NORDWEST



NEWS Magazine

MEDIA DATA 2027

NEWS AT A GLANCE

Your ad in NEWS – maximum reach, strong impact

NEWS is the leading trade magazine for the industrial business-to-business (B2B) sector, with each issue reaching around 6,500 decision-makers in German-speaking countries and neighbouring European countries, both online and offline. From 2027, the magazine will also introduce a new section with a stronger focus on young professionals and apprentices, reaching the skilled professionals and decision-makers of tomorrow.

Each issue offers a high-quality editorial environment with professionally written articles on current industry topics, practical solutions and new products, as well as interviews with experts from trade, industry and the NORDWEST network.
As an advertiser, you benefit from this attention-grabbing platform: Your messages appear where industry knowledge, decision-making authority and the issues shaping the future come together.Your ad targets specialist wholesalers with virtually no wastage in a credible environment that builds trust and conveys expertise.

Premium placement: Your ad appears directly alongside relevant specialist articles and the latest industry news.



Multi-channel reach: In addition to the printed edition, NEWS is available as a digital PDF version in the NORDWEST newsroom. Newsletters and social media channels provide additional exposure.

Targeted communication: Your products, services and messages reach the relevant target groups in the industrial B2B sector, from experienced decision-makers to young professionals.

Use this platform to enhance your brand's visibility, build trust and bring fresh momentum to the market.

CONTACTS

Please feel free to contact us about advertisements and editorial content!



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ISSUES AND PUBLICATION DATES

ISSUE 01/2027
Editorial/advertising deadline
5 March 2027
Print material deadline
12 March 2027

22 April

Cover story:
Logistics, automation and new services
Special features: new section for young professionals, NW Marketing-Toolbox in action

ISSUE 02/2027
Editorial/advertising deadline
09 July 2027
Print material deadline
16 July 2027

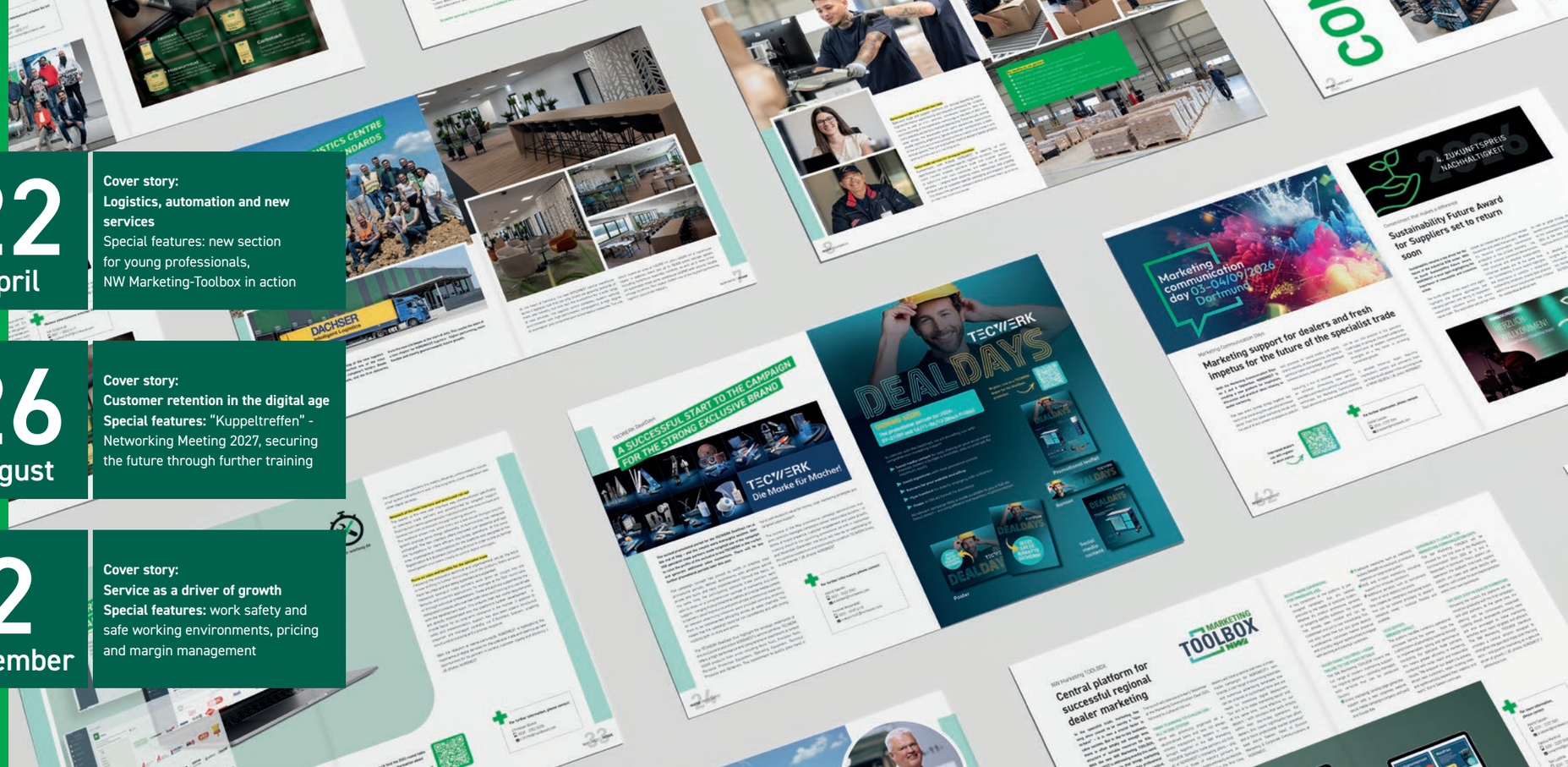
26 August

Cover story:
Customer retention in the digital age
Special features: "Kuppeltreffen" - Networking Meeting 2027, securing the future through further training

ISSUE 03/2027
Editorial/advertising deadline
15 October 2027
Print material deadline
22 October 2027

2 December

Cover story:
Service as a driver of growth
Special features: work safety and safe working environments, pricing and margin management

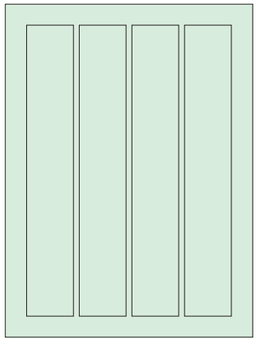


ADVERTISING FORMATS AND PRICES

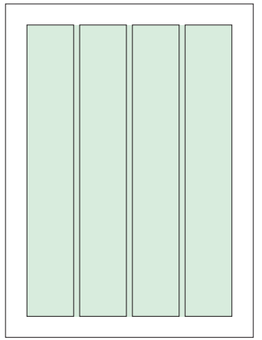
Advertising format	Base price for 4-colour printing (scale)
1/1 page, 2nd, 3rd or 4th cover page | W 210 x H 280 mm (plus 3 mm bleed)	2,590.00 euros
1/1 page bleed | W 210 x H 280 mm (plus 3 mm bleed)	2,290.00 euros
1/1 page type area | W 170 x H 237 mm	1,990.00 euros
1/2 page horizontal bleed | W 210 x H 140 mm (plus 3 mm bleed)	1,590.00 euros
1/2 page horizontal type area | W 170 x H 116 mm	1,390.00 euros

Discounts: 5% from 2 issues, 10% from 3 issues

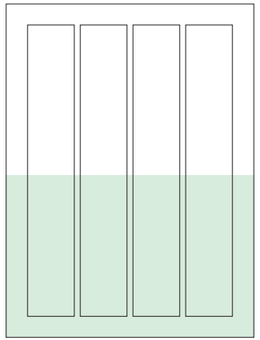
+ Advertisements in the bleed must have 3 mm bleed per page margin.
+ Any registration marks are outside the bleed.
+ The resolution is 300 dpi. The colour mode is CMYK.
+ Texts should be a minimum distance of 3 mm from the edge of the page, be pure black (0/0/0/100) and overprint.
+ Fonts are embedded or converted to graphics/paths.
+ Existing transparencies must be reduced at a sufficient resolution.
+ Please deliver data by email as a printable PDF document, EPS, TIFF or JPEG file.
+ On request, a correction PDF is sent to the client before printing.



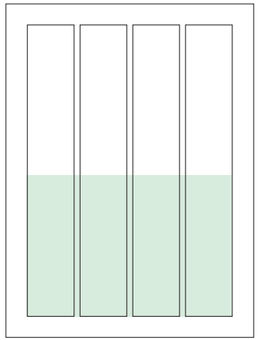
1/1 page bleed
W 210 x H 280 mm
(plus 3 mm bleed)



1/1 page type area
W 170 x H 237 mm



1/2 page horizontal bleed
W 210 x H 140 mm
(plus 3 mm bleed)



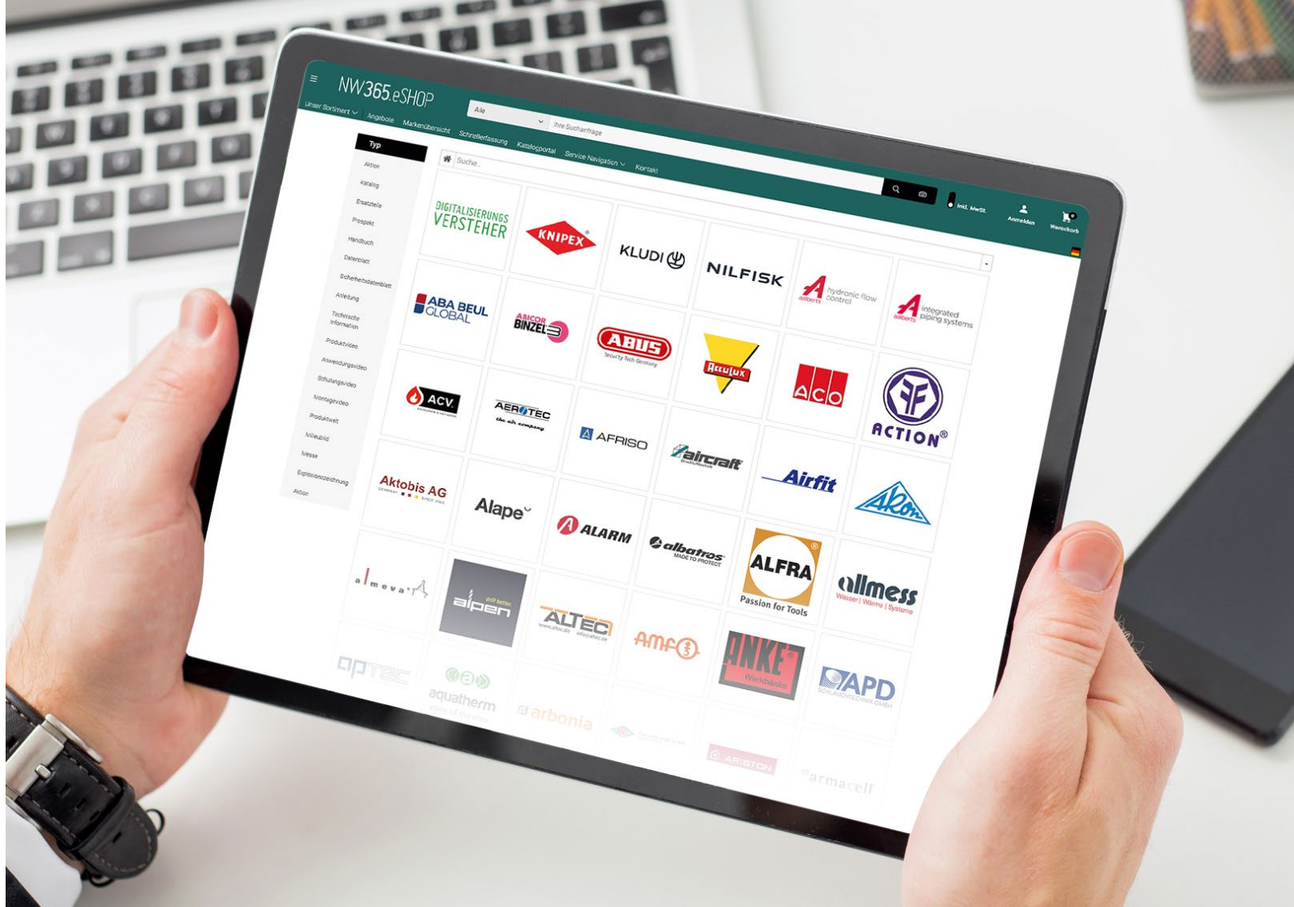
1/2 page horizontal type area
W 170 x H 116 mm

DIGITAL ADVERTISING OPTIONS

Take advantage of our innovative digital advertising options! This is the opportunity to present your target audience with further information on a new product or to simply to give those whose interest was already aroused by a print advertisement a direct link to the relevant website and online shop. Whether an exciting video, an entertaining podcast or a photo gallery – use different channels to showcase your product. In addition, advertising customers of the print edition can integrate further digital content in our PDF version of NEWS. Interactive buttons allow readers to access more interesting information.

Use these interactive advertising options to attract more attention and enjoy the many digital advertising opportunities offered by NORDWEST.

Digital content	Base price
Basic linking of the company logo and the URL in the advertisement text to the company website	39.00 euros
Linking of a promotional video including linking of the company logo and the URL in the advertisement text	99.00 euros
Linking of an audio file, e.g. podcast, linking of the company logo and the URL in the advertisement text	99.00 euros
Linking of an image gallery (up to 5 images)	79.00 euros
Linking of a PDF file (product brochure or promotional brochure)	79.00 euros
COMBINATION OFFER: Linking of a promotional video, a PDF file and linking of the company logo and the URL in the advertisement text	149.00 euros



MORE CHANNELS. GREATER VISIBILITY. GREATER IMPACT.

Present your brand to the specialist trade across multiple media

Combine your ad in NEWS with the digital opportunities offered by the NW Marketing-Toolbox and benefit from package discounts.

This allows you to reach specialist trade partners through multiple relevant touchpoints and attract additional attention to your brand, products, innovations and sales promotions.

With the NW Marketing-Toolbox, supplier partners can run their campaigns across various channels, including print, websites, newsletters, banners, social media and other sales support activities

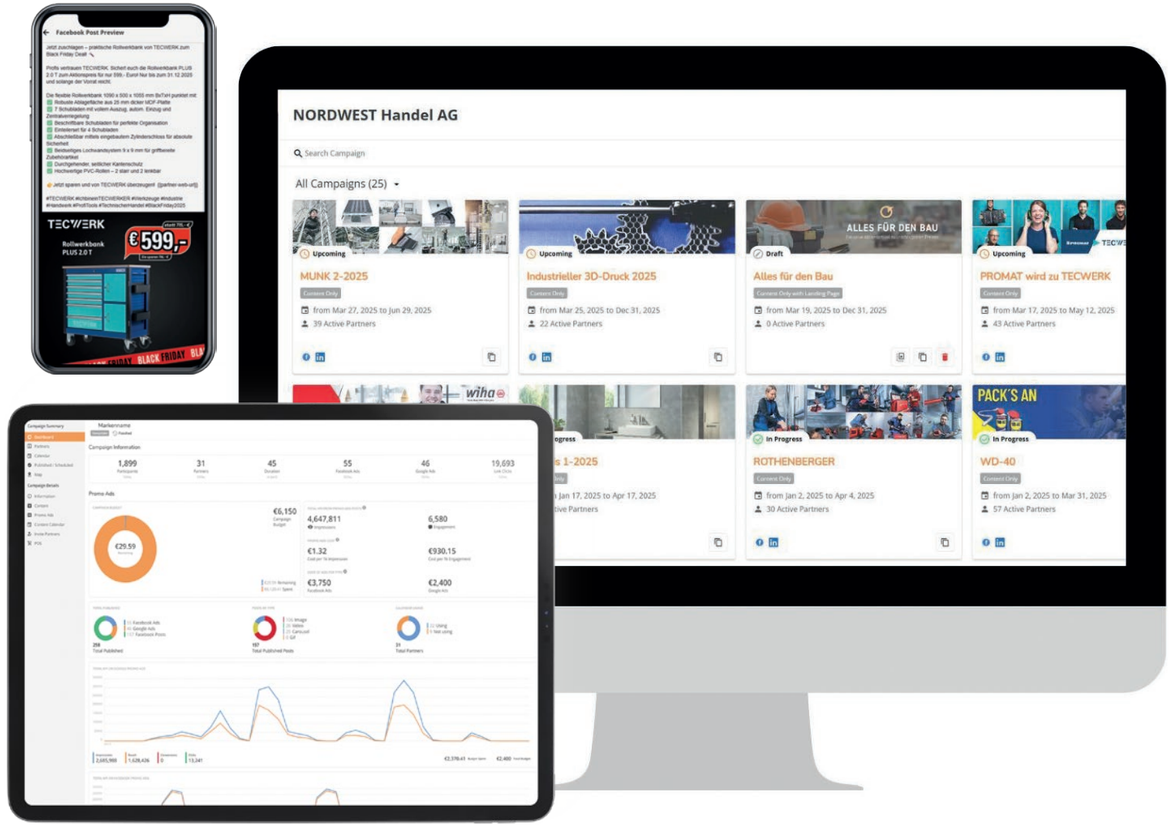
Showcase your brand where your target audience is active – with authenticity, strong reach and professional support.

Present your brand to the specialist trade across multiple media. Your benefits at a glance:

- Cross-media presence in print and digital media
- Direct access to NORDWEST's specialist trade partners
- Attractive special terms for NEWS advertisers

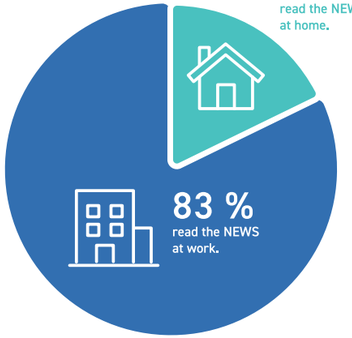
Toolbox package: Social Media A comprehensive social media campaign distributed by specialist trade partners through their own channels – 10% off the standard price	5,300.00 euros
Toolbox package: Cross-media campaign Cross-media advertising options (flyers/brochures, web content, newsletters, banners, ads, giveaways) – 10% off the standard price	2,600.00 euros

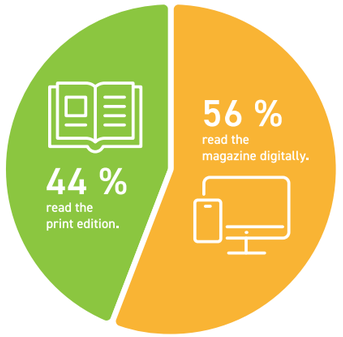
Packages can be combined to suit your needs at any time. We will be happy to prepare a tailored quotation with attractive special terms.



WHAT OUR READERS SAY ABOUT NEWS







To continuously further develop NEWS for our readers, we conducted a comprehensive reader survey among our specialist trade partners. And we are proud to report that feedback was consistently positive. All in all, more than 70% of participants rated the NORDWEST magazine as “Very good” or “Good” – an excellent result that shows we are on the right track with our magazine. Particularly encouraging is the fact that around 87% of respondents would recommend the magazine.

Our analysis of the reader survey data also shows that most people read the magazine regularly, either in the workplace or at home. The magazine is often placed in communal areas, where multiple readers can take a look at the latest issue and discuss the content together. Readers read three to five articles per issue in depth and find NEWS to be a useful, interesting and helpful publication.



GENERAL TERMS AND CONDITIONS

1. Scope
Advertising orders are concluded exclusively on the basis of these general terms and conditions. They also apply to future orders even if they are not separately agreed again. General terms and conditions of the client do not apply even if the publisher does not object to their validity in individual cases.

2. Advertising order
An advertising order within the meaning of these general terms and conditions is a contract for the publication of one or more advertisements in the respective issue of NORDWEST News, according to the media data.

3. Conclusion of Contract
In the case of an advertising order, a contract is concluded when the advertisement is printed or published in the electronic editions or, in the case of multiple advertisements, when the first advertisement is printed or published in the electronic editions. In case of a binding offer by the publisher, the contract is concluded by the client's declaration of acceptance. The client is not entitled to parallel publication of editorial content in the respective issue or subsequent issues.

4. Publication of Advertisements
If advertisements are only to be published on certain News publication dates or only in certain places in NORDWEST News relating to U2, U3 and U4, this must be expressly agreed. The publisher must also receive orders for these advertisements in a timely manner so that the client can be informed before the advertising deadline if the order cannot be fulfilled in this manner.
For publication in the electronic editions of NORDWEST News, the publisher is entitled to adapt the print documents available for the paper editions of NORDWEST News to the respective requirements of the electronic edition, in which case the presentation may deviate from the print result in the paper edition.

5. Obligations of the Client and Rights of the Publisher
The client is responsible for ensuring that the content it provides to the publisher does not violate statutory provisions and, in particular, complies with press, trademark, copyright and competition law regulations. In the event of a violation, the client agrees to indemnify the publisher upon first request against any damages arising therefrom, including the necessary costs of legal defence. The publisher also reserves the right to reject content for justified reasons, in particular if it violates laws or official regulations or infringes the rights of third parties.

6. Submission of Advertisements
The client is solely responsible for the timely transmission and suitable nature of the content according to the media data. The client is also obliged to provide the publisher with digital content in the format specified in the media data and the requirements described therein in due time before printing or, in the case of electronic editions, before publication of the advertisement. The client must bear the costs incurred by the publisher for significant changes to the print copy requested by the client or for which the client is responsible.

7. Guarantee
The client must immediately verify the contractual conformity of the published advertisement and, if applicable, any requested correction PDF sent in advance for correction and immediately notify the publisher in writing of any defects. Upon approval by the client, the risk of any defects passes to the client. In the event of justified notices of defects by the client, the publisher is initially obliged and entitled to rectify the defect and/or place a replacement advertisement at its own discretion.

8. Liability and Statute of Limitations
The publisher is liable without limitation in the event of intent or gross negligence and in the event of slight negligence in the event of injury to life, limb or health. Otherwise, the publisher is only liable for slight negligence if this results in a breach of a material contractual obligation. An essential contractual obligation is one whose fulfilment is essential for the proper fulfilment of the contract, whose breach jeopardises the achievement of the purpose of the contract and on whose compliance the client regularly relies. In such cases, liability is limited to the foreseeable damage typical of the contract. Any liability under the provisions of the German Product Liability Act remains unaffected. All claims against the publisher arising from a breach of contractual obligations expire one year after the statutory limitation period begins unless they are based on intentional or grossly negligent behaviour or involve injury to life, limb or health.

9. Prices
The prices are based on the publisher's media data and are always subject to the applicable statutory value added tax.

10. Payments
Invoices are due for payment within 30 days. Invoices are sent electronically by the publisher. Offsetting against counterclaims of the client or the withholding of payments due to such claims is only permissible insofar as the counterclaims are undisputed or have been legally established.

11. Granting of Rights of Use
The client warrants that it is the owner of all rights of use and exploitation rights required for the publication of the content it provides to the publisher. In this respect, the client agrees to indemnify the publisher upon first request against any third-party claims, including the necessary costs of legal defence. The client transfers to the publisher the non-exclusive copyright rights of use to the content provided by the client to the publisher that are necessary for the creation and publication of the advertisement in print, online and telemedia of all types, including the internet, in particular the right to processing, reproduction, distribution and making content available to the public, in terms of time and content to the extent necessary for the fulfilment of the order. If the client's name, logo, company logo, trademark, work title, or other business designation is used in connection with the advertisement, the client grants the publisher the corresponding rights in the aforementioned form and scope. All of the aforementioned rights are transferred locally without restriction and are freely transferable to third parties.

12. Copyright Protection and Confidentiality
The magazine NORDWEST News and all articles contained therein are protected by copyright. Further use or reproduction is only permitted with the written authorisation of the publisher. In addition, any concepts and components on which the publisher's media data are based are protected by copyright and must be treated confidentially by the client. In particular, these concepts and components may not be passed on to third parties either in this form or in edited form, nor may they be used by the client for its own purposes beyond the scope of the contract. In addition, the client must treat the details of the contractual relationship, in particular the prices and conditions, as well as business secrets of which it becomes aware directly or indirectly through the publisher in the course of the fulfilment of the contract, as strictly confidential.

13. Contract Term
The contract ends at the end of the agreed advertising period. The right of the contracting parties to extraordinary cancellation for good cause remains unaffected by this. Such a cancellation must be made in writing.

14. Final Provisions
German law applies, excluding the UN Convention on the International Sale of Goods. The place of fulfilment and place of jurisdiction for merchants, legal entities under public law or special funds under public law is the registered office of the publisher. Should individual provisions of these general terms and conditions be wholly or partially invalid or contain a loophole, this does not affect the validity of the remaining general terms and conditions.

NORDWEST

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