Michael E. Brieden Verlag GmbH

Media Data 2026

Print & Online

Heimwerker Praxis

PROFESSIONAL Tools

Fußböden und Wände Heimwerker Praxis

HEIMWERKER-TEST.DE

All you can read! Die Zeitschriften-Flatrate

Die Spezialisten der UE · The CE Specialists

Content

General information and technical details	Page 2
HEIMWERKER PRAXIS	Page 3
OUR SPECIALS – Clear the Stage for Your Product Highlights	Page 4
PROFESSIONAL TOOLS	Page 5
HEIMWERKER PRAXIS Special Edition floors & walls	Page 6
heimwerker-test.de	Page 7
Special Interest Websites	Page 8
All you can read – The Circulation Booster Page	Page 9
General terms and conditions	Page 10

General information and technical details

Publishing House	Michael E. Brieden Verlag GmbH
Managing Director	Michael E. Brieden
Adress	Gartroper Straße 42, D-47138 Duisburg
Phone / Telefax	+49 (0) 203 4292-0 / +49 (0) 203 4292-149
E-Mail / Internet	info@brieden.de / www.brieden.de
Terms of payment	7 days from the invoice without deductions abroad: Payment in advance
Subscriptions	Moderner Zeitschriften Vertrieb GmbH & Co. KG, Unterschleißheim
	Responsible for content in accordance with Section 10 Paragraph 3 MDStV: Michael E. Brieden
	E-Mail: info@brieden.de
Advertising Manager	Udo Schulz
	E-Mail: marketing@brieden.de

Online sales eMagazines:

All you can read! Die Zeitschriften-Flatrate

united kiosk

Readly

App Store, Google Play, Amazon and more than 20 other online portals

Printing method	When printing, slight color variations cannot be ruled out, for which we cannot accept liability.
For electronic delivery	Please send us an Adobe PDF X/3, CMYK, special colors not possible; embedded ICC profiles are not evaluated. via E-Mail: grafik@brieden.de
Technical questions	To ensure a smooth process and the best possible quality of all templates, If you have any technical questions, please contact our graphics department: +49 (0)203 4292-203 or -201

PRINT & ONLINE

Magazine format
width: 210 mm · height: 280 mm

Published
bi-monthly / 6 x per year

Distribution
DACH & BeNeLux

Epaper
international, german-speaking

Price at the Newsagent/in Germany
4.90 Euro

Dipl.-Ing.
Olaf Thelen
Editor-in-Chief
Contact:
redaktion@brieden.de

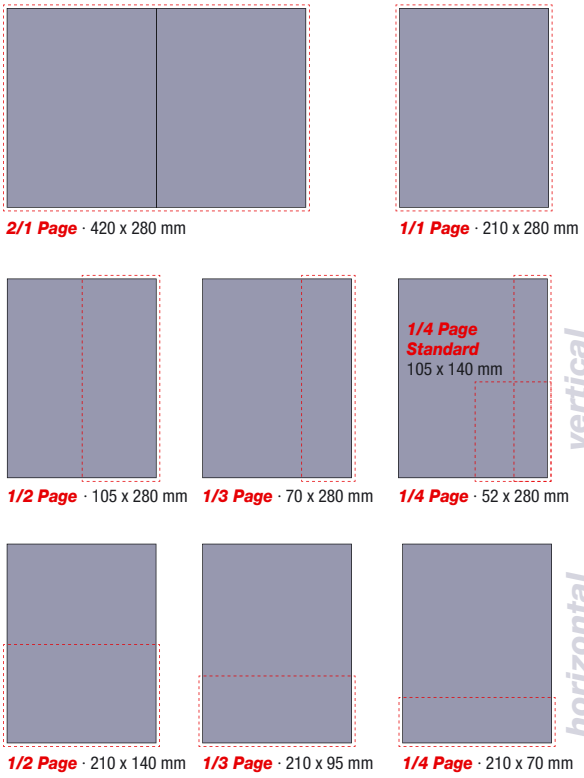
The test magazine about tools, Construction and garden

HEIMWERKER PRAXIS presents devices and materials from all areas of the DIY industry in detailed comparison tests. Through easy-to-understand reporting, **HEIMWERKER PRAXIS** conveys the fun of the devices and provides an overview of complicated technology.

Presentations of new products with a test character take up new trends and topics. Service topics help when dealing with do-it-yourself products and offer professional, competent advice.

– Target group: those interested in buying, hobbyists, semi-professionals
– large format, product-oriented

Advertising formats + 5 mm Bleed



2/1 Page · 420 x 280 mm
1/1 Page · 210 x 280 mm
1/2 Page · 105 x 280 mm
1/3 Page · 70 x 280 mm
1/4 Page · 52 x 280 mm
1/2 Page · 210 x 140 mm
1/3 Page · 210 x 95 mm
1/4 Page · 210 x 70 mm

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date*
2/2026	29.12.2025	02.01.2026	13.02.2026
3/2026	02.03.2026	06.03.2026	17.04.2026
4/2026	27.04.2026	30.04.2026	12.06.2026
5/2026	22.06.2026	26.06.2026	07.08.2026
6/2026	14.09.2026	18.09.2026	30.10.2026
1/2027	26.10.2026	30.10.2026	11.12.2026
2/2027	21.12.2026	24.12.2026	12.02.2027

Advertising rates valid from issue 2/2026

1/1 Page	vertical	4c	10,590 €
1/2 Page	vertical/horizontal	4c	5,822 €
1/3 Page	vertical/horizontal	4c	3,882 €
1/4 Page	vertical/horizontal	4c	2,914 €
2/1 Page	horizontal	4c	21,181 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Paper Cover	170 g/m², wood-free, matt-painted
Papier inside	90 g/m² wood-free, matt
Technical quiestions	saddle wire stitsching with 2 staples
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

Online sales eMagazines:

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united kiosk™

Readly

App Store, Google Play, Amazon and more than 20 other online portals

OUR SPECIALS – Clear the Stage for Your Product Highlights

A Breath of Fresh Air for Your Home – *in HEIMWERKER PRAXIS Issue 2*

Our special „Modernizing, Redesigning, and Renovating Your Home and Garden“ is aimed at an interested and engaged target group enthusiastic about high-quality solutions for their home, home, and garden. Whether innovative tools, clever solutions, or simply products that make life easier – this is where manufacturers and brands can showcase their talents. Take the opportunity to present your highlights in a suitable setting.

Living in Green Spaces – *in HEIMWERKER PRAXIS Issue 4*

Our special „Garden · Outdoor Living“ is all about everything that makes the outdoor space a favorite: comfortable furniture for long evenings, smart garden helpers for hot days, and creative ideas for living outdoors. Whether new or classic – showcase your strengths in the green lifestyle and secure your place in a high-quality, thematically strong environment.

Mobility meets performance – *in DIY PRAXIS Issue 5*

Our special issue „Battery Technology“ is all about modern energy for modern applications. Our special topic is entirely dedicated to smart power solutions and offers manufacturers and distributors the perfect platform to showcase their innovations and product advantages in terms of performance, sustainability, and functionality.

Live, work, and live sustainably – *in DIY PRAXIS Issue 6*

Our special issue „Saving energy and protecting the environment“ is dedicated to smart solutions for tomorrow. Whether through reduced energy consumption, innovative materials, or smart additional functions: Our readers are looking for products that can do more – and inspire long-term customers. Present your products effectively – with a special focus on sustainability.

Magazine format
width: 210 mm · height: 280 mm

Published
4 x per year

Distribution
international, german-speaking

Price
4.80 Euro

ONLINE

Dipl.-Ing.
Olaf Thelen
Editor-in-Chief
Contact:
redaktion@brieden.de

The market for tools and machines is changing. Test results are becoming increasingly important for purchasing decisions, even in the professional sector.

Main Topics

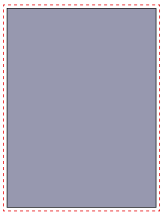
– **Agricultural machinery:**
Tests of small tractors including attachments
– **Firewood:** Tests of chainsaws, log splitters and rocker saws also with PTO drive
– **Landscapie gardening:** ride-on mowers, motor shredders, possibly also with PTO drive, pole pruner, motor hoes
– **Generators:** diesel and gasoline engines
– **Hand tools:** high-quality sets, torque wrenches, hammers, chisels etc.
– **Metal processing:** mobile and stationary welding systems, grinding machines and accessories
– **Wood processing:** planers, hand and machine-driven saws, chisels and much more

Our Readers represent decision-makers from small to medium-sized companies in landscaping, road construction and facility management as well as municipal building and green space authorities.

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/2026	09.02.2026	13.02.2026	06.03.2026
2/2026	01.06.2026	05.06.2026	26.06.2026
3/2026	14.09.2026	18.09.2026	09.10.2026
4/2026	23.11.2026	27.11.2026	18.12.2026

Advertising formats + 5 mm Bleed



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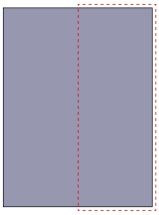

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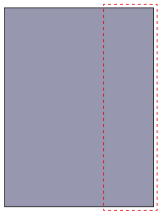
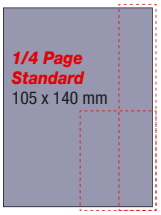


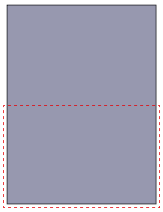
1/3 Page · 70 x 280 mm



1/4 Page Standard
105 x 140 mm

1/4 Page · 52 x 280 mm

vertical



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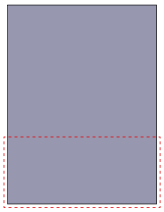

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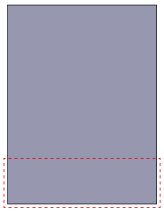

1/4 Page · 210 x 70 mm

horizontal

Advertising rates valid from issue 2/2026

1/1 Page	vertical	4c	10,590 €
1/3 Page	vertical/horizontal	4c	3,882 €
1/4 Page	vertical/horizontal	4c	2,914 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

Online sales eMagazines:

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App Store, Google Play, Amazon and more than 20 other online portals

united kiosk

Readly

Magazine format
width: 210 mm · height: 280 mm

Published
3 x per year

Distribution
international, german-speaking

Price
3.50 Euro

ONLINE

Dipl.-Ing.
Olaf Thelen
Editor-in-Chief
Contact:
redaktion@brieden.de

The test magazine about conversions and renovation

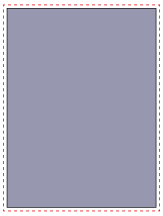
WERKER PRAXIS Special edition floors & walls presents devices and materials from the area of conversion and renovation in the do-it-yourself industry in detailed comparison tests. Through easy-to-understand reporting, **HEIMWERKER PRAXIS** conveys the fun of the devices and products in its special edition and provides an overview of all work and techniques relating to conversion and renovation.

New product presentations with a test character take up new trends and topics. Service topics help when dealing with do-it-yourself products and offer professional, competent advice.

Target groups

– Interested buyers, hobbyists, semi-professionals, families and house/apartment owners
– large format, product-oriented

Advertising formats + 5 mm Bleed



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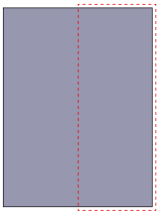

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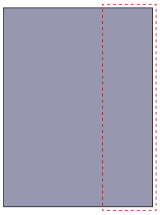

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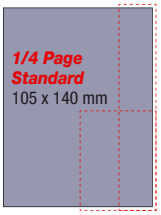
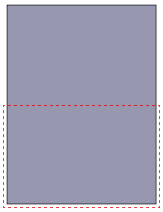


1/4 Page · 52 x 280 mm

vertical



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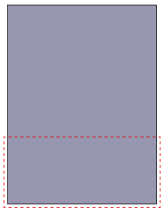
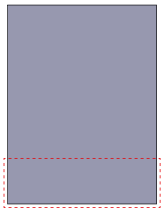


1/3 Page · 210 x 95 mm



1/4 Page · 210 x 70 mm

horizontal

Editorial dates

Issue	Advertising deadline	Editorial deadline	Release date
1/2026	28.09.2026	02.10.2026	23.10.2026

Advertising rates valid from issue 01/2026

1/1 Page	vertical	4c	3,156 €
1/2 Page	vertical/horizontal	4c	1,727 €

Special formats/special forms on request

Product tests
– Informationen on request

Inserts
– Informationen on request

Technical requirements

Print template	high resolution PDF
Data delivery	via E-Mail to grafik@brieden.de
Technical quiestions (Graphics)	E-Mail: grafik@brieden.de Telefon: +49 203 4292-203

Online sales eMagazines:

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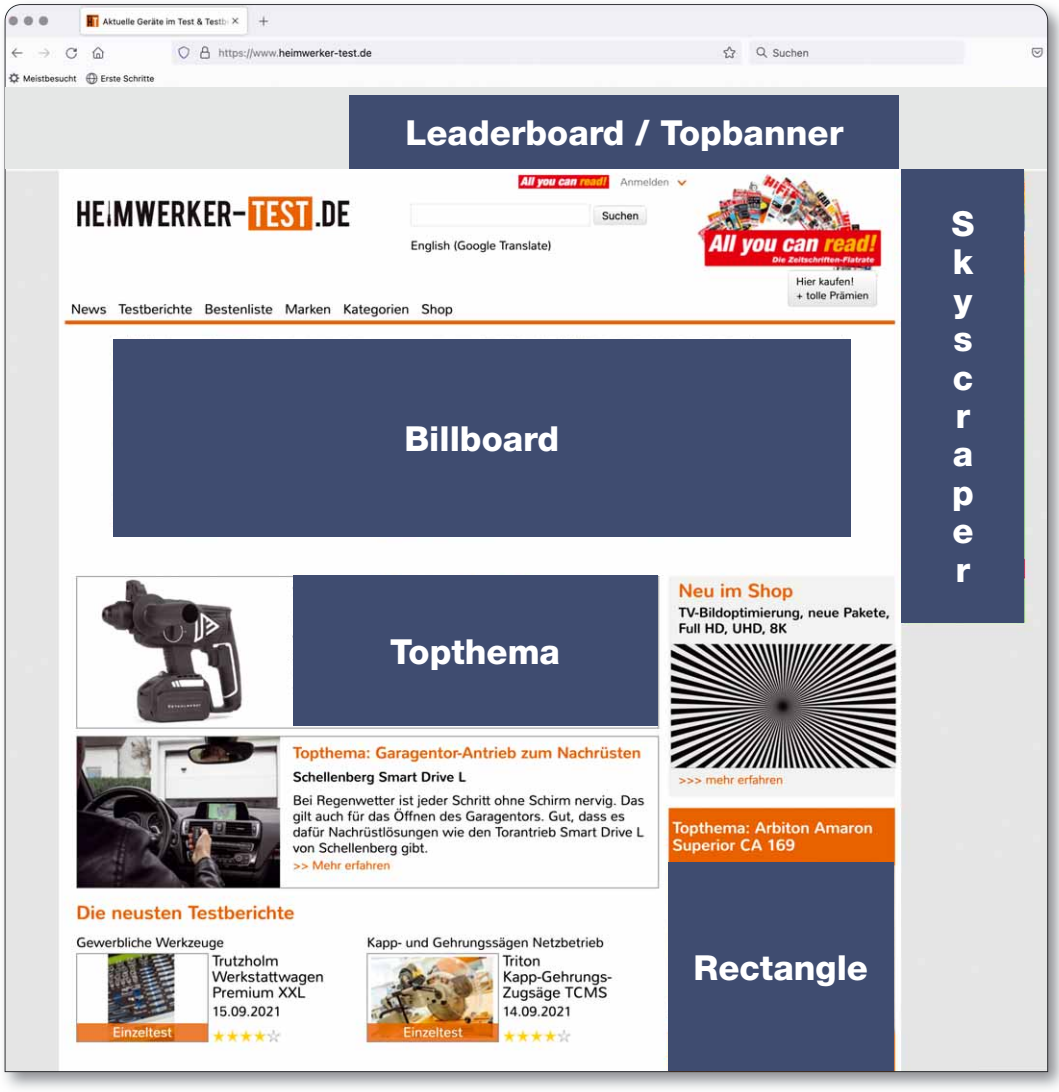
www.heimwerker-test.de

HEIMWERKER-TEST.DE

The largest German test portal for do-it-yourself products

On **heimwerker-test.de** the user can find individual tests, comparison tests and reviews on practically all areas of the do-it-yourself market.

This means that **heimwerker-test.de** offers valuable purchasing advice when looking for the right product.



Media dates

Current news on many topics relating to consumer electronics provides the reader with all the important information every day. Thanks to the push notifi cation, the articles reach users in seconds and at the right time of day. The targeted search for brands and categories guarantees simple and uncomplicated handling.

Price list valid from 2/2026

Leaderboard / Topbanner	8 € / TKP
Skyscraper	8 € / TKP
Billboard	13 € / TKP
Medium Rectangle	6 € / TKP
Topthema	monthly 1.490 €
Markenwelt	990 € / Year
Newsletter	150 € each / TK Shipment

All features impress with the best visibility directly at the Poi – without being blocked by ad blockers. We reach your target group without wastage.

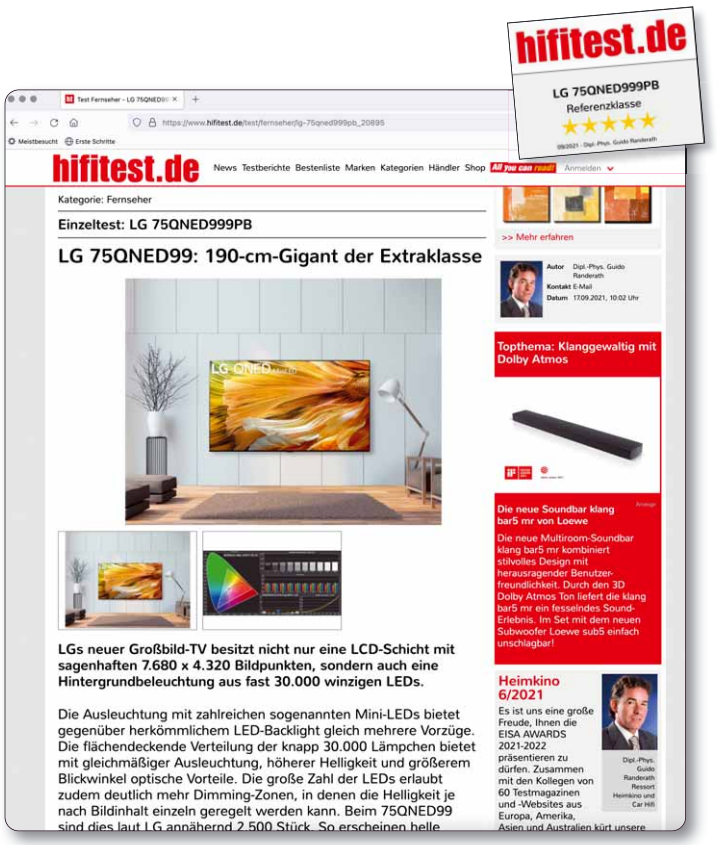
The top topic is prominently integrated into the editorial content of the site.

The brand package presents your logo with direct links, both under “our partners” and under your editorial content. It also includes the parallel publication of the EVT of the magazines on our website.

Further advertising options (mailings, YouTube videos,…) on request.

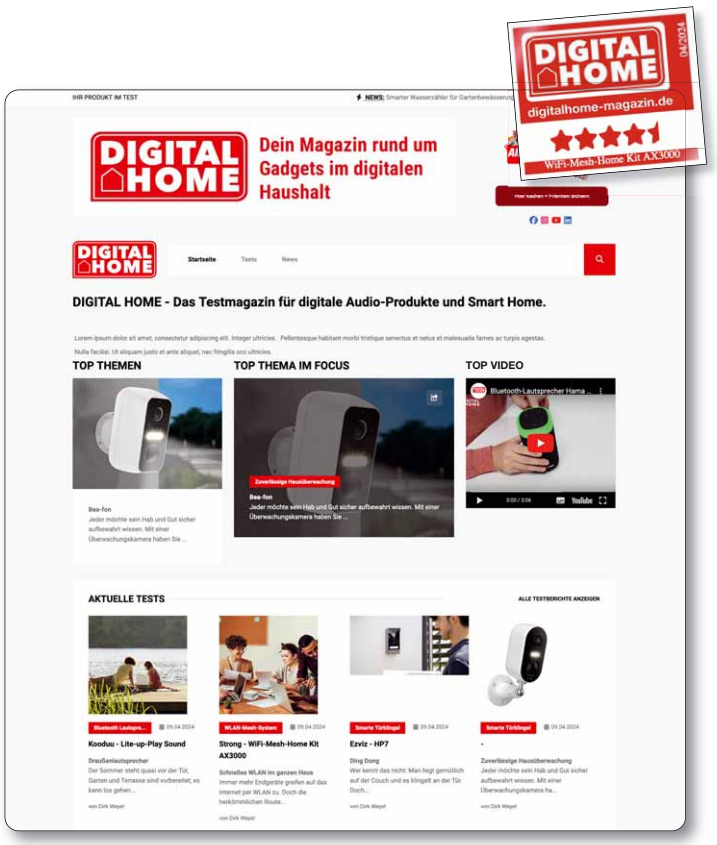
contact:
redaktion@brieden.de

Special Interest Websites – 4 strong technology websites



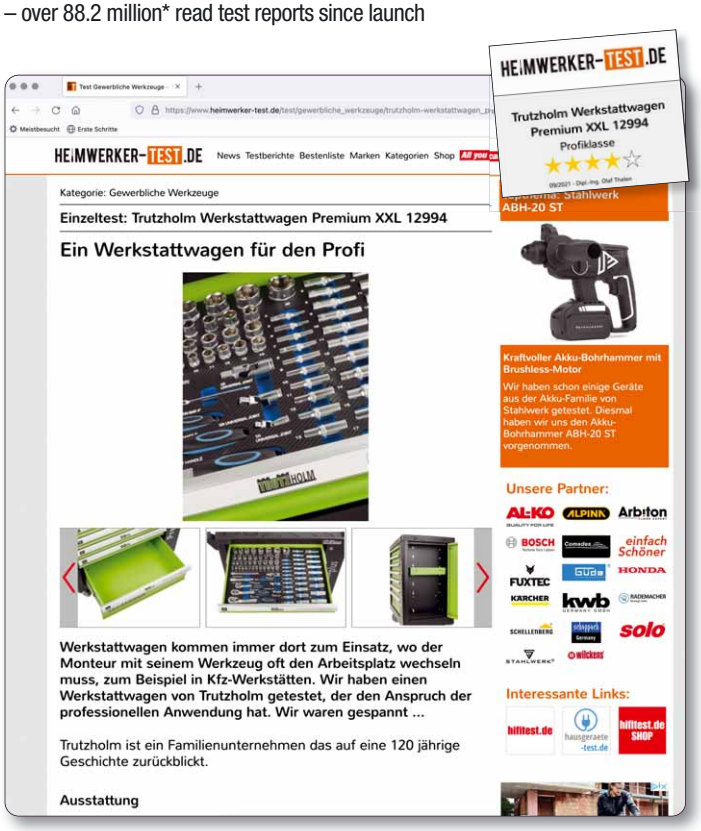
www.hifitest.de

The website for HiFi & consumer electronics
– over 88.2 million* read test reports since launch



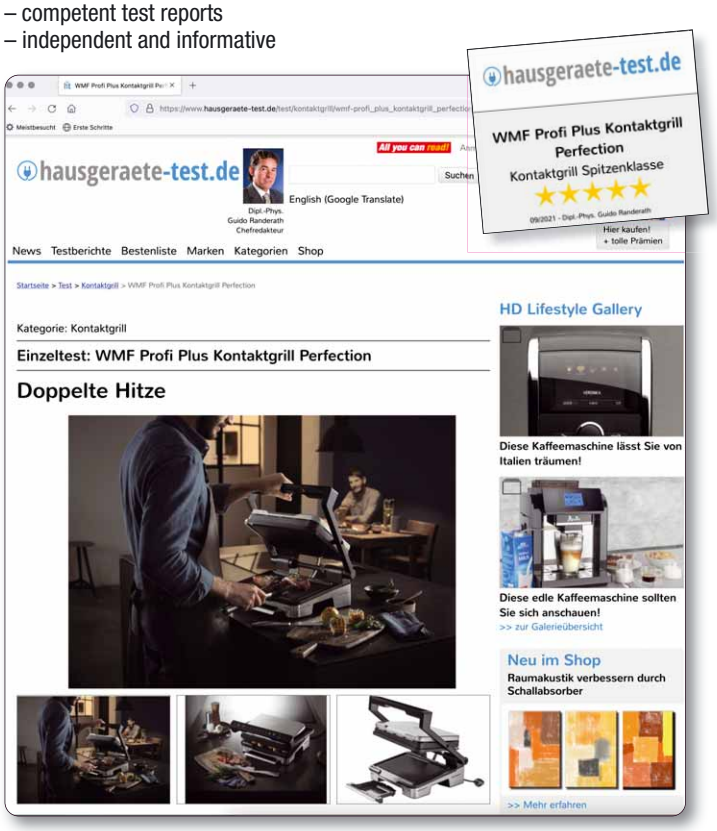
www.digitalhome-magazin.de

The new website for smart devices
– competent test reports
– independent and informative



www.heimwerker-test.de

The home improvement products website
– over 15.7 million test reports read since launch



www.hausgeraete-test.de

The new website for home appliances!
– competent test reports
– all products related to household appliances
– informative and independent
– over 1.6 million test reports read since lau

* State 2024

All you can read – The circulation booster

Do you know:

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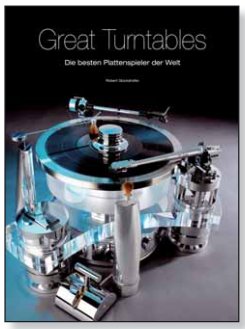
Die Zeitschriften-Flatrate



Benefit from All you can read

Your ads reach new target audiences

Since 2009 we have also published all magazines digitally using our own magazine flat rate ALL YOU CAN READ. This means your ads automatically reach new target groups.

Our customers of Michael E. Brieden Verlag GmbH receive this exclusive service free of charge So you automatically participate in online business.

Enthusiastic readers' opinions about AYCR

"... good idea!" (From the reader survey)

„Super service – please keep it up! This is the future." (From the reader survey)

"Great offer, keep it up! :-)" (From the reader survey)

"It really doesn't get any easier or cheaper." (from the home cinema forum "beisammen.de")

"Immediately after confirming my data, I could access the latest twelve editions of 'Klang+Ton' as a PDF download, as well as several current and older editions of 'HiFi Test' and 'Heimkino', etc.! Altogether I could read 27 titles with 134 editions – a lot to read when the winter comes."
(from „hifi-forum.de")

"This is great ... finally no more paper jam..." (from „hifi-forum.de")

"...the motto is: download, save, watch – incl. a free shot." (from „hifi-forum.de")

"Well, I'm participating for the second year now and I'm just excited how much money I could save!" (from „hifi-forum.de")

"Now this is a fine thing. I registered for this service on the spot and I'm really delighted so far."
(from „hifi-forum.de")

General Terms and Conditions

1. An "advertising order" in the sense of the following agreements is the contract between the publishing house and the advertiser about the publication of one or several advertisements or other advertising material (hereinafter referred to as "advertisements") of advertisers or other advertising space buyers (hereinafter referred to as "advertisers") in a newspaper or magazine publication for the purpose of circulation.
2. A "trade" is a contract about the publication of several advertisements under recognition of the rebates that can be given to the advertiser according to the price list, with the publication taking place on advertiser's demand. Rebates shall not be granted to those companies whose business purpose, among others, consists of issuing advertising orders for various advertisers, in order to put forward a joint rebate claim. If the right to call for individual advertisements is reserved in the context of closing, the order shall expire within one year after the appearance of the first advertisement, as long as the first advertisement is called for and published within a year after the contract has been made. If an order is not filled for reasons that are not the fault oft he publishing house, the Ordering Party, notwithstanding additional legal obligations, shall pay the publishing house the difference between the promised discount and the discount corresponding to the actual purchase. The Ordering Party has, when not otherwise agreed upon, the right to claim a corresponding discount on the actual purchase of advertisements within one year.
4. Orders for advertisements which are expressly to be published solely in certain numbers, certain issues and certain places in the printed publication must be received by the publisher so far in advance that the Ordering Party can be informed prior to completion if the order cannot be executed in this manner. Rubricated advertisements shall be printed in the respective column, and do not require an express agreement to this effect.
5. Text advertisements are advertisements bordering text on at least three sides and not on other advertisements. Text advertisements that are not recognizable as advertisements due to their layout shall be clearly labeled as publicity by the publishing house.
6. The publisher reserves the right to reject advertisements - as well as individual placements as part of a standing order - if
   - the contents of these violates laws or official stipulations or
   - the content of these was considered objectionable by the German Press or Advertising Council in a complaints procedure
   - their publication is not acceptable for the publisher because of the content, the design or the layout, the origin or the technical form or
   - these advertisements contain the advertisement of or for third parties

   Advertising supplement orders are not binding for the Publisher until a sample of the advertising supplement has been submitted and approved. Advertising Media containing the promotional material of or for third parties (umbrella advertising) require in each individual case the specific prior written approval of the Publishing House. This entitles the publishing house to charge a combined surcharge. If the posting of an advertisement medium is partially or fully prohibited the advertiser will be informed immediately.
7. The Customer shall be solely responsible for the timely delivery and impeccable condition of suitable artwork and other Advertising Media. The Advertiser is obliged to provide the Publisher with correct advertising material, particularly with regard to the format or the technical specifications as designated by the Publisher in good time prior to the begin of the advertising campaign. The Customer shall bear any and all costs incurred by the Publishing House as a result of changes to the Advertising Media requested by the Customer or attributable to the Customer. Agreed upon is the general quality of the advertisement due to the possibilities of the print layouts and the technology used by the printing company for the proven print according to statements in the price list. This applies only in the event that the client complies with the specifications of the publisher for production and delivery of print materials.
8. Printing material will only be returned at the express demand of the orderer. The obligation to preserve the copy ceases three months after the purchase order has taken its course.
9. If the publication of the advertisement does not conform to the contractually owed quality, the Client has the right to reduce the agreed remuneration or to the publication of a substitute advertisement of impeccable quality, however, only to the extent to which the purpose of the advertisement was impaired. The publisher has the right to refuse advertising or publication if
   - performance requires expenditure which, having regard to the subject matter of the obligation and the principle of good faith, is manifestly disproportionate to the obligee's interest in performance or
   - if his can only be carried out with disproportionate costs fort he publishing house
   - if the publisher does not comply with a reasonable deadline set for the replacement advertisement or other advertising materials or if the substitute advertisement is not flawless again, the advertiser shall have the right to reduction of payment. In the case of minor defects, the customer shall not be entitled to cancel the order. Complaints in case of unapparent deficiencies have to be put forward within a year from the beginning of the legal statutory limitation. The publisher is liable for all damages no matter whether from a violation of contractual obligations or from unlawful acts according to the following terms:
   - In the event of gross negligence, the liability in commercial trading is limited to compensation for the typically foreseeable damage; this limitation does not apply if the damage was caused by a legal representative or a manager of the publishing house.
   - In case of ordinary negligence, the publisher is only liable if an essential contractual obligation was violated. In this case liability is however limited to typical foreseeable damages.
   - In the event of claims based on product liability regulations, or in the event of an injury to life, body or health, the publisher is liable according to the legal regulations.

   Complaints have to be asserted within four weeks after receiving the invoice and document. Generally the publisher is only liable for the amount of the advertisement price concerned. All claims against the publisher deriving from contractual violation of duty expire after one year after the legal beginning of the statutory limitation if they are not based on intentional behavior.
10. Proofs are supplied upon express request only. The client will bear the responsibility for the correctness of the proofs that have been sent back. The publishing house shall include all corrections of errors that it is notified of within the period of time set when sending the proof.
11. Unless special regulations apply with respect to dimensions, the actual advertisement height that is usual for the type of advertisement shall be used as the basis for invoicing.
12. The invoice shall be paid within the period as indicated in the price list, unless a different payment period or prepayment has been agreed upon in individual cases. Any discounts for premature payments are granted in accordance with the price list.
13. Delayed or deferred payment will be charged with the usual interest rates for overdraft credits. In the event of payment default, the Publisher may suspend the further execution of the current order until payment is received and may demand prepayment for the remaining advertisements. Where there are justified doubts regarding the solvency of the customer, the publisher is entitled, also during the term of an advertising order, to make the publication of further advertisements contingent on the payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.
14. On request, the publisher will supply a voucher copy of the advertisement. Depending on the kind and scope of the advertisement order, pages, cuttings or full voucher copies will be supplied. In the event that a voucher copy cannot be supplied, then a legally binding certificate from the publisher regarding the publication and distribution of the advertisement will be provided in its place.
15. If the print run is reduced, a claim for a reduction in the rate can be derived if the print run assured in the price list or otherwise has been undercut by more than 30%.
16. The publisher's business address is the place of fulfillment. The place of jurisdiction for entities other than business people shall be their place of residence. In commerce with traders, legal entities under public law or separate estates under public law, the court of competent jurisdiction for complaints shall be the publisher's business address. If the publisher's claims cannot be satisfied by issuing payment reminders, the place of jurisdiction for disputes with non-commercial clients is determined by the place of residence of the latter. If the place of residence or the usual abode of the Advertiser, including private persons, at the time of raising a claim is unknown, or if the Advertiser has moved his residence or usual place of abode out of the area of jurisdiction, then the court of competent jurisdiction for complaints shall be the publisher's business address.
17. Advertising agencies and advertising agents will be obliged to comply with the publisher's rate card in all their proposals, contracts and settlements with advertisers.
18. Price changes in respect of orders already awarded can be applied to companies if the publisher has notified them thereof at least one month before publication of the advertising material. If the publishing company increases its prices, the customer shall have the right to withdraw from the contract. The right to withdraw must be exercised within 14 days of receipt of the notification concerning the increase in price.
19. Advertisers warrant that they possess any and all rights required for the placement of advertisements and that they do not infringe the rights of third parties (in particular industrial property rights, copyrights, personal rights, etc) or other statutory provisions. The advertiser bears sole responsibility for the content and legal admissibility of the text and graphic materials made available for the insertion. The Advertiser indemnifies the publisher within the framework of the advertising order/contract from all claims brought by third parties that could arise from the infringement of legal provisions. Moreover, the advertiser shall indemnify the Publishing House from any costs of necessary legal representation. The advertiser is obliged to support the publishing house in good faith with information and documents in its legal defense against third parties and give written notification. To the extent in time, volume and content necessary for the execution of the advertising order, the advertiser transfers to the publishing house all the required copyrights, rights of use and ancillary copyrights required for the use of the advertisements in online media of all kinds, including the Internet, including especially the right to copy, transfer, transmit, process, read and download from a database. The above rights are transferred spatially unlimited in all cases.
20. In case of equipment failures or force majeure, illegal industrial conflict, illegal attachment, traffic disruption, general scarcity of raw materials or energy and similar happenings – in both the publisher's establishment and/ or external businesses used by the publisher for fulfillment of its obligations – the publisher is entitled to demand full payment for the published advertisements provided that 70 % of the guaranteed circulation (or in case of lack of a guaranteed circulation the normally sold circulation) of the publisher's publication has been distributed.

Equipment terms and conditions of the Michael E. Brieden Verlag GmbH As of September 01, 2012

§ 1. The editorial offices of Michael E. Brieden Verlag GmbH perform product tests according to marketable product testing criteria. The selection of the products proposed for testing will be held after marketable criteria. The following provisions govern the handling with the testing equipment provided by manufacturers and distributors to the Michael E. Brieden Verlag GmbH and its employees or freelancers.

§ 2. Test invitations for planned product tests are issued to manufacturers and distributors both orally and in writing.

§ 3. For test equipment that has been sent to the publisher unsolicitedly, the present provisions shall apply accordingly.

§ 4. The responsibility for the delivery / handing over of test equipment at the headquarters of the respective editorial office resides with the manufacturer.

§ 5. The tests are conducted by the editors with the utmost care using marketable criteria.

§ 6. Each device transfer and other transfer is fully at the risk of the manufacturer. There is no fundamental right to reimbursement for the manufacturer.

§ 7. The Michael E. Brieden Verlag GmbH completes an electronic insurance that insures the test equipment provided by the manufacturer / distributor during the period of the actual cession against the following risks: theft, transport in the publishing house, damage by unauthorized persons, fire, water damage, storm.

§ 8. The lease term is at least 8 weeks from receipt of the product in the publishing house.

§ 9. After these 8 weeks the test equipment can be picked up by the manufacturer / distributor.

§ 10. In principle the manufacturer is responsible for the collection of devices.

§ 11. Regardless of § 10 and without admission of legal liability, we recommend the following: As a lively interaction exists between the editors and the producers, we recommend the pickup when delivering new test equipment. If this is done in a regular agreed exchange, transport and administrative costs and storage times are minimized on both sides. There should be an agreement among the relevant people involved.

§ 12. If a device has not been picked up by the manufacturer / distributor after the end of the lease period of 8 weeks, and also not within an additional pick-up time of 4 weeks, then the Michael E. Brieden Verlag GmbH will ask the manufacturer / distributor to pick up the unit within a further 2 weeks or have them collected. As an alternative, the respective device can be sent not prepaid to the manufacturer / distributor through a delivery service of the publisher's own choice.

§ 13. After expiry of the period referred to in § 12, it is the right of the Michael E. Brieden Verlag GmbH to freely dispose of the test equipment and hand it over to its own discretion into the possession of a third party or to sell it. With the extended storage, increased insurance costs, costs for additional storage space, labor costs, inventory management, transportation, delivery of electronic scrap, etc. have already emerged.

§ 14. These terms and conditions cannot be replaced by simple admixing of delivery notes with otherwise policies to the boxes of the test equipment.

§ 15. Basically it is possible to make special arrangements that need to be in written form without exception.

§ 16. Subject of a separate agreement may be the vote of a longer lease and pick-up time and / or special regulations for product return.

§ 18. These additions to the terms and conditions of the Michael E. Brieden Verlag GmbH will apply from September 01, 2012.