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MEDIAKIT 2012 PRINT+ONLINE

- No. 1 German magazine for cleanrooms and corresponding industries
- 14,000 personalized and qualified readers
- Official media partner of LOUNGES 2012



VALID FROM OCTOBER 2011

www.gitverlag.com

GIT VERLAG

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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.



Overview

| | | | |
|-------------------------|---|---|---|
| Publication Frequency | 4 issues p. a. 1 Special Edition Achema 2012 | Editor-in-Chief Advertising Sales Manager Advertising Administration Subscription Single Copy Student Subscription ISSN | Dr. Roy T. Fox Roland Thomé Kerstin Kunkel € 52.– (+ VAT) € 14.50 (+ VAT, + Postage) € 26.– (+ VAT) 1439-4251 |
| Volume | Vol. 14, 2012 | Content Analysis 2010 | 4 issues |
| Print run | 14,000 | Size | DIN A4, 210 x 297 mm |
| Publisher | GIT VERLAG Wiley-VCH Verlag GmbH & Co. KGaA Boschstrasse 12, D-69469 Weinheim +49 (0) 6201 606 0 +49 (0) 6201 606 792 | Total pages | 204 pages = 100 % |
| Phone | www.gitverlag.com | Editorial content | 168 pages = 82 % |
| Fax | reinraumtechnik@gitverlag.com | Advertising content | 36 pages = 18 % |
| Internet | Roy Opie | Supplements | 2 |
| E-Mail | Dr. Katja Habermueller | | |
| Managing Directors | | | |
| Head of Sales/Marketing | | | |

DATES & CONTENTS

| ISSUES | 1 February | 2 April | 3 June / ACHEMA-Issue | 4 September | 5 November |
|---|---|---|--|---|---|
| Publishing Date | 16.02.2012 | 18.04.2012 | 13.06.2012 | 04.09.2012 | 08.11.2012 |
| Advertising Deadline | 02.02.2012 | 30.03.2012 | 25.05.2012 | 20.08.2012 | 23.10.2012 |
| Editorial Deadline | 05.01.2012 | 25.02.2012 | 27.04.2012 | 23.07.2012 | 25.09.2012 |
| FAIRS AND EXHIBITIONS | | | | | |
| | Reinraum Lounge, Vision Pharma, Karlsruhe, 28.02.–01.03.2012 | Pharmakongress, Wiesbaden, 24.–25.04.2012 | Sonderausgabe zur Achema, Frankfurt, 18.–22.06.2012 | Fachpack, Nuremberg, 25.–27.09.2012 | Brau Bevale, Nuremberg, 14.–16.11.2012 |
| | MedTec Europe, Stuttgart, 13.–15.03.2012 | Hannover Messe, Hanover, 23.–27.04.2012 | ACHEMA | Expopharm, Munich, 10.–13.10.2012 | Medica/Compamed, Duesseldorf, 14.–17.11.2012 |
| | | Reinraumbtage, Benediktbeuern, 25.–26.04.2012 | | Semicon Europe, Dresden, 09.–12.10.2012 | Reinraum- & Prozesstage, Heidelberg, November 2012 |
| Industry focus | Pharmaceutical Industry | Food Processing Industry | Chemistry & Biotechnology | Semiconductor Industry | Healthcare |
| HIGHLIGHTS REINRAUMTECHNIK | Cleanroom Management Particle Monitoring Clothing for Cleanrooms | Quality Assurance & Control Cleanroom Construction Cleanroom Cleansing | Pharmaceutical production Particle Monitoring Quality Assurance & Control | Cleanroom surveillance Filter materials Ventilation technology | Hospital Medical Device Technology Pharmaceuticals |
| Regular topics REINRAUMTECHNIK | cleanroom design and construction, cleaning, clothing, surveillance, particle monitoring, ventilation technology, filter materials, drying, training for staff, consumables | | | | |
| HIGHLIGHTS STERILTECHNIK | Special Cleanroom Materials Sterile Production | Hygienic Design Aseptic Filling | Pharmaceutical packaging Bioprocess technology | GMP Pure media | Sterilisation / Hygiene Aseptic Filling |
| Regular topics STERILTECHNIK | Plant and device construction, materials, hygienic design, medical device technology, quality assurance & control, regulations, GMP, pure media (water, chemicals, gases), purification, separation, disinfection, sterile production filling and packaging, sterilisation, validation, aseptic processing and packaging, microbial monitoring, bioprocessing, centralized and hospital sterilisation | | | | |

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

PRICES & FORMATS

| ADVERTISEMENTS | FORMAT (MM) | | PRICE € (B/W) | PRICE € (4C) |
|--------------------|-------------|--------|---------------|--------------|
| | width | height | | |
| 1/1 Page | 185 | 260 | 5,545 | 7,025 |
| 1/2 Page portrait | 90 | 260 | 2,795 | 4,275 |
| 1/2 Page landscape | 185 | 128 | 2,795 | 4,275 |
| Juniorpage | 137 | 190 | 2,985 | 4,465 |
| 1/3 Page portrait | 58 | 260 | 1,825 | 2,565 |
| 1/3 Page landscape | 185 | 85 | 1,825 | 2,565 |
| 1/4 Page classic | 90 | 128 | 1,425 | 2,165 |
| 1/4 Page portrait | 43 | 260 | 1,425 | 2,165 |
| 1/4 Page landscape | 185 | 63 | 1,425 | 2,165 |
| 1/8 Page classic | 90 | 63 | 725 | 1,465 |
| 1/8 Page landscape | 185 | 30 | 725 | 1,465 |

| PREFERRED POSITIONS | | | PRICE € (4C) |
|---|-----|----------|--------------|
| Title Page + Story ¹ | 213 | 303 | 7,765 |
| Inside front/back page, Back page ¹ | 210 | 297* | 7,175 |
| Belly Band | 450 | max. 100 | 4,450 |
| Postcards ² | | | 110 |

* + 3 mm bleed

- 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.

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 |

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

| BOUND-IN INSERTS | FORMAT (MM) | | PRICE € |
|-----------------------|-------------|--------|---------|
| | width | height | |
| 2-page A4 | 210 | 297 | 5,170 |
| 3-page A4 + side flip | 207 + 105 | 297 | 7,740 |
| 4-page A4 | 420 | 297 | 8,010 |

* **Kopfbeschnitt:** 5 mm; **Fräsrand:** 3 mm; **rechts + unten:** mind. 3 mm

| LOOSE INSERTS ⁵ | WEIGHT | PRICE € |
|----------------------------|----------|---------|
| | bis 25 g | 270 |
| | bis 50 g | 340 |

| 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 Roy Fox,
Tel.: +49 (0) 6201 606 714 or visit our website at
www.gitverlag.com/de/corporate/reprints/

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 00

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

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

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>1/2 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</p> <p>+ 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</p> <p>+ 3 mm Overlap</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</p> <p>+ 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</p> <p>+ 3 mm Overlap</p> | |
| <p>1/4 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>1/8 Pages Type Area/ Bleed Size</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> | |

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

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 methods

Sheet offset

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/datentransfer.
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

DISTRIBUTION

Circulation analysis (2011)

| COPIES PER ISSUE | COPIES |
|-------------------------------------|--------|
| Print run | 16,000 |
| Number of copies distributed | 15,820 |
| Number of copies distributed abroad | 2,596 |
| Promotional and trade fair copies | 750 |
| Archive and receipt copies | 180 |

| | |
|------------------|--------|
| Circulation 2012 | 14,000 |
|------------------|--------|

Reader Analysis

| SIZE OF THE COMPANIES | % |
|------------------------|----|
| 1 – 49 employees | 39 |
| 50 – 99 employees | 22 |
| 100 – 199 employees | 15 |
| 200 – 499 employees | 12 |
| 500 and more employees | 12 |

| GEOGRAFIC DISTRIBUTION | % |
|--|----|
| Germany | 84 |
| Austria, Switzerland, Netherlands, ROW | 16 |

Reader Analysis

| POSITION IN COMPANY | % |
|--|----|
| Production / Process Control / Packaging | 24 |
| Quality Control | 22 |
| Industrial R & D | 13 |
| Technical Management | 11 |
| Head of Operations | 8 |
| Corporate Management | 8 |
| Marketing / Sales | 6 |
| Hospital (Sterilisation Department) | 3 |
| Hospital Pharmacy | 2 |
| Purchasing | 2 |
| Others | 1 |

| SECTORS | % |
|--|----|
| Pharma + Life Sciences | 37 |
| Semiconductor and Electronics Industry | 20 |
| Food and Beverages Industry | 12 |
| Medical Technology and Hospital | 10 |
| Biotechnology | 9 |
| Optics, Precision Mechanics | 6 |
| Cosmetics Industry | 3 |
| Government, Associations etc. | 1 |
| others | 2 |

Magazine Overview

Dates & Contents

Prices & Formats

Technical Data

Distribution

Online

General terms
of Business

Contact

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.

GIT Business Webs: WWW.CHEMANAGER-ONLINE.COM/EN

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

Banner, Newsletter

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

Bannerformate & Preise:

| | | |
|------------------|-----------------|-------------------------------|
| Leaderboard | 728 x 90 Pixel | € 1,250 / month, run of site* |
| 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 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, Jobs

- **Whitepaper:** € 810 for 6 months
Including: Teaser text, product photos, company contacts, PDF for download
- **Webcast:** € 810 for 6 months
Including: Teaser text, product video, company address
- **Webinar communication package:**
One exclusive sponsor: € 9,920
Two sponsors: € 4,960 per sponsor
Three sponsors: € 3,310 per sponsor
Four sponsors: € 2,480 per sponsor



Webcast

Webinars are online seminars with live-character – a brilliant instrument for lead generation. The webinar communication package not only includes the technical and organisational handling. Additional activities which generate an optimum of webinar attendees likes display advertising on the website, newsletters midterm and shortly before the webinar as well as print advertising.

- **Job advertisement:** € 810 up to 3 months

CHEManager Buyers' Guide (Crossmedia Product)

The CHEManager Buyers' Guide is the company database for services, products, systems and components for the chemical and pharmaceutical industry. Utilize this platform for your success!

| | |
|------------------------|--|
| Basic Company Entry: | free |
| Premium Company Entry: | € 510 / 12 months |
| Product Showcase: | € 100 per Showcase, connected with Company Entry |

Product Information (in combination with PRO-4-PRO.com)

€ 285 for 6 months / € 510 for 12 months
Including: Text (1,000 characters incl. blanks), product photo and company contacts. Your product information appears also at vertical product search engine PRO-4-PRO.com, segment process technology.

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