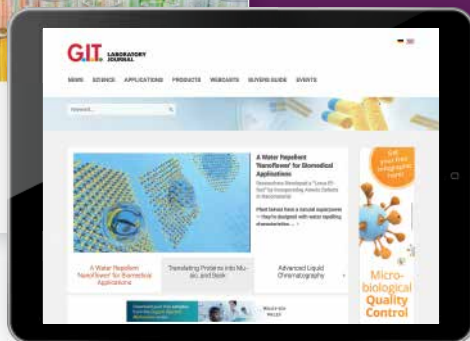




2020 G.I.T. Laboratory Journal

www.laboratory-journal.com

MEDIA GUIDE



The perfect approach
to the International Lab Market

WILEY

Unique reach into the global laboratory & microscopy market through high circulation B2B journals and digital platforms

WILEY

Description

New editorial concept & circulation

G.I.T. Laboratory Journal takes your marketing message to the bench. Be it print or digital, Laboratory Journal reaches 35,000 lab users in Europe through 20,000 print copies and 15,000 users of Wiley Analytical Science who will get access to the e-version of G.I.T. Laboratory Journal.

Four topic focused issues (Spectroscopy, Chromatography, Lab Automation / Lab IT, Lab Equipment) guarantee a high-quality editorial surrounding for your advertisement. Overview articles feature the latest research and selected application notes from key solution providers deliver hands-on tips and tricks for the day-to-day work in the lab. We grant maximum qualified visibility for all four issues through additional circulation at Analytica, HPLC and Future Laboratory Informatics.

2020 will see the launch of the Wiley Analytical Science Award in several categories. The finalist products will be presented in June issue while the winners will be announced in November. Make sure you apply in time!



Overview

Publication frequency	4 issues per year
Volume	24 th year 2020
Circulation print	20,000
Circulation online	15,000
Publishing house	Wiley-VCH Verlag GmbH & Co. KGaA Boschstrasse 12, 69469 Weinheim, Germany +49 (0) 6201 606 0
Phone	+49 (0) 6201 606 793
Fax	+49 (0) 6201 606 793
Internet	www.gitverlag.com
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Director EMEA, Sciences
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Dr. Katja Habermüller
Dr. Martin Graf-Utzmann,
Editor-in-chief

Commercial Manager
EMEA, Sciences
Advertising Administration
Subscription
Single copy rate
Subscription for students
ISSN
Format of the magazine

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Kerstin Kunkel
€ 55.00 (+ VAT)
€ 16.30 (+ VAT, + postage)
€ 22.50 (+ VAT)
1611-6038
DIN A4



ISSUES	1 March	2 May	3 September	4 November
Publishing Date	13.03.2020	27.05.2020	08.09.2020	11.11.2020
Advertising Deadl.	21.02.2020	06.05.2020	18.08.2020	21.10.2020
Editorial Deadline	20.01.2020	06.04.2020	17.07.2020	21.09.2020

WILEY
Analytical Science
AWARD

WILEY
Analytical Science
AWARD

FAIRS AND EXHIBITIONS				
	Analytica Munich, Germany March 31 – April 3 2020	HPLC Meeting San Diego, USA June 20–25 2020	Future Laboratory Informatics Amsterdam, The Netherlands September 2020	
SPECIAL	SPECTROSCOPY	CHROMATOGRAPHY & SEPARATION	LABORATORY IT & LIMS	LABORATORY EQUIPMENT
Topics	Sample Preparation NMR Chemical Syntheses	Mass Spectrometry Omics Food	Automatisation Databases Laboratory 4.0	Material Science W.A.S Award Safety Equipment

Analytica Highlights 2020



March issue

ANALYTICA issue including distribution at the show – G.I.T. Laboratory-Journal 1/20

Publishing date: March 13, 2020
Advertising deadline: February 21, 2020

Analytica-Newsletter: March 13, 2020
March 27, 2020

Choose from our wide range of offers and show your presence in the market!

Special section "Analytica Market Place"

Present your product launch at the leading trade fair for the laboratory industry. Complements your image ad perfectly.

Product profile + text ad in the newsletter

1/1 page text ad with max 3,400 characters, incl. spaces. Product presentation with possible examples for application, image material, company logo, contact details and stand number.

➔ 3.750 €



Showcase + text ad in the newsletter

1/2 page text ad with max 1,400 characters, incl. spaces, 3–5 key points about your product, picture of product, company logo, contact details and stand number.

➔ 2.750 €



Product Information + text ad in the newsletter

Ca. 1/4 page text ad with max 800 characters, incl. spaces, Company contact details & stand number

➔ 1.250 €



2 Analytica-Newsletters

The quick & easy way to reach your target group



We are looking forward to meeting with you personally in 2020 and to our successful collaboration.

ADVERTISEMENTS	WIDTH / HEIGHT (mm)		PRICE € (4c)
1/1 Page	185	260	6,970
1/2 Page portrait	90	260	4,285
1/2 Page landscape	185	128	4,285
Juniorpage	137	190	4,560
1/3 Page portrait	58	260	2,615
1/3 Page landscape	185	85	2,615
1/4 Page classic	90	128	2,165
1/4 Page portrait	43	260	2,165
1/4 Page landscape	185	63	2,165
1/8 Page classic	90	63	1,445
1/8 Page landscape	185	30	1,445

PREFERRED POSITIONS

Title Page + Story ¹	213	303	8,570
Inside front/back page ¹	185	260	7,555
1 st right hand page in text ¹	185	260	7,555
Belly Band	450	max. 100	6,140
Postcards ²			130

ADVERTORIALS

	1/1 PAGE	1/2 PAGE
- Application Note		
- Technical Report		
- Showcase	3,150	1,950
- Company Profile		

BOUND-IN INSERTS	WIDTH / HEIGHT (mm)		PRICE €
2-page A4	210	297	5,095
3-page A4 + side flip	207 + 105	297	7,615
4-page A4	420	297	8,150
6-page A4	414 + 203	297	10,650

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

LOOSE INSERTS ⁴	WEIGHT	PRICE €
	up to 25 g	310
	up to 50 g	390

Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a Nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact: Corinna Matz, Tel.: +49 (0) 6201 606 735, cmatz@wiley.com

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH 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 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 CHARGES

Binding 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:

J.P. Morgan AG · Taunus Turm
Taunustor 1 · 60310 Frankfurt, Germany

IBAN: DE55501108006161517443
BIC: CHASDEFX

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

All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.

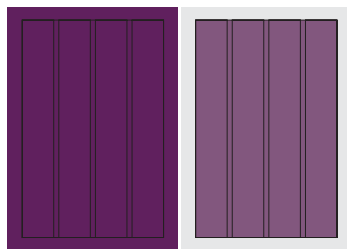
1/1

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



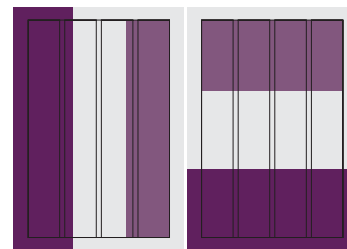
1/3

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



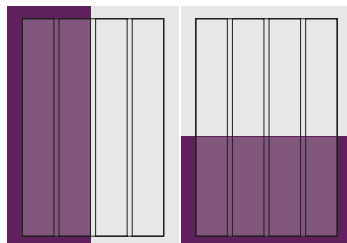
1/2

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



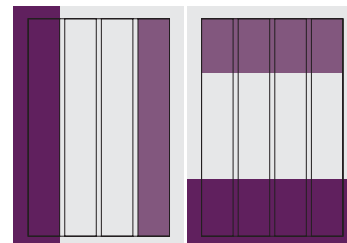
1/4

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



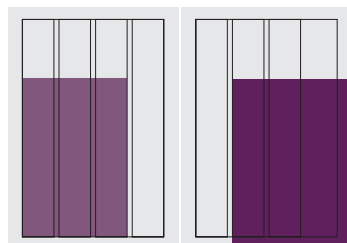
Junior-page

Type Area/
Bleed Size

Type Area:
137 x 190 mm

Bleed Size:
147 x 209 mm

+ 3 mm Overlap

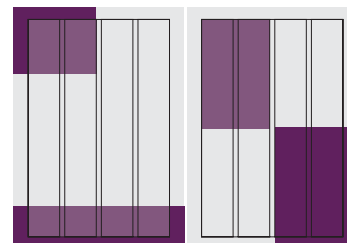


1/4

Pages
Type Area/
Bleed Size

Type Area:
classic: 90 x 128 mm
Bleed Size:
classic: 102 x 147 mm
+ 3 mm Overlap

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



1/8

Pages
Type Area/
Bleed Size

Technical Specifications

Magazine format

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

Print methods Colours Screen ruling

Sheet offset Euro scale 70 ruling
Print profile: ISO Coated_v2_300 (39L)

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)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts

Delivery quantity: 20,200 copies

Delivery of bound-in inserts

Delivery quantity: 20,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation

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/global/order_management/data_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.

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.

Transmission options

- by e-mail to kerstin.kunkel@wiley.com

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



CIRCULATION BREAKDOWN

COPIES PER ISSUE	COPIES
Print run	20,000
Total distribution	19,722
Thereof event distribution (average)	2,501
Archive, sample copies	229

DISTRIBUTION BREAKDOWN

DIGITAL CIRCULATION – SELECTED DOI CONTACTS

Issue 1 Spectroscopy	31,000
Issue 2 Chromatography	16,500
Issue 3 Laboratory IT & LIMS	15,000
Issue 4 Lab equipment	15,000

DISTRIBUTION BREAKDOWN

GEOGRAPHICAL DISTRIBUTION	%
UK, Ireland	25%
France	21%
Germany, Austria, Switzerland	12%
Italy	12%
Scandinavia	10%
Eastern Europe	10%
Benelux	5%
Events	5%

JOB POSITION

	%
Industrial R&D	32
Academic Research & Teaching	23
Production / Process Control	12
Quality Control	9
Corporate Management	7
Technical Management	7
Purchasing	6
Marketing / Sales	4

SECTORS

	%
Chemical Industry incl. Petrochemical	27
Pharmaceutical Industry & Life Sciences	24
Universities	12
Biotechnology	11
Research Institutes	8
Measurement Technology	4
Food and Beverages Industry	3
Contract Research, Independent Labs	3
Medical	2
Government, Associations etc.	2
Others	4

[Magazine Overview](#)
[Dates & Contents](#)
[Prices & Formats](#)
[Technical Data](#)
[Distribution](#)
[Online](#)
[General terms of Business](#)
[Contact](#)

ePDF Advertisement

Deliver your marketing message with an exclusive advertisement on a cover page added to each article downloaded from the *Journal of Raman Spectroscopy*.

Benefits

- Premium exclusive position on highly visited article pages
- Success is easily measured by ePDF title views, ad clicks and click thru rates
- The position captures audience engagement quickly and effectively

Target group

Chemists • physicists • bioscientists • materials scientists • spectroscopists • analytical scientists

On www.laboratory-journal.com users obtain the latest information from research and industry. Close links between the editorial articles in the print issue with the content on www.laboratory-journal.com makes the website an indispensable information platform for users in scientific and industrial laboratories.

Banner advertising

Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on www.laboratory-journal.com.

Leaderboard	728 x 90 Pixel	€ 1,340 / month, run of site*
Full Banner	468 x 60 Pixel	€ 950 / month, run of site
Wide Skyscraper	160 x 600 Pixel	€ 1,580 / month, run of site
Skyscraper	120 x 600 Pixel	€ 1,390 / month, run of site
Rectangle	180 x 150 Pixel	€ 1,480 / month, run of site
Medium Rectangle	300 x 250 Pixel	€ 1,530 / month, run of site

* "run of site" means that the ad placements may appear on any page of the target site. In a rotating scheme with a maximum of four banners at one position.

Whitepaper/Application note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors.

- **Whitepaper:** € 890 for 6 months
Including: Teaser text, product photos, company contacts, PDF for download

Webcast

This multi-media advertising format is the perfect supplement to your banner advertising and whitepaper on www.laboratory-journal.com.

- **Webcast:** € 900 for 6 months
Including: Teaser text, product video, company address

Top Teaser Story

Promote your product, your application note, your event or any other highlight on the "cover page" of www.laboratory-journal.com. Reach your target group 24/7/365.

Top Teaser Image 510 x 286 Pixel € 1,500 / month*

Scope of Service: ➤ Top Teaser Story (150 letters incl. blanks)
➤ Detailed Text (1.600 letters incl. blanks) ➤ 2-4 Images (272 x 152 Pixel) ➤ Contact Information

Running Time: 1 month prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal's database

*in a rotation scheme with five other Top Teaser Stories

Newsletter: Banner formats & prices

Wide Skyscraper	160 x 600 Pixel	€ 1,580
Skyscraper	120 x 600 Pixel	€ 1,390
Full Banner	468 x 60 Pixel	€ 870
Feature		€ 970

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. 100 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag
Target-website: please tell us the exact URL, where your banner should be linked to.

Product Information/Newsletter-Feature:

1 square picture, 1 rectangle picture
Text: up to 2,000 characters
Pictures: JPG, PNG

Webcasts:

Data format: any video format is possible
Size of data: max. 40 MB

www.laboratory-journal.com

- Top Teaser Story € 1,500** (Callout pointing to the top banner)
- Wide Skyscraper € 1,580 & Skyscraper € 1,390** (Callout pointing to the right sidebar ads)
- Leaderboard € 1,340 & Full Banner € 950** (Callout pointing to the top left banner)
- Rectangle € 1,480** (Callout pointing to a central banner)
- Medium Rectangle € 1,530** (Callout pointing to a bottom banner)

Newsletter Publishing sequence: monthly.

Exclusive access to your customers
Single Sponsored Newsletter 5,160 €

Newsletter

- Wide Skyscraper € 1,580 & Skyscraper € 1,390** (Callout pointing to the top banner)
- Full Banner € 870** (Callout pointing to a banner in the middle)
- Feature € 970 incl. price for Product-Information** (Callout pointing to a feature box)

Digital Guides! Essential Knowledge Briefings (EKB)

www.essentialknowledgebriefings.com

Wiley's Essential Knowledge Briefings (EKBs) offer a concise overview (5,000 words in length) of trending topics or technologies within highly specialized fields.

Reviewed and updated annually, EKBs are an essential resource for professionals in both academia and industry looking to update their understanding of key developments within each speciality.

Take your brand further or shape your market by sponsoring an EKB that delivers highly specialized content to your target audiences. Sponsorship opportunities are available within science and engineering, and healthcare.

SERVICES	Preparation of a digital publication with basic knowledge on a current topic, including configuration and editorial support.
HOSTING	On www.essentialknowledgebriefings.com , for one year. You can link to your EKB from any company platform.
LEAD GENERATION	Via on-site registration; unlimited downloads
FLEXIBLE FORMAT	PDF, ePub, mobi for PC, tablet, e-reader
EXCLUSIVITY OF TOPICS	None of your market competitors can publish an EKB on the topic you selected (for 1 year)
BRANDING	Your logo on the publication, on the EKB website and on all advertising material. Backlink to your website.
IMAGE TRANSFER	Co-branding with corresponding Wiley brands (e.g. B2B titles).
MARKETING	Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.
OPTIONAL	Multimedia features, print-run, and additional marketing resources, available on request
Basic price	€ 15,640

Added Value Journal App Services (JAS)

The Wiley Journal App Service (JAS) gives users access to top Wiley content on mobile devices. More than 300 Wiley journals are already available as an app, with more being added at a rapid rate. To date, some 113,000 users have registered for this service, amounting to 25,000 downloads and an average visit duration of 11 minutes.

Now you can make use of this new platform and the prime positioning of our media to secure your own success, profiting from the unique and effective advertising opportunities: embedded video and audio, microsites, animations, feedback forms, touchscreen interaction, news feeds, whitepaper and much more besides... Ask us for further information!

5 CONVINCING ARGUMENTS:

- Focusing on your message: the ads appear between two articles and not over the current article
- Interstitial ads are 5–10 times more persuasive than banner ads
- JAS supports rich media content to generate greater interest
- Interstitials with rich media are 88.3% more effective than static ones
- Videos raise the response rate by 35%

INTRODUCTORY RATE:

€ 950 with a SOV (Share-of-Voice) of 25% – regardless of the number of views.



Microsites Focusing on your Topic

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the

success of a Microsite depends heavily on relevant and high quality content. Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

Microsite "BASIC"	Pre Running Time	Running Time	Running Time	Running Time
Media Service Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client.**	At least 6 weeks for conception and promotion	3 months	6 months	12 months
Promotion 1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter		X		
1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter			X	
1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter				X
Tariffs Microsite "BASIC" *	6 weeks	€ 8,750	€ 15,500	€ 27,750
Microsite "PREMIUM"	Pre Running Time	Running Time	Running Time	Running Time
Media Service Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client.**	At least 6 weeks for conception and promotion	3 months	6 months including 1 exchange of editorial content	12 months including 2 exchanges of editorial content
Promotion 1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter		X		
1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter			X	
1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter				X
Tariffs Microsite "PREMIUM" *	6 weeks	€ 10,750	€ 19,250	€ 34,250
Microsite "Stand alone"	Pre Running Time	Running Time	Running Time	Running Time
Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.		3 months	6 months	12 months
	18 weeks	on request	on request	on request

* Discount not available

** If desired the publishing house will create the printing material for an additional fee.

Webinars In Dialogue with your Target Group

Interactive
Information
Exchange

Generate
Leads

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

Webinar "BASIC"	Conception, Promotion	Tariff
Media Service Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client **		
Promotion 1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.		
Tariff Webinar "BASIC" *	10 weeks	€ 8,750
Webinar "PREMIUM"	Conception, Promotion	Tariff
Media Service Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Product Feature provided by the client **		
Promotion 1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.		
Tariff Webinar "PREMIUM" *	10 weeks	€ 11,250

* Discount not available

** If desired the publishing house will create the printing material for an additional fee.

Beyond Brand Advertising

Reach your Community in a new way - Take advantage of our journals and industry-specific contacts, and our know-how from more than 200 years of publishing.



TARGETED EBLAST

Targeted, engaged audiences are waiting for your updates. GDPR compliant, we can make recommendations to ensure the most relevant professionals receive it.



WEBINARS

Cost-effective, real time interaction with your target audience to present changes, advancements and new developments delivered by industry leaders.



INFOGRAPHICS

Custom-created visual summaries of key factual information are engaging and easily digestible. You provide the raw material, and we'll do the rest.



CUSTOM WEBSITES

Got tonnes of news, articles, videos and other great content? Let's host it together on your own custom-built website, spiced with ethically, trusted Wiley content. Together we can make the perfect resource, accessible anytime, anywhere on any device.



POCKET GUIDES

Do people avoid accepting your brochures at conferences? Give them a bite-sized guide that fits in any pocket. Wiley content can also be added to make it a truly unique source of information.



Email
corporatesales@wiley.com



Corporate Solutions Homepage
corporatesolutions.wiley.com

WILEY

19 - RW0000652

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one advertiser (hereinafter: "client") in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one 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.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe or that stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. 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 - i.e. not later than on the date specified in the order confirmation - for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word "Advert" by the publisher.

8. The publisher reserves the right to reject advert orders - including individual adverts under a blanket contract - or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies 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. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA [society for musical performing and mechanical reproduction rights in Germany] or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a 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. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the client shall be entitled to a reduction in payment or cancellation of the contract. Complaints - except if defects are not obvious - must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher's legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfillment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

(3) The provisions of the German Product Liability Act (ProdHaftG) shall not be affected by the above.

15. Sample print-outs will only be 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 within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

16. 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.

17. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation - in particular of the Federal and the Teleservices Data Protection Act - and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

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19. 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.

20. 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 duration 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.

21. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on 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.

22. In the event of a 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 for price reductions are excluded for contracts 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.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract - entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall - to the extent permitted by law - be the publisher's headquarters, at present Weinheim, Germany.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.

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