BEST LIVING
LIFESTYLE & REAL ESTATE
by VON POLL REAL ESTATE®
VON POLL IMMOBILIEN is aware of the importance of tradition and with more than 300 shops it is one of the largest real estate agents in Europe. The focus is on brokering real estate of sustained value in preferred residential and business locations, as well as in the most beautiful and liveable places in Germany.

„In the best locations for you“

Our partnership with LeadingRE, the exclusive network of the world’s best independent real estate companies, also enables an international presence in over 50 countries. As a premium partner of VON POLL IMMOBILIEN, LeadingRE offers access to a global portfolio of attractive properties in top locations, represented by leading brokers.
TECHNICAL DATA

ISSUES: SPRING / SUMMER 2018 AUTUMN / WINTER 2018
Publication date: May 2018 October 2018

- Print run of 150,000 copies, approx. 420,000 readers (2.8 readers per issue)
- Each edition is distributed to over 300 real estate shops, special locations (golf clubs, law offices, private banks and medical practices) and is delivered personally by our brokers to the mailboxes of property owners in the preferred locations
- In addition, the magazine can also be purchased nationwide in newsagents at train stations and airports. In addition, there are a number of selected outlets – e.g. exclusive retailers
- The readership comprises owners of exclusive real estate (with an average price of € 600,000 or more)
- Approximately 60% of readers have a monthly net household income of more than € 8,000
- They are affluent, ready consumers who are interested in new ideas and products
- The premium target group mainly comprises influential multipliers and decision-makers who are inspired by high-quality advertisements
- A high-quality internal distribution service ensures the targeted and controlled delivery of copies (2 issues per year) to an exclusive clientele.
- Attractive insertion costs (price per thousand readers around € 14.05) in a high-quality editorial context
ADVERTISING FORMATS

Preferential placements:
- Double page: Pages U2/1. Inside page: 210 mm wide, 280 mm high: 9,500 €
- Double page: Pages 6/7: 210 mm wide, 280 mm high: 8,000 €
- Double page: Pages 16/17: 210 mm wide, 280 mm high: 7,000 €
- U3: 210 mm wide, 280 mm high: 5,500 €
- U4: 210 mm wide, 280 mm high: 6,500 €

Inside pages:
- Full page: 210 mm wide, 280 mm high: 4,900 €

Supplements:
up to 60 g, price on request

BOOKINGS:
- 420 mm wide, 280 mm high: 9,500 €
- 420 mm wide, 280 mm high: 8,000 €
- 420 mm wide, 280 mm high: 7,000 €
- 210 mm wide, 280 mm high: 5,500 €
- 210 mm wide, 280 mm high: 6,500 €

TECHNICAL DATA

Format: 210 mm wide, 280 mm high
Type area: 190 mm wide, 255 mm high
CONTACTS

Advertising bookings and advice:

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1. These General Terms and Conditions (GTCs) form an integral part of the order between von Poll Immobilien GmbH (hereinafter referred to as “VPI”) and the client regarding the publication of one or more advertisements, inserts or supplements (hereinafter collectively referred to as the “advertisement”) in the publications of von Poll Immobilien GmbH (such as its magazine BESTE LAGE, its newspaper BESTE AUS-SICHT or in regional catalogues) for the purpose of distribution. The contract is deemed concluded by the order confirmation sent via email by VPI, or its commissioned media agency, once the client has commissioned VPI by email (marketing@von-poll.com). The client is not entitled to change their booking data after receiving the order confirmation.

2. In case of doubt, advertisements are to be published within one year after the conclusion of the contract. If, within the framework of a contract, the right to call up individual advertisements is granted, the order must be processed within one year of the publication of the first advertisement, provided that the first advertisement is called up and published within the period specified in the first sentence.

3. In case of printing errors, VPI is liable only if the errors are within its scope of responsibility. Liability is limited to the printing of a replacement advertisement or an appropriate reduction in payment, but only to the extent to which the purpose of the advertisement has been impaired. Claims for damages due to impossibility and delay are limited to the price owed for the advertisement. Further claims for damages are expressly rejected.

Complaints – except for hidden defects – must be issued in writing/electronically to VPI within ten (10) days after receipt of the voucher copy and invoice. VPI applies all due care and diligence in receiving and checking the advertisement texts but will not liable if it is misled and/or deceived by the client. Solely the client is liable for the content and the legal admissibility of the picture and text material made available for the advertisements. The client is also liable for any and all consequences and damage resulting for VPI from printing and distributing the advertisements. The client must indemnify VPI from third-party claims. The client undertakes to bear the costs of publishing a counterstatement in accordance with the advertising rate applicable at the time. VPI reserves the right to refuse advertising orders in particular on account of their content, themes or technical form, especially if the publication thereof is not desired in accordance with the intended appearance of the respective publications of VPI. In this respect, the respective advertisement must be submitted to VPI as a sample at least eight (8) weeks before the printing/copy deadline. The respective printing deadline (copy deadline) is communicated electronically to the client. The rejection of an order is communicated in written/electronic form without delay.

4. The advertisements can be cancelled if the publisher is notified in writing no later than 15 weeks before publication. If an order is effectively cancelled, the client is charged 20% of the advertising price as an expense fee.

5. Orders for advertisements and third-party inserts which, as declared, are meant to be published exclusively in certain issues, certain editions or at certain places within the publication must be received by the publisher in sufficient time for the client to be informed before the copy deadline if the order cannot be carried out in the manner requested.

6. Advertisements which, due to their editorial design, are not identifiable as such will be clearly identified by the publisher in the respective publication with the word Advertisement.

7. The advertisements designed by the publisher are protected by copyright and may only be processed with the express permission of the publisher.

8. The client is responsible for delivering the advertisement text and the printing material in good time and in flawless condition. “In good time” means eight weeks prior to the copy deadline. VPI will immediately request the replacement of identifiable unsuitable or damaged printing material. If any defects in the printing material are not immediately apparent, but first become apparent during the printing process, the advertiser will not be entitled to assert any claims in the event of insufficient printing quality. VPI ensures the printing quality customary for the publication in question, within the scope of the possibilities offered by the printing material.

9. If the advertisement as printed is illegible, incorrect or incomplete in whole or in part, the client is entitled to a reduction in payment or a faultless replacement advertisement, but only to the extent to which the purpose of the advertisement has been impaired.
10. At its own discretion, the publisher may make technical changes to the book, such as its format or paper.

11. The invoice must be paid within 14 days after the publication date of the advertisement unless a different payment period or an advance payment is agreed in an individual case.

12. In the event of default or deferment of payment, the client will be charged the collection costs as well as interest in the amount of three (3) percent above the currently valid discount rate of the Deutsche Bundesbank. If the client is in default of payment, VPI can postpone the further execution of the current order until payment has been made and demand advance payment for the remaining advertisements.

13. VPI provides voucher copies.

14. The costs of preparing the drawings, reprints, lithographs and typesetting work ordered and of making substantial changes – requested by the client or for which the client is responsible – to the originally agreed designs will be borne by the client.

15. In the case of a contract covering several advertisements, a claim to a price reduction may arise due to a reduction in circulation if, beginning with the first advertisement, the average circulation falls below the average circulation stated in the price list or, in some other way, falls below the overall average of the year of insertion. A reduction in circulation is deemed a defect entitling the client to a price reduction only if it amounts to more than 20%. The invoice amount is then reduced in the same proportion as the guaranteed circulation to the circulation actually delivered. Furthermore, if a contract is concluded, price reduction claims will be excluded if VPI informs the client of the reduction in circulation in time for the client to be able to cancel the contract before the publication of the advertisement.

16. Advertising representatives and advertising agencies are obligated to adhere to the currently valid advertising price list in their offers, contracts and invoices. The commission granted cannot be paid to the client, in whole or in part.

17. Printing material is returned to the client only on special request. The obligation to keep such material ends three (3) months after the publication of the advertisement.

18. The place of performance is the registered office of VPI. Venue, unless otherwise provided for by law, is the registered office of the publisher.