

www.git-labor.de

MEDIAKIT 2012 PRINT+ONLINE

- Good Ideas with Traditon – has been the philosophy of GIT for over 50 years
- GIT is the largest circulation (30,000) most widely read specialist journal for laboratories
- The GIT special issues Separation and BIOforum address additional selected target groups



VALID FROM OCTOBER 2011

www.gitverlag.com

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DESCRIPTION

Description

Good Ideas with Tradition – As the **leader in the laboratory market**, this has been the philosophy of the **GIT Labor-Fachzeitschrift** for more than 50 years. Its prominent presence at important industry events and the new business portal **www.git-labor.de** provide an exceedingly effective cross-media concept.

GIT Labor-Fachzeitschrift offers comprehensive, up-to-the-minute and application-related reports on all subjects concerning industrial and scientific laboratories. Its main focus includes chromatography, mass spectrometry, spectroscopy and digital imaging, as well as laboratory IT, laboratory equipment, technology and automation in all fields of application.

Due to the increasing interaction of individual scientific application disciplines, the previously separate Life Science section will now be fully integrated into the general spectrum of topics in the **GIT Labor-Fachzeitschrift**. Because of this, bioanalysis, proteomics, genomics, bioprocessing, biotechnology, bio IT, microarrays and molecular diagnostics are now regularly featured in our reports. The **GIT Labor-Fachzeitschrift** now covers all fields of laboratory practice, and with 30,000 personal recipients has the **largest circulation in the German-speaking region**.

In June, the **GIT Spezial SEPARATION** provides dedicated high quality reports on the subject complex of chromatography, bioseparation, coupling methods and mechanical separation processes.

Two special issues of **BIOforum** will be published in March and October. These will focus on biotechnology and biomedicine respectively, and will be presented at exhibitions including the Analytica and Medica 2012.



Overview

Publication Frequency
Volume
Print run approved
Membership
Publishing house



12 issues per year
56th year 2012
30,000 (2nd quarter 2010)
IVW
GIT VERLAG
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Magazine Overview

Dates & Contents

Prices & Formats

Technical Data

Distribution

Online

General terms
of Business

Contact

ISSUES	1	2	3	4	5	6
Publishing Date	26.01.12	22.02.12	14.03.12	10.04.12	16.05.12	11.06.12
Advertising Deadline	11.01.12	07.02.12	28.02.12	22.03.12	30.04.12	23.05.12
Editorial Deadline	07.12.11	09.01.12	30.01.12	22.02.12	29.03.12	20.04.12

**GIT
Spezial
BIOFORUM
publication
date
30.03.2012**

**GIT
Spezial
SEPARATION
publication
date
04.06.2012**

EXHIBITIONS			Analytica preview	Analytica issue	Achema preview	Achema issue
	Human Life Science Test Expo, Cologne, Germany, 07.–09.02.2012	Lounges 2012, Karlsruhe, Germany, 28.02.–01.03.2012	Annual meeting DGZ, Dresden, Germany, 21.–24.03.2012	Analytica, Munich, Germany, 17.–20.04.2012	Immunochemistry and Immunobiology, Les Diablerets, Switzerland, 10.–15.06.2012	Achema, Frankfurt a. M., Germany, 18.–22.06.2012
		Joined Conferences of the Polish Society of Mass Spectrometry and the DGMS Posen, Poland, 04.–07.03.2012	World Filtration Congress, Graz, Austria, 16.–20.04.2012	IFAT Entsorga, Munich, Germany, 07.–11.05.2012		

FOCUS	Chromatography	Mass Spectrometry	Pharma & Automation	Environment, Water & Energy	Spectroscopy & Microscopy	Furniture & Equipment
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TOPICS	Chromatography	Mass Spectrometry	Pharma & Automation	Environment, Water & Energy	Spectroscopy & Microscopy	Furniture & Equipment
Automation			■			■
Chemical Methods and Processes			■			
Chromatography	■			■		
Diagnostics / Clinical Chemistry			■			
Electrochemistry		■				
Element & Trace Analysis					■	
Environment, Water & Energy	■			■		
Food Analysis & Food Technology	■				■	
Furniture & Equipment		■				■
Hyphenated Techniques	■	■			■	
LIMS / Lab-IT				■		
Liquid Handling			■			■
Mass Spectrometry		■				
Material Analysis					■	
Media Supply/ Purified Water/ Gases		■				■
Micro- & Nanotechnology					■	
Microscopy & Imaging					■	
Mobile Analysis-Systems	■					
Online-Analysis / Sensors				■		
Particle Measurement				■		
Pharmaceutical Analysis			■			
Polymers		■				
Process Analysis / PAT						■
Quality Control			■			
Rheology & Viscometry	■					
Safety						■
Sample Preparation	■					
Separation incl. Filtration and Centrifuges			■			■
Spectroscopy				■	■	
Thermostatting			■			■

INTEGRATED LIFE SCIENCE TOPICS

Bioanalytics	■					
Bioinformatics				■		
Bioprocessing			■			■
Cell Biology		■			■	
Cell Culture/Tissue Engineering			■		■	■
Genomics		■				
Microarray & Chiptechnology				■		
Molecular Diagnostics				■		
Proteomics		■				
RNA-Technology	■					

ISSUES	7	8	9	10	11	12
Publishing Date	16.07.12	17.08.12	13.09.12	16.10.12	13.11.12	07.12.12
Advertising Deadline	28.06.12	02.08.12	29.08.12	27.09.12	29.10.12	21.11.12
Editorial Deadline	29.05.12	04.07.12	31.07.12	29.08.12	27.09.12	22.10.12

GIT
Spezial
BIOFORUM
publication
date
04.10.2012

EXHIBITIONS						
	World Congress of Biomedical Laboratory Science, Berlin, Germany, 18.–22.08.2012	Deutscher Lebensmittelchemikertag 2012, Munster, Germany, 17.–19.09.2012	Miptec, Basel, Switzerland, 24.–27.09.2012	LIMS Forum, November 2012	DGBM annual meeting, Hamburg, Germany 22.–24.11.2012	
		EFMC-ISMC 2012, Berlin, Germany, 16.–20.09.2012		Medica, Dusseldorf, Germany, 14.–17.11.2012		

FOCUS	Material Analysis	Food	Chromatography	LIMS & Lab-IT	Mass Spectrometry	Assay Technology & Diagnostics
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TOPICS

Automation			■			
Chemical Methods and Processes		■				
Chromatography			■			
Diagnostics / Clinical Chemistry		■				■
Electrochemistry		■				
Element & Trace Analysis		■			■	
Environment, Water & Energy				■		
Food Analysis & Food Technology		■				
Furniture & Equipment					■	
Hyphenated Techniques			■		■	■
LIMS / Lab-IT	■			■		
Liquid Handling				■		
Mass Spectrometry	■				■	
Material Analysis	■				■	
Media Supply/ Purified Water/ Gases		■				
Micro- & Nanotechnology	■					
Microscopy & Imaging			■			
Mobile Analysis-Systems			■			
Online-Analysis / Sensors	■			■		
Particle Measurement	■				■	
Pharmaceutical Analysis		■				■
Polymers	■					■
Process Analysis / PAT				■		
Quality Control				■		
Rheology & Viscosimetry		■				
Safety						■
Sample Preparation					■	
Separation incl. Filtration and Centrifuges			■			
Spectroscopy			■			■
Thermostatting						■

INTEGRATED LIFE SCIENCE TOPICS

Bioanalytics			■		■	
Bioinformatics				■		
Bioprocessing			■			
Cell Biology						■
Cell Culture/Tissue Engineering				■		
Genomics	■					
Microarray & Chiptechnology		■				■
Molecular Diagnostics		■		■		■
Proteomics	■					
RNA-Technology					■	

Circulation Breakdown

COPIES PER ISSUE	COPIES
Printrun	30,000
Total circulation	28,942
Sold circulation (2011)	768
Thereof foreign countries (2011)	40
Cost-free copies (2011)	28,174
Archive, tradeshow, sample copies	1,058

JOB POSITION	%
Industrial R & D	33
Academic Research & Teaching	25
Production / Process Control	10
Purchasing	9
Quality Control	8
Corporate Management	7
Technical Management	5
Marketing / Sales	3

Distribution Breakdown

SIZE OF ENTERPRISE	%
1 up to 50 staff members	14
51 up to 500 staff members	23
more than 501 staff members	53

SECTORS	%
Chemical Industry incl. Petrochemical	28
Pharmaceutical Industry + Biotechnology	27
Universities + Research Institutes	22
Food and Beverages Industry	6
Medical	5
Measurement Technology	4
Contract Research, Independent Labs	3
Government, Associations etc.	3
Others	2

GEOGRAPHICAL DISTRIBUTION	%	COPIES
Germany	87,8	25,390
Switzerland	9,5	2,750
Austria	2,7	784

DIGITAL MARKETING SERVICES

B2B online marketing is full of challenges – it's good to have GIT VERLAG with its cross-media services on your side.

To accomplish the challenges in B2B online marketing, we at GIT Publishing bundle our online marketing competence in Weinheim, Germany; access the resources of international Wiley media group; and make use of the know-how of our cooperation partners in the new business unit Digital Marketing Services.

- **Webprojects:** Strategy consulting, conception, design and development of websites for B2B clients
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- **E-Mail Marketing:** Planning, dispatching and successful analysis for e-mail newsletters
- **Social Media Marketing:** Consulting on planning of social media campaigns in B2B environment
- **Online-editorial:** Professional articles from online editors for customer web projects
- **Workshops:** Know-how transfer through in-house trainings on B2B online marketing

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We don't just add our online competence into our projects – our team of industry experts also adds the specific knowledge relevant to your field. And they know the ins and outs of their businesses, from the market landscape to the competition.

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ADVERTISEMENTS	FORMAT (MM)		PRICE € (B/W)	PRICE € 4C
	width	height		
1/1 Page	185	260	7,360	8,840
1/2 Page portrait	90	260	3,690	5,170
1/2 Page landscape	185	128	3,690	5,170
Juniorspage	137	190	4,070	5,550
1/3 Page portrait	58	260	2,470	3,210
1/3 Page landscape	185	85	2,470	3,210
1/4 Page classic	90	128	1,860	2,600
1/4 Page portrait	43	260	1,860	2,600
1/4 Page landscape	185	63	1,860	2,600
1/8 Page classic	90	63	930	1,670
1/8 Page landscape	185	30	930	1,670

PREFERRED POSITIONS	FORMAT (MM)		PRICE € (B/W)	PRICE € 4C
Title Page + Story ¹	213	303	8,580	12,200
Inside front/back page, Back page ¹	185	260	8,580	10,060
1st right hand page in text ¹	185	260	8,580	10,060
Belly Band	450	max. 100	6,590	6,590
Postcards ²				115

BOUND-IN INSERTS	FORMAT (MM)		PRICE €
2-page A4	210	297	7,020
3-page A4 + side flip	207 + 105	297	10,500
4-page A4	420	297	11,240
6-page A4	414 + 203	297	14,700

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

LOOSE INSERTS ⁵	WEIGHT	PRICE €
	bis 25 g	275
	bis 50 g	350

BuyersGuide	FORMAT (MM)	PRICE €
each printed line, per edition and keyword	40 mm/column	10.90

Total print run BuyersGuide: 420.000

Minimum duration: 6 successive months (1 issue BIOforum and 6 issues GIT Labor-Fachzeitschrift) or until cancelled.

28 keystrokes or 21 capitals per printed line. Addition of company / corporate logo possible (quotation by column / 2 mm column height)

NEW! All BuyersGuide-Entries published online on www.git-labor.de

Terms of Payment:

Payment within 30 days without deduction.

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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 G.I.T. Publishing has exclusive rights of it for 6 months.
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- 3 No discount given
- 4 Surcharge for advertisements smaller than 1/2 page A4 = 50%
- 5 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

JOB ADVERTISEMENTS

25 % discount on regular advertisement prices

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

ADDITIONAL CHARGES	PRICE €
Request positions	10 %

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

Reprint and PDF

2 Pages 4c, 135 g/m²
glossy art print

Print run 1,000 copies 882.00 €
 Print run 2,000 copies 1,068.00 €

4 Pages 4c, 135 g/m²
glossy art print

Print run 1,000 copies 1,286.00 €
 Print run 2,000 copies 1,577.00 €

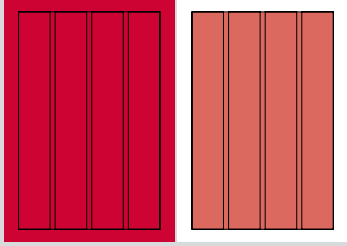
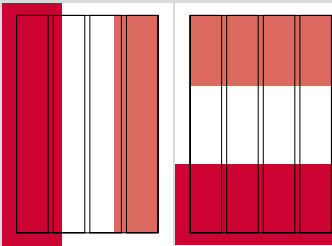
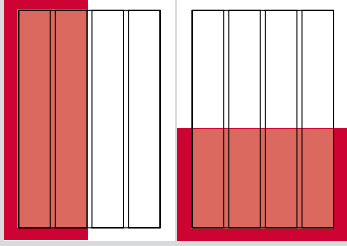
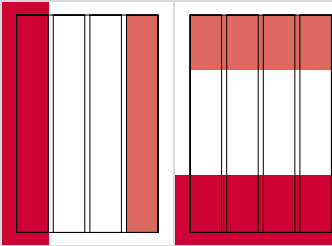
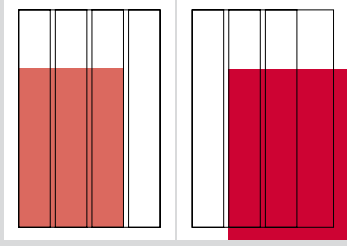
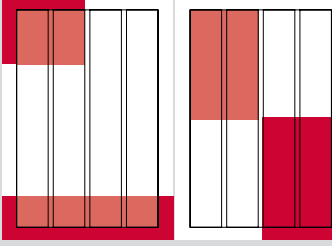
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FORMATS

<p>1/1 Pages Type Area/ Bleed Size</p>	<p>Type Area: 185 x 260 mm</p> <p>Bleed Size: 210 x 297 mm + 3 mm Overlap on all sides</p> <p>Final Size: 216 x 303 mm</p>		<p>1/3 Pages Type Area/ Bleed Size</p>	<p>Type Area: portrait: 58 x 260 mm landscape: 185 x 85 mm</p> <p>Bleed Size: portrait: 70 x 297 mm landscape: 210 x 104 mm + 3 mm Overlap</p>	
<p>1/2 Pages Type Area/ Bleed Size</p>	<p>Type Area: portrait: 90 x 260 mm landscape: 185 x 128 mm</p> <p>Bleed Size: portrait: 102 x 297 mm landscape: 210 x 147 mm + 3 mm Overlap</p>		<p>1/4 Pages Type Area/ Bleed Size</p>	<p>Type Area: portrait: 43 x 260 mm landscape: 185 x 63 mm</p> <p>Bleed Size: portrait: 54 x 297 mm landscape: 210 x 82 mm + 3 mm Overlap</p>	
<p>Junior-page Type Area/ Bleed Size</p>	<p>Type Area: 137 x 190 mm</p> <p>Bleed Size: 147 x 209 mm + 3 mm Overlap</p>		<p>1/4 Pages Type Area/ Bleed Size</p> <p>1/8 Pages Type Area/ Bleed Size</p>	<p>Type Area: classic: 90 x 128 mm Bleed Size: classic: 102 x 147 mm + 3 mm Overlap 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</p>	

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



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

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)

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
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- by CD Rom to

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Magazine Overview	Dates & Contents	Prices & Formats	Technical Data	Distribution	Online	General terms of Business	Contact
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ISSUES	1	2
Publishing Date	30.03.2012	04.10.2012
Advertising Deadline	15.03.2012	18.09.2012
Editorial Deadline	15.02.2012	20.08.2012

SPECIAL	Focus Biotechnology	Focus Biomedicine
TOPICS		

Bioenergy	■	
Bioinformatics	■	
Biomarker		■
Biomedical Sciences/Pharmaceutics		■
Bionics		■
Bioprocess Technology	■	
Cell Biology		■
Cell Culture	■	
Food Technology	■	
Imaging / Microscopy		■
Immunology		■
Lab Automation		■
Marine Biotechnology	■	
Mass Spectrometry		■
Micro Arrays / Chiptechnology		■
Microbiology	■	
Molecular Biology		■
Molecular Diagnostics		■
Nanobiotechnology		■
Neurobiology		■
RNA-Technology		■
Tissue Engineering		■
White Biotechnology	■	

DISTRIBUTION AT EVENTS	
BIOforum 1/2012	BIOforum 2/2012
Analytica, Munich, Germany, 17.–20.04.2012	The Complex Life of mRNA, Heidelberg, Germany, 07.–10.10.2012
German Biotechnology Days, Frankfurt, Germany 09.–10.05.2012	Medica, Dusseldorf, Germany, 14.–17.11.2012
European Society of Human Genetics, Nuremberg, Germany, 23.–26.06.2012	DGBM annual meeting, Hamburg, Germany, 22.–24.11.2012
CYTO 2012, Leipzig, Germany, 23.–27.06.2012	
Joint EPSO/FESPB Plant Biology Congress, Freiburg, Germany, 29.07.–03.08.2012	
Stem Cells in Cancer and Regenerative Medicine, Heidelberg, Germany, 29.08–01.09.2012	

Characteristics in brief

As a valuable supplement to the continuous reporting of life sciences by the **GIT Labor-Fachzeitschrift** and the business portal **www.git-labor.de** **BIOforum** gives an in-depth view of questions of fundamental biological research such as molecular-, neuro-, and cell biology, RNA technology, cell cultures and biomarkers. Various applications ranging from cancer research to biopharmaceutical production provide valuable hints for practical work.

In 2012 **BIOforum** will be published with two issues in March and October, in advance of the Analytica and Medica exhibitions. The special emphasis of the spring issue is on biotechnology, while the autumn issue will focus on biomedical research.



DISTRIBUTION

Circulation Breakdown

COPIES PER ISSUE	COPIES
Printrun	30,000
Total circulation	28,594
Thereof Fairs & Exhibitions	2,000
Archive, tradeshow, sample copies	1,406

Distribution Breakdown

SIZE OF ENTERPRISE	%
1 up to 50 staff members	13
51 up to 500 staff members	20
more than 501 staff members	56

GEOGRAPHICAL DISTRIBUTION	%	COPIES
Germany	90	23,894
Switzerland	6	1,593
Austria	4	1,063

INDUSTRIAL SECTORS	%
Pharma + Life Sciences	35
Biotechnology	28
Universities	12
Institutes	7
Contract Laboratory	6
Medical	4
Food and Beverages Industry	3
Government, Associations etc.	2
Others	3

PROFESSIONAL SECTORS	%
Industrial R & D	37
Academic Research & Teaching	25
Production / Process Control	9
Corporate Management	8
Purchasing	7
Marketing / Sales	7
Engineering	4
Quality Control	3

ISSUES	1
Publishing Date	04.06.2012
Advertising Deadline	16.05.2012
Editorial Deadline	16.04.2012
EXHIBITION	Achema, Frankfurt a. M., Germany, 18.–22.06.2012

RUBRIKEN

Chromatography

DC, GC, gel chromatography, GPC, HPLC, UPLC, IC, SFC, detectors, columns, software, coupling techniques, multidimensional chromatography, chiral separation

Mechanical separation techniques

Centrifuges, filtration technology, sieves, digestion systems, distillation systems, rotation vaporizers, extractors

Bioseparation

Affinity chromatography, FACS, electrophoresis and blotting technology, protein purification, sterile filtration, centrifugation

Applications

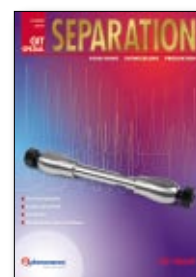
Bioanalytics, chemical analytics, laboratory diagnostics, food analytics, microsystem technology, nanotechnology, pharmaceutical analytics, polymer analytics, sample preparation and treatment, process analytics, quality control, environmental analytics

Laboratory technology

Laboratory furniture and equipment, chemicals and reagents, instrument accessories, ultra-pure media, consumables

Characteristics in brief

GIT Spezial SEPARATION is the annual special edition of the **GIT Labor-Fachzeitschrift** and **BIOforum** on the subject of separation methods.



The latest developments in analytical and preparative chromatography, mechanical separation methods, sample preparation and processing as well as bioseparation will be presented on the basis of application reports from the pharmaceutical, chemical, food and biotechnology industries as well as in specialist scientific reports. Latest news, product overviews and interviews round off the spectrum of the GIT Spezial SEPARATION

GIT Spezial SEPARATION addresses 30,000 personal recipients in the field of separation in industrial R&D and science.

The strong presence of our specialist journals at important events and the close links with the business portal www.git-labor.de provide a modern and highly effective cross-media concept.

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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GIT-Labor.de offers you all types of web-advertisement of the "Universal Ad Package" and additional attractive banner types like Full Banner, Standard Skyscraper or PagePeel.

Leaderboard	728 x 90 Pixel	€ 1.250 / Monat, run of site*
Full Banner	468 x 60 Pixel	€ 890 / Monat, run of site
Page Peel	500 x 500 Pixel	€ 1.850 / Monat, run of site
Wide Skyscraper	160 x 600 Pixel	€ 1.650 / Monat, run of site
Skyscraper	120 x 600 Pixel	€ 1.300 / Monat, run of site
Rectangle	180 x 150 Pixel	€ 1.400 / Monat, run of site
Medium Rectangle	300 x 250 Pixel	€ 1.740 / Monat, nur Startseite

* „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).

Product Information

€ 285 for 6 months • € 510 for 12 months

- text (1,000 letters incl. blanks) ➤ product photos
- company contacts ➤ in combination with PRO-4-PRO.com

Newsletter

- ➊ Wide Skyscraper (at top right): € 1,650
- ➋ Product Feature: € 930 incl. price for product information
- ➌ 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.

Applications:

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 (Applications):** € 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



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

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

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 - company profile - Banner ad for 3 months	1,640
Basic Plus Package	- 8 product entries - company profile - Banner ad for 6 months	3,020

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	–

Special agreement

Procedure – An 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.

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 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 fulfilment is the publishers' domicile. In dealings with traders, and legal entities under public law, and 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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