

MEDIA KIT 2010

VALID FROM OCTOBER 2009

REINRAUM TECHNIK

STERILTECHNIK • HYGIENE • PRODUKTION

Target Group Communication

For more than 40 years, we have been successfully publishing practical specialist magazines. We are thoroughly familiar with the markets in which we operate. We provide users, decision makers and opinion makers with industrial and specialist information through a wide range of channels. Over 30 printed titles from the areas of are available for your media planning. Many of these titles are market leaders in your industry.



**LABORATORY &
BIOTECHNOLOGY**



**CHEMISTRY/
PHARMA/FOOD**



HEALTHCARE



**AUTOMATION
TECHNOLOGY**



**SAFETY &
SECURITY**

Our publications are supplemented by B2B portals on the internet and services in the fields of corporate publishing, direct marketing, text, image and design. Since 2002, GIT VERLAG has been part of the American publishing group John Wiley & Sons, Inc. Through the integration in the Wiley Group, we are able to offer our services worldwide.

Let us surprise and inspire you with our fresh ideas for your communication.



Newspapers and magazines are made everywhere. We make communication.

Made with passion. Made with conviction. Made in Darmstadt.

DESCRIPTION

Description

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

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

Further regular topics

REINRAUMTECHNIK: Cleanroom Surveillance, Filter Materials, Ventilation Technology, Training for Cleanroom Staff, Consumables, Drying

STERILTECHNIK: Plant- and Device Construction, Materials, Disinfection, Medical Device Technology, Microbial Monitoring, Quality Assurance & Control, Sterile Production, Sterilisation



Overview

Publication Frequency	4 issues p. a.	Editorial	Dr. Roy T. Fox
Volume	Vol. 12, 2010	Advertising Sales Manager	Roland Thomé
Print run	16,000	Advertising Administration	Nicole Schäfer
Publisher	GIT VERLAG GmbH & Co. KG - A Wiley Company - Roesslerstrasse 90 D-64293 Darmstadt	Subscription	€ 52.- (+ VAT)
	+49 (0) 6151 8090 0	Single Copy Rate	€ 14.50 (+ VAT, + Postage)
Phone	+49 (0) 6151 8090 146	Students Subscription	€ 26.- (+ VAT)
Fax	www.gitverlag.com	ISSN	1439-4251
Internet	info@gitverlag.com	Content Analysis 2008	4 issues
E-Mail	Dr. Michael Schön, Bijan Ghawami	Size	DIN A4, 210 x 297 mm
Managing Directors	Dr. Katja Habermüller	Total pages	228 pages = 100 %
Head of Sales/Marketing		Editorial content	183 pages = 80.4 %
		Advertising content	45 pages = 19.6 %

DATES & CONTENTS

ISSUES	1 March	2 April	3 September	4 November
Publishing Date	02.03.2010	27.04.2010	07.09.2010	02.11.2010
Advertising Deadline	10.02.2010	12.04.2010	16.08.2010	13.10.2010
Editorial Deadline	12.01.2010	10.03.2010	22.07.2010	07.09.2010
MESSEN				
	Pharma 2010, Wiesbaden, 03.–04.02.		Fachpack, Nuremberg, 28.–30.09.	electronica, Munich, 09.–12.11.
	Reinraum-/Pharma-Lounge, Karlsruhe, 16.–18.03.		Biotechnica, Hanover, 05.–07.10.	Brau Beviale, Nuremberg, 10.–12.11.
	MedTec, Stuttgart, 23.–25.03.		Semicon, Dresden, 06.–08.10.	Medica, Dusseldorf, 17.–20.11.
	Analytica, Munich, 23.–26.03.		parts2clean, Stuttgart, 12.–14.10.	
	Hannovermesse, Hanover, 19.–23.04.		Expopharm, Munich, 28.–31.10.	
	Technopharm, Nuremberg, 27.–29.04.			
HIGHLIGHTS				
	Pharma Production Quality Assurance Particle Monitoring	Cleanroom Construction Device Construction Cleanroom Management Cleanroom Cleansing Clothing for Cleanrooms	Quality Assurance & Control Particle Monitoring Purified Water and Gas Validation, GMP	Pharma Cleanroom Construction Production Hospital
Special Steril Technik	Medical Device Technology	Pharma	Aseptic Filling / Packaging	Sterilisation / Hygiene

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

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

- 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 ½ page A4 = 50%
- 5 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.
- 6 Cipher charge € 10.–

JOB AND CLASSIFIED ADVERTISEMENTS⁶

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

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

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

* + 3 mm bleed

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

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

Reprint

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

For further information please contact Christine Muehl, Tel.: +49 (0)6151 8090 169 or visit our website at www.gitverlag.com/de/corporate/reprints/

ADDITIONAL CHARGES

request positions	10 %
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DISCOUNTS

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

Terms of Payment:

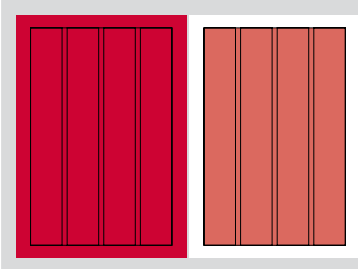
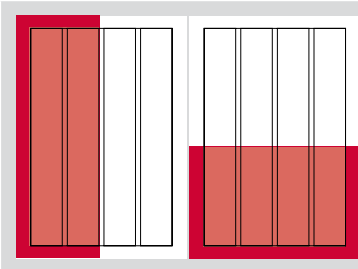
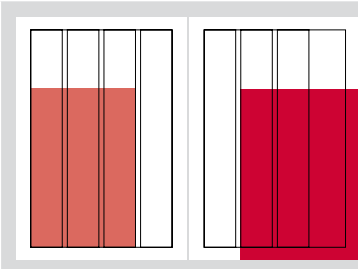
Payment within 30 days without deduction.

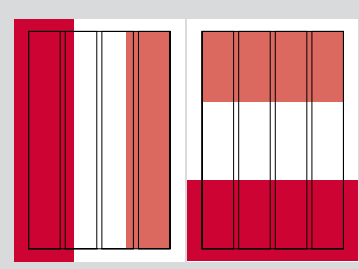
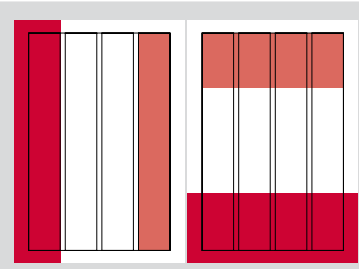
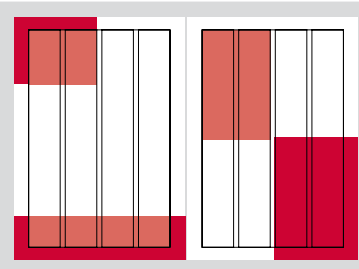
Bank Details:

Dresdner Bank 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
 VAT-Id.No.: DE 813443826 · Tax No.: 007-321-30353

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

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

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

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Magazine format

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

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling

Data format

We accept the following data formats: PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at www.gitverlag.com/en/about/transfer/.
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.
6. Do not send pre-separated or DCS files.

Use of "open files"

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice. In some cases, conversion is not possible. All tasks necessary to create "print-ready" files will be charged to you according to time spent.

Transmission options

- by e-mail to nicole.schaefer@wiley.com
- by FTP at <ftp.gitverlag.com/incoming>
- by CD Rom to

GIT VERLAG GmbH & Co. KG
 FAO: Nicole Schäfer
 Roesslerstrasse 90
 D-64293 Darmstadt, Germany
 Tel. +49 (0) 6151 8090 124
 Fax: +49 (0) 6151 8090 145



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DISTRIBUTION

Circulation analysis

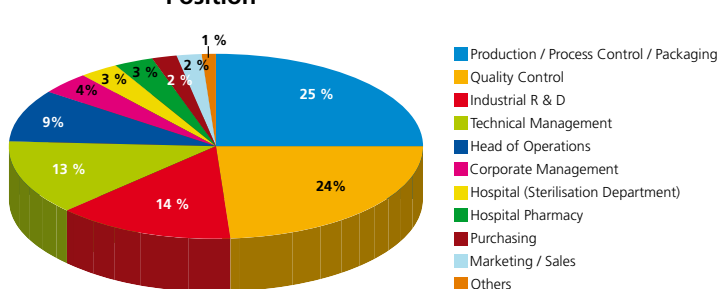
COPIES PER ISSUE	COPIES
Print run	16,000
Number of copies distributed	15,750
Number of copies distributed abroad	2.516
Constant controlled circulation	484
Promotional and trade fair copies	500
Archive and receipt copies	250

Reader Analysis

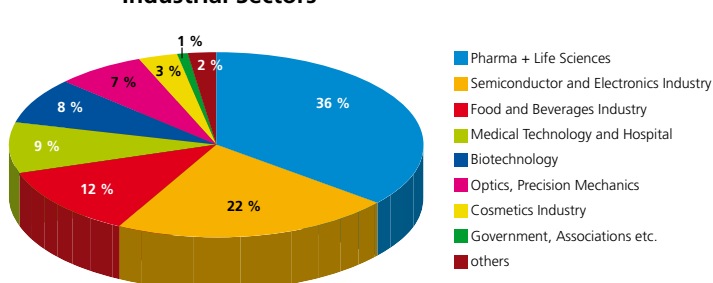
SIZE OF THE COMPANIES	%
1 – 49 employees	38
50 – 99 employees	23
100 – 199 employees	16
200 – 499 employees	11
500 and more employees	12

GEOGRAPHIC DISTRIBUTION	%
Germany	84
Austria	8
Switzerland	7
Netherlands	1

Position



Industrial Sectors



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.



WWW.PRO-4-PRO.com
PRODUCTS FOR PROFESSIONALS

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

Basic entry:

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



Product entry:

Detailed text highlighted with no limit of characters, images, deep links, PDF data sheets, video streams. Each product entry is promoted in the newsletter.



RATES

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

PACKAGE DEALS		RUNTIME 12 MONTHS* TOTAL COST €
Basic Package	- 4 product entries* - 1 product entry in one of GIT VERLAG's trade journals - company profile* - Banner ad for 3 months	1,640
Basic Plus Package	- 8 product entries* - 3 product entry in one of GIT VERLAG's trade journals - company profile* - Banner ad for 6 months	3,020

BANNER	PER MONTH €	PER 1,000 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 – A unique opportunity to have all your product information sent to us placed on **PRO-4-PRO.com** automatically including all optimisations for the previously agreed time.

And it cannot be simpler – Please contact us and we will provide you a tailor made offer for a special agreement.

Service ▶▶▶

To evaluate the success of your advertising campaigns PRO-4-PRO.com provides a regular response service via e-mail containing detailed statistics. Prospect customer requests are forwarded directly via e-mail, too. For detailed consulting or if you would like to apply changes to an existing presentation please do not hesitate to contact the PRO-4-PRO team.

GIT BUSINESS WEBS: WWW.CHEMANAGER-ONLINE.COM

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

Banner, Newsletter

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

Bannerformate & Preise:

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

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

Newsletter

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

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



Newsletter

Technical Data:

Please send your booked banner, whitepaper or product information by mail to your sales representative. We will take care of all further steps.

Banner:

Size of data: max. 40 KB, Flash
Data formats: GIF, JPG
Target-website: please tell us the exact URL, where your banner should be linked to.

Whitepaper/Applications:

Data format: pdf
max. 10 DIN A4 pages
Size of data: max. 2.5 MB

Product Information:

Text: up to 1,000 characters incl. blanks
Pictures: JPG

Webcasts:

Data format: Flash
Size of data: max. 4 MB



Whitepaper, Webcasts, Webinars, Jobs

- Whitepaper:** € 810 for 6 months
Including: Teaser text, 4c product photo, company contacts, pdf for download
- Webcast:** € 810 for 6 months
Including: Teaser text, product video, company address for lead generation
- Webinar:**
 - 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 which connect videos and audio content with a presentation – a brilliant instrument for lead generation!

- 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 safety and security.

THE GIT 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 up to 100,000 decision makers

► **High visibility**

► **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**

► **Online:** Detailed presentation of the company and its products in the cross-sector product platform PRO-4-PRO.com or banners, webinars and white papers in the appropriate portals for the target group.

► **Generate leads**

► **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**

GENERAL TERMS OF BUSINESS

- "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.
- 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.
- 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.
- 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.
- 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.
- In the calculation of advert volumes, text millimetre lines are converted according to price into advert millimetres.
- 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.
- 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.
- Text component adverts are adverts which adjoin the text and not other adverts for at least three pages. Adverts that are not recognisable as adverts because of their editorial layout are clearly marked with the word "Advert" by the publisher.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Print documents are only sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.
- In dealings with its business partners, GIT VERLAG stores data for the purpose of processing in automated procedures.
- The place of fulfilment is the publishers' domicile. In dealings with traders, and legal entities under public law, or with special assets under public law, the place of jurisdiction for legal proceedings shall be the domicile of the publisher. Where claims of the publisher are not validated in enforcement proceedings, the place of jurisdiction for non-traders shall be determined in accordance with their domicile. If the place of domicile or usual place of residence of the client at the time of the raising of proceedings is unknown or the client has relocated its domicile or usual residence since the contractual signing to somewhere outside the geographical scope of the law, the domicile of the publisher shall be agreed as the place of jurisdiction.

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