



**TENDENCY** has developed into a digital-first magazine in recent years, because consumer habits today are primarily mobile. To better serve the needs of the new reality of life, we publish TENDENCY in several languages and thus reach even more readers worldwide.

PRINT & digital: The cross-media reading experience serves all the preferences of our readership. Some prefer the haptic experience, others appreciate the possibilities of interaction as well as the permanent availability of the magazine in international magazine apps.

In terms of print circulation, we pursue a clear strategy: we address the "right" readers in places where they experience lifestyle. With a tightly calculated print run, TENDENCY does not waste any resources. TENDENCY Print is only available EXCLUSIVELY.

Media solutions for our advertising partners are as individual as their ideas and wishes. Therefore, our offers are subject to our own in-house calculation.

Deutsch

## ABOUT TENDENCY®

TENDENCY® is an editorially independent travel and well-being magazine for active women and men between the ages of thirty and sixty, with a penchant for quality and sustainability.

The readers maintain a pleasurable, responsible lifestyle while remaining authentic and eager to experiment. Travel, health and well-being are very important to them.

A colorful variety of topics from entertaining reports, exclusive interviews, carefully researched articles and beautiful photo series inspires you to make beneficial changes, stylish trips, luxurious extras and at the same time to respectful use of resources for a better quality of life.





## ABOUT THE AUTHOR

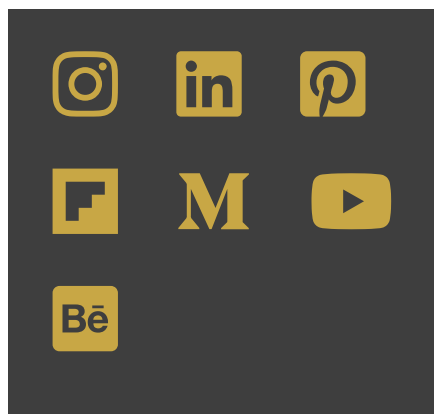


**Ramona Hapke**  
German journalist

In 2016 I fell in love with the idea of daring something new. The idea did not stop there: TENDENCY®, the German travel and well-being magazine with carefully researched contributions that entertains and informs.

If you have special requirements that do not cover this media data, please contact me. Together we develop an individual concept. I am looking forward to a conversation with you!

*Ramona Hapke*



## OVERVIEW DIGITAL & PRINT

### READERS/VIEWERS total

30 - 40 K  
depending on the language

### DEMOGRAPHIE

female 45 %  
male 55 %  
age 30-60

### PUBLICATION FREQUENCY

up to four times a year

### PAGES

60 - 100

### ISSUE PRICE

6 Euro

### PRINT RUN

limited edition

### RELEASE DATES

Issue Spring 2025  
March 20, 2025, EN/ES

Issue Summer 2025  
July 20, 2025, GERMAN

Issue Autumn 2025  
September 20, 2025, ENGLISH  
digital, Print  
advertising deadline:  
August 20, 2025

Issue Winter 2024  
November 20, 2025, DE/EN  
digital, Print  
advertising deadline:  
Oktober 20, 2025

Anniversary edition 2026  
10 years of TENDENCY  
May 12, 2026

# MEMBERSHIP SERVICES FOR COMPANIES AND AGENCIES

HOW YOU ARE GUARANTEED TO GET INTO OUR MEDIA!



# ADVERTISING PRICES IN €

one-time booking without membership

Jahr 2026	Magazin	Magazin-Blog
1/1	1.200	ab 200
2/1	1.800	Content supplied
U2, U3	2.000	incl. Social Media
U4	2.400	

# TENDENCY

Publisher

Hapke Media  
Pfarrer-From-Str. 11  
93491 Stamsried  
Deutschland

Phone

+49 9466 911922

Fax

+49 9466 911944

Internet

[www.hapkemedia.com](http://www.hapkemedia.com)  
[www.tendency-magazin.com](http://www.tendency-magazin.com)

Editor-in-chief

Ramona Hapke  
[redaktion@hapkemedia.com](mailto:redaktion@hapkemedia.com)

Advertising department

[advertising@tendency-magazin.com](mailto:advertising@tendency-magazin.com)

Frequency

3 x p. a.

Sales Text ID number

DE171997686

ISSN digital

2568-7778

Format

170 x 240 mm (width x height)

Type area

135 x 200 mm (width x height)

Colour space

4c Euroscale (CMYK)

Trim

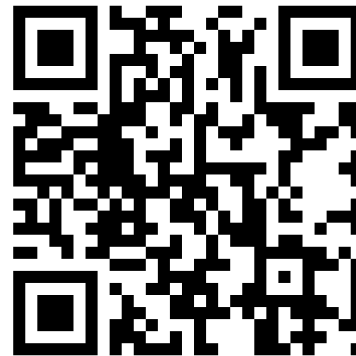
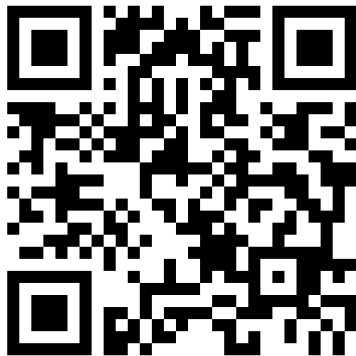
3 mm circumferential, no crop marks



READING SAMPLES

SHOP

Printed editions



# GENERAL TERMS AND CONDITIONS

The following general terms and conditions are part of this media kit.

As of September 01, 2024

§ 1 The magazine Tendency® is a product of Hapke Media and is named in the following General Terms and Conditions "Tendency®", "Contractor", "Magazine" or "Publisher".

The basis of the relationship "Tendency® Contractor (Insertent)" is the current media data. The terms and conditions of Tendency® apply exclusively. The Customer's General Terms and Conditions shall apply only to the extent that Tendency® has expressly consented to them in writing. Individual agreements with the client (including ancillary agreements, additions and amendments) made in individual cases shall in any case take precedence over these General Terms and Conditions.

§ 2 "Advertising order" within the meaning of these General Terms and Conditions is the contract for the publication of one or more advertisements, inserts or supplements of an advertiser in a document and/or an online publication (Tendency®) for the purpose of distribution. "Insertent" is the advertiser, also called client or customer. "Ad closing date" is the time until the ad can be accepted. This results from the current media data.

§ 3 Conclusion of the contract

The advertising order is valid for the duration of the written contract. The ad order can be sent to the contractor by post or e-mail. The conclusion of a contract requires the express written acceptance declaration of Tendency®. The type of execution and the scope of the display to be switched result from the contract or the informal order request of the advertiser. Does not contain any rules on the height, width and colour of a display; this is done according to the presumed will of the advertiser. No guarantee shall be given for the inclusion of advertisements in certain numbers, certain issues or in certain places of the magazine, unless the advertiser has expressly made the validity of the order conditional upon it and there

is an express written agreement.

An order which has been placed without the presentation of the ad text or an insert sample shall be deemed to be assumed, subject to the condition that Tendency® does not refuse the order because of the content, origin or technical form according to uniform, objectively justified principles (or postpones until correction) if the order infringes laws or regulatory provisions or if publication is unreasonable for Tendency®. This also applies to orders placed by representatives. Orders shall be regarded as a work contract. Any postponement of the publication date does not exempt both sides from the obligation to perform.

§ 4 Modification of contract data

Changes to the contract data of the client (e.g. confirmation, address) must be notified to Tendency® immediately. After invoicing, additional processing costs are incurred for changes (e.g. the company name, address, etc.).

§ 5 Rejection of advertisements

Tendency® reserves the right, at its discretion, to reject Tendency®'s content, origin or technical form in accordance with uniform, objectively justified principles of Tendency® in the case of advertisements, including individual orders for financial statements or supplements, if the contents of Tendency®, at the duly discretion of Tendency®, violate laws, official regulations or good morals or their publication.

Tendency® is unreasonable. This also applies to advertisements placed at offices, reception offices or representatives. Additional orders are binding on the publisher only after the presentation of a model of the supplement and its approval. Supplements which, through format or presentation, give the reader the impression of an inventory part of the magazine or contain third-party advertisements, are not accepted. The contracting authority shall be notified of the rejection of an order without delay.

§ 6 Responsibility for content/image rights

The Insertent is solely responsible for the content and legal admissibility of the text and image material provided for the notification. Tendency® is not obliged to check whether it adversely affects the rights of third parties. The contracting authority shall, on first request, release Tendency® in full from any third party's claims arising from the use of text and image documents in accordance with the contract against:

Tendency® adult. The contracting authority also releases Tendency® from the costs of the necessary legal defence. The Contracting Authority shall also bear the costs of publishing a reply in accordance with the relevant advertisement tariff. Finally, the Contracting Authority is obliged to provide Tendency® with loyalty.

and to assist in defending the law against third parties with information and documents and to promptly inform in writing any injunctions or injunctions relating to the rights of third parties. The contracting authority must ensure that the data transmitted are free from malware prior to any digital transmission of printed material. If Tendency® discovers on a computer virus file sent to Tendency®, or similar, this file will be deleted without the contracting authority being able to make any claims (in particular due to the lack of back-up copies). Tendency® reserves the right to claim compensation from the contracting authority for damage caused by Tendency® malware infiltrated by the contracting authority.

Tendency® assumes no liability for the print quality of provided photographs or digital media or for errors from the electronic transmissions. Liability for intent and gross negligence remains unaffected. Reproduction is always carried out in the best possible way.

§ 7 The ad documentation must be available at the latest by the closing date. Advertisement orders must be written by machine or transmitted electronically or submitted in printed form. Digitally created print documents must comply with Tendency®'s technical media data, which are currently valid at the moment, in order to fulfil the order correctly. The fulfilment of the technical requirements is by the contracting entity make sure it's safe.

Tendency® immediately requests replacement for recognizable inappropriate or damaged printing documents. Tendency® ensures the usual print quality for the occupied title within the scope of the possibilities provided by the printed documents.

If any defects in the printing documents are not immediately recognizable, but become clear only during the printing process, the client shall have no claims in the event of insufficient print.

Tendency® ensures the usual print quality for the occupied title within the scope of the possibilities provided by the printed documents. If the documents are not available in time for the notification deadline, Tendency® is entitled to use the most useful documents for the creation of the adver-

tisement. If no suitable documentation is available, Tendency® is entitled to charge the amount for the unprinted display.

Tendency® shall be exempted from liability if agreed placements cannot be complied with due to failures of the advertiser or if the print quality is reduced due to missing documents.

Complex processing of printing documents and extensive sentence work, which are to be represented by the client, shall be invoiced to the client at the cost price.

The advertising text must be checked by the client for spelling and punctuation before submitting, since Tendency® does not correct the ad text.

On request, the Contractor takes over the display design for the Client, if this is contractually agreed. Then the client undertakes to provide the contractor with all necessary data (company data, text, logo, etc.) in electronic form within 14 days. All advertisements created by the Contractor are for publication only in the Publisher of the Contractor and may not be passed on to third parties. Other appointments require the written consent of the contractor.

#### § 8 Formats/placement requests

Tendency® reserves the right to change the display format in size, whereby the difference in the dimensions of the format specified in the order can be about 15 %. Of course,

Tendency® always strives to comply with the desired display formats.

In principle, a flexible, editorial placement is considered agreed. If an advertised topic, for whatever reason, is not established, the publisher will place it at its own discretion.

within the framework of the technical and creative possibilities. This shall not affect the Treaty.

Placement requests are considered if possible, but can only be guaranteed when booking special places or with a placement suggestion according to media data.

§ 9 Unless an individual contractual date has been agreed for publication, the advertisements shall be published within one year of the conclusion of the written advertising contract. If nothing else is stipulated in the contract, the

Advertisement request for publication in an issue of the magazine.

§ 10 Advertisements that are not identified as advertisements due to their editorial design are identified as such by Tendency®.

§ 11 Test prints will only be delivered on express request. Delivery as a digital document in PDF format by e-mail. The advertiser shall be responsible for the correctness of the sample prints sent back. If the advertiser fails to return the test deduction sent to him within the five working day period set to him, the authorisation to print shall be deemed to have been granted and accepted as performance in accordance with the contract. If the contracting authority wishes to make changes in its ad version supplied or submitted to him by corrective deduction, the costs incurred by it may be calculated.

#### § 12 Defects/colour deviations/misprint

In the case of a wholly or partially illegible, incomplete or incorrect imprint of the display, the advertiser shall have the right to reduce payment or to receive a replacement message, provided that the error of: Tendency® is responsible, however, not if he receives a correction deduction and has not objected to it or if the defects only impair the purpose of the message irrelevant.

The design of the impairment is directed in accordance with the following conditions:

a) A claim to a replacement display can only be granted in case of incorrect information of address and telephone number, provided that the display has been created by Tendency® itself. A further claim for replacement can only be derived for reasons of production if content is printed unreadable.

b) Claim to a 50 % discount is available if either the telephone number or the address contains errors or if the dates are wrong.

c) Claim to 15 % reduction is justified if unjustifiable orthographic errors have been caused. Punctuation marks are excluded.

Further liability for Tendency® is excluded.

If any defects in the printing documents are not immediately recognizable, but become clear only during the printing process, the client shall have no claims in the event of insufficient print.

Printing takes place in the 4C Euroscala colour range in offset or digital

printing. Special colours are not possible, so that color deviations are expressly accepted by the client. The publisher guarantees the best possible reproduction of the display.

The acquisition of digital ads is only possible according to the guidelines of Tendency®. A warranty in case of non-compliance with the guidelines is excluded. Tendency® assumes no liability for errors of any kind from telephone transmissions.

The publisher must reserve the right to calculate any additional costs incurred. If printing errors have occurred with a PR text or a registration, the client is not entitled to refuse payment of any further publications subject to payment.

§ 13 Tendency® calculates with the circulation published in the respective media data; a deviation of 15 % or less does not constitute a defect within the meaning of § 633 BGB. It goes without saying that we always endeavour to produce the full circulation.

§ 14 For free advertisements or text displays that exceed the specified maximum text volume, Tendency® reserves reasonable cuts. The advertiser's claim to replacement does not exist in this case.

There is no claim to replacement for free PR texts containing incorrect information on the content, unless the PR text is explicitly marked as an advertisement and invoiced to the advertiser.

If an advert is connected to the free PR text, the ad price is also due in the case of an incorrect PR text as agreed. A reduction of the ad price cannot be derived from faulty free PR texts.

§ 15 The exclusion of competitors of the client requires a special written agreement. In the case of advertisements, it can only be made for the same or opposite pages.

§ 16 Advertisement orders can be cancelled in writing (by e-mail, fax or post) until the closing date. The entrance to Tendency® is decisive. In case of later cancellations, if technically feasible, incurred costs can be charged to the client. If the advertiser withdraws from a multiple booking, 50 % of the total order amount of the advertisements not accepted shall be due as damages without Tendency® having to keep the individual proof. Discounts already used for multiple bookings must be corrected and will be reclaimed by the advertiser.



The cancellation fee is also 50 % of the ad price if cancelled in due time. A cancellation from the booking of envelope pages and specials is not possible.

§ 17 All publication dates communicated to the client in writing, oral or in the media data serve to show a possible date of publication – he is therefore not binding.

Tendency® is extremely committed to meeting this deadline. However, due to the considerable amount of work, there may be a shift in time. The client is only entitled to withdraw from the advertising contract if the publication date is delayed by more than 9 months. Tendency® reserves the right to postpone the release date from technical or other causes.

§ 18 Printed documents shall be archived up to six months after their appearance and shall be returned only at the special request of the advertiser. Data carriers and other printed documents shall be returned to the contracting authority only on request.

§ 19 In the event of bankruptcy or an arrangement with creditors, no estate shall be given. If there are reasonable doubts as to the advertiser's ability to pay, Tendency® is entitled, even during the period of validity of a notification, to make further notifications without regard to a payment deadline originally agreed on the advance payment of the amount and the compensation of

To make accounting contributions dependent, without giving rise to any claims on the part of the advertiser against Tendency®.

The invoice must be paid within the deadline indicated in the media data. All prices will apply with the exception of the statutory VAT in force at the time of the contract.

The advertisement prices are based on Tendency®'s media data in force at the time of conclusion of the contract. If the advertisement rate changes after the conclusion of the contract, Tendency® is entitled to calculate the price on the basis of the price schedule in force at the time of publication.

§ 20 The contracting authority shall be in default of payment within 30 days of the due date and receipt of the contractor's invoice.

In the event of late payment, for transactions in which no consumer is involved, default interest is charged at a rate of 10 percentage points above the basic rate (Section 247 of the Civil Code). In the event of any additional

damage to the Contractor, it reserves the right to rely on it as well.

§ 21 The client may only offset claims that are undisputed or have been legally established.

§ 22 Tendency® shall provide the contracting authority with two copies of supporting documents free of charge after publication. These will be sent to the Contracting Authority by post no later than 14 days after the date of publication. The postmark will serve as proof of the date of dispatch. Further copies of supporting documents may be requested in accordance with the relevant media data.

§ 23 Advertising agencies or intermediaries have separate advertising tariffs and must comply with Tendency®'s price information in their offers, contracts and bills with advertisers. Tendency®'s general and additional terms and conditions, the order confirmation and the relevant price schedule shall apply to each order. The notification order issued becomes legally binding only after written confirmation by Tendency®. The intermediary remuneration granted by Tendency® may not be passed on in whole or in some way to the contracting authorities.

§ 24 Authors who provide editorial contributions to Tendency® fully grant Tendency® the right to reproduce and distribute the work (publishing right) including the images contained therein for the relevant issue(s). This is also true of the fact that the magazine is published on the internet without any time limit. The articles are marked accordingly by copyright.

§ 25 In the event of force majeure, the publisher shall cease to be bound by any obligation to perform orders and to pay damages. In particular, no compensation will be paid for unpublished or unpublished advertisements.

§ 26 All claims against the contractor arising from the design of an advertisement for infringement of trademark, design, image and copyright shall be borne by the contracting authority. In the event of any action being brought against the Contractor, the Contractor shall be liable internally for any liability towards third parties and for any claim for fees made by a third party in the Contractor's premises.

The involvement of lawyers in the review of the legality of claims for infringement of trade mark, design, image and copyright is subject to consultation with the contracting authority. The

The principal shall bear the lawyer's remuneration only to the extent that the lawyer calculates it in accordance with the RVG. Tendency® uses commercial diligence when receiving and checking advertisements, but is not liable for any misleading or deceptive behaviour.

The Contracting Authority is responsible for the content and legal admissibility of the Insertion. This applies to both text and image material.

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**§ 27** If the advertisement price list is amended, the current prices for new customers shall enter into force immediately. When a new version is published, all previous prices will cease to be valid. All prices quoted shall be net prices plus the current statutory value added tax (VAT).

The place of performance and jurisdiction for all claims arising from an order of a contractor, a legal person governed by public law or a special fund governed by public law shall be:

the seat of Tendency®. In this case, Tendency® is also entitled to bring an action at the contracting authority's headquarters. The same applies where the contracting authority has no general jurisdiction in Germany. In the case of consumers, the courts have jurisdiction by law.

Contracts between the contracting authority and Tendency® shall be gov-

erned by the law of the Federal Republic of Germany, excluding all references to other legal systems and international Contracts Applicable. The application of the UN Convention on the International Sale of Goods is excluded.

The publisher reserves the right to modify the magazine layout, name and content. As well as the equipment of the object, the selection of text, characters or formats, and distribution. This is without prejudice to existing contracts.

**§ 28** Correspondence between advertisements and other contacts with customers, such as instructions on the closing of notices, etc., takes place primarily by e-mail. Tendency®'s customers explain agree to this up-to-date form of contact and to the storage and use of the e-mail address (see also data protection). This is particularly true for customers who have made their first contact by e-mail. If contact by e-mail is not desired, a notice to that effect from the consignor is sufficient.

**§ 29** In accordance with Section 33(1) of the Federal Data Protection Act (BDSG), the contracting authority is hereby informed that Tendency® stores the data submitted by the contracting authority in the context of the contract in machine-readable form and processes them by machine for the performance of the contract. Tendency® ensures that the German data protection rules are complied with.

Unless the contracting authority objects, the data may be transferred to affiliated undertakings.

**§ 30** Purchase: Order process, conclusion of contract via the Tendency Shop

When an order is placed, a binding offer is made to conclude a contract. The contract is concluded when the confirmation is sent.

The customer confirms the GTC. By clicking on the 'BUY' button, the customer sends the data to the provider Hapke Media and thus submits a binding application. The application can only be sent after prior acceptance of these GTC.

Hapke Media then sends the customer an automatic confirmation of receipt by e-mail, in which the customer's order is listed again. The automatic confirmation of receipt merely documents that the customer's order has been received by the supplier and does not constitute acceptance of the

application. The contract is only concluded upon delivery.

The customer assures and guarantees that all data provided by him are truthful and complete. The customer undertakes to inform Hapke Media immediately of any changes to his contractual data.

There is no entitlement to the conclusion of a contract; Hapke Media can refuse orders without giving reasons. In such cases, the customer's entitlement to the bonus is also cancelled. Reward offers are only valid while stocks last. Hapke Media otherwise reserves the right to supply appropriate replacement items. In the event of premature termination of the contract or refusal or default of payment by the customer, the unused premium or the proportionate premium value must be returned by the customer. Complained premiums are to be returned to Hapke Media at the customer's expense, unless Hapke Media waives the costs of the return shipment as a gesture of goodwill.

#### Delivery and service

Delivery of the ordered 'TENDENCY®' magazine begins after publication of the issue. If this is no longer possible due to the short delivery time, delivery will begin as soon as possible.

The customer must notify Hapke Media's customer service immediately of any delivery defects. In the event of non-delivery, late delivery or material damage in the course of delivery, Hapke Media shall only be liable for intent or gross negligence. No compensation can be claimed for copies arriving late or missing abroad.

#### Prices and terms of payment

- (1) The prices quoted include the statutory value added tax.
- (2) All deliveries are made for the account of the customer. The actual shipping costs can be found in the respective order offer.
- (3) Payment can be made on account or via PayPal.
- (4) Should a price change occur during the term of the contract, the amount applicable from the time the increase comes into effect shall be payable. However, a prepaid subscription price is guaranteed for the period of prepayment.
- (5) In the event of price increases of more than 10%, the customer has an extraordinary right of cancellation as of the effective date. The cancella-

tion must be received by Hapke Media within one month of notification of the price increase to the customer.

(6) The subscription price is due in advance immediately after invoicing in accordance with the agreed payment frequency. If payment is not made by the date specified in the invoice at the latest, the customer shall be in default without further reminder in accordance with Section 286 (3) BGB.

For each reminder sent by Hapke Media after the occurrence of default (without the involvement of external third parties), the customer shall pay a reminder fee of EUR 3 or EUR 6 to Hapke Media. The customer is free to prove that no or only significantly lower costs have been incurred. After an unsuccessful reminder, Hapke Media may take further appropriate measures for legal prosecution, in particular instruct a debt collection agency or a lawyer. In addition to the overdue subscription price, the customer shall bear all costs incurred for legal action (reminder costs, costs of the debt collection agency or lawyer, etc.). Hapke Media expressly reserves the right to assert further claims.

#### Premiums

Any premiums for a subscription order will only be dispatched after receipt of payment. If the selected premium is no longer available at the time of receipt of payment, the customer's claim to the selected premium is cancelled. There is no entitlement to exchange the reward if the customer does not like it. The statutory warranty provisions apply to defective delivery of rewards.

#### § 32 Memberships

- (1) All membership levels on tendency-magazin.com are generally valid for one year. Memberships are not automatically renewed. However, there is the option to extend memberships or to book a higher level.
- (2) The applicable price must be paid in advance for one year at a time. Hapke Media is authorised to block access until full payment has been made if the member defaults on payment. The obligation to pay for the membership remains unaffected.
- (3) Memberships entitle members to use the booked content and services listed in the catalogue of services on the tendency-magazin.com/

join-us website and its other language versions.

(4) Passing on the access data provided to the member is only permitted within the company/agency and only to the extent that the access data is not used at the same time. If the member passes on his/her access data to third parties without authorisation, he/she shall be personally and fully liable for any costs and damages caused by these third parties. The member is not authorised to pass on membership services to third parties. The member may only utilise all services for themselves or their own company.

(5) Hapke Media uses the member's email address from the registration for notifications relating to the collaboration. This may be, for example, a change to the assigned e-mail address, editorial enquiries or information on the status of membership. Hapke Media does not pass on member data entered during registration to third parties. For a possible renewal of membership, the data will be stored for a maximum of one year to prevent re-entry.

(6) Hapke Media is authorised to change or expand the range of member services at any time, or to remove individual services from the range, insofar as the change is reasonable for the member, taking into account the interests of Hapke Media. A special right of cancellation only exists in the event of a fundamental reorientation of the content of the overall editorial and advertising offer as well as in legal cases.

§ 32 If a provision of these General Terms and Conditions is in whole or in part contrary to statutory provisions or is otherwise void, then the validity of the General Terms and Conditions in their entirety and does not affect the other clauses or the contract as to the remainder. The ineffective provision should be replaced by another provision which corresponds mutatis mutandis to the content of the ineffective provision. In the absence of such evidence, the parties shall: an obligation to enter into an agreement that is consistent with, or closest to, the purpose (including in economic terms) of the invalid clause.