

MEDIA KIT 2009

7. VOLUME

STAPLERWORLD the Independent Magazine for the Forklift Industry





STAPLERWORLD is an independently owned magazine that covers construction, operation, use, modification and marketing of industrial trucks as well as all attachments, accessories, and specialized elements that are used for such vehicles. **STAPLERWORLD** contains reports, interviews, market information, advice and a wealth of other useful and timely information regarding the European industrial truck market – including of course the latest innovations and trends from non-European vendors. **STAPLERWORLD** covers industrial trucks from the standpoint of their application settings, rather than dealing with them as standalone entities. This in turn means that the magazine also contains information on warehousing technologies, ramps, gates, data transmission, cooling technologies, specialized equipment and much more. **STAPLERWORLD** also contains articles on explosion protection, use and coordination of industrial trucks, data transmission, trunk radio technology, and the integration of industrial trucks into complex logistics processes. Marke-

ting, financing, sales, the Internet, and reconditioning used machines also play a key role in **STAPLERWORLD**. **STAPLERWORLD** also offers a number of special issues, of which the most important are **STAPLERFACTS**, which is probably the most complete compendium of information about all industrial trucks available on the European market. **STAPLERFACTS** provides the ten to fifteen most important items of information about each vehicle, plus a large quantitative table containing accessory related data. **STAPLERWORLD CONTAINER**, which covers a key and growing application domain for industrial trucks, straddle carriers, and terminal traction machines, is published in English. **STAPLERWORLD EUROPE**, which appears quarterly in non-German speaking European countries, contains information of interest to users across Europe; it features articles on applications, provides useful recommendations, and reports on pathbreaking developments in all relevant industries. **STAPLERWORLD EUROPE** is for all decision makers whose work involves procure-

ment, deployment, financing and modification of industrial trucks. **STAPLERWORLD** is divided into the following five rubrics:

Counterbalanced Forklifts

Forklifts with electrical, LPG and diesel drives; application reports; interviews

Warehouse Equipment

Reach trucks, product pickers, high-bay stackers, control systems

Pedestrian Controlled Trucks

All types of platform trucks and the components thereof; manually operated stackers used in explosion protection areas and for food industry logistics.

Special Forklifts

Telescope, compact, lateral, four-way and container stackers; full and empty container reach stackers

Accessories

Attachments, tires, retention systems, radio/WLAN devices, terminals, scanners, floors, winterizing equipment

IMPRINT

Publishing Company

TechTex-Verlag GmbH & Co. KG
Schaeferstrasse 2 · D-55257 Budenheim
Tel.: +49 (0) 61 39-29 34 43
Fax: +49 (0) 61 39-96 04 55
info@techtex-verlag.com
www.techtex-verlag.com
www.staplerworld.com

CEO:

Dipl.-Wirtsch.-Ing. Oliver Bachmann
Register Court: Mainz · HRB-No.: 8678

Editor-in-Chief

Oliver Bachmann
Tel.: +49 (0) 61 39-29 34 43
Fax: +49 (0) 61 39-96 04 55
Mobile: +49 (0) 152-9 21 95 80
oba@staplerworld.com

Editorial Staff

Janine Kessel
Susanne Obigt
Michaela Paefgen-Laß
Ilonka Schwing (STAPLERFACTS)

Advertising

Albert Mumm
Tel.: +49 (0) 61 39-29 34 42
Fax: +49 (0) 61 39-96 04 55
anzeigen@techtex-verlag.com

Distribution

Ilonka Schwing
ils@techtex-verlag.com

Terms of Payment

Payment within ten days after invoice receipt: 2 % discount. Payment within twenty days after invoice receipt without discount.

Banking Arrangements

Mainzer Volksbank e.G.
Account: 643 311 012
Bank Code: 551 900 00
SWIFT-Code: MVBM DE 55
IBAN: DE10 5519 0000 0643 3110 12
VAT: DE 239 327 294

Published STAPLERWORLD German:
6 times per year / plus Special Editions

Volume: 7. Volume 2009

STAPLERWORLD German

Edition: 10,000 copies
Published Edition:
9,925 copies (IVW III/2007)
9,970 copies (IVW IV/2007)
9,928 copies (IVW I/2008)
9,905 copies (IVW II/2008)



STAPLERWORLD EUROPE English 4 times per year

Editon: 10,000 copies
Published Edition: 9,900 copies


STAPLERWORLD CONTAINER Every two years

(In 2009 as special in STAPLERWORLD German + STAPLERWORLD Europe included)
Editon: 2 x 10,000 copies
Published Edition: 2 x 9,900 copies

STAPLERFACTS German Anually

Editon: 5,000 copies
Published Edition: 4,800 copies

ADVERTISING RATES List of Prices No. 7, due to 30th September 2008

Format	Width X Height (mm)	b&w	STAPLERWORLD			4c
			2c	3c		
1/1	184 X 245	2,765,-	3,135,-	3,430,-	3,890,-	
2/3	121 X 245	1,925,-	2,140,-	2,635,-	3,080,-	
	184 X 163					
1/2	184 X 123	1,790,-	2,040,-	2,330,-	2,820,-	
Juniorpage	121 X 171	1,640,-	1,815,-	2,065,-	2,350,-	
1/3	58 X 245	1,245,-	1,420,-	1,585,-	1,785,-	
	184 X 82					
1/4	184 X 61	995,-	1,065,-	1,320,-	1,475,-	
	121 X 86					
1/8	184 X 31	625,-	680,-	740,-	805,-	
Coverstory (frontcover + two editorial pages)					4,550,-	

Stickers, Postcards and other forms of media engagement:

Upon request. Please send sample copy to our sales department.

Ad Inserts

Loose sheets 204 x 292 mm up to 25 gr. within Europe 350,00 EUR/1,000 copies plus shipping costs (no discounts)

Prices for heavier inserts upon request. Please send sample copy to our sales department.

- All prices for complete designed advertisements.
- All colours in CMYK.
- Six and more ads/year (different motives and sizes) 10 % discount (including STAPLERFACTS, STAPLERWORLD CONTAINER, STAPLERWORLD EUROPE).
- All ads covering 1/1 page 3 mm trimm on all bleed sides.
- Advertisements in type area only on format.

ADVERTISING RATES

List of Prices No. 7, due to 30th September 2008

Format	Width X Height (mm)	STAPLERWORLD EUROPE (Engl.)				STAPLERFACTS / STAPLERWORLD CONTAINER			
		b&w	2c	3c	4c	b&w	2c	3c	4c
1/1	184 × 245	2,765,-	3,135,-	3,430,-	3,890,-	2,265,-	2,465,-	2,680,-	2,915,-
2/3	121 × 245	1,925,-	2,140,-	2,635,-	3,080,-	1,865,-	1,985,-	2,130,-	2,340,-
	184 × 163								
1/2	184 × 123	1,790,-	2,040,-	2,330,-	2,820,-	1,685,-	1,905,-	2,045,-	2,260,-
Juniorpage	121 × 171	1,640,-	1,815,-	2,065,-	2,350,-	1,480,-	1,685,-	1,917,-	2,085,-
1/3	58 × 245	1,245,-	1,420,-	1,585,-	1,785,-	1,050,-	1,370,-	1,490,-	1,620,-
	184 × 82								
1/4	184 × 61	995,-	1,065,-	1,320,-	1,475,-	828,-	941,-	1,070,-	1,165,-
	121 × 86								
1/8	184 × 31	625,-	680,-	740,-	805,-	530,-	605,-	690,-	785,-
Coverstory (frontcover + two editorial pages)					4,550,-	3,955,-			

SUBSCRIPTION RATES AND SINGLE COPIES

Subscription (1 year)

6 issues STAPLERWORLD German + special issues German

Within Germany: 120.00 EUR (incl. shipping and tax)

Within rest of Europe: 180.00 EUR (plus shipping)

Single Copies STAPLERWORLD German

Within Germany: 25.00 EUR (plus shipping, incl. tax)

Within rest of Europe: 30.00 EUR (plus shipping)

Single Copies STAPLERFACTS German

Within Germany: 45.00 EUR (plus shipping, incl. tax)

Within rest of Europe: 55.00 EUR (plus shipping)

Single Copies

STAPLERWORLD CONTAINER (Germ./Engl.)

Within Germany: 30.00 EUR (plus shipping, incl. tax)

Within rest of Europe: 35.00 EUR (plus shipping)

Subscription (1 year)

4 issues STAPLERWORLD EUROPE English + special issues English

Within Germany: 85.00 EUR (incl. shipping and tax)

Within rest of Europe: 110.00 EUR (plus shipping)

Single Copies STAPLERWORLD Europe English

Within Germany: 20.00 EUR (plus shipping, incl. tax)

Within rest of Europe: 28.00 EUR (plus shipping)

Full Subscription (1 year)

(All issues in German and English + all special issues)

Within Germany: 195.00 EUR (incl. shipping and tax)

Within rest of Europe: 285.00 EUR (plus shipping)

Notice of Cancellation

8 weeks before end of subscription year

Terms of Payment

Payment within ten days after invoice receipt:

2 % discount. Payment within twenty days after invoice receipt without discount.

Banking Arrangements

Mainzer Volksbank e.G.

Account: 643 311 012

Bank Code: 551 900 00

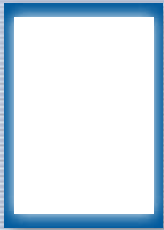
SWIFT-Code: MVBW DE 55

IBAN: DE10 5519 0000 0643 3110 12

VAT: DE 239 327 294

*Prices followed by EU-tax

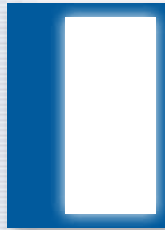
ADVERTISEMENT FORMAT AND SPACE



Format 1/1
184 × 245



Juniorpage
121 × 171



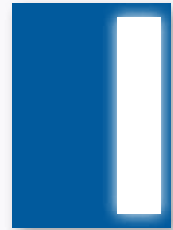
Format 2/3
121 × 245



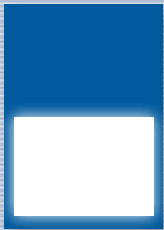
Format 3/3
184 × 163



Format 1/3
184 × 82



Format 1/3
58 × 245



Format 1/2
184 × 123



Format 1/4
184 × 61



Format 1/4
121 × 86



Format 1/8
184 × 31



Coverstory
(frontcover + two editorial pages)

Further Advertisement Formats upon Request



STAPLERWORLD + STAPLERFACTS (German) EDITORIAL TOPICS 2009

Issue	01	02 <small>Includes STAPLERWORLD CONTAINER</small>	03	04	05	06	STAPLERFACTS 2009/2010
Counterbalanced Forklifts	E-Trucks from 1 to 15 t, Compact E-Trucks	Counterbalanced Trucks with V-Drives	Midrange from 8 to 25 tons	LPG-Counterbalanced Trucks	Liftrucks für Logistics	Compact Liftrucks	<p>STAPLERFACTS, is probably the most complete compendium of information about all industrial trucks available on the European market. STAPLERFACTS provides the ten to fifteen most important items of information about each vehicle, plus a large quantitative table containing accessory related data.</p>
Warehouse Equipment	Freight Forwarder	Reachtrucks	Stand-/Horizontal Transporters	Tri-Lateral Stackers, Double-Deck Stackers	Reachtrucks, Stand-On-Trucks	AGV, Double-Deck Stacker, Order Picker	
Pedestrian Controlled Trucks	Hand Pallet Trucks	Hand Pallet Trucks with scale	Drum Handling	Low-/Highlift Pallet Trucks	Serial and Special Hand Pallet Trucks	Scissor Lift Trucks, Pedestrian Trucks	
Special Forklifts	Liftrucks for Food (High-Grade Steel, Stainless Steel etc.)	Reachstacker, Container Trucks, Allway Liftrucks, Side-Loader	Four-Way-Trucks	Telescopic Handlers in Waste Management	Telescopic Handlers, Allway Liftrucks	Straddlecarrier, Reachtrucks	
Accessories	Gates, Doors, Wharfs, Load Docks	Forks, Battery Management	Wharfs, Loading Docks, Smart Charging Technics	Bale Clamps, Paper Clamps, Multiple Palette Clamps	Gates, Doors, Wharfs, Load Docks, Changing Stations	Spreader, Heavy Tyres	
Fleet Management	Terminals	Fleet Management Systems	Entry Systems	Terminals, WLAN, Radio Technics	Fleet Management	Telemonitoring	
Internal Transport	LOGIMAT-Preview - Fair Guide	Hand-Lead Tractors	Underfloor Chain Conveyor/Hand Pallet Trucks	Industrial Trailers, Hybrid Tractors	Walk-Haulers, Special Adherer	Logistic Hauls, Tractor-Trailer Combination	

Special Topics	Preview Fair Transport/Logistics	Motor Tractor	Telescopic Forks	Drinking Special	Special Transport Vehicles (Glass, Fire-Liquid Materials etc.)	Wheels, Roles, Tyres	
Fairs	LOGIMAT/ Stuttgart: 03. to 05.03.09 ANUGA/Cologne: 10. to 13.03.09	TRANSPORT & LOGISTIK/Munich: 12. to 15.05.09 LIGNA/Hannover: 18. to 22.05.09		DRINKTEC/ Munich: 14. to 19.09.09 FachPack/ Nuremberg: 29.09. to 01.10.09 InterAirport/ Munich: 06. to 09.10.09 ENTSORGA/ Cologne: 27. to 30.10.09	AGRITECHNICA/ Hannover: 10. to 14.11.09		
Editorial Deadline	22. January 2009	26. March 2009	11. June 2009	03. August 2009	25. September 2009	20. November 2009	25. November 2009
Advertising Deadline	13. February 2009	17. April 2009	26. June 2009	20. August 2009	16. October 2009	04. December 2009	05. January 2009
Date of Publication	25. February 2009	30. April 2009	10. July 2009	03. September 2009	23. October 2009	18. December 2009	30. January 2009
Issue	01	02 Includes STAPLERWORLD CONTAINER	03	04	05	06	STAPLERFACTS 2009/2010

Change of topics due to current causes reserved.
 Actual list of topics is announced in: www.staplerworld.com

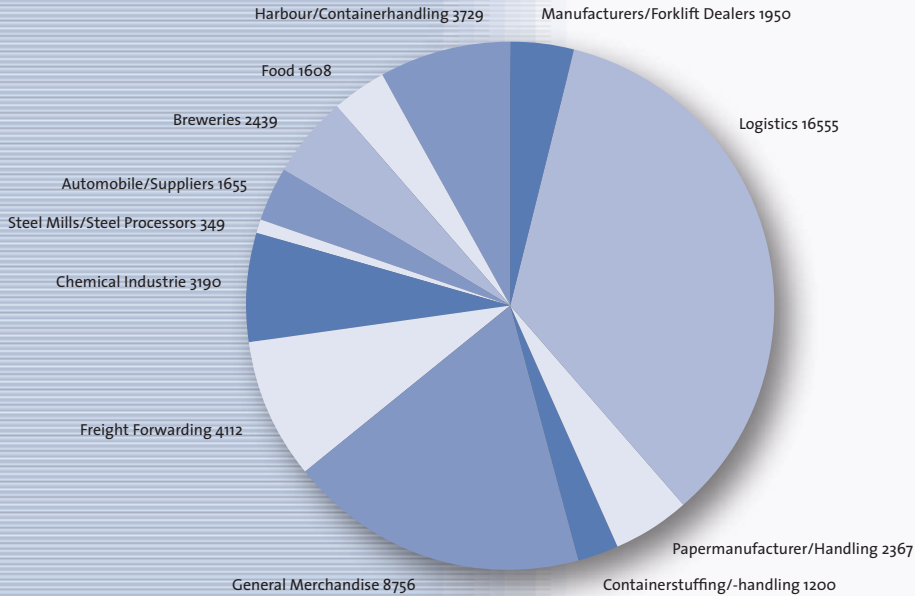


STAPLERWORLD EUROPE (English) EDITORIAL TOPICS 2009

Issue	Includes STAPLERWORLD CONTAINER STW Europe 01	drinktec STW Europe 02	inter airport europe STW Europe 03	AGRITECHNICA STW Europe 04
Counterweight Trucks	IC-Trucks	Midrange-Trucks 8 t to 16 t (E, LPG, Diesel)	LPG-Liftrucks, Low Built Trucks	Compact Liftrucks
Warehouse Equipment	Reachtrucks	Pedestrian Rider Pallet Truck with Platform	Order Picker/Trilateral Stacker	Stand-On-Trucks, Reachtrucks, Truckloaders
Pedestrian Stackers	Hand Pallet Trucks with/without Scale	Pedestrian Powered Pallet Truck	Pallet Trucks Low-/Highlift	Scissor-Type-Pallet Trucks
Special Liftrucks	Stackers/Walkies and Liftrucks for Perishables	Reachstacker, Straddle Carrier	Telehandlers, Airport Ground-handling Equipment	4x4-Forklifts, Allway-Liftrucks
Attachments	Doors, Loading Docks, Ramps, Cabines	Forks, Forkpositioners, Battery Management	Shovels, Baleclamps, Paperclamps, Seats	Doors, Loading, Docks, Rotators
Fleetmanagement	Truck Terminals	Guiding Systems	WLAN, Terminals, Scanners	Remote Maintenance, Workshop Equipment
Internal Transport	LOGIMAT-News	Manual operated tractors	Hybrid Towing Tractors	Logistic-trains, tractors/trailers
Special Topics	STAPLERWORLD CONTAINER /Pre-view Transport/Logistics-Munich	Beverage-Handling with Liftrucks	Towing Tractors	Tires, Forks, Rolls
Editorial Deadline	27. February 2009	29. May 2009	28. August 2009	27. November 2009
Advertising Deadline	13. March 2009	12. June 2009	14. September 2009	14. December 2009
Date of Publication	30. March 2009	30. June 2009	30. September 2009	28. December 2009
Fairs	TRANSPORT & LOGISTCIS/ Munich: 12. to 15.05.2009	drinktec/Munich: 14. to 19.09.2009	inter airport europe/Munich: 06. to 09.10.2009	AGRITECHNICA/Hannover: 10. to 14.11.2009

DISTRIBUTION STRUCTURE STAPLERWORLD EUROPE

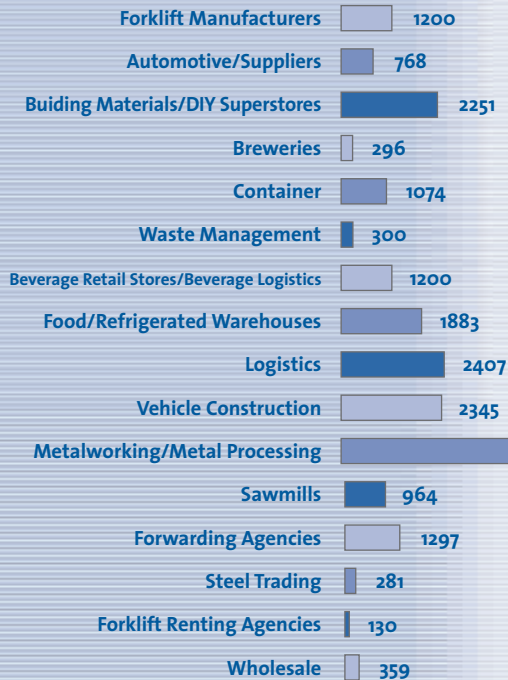
DISTRIBUTION TO INDUSTRIES



DISTRIBUTION TO COUNTRIES

Country	% Circulation	Quantity
Belgium	3,5	350
France	11,6	1160
Italy	11,6	1160
Luxembourg	2	200
Netherlands	4	400
Denmark	2	200
Ireland	1,9	190
GB	11,6	1160
Spain	8	800
Portugal	2	200
Finland	3	300
Sweden	3	300
Estland	0,9	90
Lettland	1,3	130
Lithuania	2	200
Poland	9	900
Slovenia	2,1	210
Czechoslovakia	3,5	350
Hungary	4	400
Bulgaria	3	300
Romania	5,2	520
		9520
Germany	spare copies	380

DISTRIBUTION STAPLERWORLD + STAPLERFACTS (GERMAN)

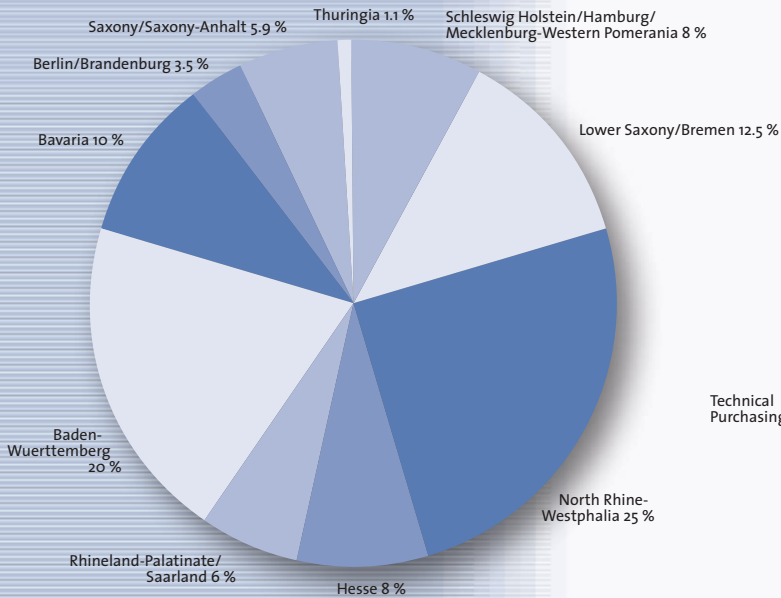


DISTRIBUTION TO INDUSTRIES



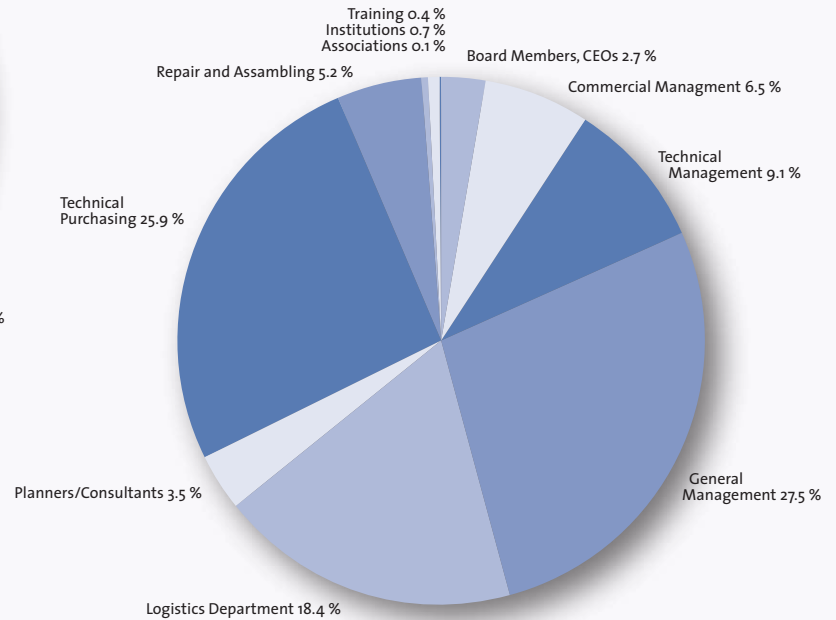
STAPLERWORLD is sent out Key Issue Wise to Varying Industries.

DISTRIBUTION STRUCTURE GERMANY



Distribution Germany

Receivers Structure (Responsibilities)





PRINTING DOCUMENTS

Contact

wunschbox designs · Stefanie Eifler
Mobile: +49 (0) 161-1 94 16 01
post@wunschbox-designs.de
www.wunschbox-designs.de

Delivery Address Ad Inserts

Laub GmbH & Co. KG
Bruehlweg 28 · D-74834 Elztal-Dallau
Tel.: +49 (0) 62 61-80 03-0
Fax: +49 (0) 62 61-80 83-10
www.laub.de

Mail

a.cherdron@laub.de (max. 10 MB)

ISDN

Leonardo: +49 (0) 62 61-80 03-3 19

FTP

ftp://ftp.laub.de
User name: laub-ftp · Code name: ftp

Data Processing Medium

Floppy-Disc, CD, DVD

Interchange Formats

- PDF (according to PDF/X-1a standard)
- EPS
- TIFF or JPEG
(low compression/high quality)

Without adjustment signs and document information, don't include alpha channels or similar information into pictures for advertisements, only embedded scriptures, don't use OPI functions.

Open Application Data

Upon request.

Picture resolution

- Halftone pictures min. 300 dpi
- Line drawings min. 600 dpi
- No picture compressions like LZW etc.

Colours

CMYK (ISOcoated, www.eci.org) or grey scales (tonal value increase 15 %). Please send a contract proof.

Magazin Format

DIN A4, Width 210 x Height 297 mm.

Bleed of Page

Width 216 x Height 303 mm.

Print Area

Width 184 x Height 245 mm.

Composition, Print and Binding

Computer-to-Plate, sheet offset printing, wire binding.

Print Ready Files

Delivery of digital print ready files together with proof by client. By request we create or digitalise advertisements by original costs. Information upon request.

Data Delivery

Please give magazin title, issue No. and customer/motive description. For delivery by (ISDN/FTP), please set up a folder.

STANDARD TERMS AND CONDITIONS

1. An "advertisement order" within the meaning of these Standard Terms shall mean a contract regarding publication of one or more advertisements placed by an advertiser or any other party in a printed publication for purposes of dissemination.
2. In case of any uncertainty, advertisements shall be called off within 12 months of the date upon which the contract becomes effective. If the contract entitles the customer to place individual advertisements, the contract must be performed in its entirety within one year of publication of the first advertisement, insofar as such advertisement was called off and run within the time limit stipulated in the first sentence of the present clause.
3. Where a valid contract has been concluded, the customer shall be entitled to call off additional advertisements exceeding the contractually stipulated quantity, either within the time limit agreed or that stipulated by clause 2 hereunder.
4. If an advertisement order cannot be fulfilled owing to circumstances beyond the publisher's control, the customer shall pay the publisher the difference between the discount granted and the amount due for the volume of advertisements actually provided, without prejudice to any further legal obligations. Such payment shall be excluded insofar as the publisher's default is the result of force majeure originating in the publisher's sphere of risk.
5. Advertising orders and third-party inserts for particular issues or particular positions in a given issue must be received by the publisher sufficiently early to allow the publisher, if need be, to notify the customer prior to the issue closing date that an order cannot be performed in the manner requested. Classified advertisements shall be printed under the relevant rubric without conclusion of a specific agreement therefor.
6. The publisher shall prominently position the word "advertisement" in any advertisement whose design makes it unrecognizable as such.
7. The publisher shall be entitled to refuse any advertising order, contractually stipulated insert, or insert for which an order has been placed insofar as the content, provenance or technical form of such advertisement is in violation of statutory or official regulations or insofar as the publisher cannot reasonably be expected to run the advertisement. Insert orders shall only be legally binding for the publisher insofar as a copy of the insert has been submitted to and approved by the publisher. Inserts whose format or appearance creates the impression in the reader that they constitute editorial content of a newspaper or magazine, or which contain third party advertisements, shall be refused. If an order is refused, the customer shall be notified without delay.
8. It shall fall to the customer to deliver advertising copy to the publisher in a timely manner, as well as error-free printed documents or inserts. Where printed documents are clearly unusable or damaged, the publisher shall request replacement copies without delay. The publisher warrants that the printing quality it supplies will be that which is customary for the selected publication insofar as technically possible for the printed documents concerned.
9. Where the published advertisement is illegible in whole or in part, or is erroneous or incomplete, the customer shall be entitled either to a price reduction or to a replacement advertisement that is devoid of anomalies or errors, but only insofar as the advertisement, as originally printed, would have failed to fulfill its intended purpose. Where the publisher fails to take remedial action within a reasonable period set for this purpose, or where the replacement advertisement is flawed, the customer shall be entitled to reduce the price or terminate the contract. Compensatory claims for consequential losses, infringement of pre-contractual rights and unlawful action shall be excluded for all orders, including telephone orders. Claims resulting from the publisher's inability or failure to perform the contract shall be limited to compensation for foreseeable damage and to monies paid for the advertisement or insert concerned. The foregoing shall not apply to damage caused intentionally or to gross negligence on the part of the publisher or the legal representatives or agents thereof. The foregoing shall be without prejudice to the publisher's liability for lack of promised attributes. Additionally, the publisher shall not be liable for any gross negligence of its agents in connection with commercial transactions. In all other cases the liability of commercial agents shall be limited to foreseeable damage that shall not exceed the charge for the advertisement concerned. Claims (to the exclusion of claims regarding concealed defects) shall be lodged within four weeks following receipt of the invoice and proof of publication.
10. Proofs shall be provided only if expressly requested by the customer. It shall fall to the customer to ensure that the proofs returned to the publisher are devoid of anomalies, errors or defects. The publisher shall integrate all corrections of which it has been notified within the period set on submission of the corrected proof to the publisher.
11. Where no special instructions are provided in regard to the font size to be used for the advertisement, the price of the advertisement shall be based on the font size that is customarily used for the type of advertisement concerned.
12. Insofar as pro forma payment has not been effected, the invoice shall be issued within eight days following publication of the advertisement, and shall be accompanied by a copy of the printed advertisement. The invoice shall be paid within the period stipulated in the list of advertising rates. The payment period shall commence on receipt of the invoice and shall apply insofar as no pro forma payment or other time limit for payment has been stipulated in a separate agreement. Any discount for early payment shall be granted in accordance with the list of advertising rates.
13. Interest and collection costs shall be charged upon default or deferment of payment. Insofar as the customer defaults on payment, the publisher shall be entitled to (1) refrain from performing the relevant contract until such time as payment for any past due amount has been effected; and (2) require pro forma payment for any remaining advertisements. Where justifiable concerns arise in regard to the customer's solvency, the publisher shall be entitled to make the publication of any further advertisement (including any advertisement stipulated in a current contract) conditional on pro forma payment of the amount that will be due and on payment of any outstanding amount due, regardless of any previously agreed terms of payment.
14. Upon request, the publisher shall furnish proof of publication with the invoice. Depending on the nature and scope of the advertising order, such proof shall be supplied in the form of excerpts from the advertisement, whole pages or complete volumes of the publication concerned. Insofar as such evidence is no longer obtainable, the publisher shall instead issue a legally binding certificate attesting to the fact that the advertisement has been published and disseminated.
15. The customer shall assume any cost incurred for the creation of any printed document ordered by him, as well as for any major change made in originally agreed designs that is requested by the customer or that is attributable to any other action on the part of the customer.
16. Insofar as a contract is concluded for two or more advertisements, the customer shall be entitled to a price reduction insofar as the average circulation during the twelve month period starting from the date of publication of the first advertisement is lower than the average circulation (in the case of professional journals, the average number of copies actually distributed) stated in the list of advertising rates or elsewhere; or – where the circulation target has not been specified – if said average is lower than the average circulation during the previous calendar year. In addition, price reduction and rebate claims shall be excluded insofar as the publisher notifies the customer of the decline in circulation in sufficient time to enable the customer to terminate the contract prior to publication of the advertisement.
17. The publisher shall store and forward responses to box-number advertisements with due diligence. Responses to box-number advertisements that arrive via registered letter or express mail shall be forwarded solely via normal first-class surface mail. Responses to box-number advertisements shall be stored for a period of four weeks. Any such letters that are not retrieved within this period shall be destroyed. The publisher shall return all valuable documents without incurring or being under any obligation to do so. In order to protect the customer's interests and act in the customer's interests, the publisher shall be entitled to open all offers received so as to ensure that the publisher's box service is not being used for any improper purpose. The publisher shall be under no obligation to forward promotional material or agency offers of any kind whatsoever.
18. Original documents shall only be returned to the customer insofar as the customer expressly requests that this be done. The obligation to store documents shall be extinguished three months after the contract expires.
19. The place of performance shall be the publisher's head office. The place of jurisdiction for any litigation concerning any business transaction with merchants, businesspersons, legal persons under public law, or special funds under public law shall be the place of jurisdiction for the publisher's head office. Insofar as the publisher's claims cannot be fulfilled through the issuance of dunning letters, the place of jurisdiction for disputes with any private customer shall be determined by said customer's place of residence. Where any customer's address or usual place of residence is unknown at the time any litigation is initiated, or if such customer's address or usual place of residence does not fall within the jurisdiction of the place of performance hereof, the place of jurisdiction shall be that of the publisher's head office.

STAPLER



WORLD

PUBLISHING COMPANY

TechTex-Verlag GmbH & Co KG
Schaeferstrasse 2
D-55257 Budenheim/Mainz
Tel.: +49 (0) 61 39-29 34 43
Fax: +49 (0) 61 39-96 04 55
info@techtex-verlag.com
www.techtex-verlag.com

Editorial Staff

Janine Kessel
Susanne Obigt
Michaela Paefgen-Laß
Ilonka Schwing

ADVERTISING/ EDITOR-IN-CHIEF

Advertising
Albert Mumm
Schaeferstrasse 2
D-55257 Budenheim/Mainz
Tel.: +49 (0) 61 39-29 34 43
Fax: +49 (0) 61 39-96 04 55
anzeigen@techtex-verlag.com

Editor-in-Chief (VISDP)

Oliver Bachmann
Schaeferstrasse 2
D-55257 Budenheim/Mainz
Tel.: +49 (0) 61 39-29 34 42
Fax: +49 (0) 61 39-96 04 55
oba@staplerworld.com

LAYOUT & PRINTING

wunschbox designs
Stefanie Eifler
Mobil: +49 (0) 162-1 94 16 01
post@wunschbox-designs.de
www.wunschbox-designs.de

Laub GmbH & Co KG

Bruehlweg 28
D-74834 Elztal-Dallau
Tel.: +49 (0) 62 61-80 03-0
Fax: +49 (0) 62 61-80 03-10
www.laub.de