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MEDIAKIT 2012 PRINT+ONLINE

- **THE MAGAZINE** for chemical engineering and processing industries
- **QUALITY:** Largest subscription circulation in its market
- **CROSSMEDIA:** target audience portal with business information and online-buyers-guide



VALID FROM OCTOBER 2011

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ACHIEVE MORE

Tailor-made communication from a reliable partner.

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DESCRIPTION

Brief description

The process engineering magazine CITplus is the premiere magazine in the German-speaking region for comprehensive application and practice-related articles, documentaries, interviews and product presentations in the field of process engineering, measurement and control technology and process control technology.


CITplus has the largest subscription circulation in its field (more than 50 %). CITplus is read by over 26,000 qualified executives, process and chemical engineers, investment decision-makers as well as designers and developers, who are known by name. According to a study by the Emnid Institute, CITplus has an average of 3.4 co-readers – more than 144,000 readers per issue.

As the official publication of ProcessNet, the combination of the two associations and co-publishers VDI-GVC and DECHEMA, CITplus provides its readers with decisive and often exclusive (background) information for their day-to-day work. The editorial spectrum ranges from pumps, compressors and compressed air technology to filter and separation technology, mechanical process and bulk materials handling technology as well as software for processes and methods up to MSR and automation technology.



Overview

Publication frequency		9 issues per year	Director	Roy Opie
Volume		15 th year 2011	Head of Sales/Marketing	Dr. Katja Habermüller
Circulation		26,000	Editorial	Wolfgang Sieß, Editor-in-Chief
Publisher		GDCh, DECHEMA, VDI-GVC	Advertising	Roland Thomé
Publishing house		GIT VERLAG Wiley-VCH Verlag GmbH & Co. KGaA Boschstrasse 12, 69469 Weinheim, Germany	Advertising Administration	Kerstin Kunkel
		+49 6201 606 0	Subscription	€ 171.– (+ VAT)
Phone		+49 6201 606 792	ISSN	1436-2597
Fax		www.citplus.com	Format of the magazine	DIN A4, 210 x 297 mm
Internet		citplus@gitverlag.com	Total pages	544 pages = 100 %
E-Mail			Editorial	414 pages = 76 %
			Advertising	130 pages = 24 %
			Inserts	12

ISSUES	1-2	3	4	5	6
Publishing Date	09.02.12	06.03.12	04.04.12	03.05.12	05.06.12
Advertising Deadline	25.01.12	22.02.12	21.03.12	17.04.12	21.05.12
Editorial Deadline	11.01.12	31.01.12	29.02.12	22.03.12	02.05.12
Trade Shows/ Conferences	easyFairs MAINTENANCE , Duisburg, 07.03.–08.03.2012	MSR-Special Fair , Frankfurt/M., 21.03.2012	analytica , Munich, 17.04.–20.04.2012 11th World Filtration Congress , A-Graz, 16.04.–20.04.2012 Hanover Fair , Hanover, 23.04.–27.04.2012	IFAT ENTSORGA , Munich, 07.05.–11.05.2012 Sensor+Test , Nuremberg, 22.05.–24.05.2012	 Frankfurt/ Main, 18.06.–22.06.2012 The whole world of process technology Special edition with increased prinrun (30,000)
Production and Technology	· Fittings, sealings · Hoses, pipes, joining technique · Mixers, stirrers · Bulk material handling	· Compressors and compressed air technology · Fittings, sealings · Apparatus and plant engineering and construction	· Pumps · Bulk material handling · Separation technique · Hoses, pipes, joining technique	· Apparatus and plant engineering and construction · Dosing technology / materials handling technology · Mixers, stirrers · Compressors and compressed air technology · Drying, heating, cooling	
MSR · Automation · IT	· Remote diagnosis, remote maintenance · Instrumentation and Processcontrol	· Measurement technique, instrumentation · Software, hardware, IT · Peripheral devices	· Bussystems, industrial communication · Instrumentation and Processcontrol	· Measurement Technique / Instrumentation	
Specials	· Energy efficiency	· Bulk material handling	· Automation	· Pumps	
Product-Focus	· Pumps and Compressors	· Pressure measuring devices	· Valves	· Measurement devices for pH, redox, humidity, environment analytics	
Management	· Patent Law	· Human Resources Management	· Environmental Management	· Investments and Finances	

ISSUES	7-8	9	10	11-12
Publishing Date	25.07.12	05.09.12	09.10.12	05.12.12
Advertising Deadline	11.07.12	22.08.12	24.09.12	21.11.12
Editorial Deadline	22.06.12	31.07.12	07.09.12	05.11.12
Trade Shows/ Conferences	MSR-Special Fair , Leverkusen, 27.06.2012	ProcessNet Annual Meeting , Karlsruhe, 11.09.–13.09.2012 MSR-Special Fair , Ludwigshafen, 19.09.2012 Fachpack , Nuremberg, 25.09.–27.09.2012	Maintain , Munich, 16.10.–18.10.2012 Namur, Main Meeting , Bad Neuenahr, 08.11.–09.11.2012 MSR-Special Fair , Bochum, 07.11.2012 SPS/IPC/DRIVES , Nuremberg, 27.11.–29.11.2012	
Produktion und Technik	· Separation technique · Pumps · Drying, heating, cooling	· Mixers, stirrers · Compressors and compressed air technology · Dosing technology / materials handling technology · Fittings, sealings	· Drying, heating, cooling · Separation technique · Apparatus and plant engineering and construction	· Bulk material handling · Pumps · Hoses, pipes, joining technique
MSR · Automation · IT	· Instrumentation and processcontrol · Software, hardware, IT · Bussystems, industrial communication	· Peripheral devices · Measurement technique, Instrumentation	· Bussystems, Industrial Communication · Instrumentation and processcontrol · Remote diagnosis, remote maintenance	· Measurement technique, Instrumentation · Software, hardware, IT · Peripheral devices
Specials	· Compressed air technology	· Plant engineering and construction	· Explosion prevention and protection	· Fittings, sealings
Product-Focus	· Sealings	· Filling level meter	· Mixers and dryers	· Flow measuring device
Management	· Energy Management	· Research Management	· Outsourcing	· Sustainability

ADVERTISEMENTS	FORMAT (MM)		PRICE € (B/W)	PRICE € (4C)
	width	height		
1/1 Page	185	260	5,830	7,310
1/2 Page portrait	90	260	2,920	4,400
1/2 Page landscape	185	128	2,920	4,400
Juniorpage	137	190	3,385	4,865
1/3 Page portrait	58	260	1,970	2,710
1/3 Page landscape	185	85	1,970	2,710
1/4 Page classic	90	128	1,540	2,280
1/4 Page portrait	43	260	1,540	2,280
1/4 Page landscape	185	63	1,540	2,280
1/8 Page classic	90	63	770	1,510
1/8 Page landscape	185	30	770	1,510

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

JOB ADVERTISEMENTS

25 % discount on classical advertisements

PREFERRED POSITIONS	FORMAT (MM)		PRICE € (4C)
Title Page ¹	213	303	8,150
Inside front/back page, Back page ¹	210	297*	7,340
Belly Band	450	max. 100	5,040
Postcards ²			115

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

* zzgl. 3 mm Beschnitt

BOUND-IN INSERTS*	FORMAT (MM)		PRICE €
	width	height	
2-page A4	210	297	5,865
3-page A4 + side flip	207 + 105	297	7,460
4-page A4	420	297	8,150

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

LOOSE INSERTS ⁵	WEIGHT	PRICE €
	bis 25 g	225
	bis 50 g	300

BuyersGuide	COLUMN	PRICE €
Each printed line, per edition and keyword	40 mm	7.–

Minimum duration: 12 successive months or until cancelled.
28 keystrokes or 21 capitals per printed line. Addition of company / corporate logo possible (quotation by column / 2 mm column height)

Terms of Payment:

Payment within 30 days without deduction.

Bank Details:

Commerzbank AG · Rheinstrasse 14 · 64283 Darmstadt, Germany
RT. No. 508 800 50 · Acc. No. 01 715 501 00
S.W.I.F.T. – BIC: DRES DE FF 508
IBAN: DE52 5088 0050 0171 5501 0

VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620

ADDITIONAL CHARGES

Request positions 10 %

DISCOUNTS

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

Reprint 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 €

plus VAT, postage and packaging

Further print runs and differing scales on request.

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 €

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 Roland Thomé,
Tel.: +49 (0) 6201 606 757 or visit our website at
www.gitverlag.com/de/corporate/reprints/

<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</p> <p>Bleed Size: classic: 102 x 147 mm + 3 mm Overlap</p> <p>Type Area: classic: 90 x 63 mm landscape: 185 x 30 mm</p> <p>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

60 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
- by FTP at <ftp.gitverlag.com/incoming>
- by CD Rom to

Wiley-VCH Verlag GmbH & Co. KGaA
FAO: Kerstin Kunkel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 731
Fax: +49 (0) 6201 606 790



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

Printed copies	26,000
Actually circulated copies	25,854
Subscribed copies	13,626
Free samples	11,578

Size of business unit

1 – 49 employees	25 %
50 – 99 employees	9 %
100 – 199 employees	10 %
200 – 499 employees	12 %
500 – 999 employees	9 %
1000 and more employees	32 %
No details	3 %

* 3rd quarter 2010**Reader structure: Regional circulation**

Area Code (Germany)	% of Total
0	5.3 %
1	3.7 %
2	7.6 %
3	7.6 %
4	17.3 %
5	12.0 %
6	14.9 %
7	10.5 %
8	9.8 %
9	3.3 %
Europe (outside Germany)	5.9 %
World (outside Europe)	2.1 %

CIT is the official publication of ProcessNet

The personal members of the DECHEMA (about 5,000) and the VDI association GVC (about 10,000) receive CITplus continuously in the context of their membership.

Industries/Sectors/Specialisms/Professional groups

Chemical industry	41 %
Machinery/plant/equipment construction	19 %
Engineering offices for technical planning, maintenance and repair	11 %
Pharmaceutical industry	9 %
Colleges of further education, colleges and universities	6 %
Food and fodder industry	4 %
Other research facilities	3 %
Electrical engineering, precision mechanics and optics	2 %
Other	2 %
Mining, exploitation of oil, gas, stone and minerals	1 %
No details	2 %

Decision-making competence for investments

Make specific specialist recommendations	67 %
Make definitive decisions together with colleagues	66 %
Obtain information	61 %
Make preparations for decisions with analyses and evaluations	60 %
Provide suggestions	60 %
Make definitive decisions alone	35 %
The decisions are made by employees subordinate to me	22 %
No details	3 %

Job characteristic: field of activity

Construction, technical planning, production division, R&D	52 %
Sales, marketing	13 %
Executive management	12 %
Technical operations, maintenance	10 %
Training, education	7 %
Consulting, controlling	4 %
not specified and other	2 %

SPECIALIST COMMITTEE



Prof. Dr. techn. Hans-Jörg Bart
Professor of Thermal Process Engineering in the faculty of Mechanical Engineering and Process Engineering at the Kaiserslautern Technical University. As the deputy chairman of the specialist committee for adsorption he represents the interests of the ProcessNet association for fluid dynamics and separation technology.



Dr. Jürgen S. Kussi
Bayer Technology Services, Leverkusen, is the chairman of the ProcessNet association for Process, Equipment and Plant Engineering and also heads the specialist committee for Process and Plant Engineering.



Prof. Dr.-Ing. Wolfgang Peukert
Professor of Solid Material and Boundary Layer Process Engineering at the University of Erlangen-Nuremberg and is chairman of the ProcessNet association for Particle Technology and Product Design.



Dr. Jochen Rudolph
BASF, Ludwigshafen: chairman of the ProcessNet community for Education and Innovation and chairman of the specialist committee for training and further training in Process Engineering.



Prof. Dr. Ferdi Schüth
Max-Planck-Institute for Coal Research, Mülheim, chairman of the ProcessNet association for Reaction Technology and chairman of the coordination group for Chemical Energy Research.



Prof. Dr. Roland Ulber
Kaiserslautern Technical University Faculty of Mechanical and Process Engineering, professor of Biological Process Engineering and representative of the Dechema association for Biotechnology in the specialist committee of CITplus.



Prof. Dr. emer. Reinhard Zellner
University of Duisburg-Essen, Institute for Physical and Theoretical Chemistry, deputy chairman of the ProcessNet association for Sustainable Production, Energy and Resources, and chairman of the specialist committees for Fine Particles, Chemicals, Air Quality and Climate.



Dr.-Ing. Martin Schmitz-Niederau
Uhde, Dortmund, deputy chairman of the ProcessNet association for Materials, Design and Durability and also heads the work group for Materials Engineering.



Prof. Dr. Norbert Pfeil
from the Federal Institute of Materials Research and Testing, chairman of the ProcessNet association for Safety Technology and chairman of the special section for Safety Technology.

Magazine Overview

Dates & Contents

Prices & Formats

Technical Data

Distribution

Online

General terms
of Business

Contact

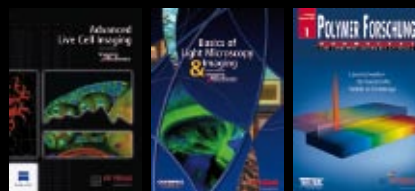
CORPORATE PUBLISHING

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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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.

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	

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.

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
- **Search engine Marketing:** Search engine optimization (SEO) & search engine advertising/Google AdWords (SEA)
- **Mobile Marketing:** Realization of mobile apps for iPhone & Smart phones with Android operating system
- **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

Tell us about your project plan – we'll be happy to advise you.

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.

What does this mean for you? It's simple: Your project won't just be technically sound, but will also bring a significant return on your marketing investment.

Contact: digitalmarketing@gitverlag.com

Markus Caspari

Tel.: +49 (0) 6201 606 706 or

Jan Warth

Tel.: +49 (0) 6201 606 759



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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.

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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