

www.chemanager-online.com/en

MEDIAKIT 2012 PRINT+ONLINE

- Don't let the name fool you: With a print run of 20,000 CHEManager Europe reaches industry decision makers all over the world, month for month
- CHEManager-Online.com keeps readers around the globe up-to-date with the latest news, stories and products features
- Compact email newsletters round up the most important news and developments twice a month
- Each issue features interviews with the best of the best in the industry, as well as in-depth articles on everything from management to innovation



VALID FROM OCTOBER 2011

www.gitverlag.com

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ACHIEVE MORE

Tailor-made communication from a reliable partner.

- **Print** – reach more than 100,000 decision makers!
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print • online • corporate publishing • direct marketing • reprints

DESCRIPTION

Based in Europe, At Home The World Over

The European chemical industry produces 24 % of the world's chemicals, employs 1.2 million works and contributes a whopping €449 billion to the EU's economy. With these impressive figures, it's clear that **CHEManager Europe** sits at the absolute heart of the industry.

CHEManager Europe supplies top-level managers and executives with insightful interviews with leading industry decision makers; in-depth articles on the newest trends and developments; and the latest happenings on the market. Leading personalities from the areas of scientific research, business and politics turn to **CHEManager Europe** in order to express their views on all topics relevant in the field. With a circulation of 20,000, **CHEManager Europe** is the ideal marketing tool for products and services targeted towards the chemical and pharmaceutical industry. With our online portal, www.chemanager-online.com/en, readers can enjoy **CHEManager Europe** no matter where they are in the world.



Overview

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



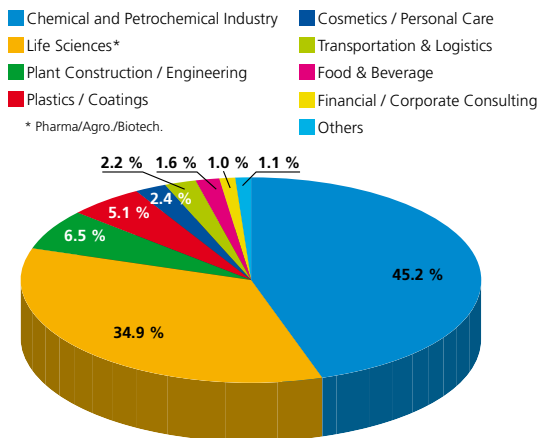
10 issues per year
Vol. 8, 2012
20,000 (IVW audit 2nd quarter 2011)
www.chemanager-online.com/en
IVW
GIT VERLAG
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Product Manager
Editor-in-Chief
Head of Advertising
Advertising Administration
Subscription (print)
Single copy rate
Subscription for students
ISSN
Format of the newspaper
Content Analysis 2010
Total pages
Editorial
Advertising
Loose Advert

Dr. Michael Reubold
Brandi Schuster
Thorsten Kritzer
Claudia Vogel
€ 84.– (+ VAT)
€ 13.50 (+ VAT, + Postage)
€ 42.– (+ VAT)
1861-0404
350 x 510 mm (Rheinisches Format)
8 issues
190 pages = 100 %
130 pages = 69 %
60 pages = 31 %
1

CHEManager Europe is the leading publication for the European chemical and life science industries. With a pan-European distribution of 20,000 10 times a year, bonus distribution at important industry events and an online edition, **CHEManager Europe** is the number one publication for managing and executive staff in the chemical, pharmaceutical and adjoining up- and downstream industries in Europe. Nine out of 10 **CHEManager Europe** readers hold upper- or middle-management positions and are qualified officers for purchasing, acquisition and investment decisions.

Distribution by Industry



Circulation Breakdown 2011

COPIES PER ISSUE	COPIES
Print run	20,000
Promotional copies	350
Total circulation	19,466

Distribution Breakdown

GEOGRAPHICAL DISTRIBUTION	%
Germany	18.0
United Kingdom, Ireland	16.8
Benelux	9.8
Eastern Europe	8.3
Switzerland	8.0
France	8.0
Americas	6.0
Scandinavia	5.4
Asia	4.7
Italy	4.5
Austria	4.5
Spain & Portugal	3.0
Africa & Middle East	3.0

POSITION	%
CEO, General Manager, Managing Director	29.8
Head of Production	10.2
Head of Technical Services	8.1
Plant Manager	7.3
Head of R&D	7.3
Laboratory Heads	6.6
Head of Sales & Marketing	5.6
Head of Purchasing	4.9
Head of IT	3.9
Head of Logistics	3.8
Head of Quality, Quality Managers	2.4
Other Department Heads	3.5
Others	6.6

Take a look at our online version! Registration is free and allows access to not only the current issue, but to back issues as well. Find articles on specific topics and companies with the advanced search function.

www.CHEManager-online.com/en

Editorial Analysis (full year 2010)

TOPIC	%
Markets / Companies	26
Production	16
Chemicals / Polymers	24
Pharma**	13
Industrial Sites	4
Logistics	3
Energy	3
IT	2
Others	9

** only pharma specials, the total amount of content related to the pharmaceutical industry is 39 %

Founded in 1807, John Wiley & Sons, Inc. has been a valued source of information and understanding for over 200 years, helping people around the world meet their needs and fulfill their aspirations. Since 1901, Wiley and its acquired companies have published the works of more than 350 Nobel laureates in all categories: Literature, Economics, Physiology/Medicine, Chemistry and Peace. The core businesses include scientific, technical, medical and scholarly journals, encyclopedias, books, and online products and services. Wiley's global headquarters are located in Hoboken, New Jersey, with operations in the U.S., Europe, Asia, Canada, and Australia. The Company is listed on the New York Stock Exchange under the symbols JWa and JWb. GIT VERLAG has been a part of the Wiley group since 2002.



ISSUES	January/February 1-2	March 3	April 4	May 5	June 6
Publishing date	26.01.12	08.03.12	05.04.12	04.05.12	06.06.12
Advertising deadline	16.01.12	27.02.12	26.03.12	23.04.12	21.05.12
Editorial deadline	12.12.11	30.01.12	27.02.12	26.03.12	23.04.12

TRADE SHOWS/CONFERENCES					
	Cool Chain Europe , Basel, Switzerland 30.01.-01.02.2012	Logipharma Europe , Geneva, 01.03.-2012	In-Cosmetics , Barcelona, 17.04.-19.04.2012	American Coatings Show , Indianapolis, 08.05.-10.05.2012	Chemspec Europe , Barcelona, 13.06.-14.06.2012
	Informex , New Orleans, 14.02.-17.02.2012	Logichem Europe , Antwerp, 03.04-05.04.2012	Analytica , Munich 17.04.-20.04.2012	Chemie 2012 , Frankfurt, 09.05.-10.05.2012	BIO , Boston, 18.06.-21.06.2012
	CeBIT , Hanover, 06.03.-10.03.2012		ChinaPlas , Shanghai, 18.04.-21.04.2012	Chemspec USA , Philadelphia, 16.05.-18.05.2012	Achema , Frankfurt, 18.06.-22.06.2012
			Hannover Messe , Hanover, 23.04.-27.04.2012	FECC Congress , Lisbon, 21.05.-23.05.2012	LOPE-C + Printed Electronics Europe , Munich, 19.06.-21.06.2012

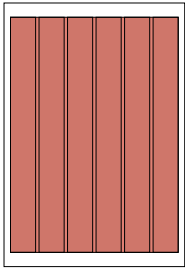
SECTIONS AND SPECIALS					
Markets & Companies Interviews; market reports; news from chemical, pharmaceutical, biotech, petrochemical, agrochemical and plant engineering industries	■	■	■	■	■
Management & Strategy Innovation and R&D management; human resources; company management strategies; risk management; marketing; regulatory affairs; portfolio & asset management; financing	■	■	■	■	■
Regional Special	North America	China	India	Spain/Portugal	Germany
Chemicals, Chemical Distribution Fine and specialty chemicals; basic chemicals; petrochemicals; raw materials; plastics; detergents; active ingredients; catalysts; trading of chemical goods; services	■	■	■	■	■
Logistics Supply chain management; services; transportation and storage; cold-chain management; strategies		■			
Energy • Environmental Issues Politics; energy management; trading; procurement; contracting; energy generation; renewable energy; environmental and climate protection; water/wastewater treatment; air purification; analytics; recycling		■			■
Information Technology IT solutions for the chemical, pharmaceutical and biotech industries	■				
Industrial Sites & Locations Industrial settlement; site development and investments; site management; services and infrastructure			■		■
Production Management Plant engineering and design; plant construction and maintenance; process automation and control; chemical and pharmaceutical processing technology	■	■	■	■	■

ISSUES	July/August 7-8	September 9	October 10	November 11	December 12
Publishing date	19.07.12	20.09.12	25.10.12	22.11.12	13.12.12
Advertising deadline	09.07.12	10.09.12	15.10.12	12.11.12	03.12.12
Editorial deadline	11.06.12	13.08.12	17.09.12	15.10.12	05.11.12

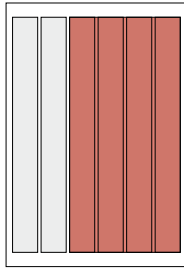
TRADE SHOWS/CONFERENCES					
	EuCheMS European Chemistry Congress , Prague, 26.08.–30.08.2012	CPhI Worldwide , Madrid, 09.10.–11.10.2012	Namur Hauptsitzung , Bad Neuenahr, 08.11.–09.11.2012	SPS/IPC/Drives , Nuremberg, 27.11.–29.11.2012	
	ChemOutsourcing , New Jersey, 10.09.–13.09.2012	ExpoPharm , Munich, 10.10.–13.10.2012	Health Ingredients Europe , Frankfurt, 13.11.–15.11.2012		
	ProcessNet Jahrestagung , Aachen, 11.09.–13.09.2012	Sepawa , Fulda, 23.10.–25.10.2012			
	FachPack , Nuremberg, 25.09.–27.09.2012	Maintain , Munich, 16.10.–18.10.2012			

SECTIONS AND SPECIALS					
Markets & Companies Interviews; market reports; news from chemical, pharmaceutical, biotech, petrochemical, agrochemical and plant engineering industries	■	■	■	■	■
Management & Strategy Innovation and R&D management; human resources; company management strategies; risk management; marketing; regulatory affairs; portfolio & asset management; financing	■	■	■	■	■
Regional Special	Ireland/UK	Scandinavia	Eastern Europe	Middle East	South America
Chemicals, Chemical Distribution Fine and specialty chemicals; basic chemicals; petrochemicals; raw materials; plastics; detergents; active ingredients; catalysts; trading of chemical goods; services	■	■	■	■	■
Logistics Supply chain management; services; transportation and storage; cold-chain management; strategies	■			■	
Energy • Environmental Issues Politics; energy management; trading; procurement; contracting; energy generation; renewable energy; environmental and climate protection; water/wastewater treatment; air purification; analytics; recycling			■		
Information Technology IT solutions for the chemical, pharmaceutical and biotech industries	■				■
Industrial Sites & Locations Industrial settlement; site development and investments; site management; services and infrastructure			■		
Production Management Plant engineering and design; plant construction and maintenance; process automation and control; chemical and pharmaceutical processing technology	■	■	■	■	■

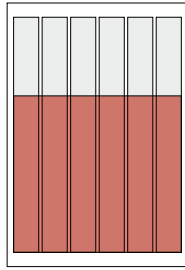
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Height: 455 mm
(6 columns)
€ 12,230



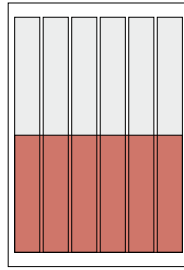
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(4 columns)
€ 8,380



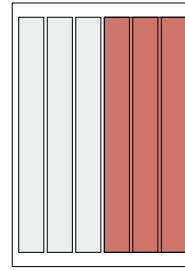
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Height: 303 mm
(6 columns)
€ 8,380



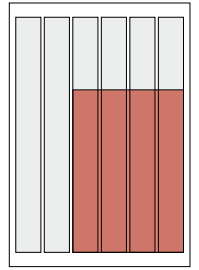
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€ 7,440



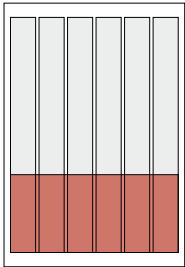
1/2 Page portrait
Width: 160 mm
Height: 455 mm
(3 columns)
€ 7,440



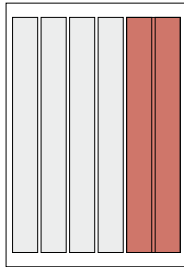
1/2 Page corner
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Height: 303 mm
(4 columns)
€ 7,650



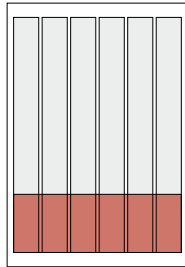
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(6 columns)
€ 6,010



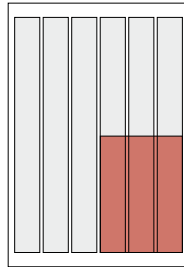
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(2 columns)
€ 6,010



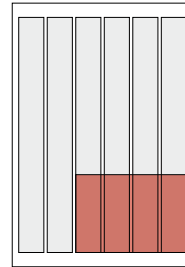
1/4 Page landscape
Width: 325 mm
Height: 114 mm
(6 columns)
€ 5,090



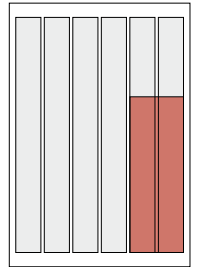
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Width: 160 mm
Height: 227 mm
(3 columns)
€ 5,090



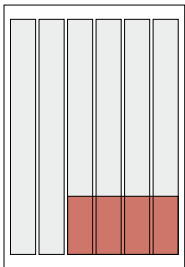
1/5 Page landscape
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Height: 152 mm
(4 columns)
€ 4,990



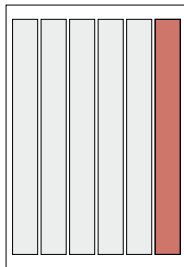
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Height: 303 mm
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€ 4,990



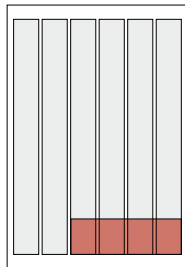
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Height: 114 mm
(4 columns)
€ 3,970



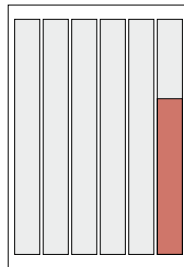
1/6 Page portrait
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Height: 455 mm
(1 column)
€ 3,970



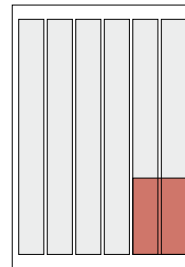
1/10 Page landscape
Width: 215 mm
Height: 74 mm
(4 columns)
€ 2,620



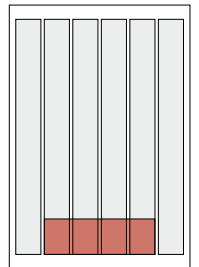
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(1 column)
€ 2,620



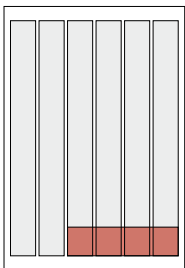
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(2 columns)
€ 2,620



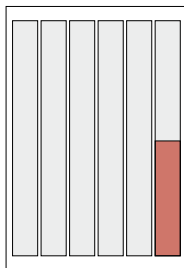
Title page
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(4 columns)
€ 4,990



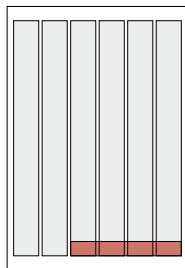
1/12 Page landscape
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Height: 57 mm
(4 columns)
€ 1,970



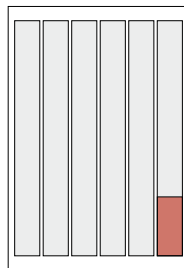
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(1 column)
€ 1,970



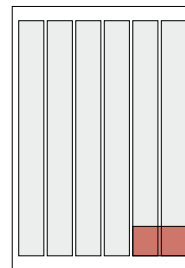
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Height: 29 mm
(4 columns)
€ 1,020



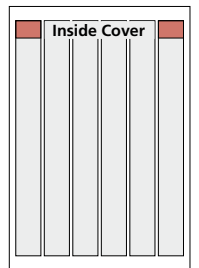
1/24 Page portrait
Width: 50 mm
Height: 116 mm
(1 column)
€ 1,020



1/24 Page classic
Width: 105 mm
Height: 59 mm
(2 columns)
€ 1,020



Title corner
Width: 50 mm
Height: 35 mm
(1 column)
€ 610



PREFERRED POSITIONS	FORMAT (MM)		PRICE € 4C
	width	height	
Title page	215	74	4,990
Title corner inside (e.g. Production, Pharma, Logistics, Chemicals)	50	35	610
Inside cover (e.g. Production, Pharma) ¹			6,020
LOOSE INSERTS ²	WEIGHT		PRICE €
	up to 20 g		320
	per additional 5 g		11
BUSINESSPARTNER (105 x 59 mm w x h)		TOTAL PRICE € 4C	
3 Issues		1,030	
6 Issues		1,990	
8 Issues		2,580	
10 Issues		3,160	

PRICES & FORMATS

CHEManager

ADVERTISEMENTS BY MILLIMETRE (Price per single column/50 mm) ³	
Advertisements	€ 8.79/mm
Jobs offered	€ 6.59/mm

ADDITIONAL CHARGES	
Request positions	10 %

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

Reprint and PDF

2 Pages 4c, 135 g/m²
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.

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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 30 mm
Cipher charge €10.–

Magazine Overview

Distribution

Dates & Contents

Prices & Formats

Technical Data

Online

General terms
of Business

Contact

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](ftp://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



Magazine Overview

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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:**
 - 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.

Jobs: 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.

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.



- ▶ 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	

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
Exclusive button	3,500	–

PACKAGE DEALS		RUNTIME 12 MONTHS TOTAL COST €
Basic Package	- 4 product entries - company profile - Banner ad for 3 months	1,640
Basic Plus Package	- 8 product entries - 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 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.

CORPORATE PUBLISHING

To us the alphabet is more than just letters

Considered superficially we only use 26 letters for the texts in our journals and newspapers. We are not out to redefine language, but when we focus on a corporate publishing project our expertise and passion for communication and knowledge transfer is the secret for our success.

To explain complex facts is our strong point. You can count on us. We are looking back on more than 40 years of successful publishing.

- Customer magazines
- Employee newsletters
- Corporate Books
- Product advertisement
- Advertorials
- Inlays
- Advertisements



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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. 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 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.

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 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.

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 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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