

# WILEY



## 2023 Media Guide

# Management & Krankenhaus

Your No. 1 for Healthcare

[www.management-krankenhaus.de](http://www.management-krankenhaus.de)



# Management & Krankenhaus

**Management & Krankenhaus: the leading trade newspaper for managers and professionals in the hospital industry.**

*Management & Krankenhaus addresses top management as well as all managers and users at in-patient facilities who are involved in investment decisions and process optimization. It also reaches the whole sales channel, from manufacturer through the distributors right up to the end users.*

*Management & Krankenhaus provides comprehensive reports on all matters relevant to in-patient healthcare: health economy, health policy, hygiene, IT & communication, laboratories & diagnostics, medicine & technology as well as construction, fitting-out and furnishing.*

*Readers are additionally informed about market developments, new products, applications, trends and background information.*

*The print version of Management & Krankenhaus has the widest market distribution in this industry. Along with the b2b "**management-krankenhaus.de**" portal, it reaches the most readers in in-patient healthcare throughout Germany. Neutral reports, coverage and a balanced editorial concept are further factors that contribute to keeping Management & Krankenhaus in its leading position as a media channel.*

## At a glance:

M&K: 25,000 subscribers

LinkedIn, Twitter, Xing: Over 23,000 social media followers

management-krankenhaus.de: 97,670 individual visits

Newsletter: 2,300 subscribers

## Content

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## Overview

**Publication Frequency**  
10 issues per year

**Volume**  
Vol. 42, 2023

**Print run**  
25,000 (Q2/22)  
see [www.ivw.de](http://www.ivw.de)



**Membership**  
IVW

**Publishing Director**  
Steffen Ebert

**Editorial +  
Product Management**  
Ulrike Hoffrichter

**Advertising**  
Dipl.-Kfm. Manfred Böhler

**Commercial Manager**  
Jörg Wüllner

**Order Management**  
Silvia Edam

**Subscription**  
€ 139.60 (+ VAT, incl. shipping)


**Single Copy Rate**  
€ 16.50 (+ VAT, incl. shipping)  
Subscription for students  
50% discount

**Subscription only digital**  
€ 139.60 (+ VAT)


**ISSN**  
0176-053 X

**Format of the newspaper**  
350 x 510 mm

## Dates & Contents

| Issues   | 1-2<br>January / February   | 3<br>March  | 4<br>April  | 5<br>May   | 6<br>June  |
|--|---|---|---|--|--|
| Publishing date  | 08.02.2023  | 08.03.2023  | 05.04.2023  | 03.05.2023   | 07.06.2023   |
| Advertising deadline   | 13.01.2023  | 10.02.2023  | 10.03.2023  | 06.04.2023   | 05.05.2023   |
| Editorial deadline   | 16.12.2022  | 27.01.2023  | 24.02.2023  | 24.03.2023   | 21.04.2023   |
| Newsletter<br>„Die neue M&K ist da“  | 07.02.2023  | 07.03.2023  | 04.04.2023  | 02.05.2023   | 06.06.2023   |
| Newsletter M&K<br>Publishing date  | 18.01.2023 <small>medAmbiente</small><br>22.02.2023                     | 15.03.2023<br>29.03.2023 <small>medAmbiente</small>   | 12.04.2023<br>26.04.2023  | 17.05.2023   | 31.05.2023<br>21.06.2023 <small>medAmbiente</small>  |
| Editorial deadline for<br>all online ?????????   |   |   |   |  |  |
| with Supplement (s. S. 9)<br>  |   | M&K kompakt<br>Hygiene  | M&K kompakt<br>Klinik-IT  | M&K kompakt<br>Radiologie  |  |
| MAIN TOPICS  |   | Point of Care<br>Green Hospital<br>Personnel<br>????  | Robotics/AI   | Process<br>Management  | Hygiene  |
| TRADE FAIR FOCUS   | Symposium Intensivmedizin<br>+ Intensivpflege<br>Bremen, 15.-17.02.2023 | Kongress der Deutschen<br>Gesellschaft für Endoskopie<br>und Bildgebende Verfahren<br>Cologne, 15.-18.03.2023 | BAU<br>Munich, 17.-22.04.2023<br><br>DMEA<br>Berlin, 25.-27.04.2023 | Deutscher Röntgenkongress<br>Wiesbaden, 17.-20.05.2023   | Hauptstadtkongress<br>Medizin und Gesundheit<br>Berlin, Juni 2023<br><br>ECR<br>Vienna, 05.-09.07.2023 |
| <b>Redaktions-<br/>schluss für<br/>paid content im<br/>Newsletter:</b><br>10 Arbeitstage vor<br>Erscheinen des<br>Newsletters<br><br><b>Redaktions-<br/>schluss für paid<br/>content in M&amp;K</b><br>7 Arbeitstage vor<br>Anzeigenschluss<br><br>!!!!!!!!!!!!!!!!!!!!!!! | Bamberger Morphologietage<br>Bamberg, 27.-29.01.2023                    | VERIVITA-Symposium<br>Wetzlar, März 2023  | Jahrestagung der DGK<br>Mannheim, 12.-15.04.2023                    | DAC<br>Düsseldorf, 27.-29.04.2023  | 106. Jahrestagung der<br>Deutschen Gesellschaft für<br>Pathologie<br>Leipzig, 01.-03.06.2023           |
|  | Internationales<br>Endoskopie Symposium<br>Düsseldorf, 02.-04.02.2023   | Deutscher Interdisziplinärer<br>Notfallmedizin Kongress<br>(DINK)<br>Koblenz, 09.-10.03.2023                  | Kongress der DGIM<br>Wiesbaden, 22.-25.04.2023                      | Deutscher Wundkongress/<br>Bremer Pflegekongress<br>Bremen, 11.-12.05.2023                       | NOUV-Symposium 2023<br>Dortmund, Juni 2023   |
|  | Stuttgarter Intensivkon-<br>gress<br>Stuttgart, 09.-11.02.2023          | ISH<br>Frankfurt/M., 13.-17.03.2023   | Altenpflege<br>Nuremberg, 25.-27.04.2023                            | Diabetes Kongress<br>Berlin, 17.-20.05.2023  |  |
|  | Endoprothetik Kongress<br>Berlin 09.-11.02.2023                         | 139. Deutscher<br>Chirurgenkongress<br>Munich, 25.-28.04.2023   | VSOU<br>Baden-Baden, 27.-29.04.2023                                 | Beschaffungskongress<br>der Krankenhäuser<br>Berlin, 23.-24.05.2023                              |  |
|  | Bundeskongress Chirurgie<br>Nuremberg, 10.-11.02.2023                   |   | Kongress<br>KlinikManagementPersonal<br>Hanover, Mai 2023           | MedTechLive with 4TM<br>Nuremberg, 23.-25.05.2023  |  |
|  |   |   |   | Kongress Krankenhaus-<br>führung und digitale<br>Transformation<br>Bad Kreuznach, 24.-25.05.2023 |  |
|  |   |   |   | Wümek<br>Würzburg, Mai 2023  |  |
| TOPICS   |   |   |   |  |  |
| Health Policy  | · Political frameworks and<br>their effect                              | · Political frameworks and<br>their effect  | · Political frameworks and<br>their effect                          | · Political frameworks and<br>their effect   | · Political frameworks and<br>their effect   |
| Health Economics   |   |   |   |  |  |
| Medicine &<br>Technology   |   |   |   |  |  |
| IT & Communication   |   |   |   |  |  |
| Hygiene  |   |   |   |  |  |
| Building, Furnishing,<br>Supplies  |   |   |   |  |  |
| Laboratory &<br>Diagnostics  |   |   |   |  |  |

## Dates & Contents

| Issues  | 7-8<br>July / August  | 9<br>September   | 10<br>October  | 11<br>November   | 12<br>December  |
|---|---|--|--|--|---|
| Publishing date   | 02.08.2023  | 06.09.2023   | 04.10.2023   | 02.11.2023   | 06.12.2023  |
| Advertising deadline  | 30.06.2023  | 11.08.2023   | 08.09.2023   | 06.10.2023   | 10.11.2023  |
| Editorial deadline  | 16.06.2023  | 28.07.2023   | 25.08.2023   | 22.09.2023   | 20.10.2023  |
| Newsletter<br>„Die neue M&K ist da“   | 01.08.2023  | 05.09.2023   | 29.09.2023   | 31.10.2023   | 05.12.2023  |
| Newsletter M&K<br>Publishing date   | 19.07.2023<br>16.08.2023 <i>medAmbiente</i>   | 06.09.2023<br>20.09.2023   | 04.10.2023<br>18.10.2023 <i>medAmbiente</i>  | 08.11.2023<br>22.11.2023   | 13.12.2023  |
| with Supplement (s. S. 9)<br>   | M&K kompakt<br><b>Bauen, Einrichten &amp; Versorgen</b>                                       | M&K kompakt<br><b>Labor &amp; Diagnostik</b>   | M&K kompakt<br><b>Hygiene</b>  |  |   |
| MAIN TOPICS   | IT in Hospitals   | Operating Room Management  | Orthopedics  | IT in Hospitals  | Purchasing and logistics  |
| TRADE FAIR FOCUS  | Jahrestagung der Deutschen Gesellschaft für Hygiene und Mikrobiologie<br>Kiel, 25.–27.09.2023 | DKLM – Jahrestagung der DGKL und Fachtagung für Biomedizinische Analytik des DVTa<br>Mannheim  | Deutscher Kongress für Orthopädie und Unfallchirurgie<br>Berlin, 24.–27.10.2023                    | Medica<br>Düsseldorf, 13.–16.11.2023   |   |
|   |   | DGHM-Jahrestagung<br>Lübeck, 18.–20.09.2023  | Freiburger Infektiologie- und Hygienekongress<br>Freiburg, 11.–13.10.2023                          |  |   |
| <b>Redaktions-schluss für paid content im Newsletter:</b><br>10 Arbeitstage vor Erscheinen des Newsletters<br><br><b>Redaktions-schluss für paid content in M&amp;K</b><br>7 Arbeitstage vor Anzeigenschluss<br><br><b>!!!!!!!!!!!!!!!!!!!!</b> | med.Logistica<br>Leipzig, 05.–06.07.2023  | IFAS<br>Zürich, September 2023   | Deutscher Logistik-Kongress<br>Berlin, 18.–20.10.2023  | RSNA<br>Chicago, 26.11.–30.11.2023   | Klinisch-Mikrobiologisch-Infektiologisches Symposium<br>Berlin, Dezember 2023 |
|   | Deutscher Krankenhaus-Controller-Tag<br>Potsdam, 07.07.2023                                   | Rehacare<br>Düsseldorf, September 2023   | Personalkongress Krankenhäuser<br>Cologne, Oktober 2023  | Kongress der Deutschen Interdisziplinären Vereinigung für Intensiv- und Notfallmedizin<br>Hamburg, 29.11.–01.12.2023 |   |
|   |   | Hauptstadtkongress der DGAI für Anästhesiologie und Intensivtherapie<br>Berlin, September 2023 | Bundeskongress Deutscher Pathologen<br>Berlin, Oktober 2023  | Deutscher Wirbelsäulenkongress<br>Berlin, 30.11.–02.12.2023  |   |
|   |   | Fachmesse Krankenhaus Technologie<br>Gelsenkirchen, September 2023                             | 27. Kongress der DGSV<br>Fulda, Oktober 2023   |  |   |
|   |   | CMS<br>Berlin, 19.–22.09.2023  | Herbstsymposium der Deutschen Gesellschaft für Medizincontrolling<br>Frankfurt /Main, Oktober 2023 |  |   |
|   |   |  | it-sa<br>Nuremberg, Oktober 2023   |  |   |
|   |   |  | A+A<br>Düsseldorf, 24.–27.10.2023  |  |   |
| TOPICS  |   |  |  |  |   |
| Health Policy   | · Political frameworks and their effect   | · Political frameworks and their effect  | · Political frameworks and their effect  | · Political frameworks and their effect  | · Political frameworks and their effect                                       |
| Health Economics  |   |  |  |  |   |
| Medicine & Technology   |   |  |  |  |   |
| IT & Communication  |   |  |  |  |   |
| Hygiene   |   |  |  |  |   |
| Building, Furnishing, Supplies  |   |  |  |  |   |
| Laboratory & Diagnostics  |   |  |  |  |   |

Prices & Formats

Newspaper Format +++ More than Double Space of a Standard A4 Magazine +++ Maximum visibility

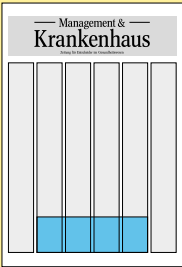
|  |   |  |  |  |   |
|--|---|--|--|--|---|
| <b>1/1 Page</b><br>Width: 325 mm<br>Height: 455 mm<br>(6 columns)<br>€ 10,350          | <b>2/3 Page portrait</b><br>Width: 215 mm<br>Height: 455 mm<br>(4 columns)<br>€ 8,425 | <b>2/3 Page landscape</b><br>Width: 325 mm<br>Height: 303 mm<br>(6 columns)<br>€ 8,425 | <b>1/2 Page landscape</b><br>Width: 325 mm<br>Height: 225 mm<br>(6 columns)<br>€ 7,950 | <b>1/2 Page portrait</b><br>Width: 160 mm<br>Height: 455 mm<br>(3 columns)<br>€ 7,950  | <b>1/2 Page Corner</b><br>Width: 215 mm<br>Height: 303 mm<br>(4 columns)<br>€ 7,950   |
|  |   |  |  |  |   |
| <b>1/3 Page landscape</b><br>Width: 325 mm<br>Height: 149 mm<br>(6 columns)<br>€ 5,250 | <b>1/3 Page portrait</b><br>Width: 105 mm<br>Height: 455 mm<br>(2 columns)<br>€ 5,250 | <b>1/4 Page landscape</b><br>Width: 325 mm<br>Height: 114 mm<br>(6 columns)<br>€ 4,850 | <b>1/4 Page classic</b><br>Width: 160 mm<br>Height: 227 mm<br>(3 columns)<br>€ 4,850   | <b>1/5 Page landscape</b><br>Width: 215 mm<br>Height: 152 mm<br>(4 columns)<br>€ 4,200 | <b>1/5 Page portrait</b><br>Width: 105 mm<br>Height: 303 mm<br>(2 columns)<br>€ 4,200 |
|  |   |  |  |  |   |
| <b>1/10 Page landscape</b><br>Width: 215 mm<br>Height: 74 mm<br>(4 columns)<br>€ 2,450 | <b>1/10 Page portrait</b><br>Width: 50 mm<br>Height: 303 mm<br>(1 columns)<br>€ 2,450 | <b>1/10 Page classic</b><br>Width: 105 mm<br>Height: 149 mm<br>(2 columns)<br>€ 2,450  | <b>1/12 Page landscape</b><br>Width: 215 mm<br>Height: 57 mm<br>(4 columns)<br>€ 2,200 | <b>Title corner</b><br>Width: 50 mm<br>Height: 35 mm<br>(1 columns)<br>€ 775           | <b>Title page</b><br>Width: 215 mm<br>Height: 94 mm<br>(4 columns)<br>€ 5,350         |
|  |   |  |  |  |   |

Further formats and island advertisements are charged by the millimeter. Details of minimum and maximum formats on page 6.

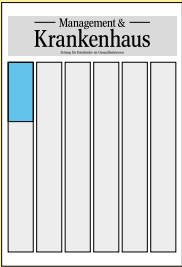
|  |             |
|--|-------------|
| <b>Advertisements by millimetre<sup>3</sup></b><br>(Price per single column/50 mm) |             |
| Standardposition   | € 11.00/mm  |
| Job ads (4c)   | see page 15 |

Premium-Positions

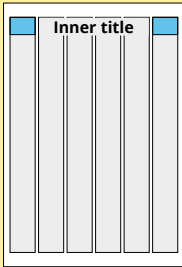
**Title page, Footer**  
Width: 215 mm  
Height: 94 mm  
(4 columns)  
€ 5,350



**Title page, Newsflow**  
Width: 50 mm  
Height: 116 mm  
(1 column)  
€ 1,825



**Title corner**  
Width: 50 mm  
Height: 35 mm  
(1 column)  
€ 775



## Prices & Formats

| Preferred Positions     | Width / Height (mm) | Price € |
|-------------------------|---------------------|---------|
| Title page <sup>1</sup> | 215 x 94            | 5,350   |
| Postcards <sup>2</sup>  |                     | 540     |

| Loose inserts <sup>3</sup> | Weight             |      |
|----------------------------|--------------------|------|
|                            | up to 20 g         | 245  |
|                            | per additional 5 g | 6.60 |

### BusinessPartner (105 x 59 mm w x h)

|                   |       |
|-------------------|-------|
| 3 Advertisements  | 780   |
| 6 Advertisements  | 1,200 |
| 10 Advertisements | 1,800 |

Presentation on [www.PRO-4-PRO.com](http://www.PRO-4-PRO.com)

### Advertisements by millimetre

(Price per single column/50 mm)<sup>3</sup>

|  |             |
|--|-------------|
| Advertisements (minimal height 80 mm/1 column) | € 11.00/mm  |
| Job ads 4c (minimal height 80 mm/1 column)     | see page 15 |

### 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 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:

Christiane Rothermel,  
+49 (0) 6201 606 746, [crothermel@wiley.com](mailto:crothermel@wiley.com)

### 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.

<sup>1</sup> 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.

<sup>2</sup> Postcards: € 520 per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

<sup>3</sup> Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.



# Technical Specifications

## Newspaper format

350 x 510 mm (width x height)

325 x 455 mm (width x height), print space

Number of columns: 6, column width 50 mm

## Print methods

Newspaper web press (Roll offset)

## Colours

Euro scale,

no special colours possible

## Application of paint

max 240%

## Screen ruling

70 ruling

Print profile: ISOnewspaper26v4

## Inserts

Minimum insert size: 105 x 148 mm

Maximum insert size: 240 x 350 mm (w x h)

the back fold must be on the long side (350 mm)

Minimum weight for single-sheet inserts: 170 g/m<sup>2</sup>

## Delivery of loose inserts

Delivery quantity: 25,200 copies

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

## Data formats

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 [silvia.edam@wiley.com](mailto:silvia.edam@wiley.com)



Wiley-VCH GmbH

FAO: Silvia Edam

Boschstrasse 12

69469 Weinheim, Germany

Tel.: +49 (0) 6201 606 570

Advertorial

**Content is King**

This motto has been valid since the hieroglyphs in the temples of the Pharaohs as well as in classic books and journals, as well as all digital formats. Experts claim that we are living in an "age of content". As well as publishing companies, organizations, companies and agencies go to great lengths to produce unique and relevant content, which assist readers in their business processes, strategic decisions or learning success.

**Distribution is Crucial**

Valuable content is the essential basis, its targeted distribution is a necessity. Present your content in the leading medium for the chemical, pharmaceutical and process industries and benefit from the excellent reputation and respect which Management & Krankenhaus enjoys in the industry.

**Advertorial**

With advertorials you inform Management & Krankenhaus readers with content which you or your PR agency have produced with the objective of increasing the level of awareness of your company. The article communicates your know-how in the sector, establishes the experts in your company as thought leaders in the market and in turn has a positive effect on the perception of your brand.

Integration of the content in the established look & feel of the editorial content of Management & Krankenhaus, both in print and online, and with naming of the author together with contact information for feedback and enquiries.\*



**Redaktionsschluss für Advertorials in M&K:**

- 7 Arbeitstage vor Anzeigenschluss
- Letzte mögliche Korrektur: 11 Arbeitstage vor Erscheinen der M&K

**Redaktionsschluss für Advertorials in M&K kompakt:**

- 7 Arbeitstage vor Anzeigenschluss der M&K kompakt
- Bitte beachten Sie die von M&K abweichenden Anzeigenschlüsse.
- Letzte mögliche Korrektur: 18 Arbeitstage vor Erscheinen der M&K

|   | M&K MAIN ISSUE  |   |   | M&K kompakt   |   |   |
|---|---|---|---|---|---|---|
|   | Basic   | Advanced  | Professional  | Basic   | Advanced  | Professional  |
| Outline   | 1/4 page text advertisement with 3,500 characters + 1 illustration or graphic | 1/2 page text advertisement with 5,000 characters + 2 illustration or graphic | 1/1 page text advertisement with 9,000 characters + 4 illustration or graphic | 1/4 page text advertisement with 1,500 characters + 1 illustration or graphic | 1/2 page text advertisement with 2,500 characters + 2 illustration or graphic | 1/1 page text advertisement with 3,500 characters + 3 illustration or graphic |
| Design in the look & feel of a M&K article with customer's individual content   | ■   | ■   | ■   | ■   | ■   | ■   |
| Editorial consulting: benefit from the expert knowledge of our editors – they will be pleased to help you with the production of your content |   | ■   | ■   |   | ■   | ■   |
| Online publication until further notice (online layout, tags, links to customer's website; video Integration possible)                        | ■   | ■   | ■   | ■   | ■   | ■   |
| Price   | € 4,850   | € 7,950   | € 10,350  | € 2,500   | € 4,200   | € 7,950   |

\*For legal reasons, we have to insert the word Advertorial above the article.



# Special Advertising M&K Main Issue

**Medizin&Technik**  
August 2022

**Deutscher Herzbericht 2020**



**Themen**  
Corona-Folgeerkrankungen – hilft personalisierte Medizin?

**Abnehmen verbessert Ergebnisse von Katheterablation**

**ANZEIGE mit Verweis auf Titelstory**

**Management & Krankenhaus**  
Zeitung für Entscheider im Gesundheitswesen  
WILEY  
August 2022

**TITELSTORY**  
M&K

**Management & Krankenhaus**  
Zeitung für Entscheider im Gesundheitswesen  
WILEY  
August 2022

**Themen**  
Corona-Folgeerkrankungen – hilft personalisierte Medizin?

**Abnehmen verbessert Ergebnisse von Katheterablation**

**ANZEIGE mit Verweis auf Titelstory**

## Experten-Interview

Zeigen Sie Ihre Kompetenz  
in Ihren Fachgebieten

Preis: € 8,500,-

### Platzierung:

Aufmacher im Innenteil (Ressort)

### Umfang:

ca. 5.000 – 6.000 Zeichen/Leerzeichen  
+ 2 Abbildungen

## Titelstory

Der Premium-Mix aus  
Titelanzeige und PR-Beitrag

Preis: € 9,500,-

### Platzierung:

Titelseiten-Anzeige + Titelstory im  
Innenteil (Ressort)

### Umfang:

1 x Anzeige „Titelseiten-Footer“ und  
1 x Titelstory mit ca. 5.000 Zeichen/  
Leerzeichen + 2 Abbildungen

# Dates & Contents

## Main topics Supplements

### M&K kompakt

M&K kompakt is the Management & Krankenhaus special issue for all managers and users at in-patient facilities, who are involved in investment decisions and process optimization.

As stated in its title M&K kompakt reports compactly, precisely and succinctly on the key points of Bauen, Einrichten & Versorgen; Hygiene, Klinik-IT, Labor & Diagnostik, Radiologie.

M&K kompakt is published with an increased circulation of 25,000 copies. The circulation is composed of inclusion the usual circulation of Management & Krankenhaus (25,000 copies / IVW certified).

The print version also appears online at [www.management-krankenhaus.de](http://www.management-krankenhaus.de). Along with this B2B target group portal, the print media reaches the highest number of readers in in-patient healthcare throughout the whole of Germany.

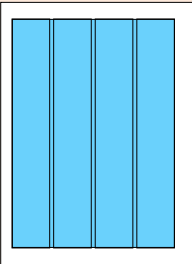
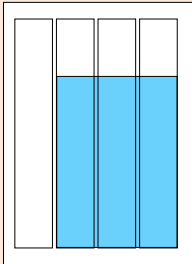
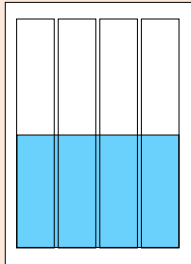
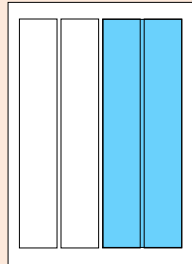
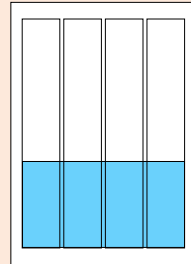
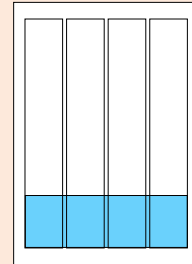
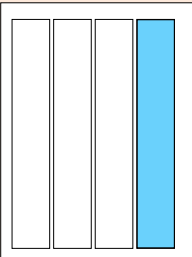
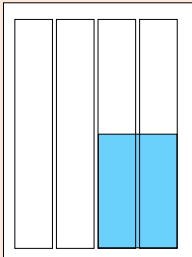
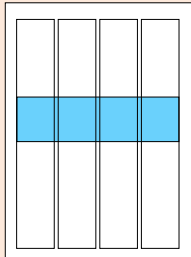
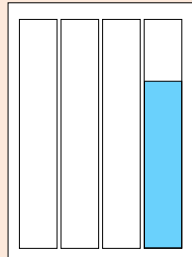

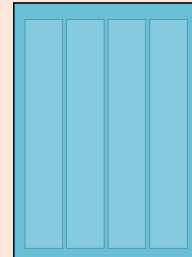


Magazine format: 240 x 330 mm  
Print space: 215 x 303 mm  
Column count: 4 columns  
Print run: 25,000 copies

| M&K kompakt-Issues     | M&K kompakt Hygiene | M&K kompakt Klinik-IT          | M&K kompakt Radiologie                                      | M&K kompakt Bauen, Einrichten & Versorgen | M&K kompakt Labor & Diagnostik   | M&K kompakt Hygiene  |
|------------------------|---------------------|--------------------------------|---|---|--|--|
| Publication date       | 08.03.2023          | 05.04.2023                     | 03.05.2023  | 02.08.2023                                | 06.09.2023   | 04.10.2023   |
| Advertising deadline   | 03.02.2023          | 03.03.2023                     | 31.03.2023  | 23.06.2023                                | 04.08.2023   | 01.09.2023   |
| Editorial deadline     | 13.01.2023          | 10.02.2023                     | 10.03.2023  | 02.06.2023                                | 14.07.2023   | 11.08.2023   |
| ADDITIONAL CIRCULATION |                     | DMEA<br>Berlin, 25.-27.04.2023 | Deutscher<br>Röntgenkongress<br>Wiesbaden<br>17.-20.05.2023 |   | Jahrestagung der<br>Deutschen Gesellschaft<br>für Hygiene und<br>Mikrobiologie<br>Lübeck, 18.-20.09.2023 | DKLM - Jahrestagung<br>der DGKL und<br>Fachtagung für<br>Biomedizinische<br>Analytik des DVTA<br>Mannheim,<br>Oktober 2023 |
|                        |                     |                                |   |   |  | Freiburger<br>Infektiologie- und<br>Hygienekongress<br>Freiburg, 11.-13.10.2023  |

Bitte beachten Sie die von M&K abweichenden Redaktionsschlüsse.

# Formats + Prices

|   |   |   |   |  |  |
|---|---|---|---|--|--|
| <b>1/1 Page</b><br>Width: 215 mm<br>Height: 303 mm<br>(4 columns)<br><b>€ 7,950</b>         | <b>1/2 Page Corner</b><br>Width: 160 mm<br>Height: 227 mm<br>(3 columns)<br><b>€ 4,800</b>   | <b>1/2 Page landscape</b><br>Width: 215 mm<br>Height: 152 mm<br>(4 columns)<br><b>€ 4,200</b>  | <b>1/2 Page portrait</b><br>Width: 105 mm<br>Height: 303 mm<br>(2 columns)<br><b>€ 4,200</b>  | <b>2/5 Page portrait</b><br>Width: 215 mm<br>Height: 114 mm<br>(4 columns)<br><b>€ 3,300</b>        | <b>1/4 Page landscape</b><br>Width: 215 mm<br>Height: 74 mm<br>(4 columns)<br><b>€ 2,500</b>  |
| <b>1/4 Page portrait</b><br>Width: 50 mm<br>Height: 303 mm<br>(1 column)<br><b>€ 2,500</b>  | <b>1/4 Page classic</b><br>Width: 105 mm<br>Height: 149 mm<br>(2 columns)<br><b>€ 2,500</b>  | <b>1/5 Page landscape</b><br>Width: 215 mm<br>Height: 57 mm<br>(4 columns)<br><b>€ 2,200</b>   | <b>1/5 Page portrait</b><br>Width: 50 mm<br>Height: 224 mm<br>(1 column)<br><b>€ 2,200</b>    | <b>Inside front/back page</b><br>Width: 240 mm<br>Height: 330 mm<br>+ 3 mm bleed<br><b>€ 9,300</b>  | <b>Title page</b><br>Width: 240 mm<br>Height: 330 mm<br>+ 3 mm bleed<br><b>€ 11,400</b>       |

Preferred Position

## Analysis

**Management & Krankenhaus** is the market-leading publication serving all managers and practitioners of in-patient healthcare.

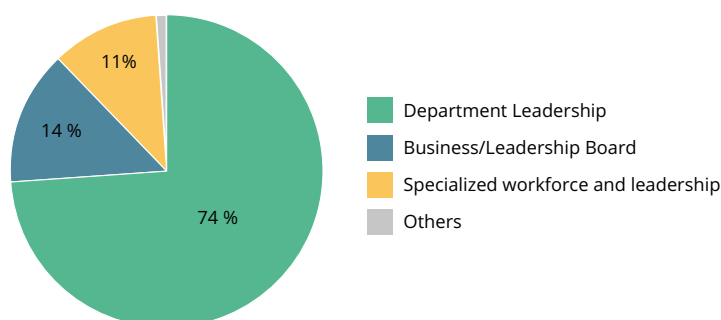
The readers of **Management & Krankenhaus** are senior and mid-level managers.

**Management & Krankenhaus** is not only read in Germany. It also serves an audience in Austria (around 1078 readers), Switzerland (around 768 readers), and the Netherlands (around 35 readers).

The journal therefore offers comprehensive coverage of the German-speaking area of Europe.

**Management & Krankenhaus** is an indispensable medium for communication with leading decision makers in the field of in-patient healthcare.

**Management & Krankenhaus** offers the ideal environment for visual and marketing campaigns, product listings, and online promotion.



| Copies per issue                    | Copies |
|-------------------------------------|--------|
| Print run                           | 25,000 |
| Subscription                        | 2,673  |
| Controlled circulation, Trade Shows | 24,850 |
| Total Circulation                   | 24,950 |

| Geographical distribution | %     |
|---------------------------|-------|
| Austria                   | 3.68  |
| Switzerland               | 2.62  |
| Germany                   | 93.53 |
| The Netherlands           | 0.05  |
| Others                    | 0.12  |

| Analysis of recipients according to the professional function | %     |
|---|-------|
| Administrative directors                                      | 11.67 |
| Commercial management   | 1.57  |
| Medical management  | 7.58  |
| Technical management  | 1.83  |
| Human resources   | 1.04  |
| Medical leadership  | 42.97 |
| Nursing leadership  | 6.37  |
| Pharmacy managers   | 0.58  |
| Hygiene specialists   | 2.14  |
| R&D   | 0.84  |
| Laboratory management   | 0.86  |
| Waste disposal and environmental officers                     | 1.07  |
| Quality management  | 3.38  |
| Marketing/sales/administration                                | 5.76  |
| Purchasing  | 1.01  |
| Data processing   | 1.44  |
| Other functions   | 9.89  |

| Postcode distribution | %    |
|-----------------------|------|
| Postal zone 0         | 6.4  |
| Postal zone 1         | 6.3  |
| Postal zone 2         | 8.2  |
| Postal zone 3         | 10.8 |
| Postal zone 4         | 12.5 |
| Postal zone 5         | 12.8 |
| Postal zone 6         | 9.2  |
| Postal zone 7         | 9    |
| Postal zone 8         | 9.8  |
| Postal zone 9         | 8.5  |
| Abroad                | 6.5  |

# B2B Portal: **management-krankenhaus.de**

**www.management-krankenhaus.de** is THE portal for decision makers in German hospitals and rehab facilities. Clearly structured and filled with detailed information, this portal is the perfect location for your advertisements in the German in-patient healthcare system.

## Online-Advertisement

Provide a face for the name, make your presence felt, announce the launch of a new product – in short profit from our global reach! Complement your print advertising in Management & Krankenhaus with an image campaign on management-krankenhaus.de and increase your market penetration.

|                   |                 |                               |
|-------------------|-----------------|-------------------------------|
| Leaderboard       | 728 x 90 Pixel  | € 1,750 / month, run of site* |
| Wide Skyscraper** | 160 x 600 Pixel | € 1,975 / month, run of site* |
| Medium Rectangle  | 300 x 250 Pixel | € 1,920 / 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 **management-krankenhaus.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 **\*€ 1,570** six months in the portals database

**Combo offer:** Feature on Portal + Newsletter **€ 2,500**

\*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 **€ 950 / 6 months**

## Webcast | Video

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

### Scope of Service:

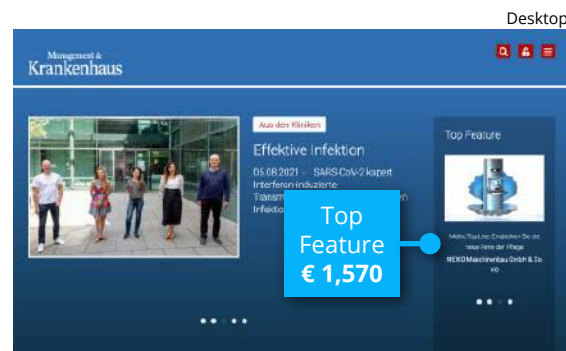
Teaser text, product video, company address **€ 950 / 6 months**

## Accesses to the website (Google Analytics)

|                        |         |
|------------------------|---------|
| Page Impressions/Month | 138,300 |
| Visits/Month           | 97,670  |

Mean values from the 1st half of 2022

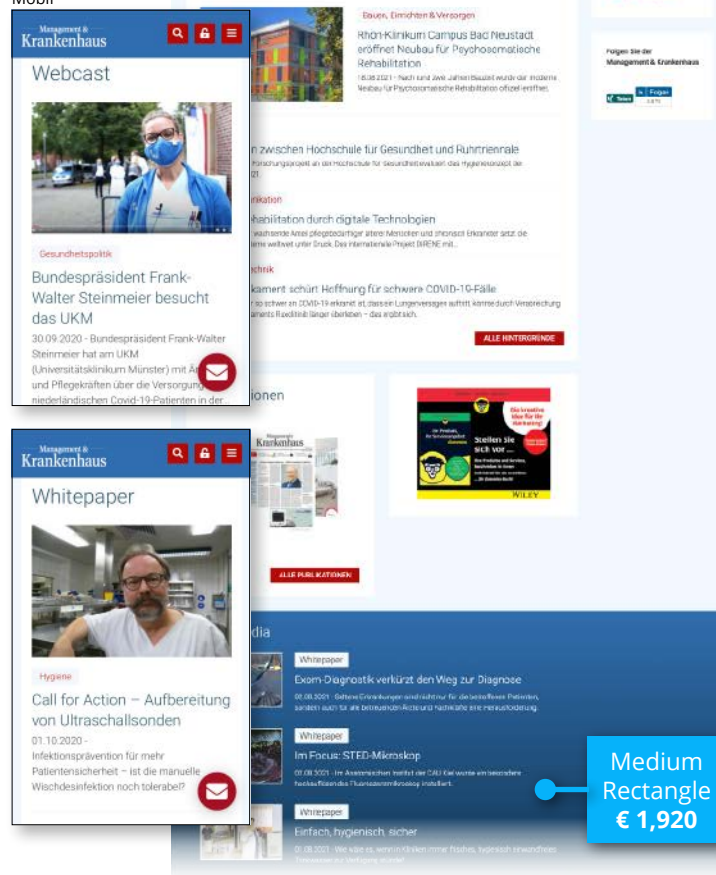
See next page for technical specifications



Leaderboard  
€ 1,750

Wide Skyscraper  
€ 1,975

Mobil





# Newsletter: [management-krankenhaus.de](https://management-krankenhaus.de)

**Management + Krankenhaus** informs its newsletter subscribers about trends and market developments in the German healthcare market. The newsletter reports comprehensively on all topics relevant to the stationary health care system.

## 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   | € 1,055 |
| Medium Rectangle  | 300 x 250 Pixel  | € 1,875 |
| 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 | € 1,135 |
| Combo offer: Feature on website + newsletter  |  | € 2,500 |
| 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) | 2,400  |
| Open Rate (MV)             | 54,9 % |
| Unique Open Rate           | 27,5 % |
| Click-to-Open Rate         | 19,4 % |
| Click Through Rate (MV)    | 9,4 %  |

MV = Mean value of 37 newsletters sent out

## Technical Data

Please send your files by mail to your sales representative. We will take care of all further steps.

## Banner (Website)

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


Size of data: max. 40 MB or Youtube link


Management &  
Krankenhaus


Halo liebe Leserinnen und Leser,  
  
die Architekten der AKG (Architekten für Krankenhausbau und Gesundheitswesen e.V.) sind u.a. verantwortlich für Klinikneubauten und Sanierungen, die teils zu den größten Bauvorhaben Deutschlands zählen. Sie versuchen täglich, das Wohl des Menschen mit seiner gebauten Umwelt zu verbinden.  
  
**Unsere Features heute:**


- **Canon:** Roboterbasiertes Röntgen im Klinikum Fürth
- **Hewi:** Serie 477/801 mit neuer Formensprache
- **Siemens Healthineers:** Siemens Healthineers auf dem Hauptstadtkongress

Freundliche Grüsse senden  

  
Ulrike Hoffrichter, Matthias Erler, Mehtap Yildiz  
Produkt Manager, Chefredakteur, Anzeigenleitung



Features
  

Medizin & Technik  
**Roboterbasiertes Röntgen im Klinikum Fürth**  
27.05.2022 - Die Radiologie im Klinikum Fürth arbeitet seit Mitte 2020 mit zwei voll digitalen Adora-DRi-Systemen und drei mobilen X-Ray Units von Canon Medical Systems.



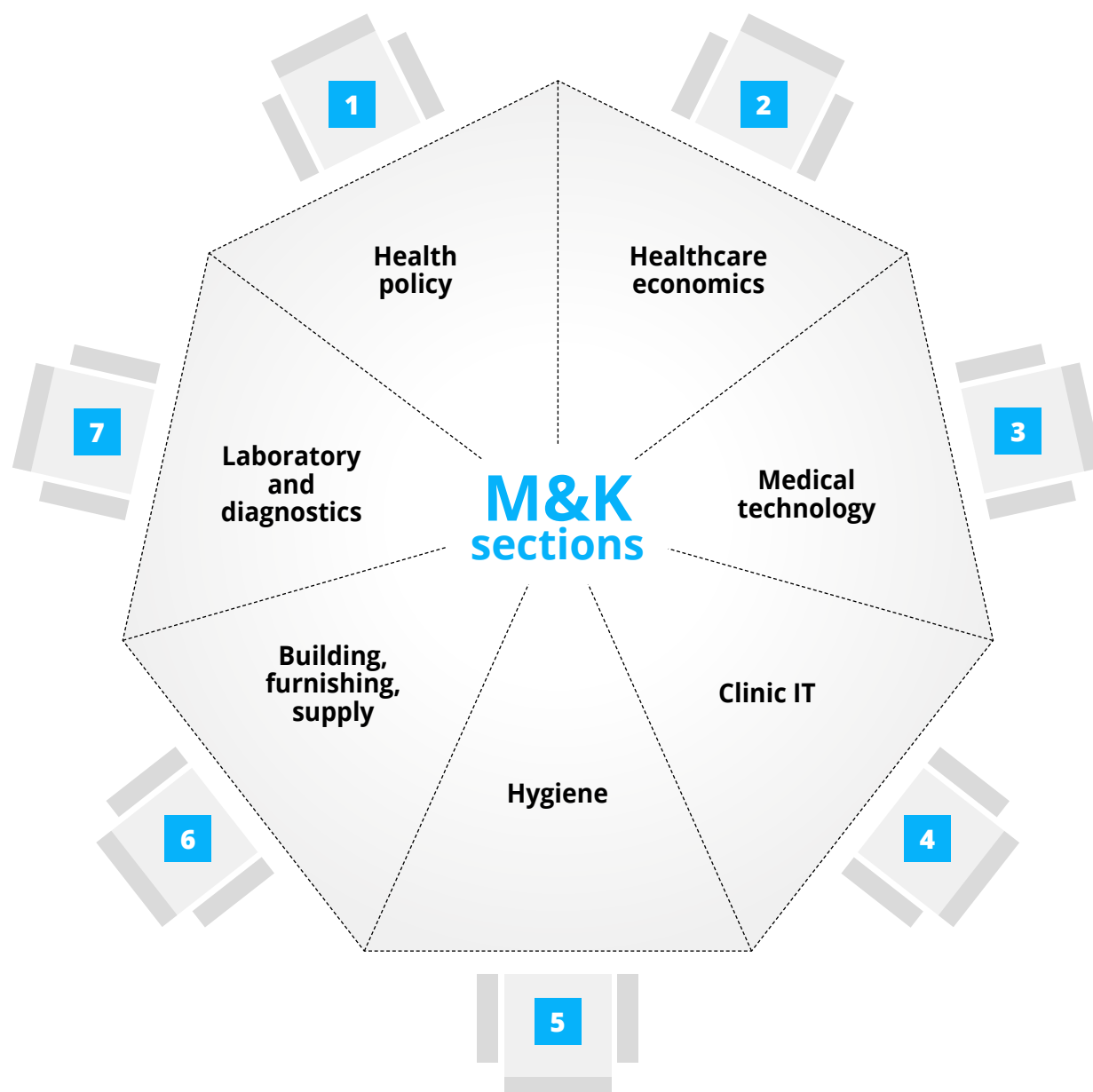
medAmbiente  

Bauen, Einrichten & Versorgen  
Spatenstich in Trauer  
besonderes Pflegen

Exclusive access to your customers  
**Single Sponsored Newsletter**  
5,955 €

## Redaktionsschluss für alle online-Texte:

- 10 Arbeitstage vor Versandtermin des gebuchten Newsletters
- Die 1. Korrektur ist kostenfrei, für jede weitere berechnen wir 100 €.

## Decider's Desk in the Hospital

**1 Health policy**

Board, administrative directors, commercial and medical management, CEO

**2 Healthcare economics**

Heads of Personnel and Purchasing, commercial management, head of administration, quality management as well as the board and senior management

**3 Medical technology**

Chief physicians and senior physicians, radiologists, emergency surgeons, cardiologists, anesthetists, intensive care etc.

**4 Clinic IT**

IT managers, CIO, EDP & technical management

**5 Hygiene**

Hygiene specialists

**6 Building, furnishing, supply**

Technical management and senior management, environmental officer

**7 Laboratory and diagnostics**

Laboratory management & IT management



# Job Advertisements

Get attention from more  
than 65,000 decision makers  
& users in German clinics

Combine print and online for  
optimal visibility and reach  
25,000 M&K readers +  
68,050 website visits

smart  
combination

## Crossmedia Package

1. 1/4 page print ad + online (30 days) € 1,650
2. 1/2 page print ad + online (30 days) € 2,850
3. SPECIAL Package:  
3 x 1/4 page print ad + online (30 days)  
+ 1 portrait of company or clinic € 4,180  
(redeemed within 12 months)

## Online prices

30 days – € 420

60 days – € 690

Scope of services:  
Teaser-Text + PDF  
of the ad

## Accesses to the website (Google Analytics)

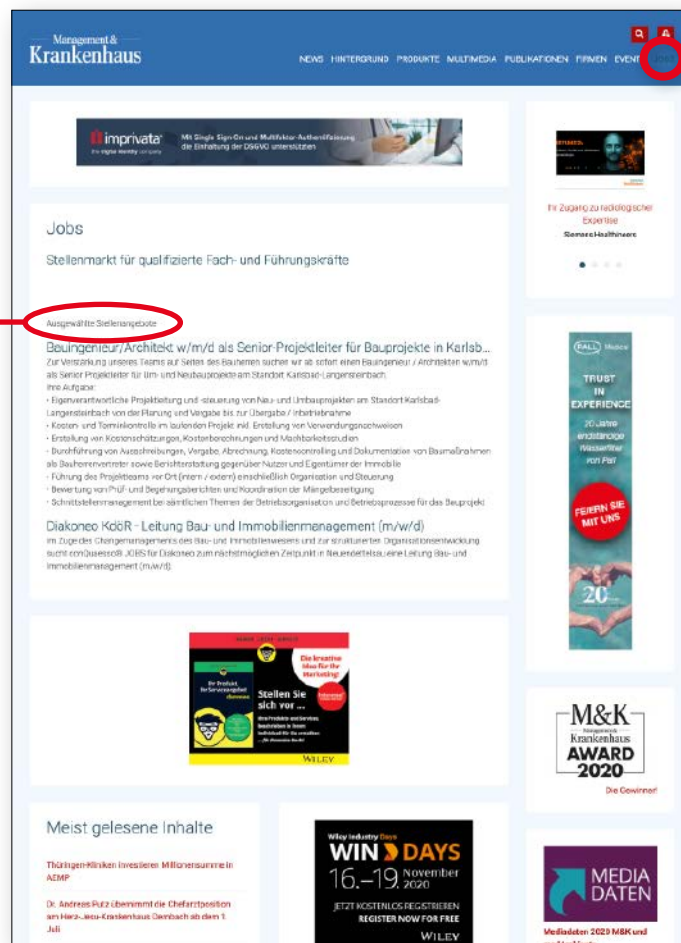
|                        |         |
|------------------------|---------|
| Page Impressions/Month | 138,300 |
| Visits/Month           | 97,670  |

Mean values from the 1st half of 2022

## Job Advertisements

(Price per single column/50 mm)

minimum height 80 mm € 3.15/mm  
P.O. Box No. fee € 10



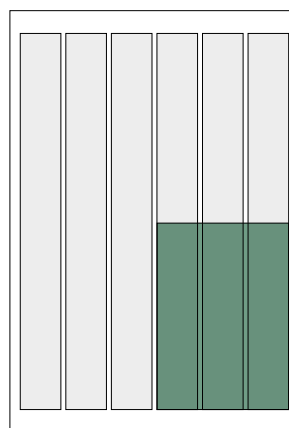
[www.management-krankenhaus.de/jobs](http://www.management-krankenhaus.de/jobs)

## Print Special Prices

### 1/4 Page classic

Width: 160 mm  
Height: 227 mm  
(3 columns)

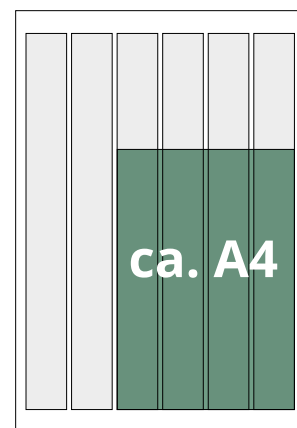
€ 1,650



### 1/2 Page Corner

Width: 215 mm  
Height: 303 mm  
(4 columns)

€ 2,850





**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



**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               |

## Events and Education

Wissensvermittlung ist ein entscheidender Bestandteil jedes Marketingprogramms. Webinare, Virtuelle Events und themenspezifische Webseiten (Knowledge Hubs) bieten Ihnen eine Plattform zur direkten Kommunikation mit Ihren Zielgruppen. Positionieren Sie Ihr Unternehmen als vertrauensvollen Partner, schließen Sie Wissenslücken und präsentieren Sie Lösungen, die Anwender in Wissenschaft und Industrie in ihrer täglichen Arbeit unterstützen.

### ■ Webinar

Ein Webinar-Sponsoring bietet Ihnen die Möglichkeit, Ihre Expertise zu präsentieren, erfolgreich Leads zu generieren, die Kundenbindung zu stärken und direkt mit Ihrer Zielgruppe zu interagieren.

Unser erfahrenes Projektteam kümmert sich um die gesamte Abwicklung, einschließlich Technik und Hosting. Wir arbeiten eng mit Ihnen zusammen und unterstützen Sie dabei, Referenten einzuladen, Inhalte zusammenzustellen und die Teilnehmer durch gezielte Marketingkampagnen auf Ihr Webinar aufmerksam zu machen.



#### Wählen Sie die passende Option:

- **Webinar mit einem Referenten**  
Beinhaltet eine moderierte Live Frage- und Antwortrunde.
- **Podiumsdiskussion oder Webinar mit mehreren Referenten**  
Beinhaltet eine aufgezeichnete Podiumsdiskussion oder aufeinanderfolgende Präsentationen mit einer abschließenden, durch Wiley moderierten Live Frage- und Antwortrunde.

*Referenten können von der Wiley-Redaktion gestellt oder vom Sponsor vorgeschlagen werden.*

#### Unser Service:

- Webinar-Hosting auf einer hochmodernen Plattform
- Maßgeschneidertes Marketingpaket zur Bewerbung des Webinars in Ihrer gewünschten Zielgruppe
- Direkte Interaktion (Video) mit den Teilnehmern während der Live Frage- und Antwortrunde
- Generierung von qualifizierten Leads (DSGVO-konform)
- Reporting (Registrierungen, Live-Teilnehmer, On-Demand Registrierungen)
- On-Demand-Hosting
- Inhaltliche Unterstützung durch unsere Fachredakteure (gegen eine zusätzliche Gebühr)

### ■ Virtuelle Events

Wiley Virtual Events bringen Ihr Konferenzprogramm auf eine virtuelle Plattform. Nutzen Sie ein virtuelles Event um sich als Meinungsbildner zu positionieren, Ihre Marke zu stärken und Ihr Unternehmen als Experte in einem ausgewählten Themengebiet zu präsentieren.

Interaktive Formate wie Podiumsdiskussionen, Networking-Sessions und Break-out Räume bieten Ihnen die Möglichkeit sich direkt mit Ihrer Zielgruppe auszutauschen und Ihre Lösungsansätze und Expertise in einem dynamischen Umfeld zu präsentieren.

#### Wenn Sie ein virtuelles Event sponsern, profitieren Sie von den folgenden Vorteilen:

- Maßgeschneidertes Marketingpaket zur Generierung qualifizierter Leads (DSGVO-konform)
- Exklusive und individuell anpassbare Formate
- Steigerung der Markenbekanntheit
- Positionierung als Lösungsanbieter
- Hohe Glaubwürdigkeit



## Add-ons

Bleiben Sie länger und nachhaltiger im Gespräch. Ergänzen Sie Ihre Content Marketing-Kampagne um zusätzliche Leistungen und erzielen Sie noch bessere Ergebnisse.

### Optionale Zusatzleistungen:

|                           |  |
|---------------------------|--|
| <b>Erhöhte Reichweite</b> | Ergänzen Sie zusätzliche Marketingmaßnahmen, um die Reichweite zu vergrößern und die Auffindbarkeit zu verbessern.   |
| <b>Content Feed</b>       | Bieten Sie Ihren Zielgruppen Zugang zu Volltextartikeln aus Wiley-Journals über die Einbindung eines Content-Feeds auf Ihrer Webseite.   |
| <b>Infografik</b>         | Präsentieren Sie wissenschaftliche Artikel in visueller Form, um sie leichter verständlich zu machen. Individuell erstellt in gedruckter Form, als herunterladbare PDFs oder als Videos. |
| <b>Expertenkommentar</b>  | Stärken Sie die Glaubwürdigkeit von Inhalten und das Zielgruppen-Engagement, indem Sie eine kurze Audio- oder Videopräsentation von einem Experten ergänzen.                             |
| <b>Übersetzung</b>        | Bieten Sie qualifizierte, von Experten geprüfte Informationen in der jeweiligen Landessprache an, um das Zielgruppen-Engagement zu verbessern.   |
| <b>Druckexemplare</b>     | Produzieren Sie gedruckte Exemplare Ihres Ebooks, Whitepapers oder EKBs für Messen, Konferenzen und Kundenbesuche.   |

## Preise

Bitte wenden Sie sich an Ihren Mediaberater, um ausführliche Informationen zu diesen Optionen zu erhalten.



# 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.
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- (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.
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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.
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- 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.
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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.

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  - (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.
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- (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.

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- 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.
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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

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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.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

| 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%   |
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29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
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