

# Deine Bahn.

# Media data 2017

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## Profile

<b>Profile in brief</b>	<p><i>Deine Bahn</i> – a respected journal for ongoing professional education in the railway industry for over 40 years.</p> <p><i>Deine Bahn</i> imparts knowledge from the fields of railway technology, operational safety and personnel management on a monthly basis. <i>Deine Bahn</i> puts global rail traffic concepts as well as current developments in the industry and in individual business segments into context. In this way, <i>Deine Bahn</i> promotes effective cooperation within railway networks.</p> <p>Prominent editors and authors from the DB Group, the railway industry and education and politics guarantee a high technical standard of quality and practical relevance. <i>Deine Bahn</i> is available by subscription.</p> <p><i>Deine Bahn</i> counts specialists, managers and junior staff from the fields of operations, technology and human resources among its target audience. <i>Deine Bahn</i> has its greatest circulation within the DB Group, followed by other railway undertakings and infrastructure companies. In addition, students and teachers in railway-related educational institutions use <i>Deine Bahn</i> as a source of information.</p>
<b>Frequency</b>	monthly
<b>Volume</b>	Vol. 44, 2016
<b>Web addresses</b>	<a href="http://www.deine-bahn.de">www.deine-bahn.de</a>
<b>Memberships</b>	Allianz Pro Schiene (Pro-Rail Alliance) SZV Südwestdeutscher Zeitschriftenverleger-Verband (Southwest Germany Magazine Publishers' Association) VDZ Verband Deutscher Zeitschriftenverleger (Association of German Magazine Publishers)
<b>Organ</b>	Journal for DB Training, Learning & Consulting and the Verband Deutscher Eisenbahnfachschulen (Association of German Railway Vocational Schools)
<b>Issued by</b>	Sebastian Hühthig

<b>Publisher</b>	Address	Bahn Fachverlag GmbH Linienstrasse 214, D-10119 Berlin (Germany)
	Phone	+49 30.200 95 22-0
	Fax	+49 30.200 95 22-29
	E-mail	<a href="mailto:info@bahn-fachverlag.de">info@bahn-fachverlag.de</a>
	Internet	<a href="http://www.bahn-fachverlag.de">www.bahn-fachverlag.de</a>
	VAT ID no.	DE 143457323
<b>Editorial staff</b>	Editor in chief	Martin Nowosad, DB Station & Service AG, Bielefeld
	vice editor in chief	Thorsten Breustedt, Bahn Fachverlag GmbH
	Managing editor	Thomas Tschepke, Bahn Fachverlag GmbH Phone +49 30.200 95 22-0 E-mail <a href="mailto:redaktion@deine-bahn.de">redaktion@deine-bahn.de</a>
	Reader services	Leserservice Deine Bahn D-65341 Eltville (Germany) Phone +49 6123.92 38-237 Fax +49 6123.92 38-238 E-mail <a href="mailto:leserservice@deine-bahn.de">leserservice@deine-bahn.de</a>
<b>Advertising</b>	Phone	Judith Steckel +49 30.200 95 22-0
	Fax	+49 30.200 95 22-29
	E-Mail	<a href="mailto:advertisement@deine-bahn.de">advertisement@deine-bahn.de</a>
<b>Subscription price</b>	Annual subscription (Germany) .....	87.00 EUR *
	Education subscription** .....	72.00 EUR *
	Trial subscription (3 issues) .....	21.75 EUR *
	Education trial subscription (3 issues).....	18.00 EUR *
	Single issue.....	8.50 EUR *
	* Prices incl. VAT plus shipping costs	
	** The education subscription is addressed to all students and trainees as well as to people, who have finished at least a four-week education in the last twelve months.	
<b>ISSN no.</b>	0948-7263	

## Volume, content and circulation

### Volume breakdown

July 2015 – June 2016: 12 issues

	Pages	Percent
Format: 210 mm wide x 297 mm high (DIN A4)		
Total volume	816	100 %
Editorial section	731.35	89.6 %
Advertising section	84.65	10.4 %
– including Job advertisements	0.5	0.6 %
– including Bound inserts	-	-
– including Loose inserts	-	-

### Content breakdown

July 2015 – June 2016: 731.35 pages, editorial section

Topics	Pages	Percent
Bahn aktuell (railways today)	72.75	8.9 %
Systemverbund Bahn (railway systems/networks)	192.51	23.6 %
Personenverkehr (passenger transportation)	109.25	13.4 %
Transport & Logistik (transport & logistics)	12.67	1.6 %
Infrastruktur (infrastructure)	126	15.4 %
Ausbildung, Prüfung & Beruf (training, testing & career)	134.5	16.5 %
Sonstiges (other)	83.67	10.3 %

### Circulation breakdown

July 2015 – June 2016: average per issue

	Copies
Print run	3,504
Actually distributed circulation (ADC)	3,415
Paid circulation	2,981
– including subscription copies	2,925
• including multiple subscribers	897
– Other sales	0
– Single-copy sales	0
Free copies	434
Remainder, archive and voucher copies	89



ivw-verified circulation

## Advertising price list no. 21 (valid from 1st January 2017)

<b>Circulation</b>	Print run ADC	3,504 3,415
<b>Journal format</b>	Outside Type area Column width	210 mm x 297 mm (width x height) DIN A4 190 x 279 mm 2-column = 87 mm, 3-column = 56 mm
<b>Printing process</b>	Sheet-fed offset	(screen: 54)
<b>Binding process</b>	Saddle stitching	
<b>Print copy</b>	Detailed information about the transfer of advertisement data can be found on page 7. We accept no liability for data which is incomplete or contains errors of content. Design or redesign of advertisements, and also modifications, which exceed the usual amount of effort, will be charged separately. Considerable extra effort may result from the delivery of defective, incomplete or unusable data; such effort will be charged additionally at an hourly rate (80 EUR per hour). Processing and exposing costs (for production by publisher) and mailing expenses for proofs will be charged at cost.	

<b>Deadlines and editorial calendar</b>	See page 8
<b>Advertising</b>	Bahn Fachverlag GmbH Judith Steckel Phone +49 30.200 95 22-0, Fax +49 30.200 95 22-29 E-mail <a href="mailto:advertisement@deine-bahn.de">advertisement@deine-bahn.de</a>
<b>Terms of payment</b>	Payable immediately after receipt of invoice.
<b>Bank details</b>	Bahn Fachverlag GmbH Sparda-Bank Südwest eG Account no. 955 868, BLZ (bank no.) 550 905 00 IBAN DE47 5509 0500 0000 9558 68 BIC GENODEF1S01

## Advertisement prices

Format	b/w*	2c-4c*
2/1 page	3,690 €	4,190 €
1/1 page	2,090 €	2,590 €
2/3 page	1,550 €	2,050 €
1/2 page	1,200 €	1,700 €
1/3 page	900 €	1,400 €
1/4 page	720 €	1,220 €

Special placement		
Format	b/w*	2c-4c*
U2, U4	2,750 EUR	3,250 EUR
U3	2,320 EUR	2,820 EUR

\* All prices without VAT.

## Surcharges

**Colour surcharges** Per special colour (HKS/Pantone): 500 EUR

**Preferential placement in editorial section** Guaranteed placement: 10% of b/w price

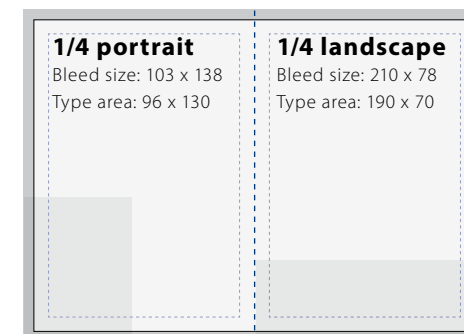
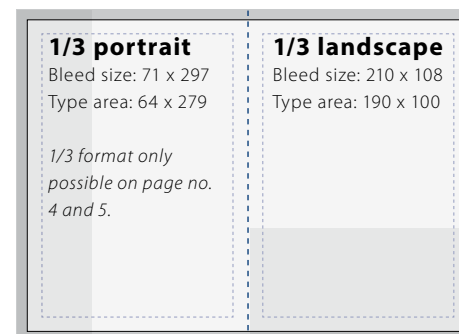
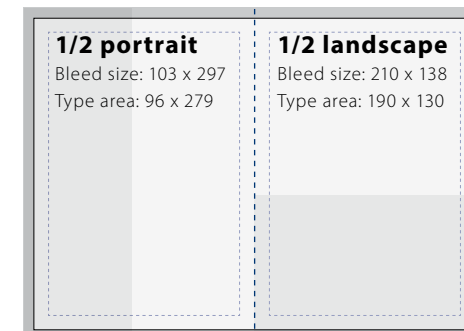
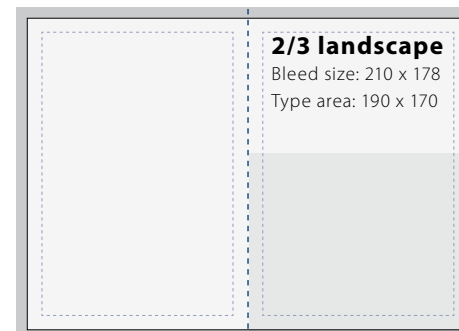
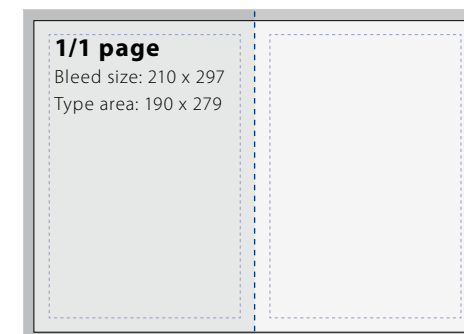
## Discounts

Staggered repeat discount*			
2 x	4 x	6 x	9 x
3%	5%	10%	15%

Volume discount*			
2 pages	4 pages	6 pages	9 pages
5%	10%	15%	20%

\* When taken within a year. No discounts for surcharges and additional costs.

## Advertisement formats



(width x height in mm, 3 mm trim for ads in bleed)

## Banner advertisements

The ideal complement for your print ad: Increase your reach via online marketing on our home-page [www.deine-bahn.de](http://www.deine-bahn.de) – the platform for technical expertise in the railway industry.

Banner	Size (pixels)	Price (monthly)*
Bigsize	800 x 100	800.00 EUR
Lead	780 x 90	600.00 EUR
Halfsize	228 x 90	300.00 EUR
Skyscraper	170 x 600	400.00 EUR

**Statistics** Visits: 171,904\*\* (+ 32%)  
Page Impressions: 427,804\*\* (+ 26%)

\* Discounts are possible for combinations of print and banner ads.  
Statutory VAT is to be added to all prices.

\*\* Average 07/2015 - 06/2016

The screenshot shows the homepage of 'Deine Bahn.online'. Several banner positions are highlighted with red callouts indicating their monthly price:

- Bigsize:** 800,- € monthly (top header area)
- Lead:** 600,- € monthly (large green banner below navigation)
- Halfsize:** 300,- € monthly (small banner in the right sidebar)
- Skyscraper:** 400,- € monthly (vertical banner on the far right)

The website content includes a search bar, a navigation menu (Start, News, Fachzeitschrift, Abo, Fachbücher, Mediadaten, Themen, TENDENZEN), and several news articles with 'Weiterlesen' links. A right sidebar contains a login form, a search box for 'Schienenjobs.de', and a 'Premium-Mitgliedschaft' section.

## Notes on transferring advertisement data

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*Please send the print copy together with the required information to order management.*

*If you have questions, order management will be pleased to help.*

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### Notes on data

To ensure problem-free data exchange, please provide advertisements as print-ready PDF files. Files from QuarkXPress, InDesign or Illustrator are also acceptable in consultation with order management (fonts and picture imports included). Advertisement files must be provided with a resolution of at least 300 dpi and in CMYK mode. Please do not embed ICC profiles in PDF files.

The colour management must be completed before creation of a PDF. The total ink coverage may not exceed 300%. Please define special colours as HKS or Pantone colours. Settings for PDF export (InDesign) are at <http://www.laub.de/daten/joboptions.html> for download.

### Data transfer

Please copy all data to be transferred into one folder (folder name template: advertiser\_Deine Bahn\_issue). Please avoid putting this folder in a further subfolder such as one with the name of your agency. Please enter the folder name in the topic line of e-mail transfers.

#### Type of data transfer

- via e-mail to [advertisement@deine-bahn.de](mailto:advertisement@deine-bahn.de)  
or
- via FTP server (request access data)  
or
- on data medium (CD-ROM or DVD – see address below)

### Information to be provided when transferring data

#### Sender information

- Customer or agency
- Contact
- Phone
- Fax
- Other information

#### Object

- File name / folder name
- Issue number / publication date
- Format of print copy
- Chromaticity
- Operating system
- Program/version

Please abide by the specifications. Failure to do so can result in additional costs. If transferred data require corrective action, claims in the event of technical errors will not be accepted.

*Effective as of: January 2017*

## Editorial calendar 2017

### Regular categories in the journal

- Bahn aktuell (railways today)
- Systemverbund Bahn (railway systems/networks)
- Personenverkehr (passenger transportation)
- Transport & Logistik (transport & logistics)
- Infrastruktur (infrastructure)
- Ausbildung, Prüfung & Beruf (training, testing & career)

### Events in 2017

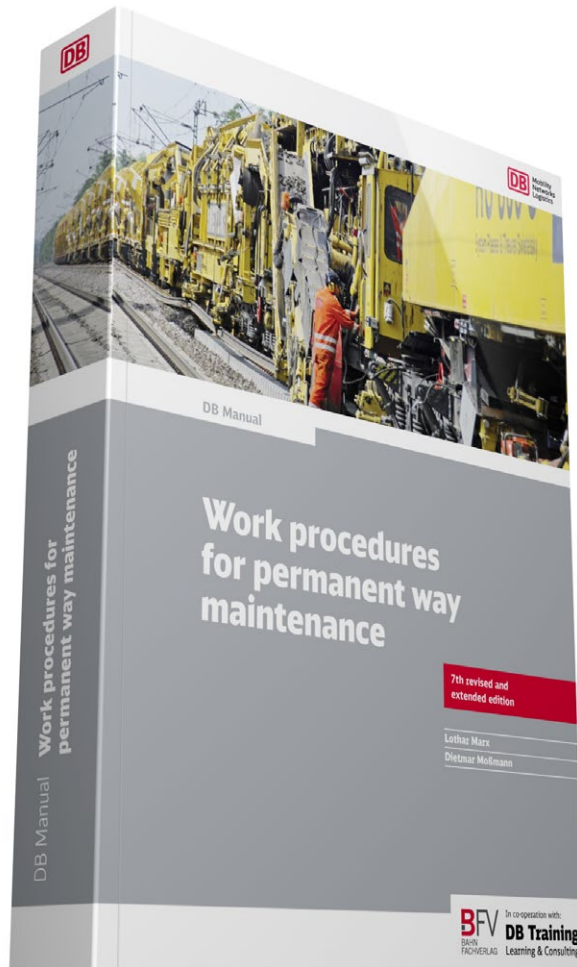
- 20/03 - 24/03 CeBIT (Hannover)
- 16/05 - 17/05 DB Training: Congress for Rail vehicle maintenance (Frankfurt am Main)
- 30/05 - 01/06 IAF International Exhibition for Track Technology (Münster)
- 30/08 - 31/08 Railway Forum (Berlin)

Month	Deadlines	Main topics
01	ED: 11/11 AD: 02/12 PC: 09/12 PD: 06/01	<b>Innovations</b> Training and further training Academic and industrial research projects Rail cargo and logistics
02	ED: 16/12 AD: 06/01 PC: 27/01 PD: 10/02	<b>Workplace and operational safety</b> Preventive safety of actions Operations control systems Fire safety
03	ED: 20/01 AD: 10/02 PC: 24/02 PD: 10/03	<b>Digitisation</b> Automation Digital workplace ICT strategies
04	ED: 17/02 AD: 10/03 PC: 24/03 PD: 07/04	<b>Passenger transport</b> Internationalisation Punctuality Service and security
05	ED: 17/03 AD: 07/04 PC: 21/04 PD: 05/05	<b>Track technology and structural civil engineering</b> Track and railway construction Infrastructure projects Maintenance
06	ED: 21/04 AD: 05/05 PC: 26/05 PD: 09/06	<b>Passenger stations</b> Construction and facility management Modernisation projects Service, safety and cleanliness

Month	Deadlines	Main topics
07	ED: 19/05 AD: 09/06 PC: 23/06 PD: 07/07	<b>Career prospects in the Deutsche Bahn system</b> Job outlines Career options Human resources development
08	ED: 23/06 AD: 07/07 PC: 21/07 PD: 04/08	<b>Rail vehicle engineering</b> Technical innovations Railway construction machines Maintenance
09	ED: 21/07 AD: 04/08 PC: 25/08 PD: 08/09	<b>Control and safety technology</b> Operations control systems Technical innovations Transport safety
10	ED: 18/08 AD: 08/09 PC: 22/09 PD: 06/10	<b>Mobility systems</b> Information and control systems Public transport Interconnection of transport modes
11	ED: 22/09 AD: 06/10 PC: 20/10 PD: 03/11	<b>Railway operations</b> Signalling and control Route- and capacity management Operations staff
12	ED: 20/10 AD: 03/11 PC: 24/11 PD: 08/12	<b>Environment and sustainability</b> Reducing CO <sub>2</sub> emissions Energy efficiency Noise protection

[ED = editorial deadline, AD = ad copy deadline, PC = print copy deadline, PD = publication date]





**Lothar Marx / Dietmar Moßmann**

**DB Manual**

## **Work procedures for permanent way maintenance**

7th revised and extended edition, 02/2013  
754 pages, softcover, size: 17 x 24 cm, price: EUR 76,00  
ISBN 978-3-943214-03-1

*This manual provides specialists and managers who plan and execute work on the permanent way with knowledge concerning the interaction of personnel, machines, devices and track equipment during permanent way maintenance. The authors describe the work procedures involved in the repair and installation of tracks and switches, including ballast cleaning and mechanical tamping work. Both formation rehabilitation methods and day-to-day maintenance are dealt with. The reader is familiarised with inspection and maintenance work as well as the acceptance of permanent way services. The authors also deal with the topic of „ballastless permanent way systems“ (ballastless track system) and developments in track maintenance machines and working procedures.*

### Section 1 Definitions

1. In the sense of these General Terms and Conditions, an „Advertisement Order“ is the contract between the Bahn Fachverlag GmbH (hereinafter: the Publisher) and an advertiser (hereinafter: the Client) for the publication of one or more advertisements or other publicity media in the magazine *Deine Bahn*.
2. A „Placement“ is a request by the Client for the Publisher to publish a specific advertisement or other publicity media on the basis of an Advertisement Order.

### Section 2 Scope / exclusivity

For the Advertisement Orders, Placements and publication of advertisements, the following conditions apply exclusively. On the initial conclusion of a contract between the Publisher and the Client, it shall be agreed that these conditions shall be the basis for all subsequent business. General terms and conditions of the Client which are in conflict with these conditions or which include provisions deviating from or supplementary to them shall under no circumstances become part of the contract. This shall also apply if the Publisher, aware of contrary or deviating conditions on the part of the ordering party, carries out the Client's Advertisement Order without reservation.

### Section 3 Conclusion of contract

1. Orders for advertisements and Placements of advertisements can be issued in person, by telephone, in writing, via e-mail or via Internet. In the event that orders or changes to Advertisement Orders are transmitted by telephone/fax/e-mail, the Publisher shall not be held liable for transmission errors.
2. A contract takes effect on acceptance by the Publisher. An Advertisement Order or a Placement can be accepted by order confirmation or invoicing.
3. The Publisher reserves the right to reject Advertisement Orders, individual Placements and insert orders due to their content, origin or technical form in accordance with its objectively justifiable principles, when their content violates laws or official regulations, or their publication cannot be reasonably expected of the Publisher. This also applies for orders issued by the Client to a media agency representing the Client.

### Section 4 Responsibility for the content of advertisements / insert orders / text section advertisements

1. The Client is fully responsible for the content and the legal permissibility of the advertisement and indemnifies the Publisher against all claims by third parties due to publication of the advertisement. The Publisher is not obligated to determine whether an Advertisement Order constitutes an impairment of third-party rights. Should the Publisher be obliged by virtue of a judicial order, for example, to print a counter-statement to an advertisement, the Client shall bear the costs for the counter-statement in accordance with the currently valid advertising price list. In addition, the Client shall bear any costs (cease-and-desist, legal representation or court costs) incurred by the Publisher as a result of an advertisement's illegality.
2. Insert orders shall only be binding for the Publisher after submission and approval of a sample of the insert. Inserts whose format or appearance give the reader the impression that they are part of the magazine or which include third-party advertisements cannot be accepted.
3. For materials (bound/loose inserts, etc.) provided by the Client, the Publisher assumes no liability for the correctness of the quantities or qualities designated as delivered.
4. Text section advertisements which border editorial text on at least three sides and are not recognisable as advertisements due to their editorial appearance shall be clearly identified by the Publisher as advertisements with the word „Advertisement“. Agreement on the layout and identification of advertisements with an editorial layout shall be reached with the Publisher a week before the advertising deadline.

### Section 5 Implementation / Termination

1. Provided that nothing to the contrary has been agreed by the parties, advertisements can be ordered for publication within a year after conclusion of the contract. If the right to place individual advertisements is granted within the scope of a contract, the order must be carried out within one year from the appearance of the first advertisement, provided the first advertisement is placed and published within the period designated in Sentence 1.

2. Subject to available capacity, the Client is entitled to place further advertisements in excess of the quantity specified in the order.
3. Advertisement Orders can only be terminated in writing, including by fax or e-mail. Cancellation of the advertisement is possible until the advertising deadline. If the advertisement has already been sent to press, termination is no longer possible. Furthermore, in accordance with statutory provisions the Publisher can demand payment of costs already incurred at the time of termination.

### Section 6 Advertising deadlines / Publication dates / Prices

1. The advertising deadlines and publication dates indicated in the media data are not binding for the Publisher. The Publisher reserves the right to adjust advertising deadlines and publication dates at short notice in accordance with the production process.
2. The price for publication of an advertisement shall be based on the currently valid price list. In the event of changes to the advertising price list, the new conditions shall also apply for contracts currently in force.
3. Discounts shall not be granted to companies whose business purpose includes awarding advertising orders for various advertisers in order to claim a joint discount.

### Section 7 Placement of advertisements

1. If advertisements are to be published in certain volumes or issues, or at certain places in the magazine, this must be agreed in writing on placement of the order or when the advertisement is placed. Otherwise the Publisher assumes no liability for placing advertisements in certain volumes or issues, or at certain places.
2. Should it be impossible to place an advertisement within an ordered issue, the Publisher can publish this advertisement at the same price in an issue with the same or a larger area of circulation.

### Section 8 Print copy / Advertising data sheet

1. For the booked publication, the Publisher guarantees the customary print quality within the scope allowed by the submitted print copy.

2. The Client is responsible for punctual delivery of the advertising copy and acceptable print copy, or of the inserts.
3. Should any flaws in the print copy not be immediately discernible but instead only become apparent during printing, the Client shall have no claims in the event of an unsatisfactory print.
4. Should the Client fail to follow the recommendations for creation and transfer of digital print copy provided by the Publisher in the media data and on the advertising data sheet, he shall not be entitled to assert claims due to faulty publication of the advertisement.
5. The Publisher shall demand the immediate replacement of print copy which is obviously unsuitable or damaged. Should any flaws in the delivered print copy or printed materials (inserts, tip-ons, etc.) not be immediately discernible but instead only become apparent during processing, the Client shall bear resulting additional costs or losses that occur during production.
6. Print copy and other materials will only be returned to the Client if explicitly requested; the obligation to store them ends six weeks after publication of the advertisement.

### Section 9 Proofs

Proofs shall only be delivered if explicitly requested. The Client shall bear the responsibility for the correctness of the returned proofs. The Publisher shall correct all errors which are indicated to it within the time limit specified on delivery of the proofs.

### Section 10 Printed height of advertisements / Purchased quantities

Should the format of the delivered print copy differ from the ordered format, the Publisher shall inform the Client of this discrepancy. Should the Client not deliver the ordered format by the print copy deadline, the printed advertisement format shall be the basis for the advertisement price.

## Section 11 Copies of advertisements

1. On request, the Publisher shall deliver copies of the advertisement with the invoice. Depending on the type and volume of the Advertising Order, clipped advertisements, complete pages or entire issues can be delivered. Complete voucher copies are only supplied by the Publisher on request for quarter-page or larger advertisements. In other cases, the Publisher invoices the Client for voucher copies.
2. If a voucher copy can no longer be provided, the Publisher shall instead provide a legally binding certification of the advertisement's publication and distribution.

## Section 12 Composition and pre-press

1. The Client shall bear the costs for preparing any plates, paperboard mats, and drawings, as well as for any extensive modifications of originally agreed designs requested by the Client.
2. The Publisher can specify prices different from those in the price list for advertisements placed in publisher's supplements, advertorials, advertisements in special publications, collective advertisements and also advertising space sold after the advertising deadline.

## Section 13 Terms of payment

1. If the Client does not make payment in advance, the invoice shall if possible be sent immediately or within 14 days following publication of the advertisement.
2. The invoice is payable by the deadline set down in the price list, calculated from the date of receipt of the invoice unless another deadline for payment or pre-payment has been agreed.
3. Any discounts for early payment are granted according to the price list.

## Section 14 Default of payment

1. In case of default or deferral of payment, default interest and collection expenses shall be charged. In the event of payment default, the Publisher may suspend the further execution of the current order until payment is received and may demand prepayment for the remaining advertisements.

2. In case of reasonable doubt about the Client's solvency, the Publisher is entitled even during the duration of an advertisement contract to make the publishing of additional advertisements contingent on payment of unpaid invoices and on prepayment for further advertisements regardless of the initially agreed payment deadline.
3. The Publisher is entitled to correct inaccurate advertisement invoices within six months after invoicing. Where Advertising Orders are received from abroad, the Publisher will not invoice VAT provided that the advertising transaction concerned is not subject to VAT. The Publisher reserves the right to invoice VAT retrospectively if the tax authorities rule that the advertisement is subject to VAT.

## Section 15 Warranty

1. The Publisher shall guarantee the best possible reproduction of the advertisement with respect to print quality. Claims for obvious defects are to be asserted by the Client no later than two weeks after receipt of the invoice and the voucher copy. The Client must assert claims about non-obvious defects no later than one year after publication of the affected printed material. Should there be a flaw in the print of an advertisement in spite of punctual delivery of acceptable print copy and punctual assertion of claims, the Client may demand the printing of an acceptable replacement advertisement (supplementary performance). The entitlement to supplementary performance is ruled out if it would result in disproportionate costs for the Publisher. If the Publisher fails to meet a reasonable deadline or refuses supplementary performance, or if supplementary performance is not acceptable for the Client or fails, the Client shall be entitled to cancel the contract or claim a reduction in price to the degree to which the purpose of the advertisement was impaired.
2. In the event of a decrease in circulation, the conclusion of a contract for several advertisements entitles the customer to a discount if, as an overall average of the advertisement year which commences with the first advertisement, the average circulation stated in the price list is not reached. A drop in circulation shall only constitute grounds for a price reduction if it amounts to 20%. In addition, reduction claims due to falling circulation shall be ruled out if the Publisher gave the Client sufficient notice before the reduction in circulation that the Client was able to cancel the contract before publication of the advertisement.

- Prerequisite for a price reduction is eligibility for a discount based on volume discount or staggered repeat discount for at least three issues. The possible decrease in circulation is to be calculated as the balance of the circulation overrun and circulation underrun of the issues in which advertisements have been placed in the year of placement. A circulation decrease of 20% shall be grounds for a price reduction of 20%. The refund shall be paid at the end of the campaign year based on the client's net cost, taking into account the agency remuneration already granted as a credit in kind or, if this is not possible, as a cash refund. A claim to reimbursement shall only be considered to exist if the total reimbursement is at least 2,500 EUR.
3. Warranty claims from merchants as clients shall lapse within 12 months after publication of the corresponding advertisement or insert.

## Section 16 Liability

1. Client claims to damages, in particular based on arrears, breach of contractual obligations, breach of third-party commercial property rights and impermissible actions shall be ruled out unless the Publisher, its representatives or vicarious agents have acted deliberately or with gross negligence or carelessly breached a contractual obligation that is essential to attainment of the contract's purpose, or unless the claims for damages result from a quality guarantee.
2. Insofar as the Publisher is liable, the damage claim shall be limited to the foreseeable damage up to the amount of the respective advertisement fee. This limitation of liability shall not apply in the case of intent, or if the event causing the damages was caused by gross negligence on the part of the Publisher, its representatives or vicarious agents.
3. All damage claims against the Publisher shall lapse 12 months after the client has learned or ought to have learned of the circumstances giving rise to the claim for damages. This does not apply to claims arising from illegal or deliberate actions.
4. If the damage claims result from product liability statutes, the aforementioned limitation of liability is not applicable. The same applies for injury to life, body or health.

## Section 17 Advertising and media agencies

In their dealings with advertisers, advertising and media agencies are obligated to adhere to the Publisher's price list in their offers, contracts and invoices. The agency commission payable by the Publisher is calculated from the customer net, i.e. minus discount, bonus and deduction due to defects. The agency commission shall not be paid on private advertisements; it shall only be payable to advertising and media agencies which have been accredited by the Publisher and is subject to the requirement that the advertising or media agency places the order directly, that it is responsible for supplying the finished and print-ready print copy, and that it is registered as an advertising or media agency. The Publisher is entitled to reject orders from advertising and media agencies if doubts exist as to their professional practice as agencies or about their creditworthiness. Advertising Orders by advertising or media agencies are placed on their own behalf and for their own account.

## Section 18 Storage of customer data

Within the scope of its business activities, the Publisher stores customer data with the help of electronic data processing in accordance with the statutory privacy regulations.

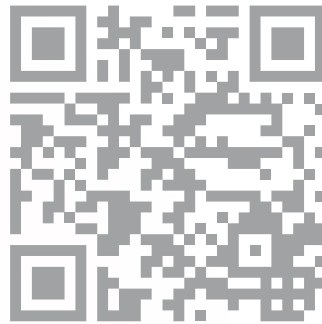
## Section 19 Concluding provisions

1. Changes and additions to these Terms and Conditions must be in written form to take effect.
2. Even in the event of legal invalidity of individual provisions of the contract, the remaining provisions shall remain in force.
3. The place of fulfillment for all claims arising from the contract concluded between the Client and the Publisher is Berlin.
4. The exclusive place of jurisdiction for legal actions against merchants, or legal entities or special funds under public law, is Berlin.

Effective as of: January 2017

# Deine Bahn.

Media data



[www.deine-bahn.de/mediadaten](http://www.deine-bahn.de/mediadaten)