

Advertising Terms & Conditions

ATC 1.3 | Effective date: 17 August 2026

Publisher	PATRYK TEODOR ZBOROWSKI Z-MEDIA
Registered address	ul. Św. Wawrzyńca 5/9, 31-060 Kraków, Poland
Tax identifiers	NIP 6762110411 REGON 120535225
Effective date	17 August 2026

These Terms apply to new Advertising Orders accepted on or after the effective date. They do not apply retroactively. Company Feature, Sponsored Expert Article, ePrint and Press Release Distribution remain governed by their separate commercial documents.

1. Scope and application

These Terms apply only to Advertising Inventory expressly offered and specified in an accepted Commercial Order Form, including e-magazine advertising, print advertising where expressly offered, premium positions, online placements and custom advertising inventory.

These Terms do not automatically govern Company Feature, Sponsored Expert Article, ePrint, Press Release Distribution or other content-led work. Those products are governed by their applicable Commercial Order Form, Standard Commercial Terms and product-specific schedule.

2. Publisher, authority and Commercial Order Form

The Publisher is PATRYK TEODOR ZBOROWSKI Z-MEDIA, ul. Św. Wawrzyńca 5/9, 31-060 Kraków, Poland, NIP 6762110411 and REGON 120535225.

The entrepreneur signs personally. Any other person may sign or make a binding statement only under a valid power of attorney. Operational contacts using the Manufacturing Journal team, Commercial Team or Advertising Team name are not automatically authorised to change price, payment, cancellation or non-standard rights.

An agreement is formed only on the Publisher's recorded acceptance of a Commercial Order Form. An express term in the Commercial Order Form prevails only for that Order and the relevant subject matter.

3. Advertising inventory and premium positions

Advertising Inventory is limited to formats expressly offered and identified in the Commercial Order Form. Active formats may include:

- full-page, half-page and double-page spread advertising in the e-magazine;

- Cover I, Cover II, Cover III and Cover IV;
- opening spread, closing spread and other premium positions, subject to availability;
- online display advertising and homepage placement, subject to confirmed inventory; and
- custom advertising agreed individually in the Commercial Order Form.

Print advertising is offered only where it is expressly identified in the Commercial Order Form. Category sponsorship, newsletter advertising and interactive e-magazine advertising are planned products or individually agreed services only. Online placement periods and inventory must be stated in the Commercial Order Form. No online placement renews automatically. Exclusivity exists only where the Commercial Order Form states it.

4. Materials, technical review and proofing

The Advertiser must supply complete, lawful and technically compliant materials by the stated deadline. Technical review does not transfer responsibility for rights, accuracy or legal compliance. A technical proof is provided only where the Commercial Order Form states so. The Advertiser is responsible for errors in materials supplied by the Advertiser or approved by the Advertiser. Late proof approval may move publication.

The Publisher may refuse, remove or suspend material that appears unlawful, misleading, infringing, unsafe or technically harmful. The Advertiser warrants that it holds all permissions, licences and approvals required for supplied materials, claims and landing pages, and grants the limited rights needed for the ordered placement. The Advertiser remains responsible for destination URLs and their content.

5. Reservation, payment and late payment

The default invoice term is seven calendar days. A fourteen-day or other term applies only where it is expressly stated in the Commercial Order Form.

Standard e-magazine advertising requires payment of 100% of the price before publication, unless the Commercial Order Form expressly records alternative terms approved by the Owner.

Cover I-IV, opening spread, closing spread and other premium positions require 50% of the price at reservation confirmation and 50% before publication. Publication requires receipt of the full required payment.

Online advertising requires payment of 100% of the price before campaign start. Credit terms require Owner approval and must be expressly recorded in the Commercial Order Form. Remedies for late payment remain subject to applicable law and the Commercial Order Form.

6. Changes, cancellation and failure to supply

Changes after acceptance are subject to feasibility, deadline and any agreed fee.

For advertising associated with a specific issue, cancellation received 61 or more calendar days before publication is charged at 50% of the net order value. Cancellation

received 60 calendar days or fewer before publication is charged at 100% of the net order value. Once final materials have been received and production has started, 100% of the net order value is payable regardless of timing. Cancellation must be clear and in writing or by email; the receipt date controls.

Premium positions use the same base cancellation thresholds, taking account of exclusivity, withdrawal from sale, production start, final materials and the ability to resell the position.

For online advertising, cancellation terms are those stated in the Commercial Order Form and may reflect work already delivered, a started campaign period, documented irreversible costs and reserved inventory. Failure to supply compliant material does not automatically cancel an Order.

7. Statistics, advertising outcome and liability

Statistics may be supplied only where they are available for the relevant product and stated in the Commercial Order Form or Media Kit. They may be estimated or dependent on third-party systems.

Unless expressly stated in the Commercial Order Form, the Publisher gives no guarantee of impressions, clicks, leads, sales, conversions, downloads, SEO position, traffic or other commercial outcome. Nothing in these Terms excludes liability that cannot lawfully be excluded.

8. Intellectual property and order precedence

The Advertiser retains ownership of its materials, subject to the limited rights granted to the Publisher for the ordered placement. The Publisher retains ownership of its brands, layouts, systems, editorial processes and pre-existing materials, except as expressly stated in the Commercial Order Form.

The Commercial Order Form takes precedence over these Terms for an individual Order where it expressly states a different term for that Order and subject matter.

9. Final provisions

Polish law applies subject to mandatory law. The competent court is determined by applicable law and the confirmed Publisher seat. Formal notices use the legal details stated in the Commercial Order Form.

ATC 1.3 applies only to new Orders accepted on or after 17 August 2026. It does not apply retroactively. Orders accepted before that date remain governed by the version of the terms accepted when the relevant Order was made, unless the parties agree otherwise in writing.

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