

Effective from 1. Januar 2024

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# Who is Pfefferminzia for?



- Insurance broker
- Insurance consultant
- Insurance agent
- Financial investment broker
- Sales employees in insurance companies
- Fee-based financial investment advisor
- Broker pools
- Real estate agent
- Insurance and broker associations



## Pfefferminzia – in the top positions in broker surveys

It is the best-known synonym in the insurance industry – and it has been around since 2013: Pfefferminzia.de is the information and experience portal for insurance brokers and sales in Germany. Pfefferminzia.de combines high-quality editorial content with targeted, guaranteed reach on the Internet. Utilise the high credibility of an online magazine and the targeting of modern social media communication for measurable success without divergence losses. Pfefferminzia.de and its newsletter and online platform have already achieved top result in terms of broker reach and satisfaction.

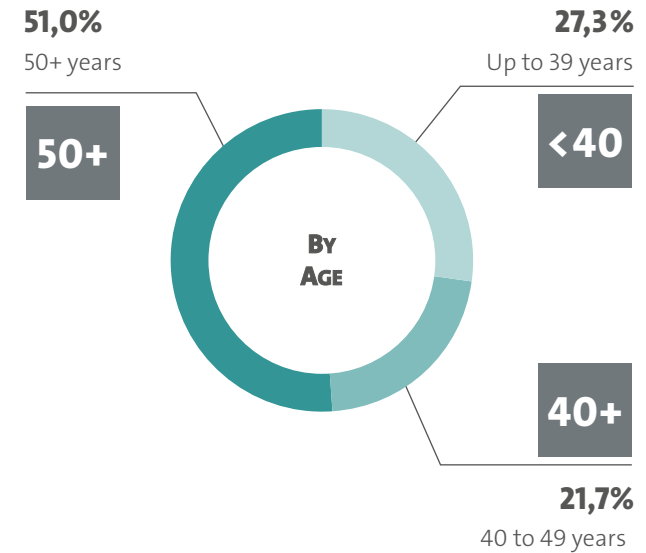
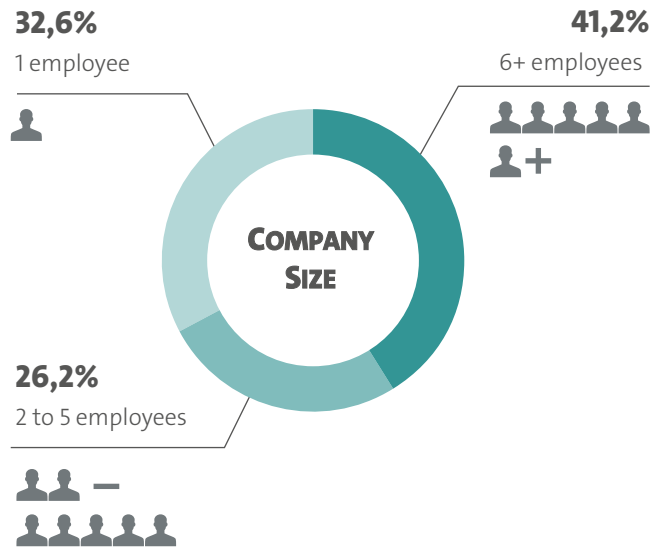
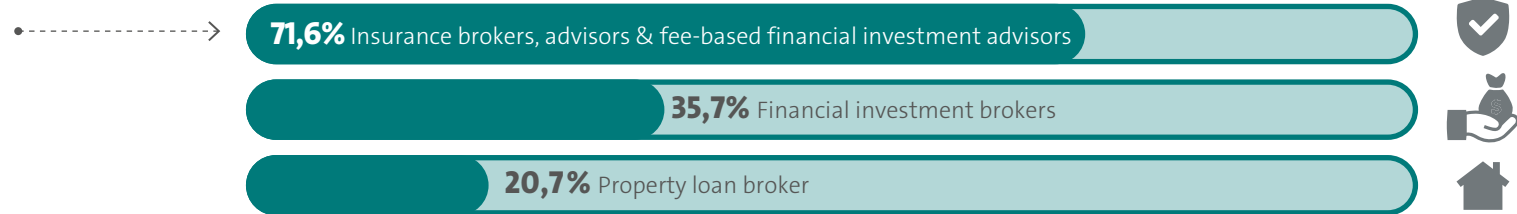


The Pfefferminzia online newsletter and the Pfefferminzia.de platform are among the top broker media. The most comprehensive study in the industry, the **Intermediary Media Analysis 2023/24** by disphere interactive GmbH, Munich, analysed data from 24 newsletters and platforms. 31 platforms were compiled and analysed. The study shows Pfefferminzia.de in 3rd place (**3rd place online reach** out of 31 platforms) and the daily newsletter in 4th place (**4th place newsletter reach** out of 24 newsletters). Our media also came top in terms of quality and topicality. Pfefferminzia's **social media channels** are also heavily used by brokers on a professional basis. According to disphere, Pfefferminzia is one of the **top 5 publishers in the broker market**.

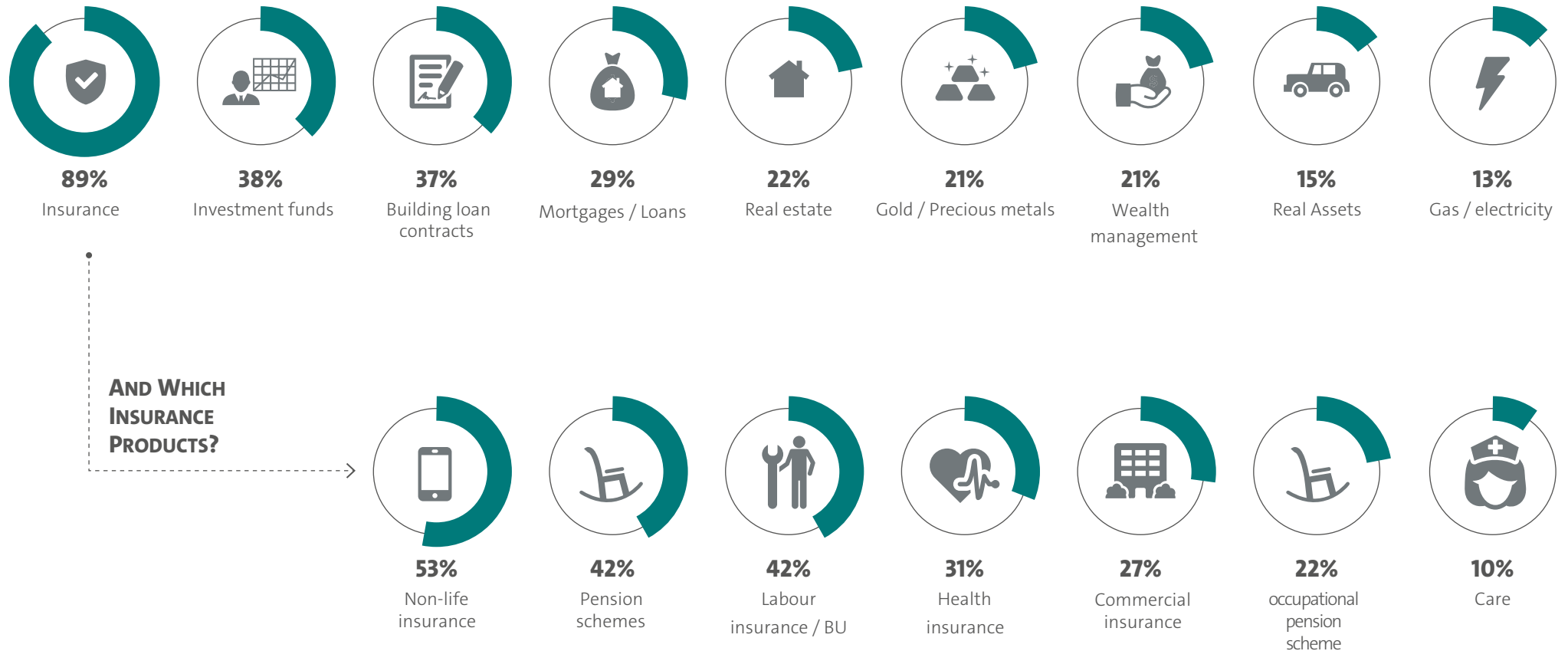
### Recommendation

Simply combine your online campaign cross-media with our bi-monthly **print magazine Pfefferminzia** and benefit from the synergies. The magazine also has a wide reach in the broker market and is rated very highly in terms of quality and topicality. In addition to being **ranked second in terms of reach**, Pfefferminzia was also ranked **first in terms of topicality and quality** (results for specialised publishers - publication less than 12 p.a.). A total of 32 print titles were analysed.

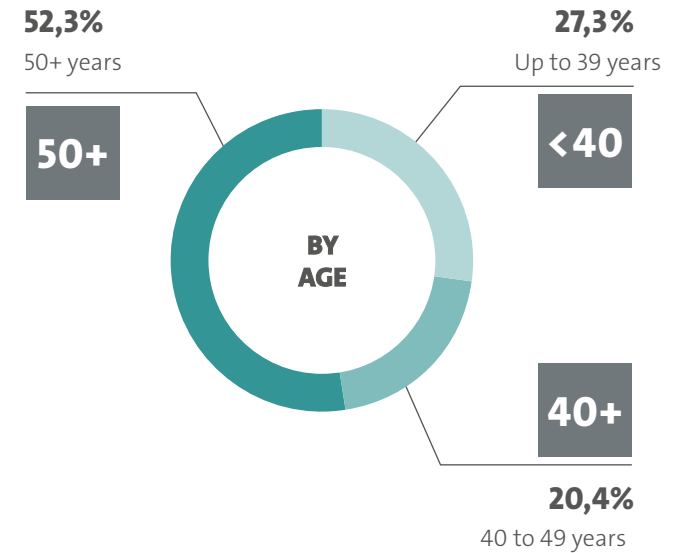
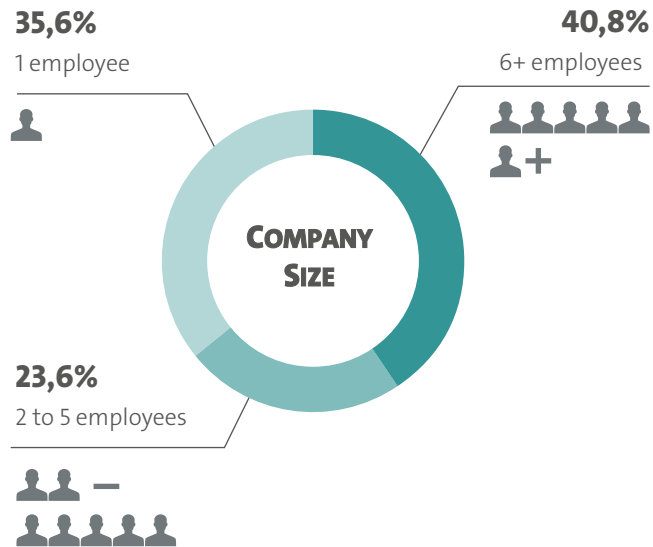
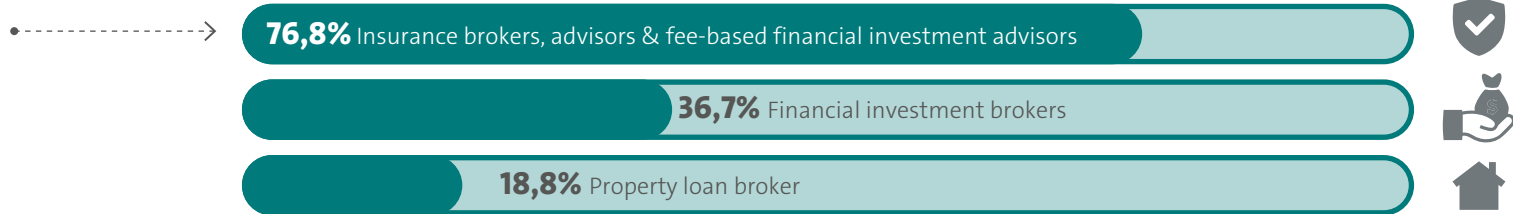
## Who reads Pfefferminzia?



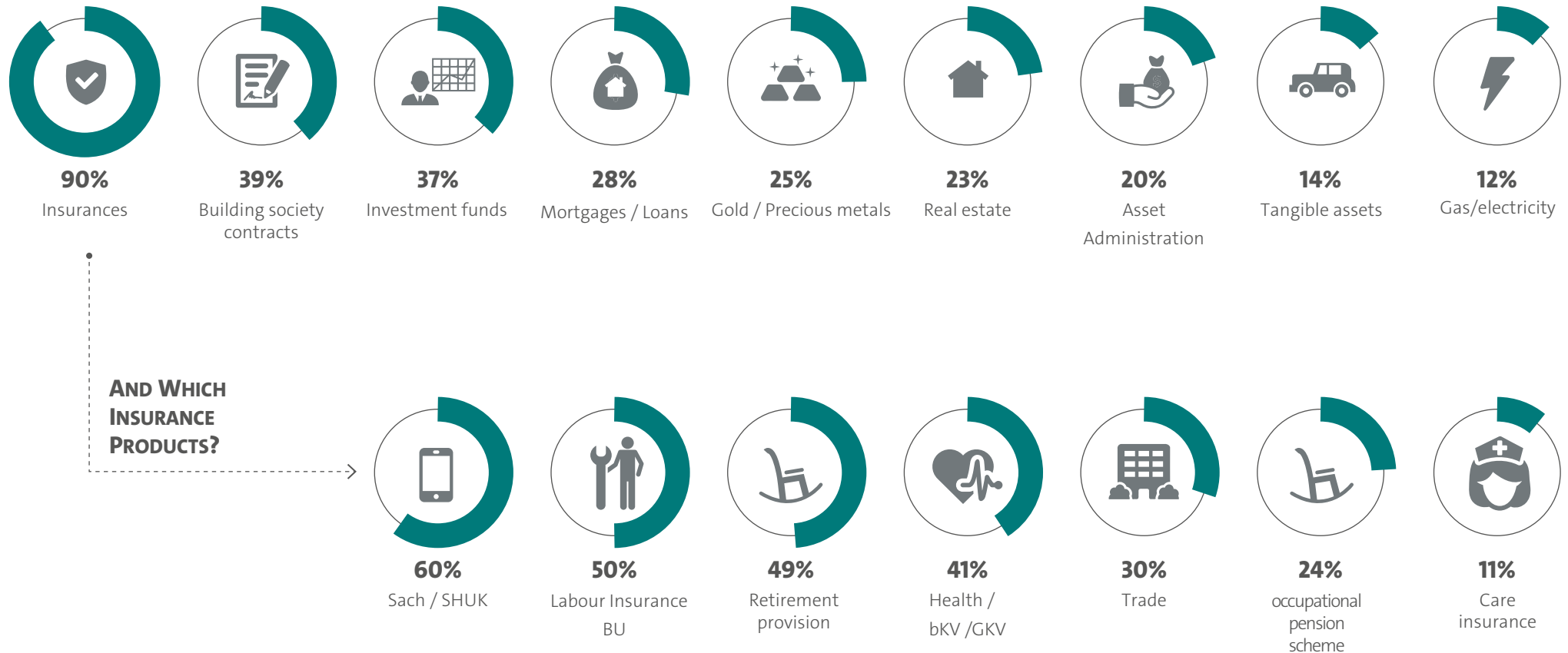
## Which products are brokered by Pfefferminzia readers?



# Who reads the Pfefferminzia Newsletter?

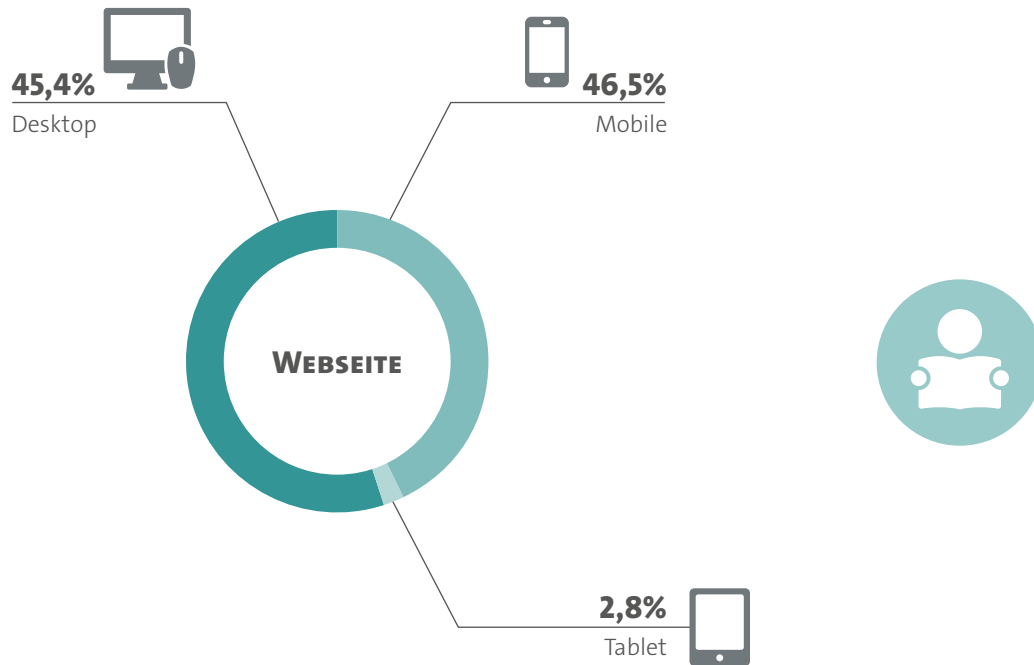


## Which products are used by the Pfefferminzia Newsletter readers?

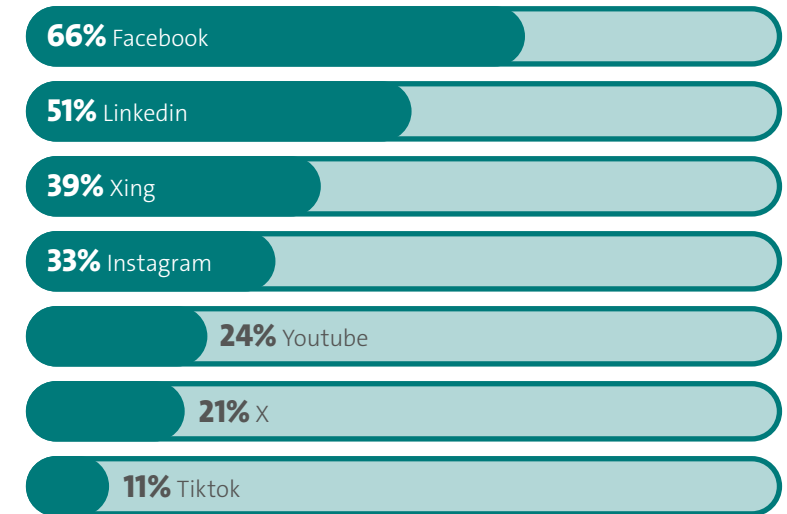




## Which devices do readers use to access the Pfefferminzia.de online platform and which social media channels do they use?



### Which social media do Pfefferminzia readers use professionally?



## How relevant are these online newsletters for Pfefferminzia readers

Grading was based on school grading system (1 for very important to 6 for unimportant) Evaluation: n=237

Pfefferminzia Newsletter	2,0	Finanzwelt Newsletter	3,1
Versicherungsjournal Newsletter	2,0	Focus Money Versicherungspro	3,1
AssCompact-Newsletter	2,3	Portfolio Institutionell Newsletter	3,2
dvb-Pressespiegel Versicherungen	2,5	Cash-Onvista Newsletter	3,3
ProContra Newsletter	2,5	Xing Versicherungen	3,3
Versicherungsbote Newsletter	2,5	wmd brokerchannel Newsletter	3,4
Versicherungsmagazin Newsletter	2,6	Monday Morning News (JDC)	3,5
Versicherungswirtschaft Newsletter	2,6	SDV Newsletter	3,5
dvb-Pressespiegel Finanzen	2,7	BCA Newsletter	3,7
Fonds Finanz Newsletter	2,8	Bocquel News	3,7
Fonds professionell Newsletter	2,8	maxpool Newsletter	3,7
DAS INVESTMENT daily	3,0	WIFO Newsletter	3,7
Experten NewsReport	3,0	blaudirekt Newsletter	4,1
<b>Average</b>	<b>3,0</b>		

### THE TOP SPECIALIST MEDIA FOR INSURANCE PROFESSIONALS PFEFFERMINZIA IN 2ND PLACE

This is the conclusion of the 2nd independent study by the Munich-based media company NewFinance, which compared a total of 22 trade media in December 2020 – both in terms of online usage and the relevance of the respective print products. According to the publishers, this study is primarily intended to serve as a basis for planning and action for the B2B communication of companies, pools, distributors, media and industry service providers.

The maximum achievable total score was 1,782 points. The following of the 22 specialised media evaluated achieved the top rankings:

Rank	Title Score	Score
1	AssCompact	1.411
<b>2</b>	<b>Pfefferminzia</b>	<b>1.398</b>
3	VersicherungsJournal	1.374
4	Versicherungsbote	1.341
5	proContra	1.219

Average value from all 22 media is **715**

Source: NewFinance, Erhebungszeitraum November und Dezember 2020

## The hip website for brokers and insurance intermediaries

www.pfefferminzia.de is the constantly updated source of information specifically for insurance sales. The editorial team writes daily news, analyses, interviews and background reports specifically for the target group.



Note: Please note that the measurable access to pfefferminzia.de may be lower due to browser settings (e.g. blockers with default settings for rejection in the consent query).

### PAGE VIEWS PER MONTH

September 2023



145.560

### VISITS PER MONTH

September 2023



120.490

10.000

10.000

# Standard formats graphically represented

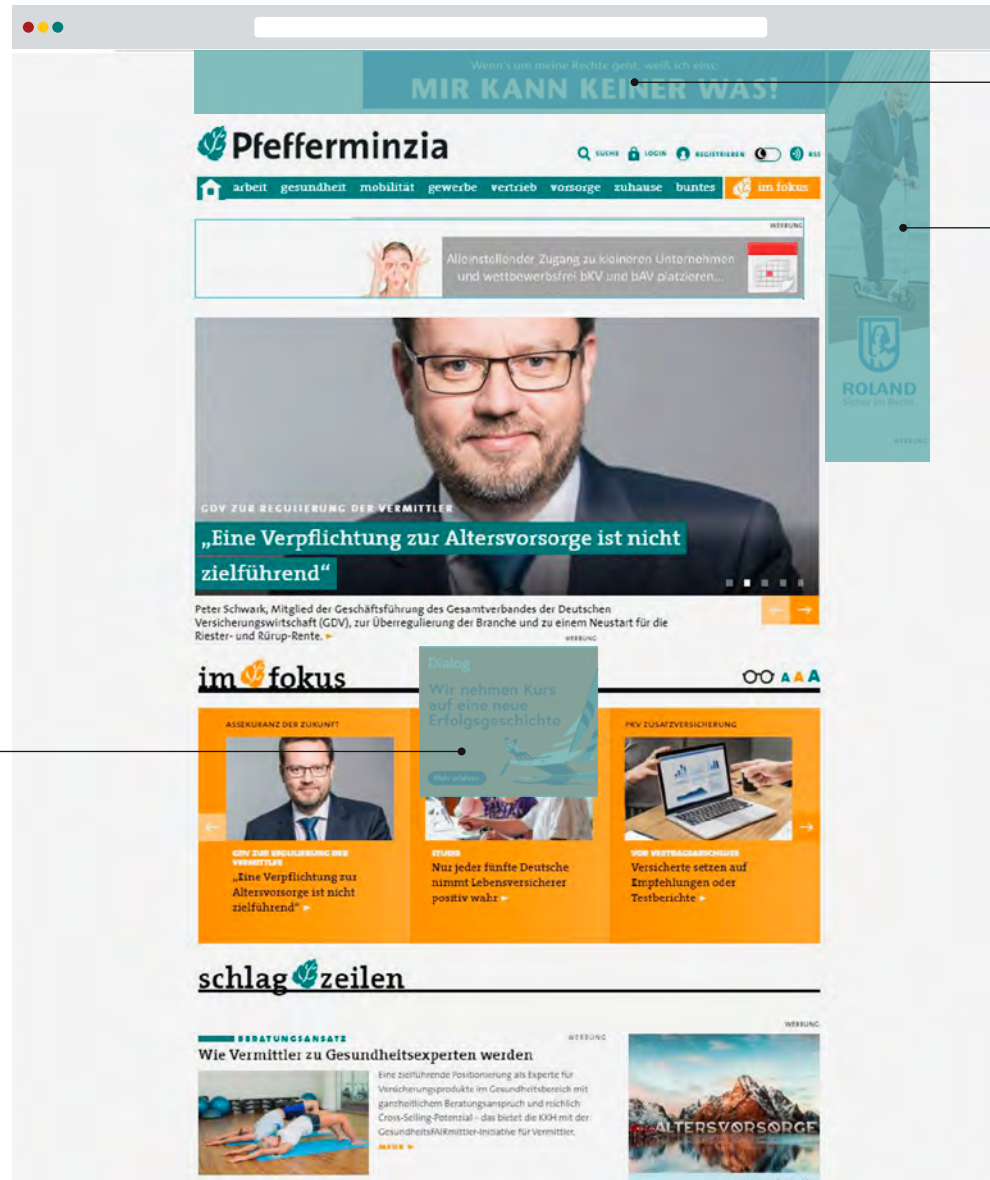
with prices

## Square Popup

(visible area)

max. 100 kB

130 € TKP in rotation



## Superbanner

max. 100 kB

55 € CPM in rotation

## Skyscraper

max. 100 kB

65 € CPM in rotation OR

## Sticky Skyscraper

max. 100 kB

75 € CPM in rotation

## Wallpaper

max. 200 kB

Superbanner + Skyscraper

90 € CPM in rotation

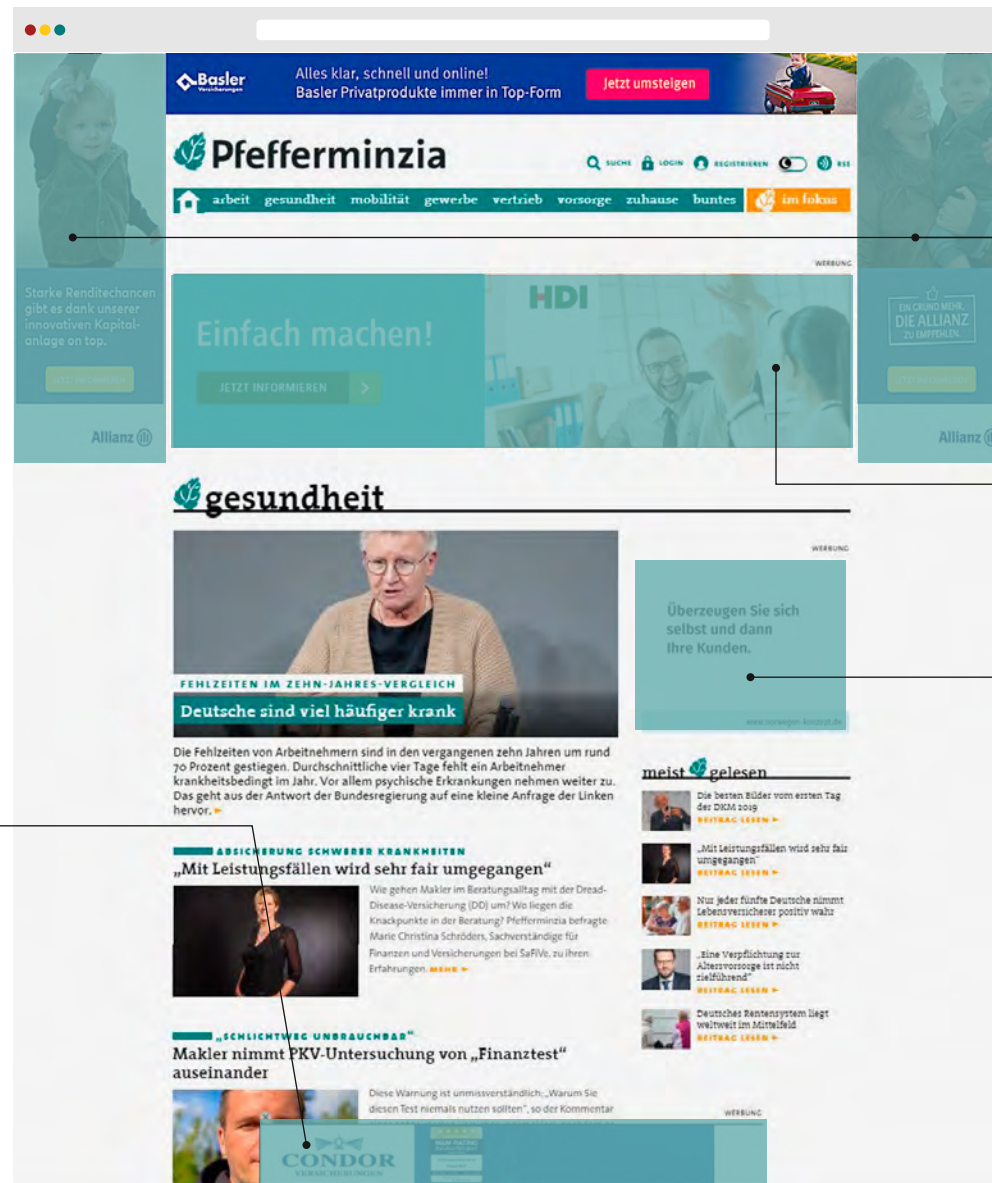
OR

Superbanner + Sticky Skyscraper

100 € CPM in Rotation

# Standard formats graphically represented

with prices



**Double Sitebar**

max. 200 kB  
100 € CPM in rotation

**Billboard**

max. 200 kB  
90 € CPM in rotation

**Medium Rectangle top**

(sichtbarer Bereich)  
max. 100 kB  
75 € CPM in rotation

**Sticky Footer**

max. 200 kB  
90 € CPM in rotation OR

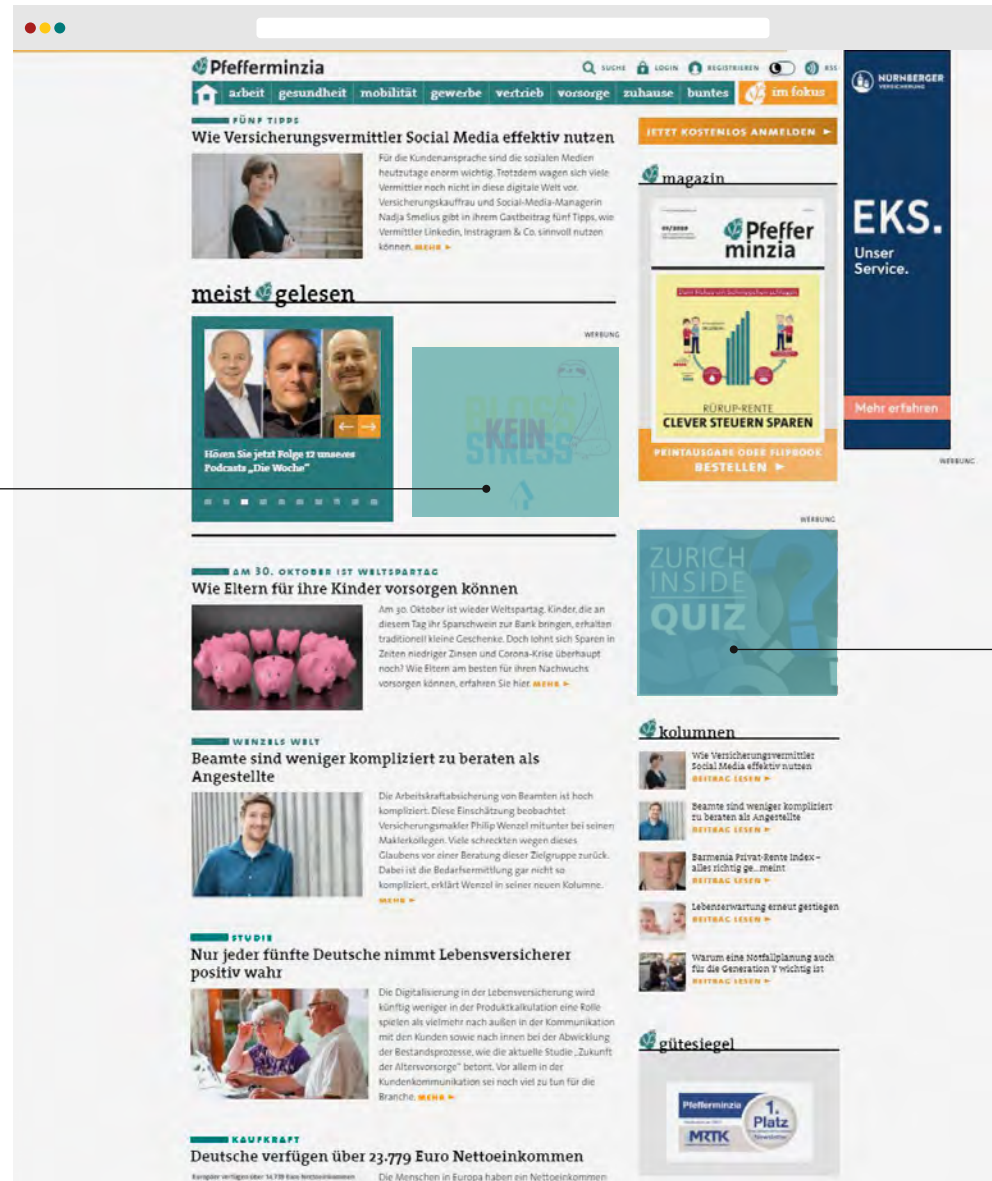
**Sticky Footer Large**

max. 200 kB  
110 € CPM in rotation

# Standard formats graphically represented

with prices

**Medium Rectangle most read**  
max. 100 kB  
80 € CPM in rotation



**Medium Rectangle centre**  
max. 100 kB  
55 € CPM in rotation



## Standard formats

in jpg, gif or html5 file format



### Content Ad 6:1

max. 100 kB Retina  
max. 200 kB **55 € CPM**  
in rotation



### Content Ad 4:1

max. 100 kB Retina  
max. 200 kB **55 € CPM**  
in rotation



### Content Ad 2:1

max. 100 kB Retina  
max. 200 kB **55 € CPM**  
in rotation



### Medium Rectangle

max. 100 kB  
**60 € CPM** in rotation

## Premium formats

in jpg, gif or html5 file format



### Baseboard ad

max. 100 kB Retina  
max. 200 kB **90 € CPM**  
in rotation



### Medium Rectangle (Spot)

max. 100 kB  
Retina max. 200 kB  
**90 € CPM** in rotation



### Native Teaser

max. 100 kB Retina  
max. 200 kB **90 € CPM**  
in rotation

### Heading:

max. 30 characters (3 lines with spaces)

### Module text:

max. 300 characters (9 lines with spaces )



## Topic or corporate site

We place your content, products, videos and offers exclusively in the appropriate topic environment. This allows you to position yourself on Pfefferminzia.de as a specialist and opinion leader in one of your core businesses and benefit from high access figures. Dialogue tools create an interface to sales and turnover.

Price per month **from 5.950 €** + plus creation costs<sup>1)</sup> **3.950 €**

### CASE STUDY

Topic: **Insurance of the future**

Client: **Standard Life**

Detailed monthly reports make sales management easier for you.

1) one-off





## Advertorials

An advertorial on Pfefferminzia is an editorial contribution on a current topic (test report, company portrait) with a scope of 3,500 to 4,000 characters, which is published via the website and the newsletter. In this way, you achieve a high reach and penetration. Advertorials are particularly suitable for positioning new products, company news, personnel news or other information with a news character and background information, for example

Price		plus construction costs <sup>1)</sup>
<b>1.800 €</b>	<b>+</b>	<b>490 €</b>

1) not eligible for discount and agency commission



# The Newsletter at a glance

The Pfefferminzia.de newsletter is distributed by direct mail and reaches its target group with virtually no divergence loss. The positive feedback from brokers (disphere) makes it an extremely trustworthy advertising medium for the sale of insurance and financial products.

## TOPICS

- Work
- Health
- Mobility
- Business
- Home
- Sales
- Personnel
- Resources
- Training
- Tax and law

**Pfefferminzia**  
**NEWSLETTER**

**KUNDENUMFRAGE**  
**Diese Versicherer überzeugen im Schadenfall**

Versicherungen gibt es für alle Lebenslagen – aber wie zuverlässig handeln die Anbieter, wenn es darauf ankommt – im Schaden- und Leistungsfall? Das wollte die Rating-Agentur Service Value kürzlich von Versicherungskunden wissen. Insgesamt bewerteten sie 616 Schadenregulierer in 19 Kategorien. Hier kommen die Ergebnisse.

**WEITERLESEN ▶**

**URTEIL ZUM DATENSCHUTZRECHT**  
**Gesundheitsdaten weitergegeben – Versicherer muss Schmerzensgeld zahlen**

Versicherer erheben und verwerten mitunter höchst sensible Daten – etwa über den Gesundheitszustand ihrer Kunden. Ein Versicherungsnehmer verlangte in einem konkreten Fall Schmerzensgeld von seinem Unfallversicherer, weil dieser seine

## FREQUENCY

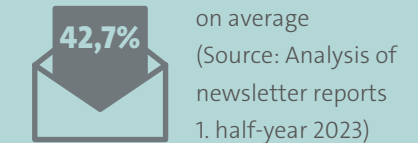
Daily from **MO** to **FR**

## SUBSCRIBERS



12.500

## GROSS OPENING RATE



## READER STRUCTURE



1.000

# Display Formats graphically represented

with prices

## Fullsize-Banner Top

max. 50 kB (not animated)

900 € per dispatch

## Image/text display

max. 50 kB

Image: B 264 px × H 180 px

Text: 290 to 520 characters (including spaces, heading and optional header)

700 € per dispatch

## Medium Rectangle

max. 50 kB (not animated)

650 € per dispatch

## The Standalone Newsletter at a glance

One of the most effective advertising media in online marketing: we send your advertising message directly to a proportion of newsletter subscribers - mainly insurance brokers and intermediaries. The exclusive framework and the right target group environment guarantee maximum attention for your product / your roadshow. Readers are routed to your landing page where they can find out about your offer and leave their details.

### DISPATCH TO

7.900 subscribers

2.200 €<sup>1)</sup>

plus construction costs

500 €<sup>2)</sup>



**PASST IMMER**  
INDIVIDUELLE LÖSUNGEN  
FÜR JEDE FUHRPARKGRÖSSE

**Allianz**

**Allianz Flottenmodelle – für jeden etwas!**

Kein Fuhrpark ist wie der andere, jeder birgt andere Schadenrisiken. Die Flottenmodelle der Allianz passen sich **flexibel** jeder Fuhrparkgröße an – zu **fairen** Beiträgen, bei **schneller** Schadenregulierung.

**Lösungen für jede Fuhrparkgröße**

- ✓ **Kleinflottenmodell** für 3 bis 14 Fahrzeuge
- ✓ **Fuhrparkmodell** für 15 bis 49 Fahrzeuge
- ✓ **Stückpreismodell** für 50 und mehr Fahrzeuge

Ohne Einschränkungen bei Fahrerkreis, Kilometerleistung und nächtlichem Abstellplatz.

**Individualisierbar durch attraktive Produktbausteine**

- ✓ **DifferenzKasko (GAP)** – jetzt auch für geleaste oder finanzierte Gebrauchtfahrzeuge
- ✓ **WerterhaltGarantie Firmen** – Verlängerung der Kaufpreisschädigung auf 36 Monate
- ✓ **SchutzBrief Firmen** – wieder mobil in 60 Minuten

**Schnell und einfach zum Angebot**

Digitaler Angebotsservice      Berechnung für das

### Specifications for data delivery

- ▶ Contents in the Word document up to 2,000 characters
- ▶ Images / Graphics / Logo as JPEG or gif (NOT animated), resolution in 300 dpi, images will be included in a reduced size in the layout and should therefore be supplied in a larger format. No exact dimensions are required, as the width of the newsletter varies depending on requirements.
- ▶ Text line (subject) for the e-mail dispatch
- ▶ URL for linking must be data-secured (https). Up to three links are recommended.
- ▶ Delivery 14 days before EVT. to [media@pfefferminzia.de](mailto:media@pfefferminzia.de)

1) not discountable

2) not eligible for discount and agency commission

## Range extension through social media - example Facebook



The Pfefferminzia Facebook channel reaches a very specific and daily growing fan base from the insurance and financial sector. In addition to the editorial platform in the online magazine our social media team is working on spreading the news and increasing interactivity in direct dialogue with our readers - your potential and active partners and customers. Utilise this reach and the attractive specialist topics for your B2B marketing: We offer you two powerful advertising and editorial modules: **Facebook News Posting and B2B Facebook Ads.**

### OUR FOLLOWERS ON SOCIAL MEDIA



Status October 2023



Facebook  
**13.099**



XING  
**8.833**



X  
**2.945**

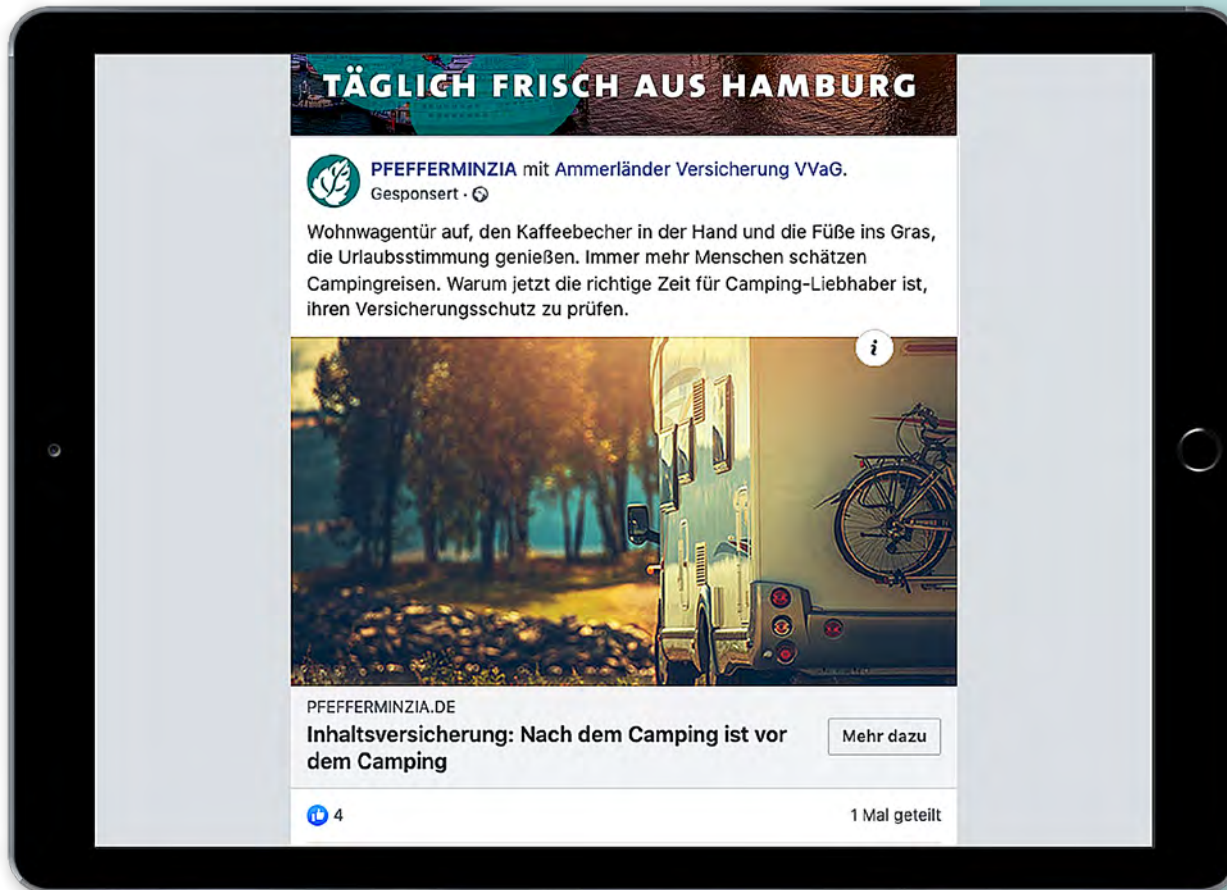


LinkedIn  
**5.841**



Instagram  
**1.846**

1.000



## Facebook Ad

„Classic“ Facebook Adverts that are aimed at a specific target group within the Facebook network by arrangement. The Link is made to a target URL of the customer.

Single image:	1.080 × 1.080 px
Multiple images (max. 5)	600 × 600 px
Text:	max. 150 characters
Reach:	20,000 industry affine users
Duration:	7 Tage

Price **2.050 €** + plus advertising costs<sup>1)</sup> **100 €<sup>2)</sup>**

1) The following campaign goals can be selected: link clicks (outgoing) or impressions (reach)  
 2) not eligible for discount and agency comission





## Facebook Promoted Post

Two-part advertising campaign on Facebook that draws attention to a previously booked online advertorial on Pfefferminzia.de. Consisting of:

- 1) an editorial post on the Facebook fan page of Pfefferminzia, which indicates that it is an advert by means of a link or the Word ANZEIGE. The post contains the link to the online advertorial on Pfefferminzia.de.
- 2) a separate Facebook ad with the same or similar text and content targeting the same online advertorial.

Only possible in combination with a website advertorial. This must be linked to.

Single image:	1.080 × 1.080 px
Text:	max. 150 characters
Reach:	20,000 industry affine users
Duration	7 days

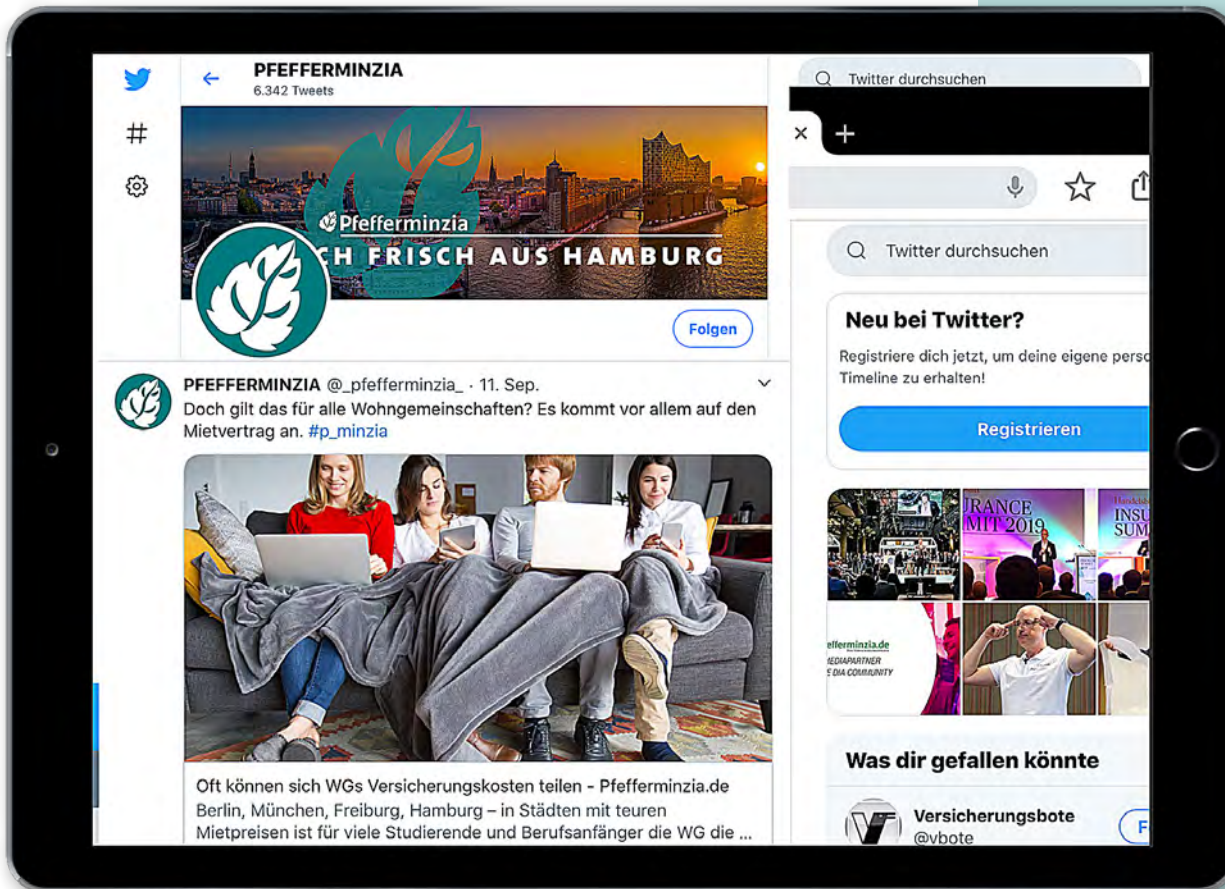
Price **1.950 €** + plus advertising costs<sup>1)</sup> **100 €<sup>2)</sup>**

### NOTE

The prerequisite is the activation of the Pfefferminzia Facebook company page as a business partner in order to allow markings. This is possible under "Settings" - "Branded Content".

1) The following campaign goals can be selected: link clicks (outgoing) or impressions (reach)  
 2) not eligible for discount and agency commission





## X Promoted Tweet

Distribution of a Pfefferminzia Tweet within the X network.

up to 20.000 industry-affine X users.

Tweet text: max. 116 characters, 50 characters for the website title

Image: 800 × 320 px (PNG or JPG formats)

**On request**



## For your ears: The Pfefferminzia-Podcast – Die Woche



Every week, the editorial staff of the specialist magazine and the online portal Pfefferminzia also provide something to listen to. In the Pfefferminzia Podcast "**Die Woche**", brokers hear the **most important insurance topics of the week** that have moved the industry, garnished with trends, tips, opinions and background information- **new every friday!**

### OUR Podcast LISTENERS

Status September 2023



Listeners per episode  
**504**



**70%**

Average listening time





Listen to episode 66

You can find a pre-roll advert here at minute 1:30

## The Podcast advert block

The realisation takes place according to manuscript of the advertiser in cooperation with the Pfefferminzia editorial team. The native ads are spoken by the host and the distribution takes place via various platforms, among others:

- + Pfefferminzia.de
- + Podigee
- + Spotify
- + Apple-Podcasts
- + Google Podcast

Advertising format: Native Ad  
 Max. length: 45 seconds  
 Reach<sup>1)</sup>: 504 listeners on average per episode  
 Placement: Pre-/Mid-Roll  
 Frequency: at least 3 broadcasts

Price<sup>2)</sup>:  
 Pre-Roll **980 €**  
 Mid-Roll **825 €**

1) Status September 2023

2) The price is not subject to discount or agency commission and is exclusive of VAT.



# The right format for every communication and sales objective

ADVERTISING TARGET	Standard Display Ads	Premium Display Ads	Newsletter Ads	Standalone Newsletter	Topic-/ Corporate-Site	Sponsored Posts/ Advertorials	Videos	Webinars	Podcast
	PRODUKT								
Brand	★	★	●	●					●
Top focus		★	●	★					●
Action & Performance			●	★	●	●	●	●	●
Targeting					★	★	●	●	
Exclusiveness				★	★	★	★	★	
Impart expert knowledge <sup>1)</sup>					★	★	★	★	
Long-term presence					★	★	★	●	
Product reference & sales impact			●	★	★	●		★	●
Lead generation				★	★	●		★	






★ excellently suited

● well suited

1) Thought Leadership



## DISPLAY ADVERTISING – SPECIFICATIONS Desktop & Tablet

					
Format	<b>Superbanner</b>	<b>Skyscraper</b>	<b>Sticky Skyscraper</b>	<b>Wallpaper</b>	<b>Wallpaper with Sticky Skyscraper</b>
Width in px	↔ 728 px bis 1000 px	↔ 160 px bis 200 px	↔ 160 px bis 200 px	↔ Superbanner: 728 bis 1000 px ↔ Skyscraper: 160 bis 200 px	↔ Superbanner: 728 bis 1000 px ↔ Sticky Skyscraper: 160 bis 200 px
Height in px	↑ 90 px bis 110 px	↓ max 600 px	↓ max 600 px	↓ Superbanner: 90 bis 110 px ↓ Skyscraper: max 600 px	↓ Superbanner: 90 bis 110 px ↓ Sticky Skyscraper: max 600 px
maximum kB	max. 100 kB	max. 100 kB	max. 100 kB	max. 200 kB	max. 200 kB
Info on page	12	12	12	12	12
Rotation CPM	<b>55 €</b>	<b>65 €</b>	<b>75 €</b>	<b>90 €</b>	<b>100 €</b>

1) All prices in this media data are subject to VAT.





### DISPLAY ADVERTISING – SPECIFICATIONS DESKTOP & TABLET

Standard formats				
Format	<b>Square PopUp</b> (visible area)	<b>Medium Rectangle top</b> (visible area)	<b>Medium Rectangle most read</b>	<b>Medium Rectangle centre</b>
Width in px	↔ 250 px	↔ 300 px	↔ 300 px	↔ 300 px
Height in px	↓ 250 px	↓ 250 px	↓ 250 px	↓ 250 px
maximum kB	max. 100 kB	max. 100 kB	max. 100 kB	max. 100 kB
Info on page	12	13	14	14
Rotation CPM	<b>130 €</b>	<b>75 €</b>	<b>80 €</b>	<b>55 €</b>

1) All prices in this media data are subject to VAT.







**DISPLAY ADVERTISING – SPECIFICATIONS DESKTOP & TABLET**

				
Standard formats				
Format	<b>Billboard</b>	<b>Double Sitebar</b>	<b>Sticky Footer</b>	<b>Sticky Footer Large</b>
Width in px	↔ 980 px	↔ right: 200 px ↔ left: 200 px	↔ 728 px	↔ 728 px
Height in px	↓ von 110 px bis 250 px	↓ right: 600 px ↓ left: 600 px	↓ 90 px	↓ 110 px bis 180 px
maximum kB	max. 200 kB	max. 200 kB	max. 200 kB	max. 200 kB
Info on page	13	13	13	13
Rotation CPM	<b>90 €</b>	<b>100 €</b>	<b>90 €</b>	<b>110 €</b>

1) All prices in this media data are subject to VAT.






### DISPLAY ADVERTISING – MOBILE SPECIFICATIONS

				
Standard formats				
Format	<b>Content Ad 6:1</b>	<b>Content Ad 4:1</b>	<b>Content Ad 2:1</b>	<b>Medium Rectangle</b>
Width in px	↔ 300 oder 320 px	↔ 300 px	↔ 300 px	↔ 300 px
Height in px	↓ 50 px	↓ 75 px	↓ 150 px	↓ 250 px
maximum kB	max. 100 kB	max. 100 kB	max. 100 kB	max. 100 kB
Info on page	15	15	15	15
Rotation CPM	<b>55 €</b>	<b>55 €</b>	<b>55 €</b>	<b>60 €</b>

1) All prices in this media data are subject to VAT.



### DISPLAY ADVERTISING – SPECIFICATIONS MOBILE EXKLUSIVE




			
Premium formats			
Format	<b>Baseboard ad</b>	<b>Medium Rectangle (Spot)</b>	<b>Native Teaser</b>
Width in px	↔ 320 px	↔ 300 px	↔ 300 px
Height in px	↓ 50 px	↓ 250 px	↓ 185 px
maximum kB	max. 100 kB	max. 100 kB	max. 100 kB
Info on page	15	15	15
Rotation CPM	<b>90 €</b>	<b>90 €</b>	<b>90 €</b>

1) All prices in this media data are subject to VAT.





### DISPLAY ADVERTISING – NEWSLETTER

Premium formats			
Format	<b>Fullsize-Banner Top</b> (not animated)	<b>Medium Rectangle</b> (not animated)	<b>Image/text display</b> (290 to 520 characters text)
Width in px	↔ 600 px	↔ 300 px	↔ 264 px
Height in px	↓ 150 px	↓ 250 px	↓ 180 px
maximum kB	max. 50 kB	max. 50 kB	max. 50 kB
Info on page	19	19	19
Rotation CPM	<b>900 €</b>	<b>650 €</b>	<b>700 €</b>

1) All prices in this media data are subject to VAT.



## NEWSLETTER

Newsletter type	<b>Pfefferminzia.de- Newsletter</b>	<b>Standalone- Newsletter</b>
Subscribers/ delivery	12.500	7.900
Format	HTML	HTML
Frequency	daily from Monday to Friday	individual
Price	<b>from 650 €</b>	<b>2.200 €<sup>2)</sup></b> plus 500 € <sup>3)</sup> Creation costs

1) All prices in this media data are subject to VAT.  
 2) not discountable  
 3) not eligible for discount and agency commission



## SPECIALS

Advertising form	Description	Price
E-Booklets	Your Brand/ Product as B2C oder B2B Online Special to attract customers or sales partners	on request
Topic E-Booklets	Your participation in a B2C oder B2B Online Special to acquire customers or sales partners	on request
Event marketing	Customised advertising campaign for your roadshows and trade fairs	on request
Videos	Production: scripting, production, postproduction; Distribution: optimisation, distribution, reporting	on request
Webinars	Your choice of topic and participation of one of your experts in a Pfefferminzia Academy webinar	on request

## CONTENT MARKETING

Advertising form	Format/Realisation	Info on page	Price
Topic page	We place your content, products and videos in the appropriate topic area (plus one-off set-up costs)	16	from <b>5.950€</b> per month
Advertorial	Your topic as an attractive editorial article on our website and in our newsletter	17	<b>1.800 € + 490 €<sup>2)</sup></b>

1) All prices in this media data are subject to VAT.

2) Creation costs, not eligible for discount and agency commissions



## SOCIAL MEDIA

Advertising form	Format / Realisation	Info on page	Price
Facebook Ad	Facebook adverts that are aimed at a specific target group of the Facebook network by arrangement	22	<b>2.050 € + 100 €<sup>2)</sup></b>
Facebook Promoted Post	Highlighted editorial post on the Facebook fan page of Pfefferminzia	23	<b>1.950 € + 100 €<sup>2)</sup></b>
X Promoted Tweet	Highlighted tweet on the X-Channel of Pfefferminzia	24	<b>on request</b>

## PODCAST

Advertising form	Format / Realisation	Info on page	Price
Native Ad	Advertising block according to the advertiser's manuscript in cooperation with the Pfefferminzia editorial team	25	<b>from 8.253 €<sup>3)</sup></b>

1) All prices in this media are subject to VAT.

2) Advertising costs, not eligible for discount and agency commission

3) The price is subject to discount and agency commission



**SALES SCALE**

Online banners and newsletter adverts

**20,0 %**

from 24,000 € turnover p. a.



**15,0 %**

from 18,000 € turnover p. a.



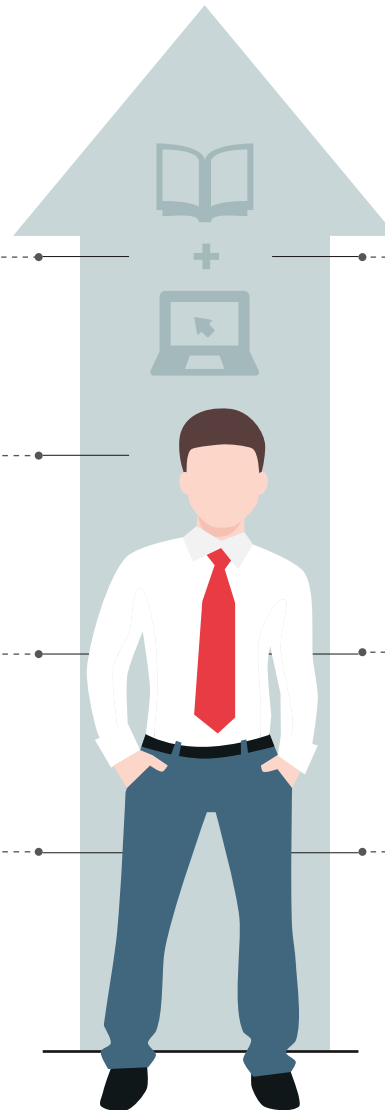
**10,0 %**

from 12,000 € turnover p. a.



**5,0 %**

from 6,000 € turnover p. a.

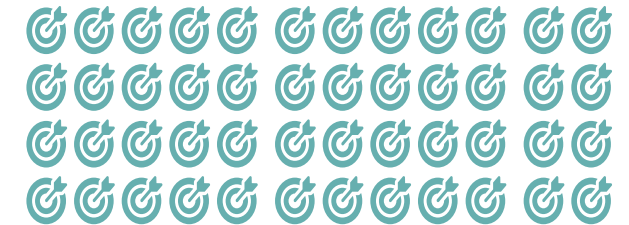


**MIXED FORMATS SALE SCALE**

Print and online adverts, inserts, banners and newsletter adverts

**20,0 %**

from 48,000 € turnover p. a.



**10,0 %**

ab 30,000 € turnover p. a.



**5,0 %**

ab 15,000 € turnover p. a.



Illustrations: Freepik / www.flaticon.com, fullvector / Freepik

1) Only one discount scale is applied at a time



**PUBLISHER**

Pfefferminzia Medien GmbH  
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**MANAGEMENT**

Hero Harder, Matthias Heß

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**INTERNET**

[www.pfefferminzia.de](http://www.pfefferminzia.de)

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**COMMERCIAL REGISTER**

HRB 140160, Amtsgericht  
Hamburg



**BANK DETAILS**

Pfefferminzia Medien GmbH  
Hamburger Sparkasse  
IBAN: DE09 2005 0550 1238 2009 90  
BIC: HASPDEHHXXX

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**VALUE ADDED TAX**

The statutory sales (value-added) tax is added to the net prices and is due on the same dates.

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**ZAHLUNGSBEDINGUNGEN**

The invoice is issued by Pfefferminzia Medien GmbH. Invoices are due on the day of publication of the issue of Pfefferminzia in which the advertising material is published. For payment within we grant a 2 per cent discount within 7 days of the invoice date, provided that no older invoices are due.



Image: Sebastian Berger

### Hero Harder

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Image: Sebastian Berger

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Image: Jens Hannewald

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### ADVERTISING MEDIA DATA

please also send them to  
[media@pfefferminzia.de](mailto:media@pfefferminzia.de)

In order to be able to clearly allocate your advertising material, please always provide the following informations on delivery

### MEDIA DATA

E-Mail: [media@pfefferminzia.de](mailto:media@pfefferminzia.de)  
Note: General media data inquiries (prices, topics and dates) please send exclusively to  
[media@pfefferminzia.de](mailto:media@pfefferminzia.de)

- ▶ Customer name
- ▶ Campaign name according to order
- ▶ Advertising format
- ▶ Placement on the site or in the newsletter
- ▶ Publication dates
- ▶ Running times
- ▶ Contact person for queries
- ▶ Motif name (optional)

1. These General Terms and Conditions (hereinafter: "GTC") apply to all contracts between the Client and Pfefferminzia Medien GmbH (hereinafter: "Contractor") for the placement of one or more advertisements or other advertising media of the Client (hereinafter collectively referred to as "Advertisements") on the Contractor's website (www.pfefferminzia.de) in electronic newsletters and/or via social media platforms of the Contractor for the purpose of distribution. These GTC do not apply to the placement of adverts in print media.

2. "Advertising order" within the meaning of these GTC is the contract for the publication of advertisements of an advertiser or other advertisements on the website and/or in electronic newsletters and/or on the social media platforms of the contractor for the purpose of distribution.

3. The Contractor shall publish the advertisements for the contractually agreed duration or until the contractually agreed ad impressions (views of the advertisements) are reached on the contractually agreed advertising space (website, electronic newsletter and/or social media platforms).

4. The client may be the advertiser itself or an agency or other service provider that advertises goods and/or services on behalf of a third party. Unless otherwise agreed in writing, the contract shall be concluded with the party acting as the client vis-à-vis the contractor. In the case of a booking for a third party, this third party must be named to the contractor.

5. By placing an advertising order, the client accepts these GTC for the respective order in the version valid at the time the order is placed and the contractor's current price list as binding.

6. Deviating terms and conditions of the client shall only become part of the contract if this is expressly confirmed in writing by the contractor.

7. Advertising media can consist of images, texts, audio sequences, moving images (e.g. banners) or sensitive areas which, when clicked on, establish a connection to further data in the client's area (e.g. link) via an online address specified by the client.

8. The contract between the Client and the Contractor shall come into effect when the Contractor confirms the order in writing or the Client submits an order form issued by the Contractor.

accepts the offer in writing without any changes. Fax and e-mail fulfil the written form requirement.

9. Deadline agreements and placement requests of the Client shall only become part of the contract if the Contractor has confirmed this in the form required for the conclusion of the contract.

10. If the right to call off individual advertisements by the client has been agreed in the contract, the client must call them off for publication within the period agreed between the parties. If no deadline has been agreed, the client must call off the advertisements within one year of conclusion of the contract. After expiry of this period, the client's right to call off advertisements shall expire without replacement.

11. If the client does not call off advertisements, does not call them off on time or does not call them off completely, he shall not be entitled to a refund of the agreed remuneration.

12. The Client warrants to the Contractor that it holds all rights required to place the advertisement and that the advertisements are clearly recognisable as advertising material. If the advertisement refers to other pages (link), the client warrants that these pages:

- ▶ do not infringe any rights (in particular copyrights, personal rights or other industrial property rights) of third parties,
- ▶ do not violate any other legal provisions and
- ▶ not contain any viruses, worms, Trojans or other links or processes that could harm the Contractor or the Internet users or serve to spread viruses, worms or Trojans.

13. The Client shall indemnify the Contractor on first demand against all claims asserted against it by third parties on account of the advertising material provided to it by the Client and the pages referred to by a link in the advertisements. The indemnification shall also include the costs of any necessary legal defence. The above provisions shall also apply mutatis mutandis in the event that the client provides the contractor with content (text or images) for reasons other than advertising. In these cases, too, it is the responsibility of the client to indemnify the contractor against third-party claims should these be raised in connection with the content provided.

14. The Contractor reserves the right to refuse advertising orders, to refuse (further) call-off of advertisements, and to cancel the order.

by the client and to withdraw the call-off option if:

- ▶ the content of an advert violates laws or official requirements and regulations,
- ▶ an advert contains advertising by third parties or for third parties without this having been brought to the Contractor's attention beforehand, or
- ▶ the publication of an advertisement is not possible or reasonable for the contractor due to its content, its origin or its technical form, or
- ▶ there is a dispute between the Contractor and a third party or the Client and a third party as a result of which a third party could assert claims for damages against the Contractor due to the publication of the advertisement.

15. If the Contractor exercises its right of refusal after an advertisement has already been published, the Client shall be entitled to provide the Contractor with a new or amended advertisement that does not violate Section 14 of these GTC. Any resulting delays in publication shall be borne by the Client. Under no circumstances shall the Client be entitled to a refund of the remuneration if the content of an advertisement is in breach of Clause 14.

16. The contractor is not obliged to check orders and advertisements to see whether they infringe the rights of third parties, in particular whether statutory provisions of competition and copyright law are infringed.

17. The client is not authorised to assign claims arising from the contract to third parties or transfer them to third parties without the prior written consent of the contractor if this changes the content of the advertisement.

18. The contractor is entitled to label advertisements that are not recognisable as such as "advertisements" when they are published or to demand that the client labels them accordingly. The costs for this shall be borne by the client. The Contractor may also separate the advertisement from the editorial content in order to emphasise the advertising character.

19. Unless otherwise agreed, the advertising material must be delivered by the client at least 7 days before the agreed placement date in a complete and flawless form suitable for placement. This deadline also applies to the exchange of advertising material within a campaign booking. If the client plans to replace

if a campaign booking involves the use of several ad motifs on the contractor's website, these must also be delivered to the contractor at the start of the campaign.

Unscheduled motif changes within a campaign booking on the Contractor's website are only possible after prior consultation and with participation in the technical costs. The Contractor shall inform the Client immediately if changes still need to be made to the display text or a template.

20. If the client does not provide the advertising material to the contractor in good time so that the advert can be published on the agreed placement date, the contractor shall be entitled to publish the advert on the next possible placement date. If the client has booked a specific period, this shall be postponed accordingly to the future, insofar as this is possible in terms of scheduling. The contractor is not obliged to allow the agreed number of ad impressions within a shorter period of time. Instead of postponing the publication period, the client may agree to a lower number of ad impressions in the originally agreed period. None of the aforementioned cases shall entitle the client to a reduction of the originally agreed remuneration.

21. The client is obliged to check the advert after it has been placed for the first time and to notify the contractor immediately if the advert contains errors or defects.

22. In the event of wholly or partially incorrect or incomplete publication of the advertisement, the client shall be entitled to a reduction in payment or the publication of a faultless replacement advertisement (rectification) at his discretion. If the Contractor fails to meet a reasonable deadline set by the Client for the purpose of subsequent fulfilment, the Client shall be entitled to a reduction in payment. The same shall apply in the event of incorrectly created adverts by the Contractor when sending out electronic newsletters. In this case, the client may cancel the order if the replacement advertisement is not free of defects.

23. The Contractor shall ensure the best possible reproduction of the advert in accordance with the usual technical standard in each case. Usual downtimes due to scheduled and unscheduled maintenance work shall not entitle the client to reduce the remuneration or to assert other rights. The same applies to times during which the reproduction

of the notification is not possible for reasons for which the Contractor is not responsible (e.g. force majeure, strikes or hacker attacks).

24. Further claims for defects and claims by the client for damages arising from positive breach of contract, unauthorised action, breach of duties in contractual negotiations or non-fulfilment are excluded. This does not apply in cases:

- ▶ of intent or gross negligence,
- ▶ in the event of injury to life, limb or health,
- ▶ if the damage is based on a culpable breach of material contractual obligations,
- ▶ or in the event of non-compliance with any quality and durability guarantees assumed.

Material contractual obligations are the respective main contractual obligations as well as other contractual (ancillary) obligations which, in the event of a culpable breach of duty, may jeopardise the achievement of the purpose of the contract. The amount of liability is always limited to compensation for typically foreseeable damage.

25. In the event of mandatory statutory liability, for example under the Product Liability Act, the above limitations of liability shall not apply. Claims by the Contractor for loss of profit are excluded, irrespective of the legal grounds.

26. As a rule, invoicing shall be based on the reporting prepared by the Contractor. If a report prepared by the Client deviates significantly from this, the parties shall endeavour to reach an amicable agreement as to which reporting figures are to be used as the basis for invoicing. An average value may be agreed.

27. Invoices must be paid within 14 days of the invoice date without deduction. In the event of late payment, interest of 8 percentage points above the respective base interest rate shall be charged on receivables due.

28. If the client is granted a discount on the basis of a future booking volume promised or promised by the client and then eligible for a discount in total, and if the initially assumed volume is not reached at the end of the agreed period, the client must pay the amount that was granted to him as a discount on the basis of the initially assumed future booking volume.

29. The Contractor reserves the right to demand advance payment from the Client. This applies

also in the event that the client is already in arrears with a payment and further orders have been placed by the client. The Contractor may make the execution of further orders or the publication of advertisements dependent on advance payment or the full settlement of invoices already due by the Client.

30. Upon request, the contractor shall provide a screenshot of the published advertisement with the invoice as proof of publication. If a receipt can no longer be obtained, it shall be replaced by a legally binding certificate from the contractor confirming the publication and distribution of the advertisement. At the Client's request, the Contractor shall provide a report on the publication of the advertisement.

31. The obligation to retain advertising material sent by the client ends three months after expiry of the agreed publication period. The Contractor is authorised to retain the advertising material for an unlimited period beyond this.

32. The Contractor undertakes to protect the Client's rights to the advertising material, in particular copyright.

33. Cancellation of the order by the client is possible. It must be in text form (letter, fax, e-mail). In the event of cancellation at least three weeks before the start of placement, the client shall not incur any costs. In the case of cancellations made after this time but before the start of the placement, the client shall pay 50 percent of the agreed remuneration. In the event of a later cancellation, i.e. after the first placement of the advertisement or after expiry of the contractually agreed - first - placement date, the contractor shall be entitled to charge the client 100 percent of the agreed remuneration. Cancellation shall also be deemed to have occurred if the client does not provide the advertising material to the contractor with the result that the advertisement cannot be published.

34. The place of fulfilment is the Contractor's registered office. The place of jurisdiction is Hamburg.

35. German law shall apply to the exclusion of the UN Convention on Contracts for the International Sale of Goods.

Status: 01.01.2024