

www.CHEManager-online.com

MEDIAKIT 2012 PRINT+ONLINE

- Leading B2B newspaper for the management in the pharmaceutical and chemical industry
- Excellent circulation in the middle and top management levels (43,000 copies, including 22,000 subscriptions)
- High-power media brand with international sister publication **CHEManager Europe** and bilingual B2B target group online portal www.CHEManager-online.com



20 Years
CHEManager



VALID FROM OCTOBER 2011

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print - online - corporate publishing - direct marketing - reprints

DESCRIPTION

CHEManager, the leading trade and business newspaper for the management in the chemical and pharmaceutical industry, celebrates its 20th Anniversary in 2012!

Since 1992, **CHEManager** has supplied managers and executives periodically with important news to assist them in making strategic business and investment decisions. Latest news, informative interviews, substantiated market reports and technical articles provide **CHEManager** readers in Germany, Switzerland and Austria with a headstart on crucial information. Three times a year, **CHEManager** interviews top executives to compile the substantiated business survey **CHEMonitor**.

CHEManager's penetration of the management levels of chemical and pharmaceutical companies – for instance all members of the VAA – German Association of Chemical Executives – with a circulation of 43,000 copies and 16 issues per year, is unique.

The **CHEManager** brand family is complemented by the b2b online portal www.chemanager-online.com with a biweekly newsletter as well as its international English-language sister publication CHEManager Europe (10 issues per year, circulation 20,000 copies) and the corresponding English-language online portal.

Thus, **CHEManager** is the ideal year-round image vehicle for corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.



Overview

Publication Frequency
Volume
Print run
Web address (URL)
Membership
Publishing house



16 per year
Vol. 21, 2012
43,000 (2nd quarter 2011)
www.chemanager-online.com
IVW
GIT VERLAG
Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12, 69469 Weinheim, Germany
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Dr. Katja Habermüller

Editor-in-Chief
Head of Advertising
Advertising Administration
Subscription
Single copy rate
Subscription for students
ISSN
Format of the newspaper
Content Analysis
Total pages
Editorial
Advertising
Inserts

Dr. Michael Reubold
Thorsten Kritzer, Roland Thomé
Claudia Vogel
€ 84.– (+ VAT)
€ 10.50 (+ VAT, + Postage)
€ 42.– (+ VAT)
0947-4188
350 x 510 mm (Rheinisches Format)
2010 = 20 issues
364 pages = 100 %
298 pages = 81 %
66 pages = 19 %
11

Phone
Fax
Internet
E-Mail
Director
Head of Sales/Marketing

CHEManager is the leading publication for executives in the chemical and pharmaceutical industry.

Nine out of 10 readers of **CHEManager** hold upper or middle management positions. CHEManager is distributed to the members of the German association VAA – Chemical Industry Executives.

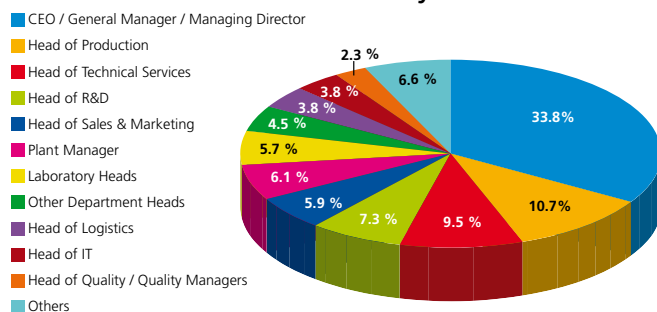
CHEManager is the publication with the broadest distribution within the chemical and pharmaceutical industry in the German-language area of Europe.

With an area-wide distribution of ca. 40,000 print copies in Germany, ca. 1,000 copies in Switzerland and ca. 600 copies in Austria, **CHEManager** is highly visible in companies within the chemical and pharmaceutical industry.

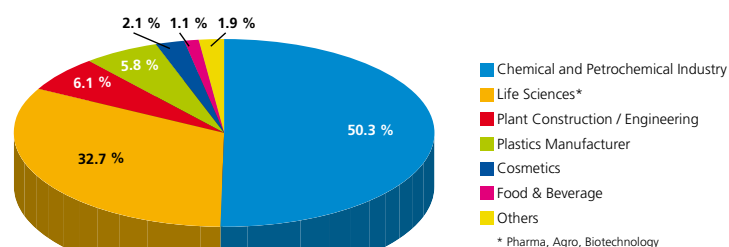
CHEManager is an indispensable media vehicle for communicating with top decision-makers in the chemical and pharmaceutical industry.

CHEManager provides the ideal content for your corporate advertising campaigns, product promotion, recruitment advertisements and online marketing.

Distribution by Position



Distribution by Industry



Distribution by Profession

PROFESSION	%
Engineers	31.7 %
Chemists	29.1 %
Business Economists	8.2 %
Biologists	5.8 %
Pharmacologists/Pharmacists	2.9 %
Others	22.3 %

Editorial Analysis (full year 2010)

TOPIC	%
Markets / Companies	21 %
Strategy / Management	12 %
Production	19 %
Pharma*	16 %
Chemicals / Chemical Distribution	11 %
Information Technology	5 %
Logistics	6 %
Energy	3 %
Industrial Sites	5 %
Plastics	2 %

* only Pharma specials; the total amount of content related to the pharmaceutical industry is 38.7%

Circulation Breakdown

COPIES PER ISSUE	COPIES
Print run	43,000
Subscriptions	22,247
Total circulation	42,017

GEOGRAPHICAL DISTRIBUTION	%
Germany	96.0 %
Switzerland	1.4 %
Austria	1.4 %
Others	0.2 %

ISSUES	January 1–2	February 3–4	March 5	March 6
Publishing date	19.01.12	23.02.12	15.03.12	29.03.12
Advertising deadline	09.01.12	13.02.12	05.03.12	19.03.12
Editorial deadline	22.12.11	30.01.12	20.02.12	05.03.12
TRADE SHOWS/CONFERENCES				
	World Economic Forum, Davos, Switzerland 25.01.–29.01.2012	New Lounges, Karlsruhe, Germany, 28.02.–01.03.2012	Logimat, Stuttgart, Germany, 13.03.–15.03.2012	Logichem Europe, Antwerpen, Belgium, 03.04.–05.04.2012
	Cool Chain Europe, Basel, Switzerland 30.01.–01.02.2012	Logipharma Europe, Geneva, Schweiz, 01.03.2012		In-Cosmetics, Barcelona, Spain, 17.04.–19.04.2012
	eWorld, Essen, Germany, 07.02.–09.02.2012	Facility Management, Frankfurt, Germany, 06.03.–08.03.2012		Analytica, Munich, Germany, 17.04.–20.04.2012
	Informex, New Orleans, USA 14.02.–17.02.2012	CeBIT, Hanover, Germany, 06.03.–10.03.2012		
		EasyFairs Maintenance, Duisburg, Germany, 07.03.–08.03.2012		
SECTIONS AND SPECIALS				
Markets & Companies Interviews, economic news, market reports, news from chemical, pharmaceutical, biotech, petrochemical, agrochemical and plant engineering industries, Sales & Profits, Mergers & Acquisitions	■	■	■	■
Management & Strategy Innovation and R&D management, Human Resources & employment issues, company management strategies, risk management, marketing, regulatory affairs, portfolio & asset management, financing	■	■	■	■
Industry Panel CHEMonitor		■		
Specials				Regional Special Northrhine-Westphalia
Industrial Locations Industrial settlement, site development & investments, site management, services & infrastructure			■	
Chemicals • Chemical Distribution* Fine & specialty chemicals, basic chemicals, petrochemicals, raw materials, plastics, detergents, active ingredients, catalysts, trading of chemical goods, services	■		■	■
Information Technology IT solutions for the chemical, pharmaceutical and biotech industry (ERP, SCM, CRM, BI, LIMS)		■		
Energy • Environmental Issues Energy management, trading & procurement, contracting, energy generation, environmental and climate protection, water/wastewater treatment, air purification, analytics, recycling	■			■
Logistics (LCP-Logistics for the Chemical and Pharmaceutical Industry)* Supply Chain Management, logistics services, transportation and storage, cold-chain management, strategies	■		■	
▼ Production**				
Plant Engineering • Construction • Maintenance • Safety Engineering & construction services, engineering & design software, industrial services, condition monitoring, diagnosis, plant safety, explosion & fire protection, packaging technology		■		■
Plant Components • Mechanical Processes • Thermal Processes Reactors, pumps & compressors, pipes, fittings, filtration & separation, analytics, material handling, heating, cooling & drying technology, mixing, heat exchange		■		■
Automation & Control Automation of plants and apparatuses, process control systems, devices (flow, level, pressure, temperature), sensors, PAT (process analytical technology), industrial communication	■		■	

* Editorial schedules in more details are available for these sections upon request: chemanager@gitverlag.com or visit www.chemanager-online.com

** The Production section focusses on the process industries Chemicals (incl. Agrochemicals) and Pharmaceuticals (incl. Biotechnology) in an alternating manner.

ISSUES	April 7–8	May 9–10	June 11–12	July 13–14
Publishing date	19.04.12	16.05.12	13.06.12	12.07.12
Advertising deadline	05.04.12	07.05.12	25.05.12	02.07.12
Editorial deadline	26.03.12	23.04.12	03.05.12	11.06.12
TRADE SHOWS/CONFERENCES				
	Hannover Fair , Hanover, Germany, 23.04.–27.04.2012	FECC-Kongress , Lisbon, Portugal 21.05.–23.05.2012	BIO , Boston, USA 18.06.–21.06.2012	
	See-Hafen-Kongress , Hamburg, Germany, 25.04.–26.04.2012	Chemspec Europe , Barcelona, Spain 13.06.–14.06.2012	Achema , Frankfurt, Germany, 18.06.–22.06.2012	
	Interphex , New York, USA 01.05.–03.05.2012		LOPE-C + Printed Electronics , Munich, Germany, 19.06.–21.06.2012	
	IFAT Entsorga , Munich, Germany, 07.05.–11.05.2012			
	Chemie , Frankfurt, Germany, 09.05.–10.05.2012			
	Chemspec USA , Philadelphia, USA 16.05.–18.05.2012			
SECTIONS AND SPECIALS				
			Achema Issue	
Markets & Companies Interviews, economic news, market reports, news from chemical, pharmaceutical, biotech, petrochemical, agrochemical and plant engineering industries, Sales & Profits, Mergers & Acquisitions	■	■	■	■
Management & Strategy Innovation and R&D management, Human Resources & employment issues, company management strategies, risk management, marketing, regulatory affairs, portfolio & asset management, financing	■	■	■	■
Industry Panel CHEMonitor			■	
Specials				Regional Special Northrhine-Westphalia
Industrial Locations Industrial settlement, site development & investments, site management, services & infrastructure		■		
Chemicals • Chemical Distribution* Fine & specialty chemicals, basic chemicals, petrochemicals, raw materials, plastics, detergents, active ingredients, catalysts, trading of chemical goods, services		■	■	
Information Technology IT solutions for the chemical, pharmaceutical and biotech industry (ERP, SCM, CRM, BI, LIMS)	■			■
Energy • Environmental Issues Energy management, trading & procurement, contracting, energy generation, environmental and climate protection, water/wastewater treatment, air purification, analytics, recycling			■	
Logistics (LCP-Logistics for the Chemical and Pharmaceutical Industry)* Supply Chain Management, logistics services, transportation and storage, cold-chain management, strategies	■			
▼ Production**				
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Plant Components • Mechanical Processes • Thermal Processes Reactors, pumps & compressors, pipes, fittings, filtration & separation, analytics, material handling, heating, cooling & drying technology, mixing, heat exchange		■		■
Automation & Control Automation of plants and apparatuses, process control systems, devices (flow, level, pressure, temperature), sensors, PAT (process analytical technology), industrial communication	■		■	

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ISSUES	August 15	August 16	September 17	September 18
Publishing date	02.08.12	23.08.12	06.09.12	27.09.12
Advertising deadline	23.07.12	13.08.12	27.08.12	17.09.12
Editorial deadline	09.07.12	30.07.12	01.08.12	03.09.12
TRADE SHOWS/CONFERENCES				
		EuCheMS European Chemistry Congress, Prag, Czech Republic, 26.08.–30.08.2012	Pharma ChemOutsourcing, New Jersey, USA 10.09.–13.09.2012	CPH Worldwide, Madrid, Spain 09.10.–11.10.2012
			ProcessNet Jahrestagung, Karlsruhe, Germany, 11.09.–13.09.2012	ExpoPharm, Munich, Germany, 10.10.–13.10.2012
			Fachpack, Nuremberg, Germany, 25.09.–27.09.2012	
SECTIONS AND SPECIALS				
Markets & Companies Interviews, economic news, market reports, news from chemical, pharmaceutical, biotech, petrochemical, agrochemical and plant engineering industries, Sales & Profits, Mergers & Acquisitions	■	■	■	■
Management & Strategy Innovation and R&D management, Human Resources & employment issues, company management strategies, risk management, marketing, regulatory affairs, portfolio & asset management, financing	■	■	■	■
Industry Panel CHEMonitor				
Specials	Regional Special Northern- und Central Germany		20 Years CHEManager	
Industrial Locations Industrial settlement, site development & investments, site management, services & infrastructure				■
Chemicals • Chemical Distribution* Fine & specialty chemicals, basic chemicals, petrochemicals, raw materials, plastics, detergents, active ingredients, catalysts, trading of chemical goods, services	■		■	■
Information Technology IT solutions for the chemical, pharmaceutical and biotech industry (ERP, SCM, CRM, BI, LIMS)			■	
Energy • Environmental Issues Energy management, trading & procurement, contracting, energy generation, environmental and climate protection, water/wastewater treatment, air purification, analytics, recycling		■		
Logistics (LCP-Logistics for the Chemical and Pharmaceutical Industry)* Supply Chain Management, logistics services, transportation and storage, cold-chain management, strategies	■		■	
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Plant Components • Mechanical Processes • Thermal Processes Reactors, pumps & compressors, pipes, fittings, filtration & separation, analytics, material handling, heating, cooling & drying technology, mixing, heat exchange		■	■	■
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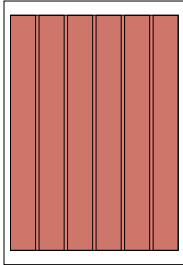
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ISSUES	October 19	October 20	November 21–22	December 23–24
Publishing date	11.10.12	31.10.12	15.11.12	06.12.12
Advertising deadline	28.09.12	22.10.12	05.11.12	26.11.12
Editorial deadline	12.09.12	08.10.12	22.10.12	12.11.12
TRADE SHOWS/CONFERENCES				
	Maintain , Munich, Germany, 16.10.–18.10.2012	BME – Einkauf und Logistik , Berlin, Germany, 08.11.–10.11.2012	SPS / IPC / Drives , Nuremberg, Germany, 27.11.–29.11.2012	
	Deutscher Logistik Kongress , Berlin, Germany, 17.10.–19.10.2012	Namur Hauptsitzung , Bad Neuenahr, Germany, 08.11.–09.11.2012		
	Sepawa , Fulda, Germany, 23.10.–25.10.2012	EasyFairs Gefahrgut , Essen, Germany, 14.11.–15.11.2012		
SECTIONS AND SPECIALS				
Markets & Companies Interviews, economic news, market reports, news from chemical, pharmaceutical, biotech, petrochemical, agrochemical and plant engineering industries, Sales & Profits, Mergers & Acquisitions	■	■	■	■
Management & Strategy Innovation and R&D management, Human Resources & employment issues, company management strategies, risk management, marketing, regulatory affairs, portfolio & asset management, financing	■	■	■	■
Industry Panel CHEMonitor	■			
Specials	Regional Special Southern Germany/ Austria/Switzerland			Regional Special Rhine- Main-Neckar region
Industrial Locations Industrial settlement, site development & investments, site management, services & infrastructure			■	
Chemicals • Chemical Distribution* Fine & specialty chemicals, basic chemicals, petrochemicals, raw materials, plastics, detergents, active ingredients, catalysts, trading of chemical goods, services		■		■
Information Technology IT solutions for the chemical, pharmaceutical and biotech industry (ERP, SCM, CRM, BI, LIMS)			■	
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Plant Components • Mechanical Processes • Thermal Processes Reactors, pumps & compressors, pipes, fittings, filtration & separation, analytics, material handling, heating, cooling & drying technology, mixing, heat exchange		■		■
Automation & Control Automation of plants and apparatuses, process control systems, devices (flow, level, pressure, temperature), sensors, PAT (process analytical technology), industrial communication		■	■	

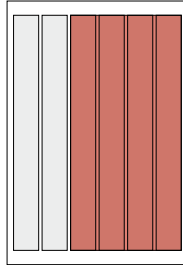
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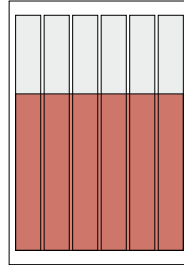
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Height: 455 mm
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€ 13,920



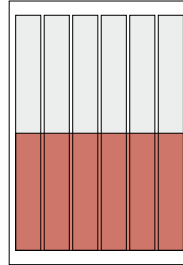
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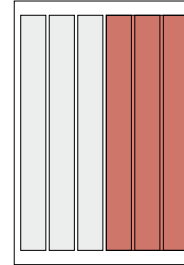
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€ 10,190



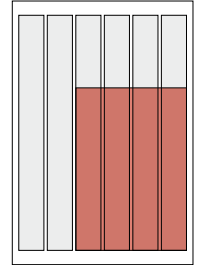
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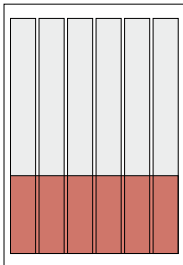
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(3 columns)
€ 9,050



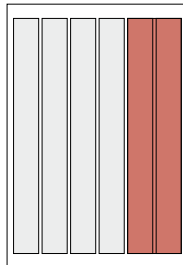
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€ 9,580



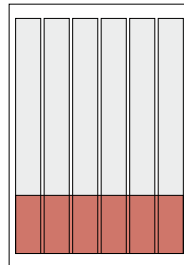
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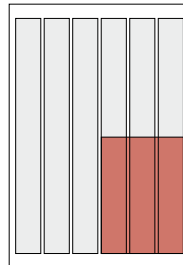
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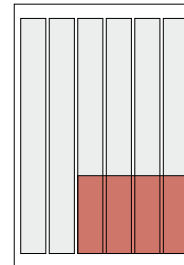
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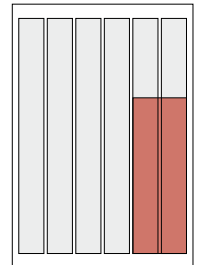
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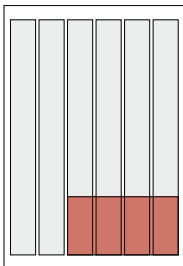
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€ 6,010



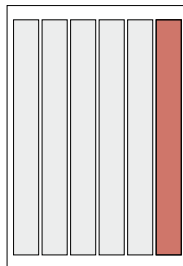
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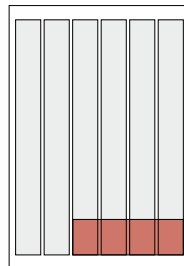
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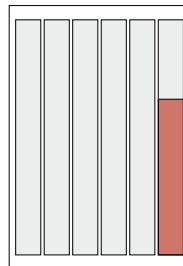
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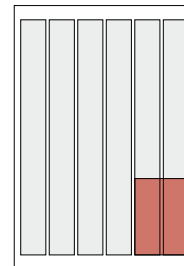
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€ 3,020



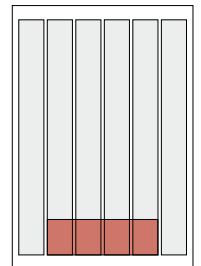
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€ 3,020



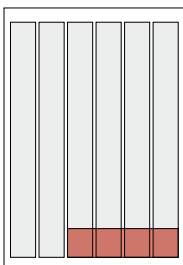
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Height: 149 mm
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€ 3,020



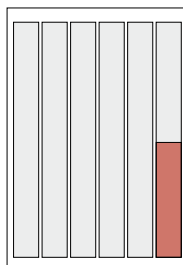
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€ 6,010



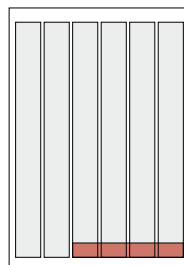
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€ 2,270



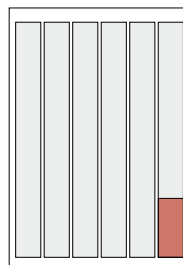
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(1 column)
€ 2,270



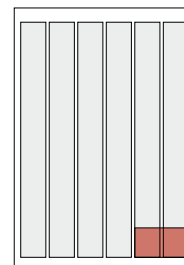
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€ 1,170



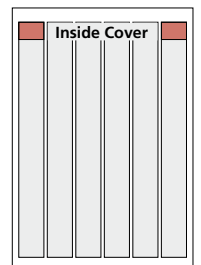
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(1 column)
€ 1,170



1/24 Page classic
Width: 105 mm
Height: 59 mm
(2 columns)
€ 1,170



Title corner
Width: 50 mm
Height: 35 mm
(1 column)
€ 710



PREFERRED POSITIONS	FORMAT (MM)		PRICE € 4C
	width	height	
Title page Advert at bottom	215	74	6,010
Inside cover (e. g. Production) ¹			7,640
Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)	50	35	710

LOOSE INSERTS ²	WEIGHT	PRICE €
	up to 20 g	190
	per additional 5 g	5.50

BUSINESSPARTNER (105 x 59 mm w x h)	TOTAL PRICE € 4C
3 Issues	1,080
6 Issues	2,050
10 Issues	3,050
12 Issues	3,630
16 Issues	4,610

ADVERTISEMENTS BY MILLIMETRE (Price per single column/50 mm) ³	
Advertisements	€ 10.15/mm
Jobs offered	€ 7.61/mm

PRICES & FORMATS

ADDITIONAL CHARGES	
Request positions	10 %

DISCOUNTS	
3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %

CHEManager

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: The picture must be coordinated with publisher in advance and GIT Publishing has exclusive rights for 6 months.
- 2 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.
- 3 Minimum height is 50 mm
Cipher charge €10.–

Reprint and PDF

2 Pages 4c, 135 g/m ² glossy art print Print run 1,000 copies 1,052.00 € Print run 2,000 copies 1,238.00 € plus VAT, postage and packaging. Further print runs and differing scales on request.	4 Pages 4c, 135 g/m ² glossy art print Print run 1,000 copies 1,466.00 € Print run 2,000 copies 1,747.00 €
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We can provide a pdf file of your article for your internet presentation for a nominal charge of € 100.– (+ VAT). Printable PDF on request.

For further information on reprints please contact Thorsten Kritzer, Tel.: +49 (0) 6201 606 730 or visit our website at www.gitverlag.com/de/corporate/reprints/

Terms of Payment:

Payment within 30 days without deduction.

Bank Details:

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

Newspaper format

350 x 510 mm (width x length)
325 x 455 mm (width x length), print space
Number of columns: 6, column width 50 mm

Print methods

Newspaper web press
(Roll offset)

Colours

Euro scale
no special
colours possible

Application of paint

max 240 %

Screen ruling

40 ruling

Instructions for printing specifications in newspaper print available as a PDF at www.gitverlag.com/en/about/transfer/

Inserts

Minimum insert size: 105 x 148 mm
Maximum insert size: 240 x 350 mm (w x h)
the back fold must be on the long side (350 mm)
Minimum weight for single-sheet inserts: 170 g/m²

Data formats

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 program-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 claudia.vogel@wiley.com
- by FTP at ftp.gitverlag.com/incoming
- by CD Rom to

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Claudia Vogel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 758
Fax: +49 (0) 6201 606 790



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

* "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

- 1 Wide Skyscraper (at top right): € 1,650
- 2 Product Feature: € 930 incl. price for product information
- 3 Full-Banner (middle): € 890

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

- **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 (Audio):**
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 likes display advertising on the website, newsletters midterm and shortly before the webinar as well as print advertising.

Jobs: Job advertisement € 810 up to 3 months

CHEManager Buyers' Guide

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.



Leaderboard & Full Banner

Page Peel

Rectangle

Wide Skyscraper & Skyscraper

Medium Rectangle

THE MEDIA MIX

The Best Ideas for a Successful Campaign

The way your target group uses the media continuously changes; you can use this change to your advantage. With our methods and communication channels, which are tailored to your individual requirements, you can address your target group in a suitable and effective manner. In close cooperation with you, our marketing specialists will find the right communications mix for your campaign. Utilize our experience in the fields of print, online, cross-media, corporate publishing, direct marketing and layout services for your success.

Print: Advertising campaign and accompanying exposure of your key topics in the appropriate GIT publications, on a national and international level. Depending on your selection, you can address more than 100,000 decision makers

- ▶ High visibility

Online: Detailed company and product presentation on our cross-sector product platform PRO-4-PRO.com or banners, webinars and white paper on the appropriate portals.

- ▶ Generate leads

Corporate Publishing: Production of brochures, customer or company magazines for individually targeted addresses – with research of content and authors, modern and attractively designed, in high-gloss editions.

- ▶ High brand and customer value

Direct Marketing: Win new customers with direct mailings to a target group which is precisely defined according to industry, position, as well as work and fields of interest. Over 2,000 selection criteria ensure you reach a precise target group. We would be pleased to take on the creation of the text and design.

- ▶ Targeted acquisition of new customers

Reprints: Prints or pdf special editions of your specialist article published by GIT are a useful marketing tool which can be distributed at exhibitions, to your sales force, to top decision makers in direct negotiations, or placed on your website or sent as a mailing.

- ▶ Extra value without extra expense

print • online • corporate publishing • direct marketing • reprints

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-fulfilment by the publisher is attributable to force majeure, the client shall not be entitled to compensation.
5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the date of negotiating the advertisement (or thereafter) is the total order value. In the specific instance, however, the client is expressly granted the right to bring proof that the contractor suffered no loss, or at any rate only a lower loss.
6. In the calculation of advert volumes, text millimetre lines are converted according to price into advert millimetres.
7. 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.
8. 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.
9. Adverts that are not recognisable as adverts because of their editorial layout are clearly marked with the word "Advert" by the publisher.
10. 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 branches of 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.
11. 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.
12. 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 a salesperson 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.

13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. 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.
21. Print documents are only sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.
22. In dealings with its business partners, Wiley-VCH stores data for the purpose of processing in automated procedures.
23. The place of fulfilment 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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