
Im Satzspiegel 90mm x 260mm



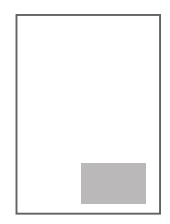
1/4 page vertical
Full-format 100mm x 145mm plus 3mm margin
Print space 90mm x 127mm



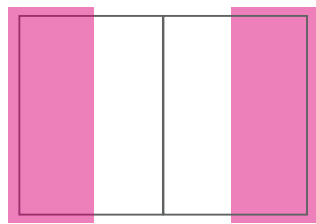
2 x 1/2 page
„Twin-Set“
Full-format per page:
210mm x 145mm plus 3mm margin



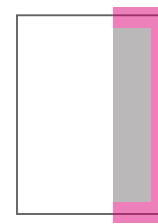
1/3 page horizontal
Full-format 210mm x 95mm plus 3mm margin
Print space 185mm x 83mm



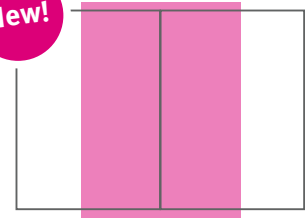
1/8 page
Print space 90mm x 61mm



2 x 1/2 page
Full-format per page:
100mm x 297mm plus 3mm margin



1/3 page vertical
Full-format 70mm x 297mm plus 3mm margin
Print space 58mm x 260mm



Contents-Ad
Full-format 236mm x 297mm plus 3mm margin

PSI Journal – individual special advertising formats

Bookmark
(including production
and packaging)



Form-punched is also possible.

Double-gate folds



Banderole
(including production
and packaging)



Separator page
(including production
and packaging)



Stickers
(including packaging)



To complement your classic advertising campaign, special advertising formats ensure increased attention!

PSI Journal – supplements

- Inserts are possible up to a maximum of A4 size.
- We require a product sample before booking.
- No discount and/or agency commission is granted on special advertising formats and/or supplements.
- On request, we would be glad to submit you an offer to produce your print supplement.

	PSI distributors D+A+CH	PSI distributors international (excluding D+A+CH)	Distributors of partial issues	Language ratio
PSI Journal	1,450	150	1,600	57%
PSI Europe	110	1.090	1,200	43%

	PSI Supplier D+A+CH	PSI suppliers international (excluding D+A+CH)	Suppliers of partial issues	Language ratio
PSI Journal	1,700	100	1,800	55%
PSI Europe	550	950	1,500	45%

	PSI VIP D+A+CH	PSI VIP international (excluding D+A+CH)	VIP of partial issues	Language ratio
PSI Journal	350	50	400	53%
PSI Europe	50	300	350	47%



PSI Journal and PSI Europe – facts and figures

Technology

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

Supplements in the PSI Journal

Delivery 2 weeks prior to the publication date at your own expense to:

Helmut Sturm

c/o Kössinger AG
PSI Journal Ausgabe xx/2017
Fruehaufstraße 21, 84069 Schierling
Phone +49 9451 499-0

Facts

Founding year of PSI: 1960

Publisher

PSI Reed Exhibitions Deutschland GmbH
AG Düsseldorf HRB 28688
Völklinger Straße 4
D-40219 Düsseldorf
www.psi-network.de
Phone: +49 211 90191-100
Fax: +49 211 90 191-180

Managing directors

Hans-Joachim Erbel, André Weijde, Michael Freter

Responsible according to the German press law

Michael Freter

Publications manager: Anja Heidbüchel

Advertising sales manager: Anna Zieniewicz

Year: 56th year 2017

Prices: The advertisement price list No. 49 is valid from 1.1.2017 to 31.12.2017

Certificates

PSO



FSC



PEFC



Editorial office

PSI Journal

c/o Edit Line Verlags- und Produktions GmbH
Dekan-Laist-Straße 17, 55129 Mainz
Phone +49 6131 9583601 / +49 4071667380
e-mail: hoechemer@edit-line.de

Editorial office

Chief Editor: Manfred Schlösser
Senior Editor: Ursula Geppert
Editor: Martin Höchemer
Editor: Anke Zimmermann

Please note the editorial deadlines in the theme schedule.

Editorial contributions

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

PSI Supplier Finder – issue and target group

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



Appears twice a year.

Subscribers/print run

PSI Supplier Finder national

PSI distributors:	1,600
PSI suppliers:	1,800
PSI VIP distributors:	400
PSI events:	300
Total print run:	4,100

PSI Supplier Finder international

PSI distributors:	1,200
PSI events:	300
Total print run:	1,500

Language ratio

German: 73%
English: 27%

Important dates

Submission deadlines
Issue 01/2017: 5.5.2017
Issue 02/2017: 5.10.2017

Target groups

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

Also available online at:
psiproductfinder.de

More than 1,000 QR codes
link to the PSI Product Finder.

PSI Supplier Finder – networked visibility

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

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.



Networked visibility: PSI Supplier Finder with PSI Product Finder

With the printed QR code in the PSI Supplier Finder, distributors can use their smartphone to directly access the detailed supplier offer in the PSI Product Finder!



PSI Product Finder 3.0



PSI Supplier Finder – the print counterpart to the PSI Product Finder

Structured and promotionally present – Print & Online!

The PSI Supplier Finder is the print counterpart to the PSI Product Finder and is thus another channel of product research for PSI distributors, but also a basis for recommendation in the PSI Product Sourcing Hotline*.

This is confirmed by the following key figures (as at 2016):

An average of 30,000 monthly product search queries in the PSI Product Finder.

An average of 5,400 monthly product search queries via the Product Sourcing Hotline.

The user-friendly online entry form allows you to centrally maintain your profile for both media:

- Important for listing in the PSI Supplier Finder › see above key figures
- Important for the product groups/product search online and thus the basis for targeted product group placement

*Most frequently requested products in 2016:

1. Computer accessories
2. Stationery (ballpoint pens)
3. Confectionery
4. Bags (shopping bags)
5. Brand products



Optionally, individual cross-media packets can be booked – as advertising boosters.

PSI Product Sourcing Hotline
+49 211 90191-333



PSI Supplier Finder – structure

	Inhalt / Content
1	Ihre PSI Ansprechpartner Your PSI Contact 3
2	PSI Branchenbarometer, Fokus Thema, Sustainability Awards 4-16 PSI Industry Barometer, Focus Theme, Sustainability Awards
3	TOP 150 Lieferanten im PSI Netzwerk 17-22 TOP 150 Suppliers of the PSI Network
4	Zertifikatsverzeichnis mit Lieferanten 23-42 List of certificates with suppliers
5	Werbeartikel-Waregruppen 43-68 Promotional product groups
6	PSI PLANET TEXTILES 69-80 Waregruppen mit Lieferanten aus dem Segment Bekleidung & Textil, Product Groups with Suppliers of the Apparel & Textiles Segment
7	Waregruppen mit Lieferanten 81-182 Product groups with suppliers
8	Alphabetisches Lieferanten-Verzeichnis 183-410 Alphabetical list of suppliers
9	Mitgliedsnummern 411-425 Membership Numbers
10	Impressum 526 Imprint

The half-yearly directory offers all suppliers the opportunity to communicate with their entry to their customers – the distributors – professionally and effectively.

1. Your PSI contact person
2. PSI Industry Barometer, PSI Sustainability Awards
3. TOP 150 suppliers in the PSI Network

4

03160000 UN Global Compact

Kandinsky Deutschland GmbH PSI 46232
KOSMOS Franckh-Kosmos Verlags-GmbH & Co. KG PSI 47941
Sachsenballon Produktions-GmbH PSI 43307
YOU Brands Camus A/S PSI 47832

8

PSI 45561 achilles concept GmbH & Co. KG

achilles®
ideas for life

Address: Bahnhofstr. 141
63263 Neu-Isenburg, Germany
Tel.: +49-(0)6102-597057
Fax: +49-(0)6102-597061
E-Mail: info@achilles-concept.de
Web: www.achilles-concept.de
VAT-ID-NO: DE258451042

Characteristics:

Brands: achilles®

Einkaufstaschen, Einkaufskörbe, Einkaufswagentaschen, Einkaufstrolleys, Taschen Sonderanfertigungen, Auto Eis- und Sonnenblenden, Arbeitshandschuhe

3



7

02132004 Kosmetikartikel - Lippenpflege
Cosmetics - Lip Care

Bio Laboratories Ltd. PSI 46839
Francos GmbH Image-Cosmetics & More PSI 47463

9

PSI NO.	Firma / Company	Land / Country
41941	Trendfactory B.V. TailorTies	NL
41976	RESPONSOR Srl	IT
41980	quaatron design GmbH	DE

6

01027010 Bekleidung - Jeanshemden
Clothing - Jeans Shirts

B&C - The Cotton Group S.A/N.V. PSI 45235

4. Certificate directory with suppliers
Certificate directory – present yourself sustainably! Direct and unlimited assignment of your certificates.

5. Promotional product categories
Nomenclature of the product groups.
Over 2,400 product groups are available for selection/assignment.

6. PSI PLANET TEXTILES
PSI suppliers that focus on textiles and clothing.

7. Product groups with suppliers
PSI suppliers according to product groups.

8. Alphabetical directory of suppliers
PSI suppliers in alphabetical order.

9. PSI membership numbers with suppliers
PSI suppliers according to membership numbers.



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**
 - 03M POLYMER-TECHNIK GMBH
 - SoftFactory LLC
 - SULTAUT International BV
- 03150000 TÜV**
 - achilles concept GmbH & Co. KG
 - Alpaca - Innovationen für Ihre Filter
 - Albach Produktion - Varrüste GmbH
 - Alu Verpackungen mbH
 - BOHEMIA SPORT TRADE, spol. s r.o.
- 03160000 UN Global Compact**
 - Kandinsky Deutschland GmbH
 - KOZMOS Frisch-Konsum-Verlags-GmbH & Co. KG
 - Sachverständigen Produktions-GmbH
 - YOU Brands Campus AS
- 03170000 VFI social fair**
 - Maxxim Import - Export GmbH
- 03190000 WRAP**
 - Stedman GmbH
- 03230000 Fair Labor Association**
 - elasto form KG
 - Euro-Print Marketing GmbH
 - FASE - Guenther Fassbender GmbH
 - Fugg Frisch GmbH
 - Fulbert Marketing GmbH
 - GABEX machine plus GmbH
 - GEMO machine plus GmbH
 - Global Innovations Germany GmbH & Co. KG
 - BERNHARD GÖBEL GmbH + CO.
 - HAPPY baby
 - Lighttop GmbH - European Head Office
 - Impulsus GmbH
 - Karl Heiser KG Verpackungen, Werbeartikel, Präsenverpackungen
 - KHK GmbH
 - KVC GmbH Spezialstoffe
 - KM ZINDHOLZ INTERNATIONAL, Karl Müller GmbH
 - Louis N. Kutenen GmbH
 - LAMARFILS Ltd. & Co. KG
 - mbwV Vertriebsges. mbH für Werbeartikel und Spielwaren
 - paracry Marketing GmbH
 - REDA & S.
 - Schiffelwe GmbH
 - reagma NFB (promo)
 - Sachant Fabern GmbH & Co. KG
 - Safety Reflector Finland OY
 - SCALA Electronic GmbH
 - SENA TOR GmbH & Co. KG/AA
 - SPLAST Stuttgart Plastik GmbH
 - STRAP GmbH
 - TODU GmbH
 - Neier Tobiasen GmbH & Co. KG
 - Vinlog - Massage oil bottles Mark Culpers
 - WOLKONNECT AG online-vertrieb@getalich.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
- Direct QR code linking to PSI Product Finder for quick location of the product range

AC-AD Alphabetisches Lieferantenverzeichnis **www.psiportalfinder.de**

PSI 4800 Acara Group GmbH

PSI 4801 Achilles Concept GmbH & Co. KG

PSI 4802 Acara Group GmbH

PSI 4803 Achilles Concept GmbH & Co. KG

PSI 4804 Acara Group GmbH

PSI 4805 Achilles Concept GmbH & Co. KG

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Print media

PSI Supplier Finder – brand entry

ME-MI Alphabetisches Lieferantenverzeichnis www.psiproductfinder.de **PSI**

<p>PSI 41836 meterex Karl Kuntze (GmbH & Co.)</p> <p>Address: Poensgenstraße 17 40764 Langenfeld, Germany Tel.: +49-(0)2173-998890 +49-(0)2173-998899 E-Mail: meterex@meterex.com Web: www.meterex.com VAT-ID-NO: DE120862145</p> <p>Characteristics: </p> <p>Brands: meterex®</p> <p>Hersteller von Bandmatten, Gliedermaßstäben (Zollstöcke), Wasserwaagen, Li-nealen und Cutler-Messer. Bei den Zollstöcken und Qualitäts-Bandmatten führen wir eines der größten Sortimente in Europa. Unsere Produkte werden per Druck, Digitaldruck, UV-LED-Digitaldruck, Doming und Lasergravur veredelt.</p>	<p>PSI 49018 Michael Schiffer Promotion GmbH</p> <p>Address: Industriestraße 6 47495 Rheenberg, Germany Tel.: +49-(0)2843-1692115 +49-(0)2843-1692099 E-Mail: b_reifler@michaelschiffer.com Web: www.promotion.michaelschiffer.com VAT-ID-NO: DE268450992</p> <p>Characteristics: </p> <p>Michael Schiffer Promotion manufactures and distributes original Post-it® Promotional Products in Europe under exclusive licence by 3M. Original Post-it® Notes are produced climate neutrally on PEFC™ certified paper. Made in Germany. Make your brand look its best - with the original.</p>
<p>PSI 41680 METRICA SPA</p> <p>Address: Via Grandi, 16 20057 San Donato Milanese (MI), Italy Tel.: +39-0335-1334227 +39-02-51986500 E-Mail: export@metrica.it www.metrica.it VAT-ID-NO: IT00564770242</p> <p>Characteristics: </p>	<p>PSI 41581 michel toys Handels-GmbH</p> <p>Address: Ely-Hauss-Knapp-Str. 7 23843 Bad Oldesloe, Germany Tel.: +49-(0)4331-17720 +49-(0)4331-177202 E-Mail: wamke@mt-germany.de Web: www.micheltoys.de VAT-ID-NO: DE19310214</p> <p>Characteristics: </p> <p>Brands: Q-Ball, Taschenserie OUTOUR</p> <p>Die michel toys Handels-GmbH ist Ihr Importeur für u.a. Geschenkartikel, Dekoralbumartikel und Spielwaren mit einem umfangreichen Lagerassortiment. Sonderanfertigungen aus verschiedensten Materialien sind unsere Spezialität. Online-Shop: www.micheltoys.de</p>
<p>PSI 49174 Metrie s.r.o.</p> <p>Address: Moravcanská 20 Lodice 78983, Czech Republic +420-606-766233 joh@metrie.cz E-Mail: www.metrie.cz VAT-ID-NO: CZ24594467</p> <p>Characteristics: </p>	<p>PSI 45939 micx-media in concept - gmbh & co. kg</p> <p>Address: Hanserb. 1, Geb. C 33689 Bielefeld, Germany Tel.: +49-(0)5206-99100 +49-(0)5206-991099 E-Mail: info@micx-media.de www.micx-media.de VAT-ID-NO: DE813270417</p> <p>Characteristics: </p> <p>Brands: micx</p> <p>SOUND/VOICE/VIDEO Print- & Verpackungsspecials inkl. POS & POI Displays, CD-DVD-Vinyl-Fertigung, Fingerampophone-inkl. Musik-Hörbuch-Film-Lizenzierung- Fertigung, SOUND & VOICE Suzzes & Cards, Importlager für digitale Gadgets wie Speaker, Powerbanks, Bluetooth Specials, Media-Präsentate-Sets.</p>
<p>PSI 49567 Michael Beckmann Werbetaschen Michael Beckmann</p> <p>Address: Isarstraße 12 12053 Berlin, Germany +49-(0)30-92409181 +49-(0)30-92408182 E-Mail: info@werbetaschen-beckmann.de www.werbetaschen-beckmann.de Web: www.werbetaschen-beckmann.de VAT-ID-NO: DE187107123</p> <p>Characteristics: </p>	

318 307° Produkte im Product Finder Ansteller: 2017 Zertifikat Neu-Mitglied 2/2016 Quelle: PSI®

Basic/main entry Example Michael Schiffer Promotion GmbH Alphabetical listing under „M“

PSI www.psiproductfinder.de Alphabetical list of suppliers **PO-PR**

<p>PSI 49018 Post-it® Promotional Products Michael Schiffer Promotion GmbH</p> <p>Address: Industriestraße 6 47495 Rheenberg, Germany Tel.: +49-(0)2843-16920 +49-(0)2843-1692099 E-Mail: promotion@michaelschiffer.com www.promotion.michaelschiffer.com</p> <p>Characteristics: </p> <p>Michael Schiffer Promotion manufactures and distributes original Post-it® Promotional Products in Europe under exclusive licence by 3M. Original Post-it® Notes are produced climate neutrally on PEFC™ certified paper. Made in Germany. Make your brand look its best - with the original.</p>	<p>PSI 65440 PPS GmbH</p> <p>Address: Bahnhofstr. 172 83348 Bergen, Germany Tel.: +49-(0)8662-60190 +49-(0)8662-601950 E-Mail: info@pps-print.de www.pps-print.de VAT-ID-NO: DE191561533</p> <p>Characteristics: </p> <p>Fertigung, Personalisierung und Codierung von Plastikkarten, Chipkarten und RFID-Karten und Kartentechnologien in höchster Qualität.</p>
<p>PSI 41661 Power Brands BV</p> <p>Address: Euclidelaan 251 3984 BV Utrecht, The Netherlands +31-343-699960 +31-343-699960 E-Mail: info@powerbrands.com www.powerbrands.com VAT-ID-NO: NL00854216801</p> <p>Characteristics: </p> <p>Spezialist für Bürkenmerken.</p>	<p>PSI 49065 Presenta Promotion International GmbH</p> <p>Address: Konrad-Adenauer-Straße 73-74 42691 Solingen, Germany Tel.: +49-(0)212-28019 +49-(0)212-280190 E-Mail: info@presenta.de www.presenta.de VAT-ID-NO: DE125277730</p> <p>Characteristics: </p> <p>Brands: MORAN, Globumarm</p> <p>Die Presenta Promotion ist seit 1967 kontinuierlich einer der europäischen Marktläner im Werbemittel-Handel und Full-Service. Wir bedienen Konzernkunden in über 50 Ländern. Unsere Stärken sind Erfahrung, Know-How, Kreativität, ein hoher Qualitätsstandard.</p>
<p>PSI 49748 PowerCubes Jan, M. Voornman</p> <p>Address: Dorstville 16 2411 DS Bodegraven, The Netherlands Tel.: +31-36-3020207 +31-36-3020207 E-Mail: info@powercubes.eu www.powercubes.eu</p> <p>Characteristics: </p>	<p>PSI 49600 PRECIOSA BEAUTY s.r.o.</p> <p>Address: Phytomyza 18 Jablonec nad Nisou 466 01, Czech Republic Tel.: +420-0488-118484 +420-0488-118686 E-Mail: info@preciosa.com www.preciosa.com VAT-ID-NO: CZ220206886</p> <p>Characteristics: </p>
<p>PSI 49190 PPH Białowież s.p. z o.o. S. Białowież</p> <p>Address: Waksmundzka 220 Nowy Targ 34-40, Poland Tel.: +48-18-2641430 +48-18-2666203 E-Mail: bialowicz@bialowicz.com.pl www.toppw.eu.pl VAT-ID-NO: PL738216890</p> <p>Characteristics: </p>	<p>PSI 43342 PREFIX DESIGN SPRL- BVBA</p> <p>Address: Atterijemstraat 1 1st 389 1020 Brussels, Belgium Tel.: +32-2-3462136 +32-2-3462136 E-Mail: info@prefix.be www.prefix.be VAT-ID-NO: BE6438602227</p> <p>Characteristics: </p>
	<p>PSI 49176 Pretec SA</p> <p>Address: Via Portogallo 19 6814 Lagnone (Cortina), Switzerland Tel.: +41-91-9601195 +41-91-9601118 E-Mail: sales@pretec.ch www.pretec.ch VAT-ID-NO: CHE-10139023198</p> <p>Characteristics: </p> <p>LEADER MANUFACTURER OF INNOVATIVE DESIGN FENG ESTABLISHED IN 1961 IN SWITZERLAND. WE OFFER A COMPLETE RANGE OF PRODUCTS: FROM BALLPOINT TIPS, INKS (FLOATING BALL SYSTEM), REFILLS TO FINISHED PENS.</p>

2/2016 Quelle: PSI® PSI Live Data PSI Top 10 Suppliers PSI First Members PSI Panel Textiles 341

Brand / supplementary entry Example Post-it Alphabetical listing under „P“

- Stand-alone listing of the brand
- Scope of the brand listing corresponds to that of the basic entry
- Contents relating to the brand can be edited



PSI Distributor Finder – issue and target group

The distributor directory for field representatives of PSI suppliers



Subscribers/print run

PSI Distributor Finder national

PSI distributors:	1,600
PSI suppliers:	1,800
PSI VIP distributors:	400
PSI events:	300
Total print run:	4,100

PSI Distributor Finder international

PSI suppliers:	1,500
PSI events:	300
Total print run:	1,800

Language ratio

German:	70%
English:	30%

The Distributor Finder is the reference guide for field representatives of PSI suppliers. It shows distributors as qualified PSI members. Sorted by country and post code areas, the entries include information about the duration of the distributor's membership in the PSI network, his obligation to the GWW Code of Ethics, or company data such as turnover and employees.

Target groups

- Suppliers of promotional products
- Field representatives of suppliers of promotional products

Personalize your entry with your company logo!

Your company logo will also appear in the PSI Product Finder.

- PSI suppliers can find PSI distributors sorted by country and post code
- Listing of contact details and company information of PSI distributors
- Listing of the honorary members of the PSI list of the top 100 distributors
- Excerpts from the PSI Industry Barometer

Important date

Entry deadline

Issue 2017/2018: 30.6.2017

PSI Show Guide 2018 – issue and target group

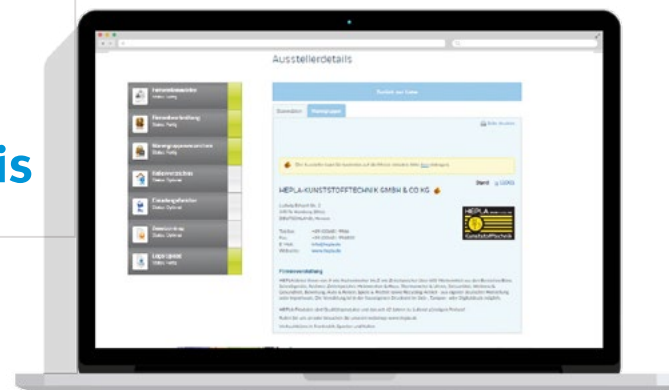
The official companion for the PSI Trade Show



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 009).

Important date

Entry deadline for exhibitors: 3.11.2017

PSI New Product bag 2018 – book supplements

Focus on your product



Circulation

Total print run: 12,000 copies

Here's what to do

- Book the New Product bag
- Choose your product design
- Send us an illustration, the dimensions and weight of your product
- Send us your product (Circulation 12,000 copies) – we will take care of the rest for you

Your advantages

- You determine which product sample you want to distribute to your potential customers at the PSI 2018
- You maximize the attention of the visitors for your product
- You increase the visitor frequency at your stand and thus generate more contacts
- You stand out from the competition – only 30 exhibitors have the chance to enclose their product
- You will be listed as an official sponsor on the PSI Trade Show website

Attention! The number of places is limited. Submissions will be accepted on a first-come first-served basis.

Book your place in the New Product bag now.

Important date

Booking deadline: 1.12.2017

PSI websites – 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

- Ø 60,000 page impressions*
- Ø 15,500 visits*
- Ø 3:00 minutes duration of stay per visit*

Run-over network

When booking a banner on all three PSI websites (psi-network.de, psi-messe.com and psiproductfinder.de), 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

- Ø 74,500 page impressions*
- Ø 15,500 visits*
- Ø 4:00 minutes duration of stay per visit*

Trade show preparation time October 2015 – January 2016

- Ø 175,000 page impressions
- Ø 31,000 visits

PSI Product Finder 3.0



psiproductfinder.de

The PSI Product Finder is an intelligent promotional product search engine linked to the merchandise management systems of associated PSI suppliers.

Monthly advertising figures

- Ø 130,000 page impressions*
- Ø 17,000 visits*
- Ø 08:00 minutes duration of stay per visit*

Product status (20.03.2017)

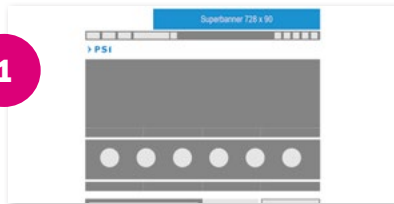
- 92,888 products
- 164,716 product variants

*Average value 2016



PSI websites – banner placements

1



Superbanner

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

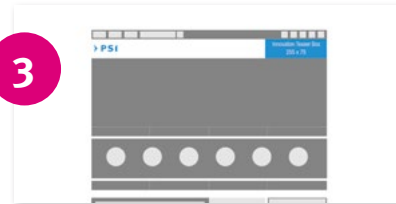
2



Skyscraper

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

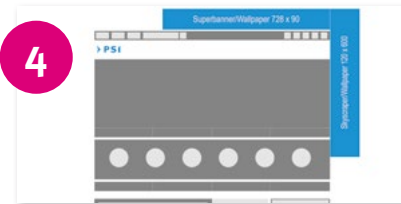
3



Innovation Teaser Box

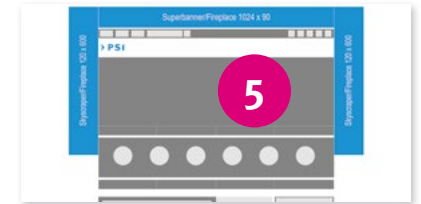
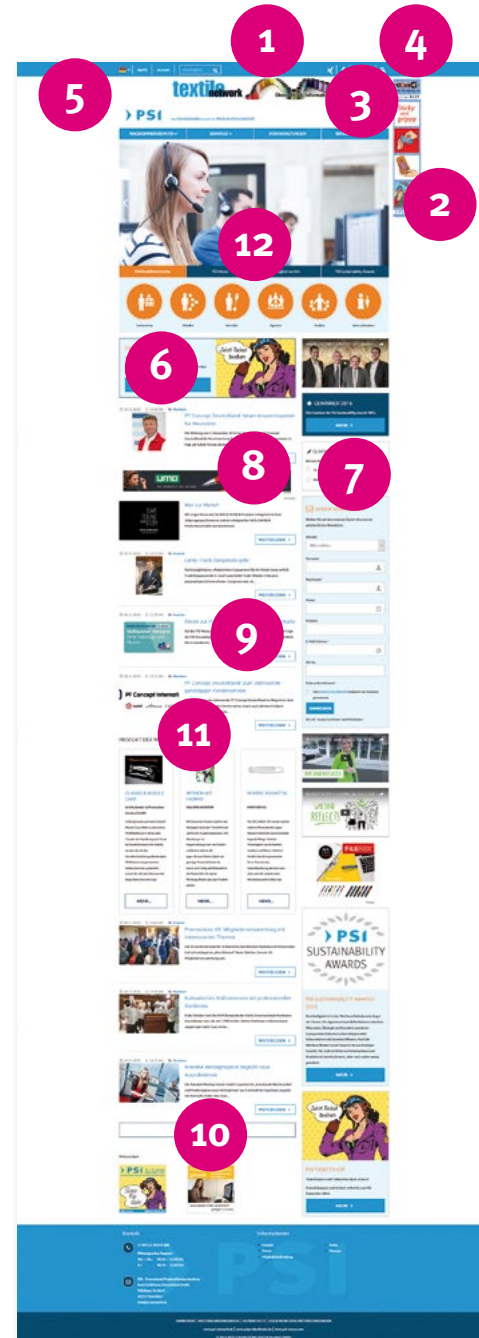
This form of advertising on the homepage of the website is in the directly visible area, and is also visible on tablet devices.

4



Wallpaper

(Superbanner + Skyscraper)
This large-scale form of advertising is a combination of two advertising formats and impresses the viewer by enclosing the website very well. It is also visible on tablet devices.



Fireplace

(Superbanner + two skyscrapers)
This very high-impact form of advertising embraces the entire content area of the website and offers a lot of space for creative advertising messages, and it is also visible on tablet devices.



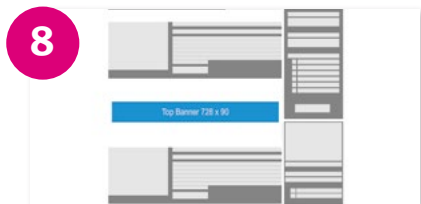
Online Advertorial

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



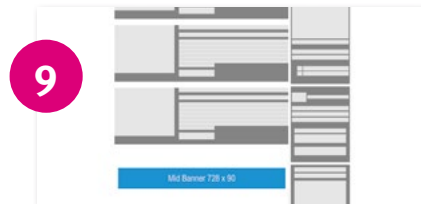
Square PopUp

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.



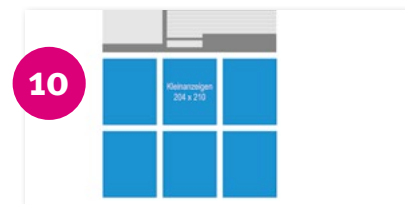
Top Banner

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!



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!



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!

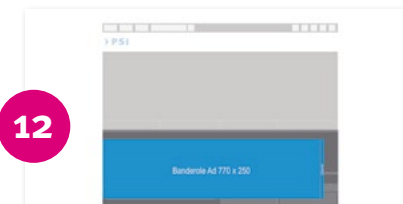


Products of the week

Our professional editorial staff can impressively highlight your product!

Live examples

www.psi-network.de/onlineads



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.

Reporting

If desired, an adserver will measure the success in Ad Impressions (number of impressions) and AdClicks (number of clicks) and provide you with detailed campaign and website statistics.



PSI Product Finder – special product advertising opportunities



Product of the week

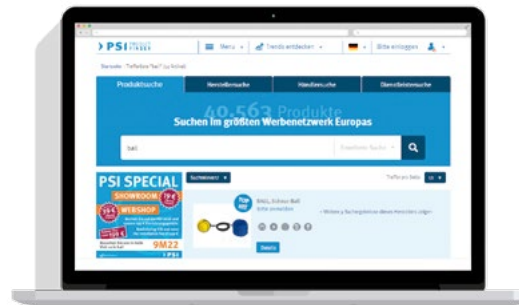
Join the “Top 4” products of the week and strengthen your product presence on the homepage of the PSI Product Finder! In addition to the promotional campaign “Top Hit”, the Product of the Week also refers to a specific search term.

Please note for Product of the week and Top Hit

- Your product should already be uploaded in Product Finder 3.0
- Product data should be up-to-date as newer data are given preference
- Frequency of the requested search term in your product name/product description

Technical details

- Your product article no.
- Product image
- Desired search terms for your product



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 term, e.g. “ball”.



360° visualisation

With 360° visualisation, selected products appear more plastic and allow the customer to view them from all perspectives.

Is your item data not yet available in the Product Finder or still not digitally available to distributors for your PSI webshop?

If so, you should not waste any time. Register with us now because an entry in the PSI Product Finder and the PSI Webshop means additional sales channels for you.

And this is entirely **free for you**.

Please contact your personal PSI customer service representative.

importe@psi-network.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 and is then sent to all English-speaking members of the network.

It is published weekly in German. An international edition is published once a month. In this way, you can reach your target group without any wastage.

Advertising opportunities in the PSI Business Newsletter

- 1 Top banner: 728 x 90 pixels
- 2 Mid banner 1: 728 x 90 pixels
- 3 Mid banner 2: 728 x 90 pixels
- 4 Product of the week: 204 x 155 pixels
- 5 Mid banner 3: 728 x 90 pixels
- 6 Classifieds: 204 x 210 pixels
- 7 Presentation of new supplier catalogues: 204 x 291 pixels

Technical details

Product of the week:

- 300 characters, text including blanks in German and English
- Product image 204 x 155 pixels
- Link to your product
- Print deadline: 1 week before publication date



Subscribers:
5,500 German-speaking
3,000 English-speaking

Members only

PSI Newsletter –
reach your target groups



Online media

PSI Show Newsletter

The Show Newsletter will be available from September 2017 on a fortnightly basis and will be sent to all distributors – who are therefore potential trade show visitors/interested parties – of the PSI database of the promotional product industry. It provides the latest news as well as information about trends and the latest developments of the forthcoming PSI Trade Show 2018.

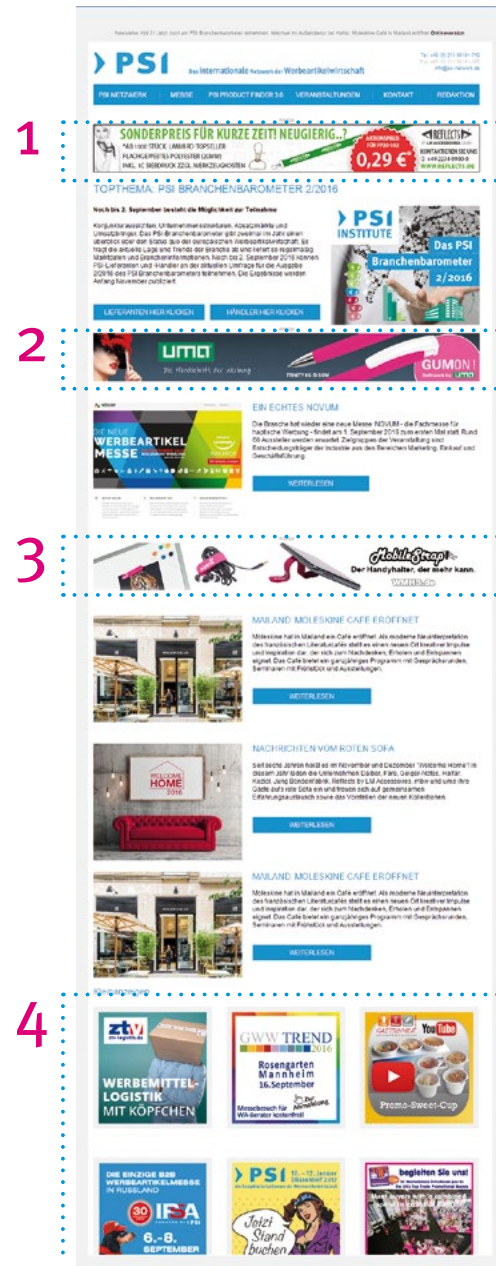
Special issues on the topics

- Textile
- Writing instruments
- Food and beverage
- Services + technologies

will also be sent to specific target groups.

Advertising opportunities in the PSI Show Newsletter

- 1 Top banner: 728 x 90 pixels
- 2 Mid banner 1: 728 x 90 pixels
- 3 Mid banner 2: 728 x 90 pixels
- 4 Classifieds: 204 x 210 pixels



Subscribers:
4,500 German-speaking
4,000 English-speaking

Members only

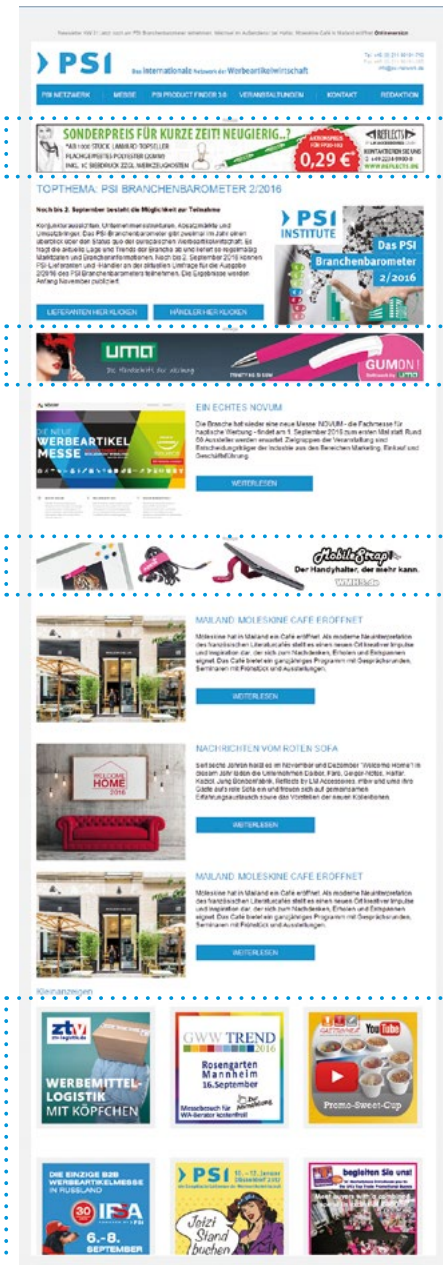
PSI Business Newsletter for verified distributors

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. This newsletter is also sent to the English-speaking trading companies every four weeks with an international edition. All companies have been verified by the PSI as promotional product distributors, thus preventing any wastage.

Advertising opportunities in the PSI Newsletter

- 1 Top banner: 728 x 90 pixels
- 2 Mid banner 1: 728 x 90 pixels
- 3 Mid banner 2: 728 x 90 pixels
- 4 Classifieds: 204 x 210 pixels

The ideal platform for your weekly highlights and news.



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

Members only



Online media

PSI Newsletter – your advertising opportunities

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.



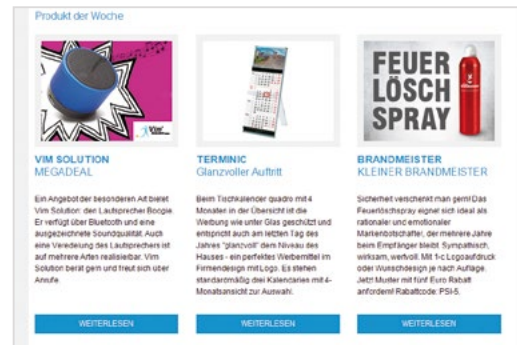
Product of the Week

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

Format: Text describing your product with max. 300 characters as a draft for the teaser text.

Product image with a resolution of 72 dpi as jpg 204 x 155 pixels.

Deadline:
One week prior to despatch of the newsletter.



Classifieds

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

Format: Description text with max. 200 characters of continuous text in Word format.

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



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 2017

Legend on page 37

February

March

April

May

June

July

1 Wed	1 Wed	1 Sat	1 Mon <small>CW 18</small>	1 Thu	1 Sat
2 Thu	2 Thu	2 Sun	2 Tue D	2 Fri D	2 Sun
3 Fri D	3 Fri D	3 Mon D <small>CW 14</small>	3 Wed	3 Sat	3 Mon D <small>CW 27</small>
4 Sat	4 Sat	4 Tue	4 Thu	4 Sun	4 Tue
5 Sun	5 Sun	5 Wed	5 Fri D	5 Mon <small>CW 23</small>	5 Wed
6 Mon D <small>CW 06</small>	6 Mon D <small>CW 10</small>	6 Thu	6 Sat	6 Tue D	6 Thu
7 Tue	7 Tue	7 Fri D	7 Sun	7 Wed	7 Fri D I
8 Wed	8 Wed	8 Sat	8 Mon D <small>CW 19</small>	8 Thu	8 Sat
9 Thu	9 Thu	9 Sun	9 Tue	9 Fri D I	9 Sun
10 Fri D	10 Fri D	10 Mon D <small>CW 15</small>	10 Wed	10 Sat	10 Mon D I <small>CW 28</small>
11 Sat	11 Sat	11 Tue	11 Thu	11 Sun	11 Tue
12 Sun	12 Sun	12 Wed	12 Fri D I	12 Mon D I <small>CW 24</small>	12 Wed
13 Mon D <small>CW 07</small>	13 Mon D <small>CW 11</small>	13 Thu D I	13 Sat	13 Tue	13 Thu
14 Tue	14 Tue	14 Fri	14 Sun	14 Wed	14 Fri D
15 Wed	15 Wed	15 Sat	15 Mon D I <small>CW 20</small>	15 Thu	15 Sat
16 Thu	16 Thu	16 Sun	16 Tue	16 Fri D	16 Sun
17 Fri D I	17 Fri D I	17 Mon <small>CW 16</small>	17 Wed	17 Sat	17 Mon D <small>CW 29</small>
18 Sat	18 Sat	18 Tue D I	18 Thu	18 Sun	18 Tue
19 Sun	19 Sun	19 Wed	19 Fri D	19 Mon D <small>CW 25</small>	19 Wed
20 Mon D I <small>CW 08</small>	20 Mon D I <small>CW 12</small>	20 Thu	20 Sat	20 Tue	20 Thu
21 Tue	21 Tue	21 Fri D	21 Sun	21 Wed	21 Fri D
22 Wed	22 Wed	22 Sat	22 Mon D <small>CW 21</small>	22 Thu	22 Sat
23 Thu	23 Thu	23 Sun	23 Tue	23 Fri D	23 Sun
24 Fri D	24 Fri D	24 Mon D <small>CW 17</small>	24 Wed	24 Sat	24 Mon D <small>CW 30</small>
25 Sat	25 Sat	25 Tue	25 Thu	25 Sun	25 Tue
26 Sun	26 Sun	26 Wed	26 Fri D	26 Mon D <small>CW 26</small>	26 Wed
27 Mon D <small>CW 09</small>	27 Mon D <small>CW 13</small>	27 Thu	27 Sat	27 Tue	27 Thu
28 Tue	28 Tue	28 Fri D	28 Sun	28 Wed	28 Fri D
	29 Wed	29 Sat	29 Mon D <small>CW 22</small>	29 Thu	29 Sat
	30 Thu	30 Sun	30 Tue	30 Fri	30 Sun
	31 Fri D		31 Wed		31 Mon <small>CW 31</small>



Online media

PSI Newsletter – publication dates 2017/2018

Legend on page 37

August	September	October	November	December	January 2018
1 Tue	1 Fri D I	1 So	1 Wed	1 Fri D	1 Mon CW 01
2 Wed	2 Sat	2 Mon D I CW 40	2 Thu	2 Sat	2 Tue D I D I
3 Thu	3 Sun	3 Tue	3 Fri D	3 Sun	3 Wed
4 Fri D I	4 Mon D I CW 36	4 Wed	4 Sat	4 Mon D CW 49	4 Thu
5 Sat	5 Tue	5 Thu	5 Sun	5 Tue D I D I	5 Fri
6 Sun	6 Wed	6 Fri D	6 Mon D CW 45	6 Wed	6 Sat
7 Mon D I CW 32	7 Thu	7 Sat	7 Tue D I D I	7 Thu	7 Sun
8 Tue	8 Fri D	8 So	8 Wed	8 Fri D	8 Mon CW 02
9 Wed	9 Sat	9 Mon D CW 41	9 Thu	9 Sat	9 Tue D I PSI 2018
10 Thu	10 Sun	10 Tue D I D I	10 Fri D	10 Sun	10 Wed D I PSI 2018
11 Fri D	11 Mon D CW 37	11 Wed	11 Sat	11 Mon D CW 50	11 Thu D I PSI 2018
12 Sat	12 Tue D I	12 Thu	12 Sun	12 Tue	12 Fri
13 Sun	13 Wed	13 Fri D	13 Mon D CW 46	13 Wed	13 Sat
14 Mon D CW 33	14 Thu	14 Sat	14 Tue	14 Thu	14 Sun
15 Tue	15 Fri D	15 So	15 Wed	15 Fri D	15 Mon CW 03
16 Wed	16 Sat	16 Mon D CW 42	16 Thu	16 Sat	16 Tue
17 Thu	17 Sun	17 Tue	17 Fri D	17 Sun	17 Wed
18 Fri D	18 Mon D CW 38	18 Wed	18 Sat	18 Mon D CW 51	18 Thu
19 Sat	19 Tue	19 Thu	19 Sun	19 Tue D I D I	19 Fri
20 Sun	20 Wed	20 Fri D	20 Mon D CW 47	20 Wed	20 Sat
21 Mon D CW 34	21 Thu	21 Sat	21 Tue D I D I	21 Thu	21 Sun
22 Tue	22 Fri D	22 So	22 Wed	22 Fri D I D I	22 Mon CW 04
23 Wed	23 Sat	23 Mon D CW 43	23 Thu	23 Sat	23 Tue
24 Thu	24 Sun	24 Tue D I D I	24 Fri D I	24 Sun	24 Wed
25 Fri D	25 Mon D CW 39	25 Wed	25 Sat	25 Mon CW 52	25 Thu
26 Sat	26 Tue D I D I	26 Thu	26 Sun	26 Tue	26 Fri
27 Sun	27 Wed	27 Fri D I	27 Mon D I CW 48	27 Wed	27 Sat
28 Mon D CW 35	28 Thu	28 Sat	28 Tue	28 Thu	28 Sun
29 Tue	29 Fri D I	29 So	29 Wed	29 Fri	29 Mon
30 Wed	30 Sat	30 Mon D I CW 44	30 Thu	30 Sat	30 Tue
31 Thu		31 Tue		31 Sun	31 Wed CW 05



Online media

Legend


- D** PSI Business NL German (weekly)
- I** PSI Business NL International (every four weeks starting in 3rd calendar week)
- D** PSI Business NL for verified distributors German (weekly)
- I** PSI Business NL for verified distributors International (every four weeks starting in 3rd calendar week)
- D** PSI Show NL German
- I** PSI Show NL International
- D** PSI Show NL with focus topic German
- I** PSI Show NL with focus topic International
- I** PSI Institute NL German
- D** Business & Distributors during the PSI Trade Show German
- I** Business & Distributors during the PSI Trade Show International



Secure price advantages on the regular prices mentioned below when booking by 31.3.2017.



Advertisement – PSI Journal/PSI Europe/PSI Supplier Finder/PSI Distributor Finder

Format	Colour	Price	Description of specifications on page
2/1 page	4c	3,769.00 EUR	009-016
1/1 page	b/w	1,315.00 EUR	009-016
1/1 page	4c	2,191.00 EUR	009-016
1/1 page "Contents-Ad"	4c	2,246.00 EUR	009-016
1/1 page "Contents-Ad" 	b/w	1,348.00 EUR	009-016
2 x 1/2 per issue	4c	2,191.00 EUR	009-016
1/2 page	b/w	966.00 EUR	009-016
1/2 page	4c	1,610.00 EUR	009-016
1/3 page	b/w	894.00 EUR	009-016
1/3 page	4c	1,490.00 EUR	009-016
3 x 1/3 page per issue	4c	2,192.00 EUR	009-016
1/4 page	b/w	807.00 EUR	009-016
1/4 page	4c	1,346.00 EUR	009-016
1/4 special - limited	4c	700.00 EUR	009-016
1/8 page	b/w	258.00 EUR	009-016
1/8 page	4c	430.00 EUR	009-016

Classifieds – PSI Journal/PSI Europe

Secure price advantages on the regular prices mentioned below when booking by 31.3.2017.



Format	Category	Colour	Price	Description of specifications on page
1/4 page PSI + online 2 month	Job offers	b/w	214.00 EUR	009-016
1/4 page	Classifieds section	b/w	819.00 EUR	009-016
1/4 page	Classifieds section	4c	1,024.00 EUR	009-016
1/8 page	Classifieds section	b/w	261.00 EUR	009-016
1/8 page	Classifieds section	4c	327.00 EUR	009-016
1/16 page	Classifieds section	b/w	204.00 EUR	009-016
1/16 page	Classifieds section	4c	255.00 EUR	009-016
1/32 page	Classifieds section	b/w	101.00 EUR	009-016
1/32 page	Classifieds section	4c	128.00 EUR	009-016

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

Format	Price	Description of specifications on page
4 th cover page surcharge	420.00 EUR	009-016
2 nd cover page	313.00 EUR	009-016
3 rd cover page	313.00 EUR	009-016
Language change (english)	270.00 EUR	009-016
Placement outside, right hand page	108.00 EUR	009-016

Secure price advantages on the regular prices mentioned below when booking by 31.3.2017.



Surcharge for January Show edition – PSI Journal/PSI Europe

Format	Price	Description of specifications on page
1/1 page	500.00 EUR	009-016
1/2 page	300.00 EUR	009-016
1/3 page	300.00 EUR	009-016
1/4 page	150.00 EUR	009-016

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	3,970.00 EUR	009-016
Bookmark including production and packaging (Issue 02-12, standard format)	4C	3,850.00 EUR	009-016
Bookmark including production and packaging (Issue 01 “Show edition”, standard format)	4C	4,950.00 EUR	009-016
Banderole (Issue 02-12) (Format: B 480 x H 155mm + 3mm margin)	4C	3,850.00 EUR	009-016
Banderole (Issue 01 “Show edition”)	4C	4,950.00 EUR	009-016
Separator page 2-pages (Issue 02-12)	4C	3,190.00 EUR	009-016
Separator page 2-pages (Issue 01 “Show edition”)	4C	4,290.00 EUR	009-016
Separator page(s) 4-pages (Issue 02-12)	4C	4,950.00 EUR	009-016
Separator page(s) 4-pages (Issue 01 “Show edition”)	4C	6,050.00 EUR	009-016
Sticker (Issue 02-12)	4C	2,750.00 EUR	009-016
Sticker (Issue 01 “Show edition”)	4C	3,850.00 EUR	009-016
Double-gate folds (Issue 02-12)	4C	5,500.00 EUR	009-016
Double-gate folds (Issue 01 “Show edition”)	4C	7,700.00 EUR	009-016

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 31.3.2017.



Circulation	Weight of supplement	Price	Description of specifications on page
Partial issue distributors D+A+CH	up to 20 g	1,045.00 EUR	009-016
Partial issue distributors D+A+CH	up to 50 g	1,485.00 EUR	009-016
Partial issue distributors international (excluding D+A+CH)	up to 20 g	1,210.00 EUR	009-016
Partial issue distributors international (excluding D+A+CH)	up to 50 g	1,815.00 EUR	009-016
Partial issue all distributors	up to 20 g	2,365.00 EUR	009-016
Partial issue all distributors	up to 50 g	3,465.00 EUR	009-016
Partial issue suppliers D+A+CH	up to 20 g	825.00 EUR	009-016
Partial issue suppliers D+A+CH	up to 50 g	1,265.00 EUR	009-016
Partial issue suppliers international (excluding D+A+CH)	up to 20 g	715.00 EUR	009-016
Partial issue suppliers international (excluding D+A+CH)	up to 50 g	1,155.00 EUR	009-016
Partial issue all suppliers	up to 20 g	1,430.00 EUR	009-016
Partial issue all suppliers	up to 50 g	2,365.00 EUR	009-016
Total print run	up to 20 g	3,630.00 EUR	009-016
Total print run	up to 50 g	5,610.00 EUR	009-016

Additional services – PSI Supplier Finder

Service	Price	Description of specifications on page
Logo incl. QR-Code, each	82.00 EUR	017-023
per highlight	69.00 EUR	017-023
Additional product group, each	44.00 EUR	017-023
Brand list, per brand	255.00 EUR	017-023

All prices are stated in EUR plus VAT.

Secure price advantages on the regular prices mentioned below when booking by 31.3.2017.



Additional services – PSI Distributor Finder

Service	Price	Description of specifications on page
Per logo	49.00 EUR	024

Additional services – PSI Show Guide 2018

Service	Price	Description of specifications on page
Per logo	57.00 EUR	025
Per additional line	45.00 EUR	025
Per supplement (starting from the 4 th)	45.00 EUR	025
Per highlight	55.00 EUR	025
Brand list, per brand	115.00 EUR	025

Bookable online under psi-messe.com/osc (from August 2017)

Product supplements – PSI New Product Bag 2018

Service	Price	Description of specifications on page
Product supplement	2,735.00 EUR	026



Secure price advantages on the regular prices mentioned below when booking by 31.3.2017.



Banner – PSI Network www.psi-network.de

	Format	Duration	Price	Description of specifications on page
1	Superbanner / 728 x 90 pixels	per month	999.00 EUR	028
2	Skyscraper / 120 x 600 pixels	per month	1,199.00 EUR	028
3	Innovation Ad / 255 x 75 pixels	per month	999.00 EUR	028
4	Wallpaper / 728 x 90 pixels + 120 x 600 pixels	per month	1,699.00 EUR	028
5	Fireplace Ad / 1186 x 90 pixels + 120 x 600 pixels right + 120 x 600 pixels left	per month	1,999.00 EUR	028
6	Online Advertorial / 765 x 400 pixels + Press release max, 1,000 characters (incl. blanks) text	per month	1,499.00 EUR	028
7	Square PopUp (Rectangle Ad) / 250 x 250 pixels	per month	999.00 EUR	029
8	TOP banner / 728 x 90 pixels	per month	399.00 EUR	029
9	MID banner / 728 x 90 pixels	per month	299.00 EUR	029
10	Classifieds / 204 x 210 pixels	per month	299.00 EUR	029
11	Product of the week / 765 x 400 pixels + 300 characters (incl.blanks) text	per week	299.00 EUR	029
12	Banderole / 770 x 250 pixels	per month	1,799.00 EUR	029

Banner – PSI Show www.psi-messe.com

	Format	Duration	Price	Description of specifications on page
1	Superbanner / 728 x 90 pixels	per month	799.00 EUR	028
2	Skyscraper / 120 x 600 pixels	per month	799.00 EUR	028
8	TOP banner / 728 x 90 pixels	per month	799.00 EUR	029
9	MID banner / 728 x 90 pixels	per month	799.00 EUR	029
12	Banderole / 770 x 250 pixels	per month	1,799.00 EUR	029

Secure price advantages on the regular prices mentioned below when booking by 31.3.2017.



Banner – PSI Product Finder www.psiproductfinder.de

	Format	Duration	Price	Description of specifications on page
1	Superbanner / 728 x 90 pixels	per month	1,399.00 EUR	028
2	Skyscraper / 120 x 600 pixels	per month	1,599.00 EUR	028
4	Wallpaper / 728 x 90 pixels + 120 x 600 pixels	per month	1,999.00 EUR	028
5	Fireplace Ad / 1186 x 90 pixels + 120 x 600 pixels right + 120 x 600 pixels left	per month	2,299.00 EUR	028
7	Square PopUp (Rectangle Ad) / 250 x 250 pixels	per month	599.00 EUR	029
8	TOP banner / 728 x 90 pixels	per month	999.00 EUR	029
9	MID banner / 728 x 90 pixels	per month	799.00 EUR	029
12	Banderole / 770 x 250 pixels	per month	1,999.00 EUR	029
	Slideshow-Banner / Thumbnail 588 x 280 pixels + Thumbnail 100 x 38 pixels	per month	1,499.00 EUR	030
	Top Hit	per month	255.00 EUR	030
	Product of the week / 765 x 400 pixels + 300 characters (incl. blanks) text	per month	350.00 EUR	030
	360° visualisation	each	155.00 EUR	030

Banner – Newsletter [are excluded from the earlybird offer]

	Format	Duration	Price	Description of specifications on page
1	TOP banner / 728 x 90 pixels	per issue	399.00 EUR	033-034
2	MID banner 1+2 / 728 x 90 pixels	per issue	299.00 EUR	033-034
3+5	MID banner 3 / 728 x 90 pixels	per issue	249.00 EUR	033-034
4	Product of the week / 204 x 155 pixels + 300 characters (incl. blanks) text	per issue	249.00 EUR	034
6	Classifieds / 204 x 210 pixels	per issue	109.00 EUR	034
7	Catalogue announcements / 204 x 291 pixels	per issue	109.00 EUR	034

All prices are stated in EUR plus VAT.

Your media contact persons

Flexible and creative to achieve your goals

Our actions serve to benefit our members. We would be pleased to work with you to develop your individual media campaign. Information about the various advertising possibilities in the PSI publications and on the PSI websites is gladly provided by our media consultants at any time. Please also contact us if you are interested in a framework agreement.

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Your PSI Journal Editor

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Good to know

Market research

7

.....
good reasons
 for the PSI Trade
 Show are: prod-
 uct innovations,
 diversity, multi-
 sensory experiences, networking
 platform, knowledge transfer, inter-
 nationality, newcomer area.

89%

.....
**of exhibitors recom-
 mend PSI Trade Show.**

43%

.....
**of the trade visitors were
 interested in promotional
 textiles last year.**

1,000

.....
suppliers and top brands of the promotional product
 industry are participating at the PSI 2017. And from no
 fewer than 35 countries.

16,810

.....
visitors from 74 countries
 met 932 exhibitors from
 31 countries last year.

89 per cent

.....
of PSI visitors play a decisive, suppor-
 ting or at least an advisory role when it
 comes to procurement decisions.

90 per cent

.....
of the exhibitors were very satisfied with the PSI 2016.



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.



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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.

See you

Promo World

▶ **PSI**

9 – 11 January
Düsseldorf 2018

The Leading European Trade Show
of the Promotional Product Industry

