

# EVENT PARTNER

PRICE LIST NO 17  
VALID FROM JANUARY 2012  
anzeigen@event-partner.de



2. PROFILE
3. CONTENTS / CIRCULATION
4. SYNOPSIS
5. PRICES
6. AD FORMATS
7. BUSINESS GUIDE
8. INSERTS
9. DATES
10. TECHNICAL DATA
12. GENERAL TERMS AND CONDITIONS
14. CONTACTS

## EP – Benchmark of professionalism

Since 1995 EP has been the leading German specialist magazine for event marketing. Published six times a year, it is supplemented by special publications for trade fairs and special interest topics of the event business.

In EP acknowledged authors with many years of professional experience in the agency, marketing and university scene report competently about facts and trends, basics and current events of the entire spectrum of marketing and live communication. The authors and the entire editorial staff are in close contact with the managing and marketing directors of all the industry's relevant companies.

EP is therefore an indispensable source of information for the industry as well as topical reading matter and reference tool for agencies, service industries, promoters and decision makers in companies. By addressing target groups accurately EP also represents the perfect marketing platform for all suppliers of service industries in the live communication sector.

EP plays an important role as the specialist publication for further education and research in the areas of marketing and communication and is committed to supporting educational needs, the basis for the industry's positive development.

The sections "Journal, Report, Business, Technology, Engineering, Tools, Portrait, Location, Trade fair, Column and Forum" cover the event market's entire range of topics. An extensive service section offers space for company entries, job offers, image campaigns and the description of business areas.

EP is therefore the industry's established and indispensable communication tool. The journal reaches all important segments of the event business. Excellent contacts to the heads and decision makers ensure timely and sound information for both sides, the event organizers as well as their customers.

## Editorial team:

Editor-in-chief:	Dr. Walter Wehrhan
Deputy editor-in-chief:	Lothar Biedermann
Editorial manager:	Udo Klinkhammer
Lay-out/print:	Marc Honeck
Setting:	Frank Loevenich, Ulrich Knipping
EVENT PARTNER	
Volume:	No 17
Web address:	<a href="http://www.event-partner.de">www.event-partner.de</a> ; <a href="http://www.promedianews.de">www.promedianews.de</a> <a href="http://www.musikmedia.de">www.musikmedia.de</a>

E-mail:	<a href="mailto:redaktion@event-partner.de">redaktion@event-partner.de</a>
Publisher:	MM-Musik-Media-Verlag GmbH & Co. KG Emil-Hoffmann-Strasse 13 50996 Köln

Subscription price:	Annual subscription national €52,15/year incl. postage International € 61,35/year
Publication dates:	6 issues/year
Special edition:	catalogue of BEST OF EVENTS 2012



## Event journal

- industry news
- events & promotions
- eventtechnology
- trade fairs & dates
- people & addresses

## event report

- awards
- interviews
- productions
- reports

## event business

- architecture
- catering
- design
- logistics

## event technology

- stage, lighting & sound
- event equipment
- hardware tests
- technical service industry

## event location

- hotels & resorts
- industrial locations
- open-air locations
- conference centres

## event trade fair

- industry trade fairs
- makes & products
- communicational aims & strategies
- concepts & realisation

## event portrait

- agencies
- service industries
- heads
- institutions

## event forum

- education
- book reviews
- surveys
- associations

## event column

- law & insurance
- statements

## event essay

- food for thought
- history
- philosophy

## event service

- advertisers
- industry guide
- job market

## Target group

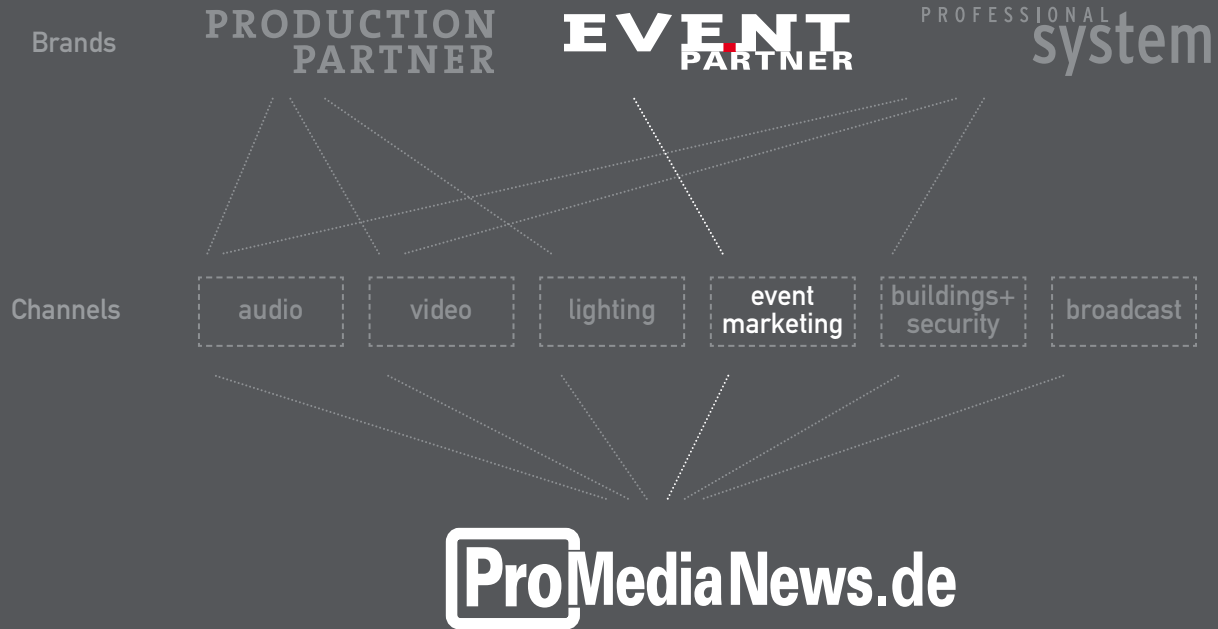
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- event agencies
- marketing decision-makers
- educational establishments, colleges & universities
- trade associations
- sponsoring agencies
- producers of event technology & service industry
- advertising & public relations agencies

## Circulation

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Printed Circulation	15.470 copies
Subscriptions	1.620 copies
Sales	1.622 copies
Free copies	12.325 copies
Distribution	13.947 copies



## Advertisements

Format	4-c (EUROS)
2/1	8.137,00
1/1	4.233,00
2/3	3.321,00
1/2	2.678,00
1/3	1.895,00
1/4	1.421,00
1/6	960,00
1/8	735,00
1/12	485,00

## Cover Pages

	EURO
Back cover:	4.480,00
Inside back cover:	4.300,00
Inside front cover:	4.305,00

## Extra Charges

- Box fee: 6,- Euro
- Guaranteed positioning plus 5%

## Special Prints

Information and Offers:  
+49 (0)22 36/96 217-38 Paul Mistic  
or sonderdrucke@production-partner.de

## Discounts

Discounts for adds within a year

Discounts	for quantity	for repetition	
1 Page	3%	3 Ads	3%
3 Pages	5%	6 Ads	5%
6 Pages	10%	12 Ads	10%
12 Pages	15%	18 Ads	12%
18 Pages	17%	24 Ads	15%
24 Pages	20%		

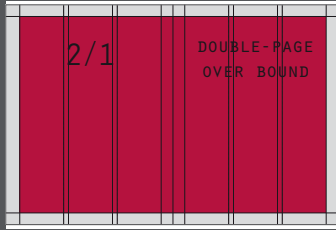
Discount for job offers	35%
Agency discount	15%

## Payment Conditions and Terms:

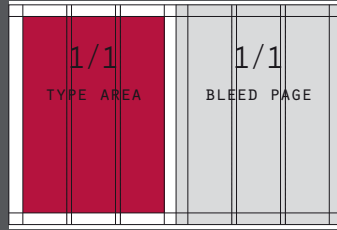
Prepayment (Cheque oder ILC) until booking deadline. We also accept credit cards (VISA, MASTERCARD, AMEX). Please do not forget to tell us your European VAT-No. / Tax-ID, because otherwise we have to charge European customers sales tax.

Our Euro-VAT-ID: DE 811 20 27 51 / Bank-Account: Please look under contacts on the last page

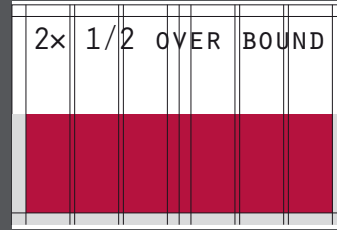
all dimensions in mm , width × depth – for bleed add 5mm on every side



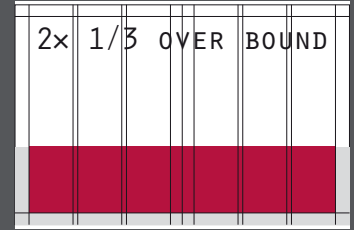
type area: 390 × 254  
bleed page: 426 × 280



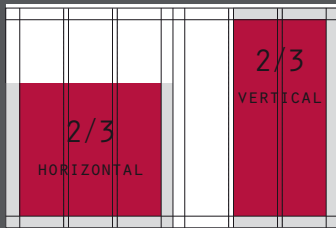
185 × 254 213 × 280



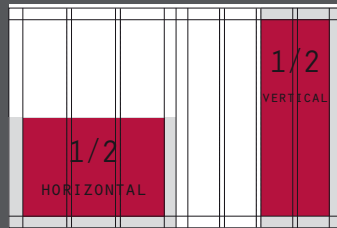
390 × 127  
426 × 142



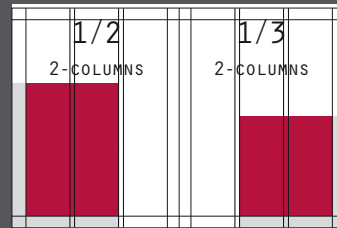
390 × 84  
426 × 99



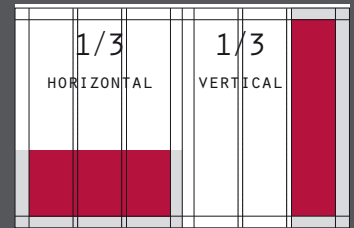
185 × 169 122 × 254  
213 × 184 137 × 280



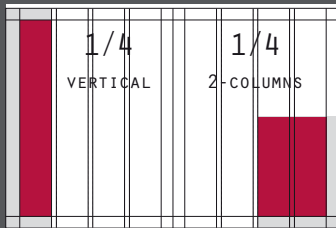
185 × 127 90 × 254  
213 × 142 105 × 280



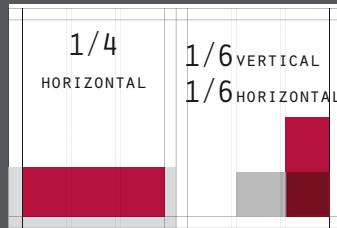
122 × 169 122 × 127  
137 × 184 137 × 139



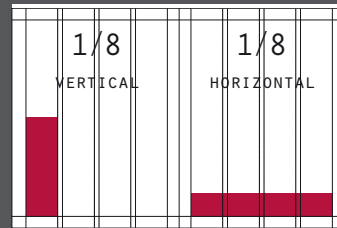
185 × 84 59 × 254  
213 × 99 74 × 280



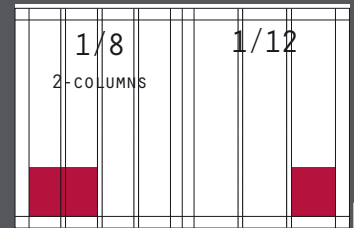
43 × 254 90 × 127  
58 × 280 105 × 139



185 × 63 59 × 127  
213 × 78 122 × 63



43 × 127 185 × 30



90 × 63 59 × 63

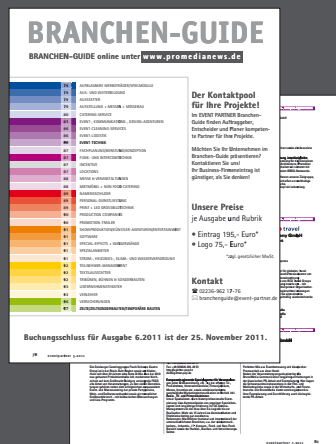
### Business guide

In the specialist magazines/journals

- Event Partner
- Professional System and at
- www.promedianews.de

In the classified directory clients, decision makers and planners can find competent partners for projects in the areas of event and media technology. The entry into the trade directory appears in the printed editions of EP, PS as well as in the iPad version and in the online trade directory of promedianews.de.

All the information in the online trade directory entries is included in the whole text search. In addition, the logo can optionally be booked in the banner rotations on the starting page of promedianews.de.



### Price/Entry (Euros)

Trade directory

- Text 195.00 / entry in the printed edition + online  
97.50 / month  
1.170.00 / year
- Text + logo 270.00 / entry in the printed edition + online  
135.00 / month  
1.620.00 / year

### Advertorials

- Text + logo 950.00 entry in the printed edition + online  
475.00 / month  
5.700.00 / year
- Text + logo + picture 1.025.00 entry in the printed edition + online  
512.50 / month  
6.150.00 / year

### Technical data:

Entry Business Guide

- file format max. 500 characters incl. blanks / word doc.  
min. 300 dpi

Advertorial

- file format 59 mm x 254 mm
- text max. 100 characters incl. blanks / word doc.
- picture min. 300 dpi



## Inserts

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Inserts in our periodicals are loose enclosures like pages, cards or brochures.

Prices:	up to 25g single weight	350.– Euro per 1.000 copies
	over 25g single weight	on request
Part subscription	up to 25g single weight	400.– Euro per 1.000 copies
Max. size	200 x 270 mm	

## Stapled inserts

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Stapled inserts are printed matter firmly connected with the magazine.

Only the total circulation can be covered. The client must provide the printed matter ready for processing.

Prices:	2 pages	320.– Euro per 1.000 copies
	4 pages	360.– Euro per 1.000 copies
	6 pages	400.– Euro per 1.000 copies
	8 pages	450.– Euro per 1.000 copies
Max. size	200 x 270 mm	

## Stuck inserts

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Post cards, samples, CDs, etc.

Inserts will be stuck to an advertisement (min 1/1 page) and can be removed easily.

The inserts have to be bound to be processed. Stuck inserts are only possible at the start of a sheet.

Prices:	90.– Euro	per 1.000 copies plus postage
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Before we can proceed with an order we have to receive samples of the inserts, stapled inserts and stuck inserts for test purposes. Please send us five samples before the booking deadline. Please allow 300 additional samples for processing.

Issues	Dates of Publication	Advertising Deadlines	Printing Deadlines	Tradefairs
EP 1	24.02.12	27.01.12	03.02.12	Best of Events, Dortmund 18. – 19.1.2012
EP 2	27.04.12	30.03.12	05.04.12	Kulturbörse, Freiburg 23.1. – 26.1.2012
EP 3	29.06.12	01.06.12	08.06.12	CeBIT, Hannover 06.03.-10.03.2012
EP 4	31.08.12	03.08.12	10.08.12	Autosalon, Genf 09.03.-18.03.2012
EP 5	26.10.12	28.09.12	05.10.12	IMEX, Frankfurt 22.05.-24.05.2012
EP 6	14.12.12	16.11.12	23.11.12	IAA Nutzfahrzeuge, Hannover 18.09.-27.09.2012
Special Best of Events Dortmund 2013	04.01.13	23.11.12	30.11.12	Buchmesse, Frankfurt 10.10.-14.10.2012
				Hanseboot, Hamburg 27.10.-4.11.2012

## Information for Printing Process

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Magazine format:	213 x 280
Method of printing:	digital
Printing process:	offset

## Multicolour ads:

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In the case that black is omitted in processing a multicolour ad, this will not alter the charge. If, in the case of formats with a gutter bleed, different additional colours are used on each side of a double page, each page will be charged separately according to the rates for partial formats.

Special colours or tones which cannot be achieved by combining colours in the scale used are possible but require prior agreement. Details can be provided on request. Minor variations in tone in offset printing are permitted within the tolerance area. Corrections will be made against a proof.

## Advertisement placements:

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A confirmed placement is no longer valid if the printing material has not arrived at Musik-Media before the deadline.

## Checklist data transfer:

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Before you start the digital transfer, please make sure to send the checklist for data transfer first. Usually you get this checklist together with the confirmation of your order. You can also order your checklist by telephone: +49 (0)2236/96217-85 or download the checklist from [www.musikmedia.de](http://www.musikmedia.de).  
keyword: "Checklist Datatransfer"

## Claims for compensation

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We only accept responsibility for the perfect processing and publication of digitally transferred advertising copy when the guidelines listed above have been complied with. The publishing house may reject data that does not match the guidelines. No claim for a price reduction will be accepted for unsatisfactory printed results that are due to the customer deviating from the guidelines. Transferred data will be deleted three months after the publication of the advertisement. Transferred data that deviates from the above technical instructions and that requires additional work will be invoiced for at an hourly rate of Euro 100. All claims by the orderer, with the exception of obvious deficiencies, must be asserted by letter within four weeks of receipt of invoice and voucher copy.

### Guidelines for the Digital Transfer of Advertising Copy

All Musik-Media magazines – Keyboards, Gitarre & Bass, Sound & Recording and Sticks. (MI), Production Partner, Event Partner, Professional System (PRO) – are produced digitally.

Please follow these guidelines in order to ensure a problem free transfer of data and the best possible printed result.

### Operating Systems

- Macintosh, PC

### Programmes

- Quark Xpress
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

### Data Format / Image Data / Compression

- Image data: TIFF, EPS, JPEG, PDF,
- Colours: cyan, magenta, yellow, black (EUROSCALA)
- For perfect print quality continuous tone images should be scanned at a minimum of 300 dpi.
- For line art the minimum resolution is 600 dpi, 1200 dpi is ideal.

Compressed files: None of the image elements that are used should be compressed. Do not use JPEG or similar compression.

The whole file may however be stuffed as SEA, SIT, ZIP or EXE (SEA)

### Fonts

Include all character sets. Special fonts, e.g. logo fonts should also be included. TrueType fonts may not be used.

When several related files are to be transferred please ensure that these files are placed in a single Directory (Folder). We undertake to check received files within one working day. You will immediately be informed of any incorrect data or files. Please enter contact details in the checklist.

### Prior to data transfer

- ORDER:** Please ensure that an order for your advertisement has been sent to Musik-Media
- FAX:** Send us the CHECKLIST FOR DATA TRANSFER and a binding print out  
For Keyboards, Gitarre & Bass and STICKS  
to +49 (0)2236/96217-70  
For Production Partner, Event Partner, Professional System  
to +49 (0)2236/96217-88
- PROOF:** For colour advertisements please send a binding proof to:  
MM-Musik-Media-Verlag GmbH & Co. KG  
att. Marion Bondar (PRO)  
att. Vivien Hauser (MI) or  
Emil-Hoffmann-Str. 13  
D-50996 Köln  
Germany
- CD-ROM:** Please send CD-ROMS to the Musik-Media address until the deadline of printing material.
- E-MAIL:** [anzeigen@musikmedia.de](mailto:anzeigen@musikmedia.de) (maximal 20 MB)
- INTERNET:** data transfer by browser: At <http://anzeigen.musikmedia.de> You have the opportunity to load the advertisement data onto our server. Please follow the guidelines of our advertisement system and please be patient! Do not access the Browser during the transmission. Otherwise transmission will fail. Wait until the Browser Window has reconstructed itself and transmission is completed.
- If you have further questions or need more technical information (ISDN-transfer, ftp-upload) please feel free to contact us by telephone +49/(0)2236/96217-20.

1. "Advertisement order" within the meaning of the following general conditions of acceptance is the contract for the publication of one or more advertisements by an advertiser or other space buyer in a publication for the purpose of dissemination.

2. Where doubt exists advertisements are to be released for publication within one year of conclusion of a contract. If a contract allows for the release of individual advertisements, the order must be processed within one year of the advertisement appearing for the first time, provided the first advertisement is released and published within the period specified in sentence 1.

3. In the event of a contract being concluded the orderer is entitled to release further advertisements exceeding the advertisement volume specified in the contract within the period agreed or the period specified in section 2, whichever is applicable.

4. In the event of a contract not being performed for reasons for which the publishing company is not responsible, the orderer, notwithstanding any other legal obligations, must reimburse the publishing company the difference between the discount granted and the relevant discount for the number of advertisements actually published. Reimbursement need not be effected if the failure to perform is attributable to force majeure within the scope of the publishing company's risk.

5. When calculating the amount of text to be published the text millimetre lines are converted into advertisement millimetres in accordance with the price.

6. Advertisements and inserts shall only be included in specified issues, specified editions or in specified positions in the publication if the orderer has stated that the advertisement or insert must appear in specified issues, specified editions or in specific positions in the publication and the publishing company has provided written confirmation to this effect. Classified advertisements will appear in the appropriate special section without express agreement being required.

7. Textual advertisements are advertisements which border on text on at least three sides and do not border on other advertisements. Advertisements which from their copy or layout are not recognisable as advertisements shall be rendered recognisable as such by the publishing company by the addition of the word "advertisement".

8. The publishing company reserves the right to reject both advertisement orders, including individual releases within the framework of a contract, as well as insert orders, on account of their content, their origin or their technical form in accordance with uniform, objectively justified principles, if, in the due judgement of the publishing company, their contents contravene laws or official directives or are likely to cause offence, or their publication cannot be expected of the publishing company. This also applies to orders placed at registered or branch offices or agencies. Insert orders are only binding for the publishing company once a specimen copy of the insert has been submitted and approved. Inserts shall not be accepted which, by nature of their size or appearance, give the reader the impression of being a part of the newspaper or magazine, or which contain advertisements of a third party. The orderer will be notified without delay of the rejection of an order.

9. Prompt submission of the advertising text and faultless copy or of the inserts, glued-in inserts etc. is the responsibility of the orderer. The publishing company shall demand immediate replacements for recognisably unsuitable or damaged copy. The publishing company warrants usual printing quality within the scope of possibilities of the copy provided for the issue in which the order is to appear.

10. In the event of the printed advertisement being partially or entirely illegible, incorrect or incompletely reproduced, the orderer may claim price abatement or a faultless replacement advertisement, but only to the extent to which the advertisement was impaired in its purpose. In the event of the publishing company allowing a reasonable extension period granted to it to elapse, or of a replacement advertisement again failing to be acceptable, the orderer has the right of cancellation.

Claims for compensation for collateral negligence, culpa in contrahendo or wrongful act are excluded even for orders placed by telephone; claims for compensation resulting from impossibility of performance and default are limited to compensation for foreseeable damage and the compensation payable for the advertisement or insert in question. This does not apply to intent and gross negligence on the part of the publishing company, its legal representative or its vicarious agent.

The liability of the publishing company for damage caused by lack of warranted qualifications remains unaffected. Nor is the publishing company liable in commercial business dealings for gross negligence on the part of vicarious agents; in all other cases the liability to merchants for gross negligence is limited to the foreseeable damage to the value of the compensation to be paid for the advertisement in question.

All claims by the orderer, with the exception of obvious deficiencies, must be asserted within four weeks of receipt of invoice and voucher copy.

11. Proofs will be supplied at the orderer's express wish. The orderer is responsible for the correctness of the returned proofs. The publishing company will act on all corrections to which attention is drawn within the period set at the time of despatch of the proof.

12. Provided no particular size has been specified the order will be charged on the basis of the print height actually used usual for the type of advertisement.

13. Unless the orderer effects prepayment the invoice will be sent immediately, at all events however, fourteen days following publication of the advertisement. The invoice is to be paid within the period specified in the price list commencing from the receipt of the invoice, unless another period or prepayment has been agreed for the case in question. Any discounts for early payment will be granted in accordance with the price list.

14. In the event of default or delay in payment interest charges in accordance with those listed in the pricelist together with collection expenses will be levied. However, the orderer retains the right to furnish proof that the loss incurred is substantially less serious. In the event of default the publishing company may delay further performance of the current order until payment has been effected, as well as demand prepayment of the remaining advertisements. In the case of justified doubt in the ability of the orderer to effect payment the publishing company has the right, even during the duration of an advertisement contract, to make the appearance of further advertisements dependent upon the prepayment of the sum in question and of settlement of outstanding invoices without regard to the terms of payment originally agreed upon.

15. Upon request the publishing company will supply a voucher copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order clippings, tear sheets, or complete voucher copies will be supplied. If it is no longer possible to obtain a voucher copy, a legally binding certification confirming that the advertisement was published and disseminated will be provided by the publishing company in its stead.

16. The orderer shall bear the expense of the preparation of copy and drawings ordered, or of alterations requested by the orderer, or of reasonable alterations which differ substantially from the version originally agreed upon.

17. Where a contract has been signed for the publication of a series of advertisements a claim can be deduced in the event of a reduction in the number of copies printed, if, on overall average for the insertion year commencing with the appearance of the first advertisement, the circulation falls below the average circulation quoted in the price list or otherwise specified, or, in cases where no circulation is specified, the average number of copies sold in the previous calendar year (in the case of specialist publications this may be the average number of copies actually disseminated).

A reduction in the print run is only a deficiency justifying a reduction in price if the reduction amounts to

20 % in the case of a circulation of up to	50,000 copies
15 % in the case of a circulation of up to	100,000 copies
10 % in the case of a circulation of up to	500,000 copies
5 % in the case of a circulation exceeding	500,000 copies

Furthermore, reductions in contract price are excluded in cases where the publishing company informed the orderer of the reduction in circulation sufficiently early so as to allow the latter enough time to terminate the contract before the advertisement appeared.

18. In the case of box number advertisement the publishing company entrusts the custody and prompt forwarding of the offers to the care of a serious businessman. Registered letters and express letters in reply to box number advertisements will be forwarded by standard post. Letters received in reply to box number advertisements will be kept for four weeks. Letters not collected within this period will be destroyed.

The publishing company returns valuable documents, although no such obligation exists. In the interest and for the protection of the orderer the publishing company reserves the right to open offers received for examination to ensure that the box number service is not misused. The publishing company is not obliged to forward commercial recommendations or offers of mediation.

19. Text and layout will only be returned to the orderer in response to a specific request so to do. The obligation to keep text and layout in safe custody elapses three months after expiry of the contract.

20. Place of performance is the registered office of the publishing company. In business transactions with merchants, juristic persons under public law or separate estates under public law the place of jurisdiction for legal action is the registered office of the publishing company. If the domicile or place of habitual residence of the orderer, even in the case of non-merchants, is unknown at the time of the commencement of an action, or if the orderer alters his/her domicile of place of habitual residence to a place outside the jurisdiction of the law following conclusion of the contract, the place of jurisdiction is agreed upon as being the registered office of the publishing company. Additional conditions of acceptance of the publishing company

a) While exercising all due diligence when accepting and examining the advertisement copy, no liability attaches to the publishing company if misled or deceived by the orderer. By placing an advertisement order the advertiser undertakes to bear the expense of the publication of a counterrepresentation referring to actual claims made in the published advertisement in accordance with the advertisement rates valid at the time.

b) The orderer bears the responsibility for the content and the legal permissibility of the text and illustrations provided for the insertion. It is incumbent upon the orderer to indemnify the publishing company with respect to the claims of third parties arising against the publishing company from the execution of an order, even if it was not suspended in time. The publishing company is not obliged to check orders and advertisements with a view to their infringing the rights of third parties. In the event of advertisements appearing which were not suspended in time, no claims of the advertiser can be made against the publishing company. The orderer also releases the publishing company from all claims resulting from infringement of copyright.

c) Notification of cancellations must be given in writing. In the event of an advertisement being cancelled the publishing company can demand payment of the composition costs incurred.

d) Cases of force majeure and industrial action for which the publishing company bears no responsibility release the publishing company from the obligation to fulfil contracts and to pay compensation.

e) The publishing company accepts no liability for errors in the transmission by telephone of advertisements, changes of the appointed date of appearance or of the issue in which the advertisement is to appear, of corrections to the text, or of cancellations.

f) Claims arising from incorrect printing of repeat advertisements are excluded if the advertiser had the opportunity of drawing attention to the error prior to the printing of the advertisement immediately following. The claim to payment of the publishing company remains unaffected.

g) The advertiser may lay retrospective claim to the corresponding discount for the actual number of advertisements printed within the one-year period if, at the beginning of the period, he concluded a contract which, in accordance with price list, would have entitled him to a rebate from the very beginning. The claim to retrospective rebate lapses if not pressed within one month of the expiry of the one year period.

h) A trade discount of ten percent on the standard price shall only be granted for direct advertising orders.

i) The publishing company reserves the right to fix special rates for advertisements in publishers inserts, special publications and specials/special editions. The publishing company further reserves the right to correct (credit notes, additional charges) incorrect invoices within six months of the making out of the invoice.

j) Space brokers and advertising agencies are obliged to adhere to the prices listed by the publishing company when making their offers to, as well as concluding contracts and settling accounts with advertisers. The agency commission granted by the publishing company may not be passed on to the advertiser either in full or in part.

k) Personal liability of the representative of an orderer: If the orderer is a juristic person, or otherwise limited liability (eg. GmbH), the person signing on behalf of the orderer is personally liable to the publishing company as a guarantor who has waived his plea of primary recourse against the principal debtor.

l) Data protection: Pursuant to §26 of the (German) Federal Data Protection Act we draw attention to the fact that within the framework of the business relations the required customer and supplier data are stored with the aid of electronic data processing equipment.

## Publisher

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Postal Address MM-Musik-Media-Verlag GmbH & Co. KG  
Emil-Hoffmann-Str. 13  
50996 Köln  
Phone +49 (0)2236/96 217-0  
Fax +49 (0)2236/96 217-5

## Editors

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## Media Sales

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E-Mail a.mueller@musikmedia.de

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## Marketing

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## Distribution

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## Printers

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## Accounting dept.

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## Bank Account

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Ulmer Volksbank Account-No. 888 300 9  
BLZ 630 901 00  
IBAN: DE 30630901000008883009  
BIC: ULMVDE 66XXX