Your Campaign crossmedial platziert.
Package prices and information can be found on page 8.
### TOPICS & DATES

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Advertising deadline</th>
<th>Publication date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>THE FUTURE OF CASTING</td>
<td>Mon 13.01.20</td>
<td>Fri 14.02.20</td>
</tr>
<tr>
<td>March</td>
<td>ELECTROMOBILITY COOPERATION WITH GIESSEREI REVIEW</td>
<td>Tue 13.02.20</td>
<td>Mon 16.03.20</td>
</tr>
<tr>
<td>April</td>
<td>PRESSURE CASTING</td>
<td>Fri 13.03.20</td>
<td>Thu 16.04.20</td>
</tr>
<tr>
<td>May</td>
<td>ENVIRONMENTAL PROTECTION/EMISSIONS</td>
<td>Thu 09.04.20</td>
<td>Fri 15.05.20</td>
</tr>
<tr>
<td>June</td>
<td>FOUNDRY 4.0</td>
<td>Mon 11.05.20</td>
<td>Mon 15.06.20</td>
</tr>
<tr>
<td>July/August</td>
<td>LIGHT CAST IRON</td>
<td>Fri 12.06.20</td>
<td>Wed 15.07.20</td>
</tr>
<tr>
<td>September</td>
<td>PRESSURE CASTING</td>
<td>Thu 13.08.20</td>
<td>Wed 16.09.20</td>
</tr>
<tr>
<td>October</td>
<td>ADDITIVE MANUFACTURING</td>
<td>Fri 11.09.20</td>
<td>Thu 15.10.20</td>
</tr>
<tr>
<td>November</td>
<td>OFFSPRING</td>
<td>Tue 13.10.20</td>
<td>Mon 16.11.20</td>
</tr>
<tr>
<td>December</td>
<td>PRESSURE CASTING</td>
<td>Wed 11.11.20</td>
<td>Wed 16.12.20</td>
</tr>
</tbody>
</table>

The above-mentioned topics will be produced as supplements to the main issue and will be distributed separately on the internet and as print copies at events. The editors reserve the right to change topics at short notice.

### JOB ADVERTISEMENTS

You can find further information about our job advertisements [here](#).

### PRINTFORMATS

You will find further formats and special forms of advertising [here](#).

<table>
<thead>
<tr>
<th>Edition</th>
<th>Format</th>
<th>Price 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td></td>
<td>2.613,-</td>
</tr>
<tr>
<td>1/2</td>
<td></td>
<td>1.306,-</td>
</tr>
<tr>
<td>1/3</td>
<td></td>
<td>870,-</td>
</tr>
<tr>
<td>1/4</td>
<td></td>
<td>653,-</td>
</tr>
</tbody>
</table>

All prices in € plus VAT.
APP | SOCIAL MEDIA

**FOUNDRY VOCABULARY-APP**
Now available for free on the Apple App Store and Google Play. Whether expert, student or layman: The foundry dictionary offers fast translation assistance with more than 10,000 terms.

**Included languages**
- German
- English
- French
- Italian
- Spanish
- Russian
- Chinese

**WEBSITE**
www.giesserei-praxis.de
www.next-foundry.com

Further formats & details can be found here.

**NEWSLETTER**
www.giesserei-praxis.de

Further formats & details can be found here.

**Over 6,000 installations**
**Users**
(India, Germany, Russia, Mexico, USA, Eastern Europe)

**BANNER-PRICE**:
- Standard  290,- / Month
- Premium exclusive  990,- / Month

Visit us at Facebook
Visit us at Xing

**1 Classic display advertising**
**2 Content-Marketing**

Further information can be found on page 6.

**1 Special-Banner  650 × 90 / 380,- / per month**
**2 Fullbanner  468 × 60 / 250,- / per month**
**3 Text/image display  290,- / per month**
**4 Text Ad  250,- / per month**
**5 Avertorial  Website & Newsletter / 1500,- / per month**

All prices in € plus VAT.
PRINT  Price list no. 47 valid from 01.01.2020

terms of payment
UST-Ident-Nr. DE136628795
– within 14 days net
– up to 8 days 2 % discount
– 3 % for direct debiting

cash discount

Bleed display:
10 % surcharge | Bleed allowance for all trimmed advertisements min. 3 mm | All prices in € plus VAT. | Surcharges not discountable

special advertising formats
Enclosures: Price for enclosures up to 25 g € 1.510,- per additional 5 g additional € 230,- plus postage. The inserts must be suitable for machine processing. Therefore we ask for a sample when placing an order. Orders for inserts and stickers will not be discounted. Minimum format 105 × 148 mm (DIN A6), maximum format 195 × 280 mm.
Inserts: Delivery must be prefolded and untrimmed prefolding by the publisher possible at an extra charge. When placing an order, three samples are requested. Inserts will not be discounted. Required quantity: print run plus 10 %. Trimmed format = stitching format (height 297 mm, width 210 mm)
Price for 2-page insert € 2.335,-; 4-page insert € 4.665,-.

Discounts

<table>
<thead>
<tr>
<th>Paint discount</th>
<th>Quantity scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads = 5 %</td>
<td>from 2 pages = 5 %</td>
</tr>
<tr>
<td>6 ads = 10 %</td>
<td>from 3 pages = 10 %</td>
</tr>
<tr>
<td>10 ads = 15 %</td>
<td>from 6 pages = 15 %</td>
</tr>
<tr>
<td>12 ads = 20 %</td>
<td>from 9 pages = 20 %</td>
</tr>
</tbody>
</table>

1/8 PAGE
Type area (W x H) 86 × 62 mm

Price: 334,-

1/8 PAGE high
Type area (W x H) 41 × 125 mm

Price: 334,-

1/8 PAGE cross
Type area (W x H) 177 × 30 mm

Price: 334,-

1/16 PAGE
Type area (W x H) 41 × 62 m

Price: 167,-

1/16 PAGE 1-column
Type area (W x H) 41 × 62 m

Price: 167,-

1/4 PAGE
Type area (W x H) 86 × 125 mm

Price: 675,-

1/4 PAGE 2-column
Type area (W x H) 41 × 255 mm

Price: 675,-

1/4 PAGE cross
Type area (W x H) 177 × 62 mm

Price: 675,-

1/3 SEITE high
Type area (W x H) 56 × 255 mm

Bleed format (W x H) 72 × 297 mm

Price: 885,-

1/3 PAGE
Type area (W x H) 177 × 83 mm

Bleed format (W x H) 210 × 102 mm

Price: 885,-

1/2 PAGE
Type area (W x H) 86 × 255 mm

Bleed format (W x H) 210 × 297 mm

Price: 2.613,-

1/2 PAGE high
Type area (W x H) 177 × 125 mm

Bleed format (W x H) 210 × 143 mm

Price: 1.331,-

Front Page high
Bleed format (W x H) 210 × 200 mm

Price: 3.050,-

1/2 PAGE cross
Type area (W x H) 177 × 125 mm

Bleed format (W x H) 210 × 143 mm

Price: 1.331,-

Bleed display:
10 % surcharge | Bleed allowance for all trimmed advertisements min. 3 mm | All prices in € plus VAT. | Surcharges not discountable

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1/8 PAGE 2-spaltig
Type area (W x H) 86 × 62 mm

Price: 334,-

1/8 PAGE high
Type area (W x H) 41 × 125 mm

Price: 334,-

1/8 PAGE cross
Type area (W x H) 177 × 30 mm

Price: 334,-

1/4 PAGE 1-column
Type area (W x H) 41 × 62 m

Price: 167,-

1/8 PAGE 2-spaltig
Type area (W x H) 86 × 62 mm

Price: 334,-

1/8 PAGE high
Type area (W x H) 41 × 125 mm

Price: 334,-

1/8 PAGE cross
Type area (W x H) 177 × 30 mm

Price: 334,-

1/16 PAGE
Type area (W x H) 86 × 30 mm

Price: 167,-

1/16 PAGE 1-column
Type area (W x H) 41 × 62 m

Price: 167,-

Front Page high
Bleed format (W x H) 210 × 200 mm

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<td>from 6 pages = 15 %</td>
</tr>
<tr>
<td>12 ads = 20 %</td>
<td>from 9 pages = 20 %</td>
</tr>
</tbody>
</table>
JOB ADVERTISEMENTS

Price list no. 47 valid from 01.01.2020
All prices in € plus VAT, surcharges are not discountable.

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Type Area</th>
<th>Print</th>
<th>Print + Website</th>
<th>Website + Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Prices b/w</td>
<td>Prices 4c</td>
<td>Prices 4c</td>
</tr>
<tr>
<td>Formate</td>
<td>Width × Height in mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/1</td>
<td>178 × 245</td>
<td>1.409,-</td>
<td>1.947,-</td>
<td>1.947,-</td>
</tr>
<tr>
<td>1/2</td>
<td>high: 86 × 245</td>
<td>666,-</td>
<td>1.045,-</td>
<td>1.045,-</td>
</tr>
<tr>
<td></td>
<td>cross: 178 × 123</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4</td>
<td>high: 41 × 245</td>
<td>379,-</td>
<td>576,-</td>
<td>576,-</td>
</tr>
<tr>
<td></td>
<td>cross: 178 × 62</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3</td>
<td>high: 56 × 245</td>
<td>490,-</td>
<td>766,-</td>
<td>766,-</td>
</tr>
<tr>
<td></td>
<td>cross: 178 × 85</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Duration 4 weeks

COMBIPACKETS
SAVE WITH OUR SPECIAL COMBI-PACKAGES:
The term is four weeks in each case.

- **ONLINE only Standard**
  - Web + Newsletter + facebook
  - 699,-

- **ONLINE only Premium**
  - Web + Newsletter + Jobware + facebook
  - 1.499,-

- **Crossmedial Standard**
  - Web + Newsletter + Print 1/2 quer + facebook
  - 1.119,-

- **Crossmedial Premium**
  - Web + Newsletter + Jobware + Print 1/4 quer + facebook
  - 2.099,-

**Recruiting first-class employees - without waste coverage**

GIESSEREI PRAXIS addresses your target group directly via various channels. Choose the right package for you and benefit from our attractive package offers.

GIESSEREI Career Newsletter: Every month we promote current and exclusive job advertisements, directly into the E-mail mailbox for potential applicants regardless of whether they are specialists, managers, graduates, students, interns or trainees. For 10 years, we have been working reliably with the job market of Jobware - one of the leading job markets in Germany - to achieve the optimal reach.

**Targeted Recruiting on Different Channels - Choose the Right Package for You**
1 CLASSIC DISPLAY ADVERTISING:

BANNER ADVERTISING:
- Skyscraper (Desktop / sticky / right)
- Full banner within the content
  (home page / topic page)
- Rectangle (Sidebars Article-Detail / Home page)

2 CONTENT-MARKETING:

ADVERTORIAL:
Put your product in the centre of attention with the limited and attention-grabbing advertising format, optionally with three independent product undersides.

TOPIC PAGES
Inform your target group with the most important information:
- exclusive news / product area / download options / video integration etc.
- can be combined with Advertorial

TOPIC PAGE/PRODUCT PAGE WITH LEAD GENERATION
- exclusive news / product area / download options / video integration etc.

Discounts
Acceptance within 12 months (insertion year):

<table>
<thead>
<tr>
<th>paint discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 circuits = 5%</td>
</tr>
<tr>
<td>6 circuits = 7%</td>
</tr>
<tr>
<td>9 circuits = 10%</td>
</tr>
<tr>
<td>12 circuits = 15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>form of ad</th>
<th>Format/Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Leaderboard</td>
<td>728 × 90 Pixel</td>
<td>520,- / per month</td>
</tr>
<tr>
<td>2 Full-Banner</td>
<td>468 × 60 Pixel</td>
<td>250,- / per month</td>
</tr>
<tr>
<td>3 Wide Skyscraper</td>
<td>160 × 600 Pixel</td>
<td>450,- / per month</td>
</tr>
<tr>
<td>4 Skyscraper</td>
<td>120 × 600 Pixel</td>
<td>480,- / per month</td>
</tr>
<tr>
<td>5 Rectangle</td>
<td>300 × 250 Pixel</td>
<td>320,- / per month</td>
</tr>
<tr>
<td>6 Advertorial</td>
<td>Website &amp; Newsletter</td>
<td>1.500,- / per month</td>
</tr>
</tbody>
</table>

Delivery period: Five working days before publication date
* Data formats up to 150 kb maximum: GIF, JPEG, Java-Script-Code

CLASSIC DISPLAY ADVERTISING:

BANNER ADVERTISING:
- Skyscraper (Desktop / sticky / right)
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TOPIC PAGE/PRODUCT PAGE WITH LEAD GENERATION
- exclusive news / product area / download options / video integration etc.
**NEWSLETTER**

*Price list no. 47 valid from 01.01.2020*  
*[www.giesserei-praxis.de](http://www.giesserei-praxis.de)*

**Form of advertising**  
**Format/Size**  
**Price**

<table>
<thead>
<tr>
<th><strong>Edition</strong></th>
<th><strong>Shipping Date</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 2</td>
<td>January/February</td>
</tr>
<tr>
<td>3</td>
<td>March</td>
</tr>
<tr>
<td>4</td>
<td>April</td>
</tr>
<tr>
<td>5</td>
<td>May</td>
</tr>
<tr>
<td>6</td>
<td>June</td>
</tr>
<tr>
<td>7 – 8</td>
<td>July/August</td>
</tr>
<tr>
<td>9</td>
<td>September</td>
</tr>
<tr>
<td>10</td>
<td>October</td>
</tr>
<tr>
<td>11</td>
<td>November</td>
</tr>
<tr>
<td>12</td>
<td>December</td>
</tr>
</tbody>
</table>

**Discounts**  
Acceptance within 12 months (insertion year):  

- **paint discount**  
  - 3 circuits = 3 %  
  - 6 circuits = 5 %  
  - 9 circuits = 12.5 %  
  - 12 circuits = 15 %

**Range**  
approx. 1.200 receivers

---

*Occum ex erro consequa qui in Ost quantis exceperia doluptatur, ius cora delianti cus, ut is velis niis eius.*

*Polari Meda Colettrassa*  
Ita quae quid quem

*Occum ex erro consequa qui in Ost quantis exceperia doluptatur, ius cora delianti cus, ut is velis niis eius.*
CROSSMEDIAL – PRICES AND FORMS OF ADVERTISING

Price List No. 47, valid from 01.01.2020
www.giesserei-praxis.de

All prices in € plus VAT.

Your success through cross-media advertising!
Your way to the foundry specialists through cross-media address. Choose your package!

<table>
<thead>
<tr>
<th></th>
<th>PLATIN</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>1/1</td>
<td>1/2</td>
<td>1/4</td>
</tr>
<tr>
<td>Newsletter</td>
<td>3x text/image ad or banner</td>
<td>2x text/image ad or banner</td>
<td>1x text/image ad or banner</td>
</tr>
<tr>
<td>Website</td>
<td>3 months text/image ad or banner</td>
<td>2 months text/image ad or banner</td>
<td>1 month text/image ad or banner</td>
</tr>
<tr>
<td>Social Media</td>
<td>1x text/image mail</td>
<td>1x text/image mail</td>
<td>1x text/image mail</td>
</tr>
<tr>
<td>App Foundry dictionary</td>
<td>3 months banner</td>
<td>2 months banner</td>
<td>1 month banner</td>
</tr>
<tr>
<td>Total</td>
<td>5.153 €</td>
<td>3.121 €</td>
<td>1.040 €</td>
</tr>
<tr>
<td>YOUR PRICE</td>
<td>4.122 €</td>
<td>2.497 €</td>
<td>832 €</td>
</tr>
<tr>
<td>Saving (20%):</td>
<td>1.031 €</td>
<td>624 €</td>
<td>208 €</td>
</tr>
</tbody>
</table>

We would be pleased to advise you on the composition of your desired package.
Contemporary, effective information processing - so that your company is found in the right place. All content also appears on the Internet and in the product app.

For more than 70 years, experts in the industry have been relying on the basic and practical knowledge in the paperback of the GIESSEREI PRAXIS. The paperback of the GIESSEREI PRAXIS is not only a collection of reference sources, but also an important and established reference book for foundry professionals and decision-makers and is used often and intensively. Every year there is an update of the published tables, the practical examples and the technical articles.

The user-friendly, clear design on over 700 pages, over 500 current tables and the handy format enable the user to answer questions quickly at any time.

With an advertisement or a company entry in the paperback’s list of sources of supply, your company is guaranteed to be found by readers throughout the year.
TECHNICAL DATA – PRINT

MAGAZINE FORMAT
Bleed: 210 mm wide × 297 mm high, DIN A4
Untrimmed: 216 mm wide × 303 mm high
Type area: 177 mm wide × 255 mm high

PRINTING AND BINDING PROCESSES
Sheet-fed offset printing, perfect binding

DATA TRANSFER
The print data must be delivered by e-mail two working days after the advertisement deadline.

DATA FORMATS
Please deliver your data in digital form as Composite-PDF-X3 optimized for printing. All fonts used must be embedded in the PDF. Image data in 300 dpi resolution, not pre-separated, OPI information is not permitted. All colors and images in the PDF must be CMYK. Spot colors are not permitted. Duplex, triplex and quadruplex images must be converted in CMYK mode. PDF must always be created via Postscript, not from the application. General color profiles should not be used.

COLOURS
Color profile: ISO Coated v2 (ECI) Printing inks (CMYK)

PROOF
Color-compliant proof according to "media standard print". (bvdm). Digitally created proofs must contain the FOGRA media wedge to check the color accuracy. (available for a fee from www.fogra.org). Proofs must have an official print control strip.

DATA ARCHIVING
Data is archived, so unchanged repetitions are usually possible. However, a data guarantee is not transferred.

WARRANTY
We accept no liability for the print result if incomplete or deviating data (texts, colours, illustrations) are supplied. Incorrect exposures due to incomplete or faulty files, incorrect settings or incomplete information will be charged. This also applies to additional typesetting or repro work as well as to the creation of erroneous proofs.

Bound Inserts
or also called bound inserts are firm components of the time writing. Single sheets can only be attached with adhesive binding and cannot be placed as the first or last sheet. For processing in adhesive binding, an additional milling edge of 2 mm must always be taken into account in the binding.

FORMATS
uncut in mm width × height
1 sheet (= 2 pages) 217 × 307
2 sheet (= 4 pages) 434 × 307
3 sheet (= 6 pages) 620 × 307
4 sheet (= 8 pages) 2 × 2 sheet

PAPERWEIGHT
Inserts should not be lighter than the following paper weights:
1 sheet (2 pages) 120 g/m²
2 and 3rd sheet (4–6 pages) 80 g/m²
4 sheets (8 pages) 50 g/m²

REQUIRED QUANTITY
approx. 3,500 copies, exact quantity will be communicated upon order confirmation.

TECHNICAL DATA
The type and design of bound inserts must be such that additional preparation and processing is no longer necessary. Difficulties and additional folding and gluing work will be charged separately. Before acceptance of the order - also for stickers and glued product samples - the submission of a binding sample, if necessary an adhesive sample with size and weight indication, is necessary. In the case of supplements with samples to be glued on, a trial run of approx. 1,000 copies will be carried out before production begins.

The following types of inserts and supplements can usually be processed by machine. The submission of a sample is required for clarification: a) 2-page inserts or inserts (1 sheet), also with glued or attached reply card or sample; b) 4- and multi-page inserts (2 or more sheets), also with glued or attached reply card or sample. In the case of inserts with a glued-on postcard or sample, the glued edges must lie in the direction of the edge of the bundle. Similarly, the direction of paper travel should always be parallel to the waistband.
ATTACHMENTS
A condition for the acceptance and confirmation of the order by the publisher is the submission of a binding sample, in case of need a blind sample with size and weight.

INSERT NOTE
An insert reference is included free of charge in the advertisement section.

REQUIRED CIRCULATION
approx. 3,500 copies, exact quantity will be communicated upon order confirmation.

DELIVERY DATE
up to 14 days before publication of the agreed edition

FORMAT
maximum 200 mm wide × 287 mm high,
minimum 105 mm wide × 148 mm high

TECHNICAL DATA
The type and design of inserts must be such that additional preparation and processing is not required. Difficulties and additional folding and gluing work will be charged separately. Before acceptance of the order - also for stickers and glued product samples - the submission of a binding sample, if necessary an adhesive sample with size and weight indication, is necessary. In the case of inserts with a glued-on sample, a trial run of approx. 1,000 copies will be carried out before production begins. As a rule, the following types of inserts can be machine-processed. The submission of a sample is required for clarification.

a) 2-sided inserts (1 sheet), also with glued on or Attached reply card or sample of goods
b) 4- and multi-page inserts (2 or more sheets), also with affixed or attached reply card or sample.

ADHESIVE ADVERTISING MATERIAL
Machine glued postcards on supplements are calculated as follows : 33,- € per thousand gluing costs, plus postage.

Manual sticking per thousand 57,- € plus postage.

Machine gluing is possible with parallel gluing edge to the waistband and at least 30 mm distance from the waistband at variable height (see sketch: Grey surface can be glued on.).

Additional advertising material (samples, CD/DVD etc.) will be charged as an insert. Adhesive costs on request with presentation of a binding sample. Gluing is possible with parallel adhesive edge to the waistband and at least 30 mm distance from the waistband in variable height.

Required circulation : 3,500 copies, exact quantity will be communicated upon order confirmation.

SHIPPING ADDRESS
We will inform you when we confirm the order.

TERMS OF PAYMENT
14 days after date of invoice net, for payment within 8 days after date of invoice 2% discount
**IMAGE FORMATS FOR THE NEWSLETTER:**

**Image/Text:**
- Image min. 300 dpi / character 400-500
- Portrait format: min. 300 pixels in height
- Landscape format: min. 300 pixel width
- The image size will be adjusted by the editorial staff for optical reasons if necessary.

**Product news:**
- Portrait format: min. 300 pixels in height
- Landscape format: min. 300 pixel width

**ADVERTORIAL**

**Images:**
- Main image in 320 px width (portrait format)
- + 3 detail images with centered image focus in 180 px width × 180 px height
- Note: You can also send the pictures larger and we cut them to the necessary sizes.

**Text:**
- For each detail image we need a heading (max. 50 characters incl. spaces).
- We require continuous text for each detail image (max. 280 characters incl. spaces).
- Note: Please note that a harmonious display is only possible if all text components have a similar number of characters.

**Links:**
- 1 Link for the main image | 1 Link per detail image

**FILE FORMATS**
- GIF, PNG, JPG max. 150 KB
- iFrame, Java-Script-Code max. 150 KB

**KB data specified for each ad media are maximum sizes and are the total sum of all data that defines the advertising medium.**

**DATA TRANSFER**
- Please note that our websites are mobile optimized. Please also send us your advertising material in the format (W × H) 300 × 250 so that delivery can be guaranteed on all terminals.

*Attention: This does not apply to banners placed within the content (rectangles etc.)! Only for standard formats outside the content (468 × 60, 728 × 90, 120 × 600, 160 × 600).*

Mrs. Bianca Stecker will be happy to answer any technical questions you may have. Tel.: +49 (30) 25375252

E-Mail: stecker@schiele-schoen.de

**TERMS OF PAYMENT**
- 14 days net from date of invoice, 2% discount for payment within 8 days after date of invoice.

**AGB**

Our general terms and conditions can be found on our website at

**www.schiele-schoen.de/agb/werbepartner**