

MDÜ

Fachzeitschrift für Dolmetscher und Übersetzer

***Media Kit | Rate List No. 19.1

valid from January 1, 2017

Print run 8,400 | Published six times a year

Issue	Copy deadline	Adverts accepted until	Ad delivery until	Publication date	Topics (subject to change without notice)
1/2017	02.01.2017	13.01.2017	20.01.2017	February 2017	Best Practice
2/2017	24.02.2017	17.03.2017	24.03.2017	April 2017	Berufsbilder im Wandel
3/2017	28.04.2017	19.05.2017	26.05.2017	June 2017	Internationale Märkte
4/2017	01.07.2017	14.07.2017	21.07.2017	August 2017	Schutz der Berufsbezeichnung
5/2017	02.09.2017	15.09.2017	22.09.2017	October 2017	Sprache und Recht
6/2017	28.10.2017	17.11.2017	24.11.2017	December 2017	Literatur oder Informationssicherheit

Target audience and benefits

- With its **paid circulation of approx. 7,900 copies**, the MDÜ has the **highest circulation of any specialised magazine** for translators and interpreters in the **German speaking area**.
- As the **members' magazine of the BDÜ e.V.**, the largest professional body for translators and interpreters in Europe, it reaches a **highly qualified target audience** which has a considerable part in the added value of the industry.
- The **readers of the MDÜ** include linguists, both **freelancers** and employees in the **language services** of businesses, as well as **decision makers** in business and industry, such as the language management of the Volkswagen AG. Moreover, subscribers include **libraries, universities, public authorities and institutions** that are closely connected with the profession, **nationally and abroad**, such as the German Federal Language Office (Bundessprachenamt).
- **Quality journalism** is a major consideration for the MDÜ. It covers the entire bandwidth of topics relevant to the industry in both theory and practice, ranging from tools to terminology, from questions of linguistics and translation theory to the development of the professional profile, and business know-how. Authors range from **independent experts** or **researchers** and **teachers** to **experienced translators and interpreters, users**, etc.
- Within the industry the MDÜ is regarded as a **magazine of reference** and is frequently cited both in scientific studies and at conferences. Elevated reading time as well as an excellent feedback from an extensive consultation of readers both underline the usefulness of the magazine.

A selection of businesses that are MDÜ readers

- Allianz
- Deutsche Telekom
- German Federal Language Office (Bundessprachenamt)
- Volkswagen
- Daimler
- BMW
- Dornier
- SAP
- Euroscript
- Lionbridge Technologies
- STAR Group
- SDL Technologies
- CLS Communication
- Max-Planck-Gesellschaft
- Forschungszentrum Jülich
- Bertelsmann
- Klett Verlag
- Langenscheidt
- Universities and specialised academies für translators and interpreters

Data about BDÜ members

(main group of subscribers, as at December 2015)

- 7,850 members
- Women: 6,235
- Men: 1,615
- Interpreters: 487
- Translators: 4,379
- Linguists working both as translators and interpreters: 2,819
- Languages: 86, ranging from Afrikaans to Vietnamese

Assessment of the MDÜ magazine by its readers

In 2008 the MDÜ carried out a telephone survey among 103 readers. Language service providers, translators and interpreters from various German regions and with different language and subject combinations were questioned, as well as students, subscribers and BDÜ members. An excerpt of the results:

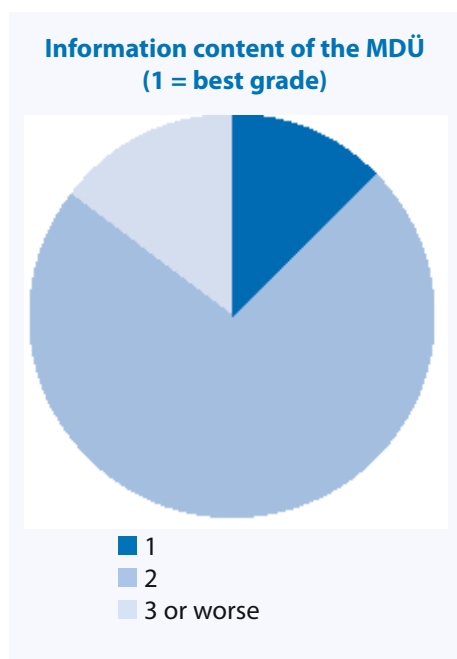


Fig. 1: 88 % of readers feel well informed or very well informed reading the MDÜ

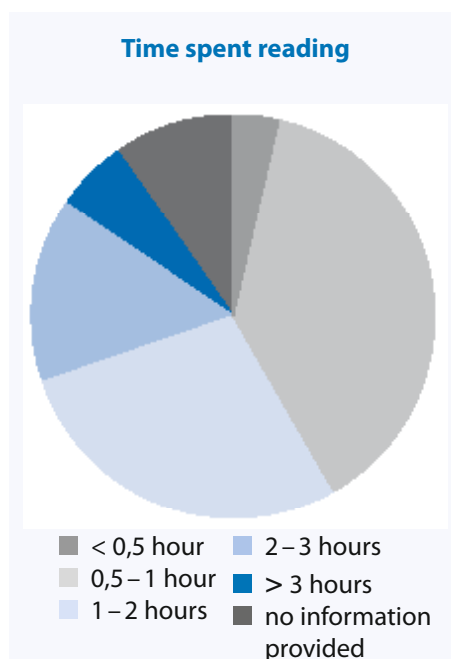


Fig. 2: 44 % of readers spend more than one hour on the MDÜ

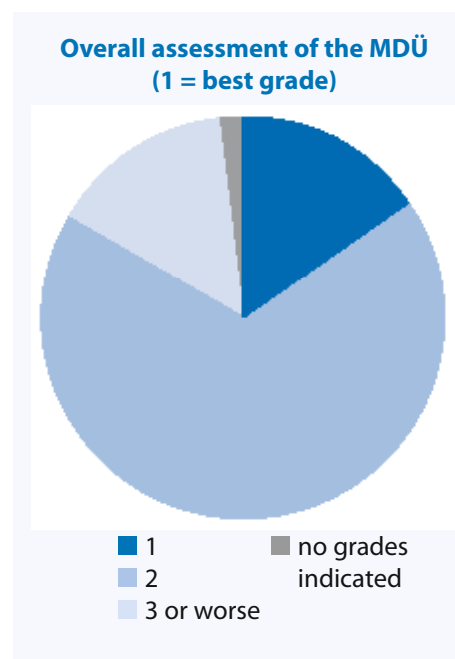
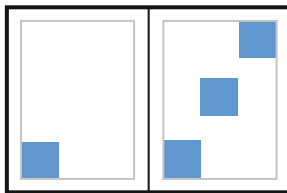


Fig. 3: More than 80% of readers awarded an overall grade of "good" or better

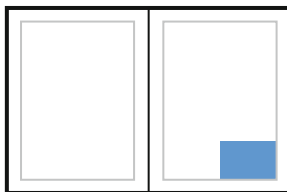
Formats and rates of adverts All rates excl. of statutory VAT

U2/3 (1/1)	€ 1,580,-
U4 (1/1) (210 × 297 + 3 mm bleed) preferably colour	€ 1,790,-

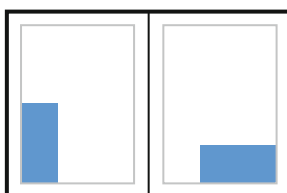


Small format (56 × 56 mm)	€ 163
-------------------------------------	-------

„Good things come in threes“ (3 × 56 × 56 mm, spread diagonally across the page)	€ 480
--	-------

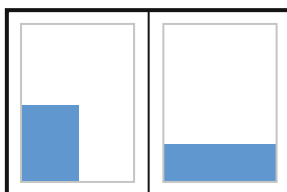


1/8 across / special format (only available in special issues) (87 × 56 mm)	€ 295
--	-------



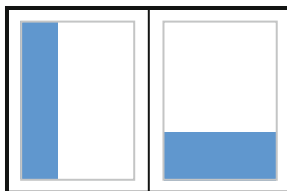
1/6 in height (56 × 122 mm)	€ 410
---------------------------------------	-------

1/6 across (118 × 56 mm)	€ 410
------------------------------------	-------



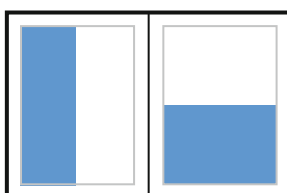
1/4 in height (87 × 122 mm)	€ 495
---------------------------------------	-------

1/4 across (180 × 56 mm)	€ 495
------------------------------------	-------



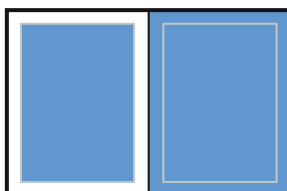
1/3 in height (56 × 245 mm)	€ 720
---------------------------------------	-------

1/3 across (180 × 77 mm)	€ 720
------------------------------------	-------



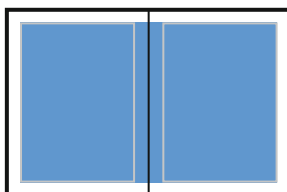
1/2 in height (90 × 245 mm)	€ 830
---------------------------------------	-------

1/2 across (180 × 122 mm)	€ 830
-------------------------------------	-------

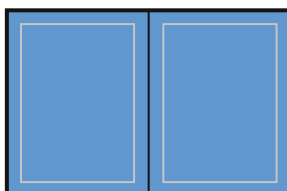


1/1 print space (180 × 245 mm)	€ 1,090
--	---------

1/1 full bleed print (210 × 297 + 3 mm bleed)	€ 1,150
---	---------



2 x 1/1 double page spread (390 × 245 mm)	€ 1,510
---	---------



2 x 1/1 full bleed print across two pages (420 × 297 mm + 3 mm bleed)	€ 1,650
---	---------

Colour

All advertising rates are all-inclusive rates in accordance with the Euroscale 4c.

Discounts

Volume discount:

3 adverts in the publishing year 5 %
or

6 adverts in the publishing year 10 %

Principal-discount:

Agency discount 10 %
or

extraordinary members 10 %
or

Ordinary members** 50 %

** limited to one advert, maximum size 1/2 page per issue; discount cannot be combined with any other forms of discount.

Special rates for job classifieds upon request.

Classifieds

For BDÜ members, classifieds are available up to an extent of 500 characters at a fixed rate of € 40 including VAT.

Box numbers adverts

plus € 10,-

Technical data

Magazine format:	210 x 297 mm		
Print space:	180 x 245 mm		
Print method:	sheet feed offset content on 80 g/m ² , white, illustration printing paper matt, cover on 135 g/m ² , white, illustration printing paper matt		
Binding method:	saddle stich		
Inserts:	maximum format 190 x 277 mm		
	individual weight	up to 20 g per 1,000	€ 165
		up to 90 g per 1,000	€ 200
		over 91 g	price on request
	bound inserts		price on request
	stuck on postcards / product cards		upon request
	stuck on CDs		upon request
	plus mailing costs		

Printing material

File formats:	PDF/X3-files as per ISO standard 15930-3:2002. Any necessary conversion or formatting work shall be charged for separately. Please bear in mind that the necessary resolution for print is 250 to 300 dpi for pictures and 600 to 1200 dpi in the case of bitmap data.
Colour:	All adverts must be created using the CMYK colour scheme.
Fonts:	All fonts that are used are embedded according to PDF/X3 standard.
Printouts/proofs:	Please include a binding printout (printers copy) with each advertisement, in the case of colour advertisements a proof that is binding for the printers.
Data transfer:	Via e-mail: anzeigen@bdue.de

Your contact partners

Any order for adverts together with any printing material should be sent to:

BDÜ Weiterbildungs- und Fachverlagsges. mbH
Uhlandstr. 4-5
10623 Berlin

Denise Mallon phone +49 30 88712832
Mareike Steinig phone +49 30 88712834
(Tue-Fr 10am-3pm)

fax +49 30 88712840
anzeigen@bdue.de

Editorial office:
mdue-redaktion@bdue.de

Editor-in-chief and overall coordination:
Brigitte Eichner
phone +49 6898 935055
mdue-chefredaktion@bdue.de

Publisher

BDÜ Bundesverband der Dolmetscher und Übersetzer e.V.
Uhlandstr. 4-5 · 10623 Berlin
phone +49 30 88712830 · fax +49 30 88712840 info@bdue.de · www.bdue.de

General Terms & Conditions

1. An "order for placing an advert", for the purposes of the following terms and conditions is an order given to the BDÜ Weiterbildungs- und Fachverlagsgesellschaft mbH (hereinafter BDÜ WF GmbH) for the publication of one or several classified advertisements by an advertiser/principal to be placed in the "Fachzeitschrift für Dolmetscher und Übersetzer" (the specialised magazine for translators and interpreters, hereinafter referred to as MDUE).
2. A contract shall only come into being once the order for placing an advert has been accepted by the BDÜ WF GmbH in writing by way of an order confirmation.
3. Any orders for classified advertisements or inserts, which are expressly intended for publication/inclusion in specific issues or in a specific place in the magazine must be received by the BDÜ WF GmbH in such good time, that it is still possible to inform the Principal before the deadline for the acceptance of orders for advertisements if it is not possible to carry out that order as specified. Classifieds which are rubric bound (members' classifieds) shall be printed in the rubric intended for this without any specific agreement to this being required. The BDÜ WF GmbH reserves the right to mark adverts which predominantly consist of text, by adding the word "Anzeige" (advertisement).
4. The BDÜ WF GmbH also reserves the right to refuse orders for placing an advert - including individual ones as part of a larger agreement - as well as any orders for inserts due to their content or their technical format, in accordance with uniform, factually justified principles of the BDÜ WF GmbH, if such content contravenes laws or official regulations, or if the publication thereof cannot be reasonably expected of the BDÜ WF GmbH. This shall also apply for any such orders as are placed with branches, authorised recipients or agents. Any orders for inserts shall only be binding upon the BDÜ WF GmbH after a sample of the insert has been provided and agreed. Any inserts which give the impression that they are a part of the magazine, or which contain third-party advertising, whether this is as a result of the formatting or the layout, shall not be accepted. The principal shall be informed without delay of the decision to reject an order.
5. The advertiser/principal shall be responsible for ensuring that the adverts are provided to the BDÜ WF GmbH, which is responsible for layout and production, in good time and in perfect condition. The deadlines for sending any such materials for printing can be found in the media kit. The data and additional information thus sent must clearly identify the principal and provide the contact details for the contact person in case of any questions by the BDÜ WF GmbH. In the case of digital transmission a printout of the order for placing an advert shall in any event be included. In the event that any print materials are noticeably unsuitable or damaged, the BDÜ WF GmbH shall request replacements without delay. Any warranty shall only be given for the title booked and the usual print quality within the possibilities available in respect of the printing materials.
6. The principal shall be responsible for the content and the legal permissibility of the advertisement. He shall indemnify the BDÜ WF GmbH against any and all claims by third parties arising out of the publication of the advertisement. The BDÜ WF GmbH shall be under no obligation to check whether an order for placing an advert infringes the rights of third parties. In the event that the BDÜ WF is put under an obligation to publish a correction, the principal for the advertisement in question shall be liable to bear the costs of the apology in accordance with the current list of rates.
7. Any complaints in the case of obvious defects shall have to be raised by the principal no later than within two weeks from receipt of invoice and confirmation. Any complaints about defects which were not obvious shall be raised by the principal no later than one year after publication of the printed product in question. In the case of an advertisement being printed incorrectly - despite perfect copies for printing having been delivered, and a complaint being raised within the requisite time limits - the principal shall be entitled to demand that a correct replacement advertisement is printed (supplementary performance). The entitlement to such supplementary performance shall be excluded, if this would result in disproportionately high costs for the BDÜ WF GmbH. Where the BDÜ WF GmbH allows a deadline it was set to pass, or where it refuses supplementary performance, or where the principal cannot be reasonably expected to accept supplementary performance or where any such supplementary performance fails, then the principal shall have the right to rescind the contract or to demand a rebate to the extent to which the purpose of the advertisement was compromised. Warranties for principals who are business persons shall become time barred 12 months after publication of the advertisement or insert in question.
8. Any claims for damages by the principal against the BDÜ WF GmbH shall be excluded, irrespective of the legal basis, but in particular in respect of delay, the non-compliance with contractual obligations, infringement of industrial property rights of third parties or any impermissible action, unless the BDÜ WF GmbH its representatives or agents or servants acted with intent or in a grossly negligent manner or where any such contractual obligation was breached negligently as was of the essence for the purposes of reaching the contract's aim, or where the claims for damages arise from a particular warranty regarding the product properties (Beschaffenheitsgarantie). Where the BDÜ WF GmbH does turn out to be liable in principle, any claim for damages shall be restricted to such losses as could reasonably have been foreseen. This limitation of damages shall not apply in cases of intention, or where the event that led to the damage was caused in a grossly negligent manner by the BDÜ WF GmbH, its representatives or its agents or servants. Any claims for damages against the BDÜ WF GmbH shall become time barred 12 months after the point in time where the principal became aware of the circumstances giving rise to the claim or when he should reasonably have done so. This shall not apply to any claims resulting from illegal or intentional action. Where the claims have their basis in the German product liability law (Produkthaftungsgesetz), the aforementioned limitation on liability shall not apply. The same shall apply in respect of any damage to life, personal injury or health. To the extent that the liability of the BDÜ WF GmbH is excluded, this shall also apply in respect of the personal liability of any of its employees, representatives, agents or servants.
9. Any losses resulting from force majeure, industrial action or other circumstances which are beyond the control of the BDÜ WF GmbH, shall not give rise to any liability of the BDÜ WF GmbH.
10. Sample copies for the purposes of scrutiny and approval by the principal shall only be sent upon express request, or in cases where the principal did not provide tamperproof data, or, as the case may be, originals, or when specific special colours were ordered. The BDÜ WF GmbH shall take all error corrections into account, provided it is notified of these within the time frame stipulated when sending out the sample copy, with the principal bearing the responsibility for the correctness of the corrected samples.
11. The invoice shall be sent immediately, where possible 14 days after publication of the advertisement. The invoice shall be payable within 14 days from receipt, unless something else was agreed in writing at the time of placing the order.
12. Where no particular size is stipulated, then the actual print-size depending on what is usual for that type of advertisement shall be used as a basis of calculating the rate for the advertisement.
13. In the event of delay in payment or where payment is made by instalments, interest shall become due as per the statutory rules. Any reminder or debt recovery costs incurred as a result of any such delay in payment shall be borne by the principal. In the case of payment not being forthcoming, the BDÜ WF GmbH shall be entitled to suspend any further services under the contract until such time as the payment has been made, and to demand advance payment for any remaining advertisements. In the event that there are reasonable doubts as to the principal's ability to pay, the BDÜ WF GmbH be entitled to make the publication of further advertisements dependent on advance payment of the amount and the payment of any outstanding payment amounts, even during the term of an existing contract, and irrespective of any originally agreed due dates.
14. The BDÜ WF GmbH shall send a confirmation note in the form of the full notification number upon publication of the magazine. In the event that such a note can no longer be obtained, this shall be replaced by a confirmation by the BDÜ WF GmbH confirming the publication of the advertisement.
15. The cost of typesetting and/or the graphic design of the advertisement, as well as the cost of any significant alterations to the originally agreed version, which are either requested or occasioned by the principal shall be borne by the principal. These costs shall be invoiced to the principal separately and directly by the BDÜ WF GmbH.
16. Any responses to classified ads shall be kept for collection for four weeks, following which time they shall be destroyed, unless it is agreed, that any such responses should be sent to the principal. In such a case this would be sent by ordinary mail, even where it relates to express or signed for deliveries. For the protection and in the interest of the principal the BDÜ WF GmbH reserves the right to open the incoming offers, in order to prevent abuse of the classified services. The BDÜ WF GmbH shall not be under an obligation to forward any marketing or agency offers.
17. Printers' copies will only be returned to the principal if this is specifically requested. The duty to retain the printers copy shall expire three months from publication of the advertisement, although in the event that a contract comprises several advertisements with the same content, the relevant publication for the calculation of this period shall be the publication of the last advertisement of that contract.
18. The place of performance shall be the registered office of the BDÜ WF GmbH.
19. The place of jurisdiction for any claims arising out of an order placed by a business man, a legal person or an entity incorporated under German public law (öffentlich-rechtliches Sondervermögen), shall be the seat of the BDÜ WF GmbH. The same shall apply where the principal does not have a general place of jurisdiction within the country, its domicile or place of ordinary residence is unknown at the point in time when proceedings are issued, or where the principal moved his domicile or ordinary residence abroad, after entering in to the contract.
20. Any terms and conditions of customers which are at variance with or which contravene these terms and conditions are not accepted. They are, hereby, expressly rejected.