

MEDIA KIT 2020

Offshore
i n d u s t r y

ShipBuilding
i n d u s t r y

SuperYacht
i n d u s t r y

Y&F Marketing Support

MARITIME
**SERVICES
DIRECTORY**



Our Magazines

OFFSHORE INDUSTRY



Print

- 6,500 copies
- EU Counties 82%
- Rest of the World 18%

Digital Magazine

- 3,000 readers – average reading time 5.50 minutes
- 24% Netherlands/Belgium, 16% US, 11% UK, 10% Germany, 5% Italy, 4% Japan, 3% Taiwan and more

Digital Newsletter

5,919 readers per newsletter
Average opening rate: 18,7%

SHIPBUILDING INDUSTRY



Print

- 6,500 copies
- EU countries 79%
- Rest of the World 21%

Digital magazine

- 5,500 readers – average reading time 6.15 minutes
- 18% Netherlands/Belgium, 17% US, 11% UK, 9% Japan, 8% Germany, 6% Italy, 3% Spain, 3% France and more

Digital newsletter

5,255 readers per newsletter
Average opening rate: 19,8%

SUPERYACHT INDUSTRY



Print

- 6,000 copies
- EU countries 80%
- Rest of the World 20%

Digital magazine

- 2,100 readers – average reading time 7.15 minutes
- 15% US, 12% Polen, 11% Italy, 9% Netherlands/Belgium, 8% Germany, 8% UK, 6% Sweden and more

Digital newsletter

3,349 readers per newsletter
Average opening rate 18,2%



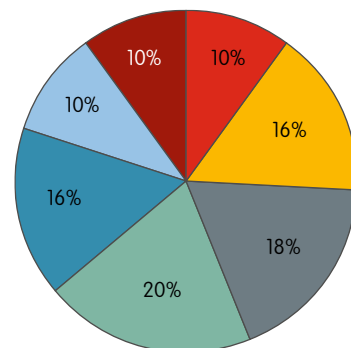
Offshore

i n d u s t r y

Readership

Now in its 13th year, Offshore Industry magazine has built up a strong reputation with its readers, including operators, contractors, offshore construction companies and their subcontractors in offshore oil, gas, wind and renewables. In many European countries, including Norway and the UK, as well as Asia-Pacific, Brazil and other markets, management, engineers and buyers choose Offshore Industry for its informative editorial, rich photography and high quality production. The magazine offers wider coverage via its digital edition, which is accessed via the dedicated website www.offshore-industry.eu.

Reader Profile



- Oil & Gas companies 10%
- Contractors 16%
- Service, Support, Crewing & Manning companies 18%
- Design, Engineering & Construction companies 20%
- Suppliers 16%
- Heavy Lift & Transport companies 10%
- Decommissioning companies 10%

Worldwide Distribution

- 6,500 copies
- EU Countries 82%
- Rest of the World 18%

Bonus Distribution at Major Trade Shows 2020

- OTC Houston
- Global Offshore Wind Manchester
- ONS Stavanger
- Offshore Energy Amsterdam

Editorial Programme | Magazine

Vol. 13	Themes*	Deadline**	Dates
Issue 1	Diving Services & Equipment Heavy Lifting & Transport QHSE, Certifications & Regulations Offshore Outlook	Editorial Copy Ad Reservation Ad Copy Release Date	22-01-20 12-02-20 17-02-20 17-03-20
Issue 2	Decommissioning Coating & Corrosion Protection EPCI Engineering, Procurement, Construction and Installation	Editorial Copy Ad Reservation Ad Copy Release Date	26-02-20 18-03-20 23-03-20 21-04-20
Issue 3	Blades & Turbines Research, Development & Consenting Operations & Maintenance Offshore Wind Projects in Asia	Editorial Copy Ad Reservation Ad Copy Release Date	22-04-20 13-05-20 18-05-20 16-06-20
Issue 4	Marine Energy Subsea Infrastructure Recruitment, Training & Education Foundations	Editorial Copy Ad Reservation Ad Copy Release Date	08-07-20 03-08-20 10-08-20 01-09-20
Issue 5/6	Offshore Energy Amsterdam Wind Energy Hamburg Automation, Control & Measurement Technology Offshore Crew Transfer Offshore Equipment Offshore Production Facilities	Editorial Copy Ad Reservation Ad Copy Release Date	26-08-20 21-09-20 28-09-20 20-10-20

Editorial Programme | Digital Newsletter

Digital Newsletter	Themes*	Ad Copy Deadline**	Release Date
Issue 1	Offshore Industry – Newsletter April	21-04-20	28-04-20
Issue 2	Offshore Industry – Newsletter May	07-05-20	14-05-20
Issue 3	Offshore Industry – Newsletter June	26-05-20	02-06-20
Issue 4	Offshore Industry – Newsletter August/September	18-08-20	25-08-20
Issue 5	Offshore Energy Preview 1	06-10-20	13-10-20
Issue 6	Offshore Energy Preview 2	08-10-20	15-10-20
Issue 7	Offshore Energy Review	22-10-20	29-10-20
Issue 8	Wind Energy Hamburg	17-11-20	24-11-20

* Subjects can be changed without prior notice.

** Please note deadline dates may be subject to change.

Editorial Regulars

- Offshore Wind
- Oil & Gas Upstream
- Decommissioning
- Innovation & Development

*See page 9 for
the Trade Show
Packages.*



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ShipBuilding

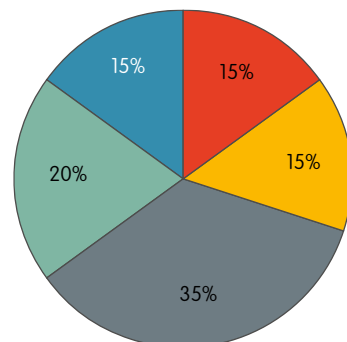
industry

Readership

Global yards, engineers and fleet managers read ShipBuilding Industry magazine's coverage of high-spec vessels built around the world. Like shipbuilding suppliers & co-makers, ShipBuilding Industry crosses borders to provide news on technology solutions for new builds, conversions and repairs in both commercial & non-commercial vessels.

With a clean design and high-quality production, ShipBuilding Industry stands out with its use of strong photography. The trade journal's international editors talk to the key players and visit vessels and yards. The magazine offers wider coverage via its digital edition, which is accessed via the dedicated website www.shipbuilding-industry.eu.

Reader Profile



- Shipyards 15%
- Designers & naval architects 15%
- Suppliers 35%
- Ship owners 20%
- Brokers as well as charter companies and manning & crewing agencies around the world 15%

Worldwide Distribution

- 6,500 copies
- EU Countries 79%
- Rest of the World 21%

Bonus Distribution at Major Trade Shows 2020

- Posidonia 2020
- Electric & Hybrid World Expo 2020
- SMM 2020
- Adipecc 2020

Editorial Programme | Magazine

Vol. 14	Themes*	Deadline**	Dates
Issue 1	Ship Refit, Repair & Maintenance Marine Propulsion & Power Generation Cruise Vessels / River Cruise Vessels NAVCOM	Editorial Copy Ad Reservation Ad Copy Release Date	15-01-20 05-02-20 10-02-20 10-03-20
Issue 2	Focus on The Netherlands Workboats, Tugs & Service Vessels Water Treatment Systems	Editorial Copy Ad Reservation Ad Copy Release Date	04-03-20 25-03-20 30-03-20 28-04-20
Issue 3	Green Ship Technology ShipBoard Automation & Marine Electronics QHSE Exhaust Gas Cleaning Systems	Editorial Copy Ad Reservation Ad Copy Release Date	15-04-20 06-05-20 11-05-20 09-06-20
Issue 4/5	Posidonia 2020 Dredging Vessels & Equipment Hoisting & Lifting Equipment Decom- & Heavy Lift Vessels Focus on Germany	Editorial Copy Ad Reservation Ad Copy Release Date	12-08-20 07-09-20 14-09-20 06-10-20
Issue 6	SMM Hamburg 2021 Deck Equipment & Machinery Ship Design Interior/Exterior Paint & Coating Systems Autonomous Shipping	Editorial Copy Ad Reservation Ad Copy Release Date	21-10-20 16-11-20 23-11-20 15-12-20

Editorial Programme | Digital Newsletter

Digital Newsletter	Themes*	Ad Copy Deadline**	Release Date
Issue 1	ShipBuilding Industry – Newsletter May	19-05-20	26-05-20
Issue 2	ShipBuilding Industry – Newsletter June/July	16-06-20	23-06-20
Issue 3	ShipBuilding Industry – Newsletter September	25-08-20	01-09-20
Issue 4	Posidonia	13-10-20	20-10-20
Issue 5	ADIPEC Preview	27-10-20	03-11-20

* Subjects can be changed without prior notice.

** Please note deadline dates may be subject to change.

Editorial Regulars

- Refit, Repair & Conversions
- Ship Reports
- Innovations
- Regulations & Certifications
- Trade Shows

*See page 9 for
the Trade Show
Packages.*

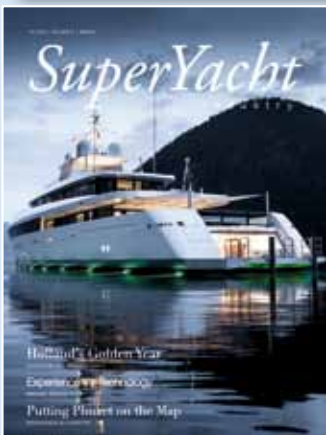
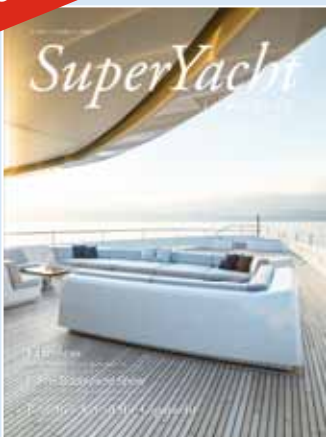


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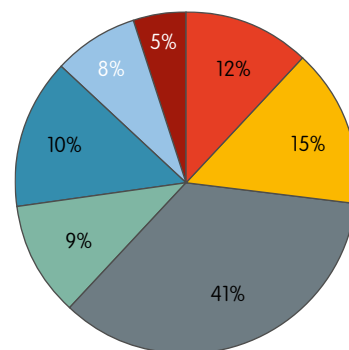


SuperYacht industry

Readership

The world's leading charterers and brokers as well as select owners read SuperYacht Industry magazine not only for the yachting lifestyle, but the technical innovations, designs and products that propel this high-end market. SuperYacht Industry highlights the finest yacht builders and designers, profiles newly completed yachts and details innovative refits for readers. The magazine covers the industry's yacht builders, designers, naval architects, suppliers, and manning & crewing agencies around the world. The magazine offers wider coverage via its digital edition, which is accessed via the dedicated website www.superyacht-industry.com.

Reader Profile



- Shipyards 12%
- Naval architects/Designers (interior/exterior) 15%
- Suppliers 41%
- Yacht owners/Owners representatives 9%
- Captains/Chief engineers 10%
- Brokerage & Chartering 8%
- Manning & Crewing 5%

Worldwide Distribution

- 6,000 copies
- EU Countries 80%
- Rest of the World 20%

Bonus Distribution at Major Trade Shows 2020

- Palma Superyacht Show 2020
- Cannes Yachting Festival 2020
- Monaco Yacht Show 2020
- METS Amsterdam 2020

Editorial Programme | Magazine

Vol. 15	Themes*	Deadline**	Dates
Issue 1	Palma Superyacht Show 2020 Focus on Italy Refit & Repair NAVCOM & Marine Electronics	Editorial Copy Ad Reservation Ad Copy Release Date	19-02-20 25-03-20 30-03-20 28-04-20
Issue 2	Focus on The Netherlands Marine Propulsion & Power Generation, Hybrid Propulsion Entertainment Systems Crew & Manning	Editorial Copy Ad Reservation Ad Copy Release Date	13-05-20 03-06-20 08-06-20 07-07-20
Issue 3	Monaco Yacht Show 2020 Focus on Turkey Tenders & Toys Naval Architecture & Design Interior/Exterior	Editorial Copy Ad Reservation Ad Copy Release Date	15-07-20 05-08-20 10-08-20 08-09-20
Issue 4	METS Amsterdam 2020 Dubai International Boat Show 2020 Focus on Germany Masts, Spars, Sails & Rigging Paint & Coating Systems	Editorial Copy Deadline Ad Reservation Deadline Ad Copy Deadline Release Date	02-09-20 23-09-20 28-09-20 27-10-20

Editorial Programme | Digital Newsletter

Digital Newsletter	Themes*	Ad Copy Deadline**	Release Date
Issue 1	SuperYacht Industry – Newsletter June/July	28-05-20	04-05-20
Issue 2	Monaco Yacht Show preview	08-09-20	15-09-20
Issue 3	METS Amsterdam preview	03-11-20	10-11-20

* Subjects can be changed without prior notice.

** Please note deadline dates may be subject to change.

Editorial Regulars

- Refit & Repair
- Superyacht Reports
- Brokerage & Chartering
- QHSE
- Superyacht Shows

*See page 9 for
the Trade Show
Packages.*



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Trade Show Packages

OFFSHORE INDUSTRY



Photo courtesy of Port Pictures.nl

OFFSHORE INDUSTRY TRADE SHOW PACKAGE

3x ½ page advertisement in Offshore Industry

- Vol 13 Issue 2 OTC Houston
- Vol 13 Issue 4 ONS Stavanger
- Vol 13 Issue 5 Offshore Energy

3x ¼ page editorial in preview show or news in brief section

Total investment for this package is € 4,020

or

3x Full Page package at € 7,725

SHIPBUILDING INDUSTRY



Photo courtesy of Port Pictures.nl

SHIPBUILDING INDUSTRY TRADE SHOW PACKAGE

3x ½ page advertisement in ShipBuilding Industry

- Vol 14 Issue 2 Posidonia
- Vol 14 Issue 3 Electric & Hybrid
- Vol 14 Issue 4 SMM

3x ¼ page editorial in preview show or news in brief section

Total investment for this package is € 4,020

or

3x Full Page package at € 7,725

SUPERYACHT INDUSTRY



SUPERYACHT INDUSTRY TRADE SHOW PACKAGE

3x ½ page advertisement in SuperYacht Industry

- Vol 15 Issue 1 Palma Superyacht show
- Vol 15 Issue 3 Monaco Yacht Show
- Vol 15 Issue 4 METS

3x ¼ page editorial in preview show or news in brief section

Total investment for this package is € 4,020

or

3x Full Page package at € 7,725

Of course a mix between our publications is also possible.

HIGH EXPOSURE

Cover Package

Order a cover package for Offshore Industry, ShipBuilding Industry and/or SuperYacht Industry.

Cover package includes:

- Photo on the cover.
- Company logo on the cover.
- A 2/1 page article.
- Photo courtesy and description on the 'contents page'.

Total investment for this package is

€ 5,880

The photo has to be approved by Yellow & Finch Publishers.

Guidelines are available upon request.



Promotional Packages

As a leading and experienced publisher of maritime business magazines, we realise that the commercial gain to be had is highly increased by continued visual recognition by our readers. Therefore we offer a range of packages to maximise networking and promotional opportunities for you.

These packages are aimed at ensuring continued visual recognition for you within the magazine(s) and online. Each package should be taken within 12 months. Your article transformed into a virtual and printed brochure can be tailor-made for you.

Ask us about this special opportunity.

TURN-KEY SOLUTION

Turn-key communication solution:

- A tailor-made promotional campaign, whereby our total magazine portfolio can be used and you benefit of the opportunities our Y&F Marketing Support can offer you.

Total investment for this package is determined in consultation with you.

PLATINIUM

You will receive the following:

- 8 full page advertisements or 16 half page advertisements.
- 2 times a 2/1 page article.
- Spread page company profile in the Maritime Services Directory 2021.
- 6 banners in digital newsletters.
- Leaderboard to appear on our homepage or magazine page for 12 months.

Total investment for this package is € 20,000

GOLD

You will receive the following:

- 5 full page advertisements or 10 half page advertisements.
- A 3/1 page article.
- A full page company profile in the Maritime Services Directory 2021.
- 4 banners in digital newsletters.
- Leaderboard to appear on our homepage or magazine page for 6 months.

Total investment for this package is € 15,000

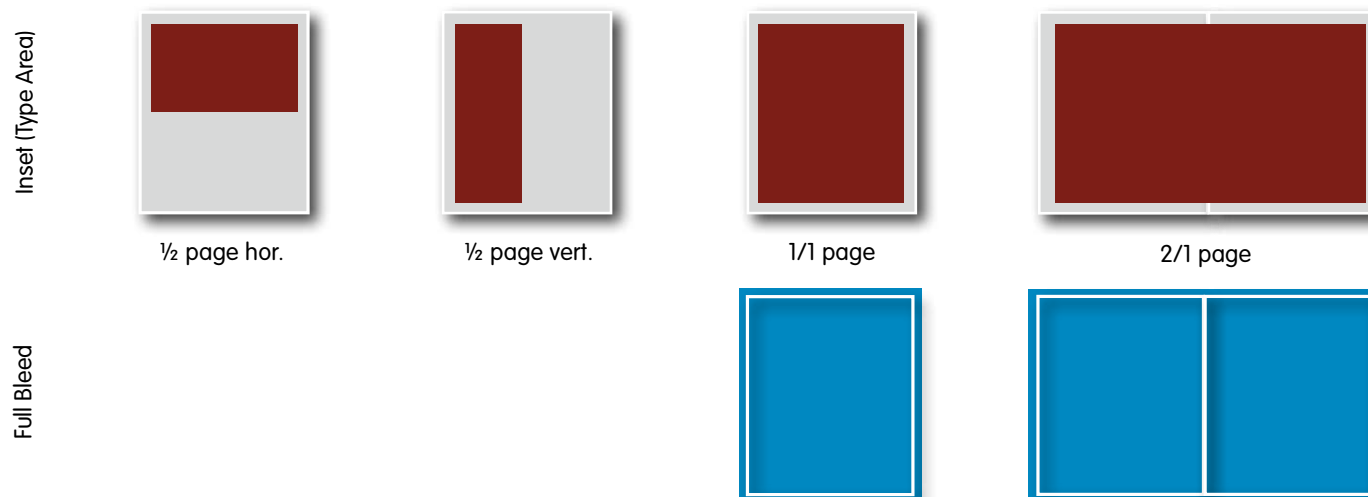
SILVER

You will receive the following:

- 3 full page advertisements or 6 half page advertisements.
- A 2/1 page article.
- A full page company profile in the Maritime Services Directory 2021.
- 3 banners in digital newsletters.

Total investment for this package is € 10,000

Advertising Rates



Nos of Inserts	1x	3x	6x	Type Area (mm) width x height	Bleed* (mm) width x height
Ad Formats					
1/2 page horizontal	€ 1,575	€ 1,340	€ 1,180	193 x 132	–
1/2 page vertical	€ 1,575	€ 1,340	€ 1,180	95 x 267	–
1/1 page	€ 2,940	€ 2,575	€ 2,280	193 x 267	229 x 303*
2/1 page	€ 4,725	€ 4,160	€ 3,700	416 x 267	452 x 303*
inside front cover	€ 3,785	€ 3,310	€ 2,995	–	223 x 303*
inside back cover	€ 3,785	€ 3,310	€ 2,995	–	223 x 303*
back cover	€ 3,995	€ 3,545	€ 3,205	–	229 x 303*

Rates are per insertion / All mentioned rates are excluding VAT.

Right handpage ad = basic rate + 10%

Premium display ad = basic rate + 10% (placed in the first quarter section of the magazine)

*Including 3 mm extra overfill on all sides

Subscription Rates

One-year Subscription	€ 110
Two-year Subscription	€ 180
Three-year Subscription	€ 225
Trial subscription	€ 35
Back Copies	€ 17

– Including shipping & handling costs

Customised Services

Y&F Pages Buyers' Guide per year	€ 600
Logo (b/w) on address carrier	€ 500
1/1 page advertorial	€ 2,940
Reprints (starting at)	€ 275
Inserts (starting at)	€ 3,150
Design artwork	Upon request

– Excluding shipping & handling costs

Production Data

Supplying Digital Artwork

Only digital artwork is accepted for all advertising. Please supply in one of the following ways:

- E-mail: artwork under 8 MB in size can be send by email to:
advertising@ynfpublishers.com.
- Internet: artwork larger than 8 MB via www.wetransfer.com or any equivalent service.

Artwork should be supplied as Certified PDF. When supplying artwork as a PDF please make sure the Distiller settings are set at high res PDFX1a (ideal) for Press Quality. If Artwork has bleed please include trim marks within the PDF.

There will be a surcharge for changes to delivered material.

Will be released
at SMM 2021

MARITIME SERVICES DIRECTORY

2021



Maritime



Offshore



Port

MARKET SURVEYS
COMPANY PROFILES
USEFUL ADDRESSES



PRINT



ONLINE



MOBILE

MARITIME SERVICES DIRECTORY

"The ultimate maritime services directory for quick reference, product information, purchasing, general research, networking, as well as sales and marketing."

Readership

With the Maritime Services Directory, the maritime world fits in your hand. It contains information and profiles of shipyards, classification bureaus, government institutions, branch associations as well as ship owners and operators. Maritime Services Directory offers valuable information industry professionals rely on to grow their business and serves as an industry buyer's guide. This comprehensive resource gives an overview of the primary shipyards for both new building and repair and of maritime suppliers and services – conveniently arranged for quick reference. Entry to this Maritime Services Directory is not restricted to 'Members Only'. It is a dedicated reference source open to any company involved in the maritime industry. The annual directory also includes a news review and considers the trends and forecasts for the main sectors of the marine industry. It is the ultimate services guide for quick reference, product information, purchasing, general research, networking, and sales and marketing.

Full-page fc company profile	(2,000 characters incl. spaces, company logo, 1 high res image and contact details)	€ 650
Spread-page fc company profile	(2,500 characters incl. spaces, company logo, 2 high res images and contact details)	€ 950
Full-page fc advertisement	170 x 240mm (width x height, excl. 3mm bleed)	€ 1,450
Inside Front Cover	170 x 240mm (width x height, excl. 3mm bleed)	€ 2,000
Inside Back Cover	170 x 240mm (width x height, excl. 3mm bleed)	€ 2,000

Please note the following deadlines

- Reservation company profiles: 19 June 2020
- Material company profiles: 1 July 2020
- Advertisement reservations: 19 June 2020
- Artwork material: 1 July 2020
- Release date: 3 November 2020

Artwork as well as material for your company profile can be directly forwarded to advertising@ynfpublishers.com.

Worldwide Distribution

- 4,000 copies
- EU Countries 90%
- Rest of the World 10%



Digital Rates Newsletter

AVERAGE OPENING
RATES 2019
Open: 19%

READERS
77,091

Enlarge your worldwide visibility!

Through the Yellow & Finch Publishers digital newsletters, you are able to reach more than 77,091 industrial professionals at a very comfortable rate.

By placing banners in one of our digital newsletters enables you to easily and flexibly target your advertising campaign around relevant content to an international audience. Or combine the best of both digital worlds with an advertorial in one of our digital newsletters and on the website. With a combined reach of more than 390,000 viewers, your advertisement text will be seen by your target audience through direct email as well as on our website.

Rate Card | Newsletter

Horizontal banner **	1x	3x	6x
600 x 80 pixels	€ 500	€ 450	€ 400

Advertorial + image **	1x	3x	6x
Article: 300 words + 1 image Image min: 600 x 450 pixels	€ 550	€ 500	€ 450

** Rates per banner or advertorial, excluding VAT.

Digital Rates Website

ANNUAL
VISITORS
399,627

The Yellow & Finch Publishers website.

www.yfnpublishers.com, features breaking maritime news from around the globe and top industry analysis by in-house experts. With a state-of-the-art, cross-platform design the website is a sure way to get your product seen by leading decision-makers.

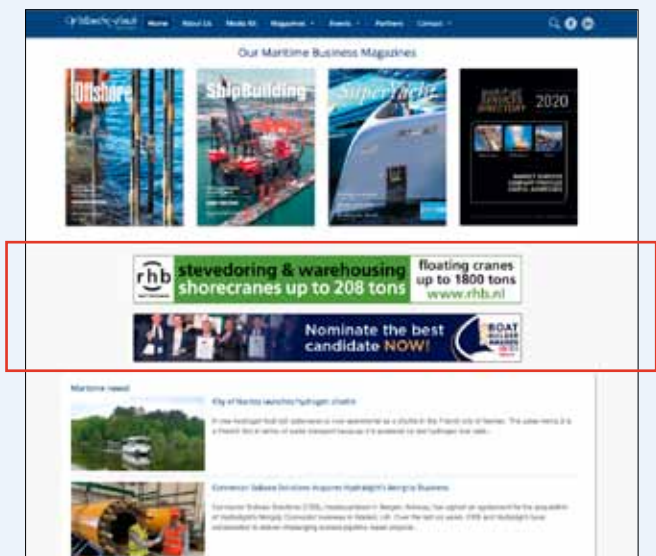
- 776,231 page impressions annually
- 399,627 visitors annually

Based on publisher's statement August 2018 until September 2019.

Rate Card | Website

LEADERBOARD* – dimension 728 x 90 pixels	
1 month period	€ 750

* Leaderboard is a rotating banners hosted on our website.



Y&F Marketing Support

Marketing communication challenges?

With an all-round assortment of marketing and communication services, Y&F Marketing Support helps you to focus on developing your business. Whether you want a press release, website content, social media posts, a product brochure, a newsletter or magazine, our in-house team of editors and strategic marketing communication experts can help you out.

Our marketing support services complement the versatile portfolio of trade journals of Yellow & Finch Publishers. The benefit for you is extensive knowledge of, and experience in, your markets. We speak the logistics, maritime, and port language and are up-to-date with recent industrial developments.

Y&F Marketing Support uses its publishing and marketing communication experience to support your marketing communication strategy in the most efficient way. Rest assured – your identity is in good hands.

Our services

- Writing press releases and articles
- Producing brochures, (digital) newsletters, and corporate magazines
- Content support for websites and social media
- Turnkey communication solutions



Charles van den Oosterkamp

Contact me for a non-binding appointment to discuss your marketing communication needs and the solutions that we can offer.

You can reach me on my mobile number at +31 6 10 97 96 55, or via e-mail, charles@ynfpublishers.com

I hope to talk to you soon!



YELLOW & FINCH MARITIME CHARITY GOLF EVENT

28 AUGUST 2020

SPONSOR PACKAGES

The event sponsor is Yellow & Finch Publishers

Main Sponsor

€ 2,500



1. 4 participants included.
2. Sponsoring lunch or refreshment point.
3. Placement of banner or other promotion materials in the restaurant or at the refreshment point.
4. Company logo on the cover of the event brochure.
5. Company logo on all promotional material, incl. website.
6. Company logo communicated in a range of positions in the clubhouse and restaurant.
7. Option to place 2 flags at the resort.
8. Option to place sponsor sign/banner at the golf resort.
9. Option to give company give-aways in the goodie bag.
10. Company logo on the editorial review page of the event in the magazine Offshore Industry, ShipBuilding Industry and SuperYacht Industry.

Sponsor

€ 1,000



1. 2 participants included.
2. Company logo in the event brochure.
3. Company logo on all promotional material, incl. website.
4. Company logo communicated in a range of positions in the clubhouse and restaurant.
5. Option to place 1 flag at the golf resort.
6. Option to give company give-aways in the goodie bag.
7. Company name on the editorial review page of the event in the magazine Offshore Industry, ShipBuilding Industry and SuperYacht Industry.

Contacts

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General Terms & Conditions Yellow & Finch Publishers (Y&F)

1. Rates and Costs

- 1.1. Rates are quoted exclusive of VAT and may be increased at any time upon 3 months' written notice.
- 1.2. In addition to the rates quoted on the Rate Card. If the Advertiser requires artwork, sketches, layout, photography or processing or other services or requirements (collectively 'production work') it shall pay Y&F for the same, at the cost + VAT quoted at the time of request.
- 1.3. Copyright in any production work provided by Y&F shall vest in Y&F.
- 1.4. Retail rates are only available to retailers who are not making references to brands, manufacturers' names or trade marked goods of any kind in their advertising save for merchandise available from a single outlet.

2. Orders

- 2.1. Agents must disclose the name of their clients and the nature of the advertising at the time of booking. Any mistaken disclosure or failure to disclose entitles Y&F to reject or cancel the order.
- 2.2. Cancellations can not be accepted from Advertisers within 14 days of Ad Copy deadline date. Covers and promotions are noncancellable.
- 2.3. Orders for next or facing positions can only be accepted subject to availability at the time of going to press.
- 2.4. The Rate Card is not an offer to contract. A contract is made only by the publisher's acceptance of the Advertiser's order.
- 2.5. It is the Advertiser's responsibility to notify Y&F within 7 days of receipt of any order acknowledgement if the booking details are incorrect.

3. Copy Artwork and Materials

- 3.1. All copy, artwork and materials ('copy') shall comply with the specifications set out on the Rate Card.
- 3.2. If the Advertiser does not provide finished copy by the scheduled press date, Y&F is entitled but not obliged to repeat copy from the preceding period.
- 3.3. Y&F is not responsible for corrections to copy after the scheduled date. Nor for key numbers.
- 3.4. All copy supplied by the Advertiser is held at the owners risk and should be insured against loss or damage; it may be collected after 7 days following Publication Date on the giving of reasonable notice. If it remains uncollected for 6 months Y&F is entitled to scrap it. None of the above shall be deemed to have any other value other than the cost of the materials.

4. Editorial Content

- 4.1. The publisher, contributors, editors and related parties are not responsible in any way for the actions or results taken any person, organisation or any party on basis of reading information, stories or contributions in our publications, website or related product.
- 4.2. The publisher, contributors and related parties are not engaged in providing legal, financial or professional advice or services. The publisher, contributors, editors and consultants disclaim any and all liability and responsibility to any person or party, be they a purchaser, reader, advertiser or consumer of the publications or not in regards to the consequences and outcomes of anything

done or omitted being in reliance whether partly or solely on the contents of our publications and related website and products.

- 4.3. The publisher, editors, contributors and related parties shall have no responsibility for any action or omission by any other contributor, consultant, editor or related party.

5. General

- 5.1. The Advertiser accepts that the Advertiser is a principal in law and accordingly warrants that all copy (and its constituent parts) when submitted to Y&F for production and upon publication shall 1. Be neither defamatory nor obscene and comply in all respects with the requirements of the Dutch Code of Advertising Practice and other relevant industry codes; and 2. Comply with and not contravene the requirements of (a) any act of parliament statutory instrument code of practice or regulation promulgated thereunder including any law of the European Community for the time being in force or applicable in The Netherlands; and (b) any acts decrees regulations or authorities in those markets in which the advertisement (and in particular comparative advertising) may be assessed; 3. Not breach any contract or violate any copyright trademark or any other personal or propriety of any person or entity or render Y&F liable to any proceedings whatsoever, wheresoever.
- 5.2. Y&F is entitled in its absolute discretion to reject or exclude any advertisement submitted or previously accepted for publication.
- 5.3. The Advertiser will indemnify Y&F fully in respect of any costs, damages or losses suffered by Y&F arising directly or indirectly from the production or publication of an advertisement conformed with the copy instructions and/or approval given by or on behalf of the Advertisers or which is in breach of any of the warranties above.
- 5.4. Any complaint concerning the production or publication of an advertisement must be lodged in writing at Y&F's offices within 4 weeks of the publication date.
- 5.5. Y&F will exercise reasonable care in preparing and publishing an advertisement but if such advertisement is not published in accordance with the Accepted Order (other than through the act or default of the Advertiser) or pursuant to Y&F's rights. Y&F's maximum liability shall be limited to the amount of any payment made for the advertisement. No compensation shall be payable for any error, misprint or omission which does not materially distract from an advertisement. Y&F may at the Advertisers request carry a further or corrective advertisement of a similar type and standard to the advertisement which has not been published in accordance with the Accepted Order in lieu of any monetary claim by the advertiser.
- 5.6. The Advertiser may not recharge a client for advertising space at an increased rate without Y&F's written consent.
- 5.7. For advertising including a sponsorship competition or special offer, the Advertiser must provide all details when placing its order.
- 5.8. These conditions shall be construed under and governed by the law of The Netherlands and the parties submit to the exclusive jurisdiction of the Dutch Court in Middelburg.
- 5.9. The client agrees with Yellow & Finch Publishers' (Y&F's) terms of payment (14 days after invoice date).

September 2019



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