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2023 Media Guide

GIT SICHERHEIT

Your No. 1 in Safety and Security

Management | Security | IT-Security
Fire Protection | Safety

www.git-sicherheit.de



GIT SICHERHEIT

GIT SICHERHEIT magazine reaches all decision makers involved in investment – in purchasing, through specialist departments and up to management level, in the private as well as in the public sector. This publication speaks to the whole distribution channel, from the manufacturer and all kinds of distributors along to the end-users. The magazine deals with the diversity and complexity of safety and security topics and covers them in regular sections: Management, Security, IT and IT-Security, Fire Protection and Safety. Decision makers and opinion leaders inform themselves with GIT SICHERHEIT about market news, products, companies, applications and trends.

With 25,000 printed copies (IVW-audited) GIT SICHERHEIT is the magazine with the highest circulation in the target markets of Germany, Austria and Switzerland. The outstanding high market penetration and the exceptional editorial quality is combined with a big variety of online information services: The Business Web GIT-SICHERHEIT.de and the product platform PRO-4-PRO.com make GIT SICHERHEIT the # 1 publication.

Content

2	Description	12	GIT Digital Platforms
3	Analysis	13	Newsletter
4	Analysis	14	PRO-4-PRO.com
5	Analysis	15	References
6	Prices & Formats	16	Native Advertising Plus
7	Formats	17	Native Advertising – Online Only
8	Technical Specifications	18	WIN>DAYS
9	Dates & Contents	19	General Terms and Conditions
10	Dates & Contents	20	General Terms and Conditions
11	GIT Special Issue PRO-4-PRO	21	Contact
		22	Publisher

Overview

Publication Frequency

monthly, incl. 2 double issues, thereof 1 annual GIT Special Issue PRO-4-PRO

Volume

32th year 2023

Print Run

25.000 (see www.ivw.de)



Membership

IVW

Publishing Directors

Steffen Ebert
Dr. Heiko Baumgartner

Commercial Manager

Jörg Wüllner

Advertising Manager

Miryam Reubold

Advertising Administration

Claudia Vogel

Subscription

€ 122.30 (+ VAT) per year
Print incl. digital issue as ePaper or PDF; same price for "print only" and "digital only" incl. annual GIT Special Issue PRO-4-PRO (published as GIT SICHERHEIT No. 7-8)

Single Copy Rate

€ 17.00 (+ VAT, + Postage)
Subscription for Students 50% discount


ISSN

0948-9487

Format of the magazine

DIN A4, 210 x 297 mm

Analysis

Copies per Issue (IVW Q2/2021) 	Copies
Print run	25,000
Circulated copies	24,517
Controlled circulation	20,964
Sold incl. Subscription	3,553
Trade shows, archive, specimens	483

Position in the Company / Organisation	%	Copies Ø
CEO/Director/Owner	24 %	ca. 5,880
Managing security/safety and/or fire officer	24 %	ca. 5,880
Head of department / Purchasing / Project leader	18 %	ca. 4,410
IT / DP Manager	12 %	ca. 2,940
Works Manager / Production Manager	9 %	ca. 2,205
Technical Manager	8 %	ca. 1,960
Sales Manager / Product Manager / Marketing	5 %	ca. 1,225

Controlled circulation, The variation to 100 % of circulated copies was statistically calculated, Employees with decision influence are included as management. Copies per issue/average.
Approximate data. Basis: Shipping data 2020 – projected to 2021.

Branches	%	Copies Ø	Recipients in the GIT security database
Processing industries, machine and system builders ¹	29 %	ca. 7.105	ca. 43.250
Service providers in the security industry ²	29 %	ca. 7.105	ca. 12.700
Wholesale and retail	7 %	ca. 1.715	ca. 2.250
Transport and logistics	7 %	ca. 1.715	ca. 2.400
Public sector, government offices and fire service	4 %	ca. 980	ca. 1.950
Information technology, data processing and telecommunication	4 %	ca. 980	ca. 3.000
Credit and insurance industry	4 %	ca. 980	ca. 1.950
Leisure and tourism, health industry	4 %	ca. 980	ca. 6.000
Production industry	3 %	ca. 735	ca. 2.450
Transport and passenger transport (air, water, land)	3 %	ca. 735	ca. 9.500
Suppliers	2 %	ca. 490	ca. 1.150
General commercial, public and personal service providers	2 %	ca. 490	ca. 2.800
Others	1 %	ca. 245	ca. 1.350
Totals	100 %	Ø ca. 24,500	ca. 90,750

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2020 – projected to 2021.



GIT SICHERHEIT is important for me because it allows me to learn new aspects of safety and security.



Martin Merz, Senior Vice President, Global Head of Government Security (SAP)



Reach Print + Online 2021	Copies
Print	25,000
Digital/Social Media*	24,047
Xing	4,432
LinkedIn	16,543
Twitter	2,227
Newsletter (DOI**)	2,465
Facebook	845
GIT-SICHERHEIT.de***	Ø 21,950
Total monthly reach	70,997

* Sums: Contacts of the editorial staff, 09/2020

** DOI = Double Opt-In: Our publishing house only dispatches in accordance with DSGVO / GDPR; Since each of our recipients personally sign up for our newsletter in accordance with data protection regulations, the newsletters have an opening rate > 55 percent

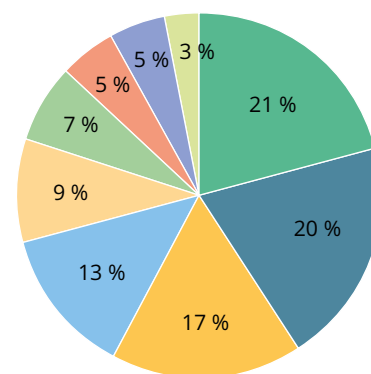
*** Unique Visitors per month

Analysis

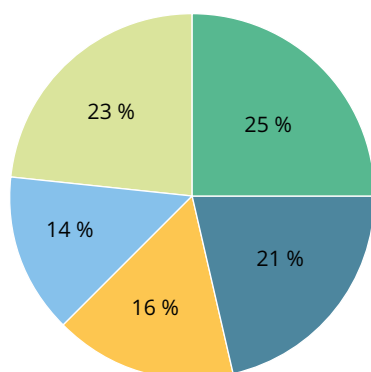
¹ Processing Industries, Machine and System Builders

	%	Copies Ø
Machine and system builders, general	21 %	1,492
Electronics and electrical technology	20 %	1,421
Chemical and pharmaceuticals	17 %	1,208
Automobiles and suppliers	13 %	924
Measurement, controls, precision apparatus	9 %	639
Food and luxury foodstuffs	7 %	497
Automation and robotics	5 %	355
Printing and paper, packaging	5 %	355
Plastics and mineral oil industry	3 %	213
Totals	100 %	7,105

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2020 – projected to 2021.



- Machine and system builders, general
- Electronics and electrical technology
- Chemical and pharmaceuticals
- Automobiles and suppliers
- Measurement, controls, precision apparatus
- Food and luxury foodstuffs
- Automation and robotics
- Printing and paper, packaging
- Plastics and mineral oil industry



- Constructors and installers
- System integrators and system houses, incl. manufacturers
- Dealers and distributors
- Planners, architects and consultants
- Security service providers incl. firefighters

² Service Providers in the Security Industry

	%	Copies Ø
Constructors and installers	25 %	1,776
System integrators and system houses, incl. manufacturers	21 %	1,492
Dealers and distributors	16 %	1,137
Planners, architects and consultants	14 %	995
Security service providers incl. firefighters	23 %	1,634
Totals	100 %	ca. 7,105

Based on classification of the Statistischen Bundesamtes (National Statistics Office) and classification WZ Wiley. All values are average values, rounded to the nearest percent. Copies per issue/average. Basis: Shipping data 2020 – projected to 2021.



GIT SICHERHEIT is important to me because it is a good source of information for me in print and especially online.



Wolfgang Ehse, Head of Corporate Security bei Lanxess



Analysis

Summary of the Survey Methodology

1. Survey method:

Distribution analysis by data evaluation

2. Composition of data:

The recipient data contains the addresses of all recipients. The available postal information enables the data to be sorted into postcode areas and/or national and international recipients.

3. Recipient structure:

Recipient structure of an average edition according to sale format:

– Constant controlled circulation	ø 58 %
– Variable controlled circulation	ø 27 %
– Individual sale/Subscription	ø 15 %

Actual distributed editions (ADE) 24,517

– Nationally	23,469
– Internationally	1,048
(Austria: ø 41 %)	
(Switzerland: ø 38 %)	
(ther countries: ø 21 %)	

4. Population (surveyed portion)

Print run 2020 25,000 = 100 %
 of which not included in the survey:
 – archive and specimens 483 = 1.9 %
 The survey represents
 of the total circulation 24,517 = 98 %

5. Description of database:

The evaluation is based on the overall data. The established portions for the distribution area were projections based on the actual distributed copies on a yearly average in accordance with AMF point 17.

6. Target of the survey:

Addressees, readers listed in the GIT and Wiley Corporate Solutions database

7. Definition of the reader: not applicable

8. Fluctuation margin: not applicable

9. Survey carried out by: Publisher, July 2022



GIT SICHERHEIT is important to me because it offers a broader access to the topic of safety and security, which is important for a comprehensive understanding.



Dr. Anja Opitz, Referentin für Internationale Politik & Sicherheitspolitik an der APB Tutzing und Präsidentin der Global Health Security Alliance (GloHSA)



GIT SICHERHEIT is important to me because it corresponds to my idea of the holistic view of security and safety.



Johannes Strümpfel, Vorstandsmitglied im Bayerischen Verband für Sicherheit in der Wirtschaft (BVSW), Sparte A (Industrie, Handel und Banken)

Prices & Formats

Advertisements	width/height (mm)	Price in €
1/1 Page	210 x 297*	9,240
1/2 Page portrait	90 x 260	5,350
1/2 Page landscape	185 x 128	5,350
Juniorpage	137 x 190	5,885
1/3 Page portrait	58 x 260	3,670
1/3 Page landscape	185 x 85	3,670
1/4 Page classic	90 x 128	2,890
1/4 Page portrait	43 x 260	2,890
1/4 Page landscape	185 x 63	2,890
1/8 Page classic	90 x 63	1,870
1/8 Page landscape	185 x 30	1,870
Job Advertisements	25 % Nachlass auf klassische Anzeigen	

Preferred Positions		Price in €
Title Page + Story ¹	213 x 303	10,840
Inside front/back page ¹	210 x 297* flap: 5,250	9,480
Back page ¹	210 x 297*	9,520
Ad at contents	400 x 30	2,970
Belly Band	450 x max. 100	9,920
Title corner	73 x 51 x 51*	3,145
Strip ad on cover	210 x 10	3,965
Postcards ²		130
Inner cover		4,720

*zzgl. 3 mm Beschnittzugabe an allen Seiten

Advertorials in PRO-4-PRO

Partial title	50 x 33 mm	2,780
Inner cover	PR-Text, Pictures, Logo	4,720
1/1 Page	PR-Text, Pictures, Logo	4,125
1/2 Page	PR-Text, Pictures, Logo	2,070
1/4 Page	PR-Text, Pictures, Logo	1,065

Sonderdrucke

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).

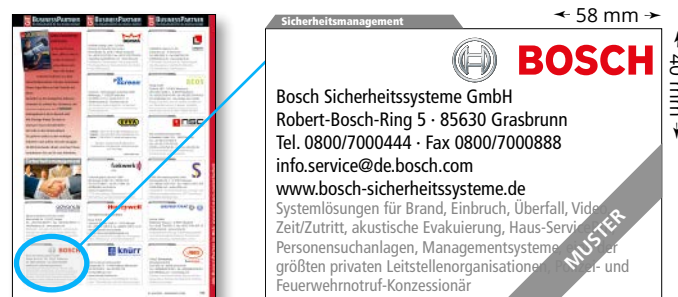
Kontakt:

Nicole Schramm, +49 (0) 6201 606 559 · nschramm@wiley.com

Loose inserts ³	weight	Price in €
	up to 25 g	300
	up to 50 g	390

Bound-in inserts*	width / height (mm)	Price in €
2-page A4*	210 x 297	7,430

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



BUSINESSPARTNER – Presentation in each issue plus basic entry on www.PRO-4-PRO.com/security and www.GIT-SICHERHEIT.de.

BusinessPartner* (58 x 40 mm w x h)	Price € 4c*
5 issues	235
10 issues	225

* until cancelled, price per issue

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.: DE136766623

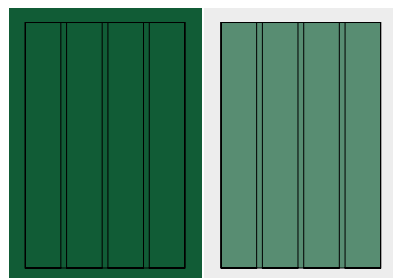
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2022 and supersedes all previous price lists.

- 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 GmbH has exclusive rights of it for 6 months.
- 2 Postcards: 130 €, Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

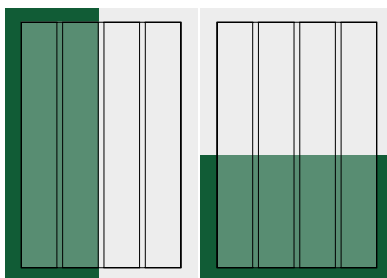
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

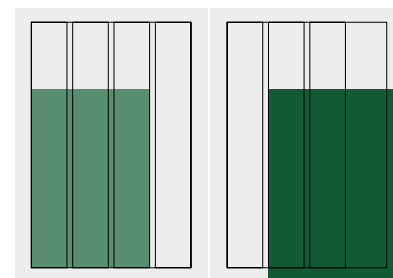
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

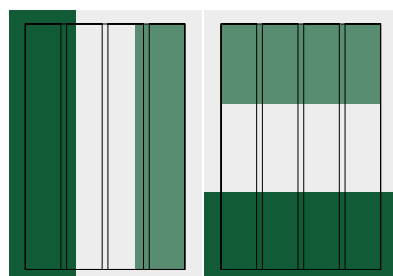
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

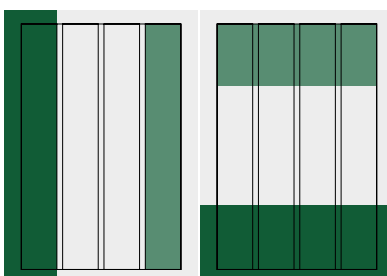
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

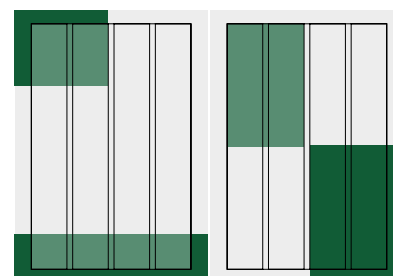
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



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



1/4 | 1/8
Pages Type Area/Bleed Size

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

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm
Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

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 and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

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: 25,200 copies

Delivery of bound-in inserts

Delivery quantity: 25,500 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, we require a resolution of at least 250 dpi.
4. 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


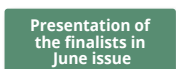
by e-mail to claudia.vogel@wiley.com



Wiley-VCH GmbH
FAO: Claudia Vogel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 758

Dates & Contents

ISSUES	1/2 January/February	3 March	4 April	5 May	6 June
Publishing Date	06.02.2023	06.03.2023	06.04.2023	15.05.2023	12.06.2023
Advertising Deadline	18.01.2023	16.02.2023	20.03.2023	27.04.2023	24.05.2023
Editorial Deadline	21.12.2022	19.01.2023	20.02.2023	30.03.2023	26.04.2023
GIT-SICHERHEIT.de Newsletter	17. January (1) 14. February (2)	7. March (3) 21. March (4)	11. April (5) 25. April (6)	16. May (7) 30. May (8)	13. June (9) 27. June (10)
Special Newsletter_ "New e-Paper released"	2. February (20)	2. March (21)	4. April (22)	11. May (23)	7. June (24)
	Trade show edition 	Journal in Journal: Kritis	Journal in Journal: Safe & Secure Automation	Journal in Journal: Access Control	Journal in Journal: Fire Protection

TOPICS	Latest Trends, Products and Applications Complement the Editorial Schedule of Each Issue				
• News	■	■	■	■	■
• Security Services • System Integration	■	■		■	
• Intrusion • Perimeter Protection · Alarm	■	■		■	
• Building Security	■	■	■		■
• Video Surveillance • Video Security	■	■	■	■	■
• Identification • Communication		■	■	■	
• Access Control • Time & Attendance	■	■	■	■	■
• Cyber Security · IT-Security	■		■		■
• Fire Protection	■	■	■	■	■
• Hazardous Substances • Gas Detection		■	■		■
• Safety At Work • Personal Protective Equipment • Climbing Protection	■	■		■	
• Secure Automation • Machine and System Safety	■	■	■	■	■
Additional Application Reports from all sections	Safety and Security for • Connected Buildings • Data Centres • Health Care	Safety and Security for • Retail • Public Areas • Logistics	Safety and Security for • Energy Sector • Schools & Culture • Manufacturing and Industry	Safety and Security for • Industry and Plants • Airports and Stations • Chemicals, Pharma	Safety and Security for • Hotel and Leisure • Transport, Logistics • Retail
TRADE SHOW EDITION TO	WIN>DAYS 14.-16.02.2023 Virtual Event	GIT SICHERHEIT AWARD 	Hannover Messe 17.-21.04.2023 Hanover, Germany	Ifsec/Firex/Safety & Health Expo 16.-18.05.2023 London, UK	Feuertrutz 21.-22.06.2023 Nuremberg, Germany
			BHE-Fachkongress Brandschutz 19.-20.04.2023 Fulda, Germany	Maintenance 24.-25.05.2023 Dortmund, Germany	Automatica 27.-30.06.2023 Munich, Germany
			Logimat 25.-27.04.2023 Stuttgart, Germany		Sicherheitsexpo 28.-29.06.2023 Munich, Germany
			Interpack 04.-10.05.2023 Dusseldorf, Germany	GIT SICHERHEIT AWARD	

Wiley Industry Days 14.-16. Feb. 2023


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Contact: Miryam.Reubold@Wiley.com • Joerg.Wuellner@Wiley.com

Dates & Contents

ISSUES	7/8 July/August	9 September	10 October	11 November	12 December
Publishing Date	07.08.2023	15.09.2023	13.10.2023	17.11.2023	11.12.2023
Advertising Deadline	17.07. (Ads) 03.07. (PR, Advertorials)	28.08.2023	22.09.2023	30.10.2023	23.11.2023
Editorial Deadline	19.06.2023	31.07.2023	25.08.2023	02.10.2023	26.10.2023
GIT-SICHERHEIT.de Newsletter	11. Juli (11) 8. August (12)	5. September (13) 19. September (14)	5. Oktober (15) 17. Oktober (16)	7. November (17) 21. November (18)	12. Dezember (19)
Special Newsletter_ "New e-Paper released"	3. August (25)	14. September (26)	12. Oktober (27)	16. November (28)	7. Dezember (29)
	With Lead- Generation-Tools on PRO-4-PRO.com	Journal in Journal Video	Journal in Journal Safety at Work	Journal in Journal Machine and System Safety	Journal in Journal Access, Intrusion / Perimeter Protection

TOPICS	Latest Trends, Products and Applications Complement the Editorial Schedule of Each Issue				
• News	■	■	■	■	■
• Security Services • System Integration	■	■	■		■
• Intrusion • Perimeter Protection · Alarm	■		■		■
• Building Security	■	■	■		■
• Video Surveillance • Video Security	■	■	■	■	■
• Identification • Communication	■	■	■		■
• Access Control • Time & Attendance	■	■	■	■	■
• Cyber Security · IT-Security	■	■	■		■
• Fire Protection	■	■	■	■	■
• Hazardous Substances • Gas Detection	■			■	■
• Safety At Work • Personal Protective Equipment • Climbing Protection	■	■	■	■	■
• Secure Automation • Machine and System Safety	■	■	■	■	■
Additional Application Reports from all sections	All articles from the GIT Special Issue PRO-4-PRO will be available for a whole year on the PRO-4-PRO.com product platform	Safety and Security for • Industry • Storage, Logistics • Sport, Culture and Tourism	Safety and Security for • Transport and Traffic • Public Areas • Office Facilities	Safety and Security for • Industry and Plants • Airports and Stations • Health Care	Safety and Security for • Energy and Utilities • Automotive Industry • Railways and Airports
TRADE SHOW EDITION TO	 GIT Special Issue PRO-4-PRO 2021/2022	Motek 10.-13.10.2023 Stuttgart, Germany	A+A 24.-27.10.2023 Dusseldorf, Germany	SPS tba Nuremberg, Germany	Perimeter Protection 18.-20.01.2023 Nuremberg, Germany
		it-sa tba Nuremberg, Germany		VdS-Brandschutztage Dezember 2022 Cologne, Germany	
		Motek 04.-07.10.2022 Stuttgart, Germany			

Wiley Industry Days 14.-16. Feb. 2023

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Contact: Miryam.Reubold@Wiley.com • Joerg.Wuellner@Wiley.com

GIT Special Edition PRO-4-PRO



Sustainable presence can be so easy – with a **product and/or company profile** in our GIT special edition **PRO-4-PRO**. The reference book with a **circulation of 25,000 copies** is published once a year with the top players from the **automation, security and machine vision industries**.

As a joint publication of the trade journals GIT SICHERHEIT, messtec drives Automation and inspect - World of Vision, the publication is also designed for relevant industry events. For you, this means a **distribution beyond the usual circle of recipients**.

In addition, your product and/or company portrait will also be represented for a whole year on the industry platform PRO-4-PRO.com. The print edition presents detailed and clearly arranged system, performance and company

**Combine!
Print + Online**

portraits as well as products and applications from the above-mentioned industries. The publication is rounded off with overview and basic contributions from the fields of automation, safety and image processing. Qualified enquiries from decision-makers demonstrably meet the suppliers who present themselves in and on PRO-4-PRO.com via the print/online combination.

Product portfolios & company profiles

1/2 Seite Firmenprofil



1/1 Seite Firmenprofil

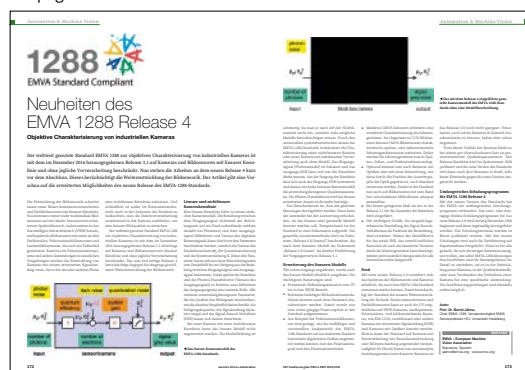


Dates

Publication date	07.08.2023
Advertising deadline (PR)	03.07.2023
Advertising deadline (classic)	17.07.2023
Editorial deadline	19.06.2023

Advertorial Examples: We will design it for you – just send us your material by 03.07.2023 at the latest.

2/1 page Advertorial



1/1 page Advertorial



Inner cover + picture at contents (see red circle)



Partial Title (see red circle)



½ page Advertorial



¼ page Advertorial



Advertorials

SIZE	2/1 PAGE	1/1 PAGE	½ PAGE	¼ PAGE
PRICE 4C (€)*	8,150	4,125	2,070	1,065

Preferred Positions (will be reserved in the order of booking arrival)

Inner Cover (1/1 page subject opener + ½ advertorial 4c + section title picture in contents + co-defining the colour of section)	4,720 €
Partial Title (4c picture on title page or outside back + ½ page advertorial 4c + picture in "contents"); you can book more PR additionally	2,780 €

* Our service includes one PDF correction run. Only from the second PDF on there will be charged 45 € per PDF as handling fee.

GIT Digital Platforms: www.git-sicherheit.de

GIT-SICHERHEIT.de is designed for security professionals and offers various opportunities to gain targeted exposure to an international audience.

Online-Advertisement

GIT-SICHERHEIT.de 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.

Leaderboard	728 x 90 Pixel	€ 1,465 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,335 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,270 / 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).

**the mobile optimized version requires an additional Medium Rectangle format

Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of **GIT-SICHERHEIT.de**. Reach your target group 24/7/365.

Scope of Service: Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

Running Time: 2 weeks prominent as a Top Feature Story. Additionally, your highlight remains for a total of six months in the portal's database ***€ 1,530**

Combo offer: Feature on Portal + Newsletter **€ 2,570**

*in a rotation scheme with five other Top Feature Stories. Text is subject to editorial criteria.

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'.

Scope of Service:

Teaser text, product photos, company contacts, PDF for download **€ 1,020 / 6 months**

Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

Scope of Service:

Teaser text, product video, company address **€ 1,030 / 6 months**

Accesses to the website

(Plausible Analytics, Google Analytics)

Page Impressions/Month	88,720
Visits/Month	21,950

MV = Mean values from the 1st half of 2022

See next page for technical specifications

Desktop

Newsletter: www.git-sicherheit.de

GIT SICHERHEIT informs its newsletter subscribers monthly about current industry events, top news and application stories. It contains latest products, services and events.

Newsletter: Banner formats & prices

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,045
Medium Rectangle	300 x 250 Pixel	€ 1,460

Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,235
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Combo offer: Top Feature on website + newsletter € 2,570

Event announcement:
name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 485

Job advertisement:
description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 520

Material delivery at the latest 7 days before the dispatch date of the booked newsletter.

Newsletter Key Figures 2020/2021

Number of recipients (DOI)	2,465
Open Rate (MV)	51.4 %
Click Through Rate (MV)	9.3 %

MV = Mean value of 47 newsletters sent out

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. 200 KB

Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Banner (Newsletter)

Size of data: max. 200 KB

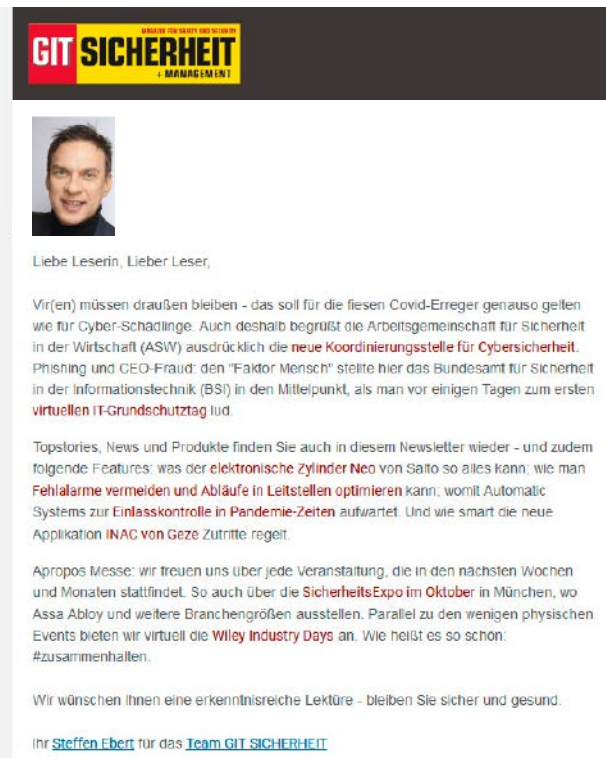
Data formats: GIF, JPG, PNG

Target-website


please tell us the exact URL, where your banner should be linked to.

Webcast

Data format: any video format is possible
Youtube or Vimeo link possible.



GIT SICHERHEIT MANAGEMENT



Liebe Leserin, Lieber Leser,

Vir(en) müssen draußen bleiben - das soll für die fiesen Covid-Erreger genauso gelten wie für Cyber-Schadlinge. Auch deshalb begrüßt die Arbeitsgemeinschaft für Sicherheit in der Wirtschaft (ASW) ausdrücklich die **neue Koordinierungsstelle für Cybersicherheit**. Phishing und CEO-Fraud: den "Faktor Mensch" stellte hier das Bundesamt für Sicherheit in der Informationstechnik (BSI) in den Mittelpunkt, als man vor einigen Tagen zum ersten **virtuellen IT-Grundschutztag** lud.

Topstories, News und Produkte finden Sie auch in diesem Newsletter wieder - und zudem folgende Features: was der **elektronische Zylinder Neo** von Saito so alles kann; wie man **Fehlalarme vermeiden** und Abläufe in Leitstellen optimieren kann; womit Automatic Systems zur **Einlasskontrolle in Pandemie-Zeiten** aufwartet. Und wie smart die neue Applikation **INAC** von Geze Zutritte regelt.

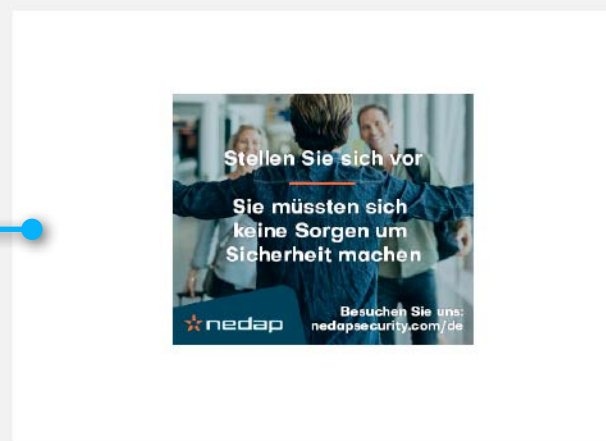
Apropos Messe: wir freuen uns über jede Veranstaltung, die in den nächsten Wochen und Monaten stattfindet. So auch über die **SicherheitsExpo im Oktober** in München, wo Assa Abloy und weitere Branchengrößen ausstellen. Parallel zu den wenigen physischen Events bieten wir virtuell die **Wiley Industry Days** an. Wie heißt es so schön: **#zusammenhalten**.

Wir wünschen Ihnen eine erkenntnisreiche Lektüre - bleiben Sie sicher und gesund.


Ihr **Steffen Ebert** für das **Team GIT SICHERHEIT**

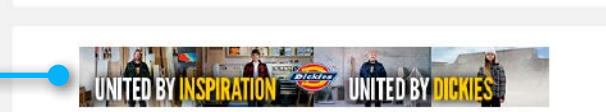
Medium Rectangle
€ 1,460

Full Banner
€ 1,045



Stellen Sie sich vor
Sie müssten sich **keine Sorgen um Sicherheit** machen

 Besuchen Sie uns:
nedapsecurity.com/de



UNITED BY INSPIRATION



Features **Feature € 1,210**

 Security
Videotürsprechanlagen-Set von Abus
ABUS Security-Center GmbH & Co. KG -
Die Abus Türsprechanlage TVHS10100 kombiniert Türklingel, Zutrittskontrolle, Gegensprechfunktion und Videofunktion des Eingangsbereichs in Form einer klassischen

 Brandschutz
Zweifacher Testsieger: der Abus Rauchmelder

Exclusive access to your customers
Single Sponsored Newsletter
5,735 €



PRO-4-PRO.COM
PRODUCTS FOR PROFESSIONALS



Safety & Security

Products from the sectors Safety & Security Management, Fire Protection, Safety at Work, Building Security, Video Surveillance, Access Control and IT & Communication



Automation & Machine Vision

Products from the sectors Automation, Drives, Machine Vision / Optical Metrology, Industrial PC, Test and Measurement, Sensor Technology



Healthcare

Products from the sectors Medical Technology, clinical laboratory, Hygiene, Management, facility management and IT & communication



Laboratory / Biotechnology

Products from the sectors Laboratory Devices, Analysis, Microscopy and EDP/Software/LIMS



Process technology

Products from the sectors Process Automation, Maintenance, Plant-Construction, Pumps and Compressors, Mechanical and Thermal Process Technology



Food Industry technology

Products from the sectors Logistics and Materials Handling, Packaging and Labeling, Food analysis, Plant Construction and Technical equipment

Safety & Security



08002027 - Automation / IT Security / Cyber Security

Product IT Systems from Cyber Threats

Intrusion prevention and next generation firewalls

The small "bump-in-the-wire" EtherCatch series IPS device and the EtherFire series IPS firewall protect critical assets such as PLCs and HMIs at the edge of OT networks.

EtherCatch and EtherFire, which feature OT certified DPI technology, can audit network traffic and provide users with visibility of existing users and connections, enabling administrators and operators to understand the health of more secure OT systems through fine-grained monitoring and control of their activity.

Real time visibility and controlled management

The Security Dashboard (SDC) software allows administrators to manage all IP systems from one location. The SDC can configure and enforce security policies, monitor network activity in real time, and audit performance policy, firmware and patch updates for the EtherCatch and EtherFire series.

Pattern-based virtual patching and intelligent threat protection

Pattern-based virtual patching significantly reduces a system's vulnerability to cyber threats. However, this remains a critical challenge in OT environments. Virtual patching techniques complement existing switch management processes by shielding against reconnaissance. Virtual patching acts as an operational emergency security tool that network administrators and operators can quickly deploy to remediate vulnerabilities in affected OT devices.

MOXA Moxa Europe GmbH
Steinstraße 218
81875 München

Phone: +49 89 412 15 73 0

I am looking for

☐ an offer

☐ a catalog

☐ detailed information

Your request:

Your request:

Viewed products:



PRO-4-PRO.com — PRODUCTS FOR PROFESSIONALS — is the unique product database for vertical B2B markets.

PRO-4-PRO is Wiley's cross-media concept. The possibility of presenting your company both online and in relevant trade journals ensures that your advertising measures are as effective as possible — if we optimise for you, with a built-in lead guarantee.

- Extended company presentation 500 €
- detailed company and product description
- individual optimization for search engines (e.g. SEO for Google)
- Lead Generation Tool

Optimized for mobile devices

Modern design

Clear structure



PRO-4-PRO.COM
PRODUCTS FOR PROFESSIONALS

The Product Portal
for Lead Generation

	6 Months / price €	12 Months / price €
Company presentation	500, one-time-fee	
Product entry	335	585
Refresher	295	530
Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315

Your advertising with us is in the best company

The best advertisement for GIT SICHERHEIT are our clients! Companies that appreciate the quality of GIT SICHERHEIT as their advertising partner #1. Professional technology, a coordinated approach and our service orientation are our characteristics. And you, the supplier, have the products and services. We present them to 25,000 decision-makers – not even including the secondary readers! The result is new customers and markets for you!

Top decision-makers read GIT SICHERHEIT and utilise the magazine to support their decisions on security-related investments. GIT SICHERHEIT is the mouthpiece of the industry. We play the role of partner – in the best sense. We research innovations, present information so that it is easily readable and quickly understandable for the decision-makers. We research applications, are there on the spot and speak to those involved in projects to prepare articles for the readership in typically competent journalistic manner.

Extract of our customers, partners and friends

3HS trading	Compur Monitors	Funkwerk	Keyowa	Pelco	Sorex wireless
3M Deutschland	Consense	Gantner Electronic	Kidde	Pentax Europe	SSP Safety System
Aasset Security	Contrinex	GE Security	Klüh Security	Pepperl & Fuchs	Products
ABB Stotz-Kontakt	Contrix	Georg Schlegel	KMK Karlsruher Messe	Perimeter Protection	ST Technologie Design
ABI	Cooper Security	Genetec	KNT Netzwerksysteme	pervormance	Steinbeis-Hochschule
ABS Safety	CST Cash Security	Geutebrück	Knürr	Pfannenberg	Steuere Schaltgeräte
Abus Security Center	CWS-boco	Geze	Kölnmesse	PHG Peter Hengstler	Stöbich
Advancis	Dahua	GFG	Krealux	Phoenix Contact	Sutainer Trans-Safety
AG Neovo	Dallmeier electronic	GFOS	Kroschke sign	Phonak	Swissphone
Aimetis	Datacard Group	GFS	Kötter	Pieper	Sygonix
Allnet	Defense	G+H	L. Priebs	Pilz	Synology
Ansell	Dehn & Söhne	Gloria	LAE Engineering	Pixim	Sympatex Technologies
AOS	Deininger elektronik	Greifzug Hebezeugbau	Landesmesse Stuttgart	Primion Technology	TAE Technische Akademie
Apollo Fire Detectors	Deister electronic	Gretsch Unitas	Legic Identsystems	Priorit	Tamron Europe
ASC telecom	Dekom	GTE Industrielektronik	Leuze electronic	Pro-Store Technology	TAS Telefonbau A.
Ascom Deutschland	Denios	Günnebo	Logiware	Pro-RZ Rechenzentrums-	Schwabe
Ascos	Detectomat	Günzburger Steigtechnik	LOT Oriel	bau	Teckentrup
Assa Abloy	Deutsche Messe	Gustav Wahler	Louis Steitz Secura	Protect AS	T&B electronics
Astrum IT	Deutsche Telekom	Hacker-Keymanagement	Lupus	Protection One	Telecom Behnke
Atlas Schuhfabrik	DGUV	Haus der Technik	Magnetic Autocontrol	Prymos	Tele Eye Europe
Atral-Secal	Dictator-Technik	Haverkamp	Mapa	R. Stahl	Telefunken
AT Automation	Digimem	Heitel Digital Video	Marioff	Rauscher	Tetronik
Technology	Digisound Electronic	Hekatron	Matrox	Rave Arbeitsschutz	Tisoware
Avigilon	Digital Data	Herke Videotechnik	Maxx Vision	Reiner SCT	TKH Security Solutions
Aweco Appliance Systems	Digivod	Hewi	Mayser	Rembe	Tyco
Axellent	Di-soric	HID	McGard	Risk Consult	TÜV Akademie Rheinland
Axis Communications	Dina	HLKvision	Megacom	Rittal	Uhlmann & Zacher
B&R	Dom	Hinte Messe	Mesago	RKI	Uvex
Baltec Security	Dorma	Honeywell	Messe Berlin	RK Rose & Krieger	V.A.S.
Banner Engineering	Dräger Safety	HT Protect	Messe Düsseldorf	Roche Pharma	Vanderbilt
Barco	DuPont	HTS Deutschland	Messe Essen	Rocon	Valeo
Basler	Düperthal	Hunt Electronic	Messe München	Rothstein Schutzsysteme	Verint
Baumüller	E. Dold & Söhne	Häfele	Mewa Textilservice	Säbu	Victaulic
Bernstein	EAO Lumitas	Hochiki	Miditec Datensysteme	Salto	Video System Networks
Bernt	Ecos Systems	Hochschule Furtwangen	Milestone Systems	Samsung	Video
Besec Systemtechnik	Efaflex	IBF	Mintron Enterprise	Santec BW AG	Videotec
Betafence	EFB	Idcognize	Mirasys	Satel Alarm	ViDiCore
BFI Optilas	Ekey	Ident Technologies	Mobotix	Scat Europe	Visual Protect
BHE	eks	Idesco	Moeller Holding	Schille	Vivotek
Bihl & Wiedemann	Elbex	Idis	Monacor International	Schmid Alarm	VMT Düssel Video Medien
Bosch Sicherheitssysteme	Elten	IDS Imaging Development	Moxa	Schnabel	Vomatec
Brady	EPSP	IE Ind. Electronics	MSA Auer	Schneider Intercom	VPS ID Systeme
Brewes	Erbstößer	Iloq	MTL Instruments	Schraner	VTQ Videotronic
Brickcom	Escape Mobility	Impac Infrared	Murrelektronik	Schulte-Schlagbaum	W+R Seiz
Brother International	ESE International	IndigoVision	Narda Safety Test	SCP Software	W.L. Gore & Associates
BST	Euchner	Industrial Scientific	Nedap	Secunet Security	Wagner Alarm- +
Bürk Mobatime	Euroline	InfraServ Höchst	Netcomm	Networks	Sicherungssysteme
Bundesagentur für Arbeit	Euromicron	Ing.-Büro Rosin	Neox Technologies	Securitas	Wanzl
Bundesdruckerei	European Security	Ingram	Nice Systems	Securiton	Werma
Burg-Wächter	Partners	Innotec Data	No Climb	Security Data	Werra Tor & Zaun
Burgenkönig Video	Evac Chair	Institut-Neuscheler	Norbain	Secusmart	Western Digital
BWA Technology	Everfocus Electronics	Insys Microelectronics	Normbau	Seetec	Wey
Byometric Systems	Everglow	Interflex Datensysteme	Norman Data Defense	Senstar	Wieland
Calanbau	Evolis Card Printer	Intrakey Consult	North Safety Products	Setec	Wiesemann & Theis
Canon	Evva Werk	IQinVision	Novar	Sharp Electric	Winkhaus Türtechnik
Capital Safety Group	Eyevis	ISM Heinrich Krämer	NVT	Sick	Winter
Celsion	FM Global	Jerra Soft	Nürnberg Messe	Siegenia-Aubi	W.I.S.
C-Tec	Fastcom Technology	JVC	OSD Schäfer	Siemens	Wisag
C.P.M. Service	Feig Electronic	KABA	Omron Electronics	Siemens Building	Zarges
Cash Work	Fiessler Elektronik	K.A. Schmersal	Opertis	Technologies	Ziller-ASS
CBC Deutschland	Flir Systems	Kaba	Optelecom	Simons Voss Technologies	ZweiBrüder
Cedes	Format Tresorbau	KCL	Panasonic	Sitac	
CEM Systems	FSB Franz Schneider	Kemas	Patlitz	Sitron Sensor	
Cichon + Stolberg	Brakel	Kenwood Electronics	Paxton	Skylotec	
CM-Security	FSP-Tech	Keso	P.E.R.	Slat	
ComNet	Fujinon	Keyence	PCS Systemtechnik	Sony	

...and many more

Security is a general theme for all commercially operating companies and institutes, equally so for the private sector. Safety and security are growing together – people in places of work must be protected, just like valuables, objects and premises, from unexpected risks as well as against deliberate criminal acts. Top decision-makers are interested in

all types of risks and security options. GIT SICHERHEIT has been at the cutting-edge and a catalyst in communicating all the important aspects of security for more than 25 years.

Put your money on the # 1.

The best advertisement for us is YOU!

Native Advertising Plus

Native Advertising Plus

With Native Advertising Plus, you inform readers with original content produced by you or your PR agency. In this way, we increase awareness of the solution you are marketing. If desired, with interaction with the readership and with a call-to-action. The article conveys your industry know-how, establishes experts from your company as thought leaders in the market and has a positive effect on the perception of your brand. The content is integrated in the established look & feel of the magazine's editorial content, both in print and online, and includes the author's name and contact information for feedback and enquiries. Your contribution will be edited and optimised by our editorial team. Pure advertising content will be described neutrally after research, spellings correspond to journalistically correct conventions. (For those who would like to determine the content and spelling themselves at any time, there is the advertorial – see page 6 in these media data).

Digital Push – Online package can be added

Top Feature Portal (Content Ad):

Top placement on the startpage as well as run-of-site on all sub-pages of www.GIT-SICHERHEIT.de. We promote your current highlights, your product launch and success stories to your relevant target groups.

+ Feature (Content Ad) in the GIT SICHERHEIT newsletter

+ Product presentation and promotion on PRO-4-PRO.com (Content Ad)

Digital Push Package price: 2,500 €

Content Package online:

+ Content Feature in the newsletter of GIT SICHERHEIT

+ Product entry on PRO-4-PRO.com (Content Ad)

Package price: 4,200 €

GIT SICHERHEIT
Newsletter



PRO-4-PRO.COM
PRODUCTS FOR PROFESSIONALS

Die branchenübergreifende, vertikale Produkt- und Lead-Plattform für für Sicherheit.

CON HEFT IM HEFT



SMARTER ANLAGEN

Bionisches Auge

Smart Glasses für höhere Sicherheit und Effizienz in der Anlage

Beim Aufbau einer digitalen Infrastruktur für die Industrie 4.0 spielen intelligente Endgeräte wie Smartphones, Tablets und Smart Glasses eine große Rolle. Denn sie sorgen dafür, dass sowohl die Daten und Systeme als auch die Mitarbeiter untereinander gut vernetzt sind. Hardware, Software und Mensch bilden dabei ein effektives Ökosystem. So wird es möglich, Know-how in Echtzeit zu teilen und Ausfälle von Maschinen oder Anlagen auf ein Minimum zu reduzieren. Schönefelder Produktionstechnologien beschreiben den Prozess, wie im Ergebnis Kosten einspart und die Produktivität steigt. Mobile Devices wie die Smartphones und Smart Glasses der Pepperl+Fuchs-Markte-Exon-Systeme erleichtern und beschleunigen anfordernde Wartungs- und Supportarbeiten in der Anlage signifikant und sorgen darüber hinaus für mehr Sicherheit der Mitarbeiter – besonders in explosionsgefährdeten Bereichen.

1/1 page
Price: 4,500 €

Example: double page

CON HEFT IM HEFT



Brandschutz im Kasten

Stromzufälle verhindern: Gerätesysteme Löschesysteme schützen vor brandgefährlichen Betriebsunterbrechungen

Jeder dritte Brand ist herkunftsfest auf Elektro- und elektronische Geräte zurückzuführen. Eine der größten Gefahren dafür war vor ein paar Jahren ausgebrochenes Feuer in einer Umkleekabine in der nördlich-westfälischen Rhein-Sieg-Region. Nach Unternehmensangaben war in der zentralen Umkleekabine ein defektes Heizgerät die Ursache für den Brand. Ein verkettetes 2 gerätesystemes Löschesystem.

3.000 characters incl. blanks, 1–2 images, contact data

1/1 page
Price: 4,500 €

Example: full page

SAFE

1.700 characters incl. blanks, 1 image, www-address and link

1/2 page
Price: 2,450 €

Kollaboration der Marie Curie für Women Worker
Das Marie Curie Center von Berlin unterstützt die Entwicklung von Women Worker für Frauen und insbesondere für Frauen, die in der IT-Branche arbeiten. Die Marie Curie Center von Berlin unterstützt die Entwicklung von Women Worker für Frauen und insbesondere für Frauen, die in der IT-Branche arbeiten. Die Marie Curie Center von Berlin unterstützt die Entwicklung von Women Worker für Frauen und insbesondere für Frauen, die in der IT-Branche arbeiten.

Example: half page

SAFE & SECURE AUTOMATION



4.400 – 4.600 characters incl. blanks, 2–3 images, contact data

2/1 page
Price: 6,900,- €

Die Integration moderner Endgeräte bringt die Industrie der vollständig digitalen Welt einen Schritt näher. Neben der Pepperl+Fuchs-Markte-Exon-Systeme kommen auch die mobilen Endgeräte der Marke Exon zum Einsatz. Die Exon-Systeme sind in der Lage, die Daten der Mitarbeiter zu verarbeiten und zu analysieren und gleichzeitig die räumliche Umgebung der Anlage zu überwachen. Die Sicherheit der Marke Exon ist ein zentraler Bestandteil der Exon-Systeme. Die Exon-Systeme sind in der Lage, die Daten der Mitarbeiter zu verarbeiten und zu analysieren und gleichzeitig die räumliche Umgebung der Anlage zu überwachen. Die Sicherheit der Marke Exon ist ein zentraler Bestandteil der Exon-Systeme.

MANAGEMENT

In jeder Ausgabe erklären Sicherheitsexperten Begriffe, Methoden und Technologien.

WAS IST EIGENTLICH... Management betriebsfremder Personen?

Unternehmen sehen sich täglich mit unzähligen Besuchern und Gästen konfrontiert. Die Herausforderung dabei ist es, den Überblick zu behalten, alle rechtlichen Grundlagen zu berücksichtigen und das Personal durch eine effiziente Abwicklung zu entlasten. Aber was ist Management betriebsfremder Personen eigentlich genau? Ein kleiner Beitrag von Ingo Kauffmann, Director Security Technologies bei Astrum IT.

INGO KAUFFMANN

Unternehmen sehen sich täglich mit unzähligen Besuchern und Gästen konfrontiert. Die Herausforderung dabei ist es, den Überblick zu behalten, alle rechtlichen Grundlagen zu berücksichtigen und das Personal durch eine effiziente Abwicklung zu entlasten. Aber was ist Management betriebsfremder Personen eigentlich genau? Ein kleiner Beitrag von Ingo Kauffmann, Director Security Technologies bei Astrum IT.

1/1 page
Price: 4,500 €

Example: special section "What is...?"

SECUP

1.000 characters incl. blanks, 1 image, www-address and link

1/4 page
Price: 1,990 €

Fortschrittliche Videomanagementlösung
Die neue Videomanagementlösung von Secup ermöglicht es, die gesamten Videoaufnahmen eines Unternehmens zentral zu verwalten und zu analysieren. Die Lösung ist in der Lage, die Daten der Mitarbeiter zu verarbeiten und zu analysieren und gleichzeitig die räumliche Umgebung der Anlage zu überwachen. Die Sicherheit der Marke Secup ist ein zentraler Bestandteil der Secup-Systeme.

Example: quarter page

Native Advertising – Online Only



Dossiers / Specials	Focus Months
Perimeter Protection	December 2022 – January 2023
Critical Infrastructure	February 2022 – March 2023
Access Control	April – May 2023
Fire Protection	June – July 2023
Video Solutions	September – October 2023
Work Safety	September – October 2023
Machine Safety	October – November 2023

Content Package online

Top Player – Written 3-question interview on your topic incl. distribution via digital and social media channels to the GIT SICHERHEIT community.

Top Teaser (Content Ad)

Promote your current content highlights, product launch, success story/case study/user report, infographic, webcast and anything else that is important to you. We provide the appropriate thematic environment and thus reach your target groups with your content.

+ Content feature in the newsletter of GIT SICHERHEIT

+ Product entry on PRO-4-PRO.com (Content Ad)

Package price: 4,200 €

Content Package virtual

3 (up to max. ten) minutes live talk with the GIT SICHERHEIT editorial team

Do you know the solution to a specific challenge in your industry? Then the Live Talk with our editorial team is just the right thing for you! Join us in the talk – and present your system, your product or your concept.

Time frame: 2 to 10 minutes presentation. Integration of a short trailer (player) at the beginning and end of the live event as well as the recording is possible. Moderation and implementation by the GIT SICHERHEIT editorial team.

Distribution via the digital and social media channels of GIT SICHERHEIT

Top Teaser (Content Ad)

Promote your current content highlights, product launch, success story/case study/user report, infographic, webcast and anything else that is important to you. We take care of the appropriate topic environment and thus reach your target groups with your content.

+ Content feature in the themed newsletter from GIT SICHERHEIT

Package price: 5,900 €



PRO-4-PRO.COM

PRODUCTS FOR PROFESSIONALS

Die branchenübergreifende, vertikale Produkt- und Lead-Plattform für für Sicherheit.

Wiley Industry Days

WIN > DAYS

14.–16. February 2023

www.WileyIndustryDays.com

Wiley Industry Days go to the 4th round!

The 4th WIN>DAYS Virtual Conference builds on the continued success and momentum of the last WIN>DAYS and offers you the opportunity to benefit from an exclusive and comprehensive network of top decision-makers and experts. Over 2,000 registrations are expected from the fields of safety & security management, security, IT security, fire protection and safety.

Your perfect marketing mix for lead generation!

Broad-based marketing activities by Wiley & GIT SICHERHEIT ensure you a high level of awareness in the security industry:

- Print: over 45,000 readers
- Websites: over 50,000 page impressions per month
- Newsletter: over 22,000 recipients
- Social media: over 65,000 followers

In addition, as a sponsor you have the opportunity to present new products and services to the congress participants and can exchange information directly with interested parties and potential new customers. As at a presence event, the aim here is to establish contacts, facilitate exchange and advice, and intensify customer relationships.

Choose from sponsorship packages that fit your budget and needs. Highlight your brand and gain credibility by sponsoring panel discussions with security industry leaders in your field of interest.

- Showcase your company's innovations and products in a dedicated speaking area.
- You gain exclusive access to leads from your presentation
- Achieve increased reach and visibility through conference-related marketing activities
- Increase attendance after the conference through on-demand offers

You want to be part of it? Then contact us today!

Security



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Security



Heiko Baumgartner
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Safety



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Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

ADVERTISING TERMS

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
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- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
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13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such ‘make-up’ bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“**IAB Terms**”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
- 20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
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- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

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 - exercise any other rights at law or equity.

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