



MEDIA KIT 2009

VALID FROM **OCTOBER 2008**

EMEA
Hospital Post
Innovations and Visions for Leaders in Healthcare

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Newspapers and magazines are made everywhere. We make communication.
Made of passion. Made with conviction. Made in Darmstadt.

DESCRIPTION

Hospital Post EMEA – independent, with pan-EMEA coverage, and up-to-date – addresses bimonthly 25,000 decision makers in hospitals in Europe, the Middle East, and Africa. Hospital Post EMEA's reader database takes into consideration the procurement strategies in the modern hospital: investments in technologies, solutions, and services are – to an increasing extent – determined by a network of managers with various backgrounds.

In a language understood by all these groups, journalists as well as representatives from hospitals and EU/national regulatory bodies, societies, and the industry report about new approaches, methods, and technologies which bring benefits for hospitals. Management and Politics, Medical Technology, Pharma, Hygiene, IT & Communications, Facility Management, and Laboratory & Diagnostics are the sections of this publication; "people", selected news, facts, and statistics from across the sector, as well as an event calendar complement the well-balanced content. Hospital Post EMEA is the one source hospital decision makers in the region require to keep informed on innovations with a cross-departmental impact. – An e-Paper is published after the print version on our website.

Hospital Post EMEA's sister publication Management & Krankenhaus (monthly, circulation 43,000) addresses decision makers in German hospitals.



Overview

Publication Frequency	6 issues per year	Editorial	Michael Reiter M.A.
Volume	Vol. 8, 2009	Advertising	Bernhard Schroth
Circulation	25,000	Advertising Administration	Kerstin Kunkel
Publishing house	GIT VERLAG GmbH & Co. KG - A Wiley Company - Roesslerstrasse 90 D-64293 Darmstadt	Subscription	€ 70.00 (+ VAT)
Phone	+49 (6151) 80 90-0	Single Copy Rate	€ 14.00 (+ VAT, + Postage)
Fax	+49 (6151) 80 90-146	Subscription for students	€ 35.00 (+ VAT)
Internet	www.gitverlag.com	ISSN	1611-1524
E-Mail	info@gitverlag.com	Format of the newspaper	297 x 420 mm
Managing Directors	Dr. Michael Schön, Bijan Ghawami	Content Analysis 2007	6 issues
Head of Sales/Marketing	Dr. Katja Habermüller	Total Pages	180 pages = 100 %
		Editorial Content	151.7 pages = 81.9 %
		Advertising content, basis A4	50.1 pages = 18.1 %
		Advertising content, basis Tabloid	28.3 pages = 18.1 %
		Inserts	5

ISSUES	January / February 1	March / April 2	May / June 3	July / August 4	September / October 5	November / December 6
Publishing date	23.01.2009	27.03.2009	18.05.2009	24.07.2009	25.09.2009	28.10.2009
Advertising deadline	02.01.2009	06.03.2009	27.04.2009	03.07.2009	04.09.2009	06.10.2009
Editorial deadline	16.12.2008	20.02.2009	14.04.2009	19.06.2009	21.08.2009	22.09.2009
TRADE FAIRS						
	Arab Health, Dubai, UAE, 26.01.-29.01.2009	TCI – 2nd world congress of Total Intravenous Anaesthesia, Berlin, Germany, 23.04.-25.04.2009	EHA – 14th Congress of the European Hematology Association, Chicago, USA, 04.06.-07.06.2009	ESC – World Congress of Cardiology, Barcelona, Spain, 29.08.-02.09.2009	ESPR-50th Annual Meeting of the European Society for Pediatric Research, Hamburg, Germany, 09.10.-12.10.2009	Medica, Düsseldorf, Germany, 18.11.-21.11.2009
	CeBIT, Hanover, Germany, 03.03.-08.03.2009	AUA 104th Annual Meeting, Chicago, USA, 25.04.-30.04.2009	Euroanaesthesia, Milan, Italy, 06.06.-09.06.2008	ESPN – 42th Annual Meeting of the European Society for Paediatric Nephrology, Birmingham, UK, 02.09.-05.09.2009	ESICM – 22nd European Society for Intensive Care Medicine, Vienna, Austria, 11.10.-14.10.2009	UEGW – 17th United European Gastroenterology Week, London, UK, 20.11.-25.11.2009
	ECR, European Congress of Radiology, Vienna, Austria, 06.03.-10.03.2009	HC2009-26th Annual Healthcare Computing Conference and Exhibit, Harrogate, UK, 30.04.-04.05.2009	EUROMEDLAB, IFCC-FESCC European Congress of Clinical Chemistry and Laboratory Medicine, Innsbruck, Austria, 07.06.-11.06.2009	ESMO – 34th Congress of the European Society for Medical Oncology, Vienna, Austria, 04.09.-08.09.2009	ICCAD – 8th International Congress on Coronary Artery Disease, Prague, Czech Republic, 11.10.-14.10.2009	RSNA, Chicago, USA, 29.11.-04.12.2009
	AD – PD – 19th International Conference on Alzheimer's and Parkinson's Diseases, Prague, Czech Republic, 11.03.-15.03.2009	12th World Congress on Cancers of the Skin 2009, Tel Aviv, Israel, 03.05.-06.05.2009	26th ICC – International Congress of Chemotherapy and Infectious Diseases, Toronto, Canada, 18.06.-21.06.2009	EFIC – Pain in Europe VI – European Federation of Chapters of the International Association for the Study of Pain, Lisbon, Portugal, 09.09.-12.09.2009	Ultraschall Dreiländertreffen, Salzburg, Austria, 14.10.-17.10.	Endo Club Nord Conference, Hamburg, Germany, November 2009
	EAU – 24th annual EAU Congress, Stockholm, Sweden, 17.03.-21.03.2009	6th Baltic Congress of Neurology, Vilnius, Lithuania, 13.05.-16.05.2009	CME-European Meeting on Hypertension, Oslo, Norway, 18.06.-23.06.2009	ERS – Congress of the European Respiratory Society, Vienna, Austria, 12.09.-16.09.2009	20. World Diabetes Congress, Montreal, Canada, 18.10.-22.10.2009	World of Health IT, November 2009
	Reinraum-Lounges / Clinical Hygiene, Karlsruhe, Germany, 17.03.-19.03.2009	World Health Care Congress Europe, Brussels, Belgium, 13.05.-15.05.2009	ENS 2009 – 19th Meeting of the European Neurological Society, Milan, Italy, 20.06.-24.06.2009	ECCO-The European Cancer Conference, Berlin, Germany, 20.09.-24.09.2009	EuroSpine, Warsaw, Poland, 21.10.-24.10.2009	
	29th ISICEM, Brussels, Belgium, 24.03.-27.03.2009	European Congress of Clinical Microbiology and Infectious Diseases, Helsinki, Finland, 16.05.-19.05.2009	WCGI 11th World Congress on Gastrointestinal Cancer, Barcelona, Spain, 24.06.-27.06.2009	EASD – 45th Annual Meeting of the European Association for the Study of Diabetes, Vienna, Austria, 25.09.-01.10.2009		
	EAHP – 14th European Association of Hospital Pharmacists, Barcelona, Spain, 25.03.-27.03.2009	EuroPCR, Barcelona, Spain, 19.05.-22.05.2009	CARS, 22th International Congress on Computer Assisted Radiology and Surgery, Berlin, Germany, June 200	DGHO-Gemeinsame Jahrestagung der deutschen, österreichischen und schweizerischen Gesellschaften für Hämatologie und Onkologie, Mannheim, Germany, 04.10.-07.10.2009		
	7th Med-e-Tel – The International Educational and Networking Forum for eHealth, Telemedicine & Health ICT, Luxembourg, Luxembourg, 01.04.-03.04.2009	WCN-ERA / EDTA – World Congress of Nephrology, Milan, Italy, 22.05.-26.05.2009	CARS, 22th International Congress on Computer Assisted Radiology and Surgery, Berlin, Germany, June	EADV – 18th Congress of the European Academy of Dermatology and Venerology, Berlin, Germany, 07.10.-11.10.2009		
	HIMSS, Chicago, USA, 04.04.-08.04.2009		2nd World Congress on Controversies in Cardiovascular Disease, July			
TOPICS						
Politics/Management	<ul style="list-style-type: none"> News from EU and National Policymakers Hospital management Topics 	<ul style="list-style-type: none"> News from EU and National Policymakers Hospital management Topics 	<ul style="list-style-type: none"> News from EU and National Policymakers Hospital management Topics 	<ul style="list-style-type: none"> News from EU and National Policymakers Hospital management Topics 	<ul style="list-style-type: none"> News from EU and National Policymakers Hospital management Topics 	<ul style="list-style-type: none"> News from EU and National Policymakers Hospital management Topics
Medical Technology	<ul style="list-style-type: none"> Anaesthesiology Radiology Urology Review Medica 2008 Review RSNA 2008 	<ul style="list-style-type: none"> Interventional Cardiology Review Arab Health Review ECR 	<ul style="list-style-type: none"> Anaesthesiology Radiology Review ISICEM 	<ul style="list-style-type: none"> Cardiology Minimally Invasive Surgery Review Euroanaesthesia 	<ul style="list-style-type: none"> Orthopaedics Intensive & Emergency Care Oncology Breast Cancer Ultrasound, CT, MRT Review ESC Preview Medica 	<ul style="list-style-type: none"> News at Medica Radiology Medical Imaging Diabetes Preview RSNA 2008
IT & Communications	<ul style="list-style-type: none"> Document Management / Archiving Storage / Backup Dictation Management / Speech Recognition 	<ul style="list-style-type: none"> HIS / RIS / PACS Management Information Systems / Performance Management / Business Intelligence Data Warehouse / Data Mining 	<ul style="list-style-type: none"> OR Workflow Medical Monitors Mobile Computing Review HIMSS 	<ul style="list-style-type: none"> Patient Monitoring Networks and Portals Patient ID Electronic Patient Record IT for HR Management 	<ul style="list-style-type: none"> Data Security / Data Privacy E-Health 	<ul style="list-style-type: none"> HIS / RIS / PACS Telemonitoring Homecare / Personal Health e-Procurement Preview HIMSS 2009
Pharmacology/Nutrition	<ul style="list-style-type: none"> Drug Discovery Results from Clinical Trials 	<ul style="list-style-type: none"> Drug Discovery Results from Clinical Trials 	<ul style="list-style-type: none"> Drug Discovery Results from Clinical Trials 	<ul style="list-style-type: none"> Drug Discovery Results from Clinical Trials 	<ul style="list-style-type: none"> Drug Discovery Results from Clinical Trials 	<ul style="list-style-type: none"> Drug Discovery Results from Clinical Trials
Laboratory & Diagnostics	<ul style="list-style-type: none"> Analytics, Automation, POCT, Pathology, Molecular Medicine 	<ul style="list-style-type: none"> Analytics, Automation, POCT, Pathology, Molecular Medicine 	<ul style="list-style-type: none"> Analytics, Automation, POCT, Pathology, Molecular Medicine 	<ul style="list-style-type: none"> Analytics, Automation, POCT, Pathology, Molecular Medicine 	<ul style="list-style-type: none"> Analytics, Automation, POCT, Pathology, Molecular Medicine 	<ul style="list-style-type: none"> Analytics, Automation, POCT, Pathology, Molecular Medicine
Hygiene	<ul style="list-style-type: none"> Sepsis Management / Infection Control 	<ul style="list-style-type: none"> Waterborne Infections 	<ul style="list-style-type: none"> Infections in the ICU 	<ul style="list-style-type: none"> Blocking Microorganisms in the OR 	<ul style="list-style-type: none"> Discarding Infectious Waste 	<ul style="list-style-type: none"> Measuring Quality in Hygiene
Facility Management	<ul style="list-style-type: none"> Construction, Refurbishment, Fittings, Maintenance 	<ul style="list-style-type: none"> Construction, Refurbishment, Fittings, Maintenance 	<ul style="list-style-type: none"> Construction, Refurbishment, Fittings, Maintenance 	<ul style="list-style-type: none"> Construction, Refurbishment, Fittings, Maintenance 	<ul style="list-style-type: none"> Construction, Refurbishment, Fittings, Maintenance 	<ul style="list-style-type: none"> Construction, Refurbishment, Fittings, Maintenance

ADVERTISEMENTS	FORMAT DIN A4 (MM)		PRICE € (B/W)	PRICE € 4C
	width	height		
1/1 Page A4	210	297	5,190	7,020
1/1 Page	185	260	4,810	6,640
1/2 Page portrait	185	128	2,480	4,310
1/2 Page landscape	90	260	2,480	4,310
Juniorpage	138	196	2,480	4,310
1/3 Page landscape	185	85	2,005	2,920
1/4 Page classic	90	128	1,305	2,220
1/4 Page landscape	185	63	1,305	2,220
1/8 Page classic	90	63	650	1,565
1/8 Page landscape	185	30	650	1,565

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and G.I.T. Publishing has exclusive rights of it for 6 months.
- 2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 No discount given
- 4 Surcharge for advertisements smaller than 1/2 page A4 = 50%
- 5 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.
- 6 Cipher charge € 10.–

ADVERTISEMENTS	FORMAT TABLOID (MM)		PRICE € (B/W)	PRICE € 4C
	width	height		
1/1 page Tabloid	297	420	7,960	9,790
1/2 page Tabloid landscape	265	190	5,160	6,990
1/2 page Tabloid portrait	130	390	5,160	6,990
1/4 page Tabloid portrait	130	195	2,490	4,320
1/4 page Tabloid landscape	265	95	2,490	4,320

ADDITIONAL COSTS ³	PRICE €
Per colour Euroscale	610
4-colour supplement ⁴	1,830

PREFERRED POSITIONS	FORMAT (MM)		PRICE € 4C
	width	height	
Title page + Story ¹	265	70	4,490
Cover Wrap	148	420	9,320
Belly Band	590	60	7,380
Postcards ²			440

Terms of Payment:

Payment within 30 days without deduction.

Bank Details:

Dresdner Bank AG · Rheinstrasse 14
 64283 Darmstadt, Germany
 RT. No. 508 800 50 · Acc. No. 01 715 501 00
 S.W.I.F.T. – BIC: DRES DE FF 508
 IBAN: DE52 5088 0050 0171 5501
 VAT-Id.No.: DE 813443826 · Tax No.: 007-321-30353

LOOSE INSERTS ⁵	WEIGHT	PRICE €
	up to 20 g	185
	per additional 5 g	5.50

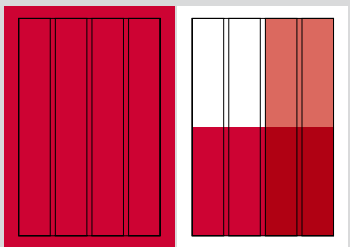
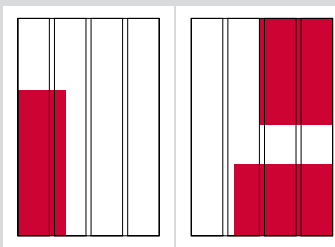
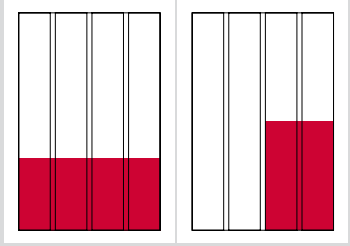
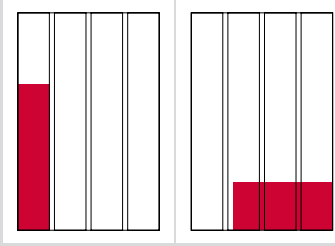
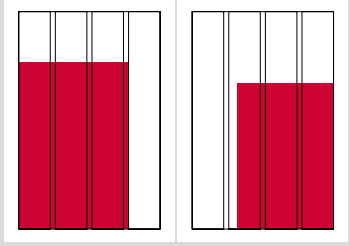
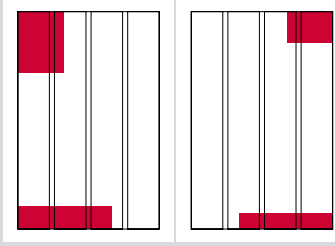
ADDITIONAL CHARGES	
Request positions	10 %

DISCOUNTS	
3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %
18 Advertisements	25 %
24 Advertisements	30 %

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<p>Tabloid 1/1 1/2</p>	<p>1/1 Page: 297 x 420 mm + 3 mm Overlap on all sides</p> <p>1/2 Page portrait: 130 x 390 mm</p> <p>1/2 Page landscape: 265 x 190 mm</p>		<p>DIN A4 1/2 Juniorpage</p>	<p>1/2 Page portrait: 90 x 260 mm</p> <p>1/2 Page landscape: 185 x 128 mm</p> <p>Juniorpage: 138 x 196 mm</p>	
<p>Tabloid 1/4</p>	<p>1/4 Page portrait: 130 x 195 mm</p> <p>1/4 Page landscape: 265 x 95 mm</p>		<p>DIN A4 1/3</p>	<p>1/3 Page portrait: 58 x 260 mm</p> <p>1/3 Page landscape: 185 x 85 mm</p>	
<p>DIN A4 1/1</p>	<p>1/1 Page A4 210 x 297 mm</p> <p>1/1 Page 185 x 260 mm</p>		<p>DIN A4 1/4 1/8</p>	<p>1/4 Page classic: 90 x 128 mm landscape: 185 x 63 mm</p> <p>1/8 Page classic: 90 x 63 mm landscape: 185 x 30 mm</p>	

Magazine Overview	Dates & Contents	Prices & Formats	Technical Data	Distribution	Online	General terms of Business	Contact
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TECHNICAL SPECIFICATIONS

Tabloid format

297 x 420 mm (width x length), DIN A3 size
265 x 417 mm (width x length), print area
Number of columns: 4; column width 63 mm or
Number of columns: 5, column width 59 mm

Print and binding methods

Sheet offset

Colours

Euro scale

Screen ruling

70 ruling

Data format

We accept the following data formats: PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 20 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/about/transfer/.
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.
6. Do not send pre-separated or DCS files.

Use of "open files"

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice. In some cases, conversion is not possible. All tasks necessary to create "print-ready" files will be charged to you according to time spent.

Transmission options

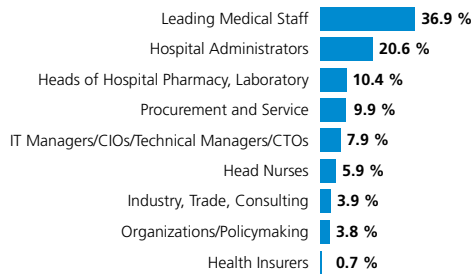
- by e-mail to kerstin.kunkel@wiley.com
- by FTP at <ftp.gitverlag.com/incoming>
- by CD Rom to

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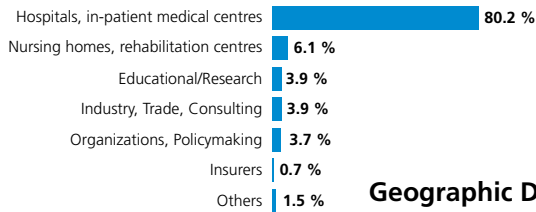


Magazine Overview	Dates & Contents	Prices & Formats	Technical Data	Distribution	Online	General terms of Business	Contact
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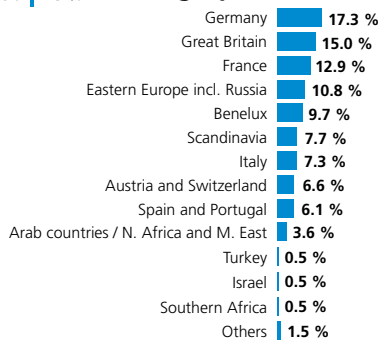
Distribution by Job Position



Distribution by Sectors



Geographic Distribution



Circulation Breakdown

(issue analyzed: 4/2007)

COPIES PER ISSUE	COPIES
Print run	25,000
Tradeshaw copies	4,500
Archive, sample copies	700
Total circulation	19,800

Distribution Breakdown

JOB POSITION	%
Leading Medical Staff	36.9
Hospital Administrators	20.6
Heads of Hospital Pharmacy, Laboratory	10.4
Procurement and Service	9.9
IT Managers/CIOs/Technical Managers/CTOs	7.9
Head Nurses	5.9
Industry, Trade, Consulting	3.9
Organizations / Polymaking	3.8
Health Insurers	0.7

SECTORS	%
Hospitals, in-patient medical centres	80.2
Nursing homes, rehabilitation centres	6.1
Educational/Research	3.9
Industry, Trade, Consulting	3.9
Organizations, Polymaking	3.7
Insurers	0.7
Others	1.5

PRO-4-PRO.com

Short introduction

PRO-4-PRO.com is the online platform of GIT PUBLISHING for your online advertising. It is an ideal addition to the other advertising possibilities of GIT PUBLISHING. PRO-4-PRO's clear structure as well as its cross-sectoral / interdisciplinary classification guarantees an optimal placement/presentation and easy identification of your enterprise and your products. Our PRO-4-PRO.com service is mainly used by managing directors, technical designers, developers, scientific specialists and buyers, in order to research information on product novelties. Comfortable search functions deliver fast and effective search results. Monthly newsletters for selected interest areas continuously inform about newest industry product innovations to the users. Interactive fair specials, a meeting calendar, and since 2008 a newsboard are some further components of PRO-4-PRO.com which round off the portfolio.



Advertising on PRO-4-PRO.com



Basic entry:

All relevant contact details, company logo, web link, keywords.

Banner ad:

Positioning in relevant segments, in the newsletter or in connection to specific keywords. Format: Fullsize banner (468 x 60 pixel).



NEW!

Wide Skyscraper (160 x 600 Pixel)
Leaderboard Banner (728 x 90 Pixel)

Bosch Video Management System:
A unique video security solution across any IP network.

- Seamless management of video, audio and data over IP
- Scalable solution for future proofing
- Reduces installation and maintenance costs

Bosch is introducing a unique enterprise IP video security solution that provides seamless management of digital video, audio and data across any IP network. Designed to work with Bosch CCTV products as part of a total video security solution, the Bosch Video Management System (Bosch VMS) allows customers to integrate their existing cameras into one, easy-to-manage set-up. Because it enables live and recorded video images of any site to be viewed in real time, from any location, the Bosch VMS provides complete management and control of an installation. It is also scalable, which provides the flexibility of starting small and upgrading a security system as needed. The Bosch VMS is suitable for a wide range of security applications, including government, retail, airports, railways, traffic, and university campuses.



Product entry:
Detailed text highlighted with no limit of characters, images, deep links, PDF data sheets, video streams. Each product entry is promoted in the newsletter.

Bosch Security Systems offers innovative security and communication products and solutions

Bosch continues to support customers meet the security and communication challenges of today's increasingly unpredictable world.

Since 2006 the Bosch group has been providing technology that combine innovation, quality and reliability. The company creates more than 2000 pending patents a weekly, controls more than 225,000 people around the world, and has a turnover of Euro 36.8 Billion in 2007. Today, Bosch continues to develop products and services that help to improve the quality of people's lives. As part of this group, Bosch Security Systems has more than 5000 people active in more than 10 countries.

Product portfolio for one-stop shopping

Bosch's product portfolio consists of Closed Circuit TV systems including state-of-the-art IP solutions, Access control systems, Intrusion detection, Fire alarm systems and Security management systems, etc.



Company profile:
Detailed texts with no limit of characters, images, deep links, PDF company brochure, video streams such as a classification of product groups or business units.

Click here for product highlights
Click here for the list of exhibitors
Click here to see the floor plans

Special: L.A.B. 2007
Trade fair and conference for analysis, bio and laboratory equipment in the UK, 2-4 October 2007, ExCel, London

The combination of an international trade with the benefits of a location such as London that go to even has existed in the 19th century. In London per Place to the L.A.B. offers an ideal networking opportunity for companies operating worldwide.

Supported by IMPEX/BSI, the Division of Medical and Mechanical Technologies Association for Instrumentation, Control Technology L.A.B. will be the perfect place to visit relations.

The areas hosting the conference and to



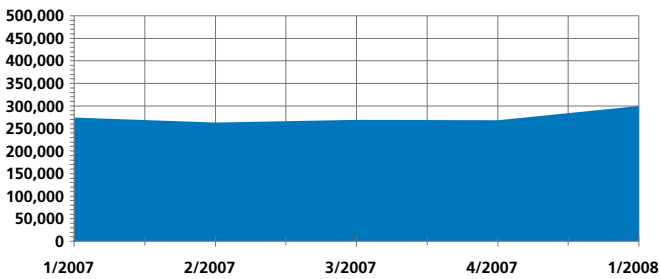
Trade show special:
Detailed description, trade show logo, exhibitor list, exhibitor's product highlights, interactive floor plans.

3D animation:
Present your products in 3D including 360° view, zoom options and animation of detailed functions.

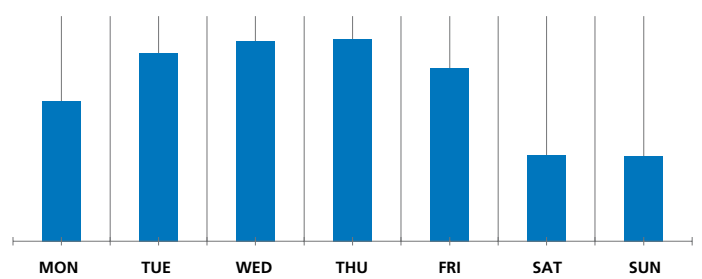


STATISTICS

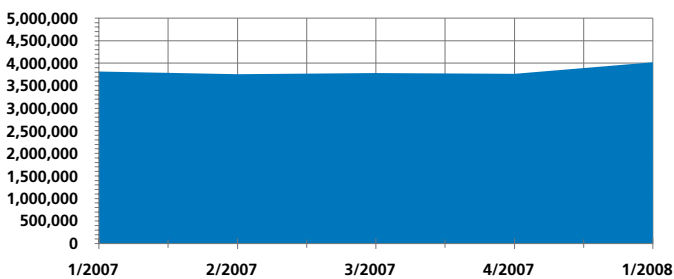
Quarterly Figures – User



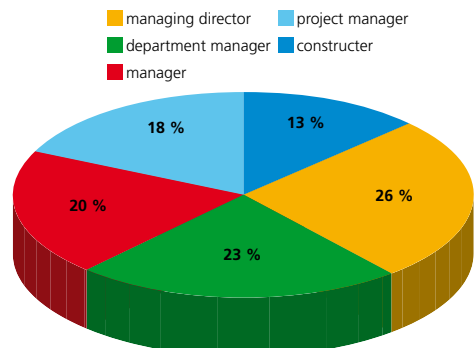
Page Impressions per Week



Quarterly Figures – Page Impressions



User Profile



RATES

	RUNTIME 6 MONTHS TOTAL COST €	RUNTIME 12 MONTHS TOTAL COST €
Basic entry	free of charge	
Product entry / New	630	1,050
Product entry / Renewal	285	510
Company profile	–	315
Special agreement	depending on volume/frequency	
3D product animation	depending on volume/frequency	
Trade show special	depending on volume/frequency	

BANNER	PER MONTH €	PER 1,000 ADVERTISEMENTS €
Fullsize / Sector welcome page	225	75
Leaderboard / Sector welcome page	300	100
Wide Skyscraper / Sector welcome page	240	80
Fullsize / Segment + newsletter	405	135
Leaderboard / Segment + newsletter	495	165
Wide Skyscraper / Segment	345	115
Fullsize / Keyword	225	75
Leaderboard / Keyword	300	100
Wide Skyscraper / Keyword	240	80
Exclusive button	3,500	–

PACKAGE DEALS		RUNTIME 12 MONTHS* TOTAL COST €
Basic Package	- 4 product entries* - 1 product entry in one of GIT VERLAG's trade journals - company profile* - Banner ad for 3 months	1,640
Basic Plus Package	- 8 product entries* - 3 product entry in one of GIT VERLAG's trade journals - company profile* - Banner ad for 6 months	3,020

Special agreement

Procedure – A unique opportunity to have all your product information sent to us placed on PRO-4-PRO.com automatically including all optimizations for the previously agreed time.

And it cannot be simpler – Please contact us and we will provide you a tailor made offer for a special agreement.

Service ▶▶▶

To estimate the success of your advertising campaigns PRO-4-PRO.com provides a regular response service via e-mail containing detailed statistics. Prospect customer requests are forwarded directly via e-mail, too. For detailed consulting or if you would like to apply changes to an existing presentation please do not hesitate to contact the PRO-4-PRO team.

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GENERAL TERMS OF BUSINESS

1. "Advertising order" in the sense of the following general terms of business is the contract for the publication of one or more adverts of an advertiser or other marketer in a printed publication for the purpose of circulation.

2. Unless otherwise stated, adverts should be released for publication within one year of the contractual signing. If the right to release individual adverts is included as part of the contract, the order should be processed within one year from the appearance of the first adverts where the first adverts are released and published within the timeframe stated in clause 1. The discounts shown on the advert price list are only given for advertisers' adverts which appear in a brochure within a year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

3. Upon contractual signing, the client shall be entitled to release adverts in addition to the volume stated in the order within the agreed timeframe or that stated in clause 2.

4. If the contract is not fulfilled for reasons that are not the fault of the publisher, the client, without prejudice to any other legal obligations, shall compensate the publisher with the difference between the guaranteed discount and the discount corresponding to the actual volume. If the non-fulfillment by the publisher is attributable to force majeure, the client shall not be entitled to compensation.

5. In the calculation of advert volumes, text millimetre lines are converted according to price into advert millimetres.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner. Categorized adverts are printed under the relevant category without this requiring express agreement.

7. Orders for adverts and third-party inserts to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

8. Text component adverts are adverts which adjoin the text and not other adverts for at least three pages. Adverts that are not recognisable as adverts because of their editorial layout are clearly marked with the word "Advert" by the publisher.

9. The publisher reserves the right to reject advert orders, including individual adverts under a contract or orders for inserts on grounds of content, origin or technical format under its own standard, factually justified principles, if their content contravenes legal or regulatory stipulations or their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving offices or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay.

10. The client shall be responsible for prompt delivery of the advert text and accurate printing data and inserts. The publisher shall request replacement for recognisable inaccuracies or damaged printing data without delay. The publisher guarantees print quality normal to that of the title concerned within the scope of the possibilities of the printing data.

11. The client shall be entitled to a reduction in payment or corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is affected. Should the publisher allow the timeframe given to it to elapse or the replacement advert still be incorrect, the client shall be entitled to a reduction in payment or cancellation of contract. Compensation claims from positive breaches, faults upon contractual signing or non-permitted acts are excluded. This also applies to contracts concluded by telephone. Compensation claims from impossibility of provision or delay are limited to compensation for foreseeable damage and to the fee due for the advert or insert concerned. This does not apply to intent or gross negligence on the part of the publisher, its legal representatives and its fulfilment agents. The publisher's liability for damage due to the lack of assured features remains unaffected. In sales transactions, the publisher will also not be responsible for gross negligence on the part of the fulfilment agents; in other cases, liability of salespeople for gross negligence is limited, according to the circumstances, to foreseeable damage up to the amount of the advertising fee concerned. Except in the case of defects that are not obvious, claims must be made within four weeks of submission of invoice and receipt.

12. Samples are only provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return a sample sent on time by the publisher within the specified period, approval for print shall be deemed to have been given.

13. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

14. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

15. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the term of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

16. The publisher shall provide, upon request, an advert record along with the invoice. According to the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

17. The client shall bear the costs of the production of ordered printed documents and of considerable changes arising or requested by the client to the specifications originally agreed.

18. In the event of reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to
– 20% for circulation of up to 50,000 copies
– 15% for circulation of up to 100,000 copies
– 10% for circulation of up to 500,000 copies
– 5% for circulation of up to 500,000 copies.

In addition, claims to price reduction are excluded upon contractual signing if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

19. With numeric displays, the publisher shall exercise the same care as a proper professional in the safekeeping and prompt issuing of offers. Registered and urgent mail relating to numeric displays is only sent through the normal postal channel. Entries in numeric displays are stored for four weeks. Mail not collected within this period is destroyed. The publisher shall return valuable documents without being obliged to do so. The publisher reserves the right, in the interest and for the protection of the client, to open incoming offers in order to eliminate misuse of the numeric service for investigation purposes. The publisher is not obliged to pass on business promotions and mediation offers.

20. Print documents are only sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

21. In dealings with its business partners, GIT VERLAG stores data for the purpose of processing in automated procedures.

22. The place of fulfillment is the publishers' domicile. In dealings with traders, and legal entities under public law, or with special assets under public law, the place of jurisdiction for legal proceedings shall be the domicile of the publisher. Where claims of the publisher are not validated in enforcement proceedings, the place of jurisdiction for non-traders shall be determined in accordance with their domicile. If the place of domicile or usual place of residence of the client at the time of the raising of proceedings is unknown or the client has relocated its domicile or usual residence since the contractual signing to somewhere outside the geographical scope of the law, the domicile of the publisher shall be agreed as the place of jurisdiction.

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