

# 2020 Vakuum in Forschung und Praxis

[www.vip-journal.de](http://www.vip-journal.de)

MEDIA GUIDE

The only journal on vacuum  
coating and related technologies

WILEY

# Quality connects

According to the b2b Decision Maker Analysis by Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

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**Trade magazines reach 94 % of the b2b target group with their print and online publications.**



physik-journal.de • pro-physik.de • vip-journal.de • WileyOnlineLibrary.com • imaging-git.com • photonicsviews.com  
• md-Automation.de • inspect-online.com

## Overview

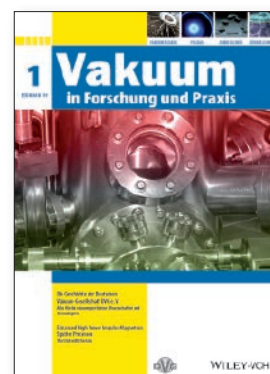
### Short description

Vakuuum in Forschung und Praxis (VIP) is the expert journal covering ion- and plasma-based vacuum coating methods and related technologies. This editorial focus is unique in German-speaking countries and serves as a link between research and practice.

VIP is aimed at scientists, engineers and technicians working in development, design, product management, marketing and sales. Carefully selected articles describe the fundamentals, further developments, applications and perspectives of vacuum coating – a key process in many high-tech markets.

The magazine part contains news on the markets and research institutes, networks and associations as well as product information, conference reports and upcoming events. Practice-oriented glossary articles summarize basic knowledge on relevant processes and methods, while the physical and technical background is presented for new products.

In addition, VIP offers the latest news from the sector on the pro-physik.de physics portal and a subscription to the online version via the WILEY ONLINE LIBRARY.



### Overview

Publication Frequency	6 times a year	Editorial	Dr. Oliver Dreissigacker
Volume	Volume 32, 2020		Lisa Kleinen
Print Run	3,000	Annual subscription	Print € 454
Publishing house	WILEY-VCH Verlag GmbH & Co. KGaA		Online € 454
	Boschstr. 12, 69469 Weinheim	Single Issue	Print+Online € 569
Postal Address	+49 (0) 6201 606-0		€ 101
Phone	+49 (0) 6201 606-100		plus VAT
Fax	www.wiley-vch.de	ISSN	cs-germany@wiley.com
Internet	aanders@wiley.com		0947-076X (print)
E-Mail	Jörg Wüllner	Journal Format	1522-2425 (online)
Commercial Manager	Änne Anders	Organ	DIN A4
Senior Account Manager			Organ of the DVG
			Deutsche Vakuum-Gesellschaft e. V.

## ADVERTISEMENTS WIDTH / HEIGHT (mm) PRICE € 4C

1/1 Page	187	250	5,750
2/3 Page	120	250	4,540
2/3 Page	187	166	4,540
Juniorpage	119	186	4,130
1/2 Page portrait	90	250	3,610
1/2 Page landscape	187	125	3,610
1/3 Page portrait	60	250	2,900
1/3 Page landscape	187	84	2,900
1/4 Page portrait	90	128	2,440
1/4 Page landscape	187	63	2,440
1/8 Page portrait	90	63	1,950
1/8 Page landscape	187	30	1,950

## PROMINENT POSITIONING PRICE €

Front Cover & Caption	4,920
2nd or 4th cover	6,080

## SURCHARGES PRICE €

Ads extending into bleed area	300
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Surcharges are not eligible for discount

## INSERTS WIDTH / HEIGHT (mm) PRICE €

1 sheet = 2 pages*	210	297	4,490
2 sheet = 4 pages*	420	297	6,740

Price for inserts without stuck-on post cards or samples for the entire print run

\* **Head:** 5 mm; **Foreedge:** 3 mm; **Foot + right:** min. 3 mm

## LOOSE INSERTS WEIGHT PRICE €

loosely inserted up to 25 g per item and up to a format of 200 x 287 mm (only for German distribution)		
Print run 3,000 copies	up to 25 g	2,350
Heavier supplements upon request		

### Terms of Payment:

Payment within 30 days without deduction.  
3 % direct debit discount.

All prices are subject to 19 % VAT.

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



## DISCOUNTS

for several ads within 12 months (year of insertion)

3 Advertisement	5 %
6 Advertisement	10 %
9 Advertisement	15 %
12 Advertisement	20 %

Jobs and opportunities ads are not eligible for discount

### We grant combination discounts.

Requirements: At least three ads in two or more journals.  
Min. Size 1/4 page DIN A4.  
Within 12 months (year of insertion).

### Bank details:

JP Morgan AG, Frankfurt  
BLZ 501 108 00, Konto Nr. 61 61 51 74 43  
S.W.I.F.T.-Adr.: CHASDEFX  
IBAN: DE55 5011 0800 6161 5174 43  
or cheque:  
WILEY-VCH Verlag GmbH & Co. KGaA,  
P.O. Box 10 11 61, D-69451 Weinheim

VAT-Id.No.: DE 813 481 633

## List of Products & Suppliers

Each issue of Vakuum in Forschung und Praxis contains a list of suppliers for all areas of vacuum and plasma technology and thin films. The printed line is 45 mm wide and includes around 34 characters. Spaces count as characters. The sections are in German and English and can be added to at any time. List of supplier entries are run until cancelled. Minimum booking is for one year (= 6 issues).

All entries are additionally placed online on [www.pro-physik.de](http://www.pro-physik.de) free of charge.

PREMIUM ENTRY	EURO PER ISSUE AND KEYWORD
Entry up to seven lines for company and contact details and company logo up to 10 mm logo height, 4c Company logos are placed above the address	130

BASIC ENTRY	EURO PER ISSUE AND KEYWORD
Basic entry up to four lines for company and contact details	70

DISCOUNTS	
6 keywords or more	5 %
12 keywords or more	10 %
18 keywords or more	15 %

## Example for premium entry

**ALMA**

ALMA driving-elements GmbH  
Obere Heeg 5  
97852 Schollbrunn  
Tel. +49 9394 9700-0  
Fax +49 9394 9700-30  
info@alma-driving.de  
www.alma-driving.de

## Example for basic entry

METALLIC FLEX GmbH  
Tel. 0049 5606 563 174  
info@metallicflex.de  
www.metallicflex.de

## SERVICES PRINT AND ONLINE

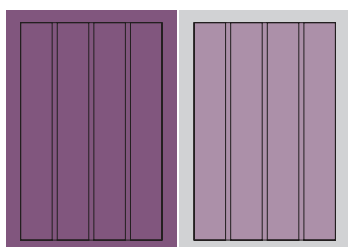
Vakuum in Forschung und Praxis circulation per issue	3,000
Unique visitors pro-physik.de each month	37,000
Page impressions each month	107,000
Visits each month	55,000

Source: Google Analytics

# Formats

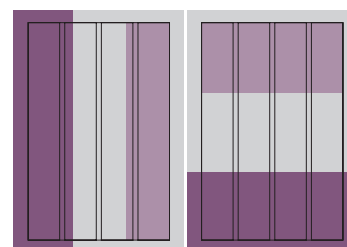
**1/1**  
Pages  
Type Area/  
Bleed Size

**Type Area:**  
187 x 250 mm  
**Bleed Size:**  
210 x 297 mm  
+ 3 mm Overlap  
on all sides  
**Final Size:**  
216 x 303 mm



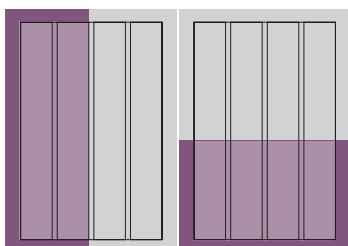
**1/3**  
Pages  
Type Area/  
Bleed Size

**Type Area:**  
portrait: 60 x 250 mm  
landscape: 187 x 84 mm  
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm  
+ 3 mm Overlap



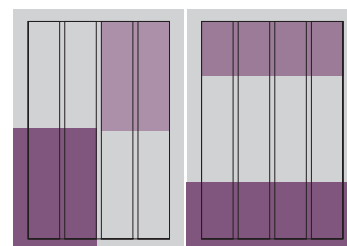
**1/2**  
Pages  
Type Area/  
Bleed Size

**Type Area:**  
portrait: 90 x 250 mm  
landscape: 187 x 125 mm  
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm  
+ 3 mm Overlap



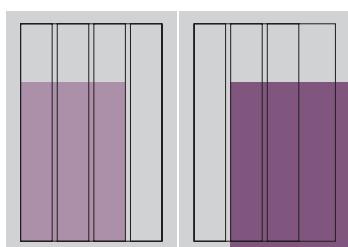
**1/4**  
Pages  
Type Area/  
Bleed Size

**Type Area:**  
landscape: 90 x 128 mm  
portrait: 187 x 63 mm  
**Bleed Size:**  
landscape: 106 x 151 mm  
portrait: 210 x 82 mm  
+ 3 mm Overlap



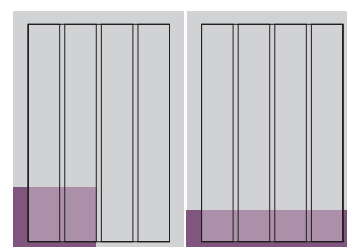
**Junior-  
page**  
Type Area/  
Bleed Size

**Type Area:**  
119 x 186 mm  
**Bleed Size:**  
134 x 209 mm  
+ 3 mm Overlap







**1/8**  
Pages  
Type Area/  
Bleed Size

**Type Area:**  
landscape: 90 x 63 mm  
portrait: 187 x 30  
**Bleed Size:**  
landscape: 100 x 86 mm  
portrait: 210 x 48  
+ 3 mm Overlap



ISSUES	1 February	2 April	3 June	4 August	5 October	6 December
Publishing Date	20 February 2020	9 April 2020	15 June 2020	24 August 2020	12 October 2020	7 December 2020
Advertising Deadline	22 January 2020	5 March 2020	6 May 2020	21 July 2020	8 September 2020	3 November 2020

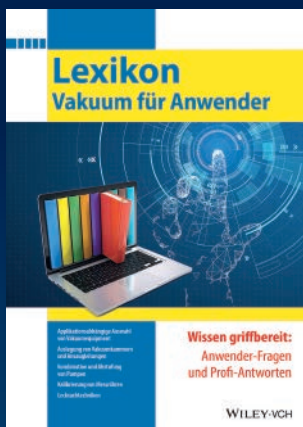
TADE SHOWS/CONFERENCES						
	<b>W3 Fair + Convention</b> Wetzlar, Germany February 26–27	 <b>Hannover Messe</b> Hanover, Germany April 20–24	 <b>SurfaceTechnology</b> Stuttgart, Germany June 16–18	<b>PSE 2020</b> Garmisch-Partenkirchen, Germany September 06–11	<b>eMove360°</b> Munich, Germany October 20–22	
	 <b>DPG-Tagungen</b>	<b>SVC Annual Technical Conference</b> Chicago, IL, USA April 18–23	<b>Intersolar Europe</b> Munich, Germany June 17–19	<b>POWTECH</b> Nuremberg, Germany September 29 – October 01	<b>glasstec</b> Düsseldorf, Germany October 20–23	
	Hanover, Germany March 09–13 Dresden, Germany March 15–20 Bonn, Germany March 30 – April 03	<b>ICMCTF</b> San Diego, CA, USA April 26 – May 01	<b>Sensor + Test</b> Nuremberg, Germany June 23–25	<b>Vacuum Expo</b> Longford, Coventry, UK October 07–08	<b>parts2clean</b> Stuttgart, Germany October 27–29	
	<b>ICCG 13</b> Braunschweig, Germany March 23–26	<b>SMTconnect</b> Nuremberg, Germany May 05–07			<b>VISION</b> Stuttgart, Germany November 10–12	
	<b>PUMPS &amp; VALVES 2020</b> Antwerp, Belgium March 25–26	<b>Control</b> Stuttgart, Germany May 05–08			<b>Composites Europe</b> Stuttgart, Germany November 10–12	
	 <b>analytica</b> Munich, Germany March 31 – April 03	<b>Optatec</b> Frankfurt, Germany May 12–14			<b>SEMICON Europa</b> Munich, Germany November 10–13	
					<b>sps smart production solutions</b> Nuremberg, Germany November 24–26	

Focus	Vacuum Technology & Artificial Intelligence	Turning Book	Sputter Technology & Electromobility	Materials for Vacuum and Space	Leak Detection & Barrier Coatings	Tribology & Sustainability
	Oil-free Vacuum Pumps	<b>Lexicon – Vacuum for Users</b>	Plasma Sources, (Magnetrons, Beam Sources)	Pump Units, Testing Chambers and Procedures	Portable Pumping Systems	Lifetimes of Vacuum Pumps
	EUV-Lithography	<b>Tips and tricks for operating vacuum systems:</b> • Application-dependent selection of vacuum equipment	Plasma Analysis, Process Monitoring	Material Properties and Databases	Mass Spectrometers, Systems for Determination of Mass Flows	Increased Service Life in Vacuum Processes
	Semiconductor Coating, Chip Manufacturing	• Design of Vacuum Chambers and Piping • Leak Detection Techniques • Calibration of Measurement Gauges	Sputtering Systems and Components	Metals, Plastics, Disposables	Leakage Tests, Standards in Leak Detection	Wear Protection Coatings, Reduction of Friction Coefficient
	Clean Room Technology		Sputtering Targets for High Precision Coatings	Seals, Feedthroughs	Impermeable Encapsulations	Analysis of Internal and External Surfaces
	Simulation-based Prediction of Layer Properties	<b>Knowledge at your Fingertips:</b> Cross-linking of Typical User Questions with Professional Answers	Energy Storage Devices	Moveable Components	Medical Implants	Renewable Energies
	Product and Process Optimization through Neuronal Networks	<b>Pumps, Digitalization &amp; Sensors:</b> • Intelligent Vacuum Pumps • Vacuum Measurement, Smart Sensor • Process Control and Automatization • Connectivity and Internet of Things	Smart Glazing	Coatings for Space Applications	Food Packaging	Automotive Applications

<b>KNOWLEDGE COMPACT:</b>
<b>Lexicons:</b> Vacuum for Users, Surface Analytics   <b>GIG</b> – Learned is Learned: Fundamentals of Vacuum Technology

<b>PERMANENT SECTIONS</b>
<b>News:</b> Industry and Research   <b>Products:</b> Information and Reports   <b>Community:</b> Companies, Institutes, Persons <b>Events:</b> Preview and Follow-Up of Trade Fairs and Conferences   <b>Perspectives:</b> New Applications, New Processes, Future Markets





Information  
in a double  
pack!

Turnaround Book: April Issue + Lexicon Vacuum for Users

## No matter how you turn it: Top content – Top advertising space!

The April 2020 issue is the first turnaround book on  
**vacuums in research and in practice:**

**Two issues in one** – a quick flip can take you from the **April issue**, which focuses on pumps, digitisation & sensor technology, to our **lexicon Vacuum for Users**, with tips and tricks for working with vacuum systems.

Information and “How-to” at your fingertips: typical questions frequently asked by users are linked to the experts’ answers – not only in the print edition but also in our **VIP Online Plattform**. This platform can present a company’s solutions as videocasts pinpointed to the user’s questions through cross-linking.

Price per videocast: € 1,200.00

Advertisers in the Turnaround Book will receive a half-page company profile in the April issue **free of charge**.



**Videocast**  
brings solutions

### Excerpts from the lexicon content:

- application-dependent selection and dimensioning of pumps, vacuum chambers and pipings
- combination and gradation options for pumps
- calibration of gauges
- influence of desorption on the pump down time in high vacuum
- preventive maintenance and maintenance intervals of vacuum pumps
- prevention of plant and production downtime
- leak detection
- leak testing on coating equipment
- reduction of the measuring time of a leak detector



**Information at  
your fingertips:**  
User questions and  
expert answers

WILEY-VCH

## Advertorial

An advertorial is the best way to present comprehensive information about your products and applications using your own corporate identity – you are responsible for both the content and layout. There are no editorial changes, removing the need for a second, time-consuming print approval, making this particularly attractive for global companies.

Advertorials can just as easily be designed using the journal's layout, allowing for an image transfer from the journal to the product/application while increasing brand sympathy.

Advertorials convey a high degree of credibility, resulting in a greater awareness and advertising efficacy among the readership.

## Example 2 pages Advertorial

**SICHERHEITSMANAGEMENT**

**Mit Sicherheit verkaufsfördernd**  
Videoüberwachungssysteme verhindern nicht nur Ladendiebstahl, sondern können Handlen auch helfen, die Kaufabsichten eines Kunden frühzeitig zu erkennen



Einzelhändler treffen täglich tausende Entscheidungen, um den Umsatz zu steigern. Sie überlegen sich zum Beispiel, wo die Probe mit den neuesten Modellen aufgestellt werden sollte. Das ist im besten Fall nicht nur, was besonders viele Kunden willkommen, in Supermärkten stehen die neuesten DVDs im Regalbereich, um die Kunden zu einem Impulskauf zu bewegen. Diese und viele andere kleine Entscheidungen machen den Unterschied, ob das Tagesgeschäft ein Erfolg ist – oder eben nicht.

Warum aber nicht über die Sicherheit hinaus auch für kommerzielle Zwecke nutzen. Die einfache Überwachung, die nur die Anwesenheit eines Kunden an einem bestimmten Ort feststellt, ist eher eine Notwendigkeit für einen Laden, wenn man sicher sein möchte, dass kein Diebstahl vor sich geht. Aber was, wenn man seine Kunden nicht nur sehen, sondern auch verstehen möchte? Wie Einzelhändler können sie das Verhalten eines Kunden in der Geschäftsführung analysieren und daraus Erkenntnisse gewinnen, um das Geschäft zu verbessern?

Einzelhändler können sich das Verhalten eines Kunden nicht nur durch das Verhalten, sondern auch durch das Verhalten analysieren. Ein Einzelhändler kann das Verhalten eines Kunden analysieren, indem er das Verhalten eines Kunden analysiert. Ein Einzelhändler kann das Verhalten eines Kunden analysieren, indem er das Verhalten eines Kunden analysiert. Ein Einzelhändler kann das Verhalten eines Kunden analysieren, indem er das Verhalten eines Kunden analysiert.

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**SICHERHEITSMANAGEMENT**

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Einzelhändler treffen täglich tausende Entscheidungen, um den Umsatz zu steigern. Sie überlegen sich zum Beispiel, wo die Probe mit den neuesten Modellen aufgestellt werden sollte. Das ist im besten Fall nicht nur, was besonders viele Kunden willkommen, in Supermärkten stehen die neuesten DVDs im Regalbereich, um die Kunden zu einem Impulskauf zu bewegen. Diese und viele andere kleine Entscheidungen machen den Unterschied, ob das Tagesgeschäft ein Erfolg ist – oder eben nicht.

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## ADVERTORIAL

## PRICE €\*

2 pages	6,130
3 pages	8,715
4 pages	11,480

\* all rates include two full PDF correction runs. Only from the third PDF on there will be charged 45 € per PDF as handling fee.

# Technical Details

## Journal format

210 x 297 mm (W x H), DIN A4  
187 x 250 mm (W x H), type area  
Columns: 3, column width 59 mm or  
Columns: 4, column width 45 mm

## Printing and binding

Offset, adhesive  
Print profile: ISO Coated\_v2

## Colors

Euroscale

## Delivery via e-mail:

sedam@wiley.com

## Only the following file formats can be processed:

PDF (.pdf) created with print optimization.  
EPS (.eps)  
Tiff or JPG (non-compressed)

## Unsecured files:

Photoshop  
InDesign

## Please note the following:

The document names (including the images) may not contain umlauts, spaces or special characters.

The images, logos and fonts used in the advert are to be delivered with the unsecured files.

The documents may not contain any images or colors in RGB mode (only in CMYK), otherwise a binding color separation is not possible.

Grayscale (b/w) and 4-color images and figures must have a minimum resolution of 300 dpi, line drawing at least 600 dpi.

We accept all normal data media.

Please fax a copy of all adverts to the advertising dept.  
Fax: +49 (0) 6201/606-100

## Delivery

via e-mail sedam@wiley.com

WILEY-VCH GmbH & Co. KGaA  
Silvia Edam  
Boschstraße 12  
69469 Weinheim  
Tel.: +49 (0) 6201 606-570  
Fax: +49 (0) 6201 606-790



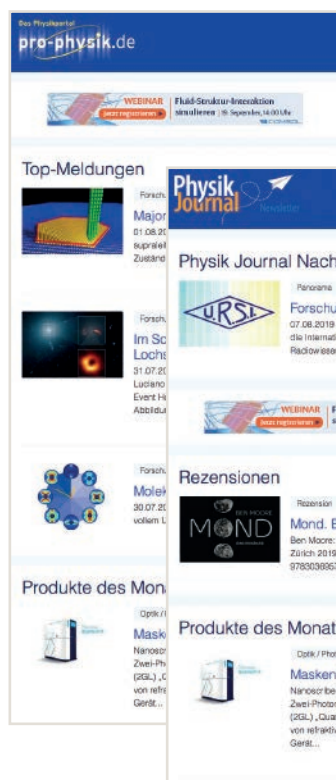
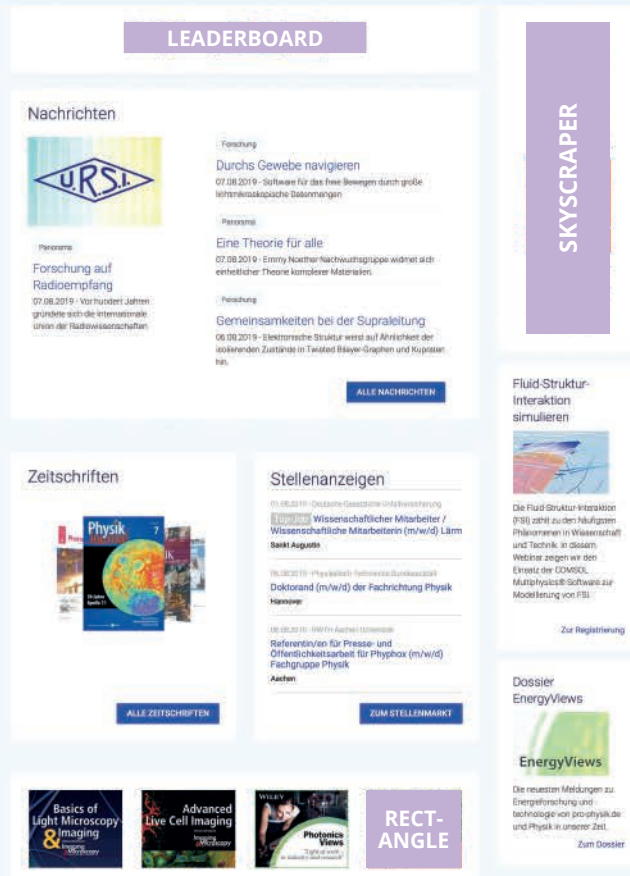
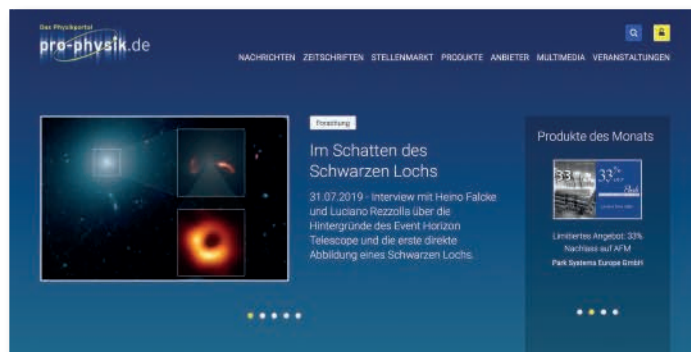
## pro-physik.de

pro-physik.de is the leading German-language expert portal for all areas of physics. Each day it is updated with news and articles from industry, technology, research and academia, as well as from the DPG (Deutsche Physikalische Gesellschaft; German Physical Society).

A comprehensive job ads section, list of suppliers with full search functionality and product information round off the offering.

pro-physik.de users mainly come from industry, research institutes and universities. The portal is regularly used by over 37,000 experts (unique visitors) a month and records over 106,000 monthly page impressions.

We will be happy to provide further information about online advertising options on **pro-physik.de**



## Product of the Month

Information about your product along with your company's name and a picture is presented on all pages (except job ads section) on the pro-physik.de portal and in e-newsletters.

Additionally, your product highlight remains for a total of six months (4 weeks thereof on one of the first 4 positions) in the portal's product database.

And, thirdly, the product information features prominently in the corresponding monthly issue of Physik Journal (print run: 60,000).  
Cost: € 1,845

## Webinar

A Webinar is an audiovisual online presentation, 60 minutes long.

The publisher supplies: Technology, presenter, acquisition of participants, recording available for 12 months on pro-physik.de, contact details of participants.

Cost per Webinar: € 12,810.

## Content Ad

The content ad is prominently placed on the entry page of the portal and thus attracts much attention.

In the content ad you can present your product, service, or event as an advertorial, i.e., in editorial style. It contains an image or logo, a short text, and a direct link to your desired page.

You can also present your white paper with a teaser text, image, and a link.

Cost/month € 1,485

## Banner

Banner format	Price €/Month
Leaderboard (728 x 90 px)	1,250
Wide Skyscraper (160 x 600 px)	1,455
Rectangle (180 x 150 px)	1,190

## Physics E-Newsletter

The physics e-newsletter is published weekly.

It offers its subscribers a comprehensive overview of current articles, news, interviews, and biweekly information from the DPG.

The e-newsletters pro-physik.de (6,000 recipients) and Physik Journal (17,500 recipients) are offered as a package with the weekly physics e-newsletter. This means you can reach DPG newsletter subscribers and other experts from industry and research in all areas of physics.

Banner format	Price/Month
Leaderboard (728 x 90 px)	€ 900



# Microsites Focusing on your Topic

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

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

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

\* Discount not available

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

## Digital Guides! Essential Knowledge Briefings (EKB)

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

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

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

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

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

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

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time - i.e. not later than on the date specified in the order confirmation - for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

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

8. The publisher reserves the right to reject advert orders - including individual adverts under a blanket contract - or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

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

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

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

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

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

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

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

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

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

16. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

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

19. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to

- 20% for circulation of up to 50,000 copies
- 15% for circulation of up to 100,000 copies
- 10% for circulation of up to 500,000 copies
- 5% for circulation of up to 500,000 copies.

In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

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

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

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

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