



INDEPENDENT SAP TRENDS, ANALYSES, STRATEGIES AND IN-DEPTH REPORTS

E-3 MAGAZINE

MEDIA  
KIT

2021

E-3 Online and Print

The Platform for the SAP® Community

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www.e-3.de



www.e3zine.com

# The Combination of Online and Print

The E-3 platform continues to operate under the motto: Content first! This motto defines our high standards of editorial quality, because the methods we have been using since the inception of E-3 Magazine have proven their worth again and again: research, evaluate, write, edit, and then present in a reader-friendly and informative way – online and in print.

The E-3 platform would not be complete without our print magazine. Every month, we print roughly 35,000 issues for 91,000 readers because the SAP community wants – and actually reads! – a print magazine. For our digital-native readers, we upload a PDF to our website e-3.de, which had averagely 35,700 Unique Visitors per week in 2020, and promote it through our newsletter to 6,000 recipients.

Sharing knowledge and information and communicating with a target audience are not bound to one singular medium. The right combination of all available distribution channels – websites, newsletters, social media, videos, and print - is key to success. The E-3 print magazine is still our flagship product, but we have been rapidly expanding into other segments as well. For example, in 2020 we have built a video studio in our E-3 office to expand our Youtube channel and offer customers even more opportunities to reach our readers.

The SAP community needs knowledge, and we provide the informational and educational work necessary for them to stay up-to-date on relevant trends and topics. The challenges SAP customers have faced this year and will continue to face in the foreseeable future (like the S/4 Hana release change or digital transformation) make it indispensable to provide the right information at the right time – and through the right distribution channel. The E-3 platform is a logical first choice because of our high standards of quality regarding our journalistic integrity and editorial content. If you do not invest in communication and educational work, you are missing the point. The challenge that we as E-3 team have to tackle is to find the right combination of electronic and traditional media channels – while always keeping the reader in mind.

Best regards

**Peter Färbinger**  
 Publisher E-3 Magazine and  
 e3zine.com

## Corporate Identity E-3 Platform:

Informational and educational work of and for the SAP community in the D/A/CH region and globally. We accompany your digital transformation.

The publishing house B4Bmedia.net AG has a high standard of editorial quality and an ideal layout for print and online regarding the E-3 Magazine (since 1998). E-3 Magazine is closely connected to the German-speaking SAP community and informs its readers about recent and relevant news in and around the SAP community. Globally, this educational work lies with the English website e3zine.com. Thanks to high editorial quality and a broad readership base, E-3 Magazine is ideal for any IT provider looking to tap new markets and reach SAP customers.

**E-3 Magazine**



Closely connected to the SAP community, E-3 Magazine is published ten times a year. Its focus is on business, organizational, license and technological aspects of the SAP ecosystem. With the sections Business, Management, Scene, Infrastructure, and HR, it is an important source of information for all departments. E-3 Magazine is available as a print magazine and as Online PDF and is promoted through a weekly newsletter and various social media channels.

**e-3.de**



e-3.de is the platform for online and PDF publication of E-3 editorial articles first published in the print magazine with a weekly reach of roughly 50,000 Unique Visitors. (Average 2020: 35,700). In addition to articles and columns being published, we also publish recent press releases and news from the SAP community and SAP itself. Furthermore, the website also features a comprehensive overview of upcoming events and webinars as well as an SAP and IT partners list.

**e3zine.com**



e3zine is the platform for informational and educational work in the global SAP community. Easily digestible blog posts are guaranteed to draw readers in as well as give them an in-depth report about what is happening in and around the SAP community. In 2020, the website reached up to 50,000 Unique Visitors per week (average: 33,500). Therefore, e3zine.com is one of the leading independent SAP editorial websites worldwide.



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# E-3 Platform

## Distribution:

**Target group:** global SAP community

**Distribution:** Print and Online in D/A/CH as well as internationally

- E-3 Magazine: 35,000 issues/month with up to 91,000 readers
- e-3.de including E-3 Online PDF: on average 35,700 Unique Visitors and 100,000 Ad Impressions per week
- Newsletter: 6,000 recipients per week including social media channels (Twitter, Facebook, LinkedIn, Xing and YouTube)
- Twitter (DE): averagely 31 Tweets per week with up to 25,000 Organic Impressions (Average: 11,000)
- Twitter (global): averagely 54 Tweets per week with up to 24,900 Organic Impressions (average: 11,600)
- e3zine.com (global): on average 33,500 Unique Visitors per week and 114,500 Ad Impressions

**Readers:** Supervisory Board members, Chairmen, CEOs, CxOs as well as CCoE/heads of IT or other departments, IT staff, team and division managers, SAP partners, consultants, analysts, faculty (universities, colleges)

**Industries** (figures in %):

|   |       |
|---|-------|
| Automotive .....  | 9,05  |
| Education, Public Institutions, Media .....                                   | 8,33  |
| Chemical/Pharmaceutical, Health Care/Medical Engineering .....                | 11,64 |
| Manufacturing, Machine/Industry/Metal/Aircraft Engineering .....              | 14,31 |
| Energy and Utilities .....  | 8,74  |
| Financial Industry .....  | 9,09  |
| Wholesale, Retail, E-Commerce .....   | 6,65  |
| IT Services/Business Consulting/HR .....                                      | 6,77  |
| Consumer Goods/Food and Beverage, Logistics,<br>Recreation/Luxury Foods ..... | 13,32 |
| Telecommunications .....  | 5,35  |
| Insurance .....   | 4,11  |
| Other .....   | 2,64  |

## Divided in Target Groups and Countries

| E-3 Circulation 2021  | Germany       | Austria      | Switzerland  | Total         |
|---|---------------|--------------|--------------|---------------|
| E-3 subscriptions/<br>free and alternating delivery   | 22,525        | 3,998        | 1,112        | 27,635        |
| Airport business lounges<br>(Frankfurt, Munich, Dusseldorf, Zurich,<br>Brussels)  |               |              |              |               |
| Airport gates<br>Lufthansa (Bremen, Dortmund,<br>Nuremberg, Hanover, Leipzig,<br>Dresden, Muenster, Frankfurt-Hahn,<br>Friedrichshafen) | 4,250         | -            | -            | 4,250         |
| Events  | 1,865         | 300          | 150          | 2,315         |
| SAP partners and user groups  | 600           | 100          | 100          | 800           |
| <b>Total (2020)</b>   | <b>29,240</b> | <b>4,398</b> | <b>1,362</b> | <b>35,000</b> |
| Circulation in %  | 83.54         | 12.57        | 3.89         | 100           |
| SAP decision-makers <sup>1)</sup>   | 16,755        | 2,520        | 780          | 20,055        |
| Consultants & decision-makers <sup>2)</sup>   | 23,597        | 3,549        | 1,099        | 28,245        |
| <b>Readers SAP<sup>3)</sup></b>   | <b>45,237</b> | <b>6,804</b> | <b>2,107</b> | <b>54,148</b> |
| Readers general <sup>4)</sup>   | 76,024        | 11,435       | 3,541        | 91,000        |

<sup>1)</sup> 57.3 percent of E-3 readers identify as SAP decision-makers and take an average of 48.2 minutes to read an E-3 issue.

<sup>2)</sup> 80.7 percent of E-3 readers give specific technological SAP advice and make SAP decisions by themselves or together with colleagues.

<sup>3)</sup> SAP decision-makers use E-3 Magazine averagely 2.7 times per issue.

<sup>4)</sup> On average, readers use an E-3 issue 2.6 times.



## Topics 2021

This is a list of expected focus points of E-3 Magazine in 2021. It is merely a suggestion, however, as more recent or important trends and topics can be added to reflect the events in and around the SAP community.

**RED/ANZ** = Editorial/Advertisement Deadline

**DUS/EXT** = Deadline for print documents E-3 Extra

**DUS** = Deadline for print documents

**EVT** = Publication Date

| Issue   | Topics of Interest in the SAP Community   | Events 2021  |
|---|---|--|
| <b>February</b><br>RED/ANZ: 11. 1.<br>DUS: 18. 1.<br>EVT: 1. 2.                 | <b>Human Resources:</b> HR/HCM solutions in the SAP ecosystem; training and upskilling opportunities for SAP consultants; programming languages in S/4<br><b>Management:</b> Logistics and SCM; predictive analysis and predictive maintenance; relaunch of business process reengineering; creating business models with SolMan<br><b>Infrastructure:</b> Cloud computing in customers' own datacenters; optimized servers for Hana, backup and disaster recovery including system copy; add-ons in SCP; flexible SAPUI5 applications            | <b>13. - 19. 1.</b> Handelsblatt<br><b>3. - 4. 2.</b> Energie-Gipfel (hybrid)<br>DSAG-Technologietage (online)   |
| <b>March</b><br>RED/ANZ: 8. 2.<br>DUS/EXT: 8. 2.<br>DUS: 15. 2.<br>EVT: 1. 3.   | <b>Human Resources:</b> Diversity as a challenge for leaders; data-driven HR/HCM; employee qualifications concerning GDPR and data protection<br><b>Management:</b> E-invoicing; Intralogistics 4.0; predictive maintenance with SAP PM/EAM; Smart BPM/business process automation; digital twins (management cockpit)<br><b>Infrastructure:</b> Data warehousing with BW/4; open source offers for S/4 Hana; high availability of mission-critical applications in Hana<br><b>Extra:</b> <b>Blockchain, RPA, (I)IoT and Open Source</b>          | <b>1. - 2. 3.</b> DTIM D/A/CH<br><b>10. - 11. 3.</b> 24. Aachener Dienstleistungsforum<br><b>22. - 26. 3.</b> DIGITAL FUTUREcongress (online)  |
| <b>April</b><br>RED/ANZ: 8. 3.<br>DUS: 15. 3.<br>EVT: 29. 3.                    | <b>Human Resources:</b> HR/HCM as traditional on-prem solutions, multi-cloud concepts for all HCM tasks; travel expense management and controlling in the cloud<br><b>Management:</b> Change management for master and transaction data; organizational roadmaps for the impending release change; hybrid system landscapes for working from home and new work concepts<br><b>Infrastructure:</b> the future of AnyDB; Abap modifications and customizing in Hana; low-code/no-code concepts for SAP Cloud Platform (SCP)                         | <b>12. - 16. 4.</b> Hannover Messe (hybrid)<br><b>13. - 15. 4.</b> DMEA<br><b>20. - 21. 4.</b> 23. SAP-Forum für die Immobilienwirtschaft<br><b>26. - 27. 4.</b> VWE<br><b>29. 4.</b> DIGITAL FUTUREcongress |
| <b>May</b><br>RED/ANZ: 6. 4.<br>DUS: 12. 4.<br>EVT: 26. 4.                      | <b>Human Resources:</b> CX newsletter and more with Emarsys; war of talents; recruiting on prem and in the cloud; authorizations and learning management systems in SuccessFactors<br><b>Management:</b> Global rollouts and cloud computing; Intelligent Enterprise, hyperscalers and Embrace 2.0; SAP Analytics Cloud; data management<br><b>Infrastructure:</b> Roadmap for Abap and Java; SAP Hana on Intel and Power or in hyperscaler clouds; Data Hub implementations; GitHub for SAP customers; machine learning with Leonardo and Nvidia | <b>4. - 6. 5.</b> e-world energy & water<br><b>19. - 20. 5.</b> maintenance<br><b>31. 5. - 1. 6.</b> SAMS (hybrid)   |
| <b>June</b><br>RED/ANZ: 10. 5.<br>DUS/EXT: 10. 5.<br>DUS: 17. 5.<br>EVT: 31. 5. | <b>Human Resources:</b> Predictive HR analytics; Qualtrics roadmap; SAP Hana and SuccessFactors; Distance Learning; SAP Payroll Control Center<br><b>Management:</b> Robotic Process Automation and business process reengineering; AI business processes and machine learning; e-commerce management<br><b>Infrastructure:</b> IoT architectures and edge computing; maintenance and support concepts; globalization and deployment; cloud evolution<br><b>Extra:</b> <b>S/4 Hana: Migration and Conversion</b>                                  | <b>14. - 18. 6.</b> DIGITAL FUTUREcongress (online)  |

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|---|--|---|
| <b>July/August</b><br>RED/ANZ: 14. 6.<br>DUS: 21. 6.<br>EVT: 5. 7.                    | <b>Human Resources:</b> Hana training; blockchain for Concur; e-recruiting with the SuccessFactors HCM suite; using Callidus, Qualtrics and Emarsys<br><b>Management:</b> Legacy data management and digitalization; data protection, security and GDPR; international rollouts and globalization; supply chain management with S/4 or as add-on; corporate investment management with S/4 and add-ons<br><b>Infrastructure:</b> Comparing Hana cloud servers on Intel Xeon and IBM Power; SAP interfaces on prem (NetWeaver) and in the cloud (SCP, Abap, microservices)      | <b>24. - 25. 8.</b> hub.berlin  |
| <b>September</b><br>RED/ANZ: 9. 8.<br>DUS/EXT: 9. 8.<br>DUS: 16. 8.<br>EVT: 30. 8.    | <b>Human Resources:</b> diversity as a chance; data-driven HR/HCM; employee qualifications concerning GDPR and data protection; roadmaps for Concur and Emarsys<br><b>Management:</b> E-invoicing; Intralogistics 4.o; predictive maintenance with SAP PM and EAM; business process automation and RPA; adaptive logistics and Industry 4.o<br><b>Infrastructure:</b> Development and UI technologies: SAPUI5 and Fiori; Hana high availability; SAPUI5 roadmap; system copy and backup<br><b>Extra:</b> <b>DSAG Annual Conference 2021</b>                                    | <b>21. - 23. 9.</b> DSAG Annual Conference                            |
| <b>October</b><br>RED/ANZ: 6. 9.<br>DUS: 13. 9.<br>EVT: 27. 9.                        | <b>Human Resources:</b> Best practice for Emarsys, Qualtrics and Callidus; freelancers and Fieldglass; SAP Model Company for HR; cloud solutions for talent management<br><b>Management:</b> Digital twins; production and manufacturing; online shops and e-commerce with Hybris, Callidus and Qualtrics; GTS and international trade<br><b>Infrastructure:</b> Archiving and backup in hyperscaler clouds; decommissioning SAP systems; test automation; DevOps; security; Abap/Java environment in NetWeaver; Data Hub and Smart Data Integration versus open source offers | <b>5. - 6. 10.</b> Annual Summit S/4 Hana Finance & Logistik (online) |
| <b>November</b><br>RED/ANZ: 4. 10.<br>DUS/EXT: 4. 10.<br>DUS: 11. 10.<br>EVT: 25. 10. | <b>Human Resources:</b> Fieldglass roadmap; Qualtrics in combination with Emarsys; design thinking training; SAP SF learning management; operational personnel cost management<br><b>Management:</b> Adaptive logistics and Industry 4.o; master data management and big data; SAP Ariba; access management; SAP Digital Boardroom; Core apps<br><b>Infrastructure:</b> Data models and master data management; SAP Cloud Platform and Graph; S/4 Hana sizing; Abap on SCP; IoT and SCM; SAP IDM<br><b>Extra:</b> <b>SCM, Logistics, E-Commerce and CX Management</b>          | <b>4. 11.</b> DIGITAL FUTUREcongress                                  |
| <b>December/ January</b><br>RED/ANZ: 8. 11.<br>DUS: 15. 11.<br>EVT: 29. 11.           | <b>Human Resources:</b> HR/HCM service with Fiori; AI in new work concepts; On-prem HCM system; experience management and survey tools<br><b>Management:</b> Greenfield and brownfield kickoff 2022; data protection, GDPR and security; project management; SAP Digital Access; E2E processes in logistics and SCM; e-procurement and commerce; hybrid cloud management; data governance<br><b>Infrastructure:</b> SAP Data Hub; open source orchestration and data integration; hyperconvergence; big data; high availability; disaster recovery; globalization              |   |

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


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| 2021 | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| MON  |     | 1   | 1   |     |     |     |     |     |     |     | 1   |     |
| TUE  |     | 2   | 2   |     |     | 1   |     |     |     |     | 2   |     |
| WED  |     | 3   | 3   |     |     | 2   |     |     | 1   |     | 3   | 1   |
| THU  |     | 4   | 4   | 1   |     | 3   | 1   |     | 2   |     | 4   | 2   |
| FRI  | 1   | 5   | 5   | 2   |     | 4   | 2   |     | 3   | 1   | 5   | 3   |
| SAT  | 2   | 6   | 6   | 3   | 1   | 5   | 3   |     | 4   | 2   | 6   | 4   |
| SUN  | 3   | 7   | 7   | 4   | 2   | 6   | 4   | 1   | 5   | 3   | 7   | 5   |
| MON  | 4   | 8   | 8   | 5   | 3   | 7   | 5   | 2   | 6   | 4   | 8   | 6   |
| TUE  | 5   | 9   | 9   | 6   | 4   | 8   | 6   | 3   | 7   | 5   | 9   | 7   |
| WED  | 6   | 10  | 10  | 7   | 5   | 9   | 7   | 4   | 8   | 6   | 10  | 8   |
| THU  | 7   | 11  | 11  | 8   | 6   | 10  | 8   | 5   | 9   | 7   | 11  | 9   |
| FRI  | 8   | 12  | 12  | 9   | 7   | 11  | 9   | 6   | 10  | 8   | 12  | 10  |
| SAT  | 9   | 13  | 13  | 10  | 8   | 12  | 10  | 7   | 11  | 9   | 13  | 11  |
| SUN  | 10  | 14  | 14  | 11  | 9   | 13  | 11  | 8   | 12  | 10  | 14  | 12  |
| MON  | 11  | 15  | 15  | 12  | 10  | 14  | 12  | 9   | 13  | 11  | 15  | 13  |
| TUE  | 12  | 16  | 16  | 13  | 11  | 15  | 13  | 10  | 14  | 12  | 16  | 14  |
| WED  | 13  | 17  | 17  | 14  | 12  | 16  | 14  | 11  | 15  | 13  | 17  | 15  |
| THU  | 14  | 18  | 18  | 15  | 13  | 17  | 15  | 12  | 16  | 14  | 18  | 16  |
| FRI  | 15  | 19  | 19  | 16  | 14  | 18  | 16  | 13  | 17  | 15  | 19  | 17  |
| SAT  | 16  | 20  | 20  | 17  | 15  | 19  | 17  | 14  | 18  | 16  | 20  | 18  |
| SUN  | 17  | 21  | 21  | 18  | 16  | 20  | 18  | 15  | 19  | 17  | 21  | 19  |
| MON  | 18  | 22  | 22  | 19  | 17  | 21  | 19  | 16  | 20  | 18  | 22  | 20  |
| TUE  | 19  | 23  | 23  | 20  | 18  | 22  | 20  | 17  | 21  | 19  | 23  | 21  |
| WED  | 20  | 24  | 24  | 21  | 19  | 23  | 21  | 18  | 22  | 20  | 24  | 22  |
| THU  | 21  | 25  | 25  | 22  | 20  | 24  | 22  | 19  | 23  | 21  | 25  | 23  |
| FRI  | 22  | 26  | 26  | 23  | 21  | 25  | 23  | 20  | 24  | 22  | 26  | 24  |
| SAT  | 23  | 27  | 27  | 24  | 22  | 26  | 24  | 21  | 25  | 23  | 27  | 25  |
| SUN  | 24  | 28  | 28  | 25  | 23  | 27  | 25  | 22  | 26  | 24  | 28  | 26  |
| MON  | 25  |     | 29  | 26  | 24  | 28  | 26  | 23  | 27  | 25  | 29  | 27  |
| TUE  | 26  |     | 30  | 27  | 25  | 29  | 27  | 24  | 28  | 26  | 30  | 28  |
| WED  | 27  |     | 31  | 28  | 26  | 30  | 28  | 25  | 29  | 27  |     | 29  |
| THU  | 28  |     |     | 29  | 27  |     | 29  | 26  | 30  | 28  |     | 30  |
| FRI  | 29  |     |     | 30  | 28  |     | 30  | 27  |     | 29  |     | 31  |
| SAT  | 30  |     |     |     | 29  |     | 31  | 28  |     | 30  |     |     |
| SUN  | 31  |     |     |     | 30  |     |     | 29  |     | 31  |     |     |
| MON  |     |     |     |     | 31  |     |     | 30  |     |     |     |     |
| TUE  |     |     |     |     |     |     |     | 31  |     |     |     |     |

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|---|---------------------------------------|-----------------------|-----------------|--------------------|------------|
| Ad Format   |                                       | Width x Height + Trim | four color (4c) | 3 x 5 %            | 5 x 10 %   |
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|    | 1/1 page*<br>U3* (cover pages)        | 210 x 297 + 3 mm      | EUR 7,490       | EUR 7,116          | EUR 6,741  |
|    | 1/2 page horizontal                   | 210 x 148 + 3 mm      | EUR 3,990       | EUR 3,791          | EUR 3,591  |
|    | 2/3 page horizontal                   | 210 x 196 + 3 mm      | EUR 5,240       | EUR 4,978          | EUR 4,716  |
|    | 2/3 page vertical                     | 132 x 297 + 3 mm      | EUR 5,240       | EUR 4,978          | EUR 4,716  |
|    | 2 1/3 pages past margin               | 420 x 96 + 3 mm       | EUR 5,240       | EUR 4,978          | EUR 4,716  |
|    | 1/3 page horizontal                   | 210 x 96 + 3 mm       | EUR 2,700       | EUR 2,565          | EUR 2,430  |
|   | 1/3 page vertical                     | 70 x 297 + 3 mm       | EUR 2,700       | EUR 2,565          | EUR 2,430  |
|  | Small cover placement                 | 70 x 70 mm            | EUR 2,800       | EUR 2,660          | EUR 2,520  |
| Special Placements  |                                       |                       |                 |                    |            |
|  | U2*, U4 (cover pages)                 | 210 x 297 + 3 mm      | EUR 8,190       | EUR 7,781          | EUR 7,371  |
|  | 1/3 page vertical next to Editorial   | 70 x 297 + 3 mm       | EUR 3,830       | EUR 3,639          | EUR 3,447  |
|  | 1/3 page horizontal next to Editorial | 210 x 96 + 3 mm       | EUR 3,830       | EUR 3,639          | EUR 3,447  |

**Full-Bleed Advertisements**

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applies to text and important visual elements

**Please note:** 1/1 page, U2 and U3 only have a width of 200 and 205 mm!  
This is because of the adhesive binding of the spine of the magazine.

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Invoices (gross amounts) can be paid up to ten days after the customer has been provided with the bill. All fees for international payments are paid by the customer. Other or alternative payment conditions will be negotiated individually.

**Agency Discount**

B4Bmedia.net AG grants an agency discount of 15 % applicable to the net amount before tax. This agency discount requires direct negotiating with an agency (applies to order confirmation and invoicing/accounting). An appropriate trading license is required.

E-3 Community Info (Print and Online), E-3 Date (Print and Online), Expo and congress guide placements, Advertorials (Print and Online), inserts/supplement booklets, glued in CD-ROMs as well as studies, books, conference transcripts, E-3 Extras, E-3 Specials, newsletters, webinars/events, promotions and seminars are excluded from this discount.

\* 1/1 page, U2 and U3 (U = cover pages) only have a width of 200 and 205 mm!

This is because of the adhesive binding of the spine of the magazine.

Prices excluding VAT and including 15 % discount for agencies.

**Marketing and Media Consultant/Sales: Andrea Schramm:**






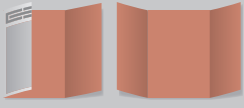

Tel. +49 8654 77130-15 | andrea.schramm@b4bmedia.net

**Marketing and Media Consultant/Sales: Andrea Mehlhart:**

Tel. +49 8654 77130-20 | andrea.mehlhart@b4bmedia.net

**Art Director and Head of Production: Markus Cekan:**

Tel. +49 8654 77130-25 | markus.cekan@b4bmedia.net

| Special Advertising Formats  | Definition  | Price        |
|--|---|--------------|
|  <b>Booklets</b>          | <b>Placement:</b> supplements in the magazine not binded with the magazine<br><b>Technical Data:</b> Minimum size: 10.5 x 14.8 cm<br>Maximum size: 20.5 x 29.2 cm                         | upon request |
|  <b>Bookmarks</b>         | <b>Placement:</b> in combination with a 1/1 page advertisement<br><b>Technical Data:</b> Formats, paper weight and other materials upon consultation                                      | upon request |
|  <b>Postcards</b>         | <b>Placement:</b> in combination with a 1/1 page advertisement<br><b>Technical Data:</b> Size: 105 x 148 mm (DIN A6)<br>Other formats, paper weight and other materials upon consultation | upon request |
|  <b>Fake Cover</b>        | <b>Placement:</b> prominent on top of the magazine cover<br><b>Technical Data:</b> Material like cover, two 1/1 pages   | upon request |
|  <b>Cover Flap</b>        | <b>Placement:</b> prominent on top of the magazine cover (covering half of it)<br><b>Technical Data:</b> two 1/2 pages  | upon request |
|  <b>Window Fold</b>      | <b>Placement:</b> directly beneath the split magazine cover<br><b>Technical Data:</b> two 1/2 pages high + 1/1 page   | upon request |
|  <b>Cover Gate Fold</b> | <b>Placement:</b> a gate fold (folded inward) gives an exclusive entry into the magazine<br><b>Technical Data:</b> one 1/1 page + one 2/1 page  | upon request |

| Inserts of up to 25 g  | Booklets of up to 25g/50g   | CD-ROM  | Price        |
|--|---|---|--------------|
| max. 20.5 x 29.2 cm / min. 10.5 x 14.8 cm<br>Inserts have to be closed on one side for automated processing.<br><br>EUR 220 p. Thsd. + postage excl. VAT.<br>Postage for inserts of up to 25 g EUR 13.40 p. Thsd.<br>Higher weight upon request. | max. 21 x 29.7 cm / min. 14.8 x 15.5 cm<br>head + 5 mm head trim and max. 6 mm side trim; Booklets with more than 4 pages have to be stapled. | To add a CD-ROM, the purchase of an 1/1 page ad is necessary.<br>CD-ROMs have to be delivered in paper sleeves. | upon request |

If it is possible to include inserts, additional booklets and CD-ROMs can only be decided after submission and evaluation. Furthermore, it is not possible to grant any discounts for these services. Higher postage charges may apply depending on the mail carrier service.

### Editing Programs

InDesign and Illustrator CS–CC, Photoshop from V6.o, MS Office

### Document formats

PDF, through Adobe Distiller or PDF/X-3

### File names

The name of the files should be short and clear and in accordance with ISO 9660.

### Graphics and images

Images have to be high resolution files (minimum 300 dpi) as a part of the post script file. Formats: JPG, TIFF, PSD and EPS; no DCS-formats. Reduce multiple layers to one background layer.

For an ideal result, save graphics and logos as vector files in the format of EPS or AI. Convert texts to paths. Placed images, included in EPS-graphics, are to be provided by the customer (minimum 300 dpi).

Large files are to be compressed with Stuffit or Zip. Compression of files: TIFF: LZW, EPS: JPG max. quality.

### Fonts

All fonts used in the file have to be part of the file, fonts have to be embedded. Always select the original font (e.g. CBFutura Condensed Bold). The use of semi-bold or cursive fonts by selection via the font style menu of a program is prohibited. We also require complete font information for the fonts indicated in graphics. This applies to fonts in integrated EPS files as well.

### Printing Process

Colors: 4c Euroscala (ISOcoated, v2, 300, eci)  
for Offset print, 60 grid

### Color Fastness

Proofs, based on digital print documents, can be done upon request. No guarantee is given for the delivery process of digital print documents. Digital documents will be exposed as electronically received by the publisher. No guarantee can be given for color fastness and print quality.

Prices are in EUR and excluding VAT.

**Marketing and Media Consultant/Sales: Andrea Schramm:**

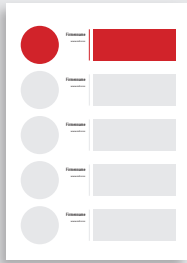
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### Special Guide

Company logo with URL, short corporate profile maximum of 820 characters\*

**EUR 850**

## Special Guide

In the run-up to every important event, we offer SAP partners and IT providers the opportunity of showcasing their core competencies in our E-3 Magazine Special Guide.

### Content Print and Online

- Company logo, contact information (URL)
- Short corporate profile about your industry, your products, or your services

Before publication, you will be asked to give your approval of your entry. Two corrections are included in the price.

### Optional:

1. Special Guide in E-3 Magazine plus mention in our editorial newsletter  
**EUR 999**

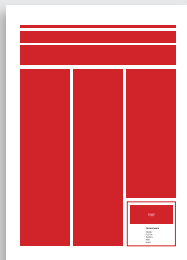
2. Special Guide in E-3 Magazine plus mention in our editorial newsletter and entry with logo and text at [www.e-3.de](http://www.e-3.de)  
**EUR 1,199**

3. Only mention in our editorial newsletter with short corporate profile and company logo  
**EUR 599**

4. Only entry with logo and company profile at [www.e-3.de](http://www.e-3.de)  
**EUR 699**

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt



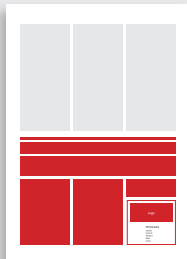
**1/1 page**  
**180 x 256 mm, 4c**

inside the magazine,  
4,000 characters\*

**EUR 5,890**

50 percent discount on any subsequent page

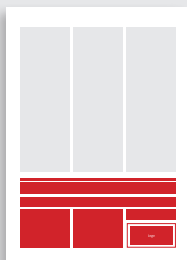
**EUR 2,950**



**1/2 page**  
**180 x 126 mm, 4c**

inside the magazine,  
1,800 characters\*

**EUR 3,100**



**1/3 page**  
**180 x 82 mm, 4c**

inside the magazine,  
1,100 characters\*

**EUR 2,160**

## Advertorial

You don't have an advertisement but still want to be featured in E-3 Magazine? You can always opt for an Advertorial (sponsored content)!

You supply the text, images and graphs, and our E-3 team will make sure it complies with the current layout of E-3 Magazine. After you give your approval of the design and edit, the Advertorial is ready for print. Two corrections are included in the price.

### Optional:

We also offer you the opportunity to promote your Advertorial online ([www.e-3.de](http://www.e-3.de)). Your Advertorial will be prominently displayed on our E-3 homepage in our frontpage slider for 45 days, accompanied by social media posts.

**EUR 1,770**

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt

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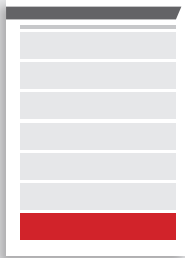
**Marketing and Media Consultant/Sales: Andrea Mehlhart:**

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|      |                             |  |                              |
|------|-----------------------------|--|------------------------------|
| Logo | <b>Name</b>                 | Text about services and products<br>*400 Zeichen | Company name<br>Contact info |
|      | Date<br>Location<br>Address |  |                              |



### E-3 Date Info Print

Package E-3 Date

|            |                |
|------------|----------------|
| <b>1x</b>  | <b>EUR 120</b> |
| <b>5x</b>  | <b>EUR 480</b> |
| <b>10x</b> | <b>EUR 850</b> |

### E-Date Info Online

Online with logo  
placement plus link

**30 Days**    **EUR 290**

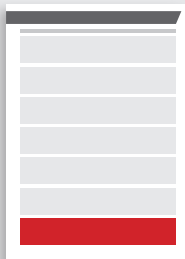
**90 Days**    **EUR 630**  
maximum of 3 entries

**365 Days**    **EUR 1,200**  
maximum of 12 entries

E-3 Date Halfsize Banner  
Size: 234 x 60 Pixel,

**30 Days**    **EUR 250**

|      |                         |                         |
|------|-------------------------|-------------------------|
| Logo | Company<br>Contact info | Text<br>*500 characters |
|      |                         |                         |



### Community Info

Package E-3 Community  
Info (Company profile)

|            |                  |
|------------|------------------|
| <b>5x</b>  | <b>EUR 1,830</b> |
| <b>10x</b> | <b>EUR 3,225</b> |

## Date Info (Event Promotion)

**Published:** in print magazine, Online PDF  
[www.e3date.info](http://www.e3date.info)

Showcase your upcoming events, roadshows, conferences, workshops and webinars with a E-3 Date Info entry in the print magazine and online.

### Content Print

- Company logo or event logo
- Name of the event
- Location and date
- Text about the event with a maximum of 400 characters\*
- Contact information  
(address, phone number, fax, contact person, e-mail, URL)

Our E-3 team will provide you with the following link: <https://e-3.de/datenerfassung-e3date/> where you can supply the necessary information. Before publication, you will be asked to give your approval of the entry. Two corrections are included in the price.

## Community Info (Corporate Profile)

**Published:** in print magazine, Online PDF  
[www.e-3.de/partner](http://www.e-3.de/partner)

E-3 Community Info offers readers an easy way of finding detailed information about SAP partners as well as IT providers in and around the SAP community. Furthermore, Community Info entries can be supplemented by white papers, videos and links in our online portal [www.e-3.de/partner](http://www.e-3.de/partner).

### Content Print

- QR code
- Company logo
- Contact information (address, phone number, fax, e-mail and URL)
- Corporate profile about products and services  
(maximum of 500 characters\*)

Our E-3 team will provide you with the following link: <https://e-3.de/datenerfassung-ci/> where you can supply the necessary information. Before publication, you will be asked to give your approval of the entry. Two corrections are included in the price.

### Content Online

- Header image
- Name of the event
- Text about the event with a maximum of 1,200 characters\*
- Price
- Link to company/event homepage
- Location and date
- What kind of event it is (conference, roadshow, seminar...)
- Company logo, contact information  
(address, phone number, fax, contact person, e-mail and URL)

### Optional:

- Picture of contact person plus contact details
- Picture of location
- Additional online promotion activities (see page 15 under webinars/ events)

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt

### Content Online

- Company logo, contact information  
(address, phone number, fax, e-mail and URL)
- Corporate profile: your industry, your products, and your services.  
Optional: documents like white papers, product details, pamphlets as well as videos and links.

### Optional:

Leverage the global reach of our international website, [e3zine.com](http://e3zine.com)! Enjoy a special price through the combination of E-3 Community Info and e3zine Community:

- Entry for 6 months at [e3zine.com](http://e3zine.com): EUR 675  
(10 % discount compared to the regular price of EUR 750)
- Entry for 12 months at [e3zine.com](http://e3zine.com): EUR 880  
(20 % discount compared to the regular price of EUR 1,100)

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt

**Marketing and Media Consultant/Sales: Andrea Schramm:**

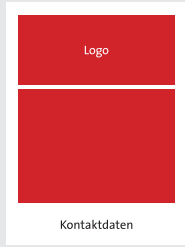
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**Marketing and Media Consultant/Sales: Andrea Mehlhart:**

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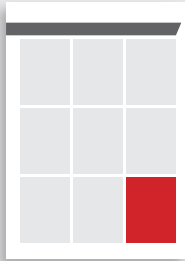
**Art Director and Head of Production: Markus Cekan:**

Tel. +49 8654 77130-25 | [markus.cekan@b4bmedia.net](mailto:markus.cekan@b4bmedia.net)



**HCM Guide**  
 HCM Guide  
 (Human Capital  
 Management)  
**10x**      **EUR 2,960**

Combination  
 Community Info and  
 HCM Guide  
**10x**      **EUR 1,180**



**Job Ad**  
 1/1 page, 4c  
 (Section HR)  
**1x**      **EUR 5,040**  
**3x**      **EUR 4,536**  
**5x**      **EUR 4,284**



**Job Ad**  
 1/2 page, 4c  
 (Section HR)  
**1x**      **EUR 2,875**  
**3x**      **EUR 2,587**  
**5x**      **EUR 2,444**



**Job Ad**  
 1/3 page vertical, 4c  
 (Section HR)  
**1x**      **EUR 1,800**  
**3x**      **EUR 1,620**  
**5x**      **EUR 1,530**

## HCM Guide (Human Capital Management)

**Published:** in print magazine, Online PDF

Does your company have an HCM (Human Capital Management) focus?  
 An entry in our HCM Guide makes it easy for readers to get to know your company.

**Placement:** Section HR

### Content Print:

- Company logo
- Contact information (address, phone number, fax, e-mail, URL)
- Informational text about your services (maximum of 500 characters\*)

Before publication, you will be asked to give your approval of the entry.  
 Two corrections are included in the price.

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt

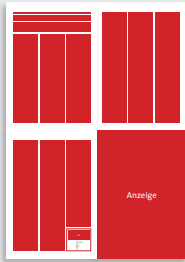
## Job Ads

**Published:** in print magazine, Online PDF

Companies need qualified employees to tackle the challenges of digital transformation.  
 Our section HR is ideal for posting your job ads to find the best talent the SAP community has to offer.

Prices are in EUR and excluding VAT.

**Marketing and Media Consultant/Sales: Andrea Schramm:**  
 Tel. +49 8654 77130-15 | andrea.schramm@b4bmedia.net  
**Marketing and Media Consultant/Sales: Andrea Mehlhart:**  
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**Art Director and Head of Production: Markus Cekan:**  
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**E-3 Extra**

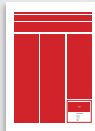
3 pages article plus 1/3 page ad, 4c

**EUR 4,350**

**E-3 Extra**

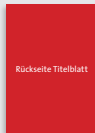
2 pages article plus 1/3 page ad, 4c

**EUR 2,900**

**E-3 Extra**

Advertorial:  
1/1 page

**EUR 2,310**

**E-3 Extra**

Back of the cover

**EUR 2,415**

**E-3 Extra**

Ad next to Editorial:  
1/3 page vertical

**EUR 1,650**

## E-3 Extra

### E-3 Extra 4-page package:

**3 pages article plus 1/3 Seite page ad**

12,000 to 15,000 characters\*, depending on the images/graphs you supply.

### E-3 Extra 2-page package

**2 pages article including a 1/3 page ad**

(the ad will be placed on the same pages as the article)

6,500 to 7,000 characters\*, depending on the images/graphs you supply.

#### Included in the price:

- Image edits
- Layout and corrections
- Print and postage
- Two corrections

#### Additional promotion/distribution:

PDF (print and online) for the company

E-3 Extra PDF at [www.e-3.de/e-3-extras](http://www.e-3.de/e-3-extras)

Teaser with link in our editorial newsletter

After six weeks, the article will be placed either in one of our online categories (Management or Infrastructure). Every article will be promoted individually on social media as well as in our E-3 newsletter.

### E-3 Extra Advertorial:

**1/1 page in our E-3 layout**

4.000 characters\* plus images, graphs, company logo and address.

#### Included in the price:

- Layout
- Print and postage
- Two corrections

### E-3 Extra Ad (back of the cover):

**1/1 page ad**

### E-3 Extra Ad (next to Editorial):

**1/3 page ad vertical**

### March 2021: Blockchain, RPA, (I)IoT and Open Source



From black box to digital innovator: SAP is becoming an open and innovative IT ecosystem. Our E-3 Extra offers the most innovative partners the opportunity to showcase their offers concerning digital transformation, open source, AI, machine learning, blockchain, (I)IoT, no-code/low-code platforms, and more.

*Deadline for print documents: February 8, 2021*

### June 2021: S/4 Hana: Migration and Conversion



There are many ways to switch from SAP Business Suite 7 on AnyDB to S/4 on Hana. There is much to do: Abap modifications to consider, master data to consolidate, the like. Should customers opt for a migration, transformation or conversion concept? Leading partners showcase their different approaches in this E-3 Extra.

*Deadline for print documents: May 10, 2021*

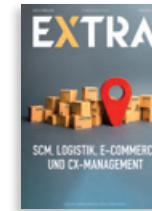
### September 2021: DSAG Annual Conference 2021



Transformation and conversion projects are top of mind for most SAP customers - the DSAG Annual Conference will provide the necessary information. SAP partners can showcase their solutions for customizing Hana and S/4 as well as important management concepts in this E-3 Extra.

*Deadline for print documents: August 9, 2021*

### November 2021: SCM, Logistics, E-Commerce and CX Management



Inherent in E2E processes is the challenge of integrating solutions and data as well as reengineering business processes for supply chain management, logistics, online shops, e-commerce, survey tools, customer experience and finance. In this E-3 Extra, SAP partners showcase their unique concepts.

*Deadline for print documents: October 4, 2021*

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt

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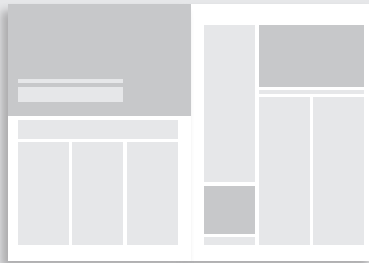
Tel. +49 8654 77130-25 | [markus.cekan@b4bmedia.net](mailto:markus.cekan@b4bmedia.net)



### E-3 Special (Supplement)

Format: 200 x 280 mm,  
minimum of  
16 pages, 4c

**Price upon request**



## E-3 Special and Media Packages

Do you want to showcase your core competency as a company and leave a lasting impression on decision-makers in and around the SAP community? We offer media packages tailored to your individual needs and wishes, E-3 Special publications, and round table discussions with the option to livestream on Youtube, Twitter, or elsewhere. These offers give you the opportunity to reach each and every reader of E-3 Magazine and allow them to get to know your company, your message and your field of expertise through exclusive and in-depth coverage.

**Media Packages:** We can also offer to create media packages, offers tailored to your individual needs and wishes with an exact overview of editorial deadlines and accompanying promotional activities.

**E-3 Special:** You supply the content, images and graphs, our E-3 team supplies the platform and journalistic expertise. Together, we will create your unique E-3 Special showcasing your core competencies as a company.

### What are the benefits?

- Increased reader attention as well as reusability thanks to the special format (in print and online, as PDF, in newsletters, or on social media)
- Booklet in an E-3 Magazine issue of your choice; dispatch to all E-3 subscribers, free and alternating subscribers as well as display at conferences and congresses and airports
- Additional copies for personal use
- PDF for print and online for personal use
- Number of pages is variable (minimum 16 pages)
- The outer and inner layout as well as the cover layout are created by our E-3 team in collaboration with your company
- journalistic editing of your texts
- publication on [www.e-3.de/e-3-specials](http://www.e-3.de/e-3-specials) as Online PDF

### Optional:

- translation into other languages
- publication on global website [e3zine.com](http://e3zine.com)

## Round Table and Livestream

The E-3 platform offers customers the opportunity to stream a 30-minute to 45-minute moderated round table live through select social media channels. The E-3 team takes care of preliminary planning and preparation, announcements through all E-3 channels, technological setup including livestreaming, and the moderation. The customer supplies the participants (internal and external speakers/experts as well as their professional fees) and marketing measures where applicable.



### Options:

- Editorial summary: 4-minute and 12-minute video clips on Youtube
- Transcription and article for the E-3 platform as well as a PDF document
- Editorial summary (3,000-character text written by the E-3 editorial team) including video streaming window on e-3.de (as landing page for subsequent marketing measures)
- Embedding the stream into an existing E-3 Coverstory
- Special newsletter about the stream incl. link to the video and 3,000-character editorial text
- Creating a podcast from the livestream audio with intro and outro by the E-3 editorial team

Please contact our E-3 marketing and editorial team for further details and pricing.

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**Head of Video Production: Sophia Röss:**

Tel. +49 8654 77130-10 | [sophia.ress@b4bmedia.net](mailto:sophia.ress@b4bmedia.net)

**XXL Banner**

Pop-up on Homepage  
Format: 1900 x 80 Pixel

|          |            |
|----------|------------|
| 45 Days  | EUR 3,040  |
| 90 Days  | EUR 5,320  |
| 180 Days | EUR 9,045  |
| 360 Days | EUR 12,060 |

**Fullsize Banner**

Homepage  
Format: 800 x 100 Pixel

|          |           |
|----------|-----------|
| 45 Days  | EUR 780   |
| 90 Days  | EUR 1,365 |
| 180 Days | EUR 2,325 |
| 360 Days | EUR 3,100 |

**E-3 Date Banner**

Event calendar  
Format: 234 x 60 Pixel

|         |         |
|---------|---------|
| 30 Days | EUR 250 |
|---------|---------|

**Rectangle Banner**

Sidebar  
Format: 279 x 231 Pixel

|          |           |
|----------|-----------|
| 45 Days  | EUR 2,250 |
| 90 Days  | EUR 3,940 |
| 180 Days | EUR 6,690 |
| 360 Days | EUR 8,920 |

**Fullsize Banner**

Article  
Format: 800 x 100 Pixel

|          |           |
|----------|-----------|
| 45 Days  | EUR 1,730 |
| 90 Days  | EUR 3,030 |
| 180 Days | EUR 5,150 |
| 360 Days | EUR 8,670 |

# E-3 Platform: Online

## Banners

Advertising online is an ideal addition to advertising in our print magazine because it makes it possible to promote your services and products even more effectively. Our online platform offers every common form of advertising to get the best results. All banners except for the XXL banner and E-3 Date-Banner are rolling placements. The price for exclusive placement is an additional

15 percent. Our XXL banner guarantees exclusive placement.

**Format:** jpg, .png, .gif (format .gif is not accepted for XXL banners)

**Category:** Online Banners ([www.e-3.de](http://www.e-3.de))

## Online Advertorial



Our Online Advertorial allows for fast and direct communication with the SAP community. You supply the text (4700 characters\*), images, graphs and illustrations, and our team will make sure it complies with the current layout of E-3. After you give your approval of the design and edit, the Advertorial is ready for publication. Two corrections are included in the price.

**Options:**

We also offer the possibility of publishing an Advertorial in our print magazine – see page 9 for details. Enjoy a special price for the Online Advertorial through the combination of Print and Online: EUR 1,770 instead of EUR 2,500

**Image sizes:** Header: 1000 x 450 Pixel, Banner: 800 x 600 Pixel

**Placement:** [www.e-3.de](http://www.e-3.de) / in the corresponding category

**Promotion on e-3.de:** placement in our frontpage slider on our homepage for 45 days (with link to the Advertorial) accompanied by promotional activities on social media.

**EUR 2,500**

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt

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**Marketing and Media Consultant/Sales: Andrea Mehlhart:**

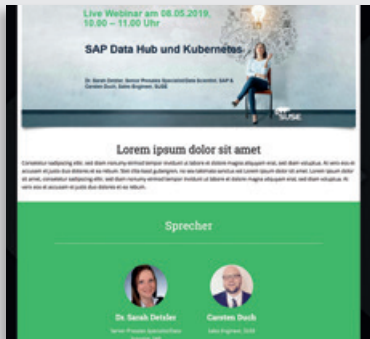
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**Twitter Campaigns**  
Price upon request



**Webinars/Events**  
Promotion  
EUR 3,900

## Twitter Campaigns

Whether you would like to promote your E-3 article (print and/or online), your advertorial, your webinar, or your event, we can support you with an E-3 Twitter campaign.

## Webinars and Events

Do you want to optimize lead generation and customer acquisition with a webinar or an event? We offer promotional activities for them.

**Online Promotion:** Webinars will be available at [e-3.de/Webinare](http://e-3.de/Webinare). Events can be found in the section Events or directly at [e3date.de](http://e3date.de).

### Service and Price:

- Informational text with 3,000 characters\* including link to your landing page
- Fullsize banner
- Newsletter banner in our E-3 newsletter
- 3 posts on social media

**EUR 3,900**

### Promotion Option S:

- In the section Webinars, the webinar is displayed as an info box
- Informational text with 3,000 characters\* for the info box with a button linking to your landing page (plus an appropriate image (2500 x 1000 Pixel), format: .jpg, .png, resolution: 300 dpi)

**EUR 950**

### Promotion Option M:

like Promotion Option S, plus 1 newsletter banner in our E-3 newsletter

**EUR 1,900**

### Promotion Option L:

like Promotion Option S, plus 1 newsletter banner in our E-3 newsletter as well as 3 social media posts in subsequent weeks – three posts on each of the following platforms:

Twitter, LinkedIn and Facebook

**EUR 2,980**

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt

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**Fullsize Banner**

Format: 800 x 100 Pixel  
**EUR 435**  
 per newsletter



**XL Banner**

Format: 800 x 450 Pixel  
**EUR 1,850**  
 per newsletter



**Newsletter Advertorial**

500 characters\*  
 plus link  
**EUR 1,685**  
 per newsletter

**Newsletter**

The dispatch of our weekly E-3 newsletter starts four days before the official publication date of an E-3 issue, beginning with our E-3 Coverstory. Every week, opinion articles like Noname and editorial texts are promoted through our newsletter.

**Time and date of newsletter dispatch:**  
 weekly, each Thursday at 2 p.m. CET

**With our weekly editorial newsletter, we offer you the possibility to promote your company through:**

**Newsletter Banners**

as JPG/PNG with link

**Time and date of newsletter dispatch:**  
 each Thursday at 2 p.m. CET

The E-3 Newsletter has 6,000 recipients. The weekly editorial newsletter begins with an intro written by E-3 Editor-in-Chief followed by a selection of editorial articles.

Schedule: In the week before the official publication date of an E-3 issue, both the Online PDF and the newsletter are published on Thursday. This newsletter promotes our E-3 Coverstory of the month. The following two newsletters focus on opinion pieces from SAP partners and customers. The other weekly newsletters (until Thursday before the publication date of the next issue) showcase different editorial articles.

**Newsletter Advertorial**

**Advertorial plus link**

500 characters\* with a link to our landing page Placement: in the first third of the weekly editorial newsletter (Advertorial will be displayed as image)

**Exclusive Newsletter**



You supply a text or article with a maximum of 3,500 characters\*. The E-3 team will make sure that it complies with our editorial guidelines. There is also the possibility of adding an editorial text by our E-3 Editor-in-Chief.

Only part of the text (maximum of 1,600 characters\*) will be published in the exclusive newsletter, acting as a teaser. The full article will be published on e-3.de which the teaser will link to.  
**EUR 3,400**

Prices are in EUR and excluding VAT.

\* characters: incl. spaces and punctuation; as MS Word document .doc, .rtf, .txt

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## E-3 D/A/CH Online

Informational and educational website for the German-speaking SAP community (German)

| Web Stats 2019    |           |
|-------------------|-----------|
| Visitors          | 1,241,082 |
| Ad Impressions    | 3,421,971 |
| Tweets            | 1,395     |
| Tweet Impressions | 564,550   |

| Web Stats 2020    |           |
|-------------------|-----------|
| Visitors          | 1,895,020 |
| Ad Impressions    | 5,290,782 |
| Tweets            | 1,575     |
| Tweet Impressions | 521,527   |

## e3zine.com

Informational and educational website for the global SAP community (English)

| Web Stats 2019    |           |
|-------------------|-----------|
| Visitors          | 1,459,245 |
| Ad Impressions    | 4,038,597 |
| Tweets            | 2,843     |
| Tweet Impressions | 929,717   |

| Web Stats 2020    |           |
|-------------------|-----------|
| Visitors          | 1,777,554 |
| Ad Impressions    | 5,726,133 |
| Tweets            | 2,745     |
| Tweet Impressions | 547,474   |

## Copy Test with the TNS Emnid Institute

Total: 150 individual interviews; department (IT: 90 people, other: 57 people); decision-makers (general: 98 people, SAP: 86 people); operational licenses (up to 250: 54 people, more than 250: 71 people); 2008

| Using E-3 Magazine more than once (to find offers): | Departments |        | Decision-Makers |         |        |
|---|-------------|--------|-----------------|---------|--------|
|   | Total       | IT     | Other           | General | SAP    |
| one to four times                                   | 79.3 %      | 73.3 % | 87.7 %          | 82.7 %  | 82.6 % |
| five to ten times                                   | 7.3 %       | 10.0 % | 3.5 %           | 6.1 %   | 7.0 %  |
| more than ten times                                 | 0.1 %       | 0.0 %  | 1.8 %           | 1.0 %   | 1.2 %  |

More than once: SAP decision-makers use E-3 Magazine averagely 2.7 times per issue. On average, readers use an E-3 issue **2.6 times**.

| Job Descriptions of Readers   | Department |        | Decision-Makers |         | Operational SAP Licenses |        |        |
|-------------------------------|------------|--------|-----------------|---------|--------------------------|--------|--------|
|                               | Total      | IT     | Other           | General | SAP                      | 1-250  | 250+   |
| CEO/owner                     | 8.0 %      | 0.0 %  | 21.1 %          | 12.2 %  | 14.0 %                   | 15.5 % | 0.0 %  |
| commercial/department manager | 13.3 %     | 0.0 %  | 35.1 %          | 15.3 %  | 14.0 %                   | 12.7 % | 9.8 %  |
| commercial/technical employee | 10.7 %     | 0.0 %  | 28.1 %          | 7.1 %   | 2.3 %                    | 11.3 % | 7.8 %  |
| Sales manager                 | 5.3 %      | 0.0 %  | 14.0 %          | 4.1 %   | 3.5 %                    | 7.0 %  | 3.9 %  |
| IT manager                    | 38.0 %     | 63.3 % | 0.0 %           | 51.1 %  | 57.0 %                   | 32.4 % | 49.0 % |
| IT staff                      | 22.0 %     | 36.7 % | 0.0 %           | 8.2 %   | 7.0 %                    | 18.3 % | 2.5 %  |
| other                         | 0.7 %      | 0.0 %  | 1.8 %           | 0.0 %   | 0.0 %                    | 0.0 %  | 2.0 %  |
| not specified                 | 2.0 %      | 0.0 %  | 0.0 %           | 2.0 %   | 2.3 %                    | 2.8 %  | 2.0 %  |

| Personal Decision Authority (SAP Hardware and Software) | Department |        | Decision-Makers |         | Operational SAP Licenses |        |        |
|---|------------|--------|-----------------|---------|--------------------------|--------|--------|
|   | Total      | IT     | Other           | General | SAP                      | 1-250  | 250+   |
| SAP specialist, advisor and decision-maker              | 80.7 %     | 81.1 % | 78.9 %          | 91.8 %  | 100.0 %                  | 74.6 % | 88.2 % |
| SAP decision-makers                                     | 57.3 %     | 61.1 % | 50.9 %          | 87.8 %  | 100.0 %                  | 57.7 % | 51.0 % |
| not involved in decision-making                         | 4.0 %      | 3.3 %  | 5.3 %           | 2.0 %   | 0.0 %                    | 5.6 %  | 0.0 %  |
| does not apply to my area of work                       | 5.3 %      | 5.6 %  | 5.3 %           | 2.0 %   | 0.0 %                    | 5.6 %  | 3.9 %  |

Survey by TNS Emnid: Total: 150 individual interviews; department (IT: 90 people, other: 57 people); decision-makers (general: 98 people, SAP: 86 people); operational licenses (up to 250: 54 people, more than 250: 71 people); 2008



## Newsletter Statistics 2020

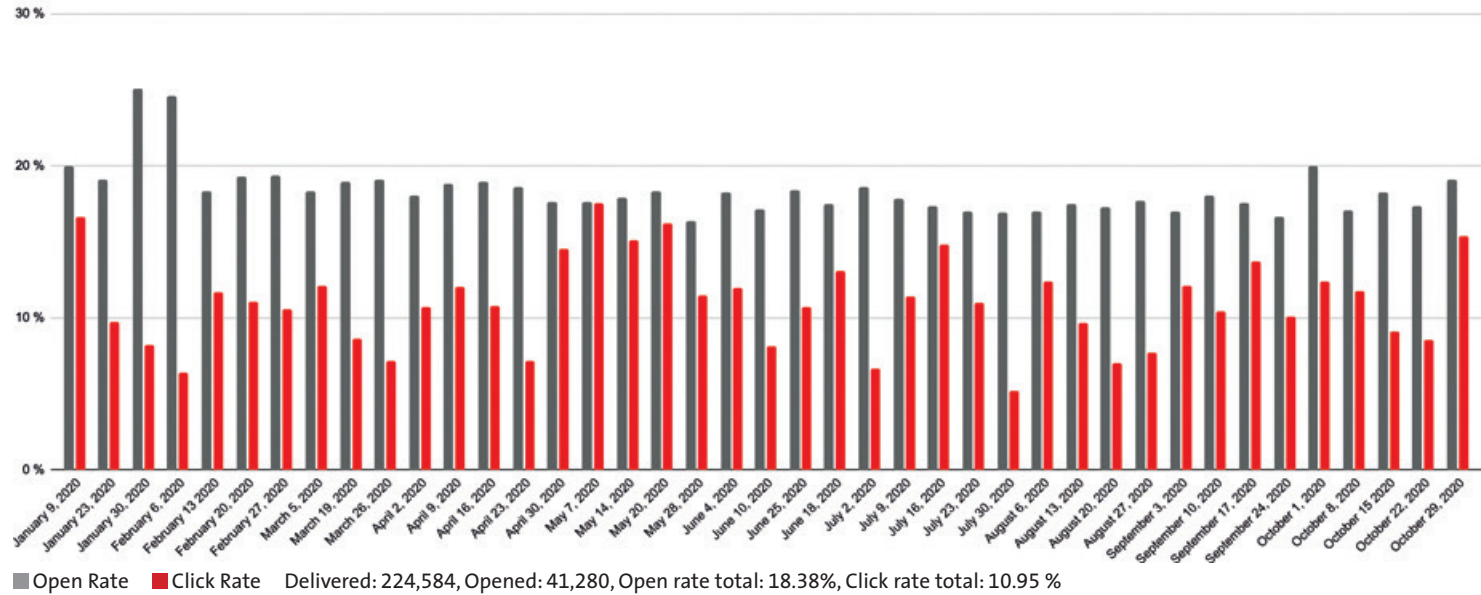
Below you will find statistics for our weekly editorial newsletter as well as industry benchmarks for comparison (source: Mailchimp). Shown are the open rate as well as the click rate.

The majority of our readers live in German-speaking countries, but we also reach readers in the U.S. and the United Kingdom.

Top countries:

- 1: Germany
- 2: United States of America (USA)
- 3: Austria
- 4: Switzerland
- 5: United Kingdom (UK)

Open Rate and Click Rate



| Benchmarks                | Ø Open Rate | Ø Click Rate |
|---------------------------|-------------|--------------|
| Economy and Finance       | 21.56 %     | 2.72 %       |
| Consultancy               | 20.13 %     | 2.49 %       |
| Manufacturing             | 19.82 %     | 2.18 %       |
| Professional Services     | 21.94 %     | 2.55 %       |
| Software and Online Apps  | 21.29 %     | 2.45 %       |
| Telecommunications        | 20.92 %     | 2.27 %       |
| Travel and Transportation | 20.44 %     | 2.25 %       |

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1. An advertising order as defined by the following General Terms and Conditions is the contract for the publication of one or more advertisements of an advertising customer in a publication of B4Bmedia.net AG (hereinafter referred to as B4Bmedia.net). The advertising order placed becomes legally binding immediately after written confirmation by B4Bmedia.net. Additional oral agreements become effective immediately after written confirmation by B4Bmedia.net. Fax or e-mail are accepted as written forms. Solely the General Terms and Conditions of B4Bmedia.net apply to the advertising order. General terms and conditions of the customer which are inconsistent with or deviate from the General Terms and Conditions of B4Bmedia.net do not become part of the contract unless B4Bmedia.net explicitly approves of their validity on a case-by-case basis. By placing an order, the advertising customer confirms that they accept the General Terms and Conditions, any Additional Terms and Conditions, as well as the price list of B4Bmedia.net.
2. Advertising orders are each linked to a specific media product of B4Bmedia.net and contain a detailed plan of publication for the advertisements and the booked issues. Orders for advertisements and third-party inserts that are to be placed exclusively in specific numbers, specific editions or in specific places in the publication must be submitted to B4Bmedia.net in due time, i.e. no later than the advertising deadline according to the current media kit, so that the customer can still be informed in time if an order can be carried out or not. Cancellations or deferrals of advertisements must be submitted to B4Bmedia.net at least four weeks before the advertising deadline of the respective issue. Exceptions are: Yearly or quarterly offers, for which the cancellation date is set separately in the offer and the order confirmation. If the deadline is exceeded, B4Bmedia.net is entitled to payment due to the allocation and reservation of the advertising space in print. B4Bmedia.net also reserves the right to demand that the advertising customer reimburse any discounts that might have been granted. Special provisions for E-3 Coverstory, E-3 Special and E-3 Round Table (print and video). For production and organizational reasons, the production preparation must take place no later than eight weeks before the advertising deadline of the respective issue. If the deadline is exceeded, B4Bmedia.net is entitled to payment for the cancelled services. Advertising orders are to be processed within one year after conclusion of the contract. If the right to call up individual advertisements is granted within the framework of a contract, 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 paragraph 1. Advertising bookings are binding upon acceptance by the publisher. Cancellations after acceptance of the advertisement are subject to a 30 percent flat-rate cancellation fee. In the period from 4 weeks to the closing date for advertisements, 50 percent flat-rate cancellation charges will be incurred in the event of cancellation. Cancellations after the advertising deadline will incur a flat-rate cancellation fee of 100 percent.
3. Advertisements, which are not recognizable as advertisements due to their editorial design, can be identified as such by B4Bmedia.net through the use of the words "Advertisement" or "Advertorial". The customer bears sole responsibility for the content and the legal admissibility of the text and the image documents provided for insertion. The customer is responsible for indemnifying B4Bmedia.net from third-party claims against B4Bmedia.net which arise on the basis of the execution of the order, even when it was to be cancelled. B4Bmedia.net is not obligated to check orders and advertisements to see whether they infringe third party rights.
4. B4Bmedia.net reserves the right to refuse advertising orders or parts of an advertising order, due to content, source or the technical form, when their content violates laws or official regulations, third-party rights or offends against accepted principles of morality or the publication thereof cannot be reasonably expected of B4Bmedia.net (withdrawal). In this case, B4Bmedia.net also has the right to remove individual content or individual passages of the text from the advertisement without prior notification. In such a case, the customer cannot assert any claims against B4Bmedia.net. Orders for supplements are binding on B4Bmedia.net only after a specimen supplement has been submitted to and approved by B4Bmedia.net. The customer accepts sole responsibility for all legal consequences resulting from the content of advertising orders or an advertising message and shall indemnify B4Bmedia.net from any and all third-party claims, particularly in case of claims for damages or counterstatement. The customer shall also assume all the costs incurred by B4Bmedia.net for legal defense. B4Bmedia.net is not obligated to check the contents of advertisements for their legal admissibility and possible infringement of third-party rights.
5. The customer is responsible for the timely delivery of flawless (print) advertising material or supplements. B4Bmedia.net will request immediate replacement of obviously unsuitable or flawed advertisements. If defects in the data are not immediately recognizable but become clear during the publishing process or subsequent processing of the data, then the customer shall not be entitled to file any claims against B4Bmedia.net based on unsatisfactory quality. B4Bmedia.net guarantees the best possible print quality given the circumstances, the printing process, and the printing tools. The customer is responsible for all data given to the publisher. The customer is liable for any damage caused by viruses or other impairments of any files transferred to B4Bmedia.net.
6. The customer can claim a payment reduction or a clean replacement advertisement to be published for a completely or partially illegible, incorrect or incomplete publication of the advertisement, subject to the provision in paragraph 5, but only to the extent to which the purpose of the advertisement was adversely affected. If B4Bmedia.net allows a reasonable grace period set for a clean replacement to elapse or if the replacement advertisement is not clean, then the customer has a right to payment reduction or cancellation of the order, provided that the purpose of the advertisement was adversely affected. Claims for damages are limited to compensation of the damage up to the amount of the advertisement fee paid. This does not apply to any intent and/or gross negligence on the part of B4Bmedia.net. Liability for gross negligence is limited to compensation of the foreseeable damage up to the amount of the advertisement fee paid. Legal liability for personal injuries and liability based on German Product Liability Law remains unaffected by this; the defense of contributory negligence remains open for B4Bmedia.net. Further claims for damages, regardless of the reason, are excluded, also if the order was placed by telephone. Complaints must be asserted within 4 (four) weeks after receipt of the invoice except in the case of non-obvious defects.
7. Proofs for checking the status and completeness will be supplied by B4Bmedia.net on request. Costs for any color proofs requested by the customer or color proofs produced using a substitute printing process shall be borne by the customer. The customer is responsible for the correctness of the returned proofs. B4Bmedia.net takes account of error corrections of which it is informed by the set deadline. If the customer does not reply to the transmitted correction by the deadline set, the customer's approval of the correction is considered given. If any faults in the advertisement cannot be immediately recognized but are only noticed during the printing or editing process, the advertiser has no claims against B4Bmedia.net in the event of inadequate advertising quality. Claims against B4Bmedia.net based on faulty reproduction or publishing are excluded if corrections were notified by telephone.
8. If the booked placement does not appear at the specified time, the customer has no right to cancel the advertising order. If an issue fails to appear in its entirety, the customer may withdraw from the contract or demand that the advertisement be printed on the next possible publication date. Complaints must be made within four weeks of receipt of invoice and receipt.
9. If the customer has not prepaid, the invoice is sent immediately, as far as possible 14 days after publication of the advertisement. The invoice shall be paid within 10 days from the date of the invoice in accordance with the terms of payment unless a different period or prepayment has been agreed upon in an individual case. Upon request, B4Bmedia.net supplies a screenshot copy of the advertisement with the invoice. For this purpose, clippings, document pages or complete document numbers are supplied, depending on the type and scope of the advertising order. Instead of a copy which can no longer be obtained, a legally binding certification by B4Bmedia.net shall apply on the appearance and circulation of the advertisement.
10. In the event of a default of payment or deferment of payment, interest of 5 (five) percent above the effective base rate of the European Central Bank is charged, however at least 6 (six) percent, in addition to collection costs. When there is a default of payment, B4Bmedia.net may delay further execution of the current advertising order until payment has been made, and, if applicable, demand prepayment for remaining advertisements in advance. If there is reasonable doubt of the customer's ability to pay, B4Bmedia.net may also make the publishing of further advertisements dependent on the payment of outstanding invoice amounts as well as on the prepayment of further advertisements during the term of an advertising order irrespective of an originally stipulated term of payment. The publisher can also demand security in case of doubt about a customer's ability to pay or in the event of payment default. The costs that the customer pays for the pre-judicial warnings amount to EUR 2.50 for the 2nd warning and EUR 6.00 for the 3rd warning.
11. The customer shall bear the costs of the production of requested and ordered PDF files and/or special reproduction requests; the customer is also responsible for the cost of significant changes requested to the original advertising order.
12. The price list of B4Bmedia.net published at the time when the order is placed applies. However, price changes are only effective for orders confirmed by B4Bmedia.net if they are announced at least one month before publication of the advertising material. In the event of a price increase, the customer has a right of withdrawal. The right of withdrawal must be exercised within 14 days after receipt of the notification about the price increase. Discounts are determined in accordance with the effective price list. Advertising agencies and other advertising intermediaries are obligated to adhere to the price list in their offers, contracts and billing with advertising customers. Prerequisite for a commission payment to advertising intermediaries is that the order is placed directly by the advertising intermediary and text or print material is also supplied by them. The agency discount granted by B4Bmedia.net may not be passed on in whole or in part to customers of advertising agencies and other advertising intermediaries.
13. In the case of a contract for several advertisements, a reduction in circulation may give rise to a claim for a price reduction if the overall average of the insertion year beginning with the first advertisement falls short of the average circulation actually distributed in the previous calendar year, as stated in the price list or otherwise. A reduction in circulation shall only be a defect entitling the advertiser to a price reduction if it amounts to 20 percent for a circulation of up to 35,000 copies. In addition, claims for price reductions are excluded in the case of contracts if the publisher has informed the customer of the reduction in circulation in good time so that the customer was able to withdraw from the contract before the advertisement was published.
14. Copies and/or data or data media are returned to the customer only when requested or when there is a corresponding note in the order. The obligation to retain such items ends three months after the expiry of the order.
15. The E-3 editorial team of B4Bmedia.net may edit, supplement, rewrite or shorten proposed texts, reports, commentaries, interviews, images or other contributions at any time according to the generally applicable editorial guidelines of the E-3 editorial team. In the process, it is assumed that the contributions are provided exclusively to B4Bmedia.net; however, there is no obligation to publish on the part of B4Bmedia.net without written agreement. The author/writer declares upon sending such material that they are fully entitled to all the copyrights, ancillary copyrights or other rights (personal rights or trademark rights) required for publication using the advertisement including all articles, reports, commentaries, interviews, images or other contributions provided.
16. Oral agreements require written confirmation by B4Bmedia.net to become effective. Confirmation by fax or e-mail is sufficient.
17. The General Terms and Conditions, the order confirmation and the respectively valid price list are authoritative for each order. The place of jurisdiction for all disputes arising under or in connection with contractual relationships subject to these General Terms and Conditions is the place of business of B4Bmedia.net unless the law prescribes otherwise. The law of the Federal Republic of Germany applies. If individual provisions of these General Terms and Conditions are invalid, this shall not affect the validity of the remaining provisions. An invalid provision shall be amicably replaced by a provision which most closely approximates the commercial aim and purpose of the invalid provision.



#### 1. Advertising Order / Advertising Client

„Advertising order“ within the meaning of the following General Terms and Conditions shall be the contract for the placement of one or more advertising material in information and communication services (e3zine.com, newsletter.e3zine.com), in particular the internet, for the purpose of distribution.

Advertising for goods or services of more than one advertiser or other advertisers within one advertising presence (e.g. banner, Advertorial,...) shall require an additional agreement in writing or by e-mail.

„Advertising client“ or „client“ is the person or company for whom B4Bmedia.net AG is to place advertising material. The advertising client can either be the advertiser themselves (who advertises their own goods or services) or an agency that advertises for the goods and services of a third party on their behalf.

(4) The advertising order is subject exclusively to the General Terms and Conditions and the price list of the provider (B4Bmedia.net AG), which forms an essential part of the contract. The validity of any General Terms and Conditions of the client or other advertisers is expressly excluded, insofar as they do not comply with these General Terms and Conditions. This also applies if B4Bmedia.net AG has been made aware of such other contractual conditions. Counter-confirmations by the client with reference to their own terms and conditions are hereby precluded.

#### 2. Advertising Material

Advertising material within the meaning of these General Terms and Conditions may, for example, consist of one or more of the following elements: an image and/or text; sound sequences and/or moving images (including banners); a sensitive area which, when clicked, establishes a connection via an online address specified by the client to other data within the client's area (e.g. link).

As far as the online advertising is not obviously recognizable as advertising, B4Bmedia.net AG can identify it as such or demand that this be done, in particular by marking it with the words „Advertisement“ or „Advertorial“ and/or separating it from the editorial content in order to clarify the advertising character.

#### 3. Placement

B4Bmedia.net AG will place the advertising material, which is intended for publication and provided by the advertising client, on the contractually agreed upon website for the contractually agreed upon duration or until the contractually agreed upon ad impressions (how often the advertising material has been shown) or the contractually agreed upon ad clicks (how often the published advertising material has been clicked) are reached.

B4Bmedia.net AG will report to the advertiser on the number of ad impressions and/or ad clicks delivered during the campaign in a format specified by B4Bmedia.net AG. In this respect, the data determined by B4Bmedia.net AG are authoritative.

Should the contractually agreed upon ad impressions or ad clicks be reached before the end of the agreed upon duration, the parties will agree on an increase in the agreed upon remuneration or an early termination of the duration.

Subject to any other individual agreement, the client has no claim to the placement of the online advertising material in a specific position on the respective website or to compliance with a specific access time to the respective website. A re-placement of the advertising material within the agreed area is possible if the re-placement does not have a significant impact on the advertising effect of the advertising material.

The advertising client is obliged to check the advertising material after it has been placed/published for the first time, as far as this is possible within reasonable effort.

#### 4. Conclusion of Contract

Subject to individual agreements to the contrary, the contract shall be concluded by written or e-mail confirmation of the order. Verbal or telephone confirmations cannot be interpreted as the will to conclude an individual agreement. Insofar as advertising agencies place orders, the contract with the advertising agency is concluded, subject to other written agreements. If an advertiser is to become a client, they must be named by name by the advertising agency. The provider is entitled to demand proof of mandate from the advertising agencies.

The General Terms and Conditions of B4Bmedia.net AG for advertising orders are subject to change. Therefore, the General Terms and Conditions always apply only to the respective advertising order in the version valid at the time of the conclusion of the advertising order.

The client must notify B4Bmedia.net AG of any change in company, contact person, address, or other contact information (phone number, fax, e-mail, etc.) immediately, at the latest within five (5) work days, by letter or e-mail.

The client is not entitled to transfer the claims B4Bmedia.net AG has granted them (i.e. the booked advertising space) arising from the advertising order to third parties, whether for payment or free of charge, unless the express written consent of B4Bmedia.net AG has been obtained.

#### 5. Settlement Date

If the right to call up individual advertising material is granted within the scope of a contract, the order must be processed within one year of the contract being concluded. If the right to call up the advertising material is not exercised within this period, the claim expires after the end of the year without replacement. The obligation to pay the corresponding remuneration remains unaffected.

#### 6. Order Extension

In the case of concluded contracts, the client is entitled to call up further advertising material in excess of the quantity specified in the order within the agreed period or the period specified in Item 4, subject to available capacity.

#### 7. Discount Refund

If an order is not fulfilled due to circumstances for which the provider B4Bmedia.net AG is not responsible, the client shall, without prejudice to any further legal obligations, reimburse the provider the difference between the discount granted and the discount corresponding to the actual purchase.

#### 8. Material Delivery

The client is obliged to deliver complete, flawless and suitable advertising material in good time before initial publication, in the case of standard advertising formats no later than three (3) work days, in the case of special advertising formats and rich media formats no later than five (5) work days before the agreed publication date.

In the event of improper, specifically late delivery or subsequent changes, no guarantee is given for the agreed distribution of the advertising material. In the event of late delivery, failure to deliver, or the provision of non-functional advertising material by the client and/or the agency, the costs for the entire booked period will be invoiced.

B4Bmedia.net AG is entitled to archive the advertising material for an unlimited period of time. However, there is no obligation to archive or to return the advertising material to the advertising client.

(5) Costs incurred by the provider for changes to the advertising material requested by the client or for which the client is responsible shall be borne by the client.

#### 9. Box Number (Anonymous) Advertisements

B4Bmedia.net AG does not offer box number ads (anonymous advertising).

#### 10. Right of Refusal

The provider B4Bmedia.net reserves the right to reject advertising orders - including individual requests within the scope of a contract - for good cause on the grounds of content, origin or technical form in accordance with uniform, objectively justifiable principles or to block them from further distribution without prior notice. Good cause exists in particular if there are concrete indications that the advertising material or the page to which the advertising material links violate the guarantees mentioned in Item 11 or if the publication of such material is unreasonable for the provider.

In particular, the provider can withdraw already published advertising material if the client subsequently makes changes to the contents of the advertising material itself or if the data to which the advertising material is linked are subsequently changed and the requirements of paragraph (1) are thereby fulfilled.

The provider will inform the client about a rejection or blocking as well as the reasons for this decision. The client is free to provide B4Bmedia.net AG with a new or modified advertising medium or to change the linked target page to meet the requirements set forth in paragraph (1) and Item 11. Any delays arising from this are at the expense of the client.

#### 11. Guarantees

The advertising client warrants and guarantees that they own all rights necessary for the publication of the advertising material and that the advertising material is clearly recognizable as advertisement. Furthermore, the client guarantees that the advertising material and the pages referred to by a link do not violate the rights of third parties (in particular copyrights, personal rights, or other industrial property rights) and/or do not violate other statutory provisions (in particular competition law, telemedia law, data protection law, and consumer protection law) and/or do not endanger the state and/or are not of a racist, violence-glorifying, pornographic or youth-endangering nature and/or do not contain or enable the distribution of viruses, worms, Trojans or other links, programs or procedures that can damage the network of the provider B4Bmedia.net (including all hardware and software used) or internet users.

The client shall transfer to the provider all copyrighted rights of use, ancillary copyrights and other rights necessary for the use of the advertising material in online media of all kinds, including the internet, in particular the right to duplicate, distribute, transmit, broadcast, edit, extract from a database and retrieve, in terms of time, place and content, to the extent necessary for the execution of the order. The aforementioned rights shall be transferred in all cases without limitation as to location and shall entitle the client to place advertising material using all known technical procedures and all known forms of online media.

The client shall indemnify the provider from all claims of third parties that may arise due to the violation of legal provisions. Furthermore, the provider shall be released from the costs of the necessary legal defense including court and attorney's fees in the statutory amount. In the event of a claim by third parties, the client shall be obliged to inform the provider immediately, truthfully and completely in good faith of all information available to them and to submit documents required for an examination of the claims.

#### 12. Warranty of the Provider

Within the framework of the foreseeable requirements, the provider B4Bmedia.net guarantees the best possible reproduction of the advertising material in accordance with the usual technical standard. However, the client is aware that it

is not possible according to the state of the art to guarantee 100 percent accessibility of the advertising space and to create a program that is completely free of errors. An error in the presentation of the advertising material shall not exist in particular if it is caused by the use of unsuitable presentation software and/or hardware (e.g. browser), or by disruption of the communication networks of other operators, or by computer failure of third parties (e.g. other providers), or by incomplete and/or non-updated offers on so-called proxies (intermediate storage), or by a failure of the ad server which does not last longer than 24 hours (continuously or added up) within 30 days after the start of the contractually agreed placement. In the event of a failure of the ad server for a considerable period of time within the framework of a time-bound fixed booking, the client's payment obligation for the period of the failure shall not apply. Further claims are excluded. Likewise, the following possible downtimes are known to the client: scheduled maintenance work of up to 7 hours per week, unscheduled maintenance times of up to 7 hours per week, times in which the pages must be taken off the network by the provider due to technical or other problems that are not within the provider's sphere of influence until smooth operation can be guaranteed again, e.g. due to hacking attacks, force majeure, strikes, disturbances caused by third parties (e.g. other providers, network operators or service providers on whose performance the provider depends), downtimes or malfunction times of the ad server of up to 24 hours (continuously or added up) within 30 days after the start of the contractually agreed placement.

If the reproduction quality of the advertising material is insufficient, the client shall be entitled to a reduction in payment or a flawless replacement advertisement, but only to the extent that the purpose of the advertising material has been impaired. If the provider allows a reasonable period of time set for this purpose to elapse or if replacement advertising is impossible, the client has the right to a reduction in payment or cancellation of the order.

If any defects in the advertising material are not obvious, the client shall have no claims in the event of insufficient publication. The same applies to errors in repeated advertising placements if the client does not point out the error before publication of the next advertising placement.

#### 13. Disruptions

If the execution of an order fails or is disrupted for reasons beyond the provider's control (e.g. for program or technical reasons), in particular due to computer failure, force majeure, strikes, legal regulations, disturbances from the area of responsibility of third parties (e.g. other providers, network operators or service providers) or for comparable reasons, the execution of the order will be made up for as far as possible. In the event that the work is made up for within a reasonable and acceptable period of time after the disruption has been remedied, the provider's claim to remuneration shall remain in force. If the delay is substantial, the client will be informed accordingly.

#### 14. Liability

Claims for damages from positive breach of contract, Culpa in Contrahendo, and/or tort are excluded in the case of slight negligence on the part of the provider, their representatives or vicarious agents. This does not apply to the violation of essential contractual obligations; in this case, liability is limited to the foreseeable damage. Claims for damages arising from impossibility of performance and delay are limited to compensation for foreseeable damage in the case of slight negligence. In the case of gross negligence on the part of the simple vicarious agent, liability to entrepreneurs shall be limited to the extent of the foreseeable damage. This does not apply to the violation of essential contractual obligations.

**15. Price List**

The price list published and valid at the time the order is placed shall apply. B4bmedia.net reserves the right to change the rates. This shall not apply to noncontractors if the order affected by the change is not part of a framework agreement and is to be executed no later than four months after conclusion of the contract. For orders confirmed by the provider, however, price changes are only effective if they are announced by the provider at least one month before publication of the advertising material. In the event of a price increase, the client shall be entitled to withdraw from the contract. The right of withdrawal must be exercised within 14 days of receipt of the notification of the price increase.

Discounts are determined by the price list valid at the time. Advertising agencies and other advertising intermediaries are obliged to adhere to the price lists of the respective provider in their offers, contracts, and settlements with the clients. The agency discount granted by the provider may not be passed on to the clients of the advertising agencies and/or other advertising intermediaries either in whole or in part.

**16. Conditions of Payment**

The gross invoice amount must be paid within ten days of receipt of the invoice. All costs related to the completion of international transfers of payment shall be borne by the client. Any payment conditions deviating from this must be negotiated on an individual basis.

**17. Default of Payment**

In the event of default or deferment of payment, interest at a rate of 8 percentage points above the prime rate for enterprisers and 5 percentage points above the prime rate for consumers as well as collection costs will be charged. In the event of default of payment, the provider may defer further execution of the current advertising order until payment is made and demand advance payment for the remaining placement.

Objectively justifiable doubts about the solvency of the client, the client's registered office abroad, or an initial order by the client shall entitle the provider, even during the term of the contract, to make the publication of further advertising material dependent on advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment period.

**18. Cancellation of Orders**

In principle, a cancellation of orders is possible. The cancellation must be received by B4bmedia.net AG in writing or by e-mail. The client will not incur any costs if the cancellation is received at least ten (10) work days before the start of the placement. Cancellations received within ten (10) work days before the start of the publication will be charged a flat processing fee of 25 percent of the gross booking volume of the respective order. For fixed placements that are cancelled within five (5) work days before the start of placement and for cancellations of advertising material after the start of placement, the flat-rate expense allowance is 100 percent of the cancelled gross order volume. These deadlines must be applied separately to each booked week. The client reserves the right to prove in each case that no or less expenditure was incurred. The provider reserves the right to prove that a higher damage was caused. In case of partial cancellations, the above provision shall apply accordingly.

The provider will have that credited to them which they could have acquired as a result of other bookings or which they maliciously omitted to acquire.

**19. Information Duties of the Provider**

Unless otherwise agreed, it is incumbent on the provider to keep the number of accesses (impressions or clicks) to the advertising material available for the client to call up within ten (10) work days after end of term or duration of the order.

**20. Data Protection**

The advertising order is processed in accordance and compliance with the applicable data protection regulations.

If anonymous or pseudonymous (and thus also personal data) is collected from the client's access to the advertising material delivered by them for online offers of the provider, the client may evaluate the data within the scope of the respective campaign. This evaluation may only include the anonymous and pseudonymous data generated concerning the advertising material.

In addition, the client is prohibited - subject to the provisions of Item 9 paragraph (4) - from further processing, using and passing on any data (anonymous or personal) from access to the advertising material delivered by them to the provider. This prohibition also covers the creation of profiles from the user's usage behavior on the provider's online offer and their further use.

If the client uses systems of a third party for the placement of advertising material on the advertising spaces of the provider, they will ensure that the system operator also complies with this agreement.

For each violation of the obligations in the aforementioned paragraphs (3) to (4), the client shall pay B4bmedia.net AG a contractual penalty amounting to ten (10) times the price of the order from which the unauthorized data use originated. Any further claims for damages remain unaffected. If B4bmedia.net AG accepts the service and a final invoice is issued for it, then B4bmedia.net AG reserves the right to assert the contractual penalty until the assertion of this final invoice at the latest.

**21. Final Provisions**

Place of performance is the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal actions is the registered office of the provider. Insofar as the provider's claims are not asserted in dunning proceedings, the place of jurisdiction for non-traders shall be determined by their place of residence. German law applies. If the domicile or usual place of residence of the client, also for non-traders, is unknown at the time of the filing of the action and if the client has moved their domicile or usual place of residence outside the area of application of the law after the conclusion of the contract, the place of jurisdiction is the registered office of the provider, if the contract was concluded in writing.

Should individual provisions of these General Terms and Conditions be or become invalid in whole or in part, the advertising order shall remain valid for the rest. The same applies if these General Terms and Conditions contain a loophole. In place of the wholly or partially ineffective or missing regulation, that which the parties would have agreed upon with a reasonable assessment of the wholly or partially ineffective or missing regulation, if they had been aware of this circumstance, shall take effect.

**Imprint**

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