



Natural stone



Cement



Concrete



Recycling



Sand & gravel



Lime & gypsum



Asphalt



Petroleum & natural gas

STEINE+ERDEN

TECHNIK | ARBEITSSICHERHEIT | UNTERNEHMENSFÜHRUNG

MEDIA 2010/2011

Advertisement price list no. 19 – valid from 1 June 2010



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Brief Outline

The STEINE + ERDEN (Rocks + Soils) trade journal is published at a national level in Germany every two months. Each issue is printed in 8,500 copies and distributed to all establishments of the construction materials – rocks - soils industry that are members of the industrial mutual insurance association for raw materials and the chemical industry with focal production activities in the following areas:

- Natural stone
- Sand and gravel
- Lime and gypsum
- Recycling industry
- Petroleum and natural gas
- Concrete and precast concrete
- Ready-mix concrete
- Cement
- Asphalt mixing facilities

In each issue of STEINE + ERDEN, the topics

- Technology and Engineering
- Occupational safety
- Business management
- Events

cover the news, latest developments, and recent statutory provisions from the industry. The editorial emphasis is targeted towards practically oriented reporting from the realms of research, production, applications and occupational safety.

STEINE + ERDEN is aimed at decision-makers, i.e. the owners, managing directors, factory managers, senior commercial and technical personnel, and safety engineers, in the above industrial sectors.

Publisher

Berufsgenossenschaft Rohstoffe
und chemische Industrie
Branche Baustoffe - Steine - Erden
Theodor-Heuss-Straße 160
30853 Langenhagen
T +49 511 7257-0
F +49 511 7257-100
www.bgrci.de
www.steine-und-erden.net

Contact**Editorial**

Jörg Nierzwicki
joerg.nierzwicki@bgrci.de

Publishing House

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

Contact**Advertisement**

Rolf Gerdun
r.gerdun@ad-media.de

Production

production@ad-media.de

Subscription-Service

Claudia Fischer
subscription@ad-media.de

Accounting

Sandra Borchert/Stephanie Liebsch
info@ad-media.de

Bank data

Deutsche Bank PGK AG
Account-Number 6800080
Bank Code 370 700 24

**Swift Code
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DEUTDEDBK0E
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Publication frequency

bimonthly (6 times a year)

Conditions of payment

Payment immediately after receipt of invoice – no discount. 3% discount if payment is received via credit card within 3 business days of receipt of electronic invoice and tear sheet. 3% discount if payment is made with insertion order. (All prices are net-rates excl. VAT)

General terms and conditions

The general terms and conditions of the publisher apply to the processing of orders. – see chapter 8

Subscription price

Yearly subscription inland: 73.50 € (including mailing costs and VAT)
Yearly subscription abroad: 89 € (including mailing costs, without VAT)
Individual orders: 19.50 € each copy (plus mailing costs)

Issue	Date of Issue	Advertising Booking Deadline	Advertising Material Deadline	Loose Insert Deadline
10 – 04	20.08.2010	08.08.2010	10.08.2010	17.08.2010
10 – 05	20.10.2010	08.10.2010	10.10.2010	17.10.2010
10 – 06	20.12.2010	08.12.2010	10.12.2010	17.12.2010
11 – 01	01.02.2011	10.01.2011	14.01.2011	17.01.2011
11 – 02	20.04.2011	08.04.2011	10.04.2011	17.04.2011
11 – 03	20.06.2011	08.06.2011	10.06.2011	17.06.2011
11 – 04	20.08.2011	08.08.2011	10.08.2011	17.08.2011
11 – 05	20.10.2011	08.10.2011	10.10.2011	17.10.2011
11 – 06	20.12.2011	08.12.2011	10.12.2011	17.12.2011

Your advertising contact

Rolf Gerdun | r.gerdun@ad-media.de | T +49 2236 962390 | F +49 2236 962396

Issues	Trade Shows / Congresses	Topics	
Issue 4 (August 2010)	Nordbau, Neumünster, 02. - 07.09.2010 IFAT 2010, München, 13. - 17.09.2010 IAA Nutzfahrzeuge, Hannover, 23. - 30.09.2010 Arbeitsschutz aktuell, Leipzig, 19. - 21.10.2010	Raw materials - extraction <ul style="list-style-type: none"> • Mining face surveying • Drilling equipment • Blasting technology • Excavators 	Software solutions <ul style="list-style-type: none"> • Vehicle fleet management • Weighing processes • Batching control • Invoicing
Issue 5 (October 2010)	Forum Miro, Dresden, 28. - 29.10.2010	Utility trucks for the construction materials industry <ul style="list-style-type: none"> • Heavy-duty trucks • Silo vehicles • Trailers and tipper bodies • Special transport vehicles • Load securing • Cranes and hoists • Safety equipment • Slinging equipment 	Production in a safe and healthy fashion <ul style="list-style-type: none"> • Safety shoes • Safety marking • Protective glasses and protective helmets • Working clothes • Respiratory protection • Protection against fire and explosion • Skin protection • Software solutions • Fall prevention devices
Issue 6 (December 2010)	BAU 2011, München, 17. - 22. 01.2011 Kies + Sand kompakt, Hannover, 08. - 09.02.2011 55. Betontage, Neu-Ulm, 08. - 10.02.2011 Forum protect, Bad Wildungen, 09. - 10.02.2011 bautec, Berlin, 16. - 20.02.2011 VDBUM-Master seminar, Braunlage, 22. - 26.02.2011	Raw materials – internal transport <ul style="list-style-type: none"> • Wheel loaders • Dump trucks 	Dedusting technology <ul style="list-style-type: none"> • Stationary plants • Mobile dust extractors • Loading systems • Tyre washing plants • Truck transport (tarpaulins) • Road cleaning • Sweeping machines

Issues	Trade Shows / Congresses
Issue 1 (February 2011)	<p>Kies + Sand kompakt, Hannover, 08. - 09.02.2011 55. Betontage, Neu-Ulm, 08. - 10.02.2011 CeBIT, Hannover, 01. - 05.03.2011 FeuerTRUTZ 2011, Nürnberg, 15. - 16.03.2011 Abbruchtagung, Berlin, 18. - 19.03.2011 BG RCI Förderpreis-Verleihung, März 2011 Hannover Messe, 04. - 08.04.2011 Report from Bau, München</p>
Issue 2 (April 2011)	<p>CeMAT 2011, Hannover, 02. - 06.05.2011 Transport Logistic 2011, München, 10. - 13.05.2011 recycling aktiv, Karlsruhe, 18. - 20.05.2011 TiefbauLive, Karlsruhe, 18. - 20.05.2011 stone+tec 2011, Nürnberg, 22. - 25.06.2011</p> <p>Report from Kies+Sand Preliminary report for stone+tec Preliminary report CeMAT</p>
Issue 3 (June 2011)	<p>Steinexpo 2011, Niederoffleiden, 31.08. - 03.09.2011</p> <p>Novelties CeMAT Preliminary report for Steinexpo Novelties Transportlogistik Report from Abbruchtagung, Berlin Report from Recycling Activ, Karlsruhe</p>

Topic planning 2011

Occupational safety and personal protective equipment

Safety shoes - safety marking - protective glasses and protective helmets - working clothes - respiratory protection - protection against fire and explosion - skin protection - software solutions - fall prevention devices

Earth moving machines - Ergonomics and safe utilisation:

Access systems, cameras and all-round visibility - service and maintenance - Driver workplace - driver's seat and restraint systems - training opportunities - Retrofit solutions

Software solutions

Vehicle fleet management - weighing processes - batching control - invoicing

Concrete production

Mixers - concrete block machines - circulation systems, formwork technology - residual concrete recycling

Forklifts and material flow

Forklifts - attachments - crane plants - roller conveyors - conveyor systems - seating and restraint systems

Preparing natural stone Sand + gravel

Wet extraction - dry extraction - crushers and screens - dedusting technology - conveyor belt plant - washing

Processing natural stone

Sawing - grinding and polishing - lifting - transporting

Quarry stone

Processing centres - vacuum grabs - tools - manually guided machines

Ready-mix concrete

Manufacturing, transporting, conveying
 Mixing plants - truck mixers - vehicle fleet management - concrete pumps

Weighing, measuring, and batching

Wheel loader weighing systems - belt weighing systems - moisture measurement - filling level measurement - noise measurement

Raw materials - extraction

Mining face surveying - drilling devices - blasting technology - excavators

Raw materials - internal transport

Wheel loaders - dump trucks

Utility trucks for the construction materials industry

Heavy-duty trucks - silo vehicles - trailers and tipping bodies - special transport vehicles - Load securing - cranes and hoists - Safety equipment - slinging equipment

Dedusting technology

Stationary plants - mobile dust extractors - loading systems - tyre washing plants - truck transport (tarpsaulins) - Road cleaning - sweeping machines

Cranes and working platforms

Mobile cranes, stationary cranes- accessories - slinging ropes and chains - lifting devices - lifting working platforms - mobile scaffolding

Construction material recycling

Crushers - mobile and stationary
 Screening - conveyor systems - dedusting technology - demolition hammers and shears - metal separators and classifiers - container systems - residual concrete recycling

Issues	Trade Shows / Congresses
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Issue 4 (August 2011)	Steinexpo 2011, Niederoffleiden, 31.08. – 03.09.2011
	NordBau 2011, Neumünster, September 2011

	A+A 2011, Düsseldorf, 18. – 21.10.2011
	Forum MIRO, Dresden, Oktober 2011

	Novelties stone+tec
	Preliminary report A+A Düsseldorf

Issue 5 (October 2011)	Institut für Fertigteilechnik und Fertigung (IFF) Fachtagung, November 2011
	Novelties Steinexpo

	Novelties Steinexpo
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Issue 6 (December 2011)	Report A+A Düsseldorf
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	Report A+A Düsseldorf
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Topic planning 2011

<p>Occupational safety and personal protective equipment</p>	<p>Ready-mix concrete</p>
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Safety shoes – safety marking – protective glasses and protective helmets – working clothes – respiratory protection – protection against fire and explosion – skin protection – software solutions – fall prevention devices	Manufacturing, transporting, conveying Mining plants – truck mixers – vehicle fleet management – concrete pumps
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<p>Earth moving machines – Ergonomics and safe utilisation:</p>	<p>Weighing, measuring, and batching</p>
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Access systems, cameras and all-round visibility – service and maintenance – Driver workplace – driver's seat and restraint systems – training opportunities – Retrofit solutions	Wheel loader weighing systems – belt weighing systems – moisture measurement – filling level measurement – noise measurement
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<p>Software solutions</p>	<p>Raw materials - extraction</p>
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Vehicle fleet management – weighing processes – batching control – invoicing	Mining face surveying – drilling devices – blasting technology – excavators
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<p>Concrete production</p>	<p>Raw materials - internal transport</p>
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Mixers – concrete block machines – circulation systems, formwork technology – residual concrete recycling	Wheel loaders – dump trucks
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<p>Forklifts and material flow</p>	<p>Utility trucks for the construction materials industry</p>
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Forklifts – attachments – crane plants – roller conveyors – conveyor systems – seating and restraint systems	Heavy-duty trucks – silo vehicles – trailers and tipping bodies – special transport vehicles – Load securing – cranes and hoists – Safety equipment – slinging equipment
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<p>Preparing natural stone Sand + gravel</p>	<p>Dedusting technology</p>
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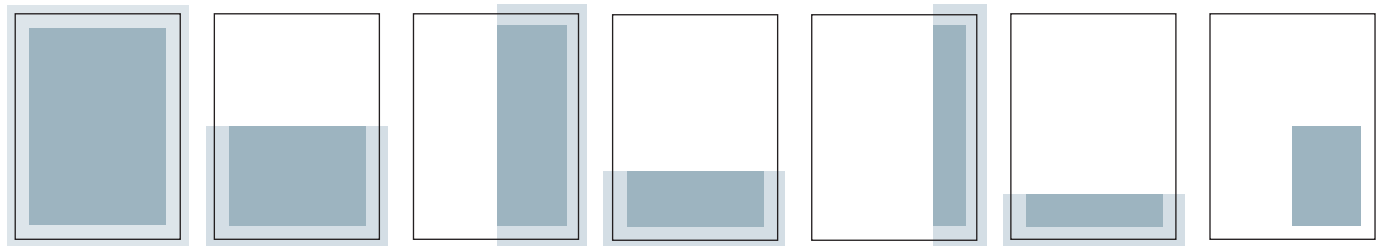
Wet extraction – dry extraction – crushers and screens – dedusting technology – conveyor belt plant – washing	Stationary plants – mobile dust extractors – loading systems – tyre washing plants – truck transport (tarpaulins) – Road cleaning – sweeping machines
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<p>Processing natural stone</p>	<p>Cranes and working platforms</p>
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Sawing – grinding and polishing – lifting – transporting	Mobile cranes, stationary cranes – accessories – slinging ropes and chains – lifting devices – lifting working platforms – mobile scaffolding
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<p>Quarry stone</p>	<p>Construction material recycling</p>
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Processing centres – vacuum grabs – tools – manually guided machines	Screening – conveyor systems – dedusting technology – demolition hammers and shears – metal separators and classifiers – container systems – residual concrete recycling
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1/1-page

1/2-page h.

1/2-page v.

1/3-page h.

1/3-page v.

1/4-page h.

1/4-page v.

■ Trimmed Advertisements (format plus 5 mm bleed all around)

210 x 297 mm

210 x 146 mm

102 x 297 mm

210 x 103 mm

72 x 297 mm

210 x 80 mm

■ Text Area Advertisements

180 x 260 mm

180 x 128 mm

87 x 260 mm

180 x 85 mm

56 x 260 mm

180 x 62 mm

87 x 128 mm

Pricing Structure

Advertisement Prices

1/1 page	4-colour	€ 2.500
1/2 page	4-colour	€ 1.300
1/3 page	4-colour	€ 900
1/4 page	4-colour	€ 700

3-colour	-5 %
2-colour	-10 %
1-colour	-15 %

Discount for repeat advertising
within 12 months

for 3 publications	5%
for 4 publications	10%
for 5 publications	15%
for 6 publications	25%

Surcharges for extras

- Specified positions 10 % of earned rate
- Price for artwork and layout of ads 10 % of total order value

Surcharges for inserts / supplements

- 2-page: 300,00 € / 1.000 pcs.
- 4-page: 400,00 € / 1.000 pcs.
- 6-page: 600,00 € / 1.000 pcs.
- 8-page: 750,00 € / 1.000 pcs.
- 12-page: 900,00 € / 1.000 pcs.



Natural stone



Cement



Concrete



Recycling



Sand & gravel



Lime & gypsum



Asphalt



Petroleum & natural gas

Industrial sectors

Concrete	Sand and gravel
Natural stone	Asphalt
Cement	Recycling
Lime & gypsum	Petroleum & natural gas

Total 8.500 Copies

Format 210 mm (B) x 297 mm (H)

Text area 180 mm (B) x 260 mm (H)

Printing Documents

- print optimized PDF-files
- tif-file, eps-file (Fonts included)
- Open files on request
QuarkXPress | InDesign | PhotoShop | Illustrator
- original files, inclusive fonts and imported files

Special colours

- on request

Data transfer

- by E-Mail (max. 20 MB)
- by ftp-access
- on removable media to

produktion@ad-media.de
on request
ad-media GmbH
Industriestraße 180
50999 Köln
Germany



General Terms and Conditions for Advertising

1. Contracting parties

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

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

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

Managing Directors:
Gerhard Klöckner, Dr. Ing. Holger Karutz.

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

2. Exclusion of responsibilities in electronic business transactions

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

3. Conclusion of contract and purchase order content

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

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

Purchase orders for advertisements and supplements where it is stated that they shall be published solely in certain editions or at specific positions in the magazine must be received by ad-media in good time so that the customer can still be informed before the advertising deadline if the contract can be carried out in this way. The customer shall be responsible for supplying the advertisement text and proper print materials plus any supplements on time.

Films and other materials will only be returned to the customer if explicitly requested. ad-media will keep the materials for the length of one year after the advertisement has appeared.

4. Responsibility for advertisement / supplement content

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

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

5. Prices and cancellations

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

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

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

6. Extra charges

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

7. Conditions of payment

The agreed remuneration shall be due and payable without deduction immediately after receipt of invoice. A 3% discount will be granted in the case of payment by direct debit, credit card or prepayment. The customer will be in default of payment 10 days after receipt of invoice. The interest on arrears will amount to 8% above the current base rate, § 288 Section 2 German Civil Code.

8. Warranty

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

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

9. Liability

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

There shall be no further liability on the part of ad-media.

The above limitations of liability shall also be valid for the personal liability of employees, representatives and organs of ad-media as well as for the liability of ad-media's vicarious agents.

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

10. Governing law and court of jurisdiction

These GTC and any contractual relationship existing between the customer and ad-media shall be subject to German law excluding the UN purchasing convention. The languages in which our GTC can be downloaded on our website are available to our customers for concluding a contract. The language version of the GTC shall be valid in which you have placed your order. The sole court of jurisdiction for all disputes between the parties arising from or in relation to this contract shall be Cologne, inasmuch as legally permissible.

11. Protected content

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