



CHINA *digital*

**MEDIA  
INFORMATION  
2023**

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[www.aac-china.digital](http://www.aac-china.digital)

Advertisement price list no. 3 - valid from October 2022

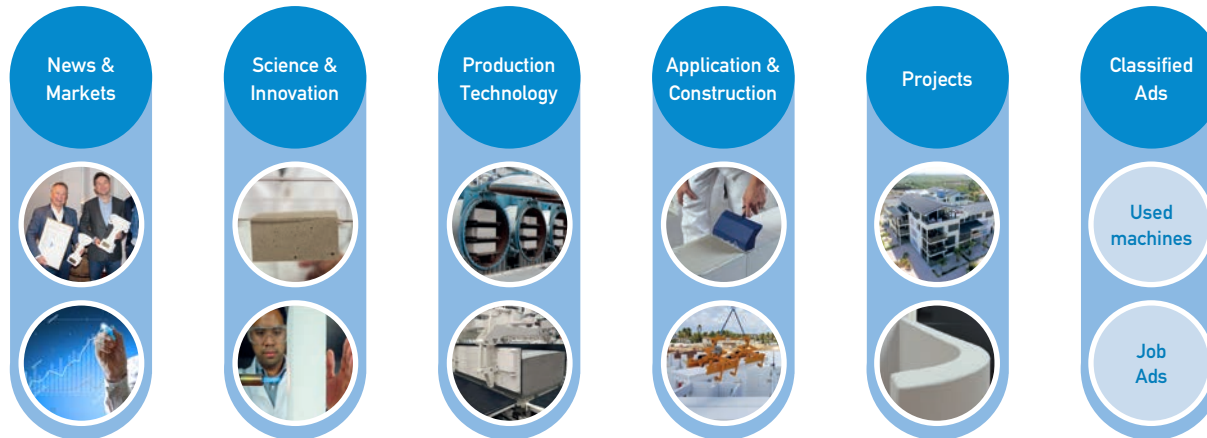


# 1 Journal profile

AAC CHINA *digital* is a technical trade journal to provide the community with relevant topics for the Autoclaved Aerated Concrete Industry. AAC CHINA *digital* is published quarterly as e-paper and distributed to 2000 qualified readers in China.

- various media studies have proven that 79 % of business-people regularly read trade journals.
- 6 out of 10 industry experts say that advertising in trade magazines has prompted them to make or endorse investment decisions in favor of certain plants, products or services.
- Advertising in trade magazines also represents the biggest motivation for on-line research on webpages.
- New trade journal advertisers can usually register a doubling of the numbers of visitors to their webpage after 1-2 years.
- Distributed digitally via WeChat and E-Mail (circulation 2000 copies)

## Journal sections:



## 2 Readers profile



AAC CHINA *digital* - a technical trade journal for professionals in the Autoclaved Aerated Concrete industry.

### Readership Profile

- Production Plant Owners
- Production Plant Managers
- Technical Managers
- R & D Departments
- Engineering Firms
- Construction Companies
- Universities and Research Institutes
- Laboratories

All segments of AAC production are covered in each edition of AAC CHINA *digital*. This enables you to build your marketing program around your schedule not our editorial calendar. You can be guaranteed that every issue addresses every segment of the industry.

This guarantees that information important for decision making will be communicated to your target markets with each issue.

### 3 Advertisement formats and pricing

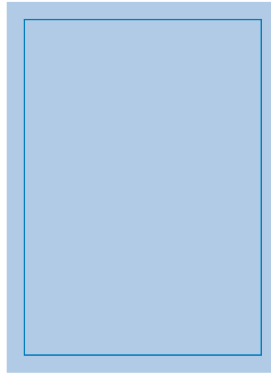
#### Front-Cover-page



180 x 200 mm

1,390.00 €

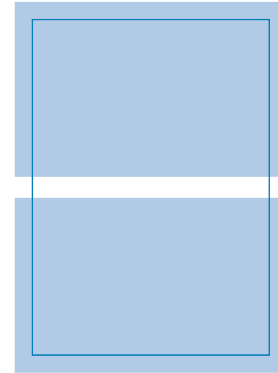
#### 1/1-page - full page



210 x 297 mm, bleed +5 mm

1,090.00 € (right hand placing)

#### 1/2-page horizontal



210 x 146 mm, bleed +5 mm

650.00 € (right hand placing)

2<sup>nd</sup>-Cover-Page: 1,250.00 €

3<sup>rd</sup>-Cover-Page: 1,190.00 €

4<sup>th</sup>-Cover-Page: 1,290.00 €

Frequency-discount: 2-times = 10 %, 4-times = 20 %

Exclusive placing: 20 % extra charge

Left hand placing: 10 % less on gross-rates

## Newsletter banner

Price: 275.00 € (one-time advertising)  
Size: 530 x 75 Pixel  
File format: jpg or png

## Website banner (sliding presentation)

Price: 400.00 € (per year) AAC Worldwide Website  
500.00 € (per year) incl. AAC China digital Website  
Size: 540 x 200 Pixel  
File format: jpg or png

## Company Channel on AAC CHINA-website (online)

Price: 200.00 € (per month)

Concept: Micro-Site on  
[www.aac-worldwide.com](http://www.aac-worldwide.com)  
- top-position

Set-up-costs: 4,750.00 € (one-time)

More information: [www.aac-worldwide.com/  
advertisement/company-channel](http://www.aac-worldwide.com/advertisement/company-channel)



## Your advertising contact

Contact for international companies:  
Gerhard Klöckner | [gk@aac-worldwide.com](mailto:gk@aac-worldwide.com)  
T +49 2236 9623914

Contact for Chinese companies:  
Jinying Zhang [lasia@aac-worldwide.com](mailto:lasia@aac-worldwide.com)  
T +86 13924014614

## Printing documents

- Hi-res PDF (pdf/x-3 or pdf/x-4 standard)
- EPS files (embedded fonts)
- editable files on request  
(QuarkXPress | Adobe Creative Cloud)
- True colours on request

## Data Transfer

- email: [production@ad-media.de](mailto:production@ad-media.de)
- internet: [www.wetransfer.com](http://www.wetransfer.com)

More information on: [www.aac-china.digital](http://www.aac-china.digital)

## 4 Calendar

### AAC CHINA *digital*

Issue #	Publishing dates	Advertising booking and material deadline
Issue 1/2023	January 15, 2023	December 15, 2022
Issue 2/2023	April 15, 2023	March 15, 2023
Issue 3/2023	July 15, 2023	June 15, 2023
Issue 4/2023	October 15, 2023	September 15, 2023

### Newsletter

Newsletter #	Publishing dates	Advertising booking and material deadline
1/2023	January 15, 2023	January 11, 2023
2/2023	April 15, 2023	April 11, 2023
3/2023	July 15, 2023	July 11, 2023
4/2023	October 15, 2023	October 11, 2023

## 5 Publisher information

### Publishing company



ad-media GmbH  
Industriestraße 180  
50999 Cologne | Germany  
T +49 2236 962390  
F +49 2236 962396  
info@ad-media.de | www.ad-media.de  
www.aac-worldwide.com

### Contact

#### ■ Advertisement

Contact for Chinese companies:

Jinying Zhang | asia@aac-worldwide.com | T +86 13920414614

Contact for international companies:

Gerhard Klöckner | sales@aac-worldwide.com | T +49 2236 9623914

#### ■ Production department

Miriam Scheunemann | production@ad-media.de

#### ■ Editorial department

Dipl.-Ing. (FH) Michael von Ahlen | editor@aac-worldwide.com

Dr.-Ing. Holger Karutz

Dipl.-Ing. Mark Küppers

Prof. Dr.-Ing. Hans-Dieter Beushausen

Dipl.-Ing. Jürgen Gläsele

#### ■ Subscription service

Jinying Zhang | asia@aac-worldwide.com | T +86 13920414614

#### ■ Accounting

Sandra Borchert | accountancy@ad-media.de

#### ■ Bank data

Deutsche Bank PGK AG

Account-Number 6800080

Bank Code 370 700 24

Swift Code DEUTDEDBK0E

IBAN DE88370700240680008000

#### ■ Publication frequency

quarterly (4 times a year)

#### ■ Conditions of payment

Payment immediately after receipt of invoice (All prices are net-rates excl. VAT)

#### ■ Terms of delivery for inserts and tip-ins

The client is obliged to deliver inserts or tip-ins 'carriage and duty paid' to the address given in the confirmation of order. Please deliver per language edition to Russia, Poland, India and Turkey and for all other languages to Germany. Please also note the delivery dates on board 04 (deadline calendar)

We reserve the right to charge for any costs incurred if the terms of delivery are not adhered to. Alternatively we can also print the inserts and tip-ins locally for a fee.



# 6 General terms and conditions for advertising

## 1. Contracting parties

The following general terms and conditions (hereinafter referred to as "GTC") shall apply exclusively for all advertising and supplement purchase orders. Any conflicting terms and conditions, in particular the terms and conditions of customers, are only valid if and inasmuch as they have been approved by us.

Subscription purchase orders are concluded with ad-media GmbH (hereinafter referred to as "ad-media").

Address: ad-media GmbH      Commercial Registry Cologne HRB 22639  
Industriestraße 180      VAT ID No.: DE151602464  
50999 Germany

Managing Directors:  
Dr. Ing. Holger Karutz, Alexander Olbrich

Our offers are aimed exclusively at businesses. Businesses in the sense of these GTC are all natural or legal persons or partnerships with legal capacity, who are acting in pursuit of their commercial or independent professional activities on concluding the contract. No contract will be concluded with consumers.

## 2. Exclusion of responsibilities in electronic business transactions

§ 312e Section. 1 p. 1 no. 1 to 3 and sentence 2 German Civil Code shall not be applicable.

## 3. Conclusion of contract and purchase order content

Any order placed by a customer (online, by email, letter, fax or telephone) shall represent a legally binding offer to ad-media to conclude an advertising or supplement purchase contract. Upon reception of your order, you will receive written confirmation from us by which we confirm the reception of your order and the conclusion of an advertising contract. Supplement purchase orders can only be concluded when a supplement master copy has been forwarded to ad-media and after the latter's approval. ad-media reserves the right to decline advertising purchase orders - including individual requests in the course of an agreed contract - and supplement purchase orders with a particular view to their content,

origin or technical form. In particular, advertisements and supplements can be refused whose content according to ad-media's due and best judgement violates laws, official regulations or public morality and whose publication is thus unacceptable for ad-media. Advertisements / supplements that are not recognisable as such due to their editorial layout will be clearly identified with the word "advertisement".

Purchase orders for advertisements and supplements where it is stated that they shall be published solely in certain editions or at specific positions in the magazine must be received by ad-media in good time so that the customer can still be informed before the advertising deadline if the contract can be carried out in this way. The customer shall be responsible for supplying the advertisement text and proper print materials plus any supplements on time. Films and other materials will only be returned to the customer if explicitly requested. ad-media will keep the materials for the length of one year after the advertisement has appeared.

## 4. Responsibility for advertisement / supplement content

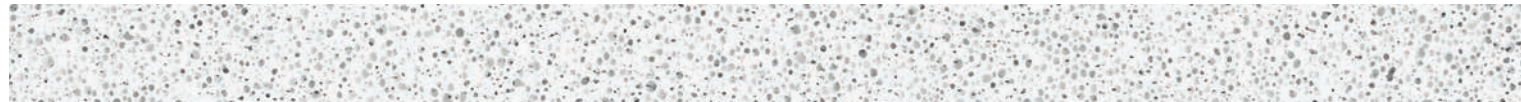
The customer shall be solely responsible for the content of any materials made available. The customer affirms that the materials supplied are free from the rights of third parties and that no third person rights (e.g. personal rights, copyrights, trademark and industrial property rights, etc.) or statutory regulations (e.g. the act against unfair practices) have been infringed. ad-media shall not be obliged to check into the legal admissibility of the publication particularly in respect of the content of the materials.

The customer will release ad-media on first demand from all claims by third parties that the latter may assert against ad-media (in particular, misprision, redress, compensation) on account of the publication of advertisements / supplements. This shall also include the costs of publishing a repudiation in accordance with the current ad-media advertising rates applicable. In addition, the customer shall be liable to ad-media for damages that may occur to ad-media for publishing advertising / supplement content that infringes the law or is otherwise legally inadmissible.

## 5. Prices and cancellations

Current valid prices can be ascertained with the assistance of the price calculator to be found under the "Media-Kit" item on the website belonging to each individual publication. All prices given are net, excluding value added tax at the statutory rate.





ad-media reserves the right to change the prices of the products offered at any time. The current prices on our website shall be valid at the point in time of your order.

An advertisement or supplement purchase order can be cancelled up to the advertising deadline without incurring any costs. If the cancellation occurs after the advertising deadline, then ad-media will invoice the customer for any work carried out up to that time. Cancellation shall no longer be possible after the print materials deadline.

Discounts granted on account of multiple media buyings (see 'advertising price structure'), shall be adjusted in accordance with the discount scales agreed upon with the customer (increased or reduced) if the number of media buyings subsequently changes at the customer's request (e.g. due to the cancellation of advertisements).

## 6. Extra charges

The costs must be borne by the customer for preparing print-ready materials, for repairing any print materials damaged when received, as well as for any changes requested or caused by the customer to the originally agreed contract. Positioning requests will not be considered as mandatory without payment of the surcharge rates for positioning.

## 7. Conditions of payment

Unless agreed otherwise, the agreed remuneration is due for payment without deduction immediately upon receipt of the invoice. The customer is in default 10 days after receipt of the invoice. The interest on arrears will amount to 8% above the current base rate, § 288 Section 2 German Civil Code.

## 8. Warranty

ad-media GmbH warrants normal printing quality for the issue concerned within the realm of possibilities presented in terms of the quality of the print materials supplied. Should poor printing occur in his advertisement, the customer shall be entitled to claim for a replacement advertisement. Should the replacement advertisement also be defective, then the customer shall be entitled to claim a reduction in price or withdraw from the contract. Defects in the print materials supplied by the customer but not immediately recognised and first discovered during the printing process only shall not constitute any grounds for

the customer to claim a reduction in payment, a replacement on account of poor printing or withdrawal from the contract. Obvious defects must be made known to ad-media without delay after the publication of the advertisement / supplement and hidden defects without delay after their discovery. If the customer fails to give notice in good time, then the enforcement of warranty claims due to defect shall be ruled out, unless ad-media concealed the defect maliciously.

## 9. Liability

ad-media shall be liable for damages caused by wilful intent or gross negligence, loss of life bodily injury and impairment to health, and according to the provisions of the German product liability law. In the case of a negligent breach of an obligation that is essential for achieving the purpose of the contract (cardinal obligation), the liability of ad-media shall be limited in amount to the damages that are foreseeable and typical.

There shall be no further liability on the part of ad-media. The above limitations of liability shall also be valid for the personal liability of employees, representatives and organs of ad-media as well as for the liability of ad-media's vicarious agents.

Notwithstanding the foregoing, the customer shall be liable for errors in transmission in respect of advertisements, date and issue alterations, text corrections and cancellations that are made by telephone.

## 10. Governing law and court of jurisdiction

These GTC and any contractual relationship existing between the customer and ad-media shall be subject to German law excluding the UN purchasing convention. The languages in which our GTC can be downloaded on our website are available to our customers for concluding a contract. In case of dispute, the German original version of the General Terms and Conditions applies. The sole court of jurisdiction for all disputes between the parties arising from or in relation to this contract shall be Cologne, inasmuch as legally permissible.

## 11. Protected content

Our website contains copyrighted content such as brandings, templates, texts, photographs, graphics, films, illustrations, etc. that may only be utilised with the explicit approval from ad-media.

**AAC**

Autoclaved  
Aerated  
Concrete

**CHINA** *digital*

