

is the leading periodical for the tyre branch in Europe. It deals with all relevant problems of the national and international tyre trade & industry, garages & workshops, wheels & rims, tuning, new technology and management. AutoRäderReifen - Gummibereifung presents detailed market overviews, technical innovations, informative company portraits and indispensable service features such as an exhibition calendar. AutoRäderReifen - Gummibereifung cooperates with several magazines in Europe (Great Britain, France, Switzerland etc.) and has a regular english section in each edition.

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**Internet:** www.gummibereifung.de  
**Publisher:** BVA Bielefelder Verlag GmbH & Co. KG, Bielefeld  
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**Distribution:** phone + 49/5 21/59 55 34, fax + 49/5 21/59 55 07  
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**Subscription prices:** € 148.80 per year including shipping costs  
€ 12.00 per issue plus shipping costs

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**Advertising offices for:** **Italy:**  
Quaini Pubblicità  
Via Meloria, I-20148 Milano  
Tel.: 00 39 (0) 2 / 39 21 61 80, Fax: 39 21 70 82  
E-Mail: grquaini@tin.it  
**The Netherlands/Belgium:**  
Bruil & van de Staaij  
Postbus 75, NL-7940 AB Meppel  
Tel.: 00 31 (0) 5 22 / 26 13 03, Fax: 25 78 27  
E-Mail: Info@bruil.info

## Advertising rates

### Advertisement basic rates (quoted in euros)

#### Advertisements in the editorial part:

Size:	b/w	2-C	3-C	4-C
1/1 page	2,500.-	2,990.-	3,480.-	3,970.-
2/1 page	5,000.-	5,745.-	6,490.-	7,235.-
1/2 page	1,250.-	1,495.-	1,740.-	1,985.-
1/3 page	825.-	1,070.-	1,315.-	1,560.-
1/4 page	625.-	870.-	1,115.-	1,360.-

#### Cover pages

	4-coloured
front cover page	4,800.-
inside front cover page	4,350.-
inside back cover page	4,350.-
outside back cover page	4,450.-
front cover supplement	4,500.-

**Magazine size** A4, 210 mm (horizontal) x 297 mm (vertical)  
**Page size** 185 mm (horizontal) x 268 mm (vertical),  
4 columns, each 43 mm wide

#### Classified advertisements:

Size :	b/w
1/2 page	1,016.-
1/3 page	678.-
1/4 page	508.-
1/8 page	254.-
1/16 page	127.-

**In addition to the printed edition classified advertisements are also published on the website [www.gummibereifung.de](http://www.gummibereifung.de) without additional costs. There are no additional charges for colour on job market adverts.**

per millimetre line the width of 1 column/43 mm € 1,96  
reduced price for job offers € 1,86  
reduced price for job applications € 1,40

#### Reduction of prices

3 ads - 5% - 1 page 12 ads - 15% - 6 pages  
6 ads - 10% - 3 pages 24 ads - 20% - 12 pages  
Discounts based on the period of one year.

#### Terms of payment

from invoice 14 days 2% cash discount or 60 days net by bank transfer

#### Account details

Commerzbank AG, branch Bielefeld, Germany  
Bank code: 480 800 20, Account number: 0 207 301 801  
Swift/BIC: DRESDEFF 480, IBAN: DE03480800200207301801

**Size of the magazine** 210 mm wide x 297 mm high, DIN A 4

**Type area** 185 mm wide x 268 mm high,  
4 columns per 43 mm wide

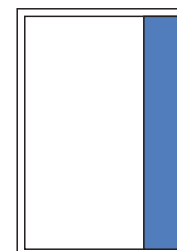
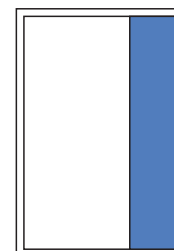
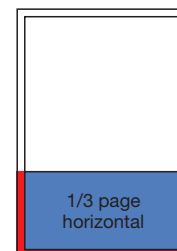
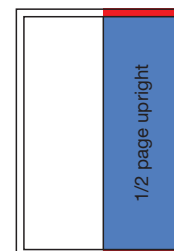
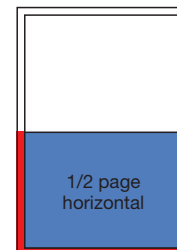
**Sizes**

Width x height in millimeters

Format	kind	type area	bleed pages*
front cover page		145 x 183	not possible
2/1 page		392 x 268	420 x 297
1/1 page		185 x 268	210 x 297
1/2 page	upright	90 x 268	104 x 297
	horizontal	185 x 132	210 x 147
1/3 page	upright	58 x 268	72 x 297
	horizontal	185 x 86	210 x 105
1/4 page	upright	43 x 268	57 x 297
	2 columns	90 x 132	104 x 147
1/8 page	horizontal	185 x 64	210 x 78
	upright	43 x 132	
1/16 page	2 columns	90 x 64	
	horizontal	185 x 30	
1/16 page	upright	43 x 64	
	horizontal	90 x 30	

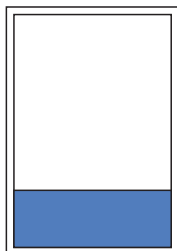
\* Sizes additional 3 mm cut-off per bled side

All other size on request.

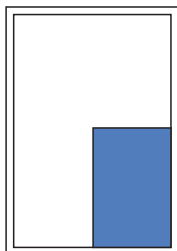


1/3 page upright

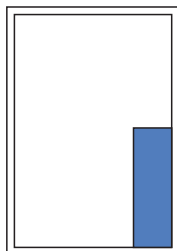
1/4 page upright



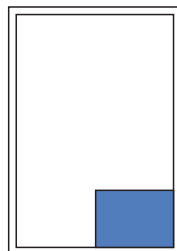
1/4 page horizontal



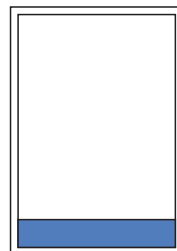
1/4 page 2 columns



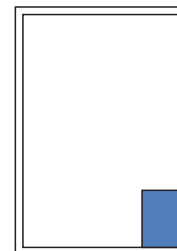
1/8 page upright



1/8 page 2 columns



1/8 page horizontal



1/16 page upright



1/16 page horizontal



## Distribution

Audited by IVW (1 <sup>st</sup> July, 2008 – 30 <sup>th</sup> June, 2009)	
Edition:	8,083 copies
Actual distributed edition:	7,746 copies
Subscription copies:	2,510
Other copy sales:	216
Free copies:	5,020
Diffusion:	Germany: 7,121; International: 625

## Inserts

### Bound-in inserts

Two-page	€ 2,960.–
Four-page	€ 3,900.–

To be supplied folded and untrimmed  
in format: 2-page = 303 x 216 mm, 4-page = 303 x 432 mm,  
Discounts as per quantity scale (1 insert corresponds to one page)

### Loose inserts

up to 25 g in weight	€ 290.–	per thousand
over 25 g, up to 50 g	€ 330.–	per thousand

plus postal charges (no binding possible)  
Max. format 294 mm height x 205 mm width

### Address to which inserts are to be sent

Gebr. Klingenberg Buchkunst Leipzig GmbH,  
AutoRäderReifen - Gummibereifung,  
An der Hebernärchte 6, 04316 Leipzig, Germany

## Submission of data

AutoRäderReifen - Gummibereifung goes to print directly, without the intermediate stage of film exposure. In connection with this CTP (computer-to-plate) process, we require your advertisement image in data form. To be able to guarantee optimum publishing results in your interest, we ask you to observe the following specifications: Data should be supplied as open files, including all **necessary images, logos and fonts**, or as **non-separated, offset-print-quality PDF files (PDF/X-3) with embedded fonts**. The document format should correspond to the advertisement format. In the case of trimmed advertisements, please take into account a trimming allowance of 3 mm. The PDF data do not need to include register and colour marks.

### Order

For each data carrier or data transmission, we require not only the appropriate file designation, but at the same time also a precise order and corresponding printouts (in the case of colour advertisements also binding proofs). In the case of E-Mail transmissions, we ask you to send us the corresponding advertisement order together with a copy of the advertisement image by fax parallel to the transmission.

### Contact

For prior notification, information, coordination and for the transmission of digital data: Monika Grabe, phone +49/521/595535, E-Mail: mg@bva-bielefeld.de or Mareike Zander, phone +49/521/595536, E-Mail: mz@bva-bielefeld.de; fax +49/521/595556.

### Systems/programs

Communication software: ftp  
Freehand up to version 11.0 MX, Illustrator up to version CS3, QuarkXPress up to version 8.0, Photoshop up to version CS3, InDesign up to version CS3. Please enquire regarding further programs.

## Technical specifications

<b>Trimming:</b>	Trimming allowance 3 mm for each trimmed side
<b>Binding:</b>	Threadless binding
<b>Print:</b>	Offset
<b>Colour profile:</b>	ISO coated V2
<b>Copy:</b>	Exclusively data via E-Mail or on data media with proof if films/lithos, finished artwork, colour transparencies, photos or reproducible prints are supplied, the conversion into digital form will be charged at cost price.

No warranties can be given regarding the colour reproduction of colour advertisements supplied without colour proofs or scales. Responsibility for the correctness of the contents and for colour and tone values lies with the client.

**Submission of data:** For further details regarding the submission of data, see below.

**Copy deadlines:** See closing dates for advertisements.

**Address for copy submission:** BVA Bielefelder Verlag GmbH & Co. KG  
Advertising department  
AutoRäderReifen - Gummibereifung,  
Ravensberger Str. 10 F, 33602 Bielefeld, Germany

Please always specify the following details:  
Which program was used? Which version number (e.g. QuarkXPress 8.0, etc)?  
Under which operating system (Mac/PC)?

### Data media

Permissible data media are CDs or DVDs. Both Windows- and Mac-formatted media can be accepted.

### Fonts, images

All images to be included in four-colour advertisements must be saved in CMYK. Advertisements which require spot colours must be supplied as open files. All images embedded into the advertisement must be present at a resolution of at least **300 dpi**. The graphics or image files from the original program must also be included as separate files on the data media.

Data sent by E-Mail (anzeigen@bva-bielefeld.de) must not exceed 10 MB.

### Rates for DTP work

Recognised errors in the files will be corrected as far as possible, upon request by the client and after consultation regarding the necessary work. Such work will be charged on a time basis at an hourly rate of 40 €.

### Warranties

Only data which are actually present on the data media can be published. The publisher accepts no liability for deviations in texts, illustrations and colours. Colour advertisements supplied without binding proofs are printed without warranties. We assume furthermore that the files supplied to us are copies and thus accept no liability for losses.

Issue Publication date and Advertising deadline	Main topics
1/2010 January 5 <sup>th</sup> , 2010 December 10 <sup>th</sup> , 2009	<b>Tyres of the agriculture</b> Reporting issue Reifen China and Motor Show <b>Market:</b> light alloy wheels and rim locks Truck tyres, Van tyres, Bus tyres Recycling/Disposal
2/2010 February 1 <sup>st</sup> , 2010 January 11 <sup>th</sup> , 2010	Tyre market The Netherlands/Belgium <b>Motorcycles tyres, shop scooter tyres</b> Preview motorcycles spring fairs <b>Retreading;</b> EM-tyres Workshop and storehouse mechanism; car maintenance
3/2010 March 1 <sup>st</sup> , 2010 February 10 <sup>th</sup> , 2010	Co-operations; Franchise <b>Re-equipment: 2010 summer tyres</b> Preview Automobil Salon Genf <b>Market:</b> light alloy wheels and rim locks Optical tuning; AS-tyres
4/2010 April 1 <sup>st</sup> , 2010 March 10 <sup>th</sup> , 2010	Innovative tyres – dry-running systems Preview AMI and Amitec Off-Road-tyres, 4x4, SUV, MPV, Van + Quad tyres Reporting issue Automobil Salon Genf IT-Solutions for the tyre trade
5/2010 May 3 <sup>rd</sup> , 2010 April 9 <sup>th</sup> , 2010	<b>Preview REIFEN 2010</b> Preview Tuning World Bodensee Under-carriage, shock absorbers, springs; Workshop systems <b>Market:</b> light alloy wheels and rim locks Retreading; Recycling/Disposal; Reporting issue AMI + Amitec
6/2010 May 27 <sup>th</sup> , 2010 May 6 <sup>th</sup> , 2010	<b>Show issue REIFEN 2010, Essen</b> Workshop equipment for tyre service business Ultra-High-Performance-tyres, Run-Flat-tyres Industrial tyres; EM-tyres; tyres repairing Wholesale business; channels of distribution; Chip-Tuning Car maintenance; Co-operations
7/2010 July 1 <sup>st</sup> , 2010 June 10 <sup>th</sup> , 2010	<b>1<sup>st</sup> Reporting issue REIFEN 2010</b> Tyre market The Netherlands/Belgium <b>Market:</b> light alloy wheels and rim locks Car service in the tyre trade Re-equipment: wheel systems, tyre pressure control systems Reporting issue Tuning World Bodensee
8/2010 August 2 <sup>nd</sup> , 2010 July 9 <sup>th</sup> , 2010	<b>2<sup>nd</sup> Reporting issue REIFEN 2010</b> workshop and storehouse mechanism <b>IT-Solutions for the tyre trade</b> Retreading; Trends in the tuning; Axle measurement, shock absorbers, springs
9/2010 September 1 <sup>st</sup> , 2010 August 10 <sup>th</sup> , 2010	Preview automechanika and IAA <b>Re-equipment: 2010/2011 winter tyres</b> Recycling/Disposal <b>Market:</b> light alloy wheels and rim locks
10/2010 October 1 <sup>st</sup> , 2010 September 10 <sup>th</sup> , 2010	winter business: accessories, snow chains, cleansing agents <b>Preview INTERMOT, Cologne</b> Special tyres: Kart-, Quad- and plane tyres Truck tyres, Van tyres, Bus tyres Reporting issue automechanika and IAA
11/2010 November 4 <sup>th</sup> , 2010 October 11 <sup>th</sup> , 2010	<b>Preview Motor Show Essen</b> Tuning: under-carriage, low lings, shock absorbers, springs <b>Market:</b> light alloy wheels and rim locks Tyre market The Netherlands/Belgium
12/2010 December 2 <sup>nd</sup> , 2010 November 10 <sup>th</sup> , 2010	<b>IT-Solutions for the tyre trade</b> Industrial chains – Tyre centers Retreading; Tuning Survey of workshop systems

## International fairs 2010:

Vienna Autoshow, Vienna	14.–17. 01.
HMT – Hamburger Motorrad Tage	29.–31. 01.
Motorradwelt Bodensee, Friedrichshafen	29.–31. 01.
Bremen Classic Motorshow	05.–07. 02.
tire technology EXPO, Cologne	09.–11. 02.
IMOT, Munich	19.–21. 02.
Motorradmesse Hanover	27.–28. 02.
CeBIT, Hanover	02.–06. 03.
IHM – Internationale Handwerksmesse, Munich	03.–07. 03.
Motorräder, Dortmund	04.–07. 03.
Automobil-Salon Genf	04.–14. 03.
Dresdener auto mobil	05.–07. 03.
Retro Classics, Stuttgart	11.–14. 03.
Auto und Motorrad Messe Salzburg	12.–14. 03.
Quadomania, Saarbrücken	13.–14. 03.
BMT – Berliner Motorrad Tage	26.–28. 03.
Techno-Classica, Essen	07.–11. 04.
AMI Auto Mobil International mit AMITEC, Leipzig	10.–18. 04.
HANNOVER MESSE mit Subcontracting, Hanover	19.–23. 04.
Tuning World Bodensee, Friedrichshafen	13.–16. 05.
REIFEN, Essen	01.–04. 06.
Abenteuer Allrad, Bad Kissingen	03.–06. 06.
Tuning Expo, Saarbrücken	04.–06. 06.
automechanika, Frankfurt	14.–19. 09.
IAA Nutzfahrzeuge, Hanover	23.–30. 09.
Mondial de l'Automobil, Paris	02.–17. 10.
Equip Auto, Paris	15.–20. 10.
INTERMOT, Cologne	06.–10. 10.
SEMA Show, Las Vegas	Herbst 2010
MOTOR SHOW ESSEN	27. 11.–05. 12.

# General Terms and Conditions

for Advertisements and Third-Party Inserts

Bielefelder Verlag GmbH & Co. KG

**Clause 1** An „advertisement order“ in the sense of these General Terms and Conditions is taken to mean the contract between the publisher and the client regarding the publication in a newspaper or magazine of one or several advertisements or other means of advertising (hereinafter referred to in their entirety as „advertisements“) provided by advertisers or other persons (hereinafter referred to in their entirety as „advertisers“) for the purpose of distribution.

**Clause 2** An „advertising deal“ is here a contract regarding the publication of several advertisements, with due consideration of discounts to be granted to the advertiser in accordance with the price list, whereby the individual publication instances are effected as called by the client. Discounts are not granted to companies or organisations whose business purpose wholly or partially involves the placing of advertising orders on behalf of different advertisers with the objective of obtaining joint discounts. Where a right to call individual advertisements has been granted within the framework of an advertising deal, the order is to be settled within one year from the date of publication of the first advertisement, insofar as the first advertisement is called and published within one year after the signing of the contract.

**Clause 3** If single or several calls specified in an advertising deal are not effected for reasons not attributable to the publisher, then the client is obliged, without prejudice to any other legal obligations, to reimburse the publisher the amount of the discount corresponding to the difference between the discount granted and the discount applicable to the actual number of publication instances called.

The client is entitled retrospectively, unless agreed otherwise, to the discount applicable for the actual volume of advertisements effected within a year.

**Clause 4** For the calculation of volumes, text-millimetre lines are converted into advertisement millimetres on the basis of their price.

**Clause 5** Orders for advertisements which are only to be published in certain issues, certain editions or at certain positions within the newspaper or magazine must be submitted to the publisher in sufficiently good time to enable notification to the client before the closing date for advertisements should it not be possible to complete the order as requested. Rubricated advertisements are printed in the rubric concerned without this requiring an express agreement.

**Clause 6** Textual advertisements are advertisements which are bordered on at least three sides by text and not by other advertisements.

Advertisements which, by virtue of their design or layout, may not be recognised as advertisements will be identified as such by the publisher with the word „Advertisement“.

**Clause 7** The publisher retains the right to refuse advertisements, including individual calls within the framework of an advertising deal, if

- their contents infringe laws or official regulations or
- the German Advertising Council (Deutscher Werberat) has objected to their contents in a complaints procedure or
- their publication is unreasonable for the publisher on account of their contents, layout, origin or technical form or
- they contain advertising from or for third parties.

Orders for other advertising means are only binding for the publisher following submission and approval of a sample.

Advertisements which contain advertising from or for third parties (joint advertising) require a prior written confirmation of acceptance by the publisher for each individual case. The publisher is hereby entitled to demand a joint advertising surcharge.

The rejection of an advertisement or other advertising means will be communicated to the client without delay.

**Clause 8** The client bears sole responsibility for the timely submission and appropriate quality of suitable copy or other advertising means. Where copy is supplied in digital form, the client is obliged to provide proper copy or manuscripts for the advertisements, in particular with regard to the format and technical specifications of the publisher, in good time before the date of publication.

Costs incurred by the publisher for changes to the supplied copy requested by or attributable to the client are to be borne by the client.

It is agreed that the advertisements are to be of the quality usual for the publication title concerned, subject to the specifications given in the price list and in the confirmation of order, and within the framework of the possibilities offered by the submitted copy. This applies only where the client has observed the specifications of the publisher regarding the creation and transmission of copy.

**Clause 9** Copy and manuscripts will only be returned where expressly requested by the client. The duty to keep the copy or manuscripts expires three months after the first distribution of the advertisement.

**Clause 10** If the publication of an advertisement fails to conform to the contractually agreed quality or service, then the client is entitled to a reduction of the due payment or a faultless substitute advertisement or substitute publication of the other advertising means, but only to the extent to which the purpose of the advertisement or other advertising means was impaired. The publisher is entitled to refuse a substitute advertisement or substitute publication of the other advertising means, if

- this requires an outlay which is grossly disproportionate to the client's interest in receiving performance, taking into consideration the nature of the underlying agreement and the dictates of good faith or
- this would only be possible at unreasonable cost for the publisher.

If the publisher allows the reasonable deadline set by the client for the substitute advertisement or publication of the other advertising means to expire, or if the substitute advertisement/substitute publication is again faulty, then the client is entitled to a reduction of the due payment or to cancellation of the order. Cancellation of the order is excluded in case of insignificant defects in the advertisement or publication of the other advertising means. Claims in respect of concealed defects must be asserted within one year from the commencement of the statutory limitation period.

The publisher is liable for all damages arising, whether due to violation of a contractual duty or to improper actions, but subject to the following stipulations: In the case of gross negligence, the liability is limited in commercial business to reimbursement for typical, predictable damage; this limitation does not apply if the damage was caused by legal agents or senior employees of the publisher.

In the case of minor negligence, the publisher is liable only for violations of cardinal contractual duties. In such cases, the liability is limited to reimbursement for typical, predictable damage.

In the case of claims based on product liability legislation, or following loss of life, personal injury or health impairment, the publisher is liable in accordance with the statutory regulations. Except in the case of concealed defects, claims must be made within four weeks after receipt of the invoice and specimen. All claims asserted against the publisher with regard to the violation of contractual duties expire by limitation after one year from the commencement of the statutory limitation period, insofar as they are not based on wilful conduct.

**Clause 11** Proofs are only supplied if expressly requested. The client bears responsibility for the correctness of returned proofs. The publisher will take into account and correct all errors reported up to the closing date for advertisements or within the statutory reply period specified when the proofs were supplied.

**Clause 12** If no special regulations apply regarding size, the calculation of charges will be based on the actual printed height as usual for the type of advertisement concerned.

**Clause 13** Invoices are payable within the period specified in the price list, unless other deadlines for payment or advance payment have been agreed for an individual case. Discounts for early payment are granted as specified in the price list.

**Clause 14** In case of default in payment or deferral, interest at the rate customary in banking and any collection fees will be charged. In case of default in payment, the publisher is entitled to suspend further execution of the current order until payment is received and to demand advance payment for any remaining advertisements.

In case of reasonable doubt regarding the client's ability to pay, the publisher is entitled, also during the period of an advertisement deal, to make the publication of further advertisements dependent on advance payment of the amount to be due at the end of the advertisement period and on settlement of outstanding invoice amounts, irrespective of the originally agreed terms of payment.

**Clause 15** The publisher will supply a specimen copy of the advertisement upon request. Depending on the nature and scope of the advertisement order, this may take the form of advertisement cuttings, specimen pages or complete specimen issues. If it is no longer possible to supply a specimen copy, the publisher will give a legally binding declaration confirming the publication and distribution of the advertisement.

**Clause 16** In the case of keyed advertisements, the publisher will exercise the diligence of a conscientious businessman with regard to the keeping and timely forwarding of offers. Registered and express-delivery letters received in reply to keyed advertisements will only be forwarded by standard post. Replies to keyed advertisements will be kept for four weeks. Replies which are not collected within this period will be destroyed. The publisher will return any valuable documents, though with accepting any obligation to do so.

By individual agreement, the publisher may be appointed representative and granted the right to open offers received on behalf of and in the declared interest of the client. Letters which exceed the permissible format DIN A4 (weight 250 g), as well as trade samples, books, catalogues and packets, are excluded from forwarding and will not be accepted. Acceptance and forwarding can be agreed in exceptional cases, however, provided the client agrees to bear the arising fees/costs.

**Clause 17** The place of fulfillment is the place where the publisher has his offices.

In business transactions with commercial clients, corporate entities under public law or public-law trusts, the court of jurisdiction for legal actions is the court at the place where the publisher has his offices. Insofar as claims by the publisher are not asserted by judgement note, the court of jurisdiction in respect of non-commercial clients is determined by their place of residence.

If the place of residence or habitual abode of the client, also in the case of non-commercial clients, is unknown at the time of the filing of an action, or if the client has transferred his place of residence or habitual abode outside the purview of the law after conclusion of the contract, then the court of jurisdiction is agreed to be the court at the place where the publisher has his offices.

**Clause 18** If a joint discount is claimed for dependent companies of a group, the advertiser must provide written evidence of his group status. Dependent companies in the sense of this stipulation are companies affiliated by a capital holding of at least 50%.

In the case of stock companies, the group status is to be demonstrated by the confirmation of an accountant or by presentation of the last corporate report, in the case of private companies and partnerships by presentation of an extract from the register of companies. This evidence must be provided at the latest by the end of the year of insertion. Retrospective acceptance is excluded in case of late evidence.

Group discounts always require the express written confirmation of the publisher.

Group discounts are only granted for the period of affiliation to the group. The publisher is to be informed without delay of the termination of affiliation to the group; the eligibility for group discounts ends with the termination of affiliation to the group.

**Clause 19** The client guarantees that he possesses all applicable rights for publishing of the advertisement. The client bears sole responsibility for the contents and legal propriety of the text and image copy supplied for publication, as well as of the supplied advertising means. He indemnifies the publisher within the framework of the advertisement order against all claims from third parties in respect of any infringements of legal stipulations. The publisher is furthermore indemnified against the costs of any necessary defence of rights. The client is obliged to display good faith and to support the publisher with information and documents in respect of the defence of rights against third parties.

The client transfers to the publisher all rights of exploitation, ancillary copyrights and other rights necessary for use of the advertising in print and online media of all kinds, including the Internet, and hereby in particular the rights of reproduction, distribution, transmission, broadcasting, public accessibility and database retrieval, in each case for the period and to the extent necessary for performance of the order. The above-mentioned rights are always to be transferred without territorial limitation.

**Clause 20** In case of interruptions to proper production, or in cases of acts of God, illegal industrial disputes, unlawful confiscation, transport disturbances, general shortages of raw materials or power or the like – whether at facilities of the publisher or at the facilities of third parties charged by the publisher with the fulfilment of his obligations – the publisher is entitled to full payment for the published advertisements, if the number of copies of the publication distributed corresponds to 80% or more of the average numbers sold or otherwise declared to have been distributed by the publisher in the previous four quarters. If fewer copies are distributed, the amount of the invoice will be reduced proportionally in accordance with the ratio of the actually distributed copies to the previously guaranteed circulation.