

EARLYBIRD OFFER
Secure earlybird conditions!

PSI

Members only

Media Guide 2018



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 2018.

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>)

Content

Valid arguments for your media planning/Structure of subscription	003
Cross-media advertising – your holistic media presence	004
Annual cross-media campaign – an example/Your campaign goal	005
PSI publications – leading specialist media for the promotional product industry ..	006
PSI Journal and PSI Europe – issue and target group.....	007
PSI Journal and PSI Europe – layout and sections	008 - 009
PSI Journal and PSI Europe – Topic plan 2018	010
PSI Journal and PSI Europe – advertising formats and individual special advertising formats	011
PSI Journal and PSI Europe – supplements/print run distribution	012
PSI Show Guide 2019 – issue and target group.....	013
IMPACT	014
PSI Supplier Finder – target group	015
PSI Supplier Finder – networked visibility	016
PSI Supplier Finder – structure	017
PSI Supplier Finder – your company profile as a supplier.....	018
PSI Supplier Finder – sample entries/supplementary entries	019
PSI Supplier Finder – the print counterpart to the PSI Product Finder	020
PSI websites and PSI newsletter	021
PSI websites – banner placements	022 - 023
PSI Product Finder – special product advertising opportunities	024
PSI Newsletter – your advertising opportunities	025
New! PSI Newsletter – publication dates 2018	026 - 027
Ad design service/Address data licence	028
Price list – Print media	029 - 033
Price list – Online media	034 - 035
Your contact persons	036
Terms & Conditions	037 - 039
Imprint.....	039

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

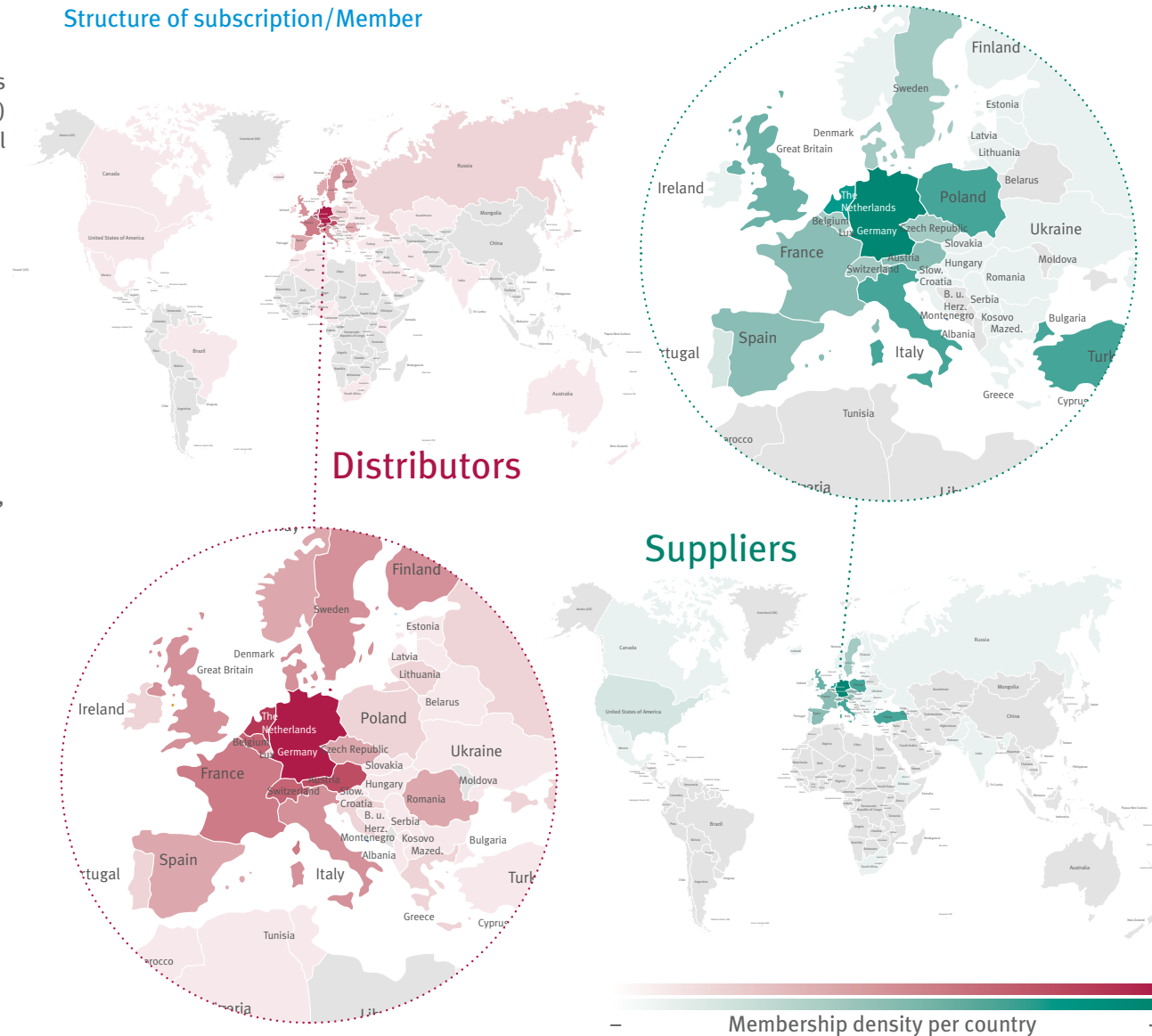
As an international network of the promotional product industry, PSI offers attractive cross-media solutions, covering a broad spectrum from print, web, newsletters and e-commerce to regional events and international trade shows and congresses. For PSI members, this means real added value and a communicative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

Publications



Digital media



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



Secure price advantages on the regular prices mentioned below when booking by 31.3.2018.



Annual cross-media campaign – an example

Channel	Medium	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
PRINT	PSI Journal PSI Europe		X				X		X				X
	IMPACT				X						X		
	Supplier Finder					X						X	
ONLINE	Product Finder	X		X		X		X		X		X	
	Network website		X				X				X		
NEWSLETTER	PSI Newsletter	X		X			X			X			X
	PSI Directory Newsletter		X			X			X		X		
EXHIBITOR PRESENCE	PSI Show Guide												X
	PSI Show website									X	X	X	X
	PSI Show Newsletter									X	X	X	X

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

Our media solution for your campaign goal

Your goal is ...	PSI Journal/ PSI Europe	IMPACT	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
Visibility / brand awareness	X	X	X		X	X					
Generating new customers	X	X	X	X		X	X	X	X	X	X
Product presentation	X	X		X		X					
Exhibitor presence	X	X							X	X	X

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 (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

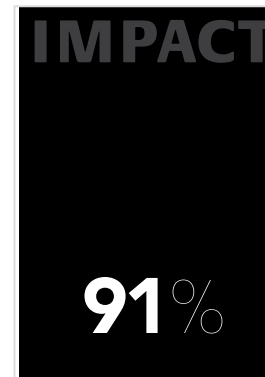
English version: 3,050 copies

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

PSI Europe



IMPACT



Specialist magazine about the promotional product for the advertising industry

impact-promotion.de

Frequency

Twice a year (May and November)

Advertising figures per issue

Print run: 20,000 copies

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

QR codes linked to the

[PSI Product Finder: > 1,000](#)



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

Communicate with the promotional product industry through PSI media!



Target groups

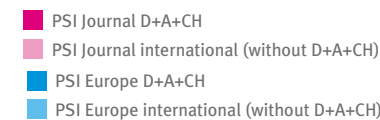
- Distributors and suppliers of promotional products
- Company owners
- Managing directors
- Marketing managers
- Sales managers
- Sales personnel
- Marketing decision-makers

89.1% of the distributors surveyed read the PSI Journal.

55.5% of the distributors surveyed read every PSI Journal issue.

Source: Representative PSI distributor survey on media usage 2017

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.



For a detailed circulation breakdown, see page 12

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 – 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

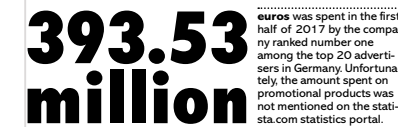
Previews and reviews at the latest PSI Trade Show: Impressions, trends and information about Europe's largest promotional product trade show.

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.





Daniel Jeschonowski

A clever strategist and prudent reformer

In July 2016, the company Senator merged into the portfolio of the venture capital company Perusa Partners. At the same time, Daniel Jeschonowski took over the management. Since then, he has made effective adjustments with his know-how and intuition. Initial successes show that he is heading Senator in the right direction.



Giving the decisive impetus to companies that are no longer running optimally on track is not only the profession but also a passion of Daniel Jeschonowski. Especially in medium-sized companies with a solid foundation, good products and a recognizable potential for development arouse his ambition. Sharpening the profile of such companies and achieving a higher performance with solid management is his challenge. This is how he wishes to work and how he can work as Senator. The fact that Senator needed such a leadership personality last summer is a stroke of luck for both parties.

Experienced manager

Before Daniel Jeschonowski took over the management of Senator, he had already gained extensive experience in the management of the company Bain & Company. In the summer of 2012, he took over the role of managing director of Senator, a sound manufacturer of "Made in Germany" products, in the site in Groß-Bieberau in the Black Forest region.

The universal clip
Practically perfect

PSI Journal 10/2017 www.psi-network.de

Klio-Eterna Schreibgeräte GmbH & Co. KG, based in Wolfach, has restructured its management over the past four months following the sudden and unexpected loss of owner Hans M. Höhrner.

Restructuring Management completed



The new management of Klio-Eterna

Michael Freter, an entrepreneur in her own right and head of accounting at Klio-Eterna for more than 20 years, was appointed Managing Director with effect from 15th March 2017. She is supported by Michael Freter, a former sales manager who has been in the field of inspection of the business of Klio-Eterna for more than 10 years. Michael Freter, who has been in the field of inspection of the business of Klio-Eterna for more than 10 years, concentrates her activities on the commercial area and the human resources of the company. Michael Freter, who has been in the field of inspection of the business of Klio-Eterna for more than 10 years, concentrates her activities on the commercial area and the human resources of the company. Michael Freter, who has been in the field of inspection of the business of Klio-Eterna for more than 10 years, concentrates her activities on the commercial area and the human resources of the company.

Education 4U

Education 4U is a leading provider of educational products and services. The company is committed to providing high-quality educational products and services to schools and educational institutions. Education 4U is a leading provider of educational products and services. The company is committed to providing high-quality educational products and services to schools and educational institutions.

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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 – Topic plan 2018

Month	Date of issue	Product topic 1	Product topic 2	Editorial deadline	Ad closing date
January 2018	02.01.2018	New trade show products at PSI 2018		06.11.2017	15.11.2017
February 2018	12.02.2018	Merchandising, Fan articles, Sport	Calendars, Paper, Packaging	15.12.2017	05.01.2018
March 2018	01.03.2018	Luggage, Bags, Leatherware	Textiles, Caps and Accessories	17.01.2018	05.02.2018
April 2018	02.04.2018	Writing instruments, School and Office supplies	Garden, Hobby and Outdoor	16.02.2018	05.03.2018
May 2018	02.05.2018	Sweet and Culinary delights	Plastic products and Give-aways	16.03.2018	05.04.2018
June 2018	01.06.2018	Brand and Design products	Wellness and Health	13.04.2018	07.05.2018
July 2018	02.07.2018	Christmas, Gift sets, Finishing	Dining and Enjoyment	16.05.2018	05.06.2018
August + September 2018	03.09.2018	Ecological and Sustainable products	Cosmetics and Body care	22.06.2018	06.08.2018
October 2018	01.10.2018	Festivals and Events	Knives, Tools and Safety products	17.08.2018	05.09.2018
November 2018	01.11.2018	Household and Living accessories	Fashion, Jewellery and Watches	14.09.2018	05.10.2018
December 2018	03.12.2018	Electronics, Storage media and Digital products	Toys and Plush articles	15.10.2018	05.11.2018
January 2019	02.01.2019	New trade show products at PSI 2019		05.11.2018	15.11.2018

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 and PSI Europe – advertising formats and individual special advertising formats

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

Bookmark*



Form-punched is also possible.

Banderole*



Double-gate folds



Separator page*



*including production and packaging

Stickers (including packaging)



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/2018
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.

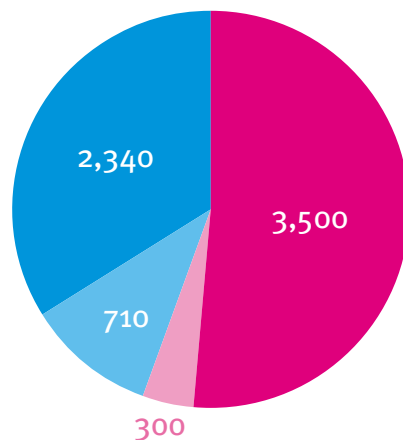
Palletisation:

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.

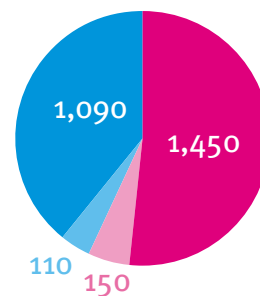


Distribution of the overall circulation for advertisements, special advertising formats and supplements

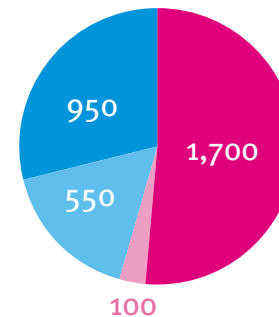
Total print run



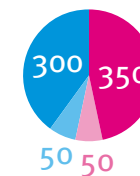
PSI distributor mailing list



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 2019 – 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



Exhibitors only

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 006).

Important date

Entry deadline for exhibitors: 26.10.2018

IMPACT

The new ambassador of the promotional product industry attracted a great deal of attention at the PSI 2017.

The IMPACT message has also been understood in the world of the advertising industry: we show what we can do, we prove our value and invite everyone to put it to the test. IMPACT will be published in May and November 2018. Can we count on you?

Over 60% of the industry customers surveyed have already read the industry customer magazine IMPACT or would like to read it in the future.

Source: Industry customer survey at the PSI 2017



IMPACT can be downloaded online and on mobile devices: impact-promotion.de

Benefits for suppliers

- IMPACT is the ambassador of the promotional product
- IMPACT offers the opportunity to present products to marketing specialists and buyers
- IMPACT presents studies which show how promotionally effective promotional products are
- IMPACT shows how promotional products are an integral part of communication campaigns
- IMPACT is image-defining for the industry and its companies

Benefits for consultants

- IMPACT offers a listing in the consultant directory only to PSI members
- IMPACT reaches decision-makers from advertising agencies and marketing departments as well as industry buyers
- IMPACT is the right medium to effectively draw attention to your services
- Consultants can obtain additional copies free of charge for distribution to their customers

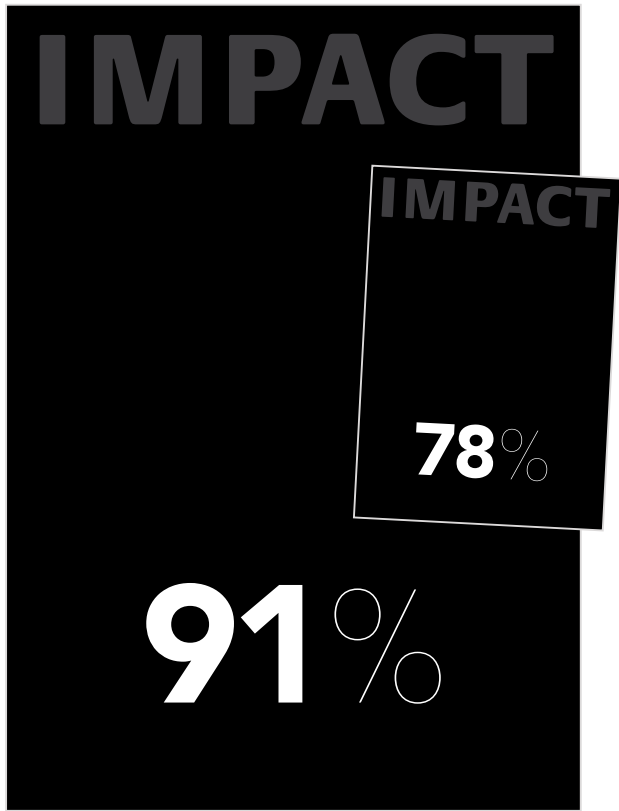
Benefits for industry customers

- IMPACT provides information through a highly effective advertising tool
- IMPACT shows the latest products which are not yet available on every street corner
- IMPACT informs how advertising works best with promotional products
- IMPACT recommends how best to utilise promotional products in the business world
- IMPACT shows what is sustainable in the industry and what has a lasting effect
- IMPACT affords readers great reading pleasure

Target groups
 Decision-makers from

- advertising agencies
- marketing departments
- purchasing departments

in the advertising industry



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.

Important dates

Submission deadlines

Issue 01/2018: 5.5.2018

Issue 02/2018: 5.10.2018

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

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

75.6% of the distributors surveyed use the PSI Supplier Finder.

Source: Representative PSI distributor survey on media usage 2017

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



PSI Supplier Finder – structure

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

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 Frankh-Kosmos Verlags-GmbH & Co. KG PSI 47941
 Sachsenballon Produktions-GmbH PSI 43307
 YOU Brands Camus A/S PSI 47832

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

3

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:

Brand/s: achilles®

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

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

7

02132004 Kosmetikartikel - Lippenpflege
Cosmetics - Lip Care

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

LIP CARE BY KHK

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.

9

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

6

01027010 Bekleidung - Jeanshemden
Clothing - Jeans Shirts

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



Print media

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**

<p>03140000 SMETA Audit</p> <p>DOM POLYMER-TECHNIK GMBH Sulfiteflex LLC SUTSUTAT International BV</p> <p>PSI 40723 PSI 41704 PSI 48447</p>	<p>03160000 UN Global Compact</p> <p>Kandinsky Deutschland GmbH KUMCOJ Francis Koenen Verlag GmbH & Co. KG Bachmann&Bachmann-Produktionen GmbH YOU Brands Camus AIS</p> <p>PSI 46232 PSI 47861 PSI 42307 PSI 47832</p>
<p>03190000 TÜV</p> <p>achilles concept GmbH & Co. KG Aldis - Innovationen für Ihre Filter Alltag Produktionen + Vertriebs GmbH ala Verpackungen, mbH BOHEMA SPORT TRADE, spol. s r.o.</p> <p>PSI 40561 PSI 42024 PSI 47127 PSI 47188 PSI 48718</p>	<p>03170000 VFI social fair</p> <p>Maumex Import - Export GmbH</p> <p>PSI 43332</p>
<p>elasto form KG</p> <p>Esso-Print Marketing GmbH FARE - Guanterer Fassbinder GmbH Hugo Prosser GmbH Falconer Reprodracting GmbH GMBX malina plus GmbH GMBX malina plus GmbH Global Innovations Germany GmbH & Co. KG EBERHARD COBEL GmbH + CO</p> <p>PSI 41389 PSI 41234 PSI 43144 PSI 48154 PSI 48275 PSI 47576 PSI 47576 PSI 48226 PSI 43420</p>	<p>03190000 WRAP</p> <p>Stadman GmbH</p> <p>PSI 45283</p>
<p>03230000 Fair Labor Association</p> <p>Navac GmbH</p> <p>PSI 46020</p>	

2021/Quelle PSB | All data are self-reported by the PSI Suppliers – No responsibility is taken

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.psi-productfinder.de**

<p>PSI 48501 ACAR Europe GmbH</p> <p>Address: Löhndorfer 3, 48229 Münster, Germany Tel: +49 (0)251 98040 Fax: +49 (0)251 98043 E-Mail: info@acar-europe.de Web: www.acar-europe.de VAT ID: DE25198040</p> <p>Characteristics: </p>	<p>PSI 48501 achilles concept GmbH & Co. KG</p> <p>Address: Schmalzer 141, 43229 Neuss, Germany Tel: +49 (0)209 28200 Fax: +49 (0)209 28201 E-Mail: info@achilles.de Web: www.achilles.de VAT ID: DE20928200</p> <p>Characteristics: </p>
<p>PSI 48501 ACAR Europe GmbH</p> <p>Address: Nollstr. 2, 01629 Buchholz, Sachsen-Anhalt Tel: +49 (0)352 91743 E-Mail: info@acar-berlin.de Web: www.acar-berlin.de VAT ID: DE35291743</p> <p>Characteristics: </p>	<p>PSI 48501 ACAR Europe GmbH</p> <p>Address: Nollstr. 2, 01629 Buchholz, Sachsen-Anhalt Tel: +49 (0)352 91743 E-Mail: info@acar-berlin.de Web: www.acar-berlin.de VAT ID: DE35291743</p> <p>Characteristics: </p>

2021/Quelle PSB

PSI Product Groups with suppliers **02110000-02140004**

<p>PSI 02110000</p> <p>Address: ... Tel: ... Fax: ... E-Mail: ... Web: ... VAT ID: ...</p> <p>Characteristics: </p>	<p>PSI 02110001</p> <p>Address: ... Tel: ... Fax: ... E-Mail: ... Web: ... VAT ID: ...</p> <p>Characteristics: </p>
<p>PSI 02110002</p> <p>Address: ... Tel: ... Fax: ... E-Mail: ... Web: ... VAT ID: ...</p> <p>Characteristics: </p>	<p>PSI 02110003</p> <p>Address: ... Tel: ... Fax: ... E-Mail: ... Web: ... VAT ID: ...</p> <p>Characteristics: </p>

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

Structured and promotionally present – Print & Online!

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

This is confirmed by the following key figures (as at 2017):

An average of 36,000 monthly product search queries in the PSI Product Finder.

An average of 6,300 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 2017:**

- Writing instruments
- Confectionery
- USB products
- Brand-name goods
- Promotional products Made in Germany
- Trend items (e.g., fidget spinners, drones, air cushions, unicorn and flamingo promotional products)



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

PSI Product Sourcing Hotline
+49 211 90191-333

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: 1.8.2016 - 31.7.2017

Ø Page Impressions: 61,000*

Ø Visits: 15,000*

Ø Duration of stay: 03:30 min*

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%.

*Average value 2017

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: 1.8.2016 - 31.7.2017

Ø Page Impressions: 72,000*

Ø Visits: 15,700*

Ø Duration of stay: 4:00 min*

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: 10.1.2017 - 30.9.2017

Ø Page Impressions: 150,000*

Ø Visits: 18,000*

Ø Duration of stay: 08:00 min*

Product Status Product Finder:

(as of September 2017)

118,000 Products

202,000 Product variants

PSI Newsletter



psi-network.de/newsletter

The ideal platform for your highlights and news.

Advertising figures per consignment

PSI Business Newsletter
Subscribers:

5,500 German-speaking

3,000 English-speaking

PSI Show Newsletter

Subscribers:

4,500 German-speaking

4,000 English-speaking

PSI Business Newsletter for
verified distributors

Subscribers:

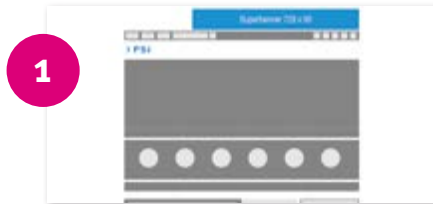
2,500 German-speaking

3,000 English-speaking



Print media

PSI websites – banner placements



Superbanner

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



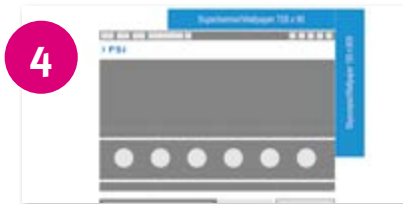
Skyscraper

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



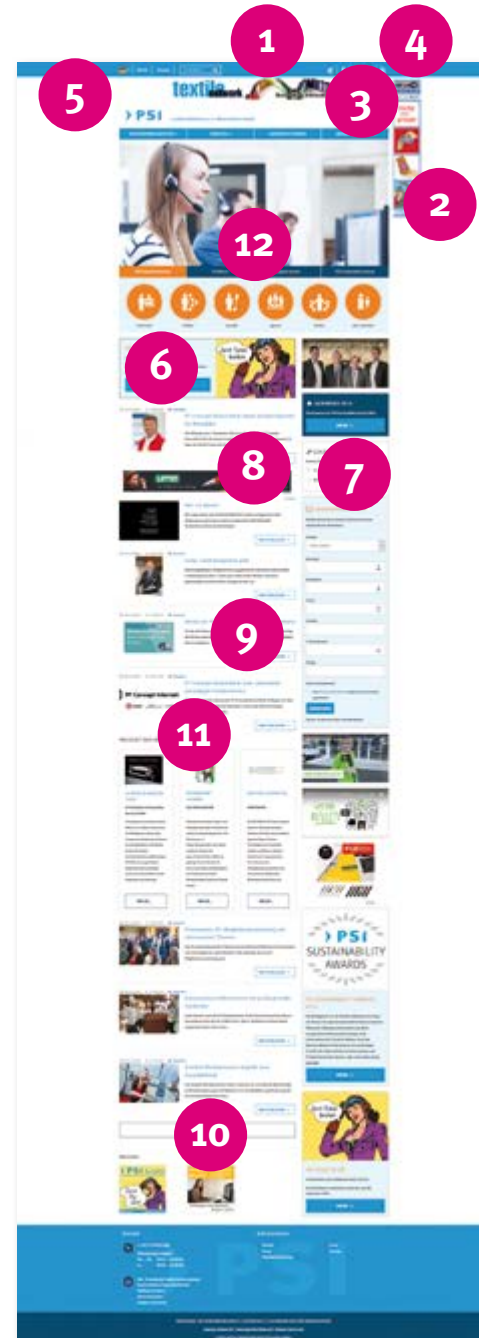
Innovation Teaser Box

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



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.

Highlight



PSI Product Finder – special product advertising opportunities



Recommendations/Slideshow-Banner

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.

Technical specifications

- Thumbnail 588 x 280 pixels + Thumbnail 100 x 38 pixels + 300 characters (incl, blanks) text

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.



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.

Technical specifications

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

Is your item data not yet available in the 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



Product of the months

Present your product of the month directly on the homepage of the PSI Product Finder! The advertising option links directly to your product and other product information in the PSI Product Finder.

Technical specifications

- Image 180 x 150 pixels

84.9% of the distributors surveyed use the PSI Product Finder

Source: Representative PSI distributor survey on media usage 2017

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 Show Newsletter

The Show Newsletter will be available from September 2018 on a fortnightly basis on Tuesdays 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 2019.

Special issues on the topics

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

will also be sent to specific target groups.

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 2018

Legend on page 28

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



Online media

PSI Newsletter – publication dates 2018/2019

Legend on page 28

August	September	October	November	December	January 2019
1 Wed	1 Sat	1 Mon D I KW 40	1 Thu	1 Sat	1 Mon KW 01
2 Thu	2 Sun	2 Tue	2 Fri D	2 Sun	2 Tue D I D I
3 Fri D I	3 Mon D KW 36	3 Wed	3 Sat	3 Mon D KW 49	3 Wed
4 Sat	4 Tue	4 Thu	4 Sun	4 Tue D I D I	4 Thu
5 Sun	5 Wed	5 Fri D	5 Mon D KW 45	5 Wed	5 Fri
6 Mon D I KW 32	6 Thu	6 Sat	6 Tue D I D I	6 Thu	6 Sat
7 Tue	7 Fri D	7 Sun	7 Wed	7 Fri D	7 Sun
8 Wed	8 Sat	8 Mon D KW 41	8 Thu	8 Sat	8 Mon KW 02
9 Thu	9 Sun	9 Tue D I D I	9 Fri D	9 Sun	9 Di D I PSI 2019
10 Fr D	10 Mon D KW 37	10 Wed	10 Sat	10 Mon D KW 50	10 Wed D I PSI 2019
11 Sat	11 Tue D I	11 Thu	11 Sun	11 Tue	11 Thu D I PSI 2019
12 Sun	12 Wed	12 Fri D	12 Mon D KW 46	12 Wed	12 Fri
13 Mon D KW 33	13 Thu	13 Sat	13 Tue	13 Thu	13 Sat
14 Tue	14 Fri D	14 Sun	14 Mi	14 Fri D	14 Sun
15 Wed	15 Sat	15 Mon D KW 42	15 Thu	15 Sat	15 Mon KW 03
16 Thu	16 Sun	16 Tue	16 Fri D	16 Sun	16 Tue
17 Fri D	17 Mon D KW 38	17 Wed	17 Sat	17 Mon D KW 51	17 Wed
18 Sat	18 Tue	18 Thu	18 Sun	18 Tue D I D I	18 Thu
19 Sun	19 Wed	19 Fri D	19 Mon D KW 47	19 Mi	19 Fri D I
20 Mon D KW 34	20 Thu	20 Sat	20 Tue D I D I	20 Do	20 Sat
21 Tue	21 Fri D	21 Sun	21 Wed	21 Fr D I D I	21 Sun
22 Wed	22 Sat	22 Mon D KW 43	22 Thu	22 Sat	22 Mor D I KW 04
23 Thu	23 Sun	23 Tue D I D I	23 Fri D I	23 Sun	23 Tue
24 Fri D	24 Mon D KW 39	24 Wed	24 Sat	24 Mon KW 52	24 Wed
25 Sat	25 Tue D I	25 Thu	25 Sun	25 Tue	25 Thu
26 Sun	26 Wed	26 Fr D I	26 Mon D I KW 48	26 Wed	26 Fri D
27 Mo D KW 35	27 Thu	27 Sat	27 Tue	27 Thu	27 Sat
28 Tue	28 Fri D I	28 Sun	28 Wed	28 Fri	28 Sun
29 Wed	29 Sat	29 Mon D I KW 44	29 Thu	29 Sa	29 Mo D
30 Thu	30 Sun	30 Tue	30 Fri D	30 Sun	30 Tue
31 Fr D I		31 Mi		31 Mo	31 Mi KW 05





PSI Newsletter publication dates – Legend

- D** PSI Business Newsletter German (weekly)
- I** PSI Business Newsletter International (every four weeks starting in 3rd calendar week)
- D** PSI Newsletter for verified distributors German (weekly)
- I** PSI Newsletter for verified distributors International (every four weeks starting in 3rd calendar week)
- D** PSI Show Newsletter German
- I** PSI Show Newsletter International
- D** PSI Show Newsletter with focus topic German
- I** PSI Show Newsletter with focus topic International
- 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 30.

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).

Aller Adressen (2296)	2.110,48 €
Selektion nach Märkten/Regionen	
Deutschland (999)	1.148,85 €
DE/ACH (1214)	1.398,40 €
International (1078)	1.229,70 €
Selektion nach Geschäftssprachen	
Deutsch (1281)	1.473,15 €
English (948)	1.507,45 €

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.



Secure price advantages on the regular prices mentioned below when booking by 31.3.2018.



Advertisement – PSI Journal/PSI Europe/PSI Supplier Finder

Format	Colour	Price	Description of specifications on page
2/1 page	4c	3,882.00 EUR	006-011
1/1 page	4c	2,257.00 EUR	006-011
1/1 page “Contents-Ad”	4c	2,314.00 EUR	006-011
2 x 1/2 per issue	4c	2,257.00 EUR	006-011
1/2 page	4c	1,658.00 EUR	006-011
1/3 page	4c	1,535.00 EUR	006-011
3 x 1/3 page per issue	4c	2,258.00 EUR	006-011
1/4 page	4c	1,386.00 EUR	006-011
1/4 special - limited	4c	721.00 EUR	006-011
1/8 page	4c	443.00 EUR	006-011

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	221.00 EUR	006-011
1/4 page	Classifieds section	4c	1,055.00 EUR	006-011
1/8 page	Classifieds section	4c	337.00 EUR	006-011
1/16 page	Classifieds section	4c	263.00 EUR	006-011
1/32 page	Classifieds section	4c	132.00 EUR	006-011

Secure price advantages on the regular prices mentioned below when booking by 31.3.2018.



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

Format	Price	Description of specifications on page
4 th cover page	433.00 EUR	011
2 nd cover page	322.00 EUR	011
3 rd cover page	322.00 EUR	011
Language change (english)	278.00 EUR	011
Placement outside, right hand page	111.00 EUR	011

Surcharge for January Show edition – PSI Journal/PSI Europe

Format	Price	Description of specifications on page
1/1 page	500.00 EUR	006-011
1/2 page	300.00 EUR	006-011
1/3 page	300.00 EUR	006-011
1/4 page	150.00 EUR	006-011

Ad design service



Format	Price	Description of specifications on page
1/1 page	120.00 EUR	028
1/2 page	90.00 EUR	028
1/3 page	90.00 EUR	028
1/4 page	60.00 EUR	028
1/8 page	45.00 EUR	028
Specific adaptation to a second language version of the ad	30.00 EUR	028

All prices are stated in EUR plus VAT.

Secure price advantages on the regular prices mentioned below when booking by 31.3.2018.



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	4,089.00 EUR	011
Bookmark including production and packaging (Issue 02-12, standard format)	4C	3,966.00 EUR	011
Bookmark including production and packaging (Issue 01 "Show edition", standard format)	4C	5,099.00 EUR	011
Banderole (Issue 02-12) (Format: B 480 x H 155mm + 3mm margin)	4C	3,966.00 EUR	011
Banderole (Issue 01 "Show edition")	4C	5,099.00 EUR	011
Separator page 2-pages (Issue 02-12)	4C	3,286.00 EUR	011
Separator page 2-pages (Issue 01 "Show edition")	4C	4,419.00 EUR	011
Separator page(s) 4-pages (Issue 02-12)	4C	5,099.00 EUR	011
Separator page(s) 4-pages (Issue 01 "Show edition")	4C	6,232.00 EUR	011
Sticker (Issue 02-12)	4C	2,833.00 EUR	011
Sticker (Issue 01 "Show edition")	4C	3,966.00 EUR	011
Double-gate folds (Issue 02-12)	4C	5,665.00 EUR	011
Double-gate folds (Issue 01 "Show edition")	4C	7,931.00 EUR	011

Service	Colour	Price	Description of specifications on page
Sticky note - total print run (issues 02 - 12), incl. production	4C	1,957.00 EUR	011
Sticky note - total print run (trade show issue), incl. production	4C	2,936.00 EUR	011
Cover sticker - partial print run distributors D+A+CH (max. 50g)	4C	2,060.00 EUR	011
Cover sticker - partial print run distributors (max. 50g)	4C	2,524.00 EUR	011
Cover sticker - total print run (issues 02 - 12), max. 50g	4C	3,811.00 EUR	011
Cover sticker - total print run (issue 01 "Trade show issue"), max. 50g	4C	4,383.00 EUR	011

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 31.3.2018.



Circulation	Price up to 20 g	Price up to 50 g	Description of specifications on page
Partial issue distributors D+A+CH	1,097.00 EUR	1,559.00 EUR	012
Partial issue distributors international (excluding D+A+CH)	1,271.00 EUR	1,906.00 EUR	012
Partial issue all distributors	2,483.00 EUR	3,638.00 EUR	012
Partial issue suppliers D+A+CH	866.00 EUR	1,328.00 EUR	012
Partial issue suppliers international (excluding D+A+CH)	751.00 EUR	1,213.00 EUR	012
Partial issue all suppliers	1,502.00 EUR	2,483.00 EUR	012
Total print run	3,812.00 EUR	5,891.00 EUR	012

Advertisements including editorial product presentation – IMPACT

Format	Colour	Price	Package price (placement in two issues)	Description of specifications on page
1/1 page including two editorial product presentations per issue	4c	3,750.00 EUR	5,250.00 EUR	014
1/2 page including two editorial product presentations per issue	4c	2,990.00 EUR	4,190.00 EUR	014
1/3 page including two editorial product presentations per issue	4c	2,190.00 EUR	3,090.00 EUR	014
1/4 page including two editorial product presentations per issue	4c	1,390.00 EUR	1,990.00 EUR	014

All prices are stated in EUR plus VAT.

Additional services – PSI Show Guide 2019

Bookable online under psi-messe.com/osc (from August 2018)

Service	Price	Description of specifications on page
Per logo	60.00 EUR	013
Per additional line	46.00 EUR	013
Per supplement (starting from the 4 th)	46.00 EUR	013
Per highlight	57.00 EUR	013
Brand list, per brand	121.00 EUR	013

Additional services – PSI Supplier Finder

Service	Price	Description of specifications on page
Logo, each	84.00 EUR	006, 015-020
per highlight	71.00 EUR	006, 015-020
Additional product group, each	45.00 EUR	006, 015-020
Brand list, per brand	261.00 EUR	006, 015-020

Address data licence



Status 20.9.2017, 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	028
Distributors Germany (999)	1,148.85 EUR	028
Distributors D/A/CH (1,216)	1,398.40 EUR	028
Distributors international (1,078)	1,239.70 EUR	028
Distributors German-speaking (1,281)	1,473.15 EUR	028
Distributors English-speaking (963)	1,107.45 EUR	028

Secure price advantages on the regular prices mentioned below when booking by 31.3.2018.



Banner – PSI Network website psi-network.de

	Format	Duration	Price	Description of specifications on page
1	Superbanner / 728 x 90 pixels *	per month	1,029.00 EUR	021-023
2	Skyscraper / 120 x 600 pixels *	per month	1,235.00 EUR	021-023
3	Innovation Ad / 255 x 75 pixels *	per month	1,029.00 EUR	021-023
4	Wallpaper / 728 x 90 pixels + 120 x 600 pixels *	per month	1,750.00 EUR	021-023
5	Fireplace Ad / 1186 x 90 pixels + 120 x 600 pixels right + 120 x 600 pixels left *	per month	2,059.00 EUR	021-023
6	Online Advertorial / 765 x 400 pixels + Press release max, 1.000 characters (incl, blanks) text *	per month	1,544.00 EUR	021-023
7	Square PopUp (Rectangle Ad) / 250 x 250 pixels *	per month	529.00 EUR	021-023
8	TOP banner / 728 x 90 pixels *	per month	411.00 EUR	021-023
9	MID banner / 728 x 90 pixels *	per month	308.00 EUR	021-023
10	Classifieds / 204 x 210 pixels *	per month	308.00 EUR	021-023
11	Product of the week / 765 x 400 pixels + 300 characters (incl,blanks) text *	per week	308.00 EUR	021-023
12	Banderole / 770 x 250 pixels / Exclusive positioning	per month	1,853.00 EUR	021-023

Banner – PSI Show website psi-messe.com

	Format	Duration	Price	Description of specifications on page
1	Superbanner / 728 x 90 pixels *	per month	823.00 EUR	021-023
2	Skyscraper / 120 x 600 pixels *	per month	823.00 EUR	021-023
8	TOP banner / 728 x 90 pixels *	per month	823.00 EUR	021-023
9	MID banner / 728 x 90 pixels *	per month	823.00 EUR	021-023
12	Banderole / 770 x 250 pixels / Exclusive positioning	per month	1,853.00 EUR	021-023

* limited to max. 3 placements

All prices are stated in EUR plus VAT.



Secure price advantages on the regular prices mentioned below when booking by 31.3.2018.



Banner – PSI Product Finder website psiproductfinder.de

	Format	Duration	Price	Description of specifications on page
1	Superbanner / 728 x 90 pixels *	per month	1,441.00 EUR	021-024
2	Skyscraper / 120 x 600 pixels *	per month	1,647.00 EUR	021-024
4	Wallpaper / 728 x 90 pixels + 120 x 600 pixels *	per month	2,059.00 EUR	021-024
5	Fireplace Ad / 1186 x 90 pixels + 120 x 600 pixels right + 120 x 600 pixels left *	per month	2,368.00 EUR	021-024
7	Square PopUp (Rectangle Ad) / 250 x 250 pixels *	per month	617.00 EUR	021-024
8	TOP banner / 728 x 90 pixels *	per month	1,029.00 EUR	021-024
9	MID banner / 728 x 90 pixels *	per month	823.00 EUR	021-024
12	Banderole / 770 x 250 pixels / Exclusive positioning	per month	2,059.00 EUR	021-024
	Recommendations / Slideshow-Banner: Thumbnail 588 x 280 pixels + Thumbnail 100 x 38 pixels + 300 characters (incl, blanks) text / limited to up to 4 placements	per month	999.00 EUR	021-024
	Top Hit *	per month	263.00 EUR	021-024
	Product of the month / 180 x 150 pixels	per month	361.00 EUR	021-024

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	411.00 EUR	025
2	MID banner 1+2 / 728 x 90 pixels / Exclusive positioning	per issue	308.00 EUR	025
3+5	MID banner 3 / 728 x 90 pixels / Exclusive positioning	per issue	256.00 EUR	025
4	Product of the week / 204 x 155 pixels + 300 characters (incl. blanks) text **	per issue	256.00 EUR	025
6	Classifieds / 204 x 210 pixels **	per issue	112.00 EUR	025
7	Catalogue announcements / 204 x 291 pixels **	per issue	112.00 EUR	025

* 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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FSC



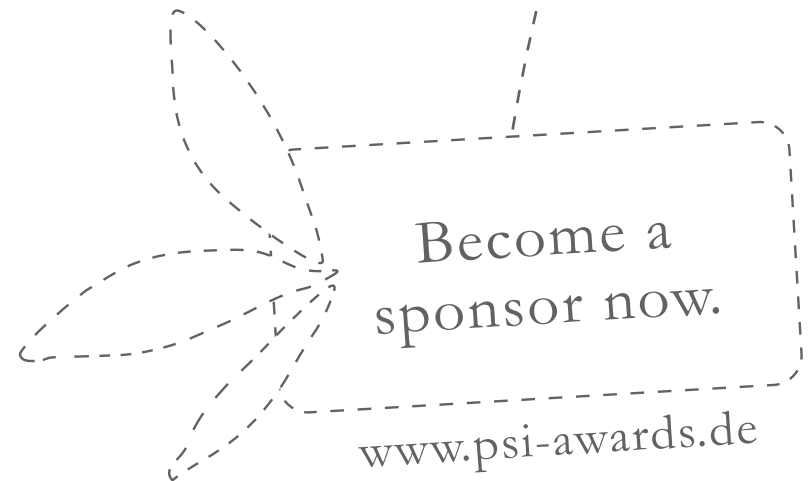
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