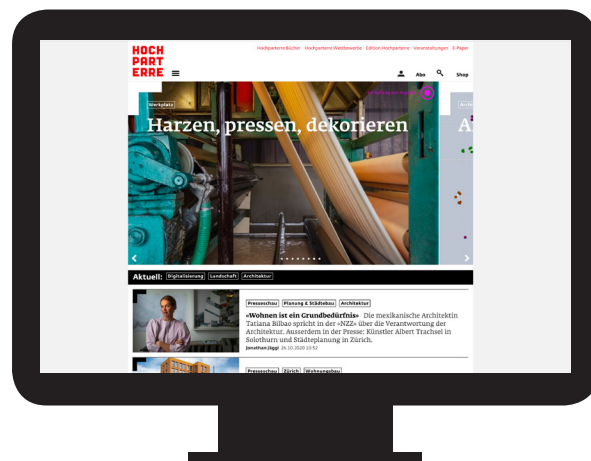


Media data 2021

Print, Online
Content and Cross-media Marketing



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Hochparterre Print

Hochparterre, the journal for architecture, planning and design, has had an important say in Swiss design and architecture matters since 1988, and its impact extends far beyond Switzerland's borders. It seeks to do three things: inform, evaluate and make a useful contribution. The journal's goal is to be a specialized professional source but also clear and comprehensible. Hochparterre selects topics in view of their current importance.

The specialist magazine is aimed at a clearly defined readership:

- Architects
- Designers
- Interior designers
- Students in these fields of study
- Building authorities
- Housing associations
- Specialist consultants
- General contractors
- Public institutions and administrations
- Institutional investors
- Architecture and design enthusiasts

Hochparterre enables you to reach the real decision-makers even more efficiently by avoiding waste circulation. All major, important Swiss architects and authorities as well as universities and institutes of technology subscribe to the journal. Hochparterre is an important tool for this target group, it is retained for reference purposes and its topicality extends well beyond the date of publication.

A week before the advertising deadline, you will receive a preview of the topics covered in the following issue. Subscribe to the preview of topics free of charge: anzeigen@hochparterre.ch

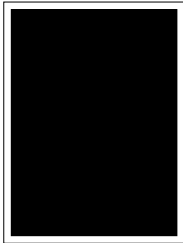
Basic information

<u>Executive board</u>	Andres Herzog Werner Huber Agnes Schmid
<u>Magazine editor</u>	Andres Herzog
<u>Sales and marketing</u>	Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61 Michael Volken, volken@hochparterre.ch, +41 44 444 28 67
<u>Print</u>	Stämpfli AG, Bern
<u>Lithograph</u>	Team media GmbH, Gurtellen
<u>Publishing frequency</u>	(10 issues per year) monthly
<u>Circulation area</u>	Switzerland, Southern Germany, Vorarlberg (Austria)
<u>Circulation</u>	8000 copies
<u>Number of readers</u>	76,000 per issue
<u>Subscriptions</u>	www.hochparterre.ch/abonnieren
<u>Prices</u>	individual copy: CHF 18.– Annual subscription: CHF 179.– incl. Online subscription Annual subscription for students: 50% discount

Dates of publication 2021

<u>Edition no.</u>	<u>Publication date</u>	<u>Advertising / print deadline</u>
1–2	20.01.2021	09.12.2020
3	24.02.2021	27.01.2021
4	07.04.2021	08.03.2021
5	05.05.2021	07.04.2021
6–7	16.06.2021	19.05.2021
8	04.08.2021	07.07.2021
9	01.09.2021	04.08.2021
10	06.10.2021	08.09.2021
11	03.11.2021	06.10.2021
12	01.12.2021	03.11.2021

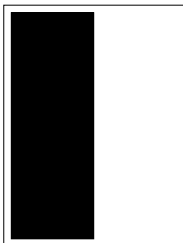
Advertising formats and prices



1/1 page
without edge trim
225×306 mm
b & w CHF 4500.–
2 colours CHF 5400.–
4 colours CHF 6920.–



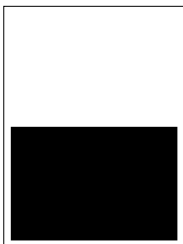
1/1 page
with edge trim*
240×320 mm
b & w CHF 4500.–
2 colours CHF 5400.–
4 colours CHF 6920.–
* 5 mm at the trimming edges



1/2 page vertical
without edge trim
110×306 mm
b & w CHF 2350.–
2 colours CHF 2810.–
4 colours CHF 3610.–



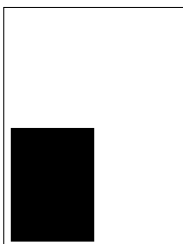
1/2 page vertical
with edge trim*
117×320 mm
b & w CHF 2350.–
2 colours CHF 2810.–
4 colours CHF 3610.–
* 5 mm at the trimming edges



1/2 page horizontal
without edge trim
225×151 mm
b & w CHF 2350.–
2 colours CHF 2810.–
4 colours CHF 3610.–



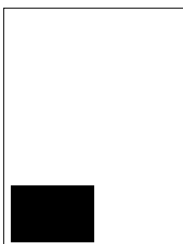
1/2 page horizontal
with edge trim*
240×157 mm
b & w CHF 2350.–
2 colours CHF 2810.–
4 colours CHF 3610.–
* 5 mm at the trimming edges



1/4 page block
without edge trim
110×151 mm
b & w CHF 1250.–
2 colours CHF 1500.–
4 colours CHF 1880.–



1/4 page landscape
without edge trim
225×73 mm
b & w CHF 1250.–
2 colours CHF 1500.–
4 colours CHF 1880.–



1/8 page vertical
without edge trim
110×73 mm
b & w CHF 630.–
4 colours CHF 800.–

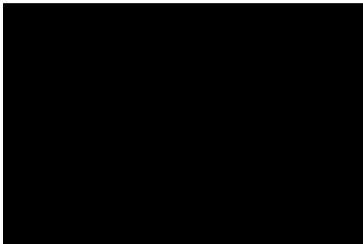
Specific placement

Inside front cover	CHF 7900.–
Back cover	CHF 7900.–
First 1/1 page right, opposite text	CHF 7900.–
Further 1/1 pages, opposite text	CHF 7500.–
1/2 page, display advertisement	CHF 3950.–
1/4 page, display advertisement	CHF 2080.–

Panorama advertisements



2/1 panorama
Without edge trim
466 × 306 mm
b & w CHF 9720.–
2 colours CHF 11,700.–
4 colours CHF 15,000.–



2/1 panorama
With edge trim*
480 × 320 mm
b & w CHF 9720.–
2 colours CHF 11,700.–
4 colours CHF 15,000.–
* 5 mm at the trimming edges

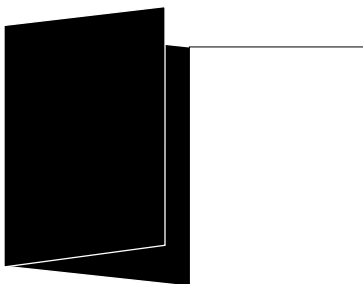


1/2 panorama
Without edge trim
466 × 150,5 mm
b & w CHF 4970.–
2 colours CHF 6070.–
4 colours CHF 7900.–



1/2 panorama
With edge trim*
480 × 157,5 mm
b & w CHF 4970.–
2 colours CHF 6070.–
4 colours CHF 7900.–
* 5 mm at the trimming edges

Special Advertising Formats



Gatefolder
3 × 1/1 page folded inwards,
incl. 2nd Cover page
4 colours CHF 24800.–

All prices excl. V.A.T.

We will gladly clarify the realisation of further special advertisement formats.

Combined offer with the specialist journal “Hochparterre Wettbewerbe”

Small Package (3x) 2x Hochparterre, 1x Hochparterre Wettbewerbe: 10% discount

Large Package (5x) 3x Hochparterre, 2x Hochparterre Wettbewerbe: 15% discount

Individual combinations on request.

Job advertisements

30% discount for Hochparterre subscribers.

Hochparterre subscribers receive 30% discount on advertising rates. In addition, printed job advertisements are published online in the section hochparterre.ch/jobs online for 4 weeks free of charge. We also publish job advertisements exclusively online.

Discounts

Agency commission

Advertisement	15%
Supplements	not eligible for discount

Repeat discounts*

3x	5%
5x	10%
10x	15%

* Within 12 months, ordered at one time without change in size.

Supplements / Inserts

Cards

Up to A5	CHF 550.–	per thousand, not eligible for agency discount
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Loose inserts*

Up to 50g	CHF 700.–	per thousand not eligible for agency discount
Up to 100g	CHF 1100.–	per thousand not eligible for agency discount
From 101g	CHF 1500.–	per thousand not eligible for agency discount
Order forms, glued**	CHF 200.–	per thousand not eligible for agency discount
Booklet, glued**	CHF 300.–	per thousand not eligible for agency discount

Inserts with third-party advertisements

A surcharge of 30% of the gross price for a page advertisement (or applicable format) is charged for each advertisement.

Delivery address for inserts

Stämpfli AG, Wölflistrasse 1, 3006 Bern.

10 working days prior to publication date.

Attention: Warehousing costs are charged for goods delivered earlier.

A design comp / dummy is required in advance.

Further details on format limits on request.

Split editions on request

Split surcharge for inserts	CHF 2000.–
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Prices for a thousand incl. technical costs and postage. Prices excl. V.A.T.

* Technical details on request. ** Only in combination with an advertisement.

Technical details

<u>Format</u>	240×320 mm (+ 5 mm allowance at each side for edge trim)
<u>Paper</u>	PlanoJet, brilliant-white, FSC, 90g/m ²
<u>Printing</u>	Offset
<u>Printing copy</u>	digital data (CMYK, uncoated) by e-mail or on data carrier, incl. proofs
<u>Proofs</u>	Please provide true colour proof or proof print. On request, we can produce a proof for CHF 75.–.
<u>Delivery address</u>	to team@teammedia.ch and cc to anzeigen@hochparterre.ch
<u>Data carriers and proofs</u>	Hochparterre, Anzeigen, Ausstellungsstrasse 25, 8005 Zürich Please always state the appropriate issue.
<u>Programs</u>	Adobe InDesign up to version CC, Adobe Photoshop up to CC, Adobe Illustrator up to CC, QuarkXPress up to version 9.0, Adobe Acrobat

Advertising Insertion Terms and Conditions

Applicability Insertion orders are based on the rates set by the Publisher. The Terms and Conditions of insertion are binding for all orders, unless otherwise agreed.

Publication The Advertiser is fully responsible for the content of an advertisement. The Advertiser shall defend, indemnify and hold Publisher harmless against any and all claims by third parties. The Publisher reserves the right to refuse publication of advertisements, to suspend or revise current advertisements.

Ordering All insertions, revisions, optimizations or cancellations must be delivered in writing.

Changes The Advertiser may be able to postpone advertising orders Online without incurring charges provided the order price is not changed and capacity is available.

Suspended work Cancellation or postponement of scheduled advertisements cannot be accepted after the advertising deadline due to technical reasons. Confirmed insertion orders for Online can be suspended at any time, but 50% of the net / net order value will be charged. From 2 weeks prior to the start of the order, 75% of the net / net order value will be charged, from 1 week prior to order start to 100% of the net / net order sum.

The publisher shall not be held liable for errors in the publication of advertising orders, changes and suspensions.

Sample withdrawal / final print version On request, the final print version will be supplied if the printing documents are available on time. CHF 75.– will be charged for this service.

The customer is responsible for corrections. If the final print version is not returned before the deadline, printing approval is deemed to have been given.

Inserts Free delivery.

Printing errors / typographic faults The Advertiser is not entitled to a discount if printing errors do not affect the sense of an advertisement. The Publisher shall not be held liable for advertisements which are defective due to unsuitable printing substrates or poor graphics. The Advertiser does not have the right to claim for compensation or price reduction unless the impact of the advertisement is adversely affected due to serious faults in technical reproduction.

Discount rule Each advertisement order is only valid for the advertisement of an individual Advertiser. If discount rates are exceeded or fall short, discount compensation is applied.

Insertion contracts are valid with "Hochparterre" journal for the period of one year from the date the first advertisement is published.

Terms of Payment 30 days after receipt of the invoice, without discount. In case of foreclosure, insolvency or bankruptcy, any discount reimbursement or agency commissions shall be forfeited.

Copy delivery 2 copies are delivered free of charge, larger quantities are invoiced.

Complaints must be made within 10 days after the invoice has been issued.

Rate changes The right to make rate changes is reserved and also applies to on-going orders and contracts.

Jurisdiction For both parties, the court of jurisdiction is Zurich.

Hochparterre Online

The news portal Hochparterre.ch brings you the very latest news about everything happening in the field of architecture, planning and design in Switzerland on a daily basis. Hochparterre.ch publishes the editors' commentaries, information about architecture competitions, pictures, plans, videos and a daily press review. In addition, all Hochparterre publications and products are presented and on sale.

Basic information

<u>Executive board</u>	Andres Herzog Werner Huber Agnes Schmid
<u>Head of Online</u>	Urs Honegger
<u>Sales and marketing</u>	Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61 Michael Volken, volken@hochparterre.ch, +41 44 444 28 67
<u>Subscription</u>	www.hochparterre.ch/abonnieren
<u>Price</u>	Monthly subscription: CHF 14.– Monthly subscription for students: 50% discount
<u>User profile</u>	50% between 24 and 34 years old 18% mobile users
<u>Key figures</u> (per month)	Unique Users: 40,000 *; Visits: 80,000 * Page Impressions: 160,000 * Registered users: 5500 Newsletter subscribers: 5700 Facebook: 9600 followers, Twitter: 1700 followers, Instagram: 7700 followers, LinkedIn: 1100 followers

* Monthly average values (Google Analytics)

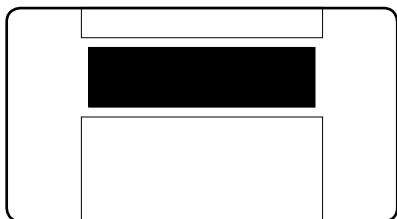
Standard Advertising Desktop (IAB Standard)



Skyscraper
160×600 Pixel
150KB
CPM Home CHF 100.–
CPM Run of Site CHF 90.–

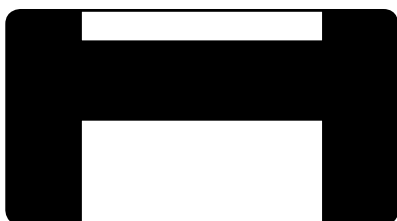


Halfpage Ad
300×600 Pixel
150KB
CPM Home CHF 120.–
CPM Run of Site CHF 100.–



Wideboard
994×250 Pixel
150KB
CPM Home CHF 120.–
CPM Run of Site CHF 110.–

Special advertising formats



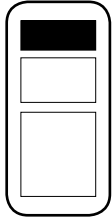
Branding Day (Desktop)
CPM Home CHF 990.– / day

Further special offers and customer-specific solutions on request.

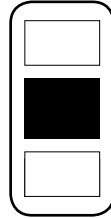
The prices shown are, cost per thousand (CPM). You are charged this amount for your advertisements to be displayed a thousand times on our website. You select advertising duration, and you also decide whether your advertisement is displayed on the homepage (Home) or randomly on all pages and sections of the site (Run of Site).

All prices excl. V.A.T.

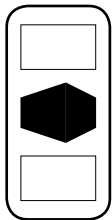
Standard Advertising Mobile



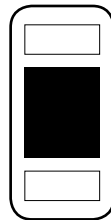
Wideboard
320×160 Pixel
40 KB
CPM Home CHF 90.–
CPM Run of Site CHF 80.–



Rectangle
300×250 Pixel
40 KB
CPM Home CHF 90.–
CPM Run of Site CHF 80.–



Rectangle Swipe Cube
4x 300×250 Pixel
40 KB
CPM Home CHF 90.–
CPM Run of Site CHF 80.–



Poster Ad
320×460 Pixel
40 KB
CPM Home CHF 100.–
CPM Run of Site CHF 90.–

Special offers and customer-specific solutions on request.

All prices excl. V.A.T.

Technical details

Hochparterre must receive the ready-to-use advertising medium in the form of a JPG, GIF, PNG or HTML5 (Redirect / Third Party Tag), not larger than 150 KB (display), resp. 40 KB (mobile site) as well as the Internet address (URL) to which it is to be linked, four working days before publication. Please send an e-mail to anzeigen@hochparterre.ch

Discounts

Agency commission 5%

Quantity discounts

Display × 100,000 (ad impressions)	5%
Display × 200,000 (ad impressions)	10%
Display × 300,000 (ad impressions)	15%

Online job advertisements

30% discount for Hochparterre subscribers

In the hochparterre.ch/jobs section, we publish your job advertisement.
Hochparterre subscribers receive 30% discount on the rates below.
We also have an attractive print combined offer.

Rates* up to 3000 characters (including spaces): CHF 1000.–
 From 3001 characters (including spaces): CHF 1500.–

Duration 4 weeks

All prices excl. V.A.T. Not eligible for agency commission.

* These prices apply to the publication of a job advertisement in black and white with a coloured logo.

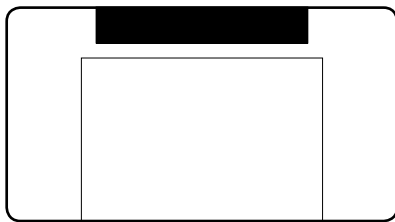
Newsletter

The Hochparterre newsletter keeps you up to date with the most important architecture, planning and design news once a week.

Key figures

Subscribers: 5600
Opening rate: 55%

Formats and prices



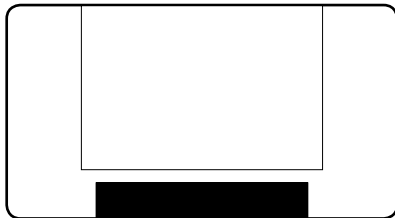
Leaderboard or Picture-Text-Ads

728×90 Pixel

150 KB

Top Placement CHF 900.– per issue

Lower Placement CHF 750.– per issue



All prices excl. V.A.T. No discount available.

Technical details

Picture-Text-Ads must be delivered ready.

Hochparterre must receive the ready-to-use advertising medium in the form of a JPG, GIF or PNG (Redirect), not larger than 150 KB as well as the Internet address (URL) to which it is to be linked, four working days before publication. Please send an e-mail to anzeigen@hochparterre.ch

Advertising Insertion Terms and Conditions

Applicability Insertion orders are based on the rates set by the Publisher. The Terms and Conditions of insertion are binding for all orders, unless otherwise agreed.

Publication The Advertiser is fully responsible for the content of an advertisement. The Advertiser shall defend, indemnify and hold Publisher harmless against any and all claims by third parties. The Publisher reserves the right to refuse publication of advertisements, to suspend or revise current advertisements.

Ordering All insertions, revisions, optimizations or cancellations must be delivered in writing.

Changes The Advertiser may be able to postpone advertising orders Online without incurring charges provided the order price is not changed and capacity is available.

Suspended work Cancellation or postponement of scheduled advertisements cannot be accepted after the advertising deadline due to technical reasons. Confirmed insertion orders for Online can be suspended at any time, but 50% of the net / net order value will be charged. From 2 weeks prior to the start of the order, 75% of the net / net order value will be charged, from 1 week prior to order start to 100% of the net / net order sum.

The publisher shall not be held liable for errors in the publication of advertising orders, changes and suspensions.

Discount rule Each advertisement order is only valid for the advertisement of an individual Advertiser. If discount rates are exceeded or fall short, discount compensation is applied.

Insertion contracts are valid with "Hochparterre" journal for the period of one year from the date the first advertisement is published.

Terms of Payment 30 days after receipt of the invoice, without discount. In case of foreclosure, insolvency or bankruptcy, any discount reimbursement or agency commissions shall be forfeited.

Complaints must be made within 10 days after the invoice has been issued.

Rate changes The right to make rate changes is reserved and also applies to on-going orders and contracts.

Jurisdiction For both parties, the court of jurisdiction is Zurich.

Content Marketing – Werkplatz

- Your content features in the “Werkplatz” section, a prestigious, independent setting well regarded by your target group.
- The article featuring the project is written by experienced journalists.
- Your company is presented as a specialist and as a contact for architects.
- The article is prominently positioned for 4 days in the highlight-box in the top part of the homepage. It then becomes part of a chronologically ordered series on the news portal and remains accessible in the “Werkplatz” Hochparterre.ch section at all times.
- The “Werkplatz” fix placement on the homepage guarantees maximum visibility.
- The “Werkplatz” article is filed under the section of the same name and its location on the Internet is permanent. The Internet address (URL) is fixed, all links remain active.
- This has a positive effect on the visibility of your brand and thus on the rank of your website in search engines (backlinks).
- The “Werkplatz” article is found because Google favours journalistic publications to commercial platforms.
- Fixed URL and active links keep “Werkplatz” in Google’s digital memory.
- Hochparterre.ch is considered as a strong backlink by Google.

Examples

www.hochparterre.ch/werkplatz

Price

CHF 3,950.– (excluding photos and V.A.T.)

Discount

Agency commission 15%

Cross-media Marketing – Werkplatz Spezial

Print

- As insert in the Hochparterre magazine, “Werkplatz Spezial” reaches 76,000 readers.
- Of these readers, 85% are architects, 15% are planners and designers, and 5% are non-professionals.
- The article is written by experienced journalists.
- “Werkplatz Spezial” is announced in the Hochparterre magazine under “Kiosk”.
- You will receive 50 additional copies for your own use.

Online

- Hochparterre.ch reaches 40,000 Unique users per month.
- For four days, the article appears in the highlight box on the front page.
- Fixed “Werkplatz” placement on the front page.
- The “Werkplatz” article is found because Google favours journalistic publications to commercial platforms.
- Fixed URL and active links keep “Werkplatz” in Google’s digital memory.
- Hochparterre.ch is considered as a strong backlink by Google

Social Media

The “Werkplatz” article is posted on all our social media channels.

- Facebook (9600 followers)
- Twitter (1700 followers)
- Instagram (7700 followers)
- LinkedIn (1100 followers)

Cross-media benefit

- Distribution and positioning on all Hochparterre channels with links and grouping of all contacts on your own company website.
- This has a positive effect on the visibility of your brand and thus on the rank of your website in search engines (backlinks).
- With “Werkplatz Spezial” you will reach the real decision makers via print, online and social media efficiently and without spreading loss.
- A QR code links to further information on your website.

Examples

Sample on request

Price

CHF 8,950.– (excluding photos and V.A.T.)

Discount

Agency commission 15%

Publication dates and topics 2021

<u>Topic</u>	<u>Edition No.</u>	<u>Publication date</u>	<u>Submission deadline</u> <u>photos, project plans</u>
Office furniture and light	3/21	24.02.2021	24.11.2020
Windows and façades	8/21	04.08.2021	04.05.2021
Kitchen and bathroom	1-2/22	12.01.2022	12.10.2021

Hochparterre Wettbewerbe

Hochparterre Wettbewerbe believes it has an important say in the Swiss debate about architecture competitions. The journal does not only aim to record and inform but to provide investigative and critical journalism as well. Hochparterre Wettbewerbe is the only comprehensive specialist journal about architecture competitions in Switzerland. Architecture offices and architects have been using it as a documentation and reference work for years. Hochparterre Wettbewerbe is read by everyone who wants to know what and where future projects are going to be built, so that they can offer their services and products.

Since May 2017, the specialist journal has also its own website. In the online archive hochparterre-wettbewerbe.ch all competitions can be searched and downloaded.

Basic information

<u>Executive board</u>	Andres Herzog Werner Huber Agnes Schmid
<u>Editors</u>	Ivo Bösch Marcel Bächtiger
<u>Sales and marketing</u>	Agnes Schmid, schmid@hochparterre.ch, +41 44 444 28 61 Michael Volken, volken@hochparterre.ch, +41 44 444 28 67
<u>Print</u>	Stämpfli AG, Bern
<u>Lithograph</u>	Team media GmbH, Gurtnellen
<u>Publication frequency</u>	5 issues p.a.
<u>Circulation area</u>	all of Switzerland
<u>Circulation</u>	2200 copies
<u>Prices</u>	Individual copy: CHF 44.– Annual subscription: CHF 198.– incl. digital Two year subscription: CHF 336.60.– incl. digital Monthly subscription digital: CHF 18.– Monthly subscription for students: 50% discount

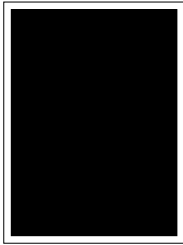
Technical details

<u>Format</u>	210×297 mm (+ 3 mm allowance at each side for edge trim)
<u>Paper</u>	Planojet, brilliant-white, FSC, 200g/m ² (cover); 100g/m ² (inside)
<u>Printing</u>	Offset
<u>Printing copy</u>	digital data (CMYK, uncoated) by e-mail or on data carrier, incl. proofs
<u>Proofs</u>	Please provide true colour proof or proof print. On request, we can produce a proof for CHF 75.–.
<u>Delivery address</u>	to team@teammedia.ch and cc to anzeigen@hochparterre.ch
<u>Data carriers and proofs</u>	Hochparterre, Anzeigen, Ausstellungsstrasse 25, 8005 Zürich Please always state the appropriate issue.
<u>Programs</u>	Adobe InDesign up to version CC, Adobe Photoshop up to CC, Adobe Illustrator up to CC, QuarkXPress up to version 9.0, Adobe Acrobat

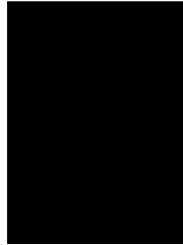
Dates 2021

<u>Edition no.</u>	<u>Publication date</u>	<u>Advertising deadline</u>	<u>Print deadline</u>
1	25.02.2021	08.01.2021	28.01.2021
2	12.05.2021	15.03.2021	08.04.2021
3	08.07.2021	21.05.2021	10.06.2021
4	14.10.2021	27.08.2021	16.09.2021
5	09.12.2021	22.10.2021	11.11.2021

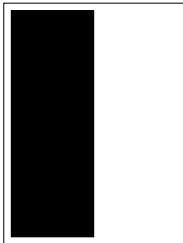
Advertising formats and prices



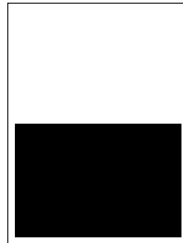
1/1 page
without edge trim
184×277 mm
b & w CHF 1800.–
4 colours CHF 2500.–



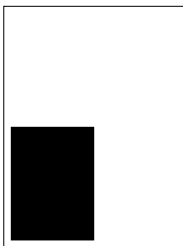
1/1 page
with edge trim*
210×297 mm
b & w CHF 1800.–
4 colours CHF 2500.–
* 3 mm at the trimming edges



1/2 page vertical
without edge trim
90×277 mm
b & w CHF 1100.–
4 colours CHF 1500.–



1/2 page horizontal
without edge trim
184×136 mm
b & w CHF 1100.–
4 colours CHF 1500.–



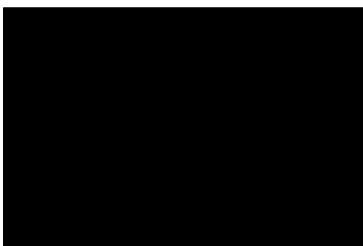
1/4 page block
without edge trim
90×136 mm
b & w CHF 600.–
4 colours CHF 1000.–



1/4 page horizontal
without edge trim
184×66 mm
b & w CHF 600.–
4 colours CHF 1000.–



2/1 panorama
without edge trim
402×277 mm
b & w CHF 3400.–
4 colours CHF 4700.–



2/1 panorama
with edge trim*
420×297 mm
b & w CHF 3400.–
4 colours CHF 4700.–
* 3 mm at the trimming edges

Placement requests Please apply early. Your request will be taken into consideration after consultation and wherever possible.

Repeat advertising rates 3 x: 5%, 5 x: 10%

Agency commission 15%

Inserts, loose price on request, not eligible for agency commission

Order forms, glued price on request, not eligible for agency commission

Combined offer with “Hochparterre” journal

Small Package (3 x) 2 x Hochparterre, 1 x Hochparterre Wettbewerbe: 10% discount

Large Package (5 x) 3 x Hochparterre, 2 x Hochparterre Wettbewerbe: 15% discount

Individual combinations on request.

All prices excl. V.A.T.

Advertising Insertion Terms and Conditions

Applicability Insertion orders are based on the rates set by the Publisher. The Terms and Conditions of insertion are binding for all orders, unless otherwise agreed.

Publication The Advertiser is fully responsible for the content of an advertisement. The Advertiser shall defend, indemnify and hold Publisher harmless against any and all claims by third parties. The Publisher reserves the right to refuse publication of advertisements, to suspend or revise current advertisements.

Ordering All insertions, revisions, optimizations or cancellations must be delivered in writing.

Changes The Advertiser may be able to postpone advertising orders Online without incurring charges provided the order price is not changed and capacity is available.

Suspended work Cancellation or postponement of scheduled advertisements cannot be accepted after the advertising deadline due to technical reasons. Confirmed insertion orders for Online can be suspended at any time, but 50% of the net / net order value will be charged. From 2 weeks prior to the start of the order, 75% of the net / net order value will be charged, from 1 week prior to order start to 100% of the net / net order sum.

The publisher shall not be held liable for errors in the publication of advertising orders, changes and suspensions.

Sample withdrawal / final print version On request, the final print version will be supplied if the printing documents are available on time. CHF 75.– will be charged for this service.

The customer is responsible for corrections. If the final print version is not returned before the deadline, printing approval is deemed to have been given.

Inserts Free delivery.

Printing errors / typographic faults The Advertiser is not entitled to a discount if printing errors do not affect the sense of an advertisement. The Publisher shall not be held liable for advertisements which are defective due to unsuitable printing substrates or poor graphics. The Advertiser does not have the right to claim for compensation or price reduction unless the impact of the advertisement is adversely affected due to serious faults in technical reproduction.

Discount rule Each advertisement order is only valid for the advertisement of an individual Advertiser. If discount rates are exceeded or fall short, discount compensation is applied.

Insertion contracts are valid with "Hochparterre" journal for the period of one year from the date the first advertisement is published.

Terms of Payment 30 days after receipt of the invoice, without discount. In case of foreclosure, insolvency or bankruptcy, any discount reimbursement or agency commissions shall be forfeited.

Copy delivery 2 copies are delivered free of charge, larger quantities are invoiced.

Complaints must be made within 10 days after the invoice has been issued.

Rate changes The right to make rate changes is reserved and also applies to on-going orders and contracts.

Jurisdiction For both parties, the court of jurisdiction is Zurich.