

- No. 1 German magazine for cleanrooms and corresponding industries
- 16,000 personalized and qualified readers
- Official media partner of LOUNGES 2011



www.gitverlag.com/go/reinraumtechnik



VALID FROM OCTOBER 2010

MEDIAKIT 2011 PRINT+ONLINE

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ACHIEVE MORE

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print - online - corporate publishing - direct marketing - reprints

DESCRIPTION

Description

REINRAUMTECHNIK is aimed at the operators and users of cleanrooms in scientific research and industry focussing on latest developments in cleanroom design and construction, ventilation technology, cleaning, particle monitoring and clothing. The applications are related to medicine and industrial manufacturing of semiconductors, food, pharmaceutical and biotechnological products.

The column **STERILTECHNIK** deals with hygienic and sterile conditions necessary in the processing sectors mentioned above and in hospitals. Topics are aseptic processing, hygienic design in device and plant construction, purified water and gas, microbial monitoring, validation and GMP, sterile filling and packaging as well as bio processing.



Overview

Publication Frequency	4 issues p. a.	Editor-in-Chief	Dr. Roy T. Fox
Volume	Vol. 13, 2011	Advertising Sales Manager	Roland Thomé
Print run	16,000	Advertising Administration	Kerstin Kunkel
Publisher	GIT VERLAG GmbH & Co. KG - A Wiley Company - Roesslerstrasse 90 D-64293 Darmstadt +49 (0) 6151 8090 0 +49 (0) 6151 8090 146	Subscription	€ 52.- (+ VAT)
Phone	www.gitverlag.com	Single Copy	€ 14.50 (+ VAT, + Postage)
Fax	info@gitverlag.com	Student Subscription	€ 26.- (+ VAT)
Internet	Dr. Michael Schön, Bijan Ghawami	ISSN	1439-4251
E-Mail	Dr. Katja Habermüller	Content Analysis 2008	4 issues
Managing Directors		Size	DIN A4, 210 x 297 mm
Head of Sales/Marketing		Total pages	188 pages = 100 %
		Editorial content	155 pages = 82.5 %
		Advertising content	33 pages = 17.5 %
		Supplements	2

DATES & CONTENTS

ISSUES	1 February	2 April	3 September	4 November
Publishing Date	01.02.2011	12.04.2011	06.09.2011	07.11.2011
Advertising Deadline	14.01.2011	24.03.2011	19.08.2011	21.10.2011
Editorial Deadline	13.12.2010	24.02.2011	22.07.2011	26.09.2011
TRADE SHOWS / CONFERENCES				
	Pharma 2011, Wiesbaden, 08.–09.02.	interpack, Dusseldorf, 12.–18.05.	Expopharm, Dusseldorf, 06.–09.10.	Brau Bevale, Nuremberg, 09.–11.11.
	Reinraum- /Pharma-Lounge, Karlsruhe, 15.–17.02.		TechnoPharm, Nuremberg, 11.–13.10.	Medica/Compamed, Dusseldorf, 16.–19.11.
	Pharma-Kongress, Dusseldorf, 22.–23.03		Biotechnica, Hanover, 11.–13.10.	
	MedTec, Stuttgart, 22.–24.03.		Semicon Europe, Dresden, 11.–13.10.	
	HannoverMesse, Hanover, 04.–08.04.		VDI-Reinraumtechnik, Nuertingen, 26.–27.10.	
HIGHLIGHTS	Quality Assurance & Control Particle Monitoring Clothing for Cleanrooms	Device Construction Cleanroom Management Cleanroom Cleansing	Quality Assurance & Control Particle Monitoring Purified Water and Gas	Sterilisation / Hygiene Production Medical Device Technology
Special SterilTechnik	Medical Device Technology	Pharmapackaging	GMP	Aseptic Filling / Packaging
Regular topics REINRAUMTECHNIK	Cleanroom design and construction, cleaning, clothing, surveillance, particle monitoring, ventilation technology, filter materials, drying, training for staff, consumables			
Regular topics STERILTECHNIK	Plant and device construction, materials, hygienic design, medical device technology, quality assurance & control, regulations, GMP, pure media (water, chemicals, gases), purification, separation, disinfection, sterile production filling and packaging, sterilisation, validation, aseptic processing and packaging, microbial monitoring, bioprocessing, centralized and hospital sterilisation			

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

ADVERTISEMENTS	FORMAT (MM)		PRICE € (B/W)	PRICE € (4C)
	width	height		
1/1 Page	185	260	5,490	6,970
1/2 Page portrait	90	260	2,770	4,250
1/2 Page landscape	185	128	2,770	4,250
Juniorpage	137	190	2,955	4,435
1/3 Page portrait	58	260	1,805	2,545
1/3 Page landscape	185	85	1,805	2,545
1/4 Page classic	90	128	1,410	2,150
1/4 Page portrait	43	260	1,410	2,150
1/4 Page landscape	185	63	1,410	2,150
1/8 Page classic	90	63	715	1,455
1/8 Page landscape	185	30	715	1,455

- 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.
- Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- No discount given
- Surcharge for advertisements smaller than 1/2 page A4 = 50%
- Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.
- Cipher charge € 10.–

JOB AND CLASSIFIED ADVERTISEMENTS⁶

Price per mm height and column (43 mm) b/w	€ 6.30/mm
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ADDITIONAL COSTS³

ADDITIONAL COSTS ³	PRICE €
Bleed	380
Per colour Euroscale	500
Special colour	615
4-colour supplement ⁴	1,480

PREFERRED POSITIONS			PREIS € (4C)
Title Page + Story ¹	213	303	7,690
Inside front/back page, Back page ¹	210	297*	7,100
Belly Band	415	max. 100	4,400
Postcards ²			110

* + 3 mm bleed

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BOUND-IN INSERTS	FORMAT (MM)		PRICE €
	width	height	
2-page A4	216	303	5,120
3-page A4 + side flip	205 + 105	303	7,665
4-page A4	432	303	7,930

LOOSE INSERTS ⁵	WEIGHT		PRICE €
	up to 25 g		270
	up to 50 g		340

ADDITIONAL CHARGES	
request positions	10 %

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

Reprint

We can provide a pdf file of your article for your internet presentation for a nominal charge of 100.- € (+ VAT).

For further information please contact roy Fox,
Tel.: +49 (0)6151 8090 128 or visit our website at
www.gitverlag.com/de/corporate/reprints/

Terms of Payment:

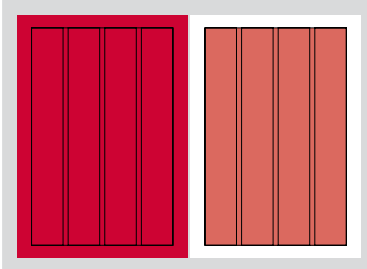
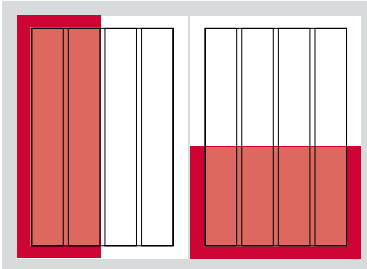
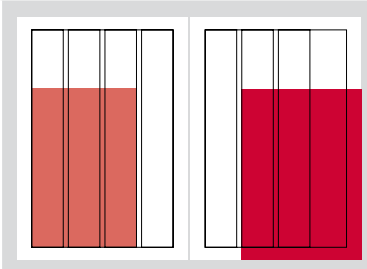
Payment within 30 days without deduction.

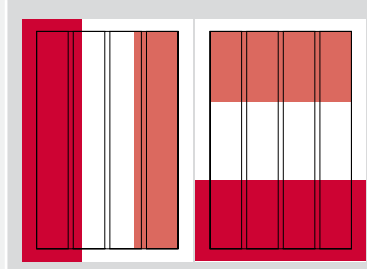
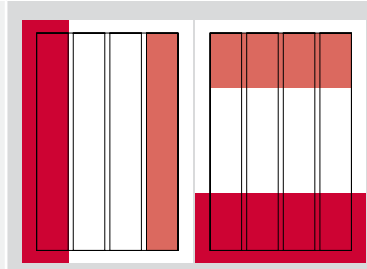
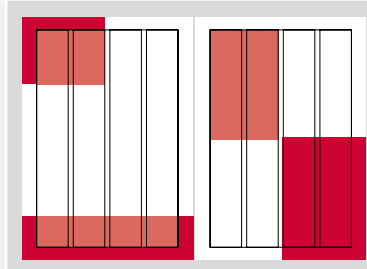

Bank Details:

Commerzbank 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 00
VAT-Id.No.: DE 813443826 · Tax No.: 007-321-30353

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

1/1 Pages Type Area/ Bleed Size	Type Area: 185 x 260 mm Bleed Size: 210 x 297 mm + 3 mm Overlap on all sides Final Size: 216 x 303 mm	
1/2 Pages Type Area/ Bleed Size	Type Area: portrait: 90 x 260 mm landscape: 185 x 128 mm Bleed Size: portrait: 102 x 297 mm landscape: 210 x 147 mm + 3 mm Overlap	
Junior-page Type Area/ Bleed Size	Type Area: 137 x 190 mm Bleed Size: 147 x 209 mm + 3 mm Overlap	

1/3 Pages Type Area/ Bleed Size	Type Area: portrait: 58 x 260 mm landscape: 185 x 85 mm Bleed Size: portrait: 70 x 297 mm landscape: 210 x 104 mm + 3 mm Overlap	
1/4 Pages Type Area/ Bleed Size	Type Area: portrait: 43 x 260 mm landscape: 185 x 63 mm Bleed Size: portrait: 54 x 297 mm landscape: 210 x 82 mm + 3 mm Overlap	
1/4 Pages Type Area/ Bleed Size	Type Area: classic: 90 x 128 mm Bleed Size: classic: 102 x 147 mm + 3 mm Overlap	
1/8 Pages Type Area/ Bleed Size	Type Area: classic: 90 x 63 mm landscape: 185 x 30 mm Bleed Size: classic: 102 x 82 mm landscape: 210 x 49 mm + 3 mm Overlap	

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Magazine format

210 x 297 mm (width x length), A4 size
 185 x 260 mm (width x length), print space
 Number of columns: 3; column width 58 mm or
 Number of columns: 4; column width 43 mm

Print and binding methods

Sheet offset, adhesive binding

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 250 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

GIT VERLAG GmbH & Co. KG
 FAO: Kerstin Kunkel
 Roesslerstrasse 90
 D-64293 Darmstadt, Germany
 Tel. +49 (0) 6151 8090 135
 Fax: +49 (0) 6151 8090 145



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

Circulation analysis

COPIES PER ISSUE	COPIES
Print run	16,000
Number of copies distributed	15,791
Number of copies distributed abroad	2,564
Promotional and trade fair copies	748
Archive and receipt copies	209

Reader Analysis

SIZE OF THE COMPANIES	%
1 – 49 employees	39
50 – 99 employees	22
100 – 199 employees	15
200 – 499 employees	12
500 and more employees	12

GEOGRAPHIC DISTRIBUTION	%
Germany	84
Austria, Switzerland, Netherlands, ROW	16

Reader Analysis

POSITION IN COMPANY	%
Production / Process Control / Packaging	24
Quality Control	22
Industrial R & D	14
Technical Management	12
Head of Operations	8
Corporate Management	7
Purchasing	5
Marketing / Sales	3
Hospital (Sterilisation Department)	2
Hospital Pharmacy	2
Others	1

SECTORS	%
Pharma + Life Sciences	37
Semiconductor and Electronics Industry	20
Food and Beverages Industry	12
Medical Technology and Hospital	10
Biotechnology	9
Optics, Precision Mechanics	6
Cosmetics Industry	3
Government, Associations etc.	1
Others	2

Brief introduction

PRO-4-PRO.com is the online platform of GIT PUBLISHING for your product 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 presentation and easy identification of your company 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 the users about newest industry product innovations. Interactive trade fair specials, a meeting calendar, and a newsboard are some further components of PRO-4-PRO.com which round off the portfolio.



- ▶ 62,000 visitors per month (average value from May 2008 till May 2009)
- ▶ clear structure
- ▶ multiple classification (by industry) of your products
- ▶ individual optimisation for search engines (e.g. google)
- ▶ sector specific Newsletter Service
- ▶ ideal and optimal banner placement in relevant segments
- ▶ your products are also placed on www.chemanager-online.com without any additional costs.

Basic entry:

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



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.



RATES

	RUNTIME 6 MONTHS TOTAL COST €	RUNTIME 12 MONTHS TOTAL COST €
Basic entry	free of charge	
Product entry	285	510
Company profile	–	315
Special agreement	prices on application	
3D product animation	prices on application	
Trade show special	prices on application	

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

BANNER	PER MONTH €	PER 1,000 ADVIEWS €
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
Exclusive button	3,500	–

Special agreement

Procedure – A unique opportunity to have all your product information sent to us placed on **PRO-4-PRO.com** automatically including all optimisations 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 evaluate 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.

GIT Business Webs: WWW.CHEMANAGER-ONLINE.COM/EN

Chemanager-online.com/en is **the** portal for top executives and decision makers of the chemical and pharmaceutical industry and the relevant supply and application sectors. Everybody who wants to stay on the cutting edge of industry news should not miss chemanager-online.com!

Banner, Newsletter

Chemanager-online.com offers you all types of web-advertisement of the "Universal Ad Package", which was listed for Europe by the Interactive Advertising Bureau (IAB) and the European Interactive Advertising Association (EIAA). On top of that, additional attractive banner types like Full Banner, Standard Skyscraper or PagePeel are available.

Bannerformate & Preise:

Leaderboard	728 x 90 Pixel	€ 1,250 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,740 / month, start page
Wide Skyscraper	160 x 600 Pixel	€ 1,650 / month, run of site
Rectangle	180 x 150 Pixel	€ 1,400 / month, run of site
Full Banner	468 x 60 Pixel	€ 890 / month, run of site
Skyscraper	120 x 600 Pixel	€ 1,300 / month, run of site
Page Peel	500 x 500 Pixel	€ 1,850 / month, run of site

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

Newsletter

Wide Skyscraper (at top right):	€ 1,650
Full-Banner (middle):	€ 890
Product Feature:	€ 420 plus price for product information (€ 285 or € 510)

In case of "Product Feature", the product will be highlighted one time in the newsletter.



Newsletter

Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner:

Size of data: max. 40 KB, Flash (SWF no FLV)

Data formats: GIF, JPG

Target-website: please tell us the exact URL, where your banner should be linked to.

Exception Flash banner: We require an additional banner as GIF or JPG for users without Flash.

Exception Newsletter: Only static banners, no animated GIF and no Flash.

Whitepaper:

Data format: PDF

Size of data: max. 8 MB

Product Information:

Text: up to 1,000 characters incl. blanks

Pictures: JPG, PNG, TIF

Webcasts:

Data format: Flash (FLV no SWF)

Size of data: max. 40 MB



Whitepaper, Webcasts, Webinars, Jobs

- **Whitepaper:** € 810 for 6 months
Including: Teaser text, product photos, company contacts, PDF for download
- **Webcast:** € 810 for 6 months
Including: Teaser text, product video, company address
- **Webinar communication package:**
One exclusive sponsor: € 9,920
Two sponsors: € 4,960 per sponsor
Three sponsors: € 3,310 per sponsor
Four sponsors: € 2,480 per sponsor



Webcast

Webinars are online seminars with live-character – a brilliant instrument for lead generation. The webinar communication package not only includes the technical and organisational handling. Additional activities which generate an optimum of webinar attendees like display advertising on the website, newsletters midterm and shortly before the webinar as well as print advertising.

- **Job advertisement:** € 810 up to 3 months

CHEManager Buyers' Guide (Crossmedia Product)

The CHEManager Buyers' Guide is the company database for services, products, systems and components for the chemical and pharmaceutical industry. Utilize this platform for your success!

Basic Company Entry:	free
Premium Company Entry:	€ 510 / 12 months
Product Showcase:	€ 100 per Showcase, connected with Company Entry

Product Information (in combination with PRO-4-PRO.com)

€ 285 for 6 months / € 510 for 12 months
Including: Text (1,000 characters incl. blanks), product photo and company contacts. Your product information appears also at vertical product search engine PRO-4-PRO.COM, segment process technology.

CONTACT

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